

# 2015

**WILL WITNESS  
TACTICAL WARS**

**THE HEART  
OF CONGRESS  
TOURISM  
BEATS IN  
BARCELONA**

**BUSINESS  
YEAR ENDS  
WITH 2%  
GROWTH**

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EVER FOR  
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# TURKISH TOURISM IS READY FOR 2015

**A** warm welcome from Turizm Aktüel's Netherlands Utrecht Exhibition special edition...

The Utrecht Exhibition, where Turkish tourism both showed itself and sounded out the atmosphere in the international arena, started joyfully this year. Again we are at the fair with the same excitement, hope and energy. Tourism professionals are enjoying the pleasure of having achieved their targets for 2014. Achieving these targets, however, was not that easy. But neither the crisis in Russia, nor the civil war in Syria managed to obstruct the advance of Turkish tourism. New strategies were produced against these developments and the problems were examined to offer solutions. As a result tourism professionals completed 2014 successfully.

We are in the winter season and now all preparations and expectations are for 2015. With each passing day the tourism habits in the world are changing and the variety of tourism is increasing. In fact, tourism is a game of chess. Those setting accurate targets and determining their strategies by taking the developments that took place around the world in foreign policy in 2015 into consideration will close the year with profit.

Turkish tourism professionals have vast experience that has succeeded in overcoming problems for years. They even successfully solve problems in the source of which they played no part in. And the sector growth is stable each day. For this reason hotel investments reached a peak last year, especially in Istanbul. Service quality increases year by year.

We have been following foreign exhibitions for nearly 15 years. This year we prepared a special edition for the Dutch Utrecht Vakantiebeurs Tourism Exhibition. In our new edition containing up-to-date news on the sector and interviews with those who have left important marks on the sector, we are enjoying the deserved pride of having brought Turkish tourism to the Netherlands. With the support the sector lends it, the Turizm Aktüel magazine continues to be the voice of Turkish tourism abroad.

This year a vast press army will follow the Utrecht Vakantiebeurs Tourism Exhibition attended by 1,500 corporations from 150 countries and visited by an average of 150 thousand visitors every year. And Turkey prepares to leave its mark on Utrecht, the Netherlands this year. In the meanwhile we wish to wish everyone a happy New Year through our new issue as the Turizm Aktüel family. We wish Turkish and world tourism much luck and profit in 2015... Our next special edition will be prepared for the EMITT Tourism Exhibition. Hoping to meet you again soon...

**Hasan Arslan**  
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# TOURISM PROFESSIONALS MET IN ANKARA

The TYD members who met in Ankara asked the government for help due to the difficulties experienced in allocations, the incentive law and the shores regulation. **HALİL TUNCER**

The Association of Turkish Tourism Investors held its annual ordinary meeting at Swissotel Ankara. The meeting was attended by Deputy Minister of Culture and Tourism Abdurrahman Arıcı, Director-General of Promotion İrfan Önal, TYD President Murat Ersoy, TÜRSAB President Başaran Ulusoy and many tourism professionals.

Delivering the opening speech of the meeting, Murat Ersoy indicated that it was the 26th anniversary of the founding of TYD and that Turkey, with 150,000 beds and 2.5 million tourists when the association was founded, now has become a country with 1.5 million beds and 35 million tourists.

## WE HAVE RAISED THE TARGET

Indicating that there are great targets before Turkish tourism, Erson said, "Our target for the 100th anniversary is 60 million tourists and a tourism revenue of 60 billion Dollars. 5 years ago this target was 50 million tourists and a tourism

revenue of 50 billion Dollars. We, as tourism professionals, increased this target."

Stating that tourism investors have three basic problems, Ersoy underlined the following points: "Our TYD member investor corporations carried out investments in a wide range in Turkey from accommodation facilities to marinas, congress and exhibition centers, airports and sports and health facilities and continue with new investments.

## WE HAVE THREE IMPORTANT PROBLEMS

In spite of all these positive developments, some of the problems of investors still continue. To mention a few of the problems in question, tourism facilities over 25 years old should be renewed. For this reason the Directorate-General of National Estate should once more take into consideration the extension of the 49-

year term to enable the renewal of these facilities. We expect new investment areas belonging to the public to be allocated to tourism.

According to the new law the allocation terms are reduced to 29 years. The banking and finance sector does not finance projects under 30 years. Therefore this error must be corrected as soon as possible. The only remaining option is that investors carry out the investments using their equity capital.

The second point is that the Tourism Incentive Law No. 2634 and related legislation should be renewed.

The third most important point is the shores regulation. There are more than one addressees in this subject and a serious lack of solution is in question. Last year even municipalities became part of the matter and tried to obtain rent by privatizing some shores. The investor was left without addressees. This bleeding wound should be cured as soon as possible.





# ANTALYA OFFERS WORLD'S LOWEST-PRICED 5-STAR HOTEL STAY

Turkish tourism hub Antalya is the most affordable five-star hotel destination, a recent report has revealed.

The Berlin-based GoEuro Accommodation Price Index showed on Tuesday that Antalya ranked first in terms of the least expensive five-star accommodations, with an average price of \$70 per night. The data refers to the season covering May 1 to Dec.

29. Warsaw in Poland ranked the second most affordable for five-star hotels at \$74, while the city of Faro in Portugal, Tunisia's Hammamet and Spain's Santiago de Compostela were the others in the top five least expensive five-star hotel cities. Nearly 35 million tourists visited Turkey

in 2013, making it the world's sixth most popular tourism destination. More than 12 million of these tourists stayed in Antalya, official data indicated. Known as Turkey's sunshine capital, Antalya has intensified efforts to diversify in recent years and extend tourism services through the winter season as well.

The most expensive city for a five-star hotel stay on GoEuro's index was Punta Cana in the Dominican Republic with an average price of \$1,323 per night.

The index was compiled based on data from a survey of 40,000 hotels in 150 cities and from the database of Airbnb.com, a global accommodations website. The price index reflected an average of the peak and low season periods of the surveyed countries.

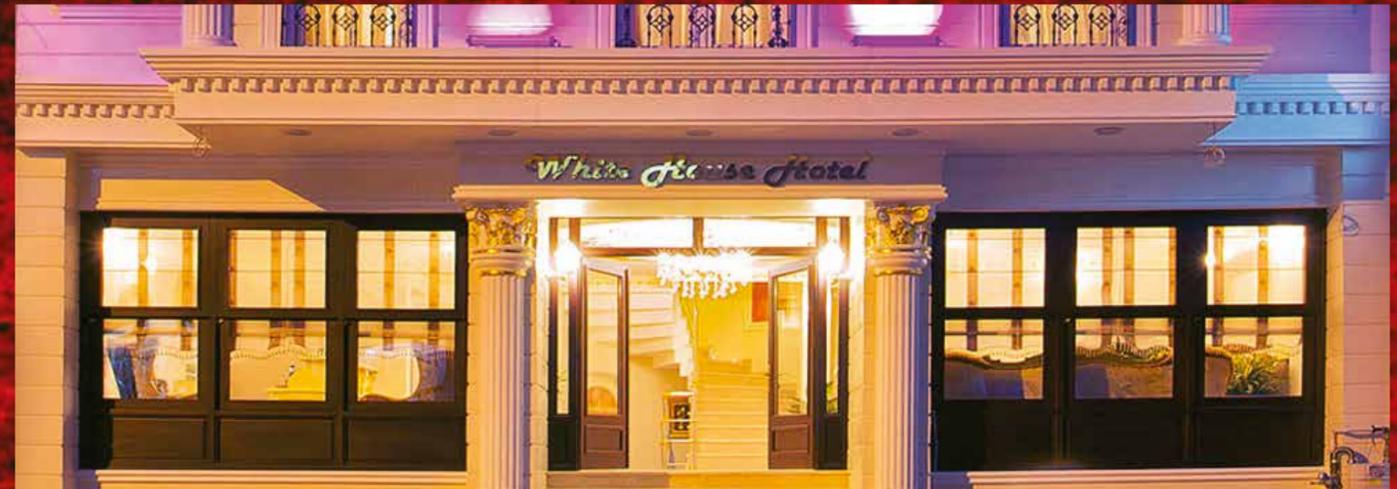
An interesting finding in the GoEuro report was that the more five-star hotels a city has, the more affordable it becomes compared to four-star hotel prices.

When including all types of accommodations, from hostels through five-star hotels, Albania's capital Tirana was the cheapest city on the index, with an average \$30, while Boston in the US was the most expensive at \$274, GoEuro said.



# White House Hotel

White House Hotel Istanbul is located in the heart of the historical peninsula and it is within walking distance to Hagia Sophia, Blue Mosque, Topkapı Palace, Archeology Museum, the Basilica Cistern, Grand Bazaar, Spice Bazaar, the Millennium Stone and Byzantine Hippodrome, which are the most important landmarks of the city. White House Hotel Istanbul is the ideal starting place for exploring this Ottoman capital city's endless historical sites, museums, restaurants, clubs and shops.



# 65 PERCENT OF TURKEY'S TOURISM FACILITIES NEED TO BE RENEWED

Over 44 percent of hotels are under 10 years old in Turkey, making the country one of the Mediterranean countries with the newest hotels.

Some 65 percent of tourism facilities on Turkey's coasts need to be renovated to compete with other facilities around the Mediterranean, even though nearly half of Turkey's hotels are less than 10 years old, according to a recent report by the Touristic Hoteliers Association of the Mediterranean (AKTOB). "Turkey must concentrate on the renovation of its high-quality touristic facilities to be able to prepare for the future and to compete with other touristic countries, including Spain, Greece and Egypt," stated the report.

Such renovation work is currently compulsory in Spain, and Greece has made significant investments to renew its touristic facilities over the last two years, as has Egypt, added the report,



which is titled "Tourism of the Future, the Future of Tourism." Around 41 percent of hotels are less than 10 years

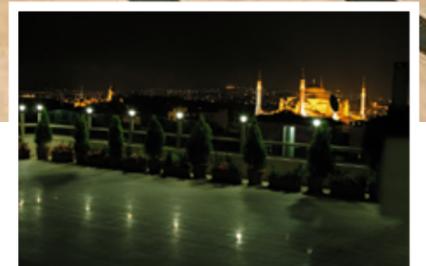
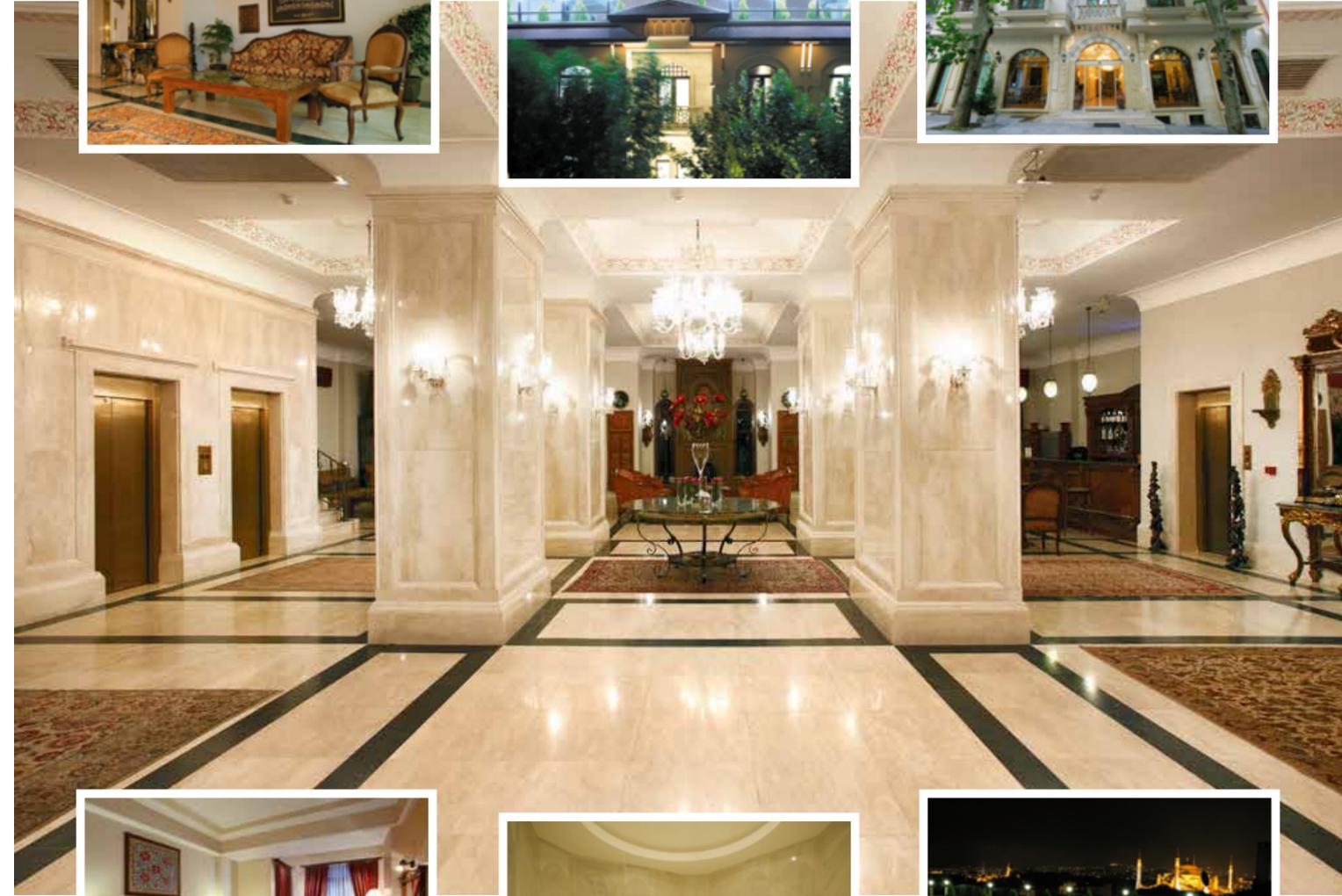
old in Spain, while this figure is 21 percent in Portugal, 19 percent in Italy, 18 percent in Greece, and 8 percent in Germany. The youngest hotels are in the Mediterranean city of Antalya, where 65 percent of hotels are less than 10 years old, while Istanbul has the oldest hotels in Turkey with only 29 percent less than 10 years old. Hotels on Turkey's coastline should be renovated once a decade, and once every 15-20 years in larger cities, according to the report.

"The tourism sector has the potential to create over \$9 billion for new infrastructure investments and acquisitions, among others," the report added. AKTOB also predicted that advance reservations will be needed to see several popular international tourist sites by 2030, including the Grand Bazaar, Myanmar, Machu Picchu, the Great Wall of China, the Eiffel Tower and the Vatican, among others.



  
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# BUSINESS YEAR ENDS WITH 2% GROWTH

Travel agents in Germany increased sales by just 2% in the 2013/14 year after strong late sales rescued a weak summer season, according to market researchers. The outlook for 2015 is mixed so far.



Summer holiday sales increased by 1.9% as of end-October, with late sales after the World Cup compensating for a drop in bookings in May and June, according to the latest monthly survey of travel agents by market researchers GfK. Together with the 2.5% increase in sales last winter, the overall 2013/14 tourism year thus ended with growth of 2.1%.

For the 2014-15 year, winter bookings performed poorly last month, according to the GfK survey. Sales revenues for the forthcoming winter were 6.2% lower than the same time last year, and the cumulative growth rate dropped back to 2.6%. In particular, demand for Christmas and New Year holidays was weak, with a

6.8% drop on the same period last year.

However, cruises during the winter are in strong demand at present with a 33% rise in booked revenue up to October 24, according to separate figures from GfK. The comeback of Egypt and Greece was also reflected in figures from IT company Traveltainment which showed that bookings for winter package holidays to Hurgghada rose by 23% and to Crete (Heraklion) by 30% last month. In contrast, bookings for Antalya, Palma, Enfidha (Tunisia) and some of the Canary Islands were all lower.

Meanwhile, Germans were busy making early summer holiday bookings last month, the monthly GfK survey showed. As much as 40% of sales revenue last

month was generated by bookings for summer 2015 following the recent release of summer brochures by tour operators. In comparison, summer 2015 sales accounted for only 14% of all bookings in September.

The mood among German travel agents has worsened following the October figures, according to the latest monthly 'fww sales climate index' from consultants Dr Fried + Partner. The index dropped by one percentage point to 95.9 points, and only 30% of respondents described business as good at the start of November. However, more agents are optimistic about the coming months, with 23% expecting better business rather than 19% at the same time last month.

