

# Post Show Report

# Emitt

ufi  
Approved  
Event

27<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

**27<sup>th</sup> East Mediterranean  
International Tourism &  
Travel Exhibition**

**06 - 09 February 2024**

TUYAP Fair Convention  
and Congress Center  
Istanbul / Türkiye

[emittistanbul.com](http://emittistanbul.com)

Organiser: [icaevents](http://icaevents)

# Emitt Ufi Approved Event

27<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

## 27<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

As one of the top five tourism exhibitions worldwide, EMITT annually attracts thousands of industry professionals and tourists looking for new and exciting travel opportunities from destinations and travel service companies from across the globe.

The show is a valuable business platform providing new business and cooperation opportunities to the Turkish and global travel sectors.

Total visitors	28,386
International visitors	3,158
Exhibitors	653
Number of exhibiting countries	28
Conference Sessions	25+
B2B meetings	8,000+
Hosted Tour Operators	220+



## EXHIBITORS

# Exhibitor Overview

EMITT, which enables its exhibitors to meet local and international industry professionals, is a business platform that offers new business and cooperation opportunities to the sector in its region. Country pavilions, holiday destinations, summer, winter and outdoor tourism destinations, hotels and tourism centres, health & sports tourism, tour operators and agencies took part in the fair where exhibitors had the opportunity to increase their business volumes. The exhibition, which generated a business volume of over 447 million euros this year, attracted great interest from industry professionals and holiday consumers.

**653**

total exhibitors

**143**

international  
exhibitors

**28**

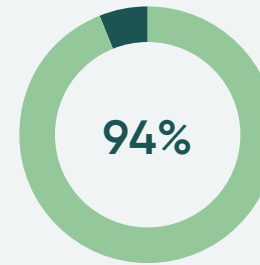
exhibiting  
countries

# Top 20 International Exhibitor Countries

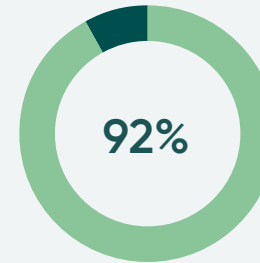
Serbia, Northern Cyprus, Maldives, Bulgaria, Azerbaijan, Cuba, Bosnia and Herzegovina, Bosnia and Herzegovina, Egypt, Belarus, Brazil, Algeria, Maldives, Iran, Japan, Germany, Italy, North Macedonia, Uzbekistan, Serbia, South Africa

**Exhibitors generated new business worth €447 million.**

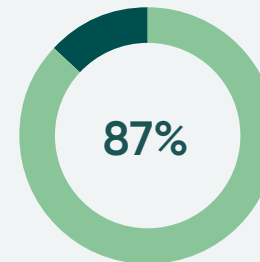
**This means €685 thousand worth of new business per exhibitor.**



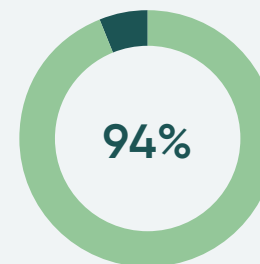
**94%** of the exhibitors stated they would join the exhibition next year.



**92%** of the exhibitors stated they were fairly satisfied with the exhibition.



**87%** of the exhibitors expect to get a satisfactory ROI from the event.



**94%** of the exhibitors consider the show important for their business.



# Exhibitor Testimonials

“

*EMITT is not only Türkiye's but also the region's most important tourism exhibition. It offers the chance to get together with our partners both from Türkiye and abroad, while providing the opportunity to meet new business partners. The number of foreign visitors is also quite good. We have been visited by our foreign stakeholders just like last year. We have built new business partnerships and we will closely follow these after the exhibition and finalize them. Thanks to ICA Connect app, the visibility of our company has increased and companies to build potential partnerships with can easily find us. We have gained new partnership opportunities as a result. See you at EMITT 2025!*

Ercan Uzman  
**Bilet Dükkanı - General Manager**

”

“

*EMITT is one of top 5 tourism exhibitions in the world. We are making agreements by having B2B meetings with both tour operators and top regional organizations. EMITT provides big opportunities domestically and abroad for destinations to market themselves. It is an important opportunity for these organizations here to get to know each other face to face to connect with each other. In this regard, we have take it as our goal to exhibit every year and sustain it.*

Çağrı Birol Esatoğlu  
**Kars Governorship Serhat Development Agency (SERKA) - Head of Unit**

”

“

*Thanks to EMITT, we have had the chance to meet many connections simultaneously on the same platform and on a common ground. We'll continue these partnerships and meet after the exhibition. ICA Connect app is really useful in terms of its interface and it is a very efficient application. We scheduled many meetings and they were quite enjoyable. We were planning to meet foreign agencies here and we succeeded in that. I recommend ICA Connect to everybody. We are definitely planning to be at EMITT in 2025. We recommend EMITT to companies in our circle and in the industry. We want to be together, grow together and win together.*

