

# East Mediterranean International Travel and Tourism Exhibition.

## EMITT

### 912- February 2012, Istanbul – Turkey

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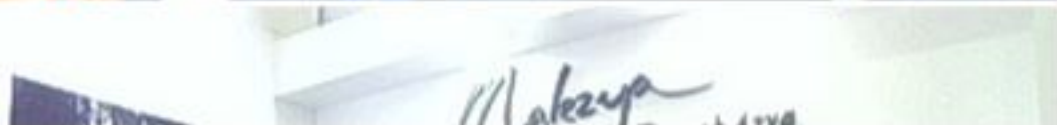


For the past 16 years, I was always participating at EMITT Exhibition, and I'm a witness for the big success and progress during these years, whether from the number of Exhibitors (International and local), or from number of visitors. This progress is due to the big efforts that Mrs. Hacer Aydin, the director of EMITT is working around the year to invite and promote the event. I'm always meet with Mrs. Hacer, in International Fairs such as ITB, WTM, ATM even in Beijing seeing her working very hard to the progress of EMITT.

Also, I want to confirm that the Turkish economy and over 28 million tourists whom visited Turkey in 2011, gave EMITT a big push to be One of the biggest Travel Fairs in the world, and I can say due to mu experience that EMITT now is number 5 out of Travel Fairs in the world.

media Partner for this year event, as well for last years, a stand for Islamic Tourism in the fair has attracted visitors and were informed by the website [www.islamictourism.com](http://www.islamictourism.com) in its different languages, the website has received good feedback from visitors.

Islamic Tourism Media was a The East Mediterranean



[www.wislamictourism.com](http://www.wislamictourism.com)



International Travel & Tourism Exhibition (EMITT), brought together 4,500 exhibitors from 62 countries and welcomed over 128,000 visitors. The number of the visitors rose by 12% while the number of exhibitors grew by 11% compared to 2011. The event has held on 9th – 12th February 2012.

The 16th annual edition of EMITT

hosted Argentina, Hungary, Czech Republic, Italy, Kazakhstan, Malaysia, Slovenia and Venezuela for the first time at the 16th annual edition of the event.

Greece, South Africa Republic and the Russian Federation were also at the exhibition with a larger presence. As well as tourism professionals from all around the

world, national tourism agencies, tour operators and hotels, and Turkish travel agencies who wish to showcase their countries and services to the Turkish market participated at the exhibition.

EMITT hosted many important business deals for 2012 onwards, involving thousands of tourism companies from all over Turkey. At

the end of the exhibition, 60 percent of foreign exhibitors had signed their contract for EMITT 2013.

EMITT, organized by EKIN (part of the ITE Group), sponsored by Turkish Airlines, and in partnership with TUROFED-Turkish Hotels Federation and TYD-Tourism Investors Association.