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# THE HEART OF CONGRESS TOURISM BEATS IN BARCELONA

The EIBTM (European Incentive & Business Travel & Meetings Exhibition) organized by Reed Travel Exhibitions was held in Barcelona between November 14-16. **HASAN ARSLAN**



Among the international participants of the EIBTM Barcelona Exhibition were representatives of the Istanbul, Antalya, İzmir and Ankara Congress and Visitor Bureaus and Turkish Airways, congress centers, hotels and agents, airlines, cruise companies and land transportation, health villages, spa and hotel chains, meeting and conference planners, organization companies, congress and visitor bureaus, commercial unions, travel agencies and travel technology providers. This year Turkey was represented with a 400 m2 magnificent booth at the IBTM Exhibition. A total of 52 sector corporations and companies took place in the 35 participant units

at the Turkey stand. ICVB (Istanbul Convention & Visitors Bureau), which plays an active role in introducing Istanbul in international platforms, had successfully represented the city one more time with the cooperation of Madrid Turkish Culture & Tourism Office at EIBTM Barcelona 2014, which was held between 14th - 16th November.

ICVB has conducted almost 100 face to face meetings and group presentations including promotional movies of Istanbul, Antalya, Izmir and Ankara for more than 150 buyers.

Like previous years, Turkey was represented with a mesmerizing stand of 400 m2 in EIBTM Barcelona 2014. 35 units of total 52 participants took part in the Turkey stand whereas Turkish

Ministry of Culture and Tourism was represented by a separate stand in the organization.

## TURKEY STAND HAS BEEN CHOSEN AS "THE BEST SOCIAL MEDIA USER" BY EIBTM.

Bahadır Yasik, Vice President of ICVB Board of Directors stated his thoughts as following regarding EIBTM Fair "Since the date it was organized for the first time, EIBTM is outstanding as being one of the most successful fair organizations in congress sector and it is clinching its success with the increasing attendance and interest. As ICVB, we proud of representing İstanbul in a best way at EIBTM."

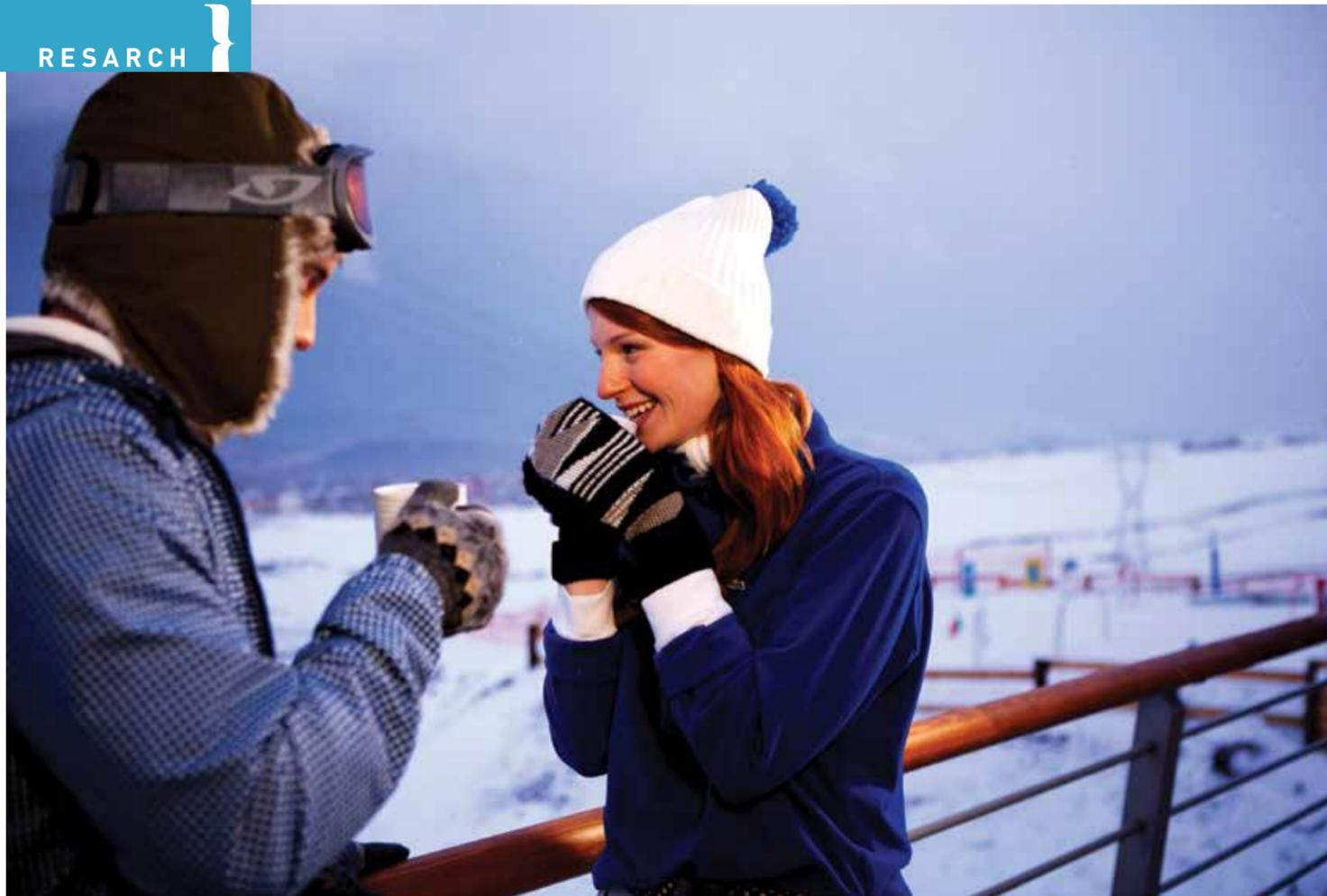




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# WINTER TOURISM RISES IN TURKEY, BUT MORE INVESTMENTS NEEDED

The number of winter tourists in Turkey has doubled over the last decade, increasing from 2.7 million in 2004 to 4.8 million this year, but more investments are needed to realize the country's potential in the sector, said the latest Winter Tourism report of the Association of Turkish Travel Agencies (TÜRSAB).

There are 51 skiing facilities in Turkey and the bed capacity of the winter hotels exceeds 9,549 right now. More investments are needed to realize the full potential of winter tourism in Turkey, which wants to host the Winter Olympic Games, said the report. The average room prices in the leading winter tourism spots in Turkey are rising. The average room price for one person is around 500 Turkish Liras (\$216) in the northwestern winter tourism center of Uludağ for the forthcoming school winter break, almost three times higher than the prices in popular Bulgarian winter tourism spot Bansko. An average cost of a five-day

winter holiday in the northwestern winter tourism center of Kartalkaya is 3,200 liras (\$1,378), and 2,100 liras (\$908) in the Eastern Anatolian center of Palandöken, according to the report.

## THESE ARE CLOSE TO THE FIGURES IN AUSTRIA AND ITALY, SAID THE REPORT

"Turkey will host almost 5 million winter tourists this year. New facilities in Turkey's leading winter tourism centers in Uludağ, Kartalkaya, Palandöken and Kartepe have played a large role in the rise of winter tourists. Turkey can lure more tourists

as long as new facilities are built," said TÜRSAB head, Başaran Ulusoy.

Turkey is ranked 18th on the list of countries with the most skiing facilities. The global leader is the Alpines region, with more than 36 percent of the world's skiing centers. It is followed by America with 22 percent and Western Europe with 12 percent. There are 47 skiing centers in the world that host over 1 million people annually. Over 83 percent of these centers are located in the Alpines, according to the TÜRSAB report, and more than 45 percent of winter tourists use a facility in the Alpines. Turkey's skiing facilities are



good, as they could compete with facilities in the Alpines in terms of quality, popularity and price policy, said the report. The most skiing centers are in Japan, which has 547 facilities, followed by Germany with 498 and the U.S. with 481, according to the report. Turkey has 51 facilities. "Skiing is possible in more than 48 cities in Turkey, which has 435 mountains over 1,000 meters in height. Turkey has great potential for increased winter tourism and needs more investments, especially in Eastern Anatolia," said the report.





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# THOSE WHO PLAY WELL WILL WIN IN 2015

TURKISH TOURISM IS PREPARING FOR ANOTHER CHALLENGING BUT EXCITING SEASON. 2015 WILL BE A DIFFERENT SEASON. ANOTHER CHALLENGING TRIAL AWAITS THE SECTOR. THOSE PLAYING WELL WILL CLOSE THE SEASON NOT WITH A LOSS BUT WITH AN INCREASE. THE SHARED VIEW OF TOURISM PROFESSIONALS IS THAT THE FIRST AIM OF 2015 SHOULD BE TO CATCH UP WITH THE FIGURES FOR 2014. ACTUALLY THE TARGET IS HIGHER, BUT THE CONDITIONS INDICATE THAT SOMETHING HIGHER WOULD NOT BE A REALISTIC TARGET AT THE PRESENT.

*HAKAN YILMAZ / HASAN ARSLAN*

**W**e posed 2 important questions to the representatives of the sector, who have excitedly started to prepare for the new season like all the other years. In the first of these questions we asked them to evaluate the 2014 tourism season in its outlines. Another question was, 'What should be the targets and expectations of Turkish tourism for 2015?' The questions both held a mirror to the sector itself and revealed targets and expectations. The following are the expectations of the sector from the 2015 season...



**BAŞARAN ULUSOY**  
TURSAD PRESIDENT

## THE TOURISM SECTOR IS THIS COUNTRY'S SOURCE OF MORALE

2014 was a year we expected to be good for Turkish tourism. There was a serious increase in tourist numbers and tourism revenues. According to data shared by the Ministry of Culture and Tourism, the number of foreign visitors arriving in January-November 2014 increased by 5.35% compared to the same period last year and reached 35,257,859 people. The tourism revenue earned during the first nine months of 2014 was 26,638,185,

Dollars. We estimate that the total number of tourists to visit our country will be around 42 million by the end of 2014, while the tourism revenue will be around 35-36 billion Dollars. The tourism sector is this country's source of morale. It is a sector that supports the Turkish economy and provides employment with the successes it achieves at the most difficult times. Within this framework we hope to achieve a 5.5-6 percent growth in the coming year. Taking this development into consideration, our government, demonstrating its trust in the tourism sector, forecast increases in tourism revenues in the Middle-Term Plan covering the years 2015-2017.



**TİMUR BAYINDIR**  
TUROB PRESIDENT

## NO NEED TO PANIC, TOURISM IS OUR BUSINESS

With regard to the tourism sector I guess that 2015 will be more difficult than 2014. But there is no need to panic. We do this job well as a country. As TUROB we had said at the beginning of 2014 that the tourism figures would catch up with 2013

at its worst. This seems to be the case now too. Therefore we were not too far off with our estimates for 2014. We just had some doubts while making this estimation. There was the belief that tourism revenues would drop slightly. In fact, looking at revenues per capita, there is a decrease. But I do not believe there is need for panic. We do this job well. This will continue as it is. It will go along, but we should neither be too hopeful, nor should we be too depressed. But 2015 will be more difficult compared to 2014. The depreciation of the Rouble will affect the Russian market. 70-75 percent of Russian tourists choose the South. 10-15 percent visit Istanbul. At this point we do not see any impact on Istanbul. But the market will generally weaken and Istanbul will get its share. There should be no price decrease with respect to Istanbul hotels. The costs are there to see. A peaceful environment is indispensable for comfortable tourism. Tourism starts to regress as soon as the peaceful atmosphere is disturbed or the country's economic potential is lost. New hotel investments should be made very carefully. The supply-demand balance is very important. In this sense, the increase of investments in Anatolia is pleasing. This encourages tourism to become diversified.

## THOSE WHO PLAY WELL WILL WIN IN 2015



**MÜBERRA ERESİN**  
ERESIN HOTELS

## WE MUST CONDUCT PERCEPTION STUDIES IN THE WORLD PRESS

2014 was like a sequel to 2013. It was not a very bright year. This year plotted an ambiguous graphic with sharp ups and downs. The average room prices and occupancy rates did not meet expectations in Istanbul. It is difficult to say anything about 2015 yet. For now it appears to be an ambiguous year. Unfortunately this year

congresses in Istanbul will be less in number compared to the previous years. There are not many meeting requests for Istanbul for 2015. The results from our workshops or from the exhibitions we attend are also similarly ambiguous. Of course we target achieving better figures in 2015 compared to 2014. However, it does not seem possible for us to catch the figures of before 2013. I do not want to cause a polemic by presenting figures. As we do not keep statistics very accurately in Turkey, it is not very possible to see the truth clearly. However, we must make efforts so that 2015 is better than the previous year. Otherwise this sector may fall into difficulty especially in large cities. We must use the world press in the best possible manner in order to turn the next season to our advantage. We must prevent Turkey from hitting the headlines with too much negative news. We may close 2015, which appears ambiguous, with success if we succeed in this.



**ALİHAN AKKOÇ**  
EMPIRE PALACE HOTEL

## SMALL HOTELS WILL BECOME BANKRUPT IF A NARROWING OCCURS IN TOURISM

2014 turned out to be below our expectations. The events in Taksim affected tourism negatively. The fact that many hotels were opened caused the market share to narrow. The supply-demand balance was disrupted. There is an 8 percent drop in sales. Of course, this drop also holds good for the turnover. Even in the New Year there is a 15 percent vacancy. Everyone appears to be opening hotels. This complicates the sector. Under such circumstances tourists spend half the amount when they were set to spend 200 Euros. We are chopping down the branch on which we are sitting. In 2015 we need to achieve a better season. The Ministry of Tourism should be more active. I believe that the promotions abroad have not been conducted properly in the recent years. Small hotels will become bankrupt if a narrowing is experienced in the tourism sector. They cannot continue their operations. For our costs are increasing. The prices of everything are rising.

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**SEÇİM AYDIN**  
ATID PRESIDENT

## WE WILL CONTINUE ON OUR PATH WITH A 6 PERCENT GROWTH

One can say that 2014 was good. The coming year, however, worries us. I think that the Russian market will decrease. However, tourism professionals are quick-witted and will be able to turn the disadvantages to advantage. The depreciation of the Rouble will decrease the tourist flow. Apart from this, Turkish tourism will continue on its path with a 6 percent growth.



**AYDIN KARACABAY**  
LEVNI HOTEL

## WE HAVE LOST UKRAINE COMPLETELY

We preserved the status quo in the first 8 months of the year. The last quarter, however, was bad. The figures for November and December remained below those of the previous year. The signals for March 2015 are good. The new bookings are not too bad. But it is not possible to say something general. Therefore it appears that 2015 will be difficult. Russia is in difficulty and we have lost Ukraine completely. I am afraid I cannot have a positive outlook.



**SERHAD USLAN**  
ILOS TRAVEL

## THE BALKAN MARKET WILL GROW 10 PERCENT

We work with the Central European and Balkan markets. There is an 18 percent increase in the markets where we work. The number of tourists coming to Turkey increases every year. The prices are dropping, but the turnover is increasing. It can be understood that a significant shrinkage will be experienced in the Russian market in 2015. I think that measures should be taken as soon as possible. The Central European market will continue at a 10 percent increase.

## THOSE WHO PLAY WELL WILL WIN IN 2015

**SERKAN ÜSTÜNOL**  
FAROS SİRKEÇİ HOTEL

## THE DEPRECIATION OF THE ROUBLE WILL AFFECT US

2014 was a difficult year. We were not comfortable. Previously the number of tourists arriving at Istanbul was higher. Although the number of the tourists remains the same, the number of hotels has increased. Our turnover is the same as last year. I do not hold a negative view of 2015. In any case, everything will be understood in February. Unfortunately the depreciation of the Rouble will affect us. The number of the Russians will decrease. Before us we have the question "How will we fill up this vacancy" to answer.

**ŞENOL ÖZTÜRK**  
ERBİL HOTEL

## IT IS NECESSARY TO TARGET RICH TOURISTS IN RUSSIA

I can say that 2014 has passed favorably. We managed to maintain the figure and turnover of last year. However, the number of shares increased as a large number of hotels opened in Istanbul. Overnight stays in hotels decreased. I think that the economic crisis in Russia will reflect on Turkey next year. If not Istanbul, Antalya will be exceedingly impacted by this situation. For the purchasing power has dropped in Russia. Therefore, efforts targeting rich tourists must be made.