İbrahim Elbir  
**Cometoboot / Founding Partner**

”

# Exhibitor Testimonials

“

*EMITT is the fifth most important event of tourism in the world. This is why we have decided to participate to this event. We are here to develop our cooperation with the Turkish market because Turkish market is very important for us in outgoing. It is our first participation in this year and we are very satisfied about this experience. It is a huge market and a big event of tourism and we are very happy to participate and we will planning to be here in this event every year.*

Hadjam Naima  
**Ministry of Tourism and Handicrafts /  
Algeria**  
**Director of Marketing and Documentation**

“

*There is many opportunities here and this is why we are here at EMITT. We believe that there is a lot more opportunities that we can explore and this is something that we would like to continue going forward as well, to see what other areas that we can try to tap into. EMITT is quite a good exhibition for tourism professionals to visit and exhibit their destinations along with us. We are currently in conversations with too many buyers and I think we will be back exhibiting next year too, see you in 2025!*

Zihuny Rasheed  
**Maldives Marketing & PR Corporation**  
**Deputy Managing Director**

“

*This is my first time and I'm so glad to be here. It was my pleasure to participate to this event. I decided to come because Turkish market is very important to Italy and Spain. I did a lot of meetings with VIP Buyers and also with some local visitors. They already sent me some requests. I use the tool called ICA Connect to fix my appointments with buyers and to communicate with them. I also use the scanning the ID feature, so that I have all their details after the end of the event. I will attend next year 2025. Thank you.*

Rabab Ahmed  
**FLY2EUROPE Travel**  
**Founder**

”



## VISITORS

# Visitor Overview

### Visitor Profile

Hotels  
Tour Operators  
Travel Agencies  
Public Institutions & Organizations  
(Governorships, Municipalities,  
Provincial Directorate of Culture  
and Tourism)

Diplomatic Missions  
Event Organisers  
Academic Institutions  
HoReCa Suppliers  
Health Tourism  
Media  
Other Tourism Activities

**28,386**  
total visitors

**3,158**  
international  
visitors

**106**  
countries

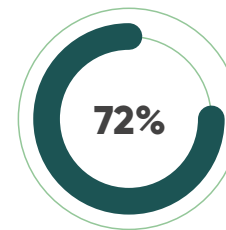




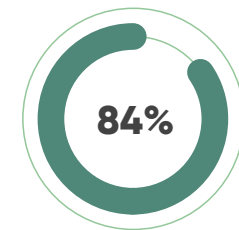
# International visitors increased by 78% compared to last year.

## Top 10 Visiting International Countries

Bulgaria, Iran, Lebanon, Jordan, Palestine, Germany, Iraq, Algeria, Egypt, Northern Cyprus

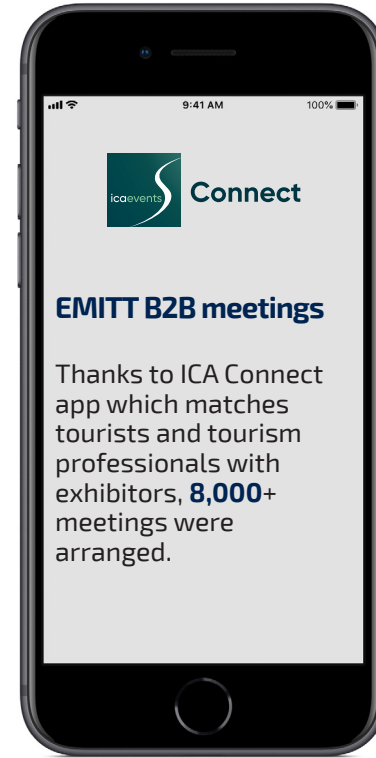
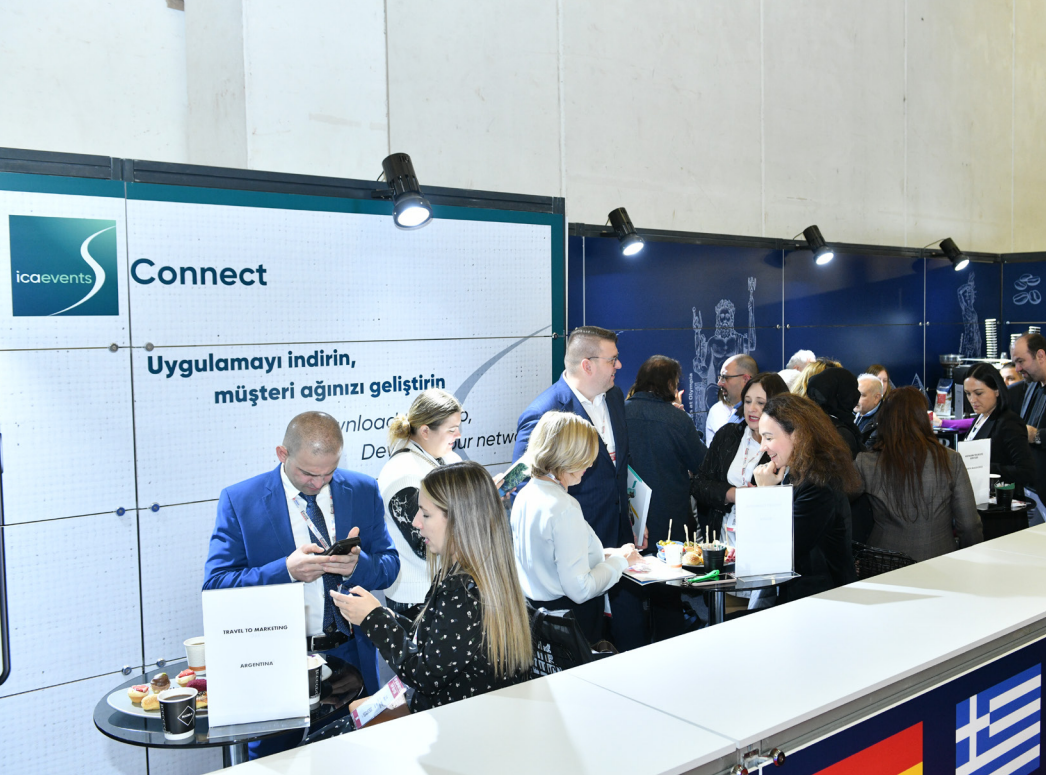


