



Press Release

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# COUNTDOWN HAS BEGUN FOR THE 27<sup>th</sup> EMITT - EAST MEDITERRANEAN INTERNATIONAL TOURISM AND TRAVEL EXHIBITION!

EMITT, which increases Türkiye's touristic appeal by welcoming thousands of holiday consumers and sector professionals every year, will open its doors for the 27<sup>th</sup> time on February 6 at TÜYAP Fair Convention and Congress Center.

The opinion leaders will share "The 2023 Tourism Report in Türkiye," along with their predictions and expectations for 2024 and the tourism economy at the exhibition, which will start with the Presidents' Session on February 6. Many topics such as new routes, trends shaping travels, tourism technologies will also be discussed by sector professionals during the conference sessions.

The 27<sup>th</sup> East Mediterranean International Tourism and Travel Exhibition, EMITT, which is organized under the corporate sponsorship of the Republic of Türkiye Ministry of Culture and Tourism, the Republic of Türkiye Ministry of Trade, Istanbul Metropolitan Municipality and Turkish Airlines as well as in business partnership with the Türkiye Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD), will welcome more than 300 buyers hailing especially from the Balkans, the Middle East and Central Asia, and also exhibitors from various countries such as Germany, Bulgaria, Brazil, Egypt, Iran, Japan, Northern Cyprus and Venezuela.

Throughout the four-day program of the exhibition, which will host thousands of holiday consumers interested in new, exciting travel opportunities offered by holiday destinations and travel companies all over the world, there will be the opportunity to engage with leading figures in the sector. The anticipated course of tourism development in 2024 will be enlightened as well by sharing the sector trends.

**Opening its doors on Tuesday, February 6, EMITT**, prepares to offer all national and international stakeholders of the tourism sector an Event Program with informative and inspiring content, with which they will establish sustainable collaborations. **EMITT Business Development Events**, one of the biggest meeting points inspiring the sector, will focus on the remarkable topics with the Conference Stage Sessions this year by collaborating with sector leaders, **over 70 experts** and **30 different leading organizations**.



## **1<sup>st</sup> DAY - TUESDAY, FEBRUARY 6- People-Oriented Travel in Light of the 2024 Tourism Report...**

The keynote presentation titled *The Travel Pulse: 2024 Tourism Report, Economic Dynamics and Forecasts* will be presented by World Travel and Tourism Council executives. Policies supporting the growth and sustainability of the sector, environmentally friendly and socially conscious tourism practices will be discussed from a global perspective. Examples and recommendations of initiatives aimed at enhancing the safety and security of travelers and the sector, in the aftermath of events such as natural disasters, health crises and terrorist attacks (the February earthquake, floods and the Israel-Palestine war are the examples of recent events in the region) will be shared.

The keynote presentation titled *Charting New Routes: Traveler Behaviour & Trends Shaping Travel in 2024* will be presented by ForwardKeys Head of Market Intelligence & Insights, Juan A. Gómez García on the stage. García will present the latest research and reports on the economic impact of travel and tourism, offering an innovative vision for the sector. Topics covered will include predicting consumer interest, adapting the travel industry to current and future travel needs, destinations experiencing the fastest increase in interest, the most in-demand cities, new factors creating travel motivation.

**Presidents' Session: Opinion Leaders Announce Tourism 2024 Forecasts:** This year's presidents' session will be moderated by Tourism Consultant Osman Ayık. The Chairman of the Board of Directors of the Türkiye Hoteliers Federation (TÜROFED), Erkan Yağcı; the Chairman of the Board of Directors of the Association of Turkish Travel Agencies (TÜRSAB), Firuz B. Bağlıkaya; the President of the Board of Directors of the Hotel Association of Türkiye (TÜROB), Müberra Eresin; the President of the Turkish Tourism Investors Association (TTYD), Oya Narin will share "The 2023 Tourism Report in Türkiye," as well as their predictions and expectations for 2024 and the tourism economy.

## **A 4-day chock-full program of events, from health tourism to travel trends and technologies...**

During the exhibition, the 4 main topics to be featured on the Conference Stage will include: **"Travel Trends", "Health Tourism", "Responsible Tourism" and "Travel Technologies"**.

Under different themes, primarily the climate crisis that affects the whole world and its effects on tourism, promotion and branding projects, Türkiye's policies and incentives to be provided in health, sports and cultural tourism, green bonds, the latest travel technologies, digital transformation and artificial intelligence, eco-tourism experiences, domestic tourism practises and new destinations are the topics of the EMITT 2024 Conference Stage Sessions.

In addition, the promotion of hotel equipment for sustainable tourism and EMITT exhibitor countries' and municipalities' various events will be held. There will be a Sema Ceremony (Whirling Dervishes Ceremony) organized by Konya Municipality, a gift draw by Kocaeli Municipality, the promotion of Kartepe cable car and a "Pişmaniye" making show. Activities such as applying of Egypt's famous Henna, harp recitals, traditional food offerings, writing on papyrus workshops can also be experienced. The performances such as "Music Concerts, Folkloric Dances," and more, which will be held on the



performance stage to be set up in the Main Foyer by the exhibitor countries and municipalities, will liven EMITT up.

Underlining that an innovative vision will be provided for the sector by bringing together the sector professionals at the 27<sup>th</sup> EMITT Exhibition, **EMITT Exhibition Director Hacer Aydın** points out that the exhibition makes great contribution to Türkiye's economy, tourism, and branding:

*"We are organizing our exhibition for the 27<sup>th</sup> time this year. Proud of our years of experience and knowledge, we still feel the excitement we had on the first day, even though there are only few days left until the exhibition. This is because there is no end to our dreams for our country, for progress, and for making a better future possible. Our goals for 2024 encompass the diversification of tourism, the promotion of alternative tourism products, and the extension of tourism activities throughout the country for all 12 months of the year. We aim to enhance tourism by specifically targeting emerging markets globally, with a particular emphasis on upper-income bracket of the countries in distant markets, including America and the Far East. We firmly believe that extending the domestic tourism season to a year-round model will significantly contribute to boosting profitability and competitiveness in the sector. We kick off the first day of the exhibition with panels discussing the 2023 Tourism Report in the World and in Türkiye, 2024 Tourism Forecasts, and new trends. The second day of the exhibition will focus on health tourism policies, incentive practices, and a panel discussion spanning from local excellence to global impact, bringing together sector professionals throughout the day. On the third day, panels covering travel advice and sustainability will offer a different perspective to exhibitors, with discussions on technological developments shaping the sector. At our exhibition, where we have maintained our determination and excitement for 27 years, we will discover Türkiye's tourism power and create new routes to the destinations of the future."*

**For detailed information:**

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