**SUAT AKGÜL**  
FAROS HOTEL TAKSİM

## WE WILL GROW 15 PERCENT IF THERE IS STABILITY

Our targets for 2014 were more or less achieved. From 2015 we expect a 15 percent growth. However, this being said, I hope that there will be no disturbances in both domestic and foreign policy. Any circumstances to the contrary will have a negative impact on tourism. We work for the European market, and the economic crisis in Europe did not affect us. Unfortunately, however, the same is not true for those working for the Middle Eastern market.



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**RAMADA.**  
ISTANBUL TAKSİM



**SERDAR BALTA**  
OTTOMAN HOTEL IMPERIAL

## IT WAS A CONSIDERABLY EFFICIENT YEAR

It was a considerably efficient year. Only the Euro rate of exchange remained below my expectations. We passed the season with an occupancy rate of 88 percent. Although we were not able to achieve the figures we desired due to the rate of exchange, we got what we wanted in terms of profitability. However, there are certain problems that must be solved for 2015. I am not too optimistic unless these are solved. The daily increasing number of commissioners in the historic peninsula harm tourism gravely. The Sultanahmet Square became a scene for knife fights. I am very worried for our image.



**HAKAN BEDİR**  
KLAS HOTEL

## EQUALING 2014 WILL BE A GREAT SUCCESS

2014 was not very bright. The developments in the Russian market affected us. The domestic disturbances, political unease in this market and the incidents in Ukraine have reflected on us. The drop in May 2013 continued in 2014 too. The newly opening hotels and the development of the unrecorded accommodation sector had an impact on tourism. I do not believe that 2015 will be brighter. Equaling 2014 will be a great success.



**OZAN GÜVEN**  
OFLAZ TURİZM

## 2015 WILL BE A DIFFICULT YEAR

It can be said that 2014 was not bad despite the expectations in the first month. Of course there have been profits and losses according to the strategies of the corporations. As an agency in Antalya Kemer, we witnessed that the small tradesmen of the region had many difficulties. 2015 will be a year during which everyone busy with tourism should be careful. The Russian Rouble and the domestic distress in Ukraine will have a larger impact on us this year. For the European market, however, I believe it will be a more active year. What is most important for Turkish tourism is to make Turkey into a safe destination and convince people of this.



**UMUT DÜLGER**  
ALAN PROJECT DEVELOPMENT & MANAGEMENT

## NEW MARKETS MUST BE FOUND

On the whole, Istanbul had a good season. However, due to the imbalance in the supply-demand rate, the increase seen in the number of tourists has not reflected to the occupancy rates. A great number of hotels were supplied to the market. But the demand did not grow proportionately. In fact, new hotels are still being built. I believe that, unless a new airport is built or alternative incoming operations are conducted, the number of visitors will increase in 2015 and 2016 but the hotel occupancy rates or prices will drop. In order that the sector may grow in 2015, new markets must be added to those that exist, and intense congress efforts must be carried out for Istanbul.



**KENAN ÖZKAN**  
OTTOMAN HOTEL PARK

## WE HAVE PRESERVED OCCUPANCY, BUT THE TURNOVER HAS DROPPED

Generally speaking, we may say that 2014 was challenging. In 2014 problems of foreign policy origin had negative impacts on tourism. We too experienced these impacts deeply. We were 5 percent behind our targets. Although maintaining occupancy, we remained behind the target in turnover. In 2015 too, the course of tourism will be revealed according to the variables in foreign policy. I have hope. In any case, we need to have hope and think positively. One must not be prejudiced. The bookings seem positive. Most probably tourism will suffer a considerable impact in Antalya in 2015 due the depreciation of the Rouble.



**ALİ İMDAT UÇAR**  
RAMADA İSTANBUL TAKSİM

## OUR IMAGE ABROAD IS DETERIORATING

2014 did not meet our expectations. The developments in Syria and Iraq have a large impact on this. The negative articles on Turkey in the pages of the EU Foreign Office have a large share in this. 2015 may be difficult. The fact that the US wishes to punish Russia will also affect Turkey. We may make a profit in energy, but tourism will be adversely affected. To be honest, we are pessimistic. We watched Turkey's obstinacy against the EU with distress. Our image abroad is deteriorating.

## THOSE WHO PLAY WELL WILL WIN IN 2015

**SÜLEYMAN GÖK**  
DMC TRAVEL

## HOTELS NOT TAKING SERVICE QUALITY INTO CONSIDERATION SHALL BE AFFECTED

The adverse circumstances of 2013 continued in 2014. Hoteliers made an important mistake and dropped their prices due to the crisis in Greece, Italy and Spain. The price of a 4-star hotel dropped down to 50 Euros. We, however, presented high prices in the first quarter of the year. Then the prices dropped. Therefore we were only able to do business in the last quarter of the year. On the other hand, new hotel investments were made in

Istanbul. However, it is worth mentioning that Istanbul has a very important chance before it. Istanbul will become the line destination in the whole of the world. For this reason great investments are made for our country. THY flies to 265 destinations.



**ARZU ÖZDEN**  
MOMENTO HOTEL

## NO ONE IN THE SECTOR CAN SEE AHEAD

2014 made us long for the previous year. While targeting an annual occupancy of 85 percent, we remained at 80 percent. No one can see ahead. This is the general atmosphere in the sector. Even the bookings have become last minute. We should be grateful if we can maintain the status quo. Not only 2015, I believe that 2016 too will be difficult.



**FATİH CAN EKŞİ**  
KEFALUKA RESORT HOTEL

## THE 2015 BOOKINGS ARE GOOD

It was a good season with respect to hotels. There are differing opinions on 2015. There appear to be no difficulties in the bookings so far. It seems that there will be a difficulty in Bodrum with respect to the Russian market. There is an increase in the Middle Eastern and Polish markets. There appear to be no difficulties in bookings from the English market.



**DENİZ DİKKAYA**  
6 SUITES

## WE CAN NO LONGER PLAN OUR BUDGET

In 2014 we started to feel the seasonal differences for the first time. A high- and low-season distinction began in this city where hotels work 12 months of the year. The number of tourists has dropped. The occupancy figures have dropped. Last minute sales increased. We now have difficulty planning the budget for the next month. It appears that 2015 will also proceed in the same manner.



**AYKUT BAKAY**  
CROWN PLAZA ORYX PARK

## BOTH OCCUPANCY AND THE PRICES WILL DROP

Too many hotels were opened. The occupancy rates, however, are not sufficient. Tourism professionals must work hard this year. I expect 2015 to be a good year. But competition will increase. Both occupancy rates and prices will drop due to the negative political developments around us. We are starting a difficult year.



**UFUK ASLAN**  
UZBI PRESİDENT

## WE ARE HOPEFUL AND CAUTIOUS

December 2014 was the worst month of the last ten years. The developments in Russia, the ambiguity in Iraq and the war in Syria had negative reflections on tourism. The occupancy rates and turnover in the season did not meet our expectations. Those achieving the figures of 2013 I consider successful. We have to be hopeful for 2015. Although the estimations are not very positive, we must maintain our hope. We must develop projects against all eventualities and must be cautious.





**FERZAN ÇELİKKANAT**  
ER YATIRIM GENERAL MANAGER

## IT WAS A FAST YEAR IN TERMS OF INVESTMENTS

Turkey ended 2014 as an efficient year with increases in investments. There was a great increase in the demand for urban hotels with strong brands. With the 3rd airport, there will be an increase in the number of short-term tourists. 2014 was a fast and active year in terms of investments. In 2015 strategies with high per capita spending incomes to draw quality tourists to the county must be developed.



**ENİS AKCAN**  
SULTANHAN HOTEL

## EU'S VIEW OF TURKEY AFFECTED TOURISM

Generally speaking 2014 was a difficult year. The season turned out to be below our expectations. We had a 15 percent loss in occupancy. Our occupancy was not affected to this degree even during the economic crisis in the EU. I think the EU's view of Turkey changed slightly, and this affected tourism negatively. However, we are hopeful for 2015. I believe that we must maintain our hope in spite of all. We have taken the necessary precautions.



**ADNAN MORDENİZ**  
POEM HOTEL

## SPAIN AND GREECE WILL REAP THE BENEFITS OF 2015

The turnover and the number of tourists were almost the same for 2013. No significant increase occurred. We maintained the level, but things became confused in terms of costs. Our costs increased. 2015 maintains its ambiguity. Therefore it is difficult to say anything now. In 2015 I think that tourists will go to Greece and Spain, not to us. The greatest reason for this is the current political atmosphere. I expect no increase in the number of tourists.



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Palazzo Donizetti's 105 year old antique elevator also presents a nostalgic Beyoğlu experience as one of the most important hotels in Taksim.

## THOSE WHO PLAY WELL WILL WIN IN 2015



**NİLGÜN ÖZTÜRKMEN**  
GOLDEN CROWN HOTEL

## WE CANNOT PAY FOR THE COSTS

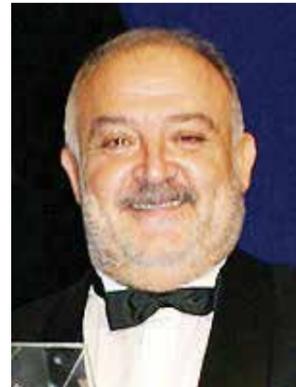
I cannot say that we achieved a great increase in 2014. We just maintained the present situation. In fact, there is even a drop in the bookings compared to last year. In any case, this year is not ending very brightly. While struggling to clean up the shorts 3 years ago, now we are making efforts to fill the hotel. The prices have fallen sharply. Our expectations from 2015 are high. However, we cannot see ahead due to the confusion in the world. We are getting by with last-minute bookings. The occupancy rates are high in March, April and May. However, a hotel cannot remain standing with an occupancy lasting only three months. This will not even pay for the costs.



**HARUN ÇADIRCI**  
WHITE HOUSE HOTEL

## WE HAVE ACHIEVED OUR OBJECTIVES

In 2014 we have achieved our objectives. Our hotel has reached the highest figures in 2014 since its opening. I think 2015 will go well for the White House Hotel and our objective in 2015 will be to get better than 2014. However, in general terms there are uncertainties if we handle the issue in terms of Turkish tourism. The general expectation is that it will go badly. Because many hotels have been opened and are still being opened. And this will necessarily decrease the occupancy rate



**COŞKUN TOPALOĞLU**  
ALL SEASONS HOTEL

## SULTANAHMET AND KARAKÖY ARE FULL OF HOTELS

2014 was a year of tension. We had difficulties even in the months from which we expected the best. We experienced a loss of 15 percent. We cannot see ahead due to international incidents and domestic political difficulties. Tourism may be all right if no tension is experienced until mid-2015. Developments to the contrary will tire Turkey out. The newly built hotels have hamstrung hoteliers. The customers have dispersed. We were affected when two hotels in Fındıkzade and Bayrampaşa decrease their prices. In spite of this, however, five-star hotels are being built. Istanbul does not need so many hotels.





**KEREM TATAROĞLU**  
LASAGRADA HOTEL

## THERE IS NO NEED TO BE PESSIMISTIC IN 2015

The growing supply caused the cake to be shared in a more competitive manner. Hoteliers who were successful in online sales made good use of the demand and achieved the occupancy rates they wanted. Lasagrada

Hotel closed the year with an occupancy rate amounting to 90%. The average prices, though, remained below what we wanted. Hotels focusing on guest satisfaction and creating a team spirit reflected on the business and increased their total qualities and reaped the benefits of their efforts from their guests as positive feedback. This reflected on hotels as increased points in online channels and more bookings. As Lasagrada Hotel, we rank 34th among the first hundred hotels of Istanbul. According to the data of OTA, we rank 3rd in Istanbul among hotels conducting online sales, except for international chain hotels. This makes us proud. 2015 is coming together with the economic crises existing in the world. The decrease amounting to 50% in the price of petrol and the depreciation of the Rouble in Russia harmed economies, which are interdependent. Saying that 2015, which we entered with these data, will be a bright year would unfortunately be fanciful. Our expectation is to increase our income by 20% compared to last year. We made our budgets accordingly, and formed our price policy in this direction. The occupancy rates will be the same. There is no need to be pessimistic. All countries are affected by the global economic crisis. We can close 2015 with an increase through rational price policies.



**SEYFETTİN ÇETİNÇAKMAK**  
REGITAL HOTEL

## IN 2015 WE MUST PRODUCE MORE REALISTIC TOURISM POLICIES

In 2014 Turkish tourism grew as a concept. The investments and the number of visiting tourists increased. But the tourism income was a lot less than expected. This

was perceived by the tourism investor as an excess of tourism investment over supply. In fact this is a fallacy. This negative perception must change for the investor. Although the material of Turkish tourism is very rich, it cannot achieve the size and added value it deserves due to structural problems. I hope that those who guide tourism will produce more realistic tourism policies for 2015. If, as sector, we develop and apply the correct strategies, we will reach our targets both in 2015 and in the following periods. Turkey has a potential that can respond to demand in many tourism branches such as trade, culture, history, art history, health, sports and faith tourism. I believe that we do not use this potential to the full. In 2015 we must process our tourism material in accordance with the customer's buying power and develop a new advertisement and promotion policy. Societies that become poorer tend to turn to religion. Our country is home to the holy shrines of a third of the world population. We must use this potential well.

## THOSE WHO PLAY WELL WILL WIN IN 2015



**ALİ ÖZTÜRKMEN**  
SKALION HOTEL

## WE HAVE LOST THE ISRAELI AND MIDDLE EASTERN MARKET

The fact that many hotels were opened causes a significant distress in the historic peninsula. On the other hand, there are about 30 thousand unrecorded beds and apart houses in Istanbul. Unsafe houses are being opened within neighborhoods. The opening of quality facilities and entertainment venues will increase the quality. However, daily houses for rent and low-quality facilities, and the supply of beds exceeding what is necessary have an adverse impact on the sector. They sell rooms for 25 Euros. This price affects quality hotels. Staying in Istanbul for 2.5 or 3 nights on average, tourists do not want to pay much for a hotel. On the other hand, Istanbul lost some of its markets. Israel and the Middle East are chief among these. The number of tourists arriving in Istanbul have not reached negative figures. However, this figure did not reflect to hoteliers as profit. We are observing the developments in Russia with distress. Although we have hope, we are cautious.

**NİHAT ÜNSAL**  
TUĞRA HOTEL

## THE HOUSE ON DAILY RENT RUSH IS HAVING A NEGATIVE IMPACT ON THE SECTOR



Compared to the previous year 2014 revealed a 25 percent lower occupancy rate and turnover. However, I am hopeful of 2015. We may compensate for 2014 if positive developments in terms of politics are experienced. We work for the Middle Eastern market. For that reason, the countries where the Arab Spring is taking place comprised our customer portfolio. Also, the clashes in Syria have affected us deeply. This being the case, our occupancy rates suffered a drop of up to 17 percent. However, we are hopeful of an increase with the realization of the projects carried out in Istanbul. The unrecorded accommodation in Istanbul affects us too. In the future this will affect the sector even more negatively. For a part of those who come from the Middle East lodge in these houses.