72% of the visitors stated they were fairly satisfied with the exhibition.



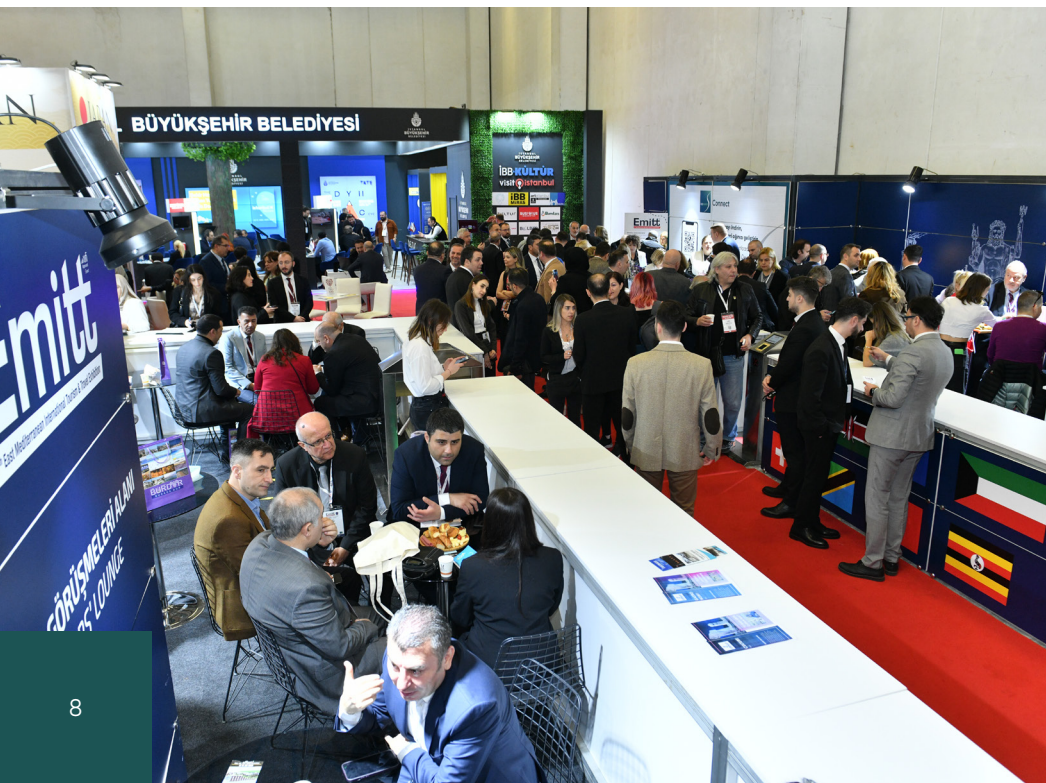
84% of the visitors stated they would attend the exhibition next year.





## ICA CONNECT MATCHMAKING SYSTEM

EMITT offered free-to-use matchmaking tool (ICA Connect) available to all exhibitors, visitors and tourism professionals. Available as a smartphone and web app, the tool is the perfect way for attendees to network quickly and efficiently, connect with the right customers or suppliers, and expand their networks at the exhibition.



