



Press Release

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Global Tourism Pulse to Beat at the 28th EMITT Tourism Exhibition

The 28th EMITT - Eastern Mediterranean International Tourism and Travel Exhibition , a key meeting point for the global tourism sector in Türkiye, is set to bring together tourism professionals and holiday consumers in Istanbul from February 5-7, 2025, for its 28th edition.

EMITT - Eastern Mediterranean International Tourism and Travel Exhibition, a central hub for the global tourism industry, annually welcomes nearly 30,000 industry professionals and thousands of holiday consumers, all eager to explore new and exciting travel opportunities presented by destinations and travel companies from around the world.

EMITT Tourism Exhibition Continues to Bridge the Turkish Tourism Sector and the World!

For 27 years, the EMITT Tourism Exhibition has served as a vital connection between the Turkish tourism sector and the global market. It has showcased numerous vacation and tourism destinations, helping cities —and even villages— establish their brands and reach both domestic and international tourists. Each year, EMITT brings together country pavilions, holiday destinations, summer and winter tourism spots, outdoor tourism destinations, hotels and resorts, as well as tour operators and agencies. The platform provides new business and collaboration opportunities for all exhibitors and professional visitors, both domestic and international.

At the 27th EMITT Tourism Exhibition last year, 220 VIP hosted tour operators from 43 countries participated over the course of four days, with a total of 28,386 visitors, including 3,158 international attendees. A total of 653 exhibitors from 28 countries, including Germany, Bulgaria, Brazil, Egypt, Iran, Japan, Northern Cyprus, Venezuela and more, participated in the exhibition. EMITT Tourism Exhibition, which saw international visitors make up 11% of the total attendance, achieved the highest international visitor rate in its 27-year history. As part of the Conference Program, more than 45 distinguished industry professionals engaged with exhibition visitors across 22 different sessions. Over the course of 4 days, covering 4 key themes, these sessions, held in collaboration with 25 partners, focused on topics central to the tourism sector's current agenda. More than 20 Stage and Booth Events were organized by the Exhibitor Companies within the scope of Main Foyer Stage Events and Exhibitor Booth Events.

The exhibition, which generated a business volume of nearly 500 million euros last year through the opportunities it facilitated, aims to further increase the value it contributes to the country's economy this year. Contributing to the continued growth and diversification of Turkish tourism, the exhibition hosts thousands of tourists and industry professionals annually, enhancing Türkiye's appeal as a top travel destination.

EMITT Exhibition Director, Hacer Aydın highlighted the exhibition's significant contribution to Türkiye's economy, tourism and national branding, stating, *"At last year's EMITT Exhibition, we shared our forecasts for the tourism sector for 2024 and beyond, focusing on potential solutions. At the EMITT Business Development Events, one of the industry's most influential meeting points, four key agenda topics—'Travel Trends,' 'Health Tourism,' 'Responsible Tourism,' and 'Travel Technologies'—were explored in collaboration with industry leaders,*



over 70 experts and 30 prominent institutions. In the 27-year history of EMITT, we achieved the highest international visitor rate. At EMITT, which offers new purchasing, business development, business and cooperation opportunities on the international stage, all our exhibitors had the chance to meet with more than 220 hosted tour operators from 43 countries through pre-scheduled appointments using the B2B appointment system, designed to enhance exhibitors' experience and facilitate more productive meetings."

Referring to key figures in the tourism sector, **Hacer Aydın** stated: "In the international tourism sector, it is estimated that the number of tourists will reach 1.5 billion, and tourism revenues will amount to 1.575 billion dollars in 2024. In 2025, the number of tourists is projected to reach 1.62 billion, with revenues expected to reach 1.65 trillion dollars. If these predictions are realized, the number of tourists will reach and surpass the levels seen before the pandemic in 2024. The Turkish Ministry of Culture and Tourism aims to attract 60 million tourists and generate \$60 billion in tourism revenues for 2024. For 2025, the target increases to 65 million tourists and \$65 billion in revenues. According to the Turkish Ministry of Culture and Tourism, the total number of tourists visiting Türkiye from January to June 2024 was reported as 26.14 million. Furthermore, data from TurkStat reveals that the number of foreign tourists visiting Türkiye in the first half of 2024 increased by 10.2 percent, while the number of Turkish tourists traveling abroad rose by 29.8 percent compared to the same period last year. From January to June 2024, the highest number of tourists came from Russia, followed by Germany, England, Iran and Bulgaria."

Highlighting the diversification of products and destinations in tourism, Aydın continued: "We are witnessing the emergence of offerings that include short-term stays, such as weekend city breaks, international events, sporting tournaments and festivals. These initiatives also help extend the tourism season to 12 months. As part of the sustainability tourism program, 15,178 accommodation facilities have received certification and continue their operations under a three-stage program. Growth is targeted in the United States and Canada in North America, as well as in Sweden, Norway, Denmark and Finland in the Nordic countries and in China, India and Australia in Asia-Oceania in 2024. We hope to strengthen and diversify these relations with EMITT. Therefore, we are expanding our goals by presenting new opportunities and programs that will encourage exhibitors to cooperate more this year. This year, we will rediscover Türkiye's power together in our exhibition, in which the primary topics of the sector such as digital technologies and sustainable tourism will be concentrated."

For detailed information:

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