**CEM POLATOĞLU**  
ANDIAMO TOURS

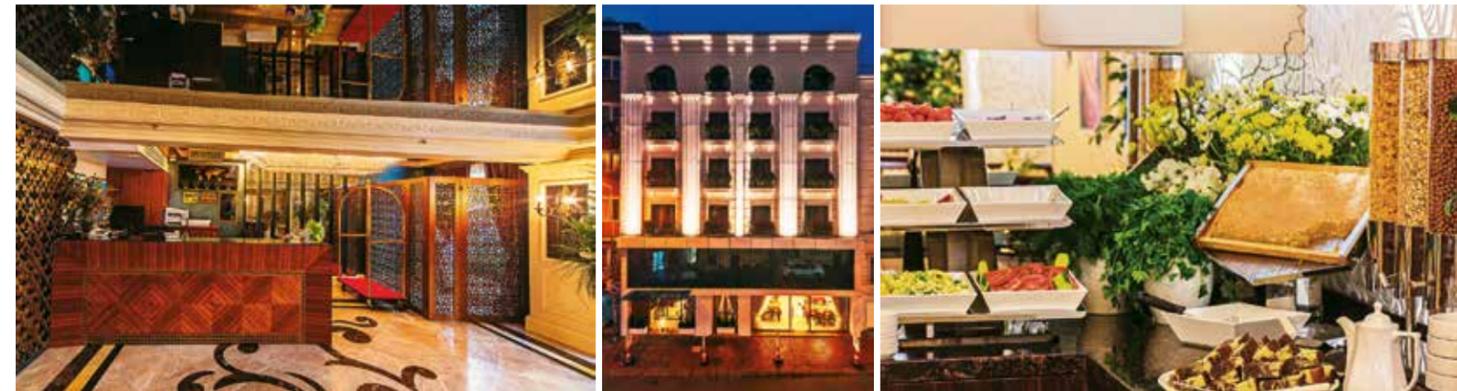
## NO MIDDLE INCOME TURKS WHO HAVE NOT SEEN EUROPE WILL REMAIN

There will be a 25 percent increase in incoming and outgoing if there are no economic disturbances and the economic data proceed on course. Russian tourists will turn to Turkey because of the EU's attitude towards Russia. 7 million tourists may visit our country in 2015. Considering the situation of Morocco, Tunisia and Lebanon, we may take over the tourists travelling to these countries. In addition, the interest of Turks in ingoing and outgoing tours has increased. Beypazarı has been popular for the last two years. The fast train has made Konya attractive. The bed capacities have increased in hotels. One out of three houses in central Bodrum is functioning as a boarding house during summer. Almost no middle income Turks who have not seen Europe will remain. We have sold a large number of Prague and Greece tickets for the New Year.

**SKALION**  
HOTEL



# SEE WHAT A DIFFERENCE A STAY MAKES....





**ERHAN ÇAKAY**  
KARNAK TRAVEL

## ALL OF THE ACTORS OF THE SECTOR MUST ACT JOINTLY

2014 was more a year of healing wounds. Some increase, although not much, was achieved thanks to the efforts and self-sacrifice made to reach the income obtained in 2013 and in 2014. The important point here is the reasons for the narrowing suffered by the European market. A difficult year awaits tourism professionals in 2015.

Since the bed supply has increased considerably in Istanbul. Each newly opening facility tends to lower prices to steal business from others. In order to achieve the targets, first the problems in the narrowing markets should be determined. The sector and the ministry should act jointly and take precautions to cover losses. Communication with foreign tour operators is especially important. Unfortunately expectations will not be high this year.

Not only promotion, but marketing and sales must also be focused upon. A year during which investors with high expectations will not find what they are looking for awaits us. Uncertified apart-hotels come to the fore as another important problem of the sector. All of the players of the sector must make a move in the New Year, and precautions should be taken not only for this year, but also for the following seasons.



**MERT OKAN**  
ORKA ROYAL HOTEL

## INCIDENTS UNRELATED TO TURKEY AFFECT THE SECTOR

In 2014 many negative political and economic incidents took place in Turkey and in the world. Without doubt these adverse incidents affected Turkish tourism badly. The incidents in Ukraine, the economic sanctions on Russia, the ISIS terror and the developments in Syria, Iraq, Egypt and Iran were actually not experienced very close to us. But for some reason, developments

occurring 2,000 km away from us affected the tourism sector as if they took place 20 km away. The sector became a scene of tactical wars. When Turkey pulled accommodation prices up in order to break the 'Cheap country' image, our most serious competitors, Spain and Greece lowered their prices and managed to draw tourists with a 30% increase. For me, the most important problem of Istanbul is the bed supply that exceeded demand. Hotels obtain income based on occupancy rates and saleable best room prices. When occupancy rates are too low, each attacks the customers of its competitors, even those of a lower category, and the most expensive room is that which remains empty. 2015 will not be too different from 2014 if no serious incidents are experienced in Turkey.

## THOSE WHO PLAY WELL WILL WIN IN 2015



**BURHAN SİLİ**  
ALTIÖ PRESİDENT

## 2015 WILL NOT BE AN EASY SEASON

In the 2014 summer season Alanya demonstrated a course with many ups and downs. Taking its first step in tourism with bed and breakfast facilities in the 1960s and pioneering tourism in the Mediterranean basin, Alanya has today become a region

that claims 30 percent of Antalya's tourism with 600 facilities from apart hotels to five-star hotels and a bed capacity of 160 thousand. For reasons such as the economic problems experienced in Europe in 2014, the Ukrainian crisis, the fact that the bed capacity increased both at home and in other countries and destinations that are our competitors, the fluctuation in the Israeli market due to the problems in the Middle East, the situation of Syria causing the cancellation of the demand from this market, the significant demand for residences and second houses and their opening to tourism in addition to the increasing bed capacity, the 2014 season that started with serious decreases in occupancy rates only started to pick up by the end of May. As a result we ended this season, including October, positively in spite of everything. Evaluating the 2015 summer season in the light of today's data, it is possible to say that it will not be an easy season considering the proportional drop we are experiencing in pre-bookings in the European market even if we assume that the demand for us will not increase in double digits at best, but will only maintain the status quo due to the economic situation of Russia, which is one of the main markets for our region. Taking this opportunity, I would like to wish all tourism professionals a season with many guests and a good income as well as a happy new year.



**GÖKHAN ÖZBAKIR**  
TITANIC HOTELS

## WE HAD A SEASON THAT MET EXPECTATIONS

In 2014 we had a season that met expectations. We saw some increase, although not much. Since demand did not increase at the same rate with the bed supply, we experienced low occupancy rates as a sector. Businesses were not able to fully achieve their targets. Official

bodies announce the number of tourists visiting our country. These figures indicate an increase. But the announced figures do not reflect to the sector for some reason. The reason is that accommodation turnover results not from the number of visiting tourists, but from the number of overnight stays. While 5 years ago a tourist would stay for 10 nights or more at our hotels, now this number is 8 nights and less. In other words, the tourists arriving south for a holiday decreased their stay by 20% due to an increase in prices or other negative economic reasons. Looking from another aspect, the increase in the number of visitors does not reflect the real increase. While calculating whether the number of foreign tourists decreased or increased, one should not neglect domestic tourism. The domestic market is growing progressively and will continue to grow. Domestic tourists are increasing at a higher rate compared to foreign tourists. The sector will be impacted adversely if the negative developments in Russia, which is the greatest market that sends tourists to Turkey after Europe, continue in 2015. The hotels may remain under the pressure of Europe's large-scale tour operators. Turkey is far superior to its competitors with its location and facility and service quality. We will experience no loss in Europe with a correct price policy. But still, it is necessary to continue the search for new markets.



## RECITAL

boutique hotel



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Blue Mosque 300 mt  
Topkapi Palace 550 mt  
Basilica Cistern 330 mt  
Grand Bazaar 100 mt  
Turkish & Islamic Museum 200 mt  
Cemberlitas Tram 70 mt  
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Railway Station 2,5 km  
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CNR (World Trade Center) 14 km  
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## Russia crisis 'chance for Turkish tourism'

The head of Turkey's top tourism organization says cheaper plane tickets would attract more tourists to Turkey from crisis-hit Russia.

The crisis in Europe may create opportunities for the Turkish tourism businesses if airlines reflect the fall in oil prices on their ticket fees, according to Başaran Ulusoy, the head of the country's leading tourism organization. "The crisis in Russia poses opportunities for us," said Ulusoy, head of the Association of Turkish Travel Agencies (TÜRSAB), while speaking at a sector event organized by daily Hürriyet. "Let the airline companies support us and reflect the falling oil prices on ticket," he said. Turkey's tourism sector, which employs around 800,000, attracts large numbers of Russian tourists every year, but the recent depreciation of the ruble remains a major concern for next year, as the citizens of the northern neighbor may cut spending. "Developing ties with Russia is very important for us," he said. "And our strongest hand in the issue is President Recep Tayyip Erdoğan," he added, referring to good relations between the Turkish leader and his Russian counterpart, Vladimir Putin.

The tourism sector is precious for Turkey, said Vuslat Doğan Sabancı, the



chairwoman of Hürriyet, in her addressing at the event, "The tourism sector grew tenfold in the last decade," she said. "Besides its economic input, the socio-cultural contributions are very important. Tourism means civilization, development and peace." The event gathered representatives of some 90 percent of the sector, she noted, highlighting the Hürriyet supplements and publications

that support the sector. Turkey has gone beyond limited sun-and-sea tourism, said Culture and Tourism Ministry Undersecretary Professor Haluk Dursun. "We should add culture tourism to this," he said. Daily Hürriyet is among the actors in the tourism sector, Editor-in-Chief Sedat Ergin said. "We are very pleased to see that our contributions to tourism are appreciated by the sector," he added.

## Pamukkale most visited site this year

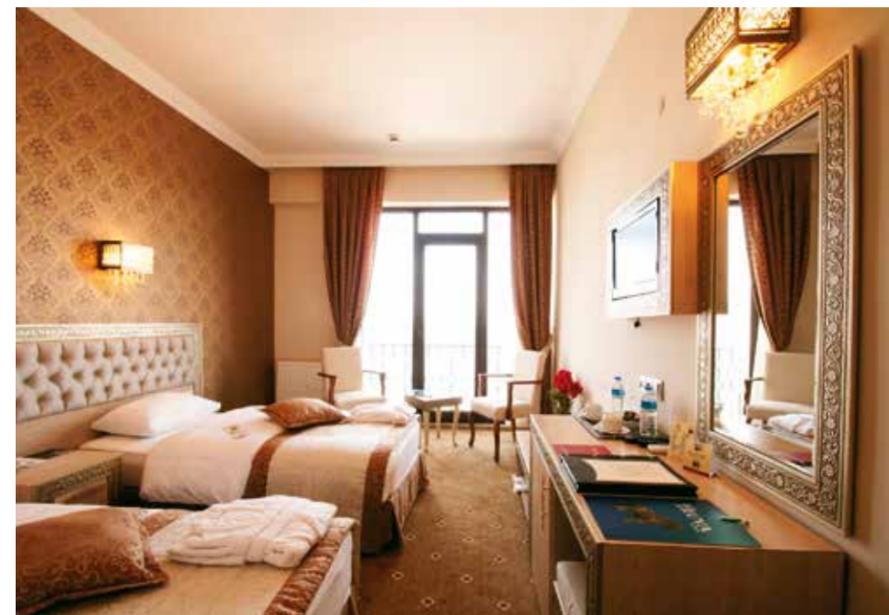
Denizli's ancient Pamukkale-Hierapolis site was the most visited place in Turkey in 2014, followed by the ancient city of Ephesus and the Göreme Open Air Museum, according to TÜRSAB President Başaran Ulusoy

The travertine falls of Pamukkale, together with the adjacent ancient city of Hierapolis, drew the most visitors in Turkey this year, the Turkish Travel Agencies Union (TÜRSAB) has said, pointing to the site's international promotional work, experienced staff and modern entrance systems as a reason for the success. TÜRSAB President Başaran Ulusoy said Pamukkale, located in the western province of Denizli, was a good model for public-private sector cooperation and TÜRSAB's experience in the fields of customer satisfaction, restaurant management and ticketing helped them achieve successful results. "In the first 11 months of this year a total of 2.18 million people visited Pamukkale, and the number of visitors in November was 73,306. This represents a 12 percent increase compared to last year. The total revenue from Pamukkale-Hierapolis was more than 38 million Turkish Liras in 2014, so Pamukkale ranks first in terms of both number of visitors and revenue. It is followed by the ancient city of Ephesus near Izmir and the Göreme Open Air Museum in the Cappadocia region," Ulusoy said. The TÜRSAB Museum

Initiative has been operating 154 museums and ancient sites for the past three years, with the Pamukkale-Hierapolis site chief among them. Ulusoy said the area particularly drew visitors from Russia, Japan, the European Union and Korea. "Recently, we have seen an increase in the number of visitors from Malaysia, Indonesia and India," he added. Ulusoy also stated that ongoing excavations had enriched the cultural heritage of the Hierapolis site and more visitors were coming to the area thanks to effective national and international promotional campaigns. The province of Denizli is home to 19 ancient cities, and should be recognized as one of Turkey's ancient pearls of tourism, according to the TÜRSAB boss, adding that longer term stays would help the development of the tourism infrastructure. "For this purpose, we have contributed to the excavations in the ancient city of Hierapolis, and support the work done in Laodicea. We need to get tourists to visit these ancient sites and enable them to make longer-term commitments. Alternatives should be diversified with new restaurants and hotels," he said.



One of the province of Canakkale hotels, our hotel is serving since 1974; Sadıkoğlu Heat Tech Tourism Investment San.Tic. Ltd. Sti. is a part of a chain of hotels. Büyük Truva Otel, with its seafront location in the heart of the city at the weekend on holiday, business meetings and summer holiday in the most beautiful example of hospitality gives you the Dardanelles ... Soothing architecture, a beautiful work of art and history can shed light on. Our hotel in the majestic beauty of the Bosphorus, experienced staff is proud to serve you throughout the four seasons.



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# CRAZY PROJECTS FROM SERHAD USLAN

Serhad Usan, president of İlos Turizm and chairman of the Usan Hotel Board of Directors, shared for the first time his impressive projects such as the 'Road Hotel', 'Hologram promotion tunnel' and 'Copy museum' which are still in the project phase and which will make a tremendous impact when completed.

**Last year you had a bad season as it did not snow as much as expected. What are your forecasts and expectations for the winter tourism of 2015?**

It did not snow properly in the world last year. Therefore last year was bad in terms of winter tourism. Snow is expected

in 2015. Currently the snow rates are very good in winter tourism centers. Holiday-makers' expectations were cut short last year because there was no snow. This year we have received a higher number of bookings compared to last year. It seems that the winter holiday-maker will make up for last year. If it snows, the facilities will

reach a 100 percent occupancy this year. Last year we closed the season with 30 percent.

### 3 STRIKING PROJECTS

**Could you give us details about your new investments?**

I will open a copy museum in Istanbul. I am looking for a place for it. I saw this for the first time in Florence. I went and took a look at the Leonardo da Vinci museum. It is a small museum. They keep the copies of all the works by Leonardo da Vinci. There is also a small shop. As you leave you can buy souvenirs related to those works. In Paris there is a museum where the copies of Salvador Dali's works are exhibited. Now I am looking for a place in Istanbul. I will open a museum where the copies of works by Dali, Leonardo da Vinci or Picasso are exhibited.

Another project has to do with the booths opened by the Ministry of Culture and Tourism at foreign exhibitions. We want to remove these booths. Instead we are thinking of developing a 3D system. 2,000 square meter booths are bought in foreign exhibitions. Now the number of visitors of these exhibitions has started to grow less. For people are carrying out a large part of their work over the internet. Therefore I believe that the format of promotion must also change. An area will be bought within or outside the exhibition and rails shall be placed. Open-top cars will be placed. These rails will be hidden in a tunnel.

This tunnel will contain materials introducing Turkey, prepared using hologram technology. When the car enters the tunnel it will set out on a 3D journey of Turkey. For example, a skier will pass us by, the car will enter Fairy Chimneys etc. This can be commissioned to the greatest software company of the world. 50 million Dollars can be spent for the software



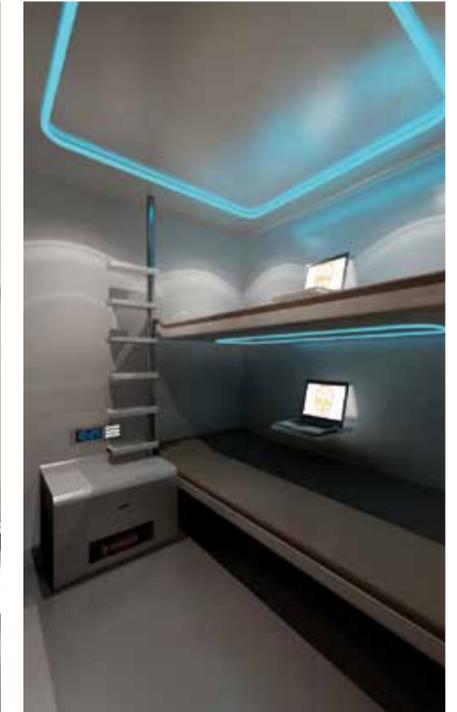
if necessary. They will copy Turkey's hologram into this. This can be set up wherever there is an exhibition. A small café and meeting place can also be made next to it. Nothing else will be necessary. Anyone visiting this place will never again forget Turkey.