*We were satisfied with the event and set over 15 meetings with the ICA Connect. We can easily collect data with the app. It's very user-friendly.*

Gunel Ahmadova  
**International Exhibitions and Events Specialist**  
**State Tourism Agency of the Republic of Azerbaijan**



# ICA Connect User Testimonials

“

*We signed up for your app ICA Connect and received meeting requests and had meetings. We are on the second day of the exhibition and have had 10 meetings so far. We have renewed our contract for next year. See you at EMITT 2025!*

**İbrahim Yüksel**  
**Tourmania / Founder and CEO**

”

“

*ICA Connect app has been very efficient. We had our meetings. We were able to reach the people in charge who we could meet in a faster manner. I think we were able to promote ourselves better this way. See you at EMITT next year.*

**Gülay Sönmez**  
**We Flytour / Yield & Product Manager**

”

“

*Like in previous years, we used ICA Connect app this year too. It is a huge convenience; we thank you for that too. We will be at EMITT with our stand next year too!*

**Mine Işık**  
**Tana Travel**  
**Business and Development Manager**

”

“

*ICA Connect app is working quite efficiently. It is a sturdy app when we look at its data and numbers. Also, the systems are working clearly just like they did in previous years.*

**Farid Huseynov**  
**FlameTour / Executive Director**

”

“

*Thanks to ICA Connect app, our company's visibility has increased and company to build potential new business partnerships with can easily find us. We've gained new partnership opportunities as a result. See you at EMITT 2025!*

**Ercan Uzman**  
**Bilet Dükkanı / General Manager**

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*I use the tool called ICA Connect to fix my appointments with buyers and to communicate with them. I also use the scanning the ID feature, so that I have all their details after the end of the event. I will attend next year 2025. Thank you.*

**Rabab Ahmed**  
**FLY2EUROPE TRAVEL / Founder**

”



## VIP HOSTED TOUR OPERATOR PROGRAM

### WITH VIP HOSTED TOUR OPERATOR PROGRAM, EMITT HOSTED 200+ TOUR OPERATORS FROM 43 COUNTRIES

Like in previous years, EMITT organized the VIP Hosted Tour Operator Program this year, as well. The Hosted Tour Operator Program, in which **200+** tour operators from alternative markets from **43** countries took part, attracted great interest with more than **8,000+** appointments!

### VIP HOSTED TOUR OPERATOR COUNTRIES

ALBANIA, ALGERIA, ARGENTINA, AZERBAIJAN, BELARUS, BOSNIA, BULGARIA, CANADA, COTE D'IVOIRE, CYPRUS, EGYPT, GEORGIA, GHANA, GREECE, INDIA, IRAN, IRAQ, ISRAEL, ITALY, JORDAN, KENYA, KOSOVO, KUWAIT, LEBANON, MOROCCO, NIGERIA, NORTH MACEDONIA, PALESTINE, PHILIPPINES, RUSSIA, SAN MARINO, SAUDI ARABIA, SERBIA, SOUTH AFRICA, SPAIN, SUDAN, SWITZERLAND, TANZANIA, TUNISIA, THE UAE, THE UK, THE USA, UZBEKISTAN



# VIP Hosted Tour Operator Testimonials

“

*My name is Eleni Moraiti and I'm representing Travel to Marketing. It is a company based in Argentina but we have sales offices in different countries around the world. We are currently looking for DMC's and suppliers in different parts of the world and this was very important for us in order to find good and trustful partners for the future. Actually this is my first day, but until now everything is going very well and I had very important meetings. I'm very satisfied with the whole plan and the meetings. ICA Connect application was very good and helpful because you could filter according to the destination that you wish to find a partner. And I think everything is very well organized. Thank you for the invitation.*

**Eleni Moraiti**  
**Travel to Marketing / Argentina**

“

*My name is Francesco Rizzo. I'm from Italy. And the company name is One Up travel, part of the MTS Globe Group. Our expectation was to grow our business, to develop our business in this country. Because we did a good job last year and we think that everything is positive in future. So I have a good feelings about it. EMITT was better than my expectations this year. You should continue on this way, because you're doing good. Thank you for everything.*

**Francesco Rizzo**  
**One up Travel / Italy**

“

*Hello, my name is Gvantsa. I'm from Georgia and my company is a travel agency. I'm working at Travel World company. I was very excited to be at EMITT because I wanted to introduce some new hotels and new companies for the future of my company. It was very amazing experience and I met my expectations. It was really amazing. Thank you for this amazing experience. Well, the EMITT is very good. And looking forward to attend next year as well. Yeah, thank you very much for doing this exhibition.*

**Gvantsa Gigitashvili**  
**Travel World / Georgia**

”





## EVENTS

# BUSINESS DEVELOPMENT EVENTS

In its 27<sup>th</sup> year, EMITT not only created new business and partnership opportunities, but also offered a productive exhibition experience with events full of information and inspiration. With its Event Programme, EMITT brought tourism industry's agenda and the actions required to reach the 2023 targets as an industry, sustainable investment proposals and technological developments to the conference stage with many local and foreign expert speakers from the public and private industries by showing a realistic future vision to the industry.



