



**East Mediterranean International Tourism & Travel Exhibition (EMITT), welcomes nearly 40,000 industry professionals and tourists every year looking for new travel opportunities offered by travel service companies and holiday destinations from across the globe.**

## **EMITT Will Shape the Industry through the Event Programme!**

**As one of the top five tourism exhibitions worldwide, EMITT will host world tourism professionals and clients for the 26th time in Istanbul from February 8th to February 11th 2023. The exhibition will take place in the Tüyap Fair Convention & Congress Center, and will continue to maintain its mission where new agendas of the travel industry are discussed.**

East Mediterranean International Tourism & Travel Exhibition (EMITT), organized by ICA Events in collaboration with TUROFED (Turkish Hoteliers Federation) and TTYD (Turkish Tourism Investors Association) , will welcome professionals and travelers for the 26th time. Supported by the **Ministry of Culture and Tourism, TOBB, Turkish Airlines, and Istanbul Metropolitan Municipality**, the Exhibition makes a substantial contribution to Turkey's tourism ecosystem.

B2B appointment setting system was developed to enable more efficient negotiations at the exhibition, where firms will be able to increase their business volumes. Thus, the exhibition participants will have the opportunity to meet with hosted buyers (invited tour operators) and invited influencers by making an appointment in advance. This year, EMITT hosts nearly 300 invited tour operators and influencers from 56 countries, including France, Russia, Tunisia, Canada, Spain, England, the USA, Switzerland, Iran, Italy, Greece, India, the Philippines, and Azerbaijan.

This year, in which the tourism industry aims to reach the figures of 2019, brings new goals for Turkey. While Turkey is planning to reach 60 million tourists and 56 billion dollars in tourism income in 2023, within the framework of all these developments and expectations, EMITT has prepared a rich event programme that will be carried out simultaneously with the exhibition in order to understand the goals well and to bring the right content together with the relevant professionals.



As a result of COVID-19's effects on consumer behavior, travel tools, reservation systems, and service providers, EMITT's business-oriented events put the industry's growth at the top of the agenda in an effort to meet the demands of the market and, most importantly, regain confidence in travel. Within the framework of topics that shed light on the tourism agenda, it will bring together expert speakers with the participants.

The main topics of the EMITT 2023 Event Programme will be Turkey's vision for and efforts in health and wellness tourism, particularly sustainability, ground-breaking technological applications that enhance customer experience, promotion of our cultural heritage and branding, and best practices in eco, agro, and gastro tourism.

In addition to creating many cooperation opportunities, EMITT events will play a guiding role for sustainable tourism investments and projects by showing a realistic vision of the future to the industry. EMITT, which is shaped around the agenda of the tourism industry, will also be a leading platform where issues such as environmental awareness, digitalization, branding, and sustainability are discussed and many innovative projects and ideas of companies that lead the industry are shared.

#### **The EMITT 2023 Event Programme topics include:**

- **Presidents' Session:** Opinion Leaders Announce Their Predictions for Tourism in 2023
- **Sustainable and Responsible** Tourism
- **Health Tourism** Plan in Export Strategy
- Rising Powers of the Industry **Eco-Agro-Gastro** Tourism
- **Influencer Strategies** That Impact Destinations Beyond Stereotypes
- Tips for Engaging Your Audience **through Customized Experiences**
- **Metaverse:** The Experience That Expands Tourism Resources
- Travel Technologies for Holiday Designers and Planners
- Different Destination Explorations: Italy, TRNC, Brazil, Russia, and Maldives

#### **The Past, Present and Future of the Tourism Industry to be Discussed by Industry Leaders**

**February 8** - In the first programme of the exhibition the opinion leaders in the tourism industry will present their predictions for 2023, and bring the latest developments that shape the industry to the agenda. **The Presidents' Session**, to be moderated by Tourism Consultant Osman Ayık, will include TÜRSAB President Firuz Bağlıkaya, TTYD President Oya Narin and TÜROFED President Sururi Çorabatır.

In the session "Turkish Airlines Represents Italy and Its Beauties", Turkish Airlines will host the Italian Consulate, ENIT, and Connect2Italy executives on the conference stage.