We have 2 special projects. One is for airports. This project will be developed and used in airports and petrol stations. Passengers of connecting flights, while waiting for 5-6 hours, either sleep in a corner or go to airport hotels, which are very expensive. We will build a wagon hotel where they can sleep by the hour. We will place the modules containing a bed and a toilet side by side and one above another. This will be a more developed version of the modules in Japan. I will operate it.

Also, we are creating a brand called "Road Hotel". We will make deals with petrol retailers and install these modular systems at petrol stations throughout Turkey. In other words, anyone entering at Kapikule will go to this hotel in Edirne and



purchase a card. They will enter by using the card, they will sleep, take a bath and continue on their way. When they want to lodge again during their journey, they will take advantage of other road hotels using the same card. The minutes in the card will be deducted as they are used. We will also put the markets at petrol stations in it, and will sell our own products at those markets. Products such as disposable sheets, pillowcases, shampoos and soap shall be provided as extra. Money will not be used; only the card purchased at the beginning. Our first target is to establish 30 units in Turkey. We will receive royalties, but we will install the entire system.



**What do you think of the Winter Tourism Master Plan prepared and announced by the Ministry of Culture and Tourism?**

Setting out a master plan will control a very long term. Presently we have no such master plan either concerning facilities, or the extra-season use of facilities. What is important is to improve those that already exist. When this does not exist, frankly I do not know what good a master plan would do. Such plans should be made jointly with sector representatives. For years our greatest problem has been the failure in bringing the public and the private sectors together. Even if they do, the visions and demands are different. The public sector must stand really close to the private sector. It is wrong for the person standing at the center to develop and apply projects regarding the local. The public sector should remove the obstacles standing before the private sector.

Corporations must cooperate with universities and this cooperation must be regional. You would have difficulty employing a service staff living in Cappadocia in the Aegean Region. For that reason it is important to cooperate with universities in the region. The staff should be trained locally. Besides, they should be supported by the Municipalities and Province Special Administrations.



Serhad Usan

# DORAK HOLDING LAUNCHES DORAK MICE

Dorak Holding announced its newest establishment; Dorak MICE. **HALİL TUNCER**



Dorak Holding was originated in 1971 with the establishment of Dorak Tours which has been actively furnishing services in tourism industry by putting signature to remarkable and significant projects throughout Turkey. The company grew into an establishment of group of companies by 2002 which turned into a holding company by 2011. Dorak Holding became a prominent brand in Turkish tourism sector with a dynamic team of 2.000 professionals. Dorak Tours has been considered among the most successful travel management company in Turkey with sales offices in Japan, China, Taiwan, Malaysia, Brazil, Thailand, France, and Italy. And now, with offices in Ankara and Istanbul, Dorak MICE said "Hello" to the meetings industry with a 'Wonderland' theme party on December 9. The party took place at Dorak Holding's Surplus Restaurant located in Eminönü, Istanbul. Dorak MICE Business Development Director Asli Borakan Eryöner welcomed the guests that mostly representing Turkish hospitality industry. Invited guests had chance to network throughout the night.



## What to eat in Istanbul?

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# WORLD TOURISM MET IN İZMİR

The Travel Turkey Tourism Exhibition, one of Turkey's most important gatherings in the field of tourism, took place between December 4-7. **HALİL TUNCER**

Organised by İzmir Exhibition Services Culture and Art Works (İZFAŞ), Turkish Union of Travel Agencies (TÜRSAB) and Hannover Fairs Turkey, and hosted by the Municipality of İzmir, the exhibition was held under the auspices of the Ministry of Tourism. While 22 countries joined the fair last year, this year 30 countries found the opportunity to promote their services and products.

902 companies attended the 4-day exhibition, which was visited by 28,073 people. Visitors from 67 countries and 52 cities of Turkey came to İzmir to plan and evaluate the future tourism potential. Last year the exhibition was visited by 26,487 people from 34 countries.

Tourism photographer Halil Tuncer exhibited his photographs at the Travel Turkey tourism exhibition. Halil Tuncer, the tourism

photographer known closely by the sector, opened an exhibition at the fair. Halil Tuncer's exhibition at the İzmir Travel Turkey exhibition was visited by a wide range of visitors from sector representatives to foreign mission members, the private sector and attendees from the public sector. Members of the press were also very interested in the exhibition.

Born in 1939 in Amasya, Halil Tuncer was the first photographer to take the pictures of Nemrut in 1971. The Nemrut photograph he took in 1993 won him second place at the Tourism Photography Competition that was held in Denmark and attended by 69 countries. Tuncer opened personal photography exhibitions in the US, Cuba, more than 15 European countries, Egypt, Malaysia and the Turkish Republic of Northern Cyprus.





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## SOLID GROWTH FOR TOUR OPERATORS IN 2014

German tour operators overcame diverse obstacles and crises this year and generated low but solid growth, according to the German Travel Association (DRV).

**T**our operator revenues grew by about 2% to €25.8 billion in the year ending October 31, the DRV announced at its annual conference in Abu Dhabi. "Tourism is solid as a rock in view of countless crises such as the Ukraine crisis, the Ebola epidemic in West Africa, the IS terror and another negative factors such as the strikes by pilots and train drivers," declared designated DRV president Norbert Fiebig.

Heavy overlapping of school summer holidays and the football World Cup impacted significantly on booking patterns this year. There were strong early bookings as families sought to secure their preferred dates and destinations, followed by a slump in the spring that lasted until after the World Cup and then strong late sales. The main growth driver in product terms was once again cruises with a healthy rise in bookings.

Among major destinations, Greece made a dramatic comeback with high growth rates taking it back towards pre-crisis levels, and demand for Tunisia also increased significantly, according to the DRV. Spain maintained its leading position, Turkey also generated growth but bookings for Egypt dropped. Overseas, the Far East suffered, especially due to the crisis in Thailand, but the Caribbean saw good demand thanks to value-for-money offers and modernised hotels.



Norbert Fiebig

It is too early to make forecasts for 2015 but the winter season has got off to a "promising" start with good demand for cruise holidays and higher bookings for Egypt, Fiebig said. Package holidays will benefit in particular from attractive long-haul prices as tour operators have contracted capacity at a lower dollar exchange rate, he pointed out. Customers who book their holidays through the internet are likely to pay more than if they book package holidays from tour operators, the former DER Touristik CEO predicted.



# OLBIA

TOURISM & TRAVEL

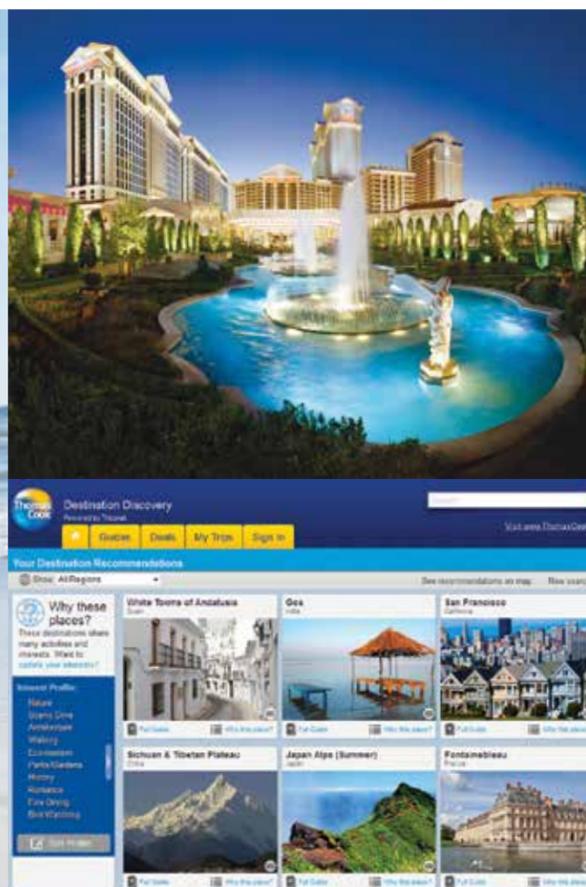
TOUR PACKAGES AND PROGRAMS  
 ISTANBUL HOTEL BOOKINGS  
 AIRPORT TRANSFERS  
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## AN EXPERT ON ISTANBUL

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# RIVALS CATCH UP ON MARKET LEADERS

Smaller rivals and specialists once again won market share and caught up slightly on the leading German tour operators this year, the annual fwv dossier showed.



**T**UI, Thomas Cook and DER Touristik retained their top three positions well ahead of FTI, Alltours, Aida Cruises, Schauinsland and cruise operators TUI Cruises, Phoenix Reisen and Hapag-Lloyd Cruises in the top ten ranking this year. But the three generalist tour operators caught up slightly on the top three, who have a combined 43% of the total market, while some smaller rivals grew faster, according to company information and analyst reports.

Market leader TUI Germany saw its revenues drop 1.8% to €4.4 billion this year, according to fwv estimates based on company information and analyst reports. This figure, which includes

diverse brands, subsidiaries and TUIfly's seat-only business, represented 16.9% of the overall €26 billion German tour operator market. However, the company further improved its profits to €144 million, which was a 3% profit margin, driven by rising sales of higher-margin exclusive products.

In contrast, Thomas Cook Germany increased its revenues by about 1.2% to €3.4 billion, including the sizeable seat-only sales business of airline Condor, and had a market share of 13.2%. The tour operator business improved profits by 8.5% to €98 million while Condor's profit rose slightly to €64 million, representing an overall 3.4% profit margin on their combined revenues.

DER Touristik's revenues grew about 2% to €3.2 billion this year, representing a 12.4% market share. Sales of higher-priced long-haul holidays grew about 5% but land-based holidays declined. The Cologne-based package holidays division grew slightly more strongly than the Frankfurt-based individual holidays division this year.

## SMES CATCH UP

Two of the three other major German tour operators showed dynamic growth this year. FTI Group again grew strongly this year, increasing revenues by 13.5% to €2.1 billion, including sales in Austria and Switzerland, and grew to an 8.1% share of the German tour operator

market. The Munich-based group again expects double-digit growth next year and will expand its hotel business.

However, Alltours generated growth of just 1.5% to revenues of €1.5 billion, which was a 5.6% market share. The company, which made a profit of €41 million in 2012/13, expects minimal market growth next year and plans to focus more on its exclusive products, including new hotels.

Schauinsland maintained its dynamic growth with more than one million customers for the first time and revenues up by a quarter to just under €1 billion. The Duisburg-based firm, which had a profit margin of 4.1% in 2011/12 (the latest available annual

report), now has a market share of 3.7%.

The four largest cruise operators consolidated their rankings this year. Aida Cruises generated only moderate growth of 4% to revenues of €1.3 billion, which was a 5% market share. This was due to not having a new ship to market this year. But that will change in 2015 and 2016 with the arrival of one new vessel per year, when the company can expect strong revenue growth once again.

In contrast, rival TUI Cruises increased revenues by 26% to €400 million this year thanks to its third ship, and sister company Hapag-Lloyd Cruises generated 9% growth to €285 million thanks to the new Europa 2

luxury liner. Phoenix Reisen increased revenues by a solid 5.5% to €297 million.

## GOOD YEAR FOR SPECIALISTS

It was generally a good year for the many medium-sized specialist tour operators. Firms such as Studiosus (study tours), Bentour (Turkey), Attika (Greece), Wikinger (active holidays) and Canusa (N. America) all grew well while long-haul tour operators benefited from the general growth in this market segment. Moreover, the largest dynamic tour operators, Vtours and JT Touristik, who combine available flights and hotel rooms into real-time packages, both increased revenues by about a quarter, benefiting from market over-capacity.



# TRAVELPORT CONFIRMS INVESTMENT IN TURKEY

Travelport has confirmed a series of new investments in the growing Turkish travel industry.

A new operator office will represent and distribute Travelport's Galileo and Worldspan products and services in Turkey, taking over from the current distributor, Turkish Airlines. The enhanced infrastructure and customer service investments cement Travelport's presence and commitment to the travel industry in Turkey, where the company has been operating for 20 years. It also responds directly to the continued growth of the country's travel sector – Turkey's total travel expenditure exceeded US \$29 billion in 2013, according to Timetric, the leading global business information service.

The new investments will deliver a range of benefits for Travelport customers in Turkey including state-of-the-art technology, innovative products and unparalleled customer services. This will be backed by a dedicated local support team and Travelport consultants to help fast-track growth for business and leisure travel, online travel agencies (OTAs), travel management companies (TMCs), and consolidators.

Rabih Saab, President and Managing Director – Africa, Levant, Middle East and South Asia at Travelport, commented: "Turkey remains one of our key geographical sectors, and as one of the fastest growing and most technologically-savvy of the Middle East economies, we are very pleased to further enhance our presence here."



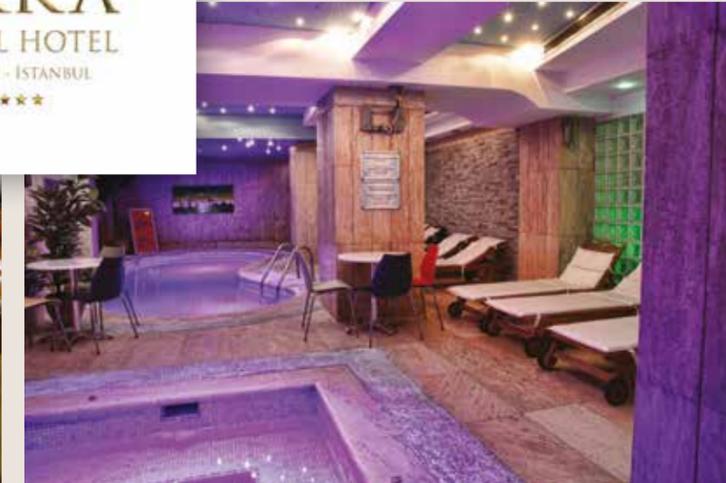
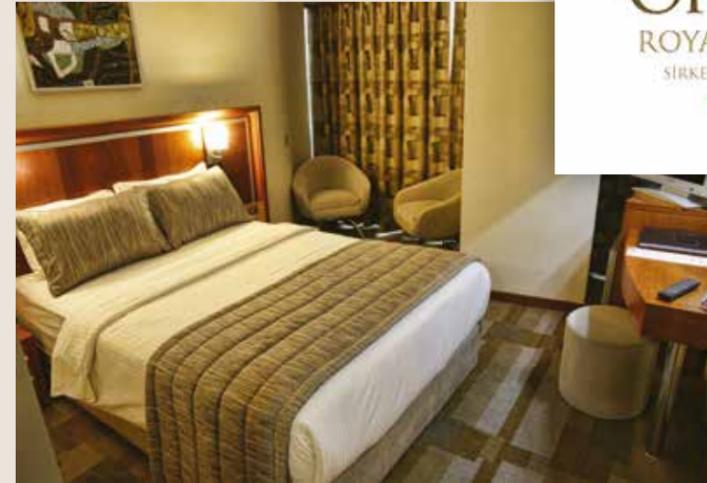
"This positive investment underlines our continued commitment to supporting the regional travel industry with our latest products and solutions, combined with our in-depth knowledge of the sector and our global reach."

"I want to take this opportunity to

extend my gratitude to Turkish Airlines for their support as our distributor and for helping grow our business here for the past two decades. Our two companies will continue to work closely to benefit the travelling public in the region and beyond."