**7**  
key topics



**25+**  
sessions



**50+**  
speakers



**25+**  
collaborations



**2,000+**  
attendees





## Conference Stage Sessions

Sectoral Trends and Economic Forecasts, Türkiye's Health Tourism Road Map, Tomorrow's Heritage – Cultural Richness and Sustainability, Cities and Countries Worth Exploring, Experiences Supported by Travel Technologies, Potential of Eco-Tourism: Diversity and Best Practices and Content Intelligence And Influencer Strategies In Marketing were the main topics of the EMITT 2024 Conference Programme.



## EMITT InstaLive Talks

EMITT exclusive version of the Instalive Talks, which was watched with great appreciation during and after the pandemic, was held for the second time on Instagram with Experience Designer and Futurist Dr. Cem Kinay. In these conversations broadcasted live on Dr. Cem Kinay's Instagram account, speakers who add value to the tourism industry were hosted on a specially set stage.



## Exhibitor Stage Shows & Stand Events

Colorful events took place at the exhibition, from local folk to foreign countries' dance performances, songs and folk songs to ancestral sports.



# Speaker Testimonials

“

*As far as I know and can see, EMITT holds an important place among industrial exhibitions that continue in Türkiye and creates a crucial field of interest. This year's exhibition is attracting a fair amount of interest as far as I see. The polyphonism that's been created as a result of the ways various regions put themselves forward is one of the interesting things here.*

*In the panel I attended, we especially spoke about the sustainability aspect of tourism. We tried to present some concepts that have become prominent as a result of the changes made recently by our many different colleagues or investor groups and their points of view. I wanted to present a condition where perhaps a regeneration of tourism investments and sustainability is the case in my area of architecture and design.*

Emre Arolat  
**Architect**  
**Founder of Emre Arolat Architecture**

”

“

*I think EMITT provides various socio-economic benefits to the region. In this context, EMITT, which I believe creates positive interactions, draws the attention of future investments, provides new experiences for travelers, makes way for revisits and contributes to sustainable economic growth as a result of all of these. Developing capacity, strategic communication, strong co-operations between public and private sectors and local governing bodies and communities are crucial for the industry to advance effectively.*

*As one of these stakeholders, I will be able happy to be at EMITT on behalf of World Travel and Tourism Council and share our Türkiye specific 2023 analysis and foresights about 2024 while focusing on the global effect of tourism economy and travel trends.*

Nejc Jus  
**Head of Research**  
**World Travel and Tourism Council**

”

“

*I think it is the most important tourism exhibition in our country internationally. We have to make technological customization in tourism and innovation happen. I think EMITT is a crucial exhibition that gives inspiration with regards to this. I hope we meet at this exhibition again next year with improvements in many topics without any worries.*

Bahar Akıncı  
**Travel Writer**  
**Oksijen Newspaper**

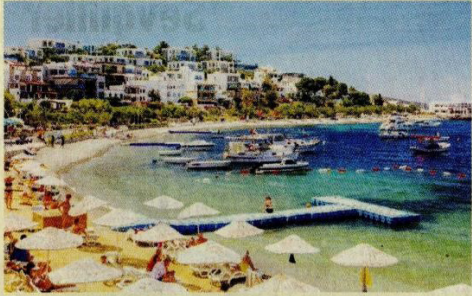
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## PROMOTIONAL CAMPAIGNS

# Newspapers & Magazines

News and interviews in national newspapers with the highest circulations in Türkiye; and ads, interviews and direct promotional studies of the exhibition in sectoral publications.



## Turizmde fiyatların test yılı 2024 olacak

**TURİZM** sektörü, geçen sene fiyat artışına giderek, 2023'ü 56,7 milyon ziyaretçi ve 54,3 milyarlık gelirle kapatarak 2024'ü ise test yılı ilan etti. Dünya genelinde fiyatların yüzde 20-40 arasında arttığı Türk turizm sektörünün de geri adım atmasını gerektirdiğini anlatan Türkiye Otelleri Federasyonu Başkanı Erkan Yağcı, "2024, gelir hem de kişi sayısı

anlamında geldiğimiz noktayı korumak için en önemli yıl olacak. Dünyadaki gibi Türkiye'de de fiyat artışları oldu. Bu yıl, fiyat artışlarının kabul edilmesinin testi olacak" diye konuştu. Uluslararası Turizm ve Seyahat Fuarı EMITT'te konuşan Yağcı, "Dünyanın en pahalı destinasyonu olmayı değil, hak ettiğini satan bir destinasyon olma istiyoruz" dedi. **SAYIME BAŞÇI**



