

# The 15th edition of EMITT The East Mediterranean International Travel & Tourism Fair

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I remember 14 years ago when I was working in Saudi Arabia, EMITT Istanbul started its first

edition, and I was invited and did attend the event. At that time EMITT was a small Exhibition, but



year by year, EMITT became the leading Travel and Tourism fair for the East Mediterranean Region and the biggest sixth Travel fair in the world, for many reasons, One of them that Turkey economy is growing, also that Turkey became the country number seven in the world regarding number of tourists arriving, also that Turkey became number seventeen in the world in regard of strong economy, and for sure, we should not forget the efforts that done by Mrs. Hacer,

the general manager of EMITT during the last 10 years.

This year and as last years, Islamic Tourism Media was a Media partner for EMITT, and as Turkey is a member country at the organization of Islamic Countries, also that Turkish citizens was interested in our Islamic Tourism Media, this year participation came to keep in touch with our readers whom they visited our stand and checked our website [www.](http://www.)









islamictourism.com and collected the magazine issues.

Yemen, was the guest country this year, dancers and singers from Yemen exhibited and presented the Yemeni folklore, historical, natural and culture attractions to the visitors, also a Dinner hosted by Yemen, took place on the second day of the Fair. As Yemen interested to receive Turkish tourists, the Visa was lift and all Turkish tourists can visit Yemen

and that makes the two countries closer.

The opening ceremony took place where the minister of Turkish Tourism officially opened the Fair, hundreds of Trade people attended the event and was covered by TV Channels and media. In the evening, the official party took place where Turkish folklore presented and Turkish food. The second day, Yemen hosted a dinner and the third day a dinner



was offered to exhibitors and buyers.

EMITT is organized by Ekin Fuar Ltd which is the oldest organization in the field of tourism publications and exhibitions and since 1997 organizes the greatest fair of Turkey in the field of tourism-travel.

EMITT exhibition includes over 4000 participants from 59 different countries exhibited in 9 halls, achieved the success of becoming

the 7th greatest tourism exhibition in the world, over 100 provinces and regions, hundreds of hotels, Travel Agencies, rent a car and organization companies.

Ekin Fuar Ltd has plans for the upcoming years to realize different projects both with in the country and abroad within the tourism sector.

First two days was for trade visitors, followed by two days for public, transportation was well





organized where public buses was bringing visitors from Taksim square, in addition shuttle buses for the exhibitors and hosted buyers.

EMITT is supported by Turkish Republic's Culture and Tourism Department, in partnership with TUROFED (Turkey Hoteliers Federation), TYD (Tourism Investment Association), sponsored by the THY Corporation. EMITT attended by 48,000 tourism professionals and 58,000 visitors

hailing from 59 countries for a total of 106,850 people. Countries exhibiting came from Azerbaijan, Syria, Egypt, Dubai, Greece, Tunisia, Morocco, Jordan, Japan, Italy, Moldova, the Maldives, the Seychelles Islands, agencies and hotels from Russia, Uzbekistan, the Republic of Tatarstan, the Turkish Republic of Northern Cyprus, Thailand, India, Yemen, China, Algeria, South Africa, Tanzania, Sudan, Palestine, Kosovo, Lebanon, Armenia, Peru, Argentina and others.