Ibrahim Koyman has been appointed to head up the new distributor operations. Based in Istanbul, Koyman will oversee the company's business development strategy as well as the day-to-day operations. Koyman joins Travelport with extensive experience spanning more than 15 years in and around Turkey including work for major travel companies such as FlyDubai and Vodatech. "Turkey forms a significant part of Travelport's strategic global investment, and I am very pleased to be joining at this exciting time," Koyman said. "We have a fantastic

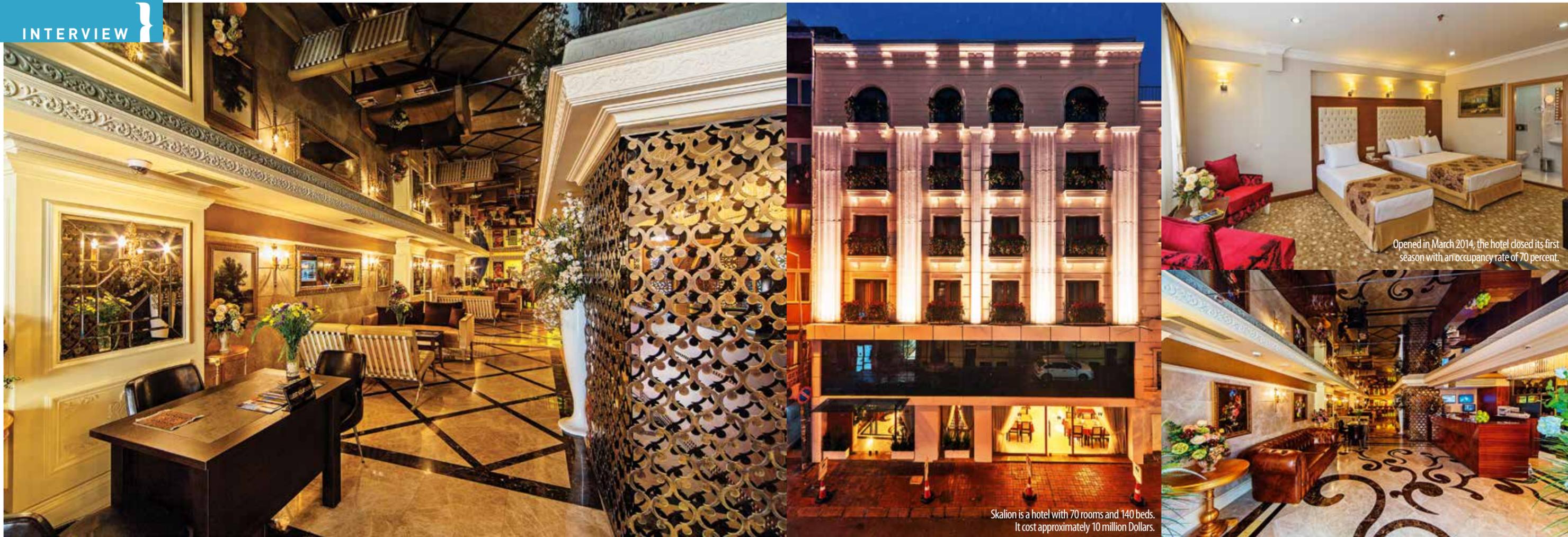
team on board, with extensive regional experience coupled with in-depth local market knowledge. I look forward to working closely with them to ensure we continue to provide our customers with Travelport's leading edge technology solutions and unrivalled support."



## THE HOTEL THAT COMPLIMENTS YOUR LIFESTYLE

Atatürk Airport is only 20 km away from the hotel. The Orka Royal Hotel welcomes you with the traditional Turkish hospitality. Topkapı conference hall and Galata meeting rooms are ideal for hosting meeting or banqueting from 10 to 380 guests. Outdoors parties may be organized around the pool during summer season for up to 300 guests. The Royal wellness facilities include fitness, massage rooms, indoor swimming pool, jacuzzi, sauna, steam bath, cure bar and solarium.





Opened in March 2014, the hotel closed its first season with an occupancy rate of 70 percent.

Skalion is a hotel with 70 rooms and 140 beds. It cost approximately 10 million Dollars.

# SKALION RAISED TOURISM'S STANDARD IN KUMKAPI



Skalion Hotel General Coordinator Ali Öztürkmen

Skalion Hotel became Kumkapı's brand in tourism. The only 4-star hotel of Kumkapı, Skalion put a smile on the investors' face, and closed its first season with an occupancy rate of 70 percent. Opened in 2014, Skalion raised tourism's standard in Kumkapı. **HAKAN YILMAZ**

The future of Kumkapı, one of Istanbul's virgin districts in terms of tourism investment, is shaped by tourism. The district's first tourism investment, Skalion Hotel introduced Kumkapı to tourism. Although only opened in 2014, the hotel closed the season with a high occupancy rate, and caused new investors to show interest in the district. Coordinator Ali Öztürkmen told Turizm Aktüel readers the success story of Skalion Hotel, which rewrote

the history of a district.

Located in Kumkapı, one of Istanbul's oldest districts, Skalion Hotel became the district's brand face in tourism. Kumkapı, as a witness to Istanbul's history, shed off the disappointment of having remained in the background in tourism with Skalion Hotel. The hotel is the only 4-star hotel of the district, the history of which dates back to the Byzantine Era. Opened in March 2014, Skalion Hotel has completely changed the atmosphere of the street where it

is located. Built on a street where the crime rate was once high, the hotel also transformed the negative image of the district. In spite of being criticized by other investors as a 'wasteful and wrong investment', the facilities put a smile on its investors' face with its occupancy rates. So much so that Skalion Hotel closed its first season with an occupancy rate of 70 percent.

Ali Öztürkmen, General Coordinator of Skalion Hotel, who stated that Skalion Hotel represents Kumkapı in Istanbul's tourism, said, "As a tourism district, Kumkapı has remained in the background. With Skalion Hotel we raised Kumkapı's standards. We brought German, American and Canadian guests here. We made our guests love both the region and Turkey."

## THE HOTEL HAS NO SMALL ROOMS

The smallest room of the hotel, where there is also a Spa center, is 25 square meters. The 70-room hotel has no small rooms. A long corridor with mirrors lies

at the entrance of Skalion Hotel. The hotel does not have a conference hall, but if desired the restaurant can be made to fulfil this function.

The customer profile of Skalion Hotel, which was designed in a style in keeping with the historical peninsula, consists mostly of European tourists. Taking its name from 'Skallion', the oldest name of Kumkapı which means 'Quay', the hotel will take its place in the catalogues of the foremost tour operators of Europe this year.

## AN ISTANBUL HOTEL MEANS BREAKFAST

Two staff are employed in the 'Guest Relation' department of Skalion Hotel, which takes quality very seriously. In fact, customer satisfaction regarding the hotel is kept at a rather high level. Saying, "breakfast is indispensable for an Istanbul hotel", General Coordinator Ali Öztürkmen emphasized that the greatest difference that distinguished Istanbul hotels from other resort hotels is breakfast.

Underlining the fact that they

serve 120 varieties of breakfast in Skalion Hotel, Öztürkmen said that their breakfast was near perfect and that the managers of neighboring hotels came to the hotel for breakfast only to see the breakfast service. Indicating that they transformed breakfast into an art form and that this pleased the tourists greatly, Öztürkmen also emphasized that they give great importance to the quality of the personnel. Stating that the personnel to be employed at the hotel are meticulously selected and trained, Ali Öztürkmen said "Kadirga Limanı Street and Nişanca Street, on which we are located, is preparing to host many investments. Kumkapı is a place that is transforming, that is becoming different. I believe this transformation must accelerate. The fact that there are still shoe and textile manufacturers here impacts us negatively. The general structure of a region, where tourism will be conducted, is very important. We can act more rapidly. At this point local governments must undertake an important role".



# RAMADA PLAZA İZMİT

## KOCAELI'S FIRST 5-STAR HOTEL

Quickly becoming the choice of foreign guests thanks to the international recognition and service quality of the Ramada brand, Ramada Plaza İzmit raised the standards not only of its city, but also of the region.

Ramada Plaza İzmit, the first international 5-star facility of Kocaeli, which is known as an industrial city, raised the region's standards with both its architecture and its service quality. Ramada Plaza İzmit, which makes no concessions from the understanding of high-quality service and ensures its guests a "Comfortable Accommodation" experience, was introduced to Turizm Aktüel magazine readers by General Manager Cengiz Caner.

**Could you introduce Ramada Plaza İzmit in its outlines?**

Ramada Plaza İzmit is a business hotel that offers privileges to the business world. Our hotel serves as the representative of comfort in İzmit, which is visited heavily by the business world. Quickly becoming the choice of foreign guests as well, thanks to the international recognition and service quality of the Ramada brand, Ramada Plaza İzmit raised the standards not only of its city, but also of the region. Ramada Plaza İzmit has 182 rooms. Four of these rooms were designed as terrace suites, three as senior suites and three as corner suites. The Terrace Suits consist of a bedroom and a living room, and are located at the rear of the hotel. For this reason they are considerably

quieter. The corner suites that are located in the corners, however, have a street or mountain view.

**The hotels no longer serve only as accommodation facilities. They come to the fore as living spaces in their regions with spa, sports and restaurant sections. At this point, what was Ramada Plaza İzmit's contribution to the region?**



Ramada Plaza İzmit  
General Manager  
Cengiz Caner

We offer various alternatives for the inhabitants of İzmit. We have a 1,500 square meter Spa and fitness center. With the sensitivity of being in İzmit, our two different spa centers consisting of ladies' and ladies' & gentlemen's sections offer a unique Spa experience to our members and our guests. Members from outside are admitted to our Spa and fitness center.

In fact, a large number of the members consists of guests from outside the hotel. This way, we are also able to offer an alternative for those living in İzmit. Also, we are the hotel with the highest number of Spa and fitness members in the region.

**What is your view on "Sustainable Tourism and Sustainable Environment" as a Green-Star hotel? Which criteria did you fulfill to deserve the Green Star?**

"Sustainable Tourism and sustainable environment" projects have become more widespread in the hospitality sector in the recent years. As Ramada Plaza İzmit, we demonstrated our sensitivity and awareness on the subject. Starting work to earn the "Green Star", we produced environment-friendly solutions. We ensured the fulfilment of criteria in subjects such as energy, water, interior air quality and waste recycling. We placed paper, aluminum and plastic recycling boxes at important points of the hotel. We placed warnings in rooms, asking our guests to be sensitive towards water and power consumption. Also, our entire staff were given training on the subject. Following the evaluations, we received the Green Star Certificate. We became the first Green Star Hotel of the region.



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## OTTOMAN HOTEL PARK WAS CHOSEN “THE BEST LUXURY HISTORIC HOTEL”

Ottoman Hotel Park received the title “The Best Luxury Historic Hotel” in the “World Luxury Hotel Awards” of 2014, one of the most prestigious awards in the world tourism sector.

*Ottoman Hotel*  
♦ PARK ♦

The “World Luxury Hotel Awards,” the most important international organization in its field, which evaluates the best luxury hotels of the world based on their service quality excellence, lending extra credibility to hotels achieving excellent service standards, and increases awareness towards them throughout the world, rewarded Ottoman Hotel Park in the “The Best Luxury Historic Hotel” category. Hotels of more than 150 countries



were nominated for the 2014 “World Luxury Hotel Awards”. As a result of the evaluation made based on a year of voting by international tourism professionals such as travel agencies and tour operators

as well as by hotel guests, Ottoman Hotel Park was found worthy of the reward “The Best Luxury Historic Hotel” for 2014 under the European Continent category.

The award gala held on December 6 was organized at The Bay Hotel in Cape Town, South Africa. During the ceremony, Ottoman Hotels General Manager Serdar Balta was handed the award by Marinique de Wet, Director of World Luxury Hotel Awards.

### ANOTHER ONE ADDED TO THE AWARDS

Ottoman Hotel Imperial, another hotel of the Ottoman Hotels Group, also won the “World Luxury Hotel Awards Best Historic Hotel Award” in 2012. Adding another award to its collection, the Ottoman Hotels Group brought Turkey the world’s most prestigious awards in two years with both of its hotels.



*Love at first sight*



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*Love at first sight*

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# FIRST HOTEL WITH OPEN LOBBY CONCEPT OPENED IN ANKARA

The United Kingdom-based (IHG) on inaugurated a new Holiday Inn in Ankara's Çukurambar district, Turkey's first hotel to feature an "open lobby" concept, a term that refers to the integrated space of the hotel lobby to give the most comfort to guests.



Speaking to, Yalin Yaltraklı, IHG's director of development in Turkey, said with the introduction of innovative new features in the lobby of Holiday Inn Cukurambar and its close proximity to the business district of Ankara, the hotel would serve the city by attracting more visitors.



Holiday Inn Hotels, which operates under the IHG Group along with eight other chains, has hotels in 15 locations in Turkey with 11 new hotels due to open in various provinces, including Gaziantep, Manisa, Bursa, Kayseri and Diyarbakır.

When asked about the "open lobby" concept, which was created by designers from the IHG and introduced in 2012, Yaltraklı said an open lobby allows for different activities in a multi-functional space by using space frugally.

"The 'open lobby' was introduced in one of Holiday Inn's hotels in London in 2012. It combines the front desk, lobby, restaurant, bar, lounge area and business center into one open, cohesive space, while refreshing the design to give it a more contemporary feel. According to a survey conducted in Europe among hotel customers, 85 percent of respondents said they would stay at a hotel again if it

had an open lobby," Yaltraklı added.

When discussing the factors the company considers before it opened a new property in a city, Yaltraklı responded by saying: "We take into account the indicators that point to a growing mobility of tourists in a particular city. For example before we decided to open

Holiday Inn Diyarbakır, we noticed that the city's exports grew 20 percent annually and the number of bank branches steadily rose. Such development persuaded us to introduce our branch in Diyarbakır."

Recalling Turkey's goal of 50 million tourists and \$50 billion in revenue from tourism annually, Yaltraklı said this ambitious target could be achieved by stimulating business tourism as well as holiday tourism.

"Turkey's metropolitan cities are experiencing a growing commerce with foreign countries. Against this backdrop, limiting tourism only to coastal cities would disregard the potential in inner provinces," Yaltraklı added.

He also stressed that the tourism sector in coastal cities is less attractive to entrepreneurs who want to expand their business because there is already an existing abundance of hotels in those places.

"Companies in the tourism sector have begun to acknowledge that high-end, luxurious hotels do not tap into the visitors coming to cities who are not in pursuit of ultra-comfort. In this vein, those hotels that optimized their features experienced a boost in their revenues as they appealed to the medium-profile tourists who make up most of the visitors coming to cities," he added.

# Cycling to success in Turkey

Specialist Turkey tour operator Bentour has grown fast this year and is launching cycling holidays in the country next year.

The privately-owned company, which is based in Switzerland but generates most of its revenues from the German market, increased turnover to €95 million this year compared to €74 million in 2012/13. Sales in Germany grew by 56% and accounted for 60% of total turnover. Overall, Bentour had some 110,000 customers this year. Owner Kadir Ugur is optimistic about prospects for the coming year. "We are 9% ahead at present and

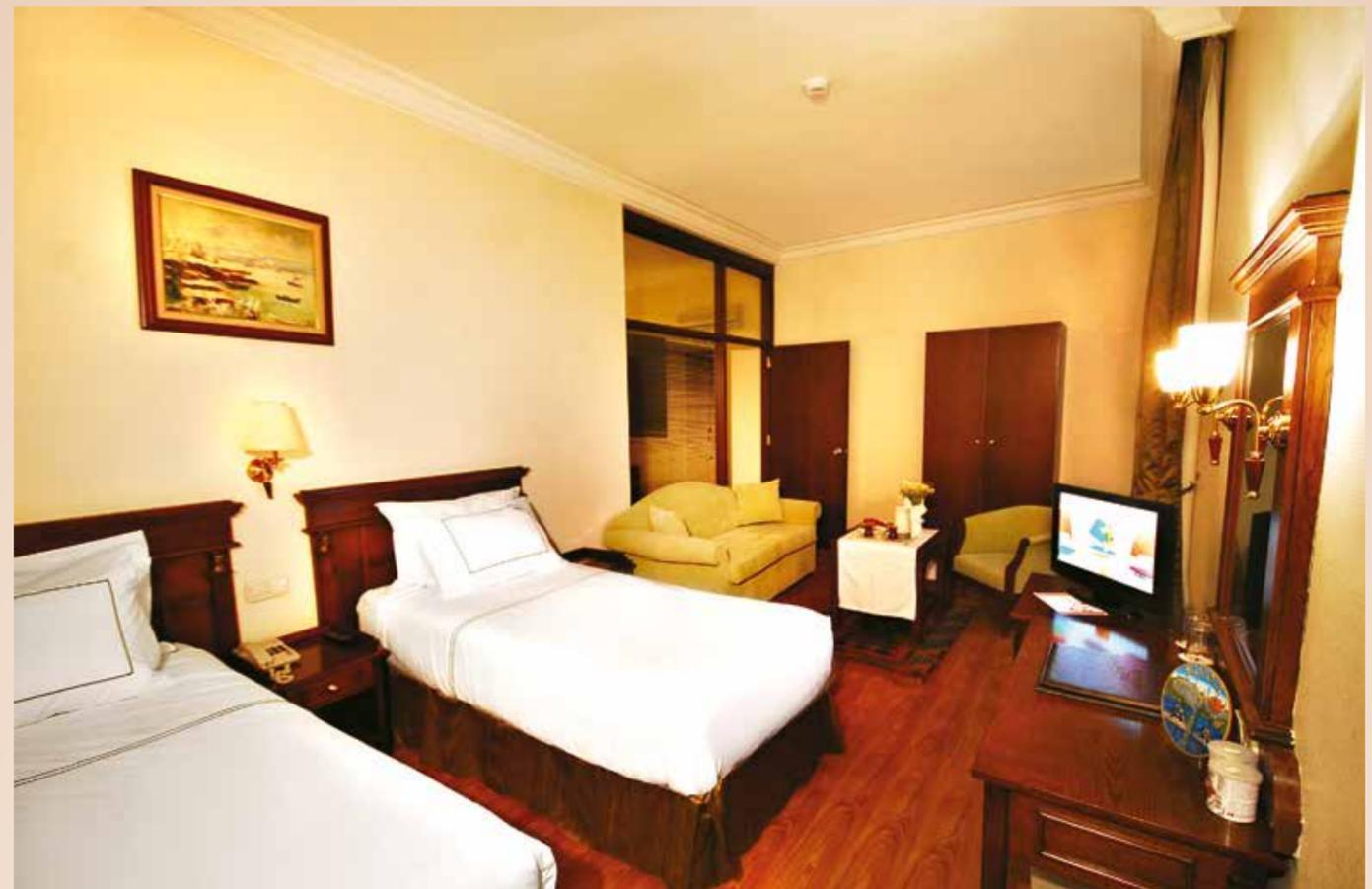
are planning with 150,000 customers," he said.