27.EMITT-DOĞU AKDENİZ ULUSLARARASI TURİZM VE SEYAHAT FUARI'NIN GÜNDEMİ:

## Sorumlu Turizm Anlayışı ve Sürdürülebilirlik

Dünyanın büyük turizm fuarı arasında yer alan EMITT'de turizm profesyonellerini ve tatile meraklıları 27 Haz 6-9 Şubat tarihlerinde İstanbul Tüpaş Fuar ve Kongre Merkezi'nde bir araya geliyor. EMITT Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı, Bakanlar Kurulu'nun Ortak Akademi başta olmak üzere 300'den fazla satıcıyla Almanya, Bulgaristan, Brezilya, Çin, Japonya, Kazakistan, Malezya, Meksika, Rusya, Türkiye, Ukrayna ve Vietnam'dan katılımcı firmaları ağırlayacak. 6 Şubat Salı günü başlıyor 4 gün boyunca devam edecek olan EMITT, turizm sektörünün tüm ulusal ve uluslararası paydaşlarına sürdürülebilirlik bilincini oluşturmaları için bir etkinlik programı sunmaya hazırlanıyor. **EMITT Konferans Sahnesi**

Orumları ise "Seyahat Trendleri", "Sağlık Turizmi", "Sorumlu Turizm" ve "Seyahat Teknolojileri" gibi sürdürülebilirlik odaklı konular; sektör liderleri, 700'ün aşkın uzman ile ve 30 farkli önder kurum iş birliği ile mercek altına alacak. Farklı temalar altında öncelikli olarak tüm dünyayı etkileyecek olan iklim krizi ve deniz seviyesi artışıyla ilgili projeler, sağlık, spor ve kültür turizminde Türkiye'nin potansiyelini ve sağlayacağı fırsatları gösteren sürdürülebilirlik mesajlarına yer tutarak, çevresel ve toplumsal etkileri en aza indiren, uzun vadeli sürdürülebilir turizm projelerinin geliştirilmesine de katkı sağlayacak. 27 yılını kutlayan ve her geçen yıl büyüyen EMITT, Türkiye'nin turizm gücünü keşfederek, geleceğin destinasyonlarına yeni yollar inşa ediyor. **BU BİR İLANDIR**



## Şehir hastaneleri Türkiye'yi üst lige taşıyacak

**Dünya Sağlık Turizm Konseyi Başkanı Dr. Ahmet Savaşan, OECD içerisinde hastane sayısı bakımından 9. sırada olduğumuzu belirtirken, "Şehir hastaneleri projesi Türkiye'yi daha üst sıralara taşıyacak" dedi.**

**Dünyanın en büyük 5 turizm organizasyonu arasında yer alan Uluslararası Doğu Akdeniz Turizm Fuarı'nın (EMITT), 27'ncisi TÜYAP Fuar ve Kongre Merkezi'nde düzenlendi. Etkinliğe, çeşitli ülke ve Türkiye'nin turistik illerinden yoğun katılım sağlandı. Sektör liderlerini bir araya getirmeye amacıyla çeşitli konferans oturumlarına ev sahipliği yapan fuar, Dünya Sağlık Turizm Konseyi Başkanı Dr. Ahmet Savaşan, sağlık turizminin küresel etkileri ve iş birliği diplomasisine dair görüşlerini anlattı.**

**ASYA-PASİFİK BÖLGESİ LİDER** Savaşan'ın paylaştığı verilere göre; dünya

genelinde medikal turizm market hacmi 2019'da 105 milyar dolar iken, 2023'te 120 milyar dolara yükseldi. Aynı dönemde sağlık turisti sayısı da 23 milyondan 27 milyona çıktı. Dr. Savaşan, önümüzdeki süreçte en fazla büyümenin Türkiye'nin de içinde bulunduğu Asya-Pasifik bölgesinde gerçekleşeceğini belirtti. Yüksek potansiyel taşıyan ülkelerin sırasıyla Türkiye, Tayland, Hindistan, Malezya ve Singapur olacağını bilgisini verdi. Dr. Ahmet Savaşan açıklamalarında, OECD ülkeleri arasında Türkiye'nin hastane sayısı bakımından 9. sırada olduğunu ifade ederek, "Şehir hastaneleri projesi Türkiye'yi daha üst sıralara taşıyacak" dedi. **AKIN ALI POLAT** İSTANBUL

## HEDEF 8,5 TRİLYON DOLAR BÜYÜKLÜĞE ULAŞMAK

**Küresel sağlığı koruma ve geliştirme ekonomisi 2022'de 5,6 trilyon dolara ulaştı. 2027'ye kadar yıllık ortalama yüzde 16,6 büyüme öngörülüyor. 2027'de sektörün yaklaşık 8,5 trilyon dolar değerine ulaşması bekleniyor. Detoks, metabolizma hızlandırma ve SPA en çok tercih edilen uygulamalar arasında yer alıyor. Bu alanda dünya genelinde 819 milyon üzerinde seyahat yapıldı ve kişi başına yaklaşık bin 764 dolar harcandı.**

