



28th EMITT Exhibition Is Shaping the Future of Tourism with a Packed Event Schedule

The 28th EMITT – Eastern Mediterranean International Tourism and Travel Exhibition, one of the world’s largest tourism exhibitions, is set to provide a platform for national and international stakeholders in the tourism sector to forge meaningful collaborations and welcome industry professionals from February 5-7, 2025.

The EMITT – Eastern Mediterranean International Tourism and Travel Exhibition, a key meeting point for the global tourism industry, is organized in partnership with the Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD), with the support of the Turkish Ministry of Culture and Tourism, the Turkish Ministry of Trade, Istanbul Metropolitan Municipality, and Turkish Airlines. The event annually attracts nearly 30,000 industry professionals, along with thousands of holiday consumers eager to explore exciting travel opportunities presented by destinations and travel companies from around the world.

The exhibition will feature exhibitors from Asia, Europe, Africa, the Middle East, and the Americas and is expected to draw approximately 400 professional tour buyers this year. Exhibitors will include tour operators and professional tourism companies, alongside businesses specializing in destination management, destination weddings, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.

Running concurrently with the exhibition, the EMITT Event Program will present a variety of inspiring activities under the theme “Redefining”. These events aim to enrich the visitor experience and develop actionable plans to address the challenges facing the tourism sector in 2025.

Redefining Tourism: Bold Steps Toward a Sustainable Future

In its 28th year, EMITT will focus on the vision of **Positive Tourism** through its event program held alongside the exhibition. This approach aims not only to minimize waste but also to explore new market opportunities through innovative tourism products. By adopting strategies that enhance both nature and society, the program seeks to strengthen the tourism sector while fostering creative solutions and sustainable development.

Highlighting the significant contribution of the EMITT Exhibition to the Turkish economy, tourism sector, and national branding, **EMITT Exhibition Director Hacer Aydın** stated: “Amid global crises and environmental challenges, shaping the future of the tourism industry is no longer optional but a necessity. Redefining tourism requires not only addressing today’s crises but also adopting a bolder,



more innovative vision to create a sustainable future. As we confront the devastating impacts of the climate crisis, wars, and over-tourism, it is crucial for industry stakeholders to strengthen collaboration and work toward building a more resilient and positive tourism model. In this regard, the EMITT Exhibition, as a central meeting point for the global tourism industry in Türkiye, takes a leading role. This year, we are further broadening our horizons by introducing new opportunities and programs designed to foster greater collaboration among exhibitors.”

For 27 years, the **EMITT Exhibition** has played a pivotal role in creating new holiday and tourism destinations in Türkiye, fostering the branding of cities and even villages, and bringing together domestic and international tourists. This year, the exhibition will host thousands of exhibitors over the course of three days. The exhibition will host many countries, including Bulgaria, Japan, the TRNC, Venezuela, Serbia, Azerbaijan, Georgia, Pakistan, Kazakhstan, North Macedonia, Bosnia and Herzegovina, Uzbekistan, Brazil, Malta, Seychelles, Cuba, Italy and Egypt, as well as individual exhibitors from Greece and China.

On the first day of the exhibition, which will begin on **February 5, 2025**, the sector’s 2024 performance will be evaluated on the conference stage, and predictions for 2025 will be discussed following the official opening ceremony. The challenges faced by the tourism industry and the bold steps required to overcome them will also be addressed. Additionally, global trend reports will be shared, and future projections will be presented in the traditional Presidents’ Session.

On the second day of the exhibition, thematic panels will focus on how industry players can collaborate to create a more resilient tourism model. Star names, influencers, major hotel chains, service providers, and both domestic and international destinations will take the stage at the exhibition to inspire the industry.

On the final day of the exhibition program, successful examples and strategies for applying technology, sustainability, alternative tourism, and artificial intelligence approaches will be shared. Interactive discussions will be held, allowing the audience to generate new ideas and find creative solutions.

For more information about the event, please visit the website at [this link](#).

For detailed information:

Bersay Communications Consultancy

Ayben Cumali / +90 554 844 68 05 / ayben.cumali@bersay.com.tr