The main product innovation for summer 2015 is a new brochure for cycling holidays in the Belek/Side region. "We will transport 500 bikes of different categories to Turkey at the start of next year," Ugur said. A bike centre will be opened, and 125 different routes will be offered as one-day excursions, including 85 in the Taurus mountains.

Meanwhile, the ownership structure of Bentour has slightly changed. Turkish company Delphin Hotels has doubled its stake to 20% by buying the share of the former incoming agency HST. Ugur and his son Deniz own 60% and plan to retain a controlling majority stake in future, while Kuoni owns 20% of the company.



Kadir Ugur is celebrating strong growth.



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## BEST YEAR EVER FOR TURKEY SPECIALIST

Öger Tours had its best year ever in 2014 and is expanding its Orient programme for summer 2015.

Thomas Cook Germany's specialist brand for Turkey holidays achieved record levels of bookings and revenues levels, managing director Björn Walther said, without disclosing absolute figures. The tour operator benefitted above all from strong sales for its Orient programme this year as well as its strong focus on exclusive products. Bookings for the group's own Sentido hotels grew particularly well, Walther said. At the same time, the tour operator benefitted from synergies within the Thomas Cook Group and its close partnership with Condor.

For summer 2015, Öger Tours is expanding its Orient programme by 59 hotels to a total of 263 properties. Morocco is proving particular popular at present and capacity has been increased again for next summer with an increase from 20 to 28 hotels. The programme has also been expanded in the UAE with 19 more hotels, in Tunisia with 16 and in Egypt with 10 more properties. In Turkey, Öger will have 295 hotels on the Turkish Riviera and 46 on the Aegean coast next summer, and has expanded its Istanbul programme with city trips to 10 other Turkish cities.



Björn Walther



# TURKISH TOURISM SECTOR SET TO LURE MORE YOUNG TOURISTS

Turkey's tourism authorities are set to develop a new campaign to attract more young tourists between the ages of 7-27, in hopes of creating more income and increasing Turkey's popularity, said the head of the top tourism association in the county in a written statement Nov. 23.

**W**e need to attract more young tourists who use social media very effectively and travel to discover the world. We aim to increase the number of young tourists visiting Turkey above the current 8.5 million per year, in order to increase the popularity of our country across the world," said Başaran Ulusoy, head of the Association of Turkish Travel Agencies (TÜRSAB).

**MORE TOURISM FACILITIES FOR YOUNG TOURISTS ARE NEEDED IN TURKEY, HE ADDED.**

According to the association's 'Youth Tourism 2015' report, some 8.5 million of the 33.8 million tourists who visited Turkey in 2013 were between the ages of 7-27. Additionally, some one-fourth of domestic travelers were also young people within that age range. More than 75 percent of all young tourists, domestic or foreign, spent an average of over 500 euros during each visit, said the report.

Some 20 percent of the 1 billion tourists across the globe each year are young



people, according to data from the World Tourism Organization of the United Nations (UNWTO). This means some 200 million young people travel to have fun, to rest, to learn and to discover the world each year. This number is expected to increase to 300 million within the next six years, and they are expected to spend more than \$320 billion annually. The most popular destinations for young tourists are Australia and the United States,

followed by Great Britain.

"Turkey has now started to develop projects to lure more young tourists, as many other countries do," the report stated. However, it added there are unfortunately very few facilities for young tourists and more facilities must be developed.

"We also need to develop more staff that will be qualified to work in such facilities," it said.



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# 10 KARAKOY, A MORGANS ORIGINAL HOTEL OFFICIALLY OPENED

The first international franchise in Morgans Hotel Group Co.'s portfolio of boutique hotels, 10 Karakoy, a Morgans Original is officially opened. **HALİL TUNCER**

**T**urkish Culture and Tourism Minister Ömer Çelik made the official opening ceremony of the property. Speaking at the opening of 10 Karakoy, Çelik said that Karakoy which was the commercial and financial center of the city in the history today is becoming one of the most important centers of culture, history and tourism. Minister passed his appreciation for the ones who contributed in making the hotel, which perfectly combines neo-classical architecture of the building with the modern interior design.

Çelik added that Morgans Group is entering into Turkish market with the opening of this hotel. "Today will be a turning point for Morgans Group" said Çelik.

The original building, formerly known

as Buyuk Balikli Han, was built in 1875 by architect Ariditi Razi and includes six floors with a glass roof over a large atrium. In collaboration with Morgans Hotel Group and award-winning Turkish architect Sinan Kafadar the hotel has maintained the building's original characteristics in keeping with its historical significance and modern approach to design. Guests arrive through the main entrance into the glass-roofed atrium with marble underfoot. The vaulted ceilings soar above a stunning water feature with bronze fish, a nod to the original name of the building.

Morgans Hotel Group signed a franchise agreement with Turkey's Ne Sa Tourism which is owned by Ismail Ekşioğlu.

10 Karaköy offers 71 unique guestrooms,

including spacious Loft & Loft Terrace Suites and a Penthouse on the top floor with magnificent private terrace, and is a perfect location for special events, dining and entertaining. In addition to its guestrooms and suites, the hotel also includes an 82-seat restaurant called Rudolf. Rudolf features refined Mediterranean Cornucopia Cuisine with a respect to "slow food." Other social spaces within the hotel include Rudolf Bar and Sky Terrace. With a retractable roof and heated floors, DJ's will play year round to local and international crowds.

Accompanying the food and beverage offerings, the hotel features 785 square-feet of meeting space with its Balikli Meeting Room, providing luxury options for corporate meetings and special events for up to 60 people.



# ANTALYA AMONG TOP THREE IN WORLD FOOTBALL TOURISM

Thanks to the establishment of modern new sports complexes in the province, Antalya attracted an inflow of 400 million euros in winter tourism revenue in 2014 and was ranked among the top three destinations for football clubs worldwide to train and organize friendly matches to prepare for their new season.

The southern province of Antalya is widely known for its famous beaches and luxury hotels that attract mostly summer arrivals to the country. Nonetheless, its favorable weather conditions are making it a preferred choice for winter tourism as well. Various sports clubs have already been coming to Antalya at the end of every football season to train, and a recent report published in the daily *Dünya* on Jan. 5 reveals an even brighter picture for Antalya to attract more football clubs from around the world.

According to the report Antalya received 400 million euros in tourism revenue in 2014 from 2,500 football

teams and is expected to attract more in the coming years.

Antalya's Belek district especially looks likely to become a top destination ahead of the coming football season for Asian countries.

Sport Tourism Union (STB) President Ferit Turgut, who anticipates Antalya to be a camp center in the January-March period for football teams from Japan, New Zealand, Argentina, Singapore and Brazil, believes Antalya has become a preferred football-centered destination after Dubai and Spanish cities.

Maintaining that six Bundesliga teams -- Germany's national league -- will soon participate in a football tournament in

Antalya, he said Belek in its own right will be competing with world tourism centers in the near future.

Turgut also stated that the newly built Gloria Sports Arena, a sports facility located on an area of 10.5 hectares, will help Belek's contribution to this competition.

Antalya welcomes 12 million tourists every year, who provide the country with some \$32 billion a year. However, Turkey, in recent months, has been dealt a blow to the number of Russian arrivals to the country as a result of the economic and political turmoil in Russia, whose citizens mark the second-largest national group visiting Turkey.



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# 'I RUN FOR PEACE' A BREATH OF FRESH AIR TO TURKISH TOURISM

'I Run For Peace' one of three projects planned to reoccur annually as of 2015, is a marathon event that will take place on the Historical Gallipoli Peninsula. **HASAN ARSLAN**

The General Project Coordinator Ahmet Çelik stated, "We expect thousands of national and international participants to attend, over

200 enrollments were made prior to any advertisements of the event. There's a high demand for this event both from participants and potential sponsors.

The Governorship of Çanakkale, the Directorate of the National Park of the Gallipoli Peninsula and the General Directorate of Tourism in Turkey, are all supporters of our event. The General Directorate of Tourism is working with the Eurosport for a live broadcasting of the event."

The 'I Run For Peace' Management Coordinator Ziya Artam states, "The motivation for all the projects planned at GTP comes from our gratitude towards the city Çanakkale. We are owners of three very respectable companies in the tourism sector in Çanakkale, together we've joined our forces to turn our dream projects for Çanakkale into a reality."

The 'I Run For Peace' Public Relations Manager Ibrahim Armağan Aydeğer states, "Our projects set to launch in 2015 are not a one time occurrence strictly for the 100th year commemoration, we want these projects to be ongoing for the next 100 years, we believe these events will greatly impact the tourism and economy in Çanakkale and Turkey for years to come. Our goal is to create a higher travel demand to Çanakkale."

The organization scheduled for October 4, 2015 will be held at the Gallipoli Peninsula. The event will host a marathon, half-marathon, 10K and 8K run. The project portfolio presented to the '100th Year Coordination Center' was awarded the highest rating among other projects that are set to launch in 2015. Furthermore, 'I Run For Peace' is supported by the Çanakkale Governorship, the Turkish Athletic Federation, and the Directorate of the Gallipoli Peninsula

## NATIONAL PARK.

'I Run For Peace' has been published on the official event calendars of the "Turkish

Athletics Federation" and the "European Athletics" organizations, confirming the events is set at an international scale. The honorable TURSAB president Başaran Ulusoy emphasized that he is looking forward to this event with excitement.

The event authorities state; "The projects we set to launch during the Centennial of the Çanakkale Victory, are projected to continue for years to come. These projects will not only benefit the local region of Çanakkale but all of Turkey on an international scale. In the meantime, Gallipoli's historical relevance, sentimental value along with its motto of "World Peace" will be publically released in unison."

## NATURE AND HISTORY INTERTWINED

The 'I Run For Peace' marathon will be ran in a natural setting on the historical Gallipoli Peninsula among pine trees and grapevines, alongside the Aegean Sea. The racecourse will have participants run through Suvla, ANZAC Cove, the ANZAC ceremonial grounds, the British Cape Helles Memorial, the French memorial, finishing off at the Turkish Memorial;



GTP Tours founded by three young tourism entrepreneurs Ahmet Çelik, Ibrahim Armağan Aydeğer, and Ziya Artam have planned to launch three projects in 2015 commemorating the 100th year of the Gallipoli Battles. These projects scheduled to launch throughout 2015 will have a lasting impact on tourism locally in Çanakkale as well as Turkey.

the biggest memorial symbolizing peace on the Peninsula. Running along this racecourse intertwined by nature and history, participating athletes will raise awareness to peace.

Çanakkale and its surrounding geography have been home to countless



battles of the East and West throughout history; the breathtaking stories told by Homer about the Trojan Wars, the Persians who constructed the first Bosphorus Bridge, the legendary love story of Hero and Leander, the unforgettable allied invasion on the Dardanelles and the Gallipoli Peninsula along with countless

other events. Çanakkale, the region that witnessed centuries of historical events, the grounds that created heroes forever written in history, the grounds that have demolished the fleets of central powers to create new ones, is now a leading ambassador of world peace.

During WWI the battlefields of Gallipoli were one of the most important fronts that shaped modern history to its current existence, the battlefield that created one of the greatest heroes in history Mustafa Kemal Atatürk, and the battlefield that shaped three new countries; Modern day

Turkey, Australia, and New Zealand.

These grounds have seen a unique event unlike any other; countries without any prior relations happened to meet for the first time on the war front as opposing fleets. What's remarkable is what happened after the war, a bond created in the name of peace that

has been ongoing for 100 years between countries that were once on opposing sides. The battles of Gallipoli became a major building block for the modern day formation for three countries, Australia, New Zealand and Turkey. Although the battles had caused much sorrow for all sides, in the end it was peace that had prevailed. Çanakkale and the Gallipoli Peninsula are now the "City of Peace" and home to "Ambassadors of Peace."

## SOCIAL RESPONSIBILITY

The 'I Run for Peace' organization has promised to donate 2 USD to both UNESCO and to the Çanakkale Governorship Social Aid Fund. 'I Run for Peace' invites other charities to join the event in order raise funds and awareness for various causes.

## MARATHON EXPO

A marathon expo open to the public will be held prior to the 'I Run for Peace' event on the dates of 1, 2 and 3 October 2015 at the Çanakkale Public Park downtown. The expo will have stands of other sporting events and sponsoring companies. During the expo participants will attain their race packages, which will include their timing chips and number bibs. There will be a pasta party held during the event for all participants.

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## TURKEY'S ONLY CARPET MUSEUM IS IN ISTANBUL

The Carpet Museum that was opened to visitors at the Sultanahmet Mosque Sultan's Pavilion on April 13, 1979 under the Directorate-General of Foundations now welcomes its visitors at the Ayasofya Soup Kitchen building under the restructuring project carried out by the Directorate-General of Foundations.

The Carpet museum reopened at the Ayasofya Soup Kitchen building due to a venue change, as the Sultanahmet Mosque's Sultan Pavilion was not a suitable venue for a carpet museum, is the only Carpet Museum in Turkey. Specialists have difficulty in valuing the carpets exhibited at the museum, which cover a period from the 13th century to the previous century. Exhibiting 700 year old carpets, the museum attracts great interest from domestic and foreign visitors.

### THE MUSEUM COLLECTION

Housing one of the richest carpet collections of the world, the Foundations Carpet Museum Collection is comprised of historical carpets with great artistic value, donated to mosques, tombs and mosque complexes during the Seljuk and Ottoman periods according to an ancient Islamic tradition. Since carpet and rug donations are religious donations to bring merits to the donor or the deceased person, these carpets,



especially those woven for mosques, have a special value with their elegance, aesthetics and artistic features.

The museum collection contains the most precious carpets and prayer rugs ranging from the 14th to the 20th century from various carpet weaving centers of Anatolia, as well as Iranian and Caucasian carpets. 46 carpets and prayer rugs chosen from among the most precious works of the collection are exhibited at three galleries according to chronology and pattern groups in keeping with the development of the Turkish Carpet Art.