## YOĞUN BİR SEZON BEKLEYEN SEKTÖR TEMSİLCİLERİ HEDEFLERİNİ GELİRLERİ İŞARET ETTİ

# TURİZMDE TEST YILI OLACAK



**EMITT Turizm Fuarı'nda değerlendirilmelerde bulunan sektör temsilcileri, 2024 hedeflerini** tutturmakta kararlı. **Turizmciiler, 2024'ün aratmayacağı ve çok daha iyi bir yıl olacağını söyleyen, artan fiyatlara da dikkat çekti: "2024 turizmde test yılı olacak" dediler. En önemli sınavın ise, fiyatların bulunduğu seviyede tutulmasını sağlamak olduğunu belirtti.**

**600 MİLYON EURO'LUK İŞ HACMI** EMITT Fuar Direktörü Hacer Aydın, fuara ilgiyi artırarak, "Hürriyet'e özel yaptığı açıklamada, fuarda geçen sene 500 milyon Euro luk bir iş hacmi yaratıldığını, bu sene ise 600 milyon Euro hedeflediklerini söyledi. Aydın, "500'ün üzerinde katılımcı, 50 ülke var. 300'ün üzerinde tur operatörü de fuara, Türkiye'ye gelip daha fazla para harcayabilecek destinasyonları tur operatörlerini devlet ettik. Onlarla katılımcıları birebir görüşme yapabiliyoruz. Buradaki hareketlilik yüzde 75'in üzerinde. Geçen sene ziyaretçi sayımız ise 28 bindi. Bu sene yüzde 100'den fazla artış bekliyoruz. 2022 yılında da fuara en az 2 salın daha eklemek istiyoruz ve 1000 katılımcıya ulaşmak hedefimiz" dedi. **YENİ PAZARLAR** Bu sene fuarda ciddi bir yurtdışı katılımına olduğunu belirten Aydın, "Yeni destinasyonlar var. Venezuela, Gazya İK defa geldiler. Maldive, Maui uzun bir aradan sonra yeniden fuarlarımıza katılmaya başladılar ve bu yıl çok büyük katkı bekliyoruz. Önümüzdeki sene İspanya, Yunan Adaları, Uzak Doğu, Dubai, Suudi Arabistan gibi pazarlardan da fuara katılım bekliyoruz" diye konuştu.



# Television & Radio

Announcement of the exhibition with news and interviews on television and radio, which are closely followed by the business world. Live broadcasts from the exhibition area on news channels during the exhibition.



**TGRT HABER**

EMİTT İSTANBUL 2024  
6-9 ŞUBAT TÜYAP'TA

**29 OCAK PAZARTESİ 1330**

YAPRAK HIRKA YILDIZ  
HACER AYDIN  
EMİTT FUAR DİREKTÖRÜ

Bölenin E...  
The Best Gra...

www.tgrthaber.com.tr tgrthaberv tgrthaberv tgrthaber tgrthaber

**TGRT EU**

**AVRUPA'DA İŞ DÜNYASI**

1 Şubat Perşembe  
Saat 19.15 (Tsi) - 17.15 (Eu)  
TGRT EU'da

Hacer Aydın  
Emitt Fuar Direktörü

tvnet

SEMRA KARABAŞ HACER AYDIN PROF. DR. İBRAHİM GÖRAN YUMUŞAK

**2024'TE TURİZM SEKTÖRÜ NE KADAR BÜYÜR?**

Para % Politik  
#FreePalestine

BIST 8.127,52 (+0,47 (+117,38))  
DOLAR 30,28 (+%0,07 (+0,02))  
EURO 33,04 (+%0,23 (+0,08))  
G. ALTIN 1.975,67 (+%0,50 (+9,92))  
ALTIN ONS 2.029,56 (+%0,43 (+8,69))  
BRENT 79,86 (+%0,50 (+0,40))

11:26

EkoturkCanlı

HACER AYDIN  
EMİTT FUAR DİREKTÖRÜ

**Uluslararası turizm ve seyahat fuarı görünümü**

Ekoturk

TSPOR 2.5600 % 0,79  
SEPET KUR 31,5356 % -0,24  
DOLAR/TL 30,2695 % 0,05  
EUR/TL 32,8028 % -0,49  
GBP/TL 38,3306 % -0,41  
TTRAK 712,0000 % 0,14  
EURO/DOLAR 1,0836 % -0,45

JAPONYA MERKEZ BANKASI GÖSTERGE FAİZ ORANINI %0,1 10 YIL VADELİ GETİRİ HEDEFİNİ %0 OLARAK KORUDU

23 Ocak

**İŞ'TE BUNU KONUŞALIM**

17.25 - ESRA ÖZDEN  
GİRİŞİMLİK EKOSİSTEM DENENGE BAŞKANI  
ÇKA'nın programını al, Türkiye'ye Uyarla

NURHAN DEMİREL  
İLETİŞİM VE  
SOSYAL MEDYA UZMANI

İLTER YILMAZ  
AWARDS PHOTOS  
TÜRKİYE TEMSİLCİSİ

17.45 - HACER AYDIN  
EMİTT FUAR DİREKTÖRÜ  
Turizmin buluşması bize ne anlatıyor?

