

EMITT – The Premier Meeting Point of the Tourism Industry in 2025!

The 28th edition of EMITT, the East Mediterranean International Tourism and Travel Exhibition, held under the main sponsorship of Türkiye İş Bankası, once again enhanced Türkiye's appeal as a top travel destination. This year's event drew significant interest from both visitors and exhibitors at the Tüyap Fair Convention and Congress Center.

Organized with the corporate sponsorship of the Republic of Türkiye's Ministry of Culture and Tourism, Ministry of Trade, Istanbul Metropolitan Municipality, and Turkish Airlines, EMITT is held in partnership with the Turkish Hoteliers Federation (TÜROFED), and the Turkish Tourism Investors Association (TTYD). With the strong support of its sponsors, including Türkiye İş Bankası as the main sponsor, the exhibition commenced with a prestigious opening ceremony attended by government officials, international representatives, and prominent industry leaders.

The 28th edition of EMITT, showcasing key destinations from Türkiye and numerous countries worldwide, welcomed 666 hosted tour operators and five influencers, along with thousands of exhibitors and visitors from 78 countries. Exhibitors included representatives from the USA, Germany, the UK, Russia, France, South Africa, Spain, Italy, Switzerland, Canada, India, Egypt, Saudi Arabia, and the United Arab Emirates. The exhibition took place from February 5 to 7, 2025.

As one of the world's five largest tourism exhibitions, EMITT hosted 656 exhibitors from 39 countries, including Bulgaria, Japan, Azerbaijan, Turkish Republic of Northern Cyprus, Georgia, Egypt, Serbia, Bosnia and Herzegovina, North Macedonia, Seychelles, Cuba, Malta, Nepal, Iran, Italy, Venezuela, Panama, and South Korea. Over the course of three days, the event attracted a total of 23,725 visitors, including 2,906 international attendees.

With international visitors making up 12% of the total, EMITT achieved the highest international visitor rate in its 28-year history. Additionally, this year's exhibition recorded a 15% rise in visitor density from the previous year.

EMITT Exhibition Director Hacer Aydın highlighted that the 28th EMITT Exhibition, held under the theme **"Redefining Tourism: Bold Steps for a Sustainable Future,"** made a significant contribution to Türkiye's economy, tourism sector, and national branding. She stated: *"As an event at the heart of the tourism industry, EMITT once again attracted an overwhelming number of visitors this year. We brought together senior government officials, leading brands in the sector, tour operators, agencies, and numerous professionals under one roof." We shared our forecasts for the tourism sector for 2025 and beyond, focusing on practical solutions. EMITT welcomed a total of 23,725 visitors and 656 exhibitors from 109 countries. As a global platform that facilitates new business opportunities, partnerships, and market expansion, EMITT provided exhibitors with the chance to connect with more than 666 hosted tour operators from 78 countries through a dedicated B2B appointment system,*

designed to maximize efficiency and foster productive meetings. Exhibitors received particularly strong interest on the first day. We anticipate that, through the collaboration opportunities offered at

EMITT—serving as a bridge between Türkiye and the global tourism market—a business volume of nearly 500 million euros will be generated this year.”

Future of the Tourism Industry Explored at the EMITT Conference Stage

With its extensive conference and event program, EMITT has evolved into a key hub for information, inspiration, and networking for exhibitors and visitors alike. The EMITT Event Programme, now in its 28th edition, featured a series of insightful and thought-provoking sessions under the theme of **“Redefining”**—aimed at developing actionable strategies to address the key challenges facing the tourism sector in 2025. The discussions also centered around the vision of **“Positive Tourism”**.

Following the official opening ceremony on the first day of the exhibition, which welcomed thousands of travel enthusiasts eager to explore new and exciting destinations, industry leaders took to the conference stage to assess tourism trends in 2024 and forecast developments for 2025. Key challenges facing the sector and the bold steps required to overcome them were analyzed, while global trend reports and future projections were unveiled during the highly anticipated Presidents’ Session—a longstanding highlight of the event.

The final event of the opening day, **“Bold Steps for Tourism: Municipalities Leading the Transformation,”** featured mayors presenting their insights on **“Smart Cities and Smart Destinations: The Future of Tourism Infrastructure,”** **“From Local to Global: Branding Destination Stories,”** and **“Travel Experiences Redefined by Innovation”**.

On the second day of the exhibition program, industry representatives explored key topics, including **“From Taş Tepeler to the World: The Geography at the Heart of Cultural Heritage,”** **“Silent Luxury and Sustainable Accommodation: Modern Hotels Approaches,”** and **“The Path to Positive Tourism with Destination Leaders”**. The discussions focused on how industry stakeholders can collaborate to build a more resilient and sustainable tourism model.

On the final day of the exhibition program, experts delved into key topics, including **“Creative Growth in Tourism with the Power of Influencers and AI,”** **“What If AI Went on a Vacation?”** and **“Tourism 5.0: Experiences are Evolving!”**. Speakers shared best practices and strategies for integrating technology, sustainability, alternative tourism, and artificial intelligence into the industry. Interactive discussions encouraged audience participation, encouraging the development of new ideas, and innovative solutions.

For detailed information:

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