The first gallery of the museum contains

carpets woven in Anatolia during the Emirates Period (Early and Classical Era Ottoman) and after,

The second gallery contains Ottoman era carpets and prayer rugs from Central and Eastern Anatolia,

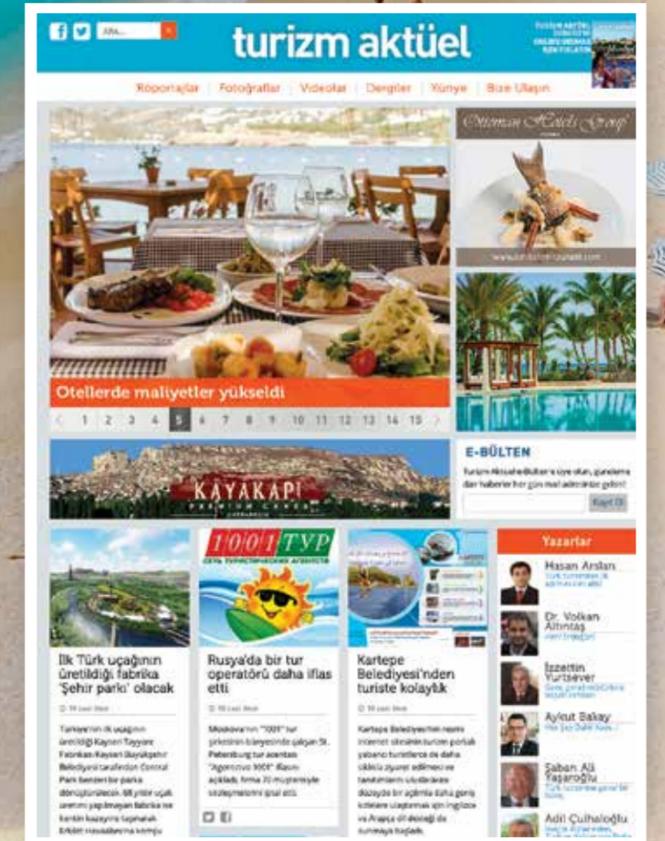
The third gallery contains large-size three-dimensional carpets and pure prayer rugs belonging to the Uşak region.

Open to visit by carpet lovers, researchers, the scientific world and art lovers in Sultanahmet, where the heart of Istanbul's culture and art beats, the Foundations Carpet Museum can be visited between 09:00-16:00 every day except for Mondays.

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# THE TOURISM PROFESSIONALS OF THE WORLD MET AT WTM

The London Tourism Exhibition (World Travel Market-WTM), one of the greatest tourism exhibitions of the world was held in London between November 03-06, 2014. **HASAN ARSLAN**

This year 5,000 tourism agencies and 50,000 visitors from 186 countries attended the 35th WTM. Turkey took its place as one of the most comprehensively represented countries with 60 participant booths of 783 square meters. While the İzmir and Bursa booths were separate at the exhibition area, historical photographs related to the 100th anniversary of the Gallipoli Campaign in 2005 were exhibited.

## THE BRITISH MARKET

Britain, hosting the WTM, is an important tourism market for Turkey. Increasing the number of visitors from Britain by 2.15 and reaching 2,000,510 visitors in 2013, Turkey welcomed 2,219,000 Britons in a 9-month period in 2014.

The number of visitors in the 9 months of this year displayed a 4.55 percent increase compared to the same period of last year.

At the 35th WTM London Exhibition this year, a 3.5 billion Dollar business volume was announced for last year.

## BRITAIN IS THE 3RD GREATEST MARKET

Ambassador Bilgiç and Ministry Director Önal visited the booth in the area allocated to Turkey and had conversations with tourism professionals. Indicating in his statement that tourism is an important sector that makes a direct contribution to economy, Bilgiç said that an average of 2.5 million Britons visit Turkey every year. Pointing out that there was great interest from Turkey in terms of participants, Önal said, "They develop their relationships with the British private sector. And we are here to develop our relationships with the British tourism sector and the press. For

Britain is our 3rd greatest market."

Also, according to the WTM result report announced by TÜRSAB, there is a 7 percent increase in the booking demands for 2015 as of September, but what will be decisive is the first quarter of the New Year. The report also indicates that the British tourists give importance to reasonably priced and quality service, and that Turkey has an advantage in these.

According to the result report prepared by TUROB, there is unease about 2015, but there is no need to reduce prices.

Evaluating the WTM London Tourism Exhibition, TUROB President Timur Bayındır recommended that cooperation with all of the actors of the sector should be developed instead of 'overoptimistic discourses'. Pointing out that Turkish tourism has entered a critic period due to the political developments in the region, Bayındır said that it was not necessary to reduce prices in spite of this situation.





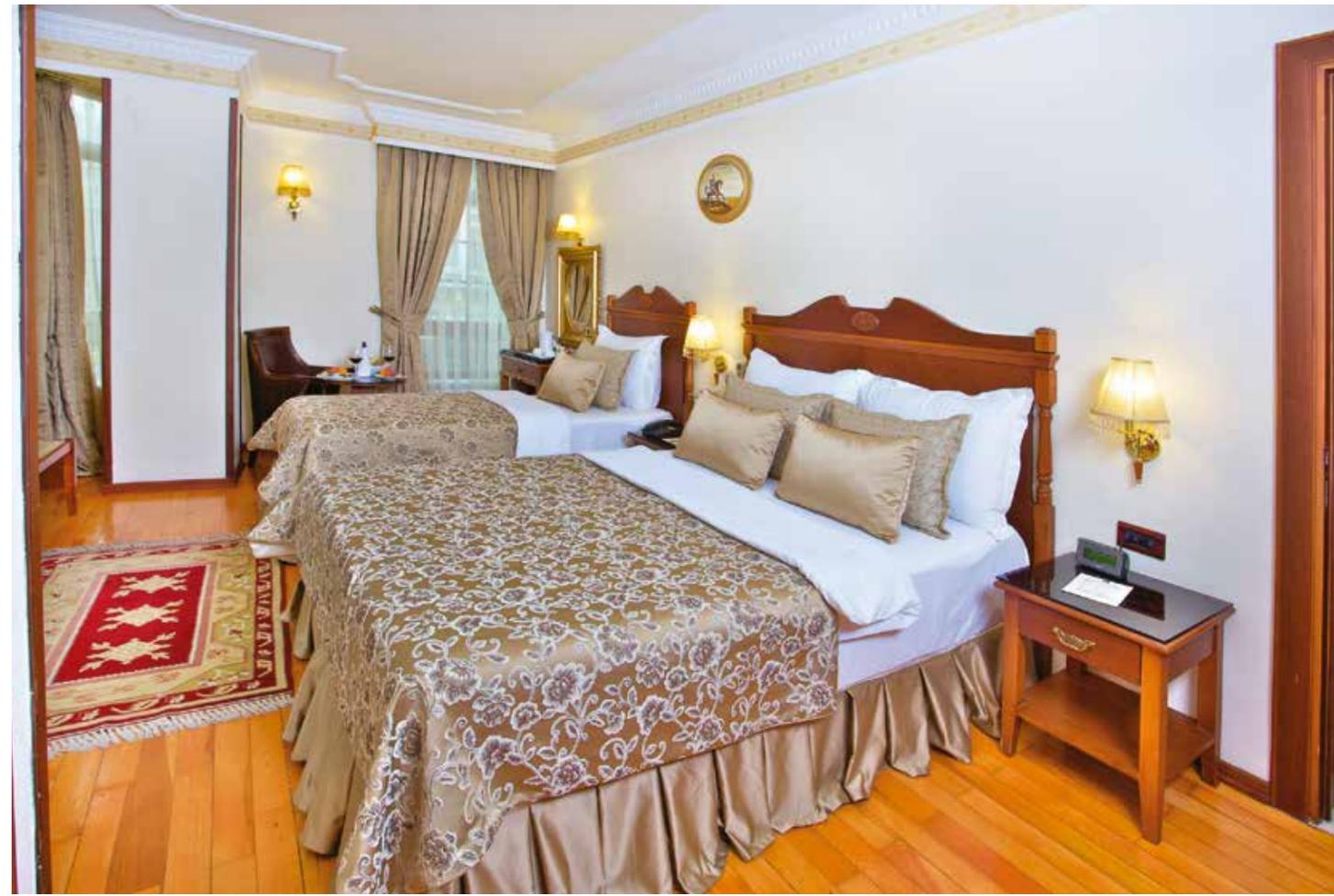
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# A WONDERFUL OPENING FOR WYNDHAM GRAND ISTANBUL LEVENT

Positioned within the Özdilek Center Mixed Project of Özdilek Holding in Istanbul Levent, Wyndham Grand Istanbul Levent announced its opening with a special night event. **HALİL TUNCER**

The hotel greeted the tourism sector with an opening concert given by the admired singer Funda Arar. Making a rather touching speech at the

opening night attended by 1,600 guests, Özdilek Holding Chairman of the Board Hüseyin Özdilek said, "I thank God for being able to present Istanbul with a diamond of a

facility and to provide employment for many people. In the hotel business earning money comes later. First one must win customer satisfaction. We succeeded in this in our hotel in İzmir; we will succeed in Istanbul too. We will build more facilities."

## BEZİRCİLIOĞLU: WE ARE SHARING OUR SUCCESS

Starting her speech by welcoming the guests, Wyndham Grand Istanbul Levent Hotel General Manager Funda Bezircilioğlu said, "Since we opened our hotel we have reached the level we desired in terms of quality and service. We wanted to share our success with our guests by organizing this event." Delicious food at the banquets in every corner of the lounge prepared by İlhan Güler, the kitchen chief of the hotel and his team, were offered to the guests. Then a pleasant evening was enjoyed with the loved songs of Funda Arar, who took the stage in the large dining hall.



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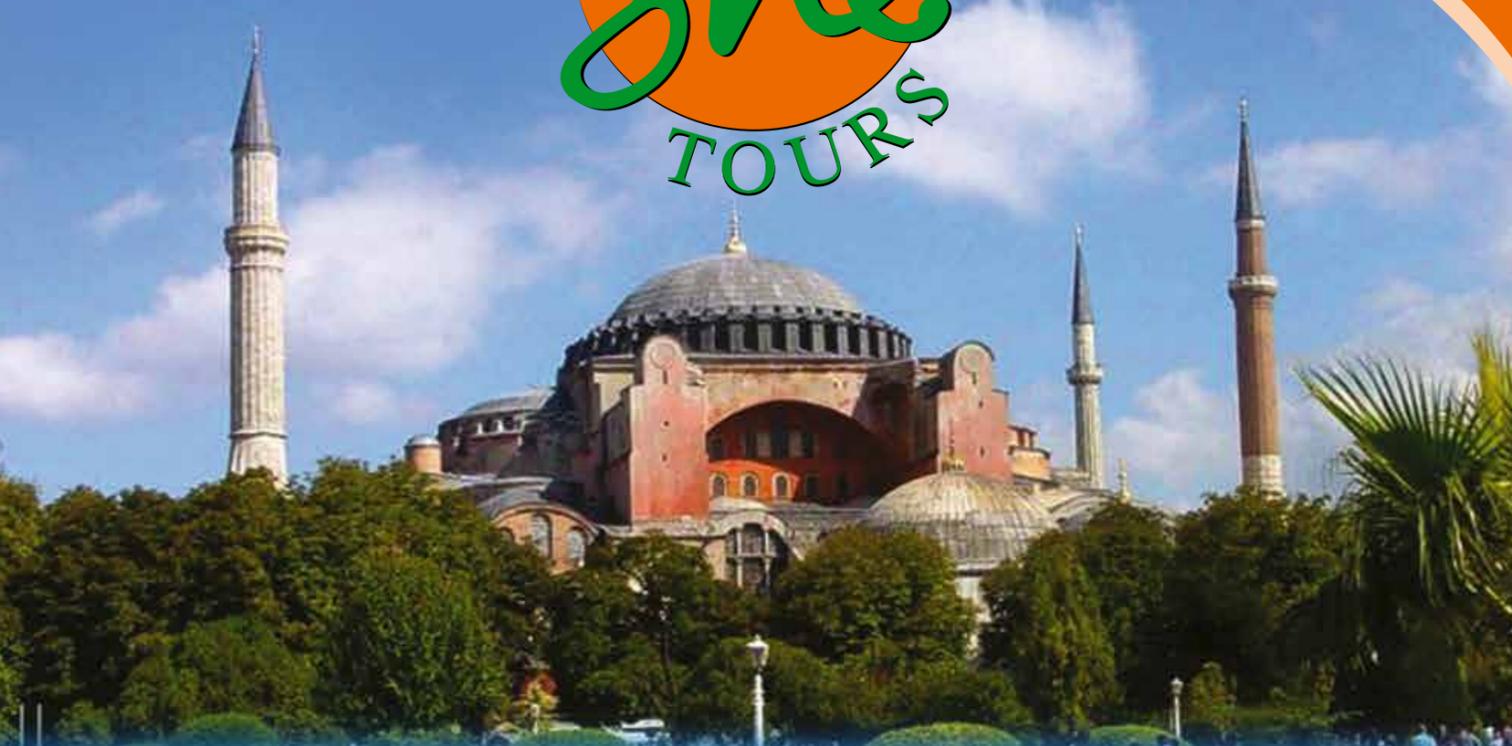
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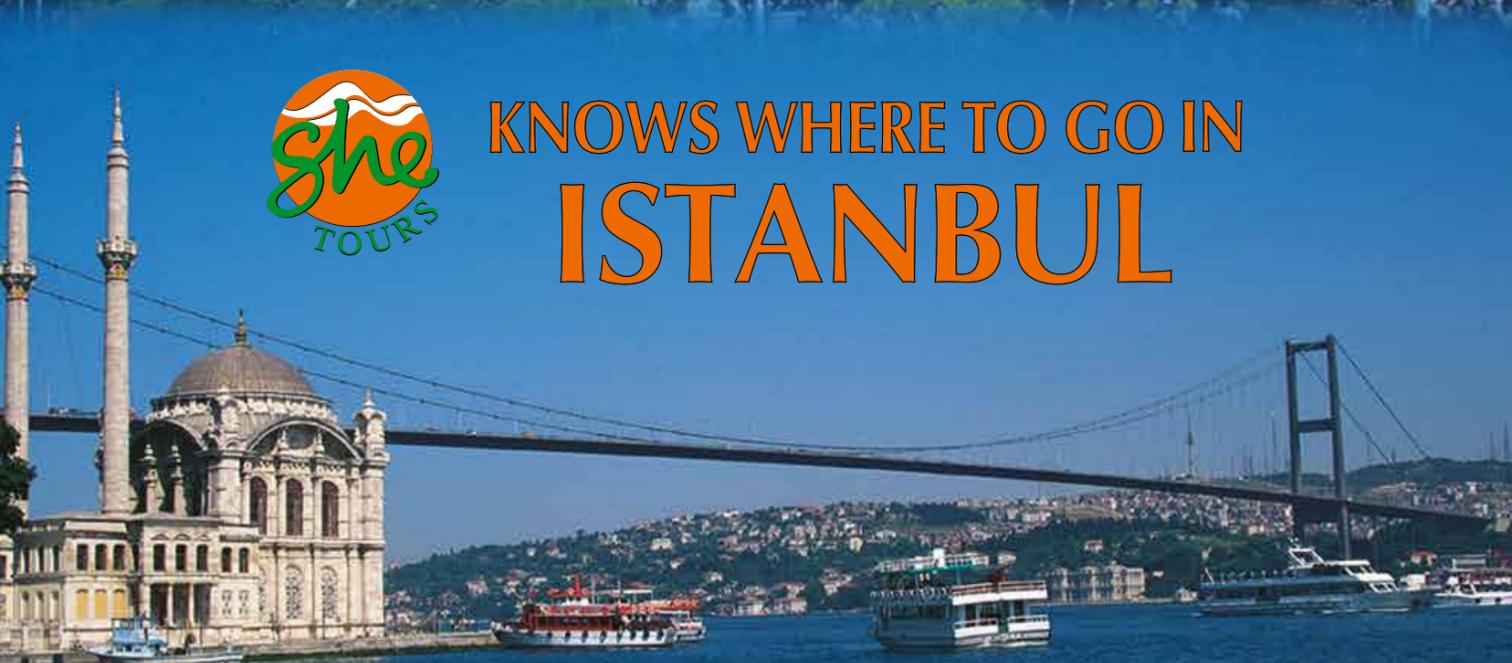


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'OTTOMAN HOTEL PARK' WAS FOUND WORTHY OF EUROPE'S BEST LUXURY HISTORICAL HOTEL IN 'THE WORLD LUXURY HOTEL AWARDS 2014', THE OSCARS OF LUXURY HOSPITALITY, WHERE THE WORLD'S BEST LUXURY HOTELS ARE CHOSEN THROUGH GUEST VOTES.

WE WOULD LIKE TO THANK OUR VALUABLE GUESTS WHO CARRIED OUR BRAND TO THIS POINT THROUGH THEIR APPRECIATION AS WELL AS OUR ENTIRE STAFF WHO MADE THIS SUCCESS POSSIBLE.

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