**February 9** - On the second day,

Acıbadem Healthcare Group International Marketing Assistant Director Deniz Şentop and USHAŞ Health Tourism Sectoral Cooperation and Projects Executive Mehmet Karakaya will inform the audience about Turkey's projects in the field of health tourism during the panel titled "**Health Tourism Plan in Export Strategy**" which will be moderated by TTYD President Oya Narin.

On February 9th at 2:30 p.m., Gezimanya Co-Founder Murat Zafer Özbilgi will hold an enjoyable panel titled "Influencer Strategies That Impact Destinations Beyond Stereotypes" with local and foreign influencers. One of India's famous influencers, entrepreneur Harjinder Singh Kukreja, who has more than 3 million followers on social media, and entrepreneur and influencer Havva Safarova, the organizer of Tourism Days in Azerbaijan and Azerbaijan Influencer Summit, will share their strategy suggestions.

In the conference titled "**Destination Presentations**", Deputy of the Turkish Republic of Northern Cyprus and Chairman of the Cyprus Health Council Dr. Ahmet Savaşan, and Consul General of Brazil in Istanbul, Ambassador Regina Maria Cordeiro Dunlop will take place as speakers and will introduce the destinations of their countries to the visitors.

The final conference of the second day "**Rising Powers of the Industry: Eco-Agro-Gastro Tourism**" will be moderated by NY & Co. Global Hospitality and Tourism Consultancy Founder & CEO Nermin Yurtoğlu, good examples of eco, agro and luxury tourism will be shared by Buğday Association for Supporting Ecological Living Board Member Emre Karabacak, IMM Eurovelo Cycling Routes Project Coordinator Merve Akdağ and Sapanca Municipality President Özcan Özen.

**February 10-** Third day The "Sustainable Destination Management" session hosted by Türkiye Tourism Promotion and Development Agency (TGA) starts at 11:30 a.m.

Afterwards, the panel will be moderated by Futurist, Experience Designer Dr. Cem Kınay. In the panel titled "**Tips for Engaging Your Audience through Customized Experiences**", Mastercard Eastern Europe Vice President, High Growth European Market Regional Advisors Lead Akın Akbıyık, Pernod Ricard Turkey Sales Director Barış Düzova, Swissotel GM, Accor Hotels Turkey Operations Vice President Uğur Talayhan and Google Tourism Industry Leader Yeşim Öztekin will share their thoughts.



The third day of the exhibition will feature a panel discussion on "**Cultural Heritage on the Axis of Sustainable Tourism**" moderated by Pelin Batu in collaboration with the Istanbul Metropolitan Municipality. Discovery tips from Russia and Maldives will also come in the "Destination Presentations".

At the end of the day, Atlas Space CEO, Istanbul Bilgi University Faculty Member Ahmet Burçin Gürbüz, GoArt Metaverse Founder and CEO Burak Soylu, Climate Activist, Film Producer and Journalist Elif Dağdeviren and Cerebrum Tech Founder and Chairman of the Board Dr. R. Erdem Erkul **will discuss** tourism technologies and metaverse issues in tourism in the "**Metaverse: The Experience that Expands Tourism Resources**" session.

**February 11 - "Travel Tech Day"** will be held on the last day of the exhibition and will feature tips for all stakeholders are brought to the agenda for those who design and plan a holiday. In the first session of this day, where travel technologies will be discussed in depth, Travel Writer and Journalist Bahar Akıncı will talk about new trends and what travelers expect from the industry in terms of technology. After Akıncı, Age Provocateur Co-Founders Duygu Birecikli and Gülşah Akın will look at the entrepreneurial ecosystem in travel technologies.

The programme will continue with Travel Technologies Presentations, Digital Exchange CEO Emrah Pamuk will share his thoughts on digital marketing in the travel and tourism industry. Afterwards, CEO of WeBee Özgür Zan will talk about the importance of guest experience and technological investments in hotels. SurveyHands Reality Capture Expert Ertuğrul Aydın, a recent initiative that has drawn attention with the "digital twin tool" they have recently developed, will give examples of supporting the guest experience in the tourism industry with the metaverse.

You can find detailed information on the 26th EMITT Exhibition at [www.emittistanbul.com](http://www.emittistanbul.com).

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