Saat 18.05  
Stüdyo Konukları:  
NFT, yapay zeka ilişkisi ve fotoğraf

Istanbul	105,8	Kocaeli	105,7
Yalova	105,8	Adana	101,6
Ankara	100,7	Eskişehir	102,0
İzmir, Manisa	102,8	Bandırma	103,1
Bursa	106,7	Kastamonu	100,0
Balıkesir	97,0	Bolu	96,5
Sakarya	103,0	Düzce	96,8
Konya	95,4	Denizli	98,8
Gaziantep	97,1	Tekirdağ	102,5

ENDÜSTRİ RADYO  
Denizli Türkiye Haber Radyosu

CETİN ÜRSALAN

**08 ŞUBAT PERŞEMBE SAAT: 17.05 - 19.00 CANLI**

Google play Spotify iTunes Store App Store YouTube



# Outdoor Promotional Campaigns

- 40 billboard advertisements in central points of Istanbul
- 200 posters in central points of Istanbul
- Led Screens in central points of Istanbul
- Digital screens in Istanbul Marmaray wagons



# Social Media Activities

## Media Channels

Instagram, Instagram Story, Facebook, Twitter, LinkedIn, Youtube

## Content of posts

- Why Should You Visit?
- Get Your Invitation Online
- Sectoral News
- Market News
- Conference Program
- Co-marketing
- Countdown
- Participant List
- Participant Interviews
- Round-up Videos

**Emitt**  
Ordu Akademi Uluslararası Turizm ve Seyahat Fuarı  
East Mediterranean International Tourism & Travel Exhibition

**8 Şubat / Feb. 2024**  
**Perşembe / Thursday**

**KONFERANS PROGRAMI**  
**3. GÜN OTURUMLARI**  
**CONFERENCE PROGRAMME**  
**3<sup>rd</sup> DAY SESSIONS**

**GÜNÜN KONULARI / TOPICS OF THE DAY**

Bir çok tarihi dönemin önemli kentlerinden biri olan ve sanayinin lokomotifini olarak da bilinen Bursa, 6-9 Şubat tarihlerinde #Emitt2024'te!

[bit.ly/48tvJki](https://bit.ly/48tvJki)

#bursa #turizm #emitt

**Emitt**  
6 - 9 February / Şubat 2024  
TÜYAP - İSTANBUL

**BURSA**  
EMITT 2024'TE YERİNİ ALDI

Salon:8 Stant:8481

Tatil rotanızı henüz belirlemediniz mi?

#EMITT'i ziyaret ederek, yurt içi ve yurt dışından 100'ün üzerinde tatil destinasyonunu tek seferde keşfedebilirsiniz, EMITT'e özel avantajlı fırsatlardan faydalanabilirsiniz.

Ziyaretçi Kaydınızı şimdi oluşturun! >> [bit.ly/47GLzqm](https://bit.ly/47GLzqm)

**FUARA ÖZEL AVANTAJLI FIRSATLARLA TATİL ROTANIZI EMITT'TE OLUŞTURUN!**

6 - 9 Şubat, 2024  
Tüyap, İstanbul

**Emitt**

Türkiye'nin dört bir noktasından valilikler #EMITT2024'te bir araya geliyor!

#EMITT'i ziyaret ederek Türkiye'yi daha yakından tanıyabilir, yeni tatil destinasyonları keşfedebilirsiniz. Ziyaretçi kaydınızı şimdi oluşturun < > [bit.ly/48tvJki](https://bit.ly/48tvJki)

#valilik #turizm

**Valilikler**  
**EMITT'te**  
**Buluşuyor!**

0:02 / 0:44

#EMITT2024'ün başlamasına SON 2 HAFTA!

Emitt'i ziyaret ederek:

- Turizm ve seyahat sektöründeki yenilikleri keşfedebilir,
- 13 ülkeden 200'e yakın katılımcı ile tanışabilir,
- Yeni iş birliktelikleri oluşturabilir,
- #EMITT'e özel tatil fırsatlarından faydalanabilirsiniz.

**Son 2 Hafta**

# Emitt

ufi  
Approved  
Event

28<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

## 28<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

05 - 07 February 2025

TUYAP Fair Convention  
and Congress Center  
Istanbul / Türkiye

[emittistanbul.com](http://emittistanbul.com)

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