

The Global Meeting Point of Tourism is in Istanbul: EMITT 2026 at Istanbul Expo Center!

Shaping the Tourism Industry with a Commercial Power of €482 Million, EMITT is Preparing to Open Its Doors at Its New Venue in 2026

The industry's well-established exhibition, EMITT – East Mediterranean International Tourism and Travel Exhibition, organized by ICA Events, will open its doors for the 29th time at Istanbul Expo Center on 5–7 February 2026.

ICA Events, which has organized more than 50 exhibitions and conferences bringing together international companies, senior representatives of the region, and all sectors of the economy, is organizing the 29th EMITT – East Mediterranean International Tourism and Travel Exhibition, one of the tourism industry's strongest meeting points. The exhibition, which will take place at Istanbul Expo Center on 5–7 February 2026, will bring together new destinations and the latest tourism trends with industry professionals. As an indispensable meeting point for the tourism world with its well-established history, EMITT once again demonstrated its global strength by hosting 656 exhibitors from 39 countries and 23,725 visitors in its previous edition. This year, it is once again preparing to bring together professionals from all over the world under one roof as a platform that generates business, remains memorable, and creates value.

EMITT with its renewed organizational structure at Istanbul Expo Center

Drawing attention to the significance of EMITT, which shapes the tourism industry with its high ratio of international exhibitors and visitors, strong B2B business environment, and commercial volume, EMITT Exhibition Director Banu Keskin said: "This year, we are taking EMITT's well-established 29-year history to Istanbul Expo Center with a strategic move. Our goal is not simply a change of venue; it is to provide industry professionals with a much more accessible, central, and efficient trade platform. Last year, we proved ourselves by generating an average business volume of €734,000 per exhibitor and a total business volume exceeding €482 million. In 2026, our objective is to focus on 'qualified connections' rather than quantity, creating an ecosystem where every exhibitor returns with concrete business agreements."

Generated a Business Volume of More Than €482 Million for the Tourism Industry in 2025

Referring to EMITT's successful previous edition with a total of 656 exhibitors from 39 countries and highlighting the new purchasing, business development, new business, and collaboration opportunities offered by the exhibition, Banu Keskin continued: "Last year, 87 percent of our exhibitors concluded the meetings they held during the exhibition with orders and preliminary agreements. In addition, 89 percent of our 2025 exhibitors stated that they plan to participate in this year's exhibition as well. Furthermore, our exhibition generated an average business volume of €734,000 per exhibitor, amounting to a total business volume of more than €482 million, while attracting strong interest from both industry professionals and holiday consumers. During the exhibition, a total of 8,000 orders and preliminary agreements were concluded, with an average of 12 business agreements signed per exhibitor. These figures clearly demonstrate EMITT's strategic importance and the strong interest it receives within the industry."

"Our Goal is to Make EMITT a Meeting Point that Generates Business, Remains Memorable, and Creates Value"

Emphasizing that the exhibition's high commercial volume and strong B2B meetings will shape the tourism industry's 2026 roadmap, Banu Keskin stated: "While EMITT offers its exhibitors the opportunity to increase their business volume, it also brings together all stakeholders of the tourism industry, including country pavilions, holiday and tourism destinations, hotels, health & sports tourism representatives, tour operators, and travel agencies. This year, accommodation, MICE, health tourism, travel agencies, tourism boards, public institutions, and transportation services will also take part in the exhibition. National participations will be organized from many countries, including Germany, the UAE, China, Japan, Italy, the Maldives, Egypt, and the Seychelles. Our goal is to increase the number of international buyers and professional visitors, create higher-quality business matchmaking opportunities, and strengthen the exhibition's commercial value. For us, impact is more important than numbers, and the right connections matter more than crowds. We want EMITT to be not just an exhibition that is visited, but a meeting point that generates business, remains memorable, and creates value."

About ICA Events

By leveraging its strong global network in the exhibition industry, ICA Events, which organizes Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, railway systems, and logistics sectors, transfers this strength to every industry it serves, creating new business, cooperation, and purchasing opportunities through its exhibitions while contributing to the development of these sectors.

About EMITT

EMITT – East Mediterranean International Tourism and Travel Exhibition has been inspiring tourism professionals for more than a quarter of a century as one of the global meeting points of the tourism industry. Bringing together nearly 30,000 tourism professionals each year with destinations and travel brands from around the world, EMITT offers visitors new routes and travel experiences. With more than 28 years of experience, EMITT has established itself as the leading exhibition in its region and continues to shape the industry while strengthening business partnerships through its ever-growing network of exhibitors and visitors. Organized in cooperation with ICA Group and TÜROFED, the exhibition is preparing to open its doors for the 29th time in 2026. EMITT serves as a business platform that enables exhibitors to connect with professional domestic and international visitors while creating new business and cooperation opportunities for the sector. Country pavilions, holiday destinations, summer and winter tourism and outdoor tourism destinations, health tourism, gastronomy tourism, hotels and tourist centers, tour operators, and travel agencies participate in the exhibition.

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