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# turizm aktüel

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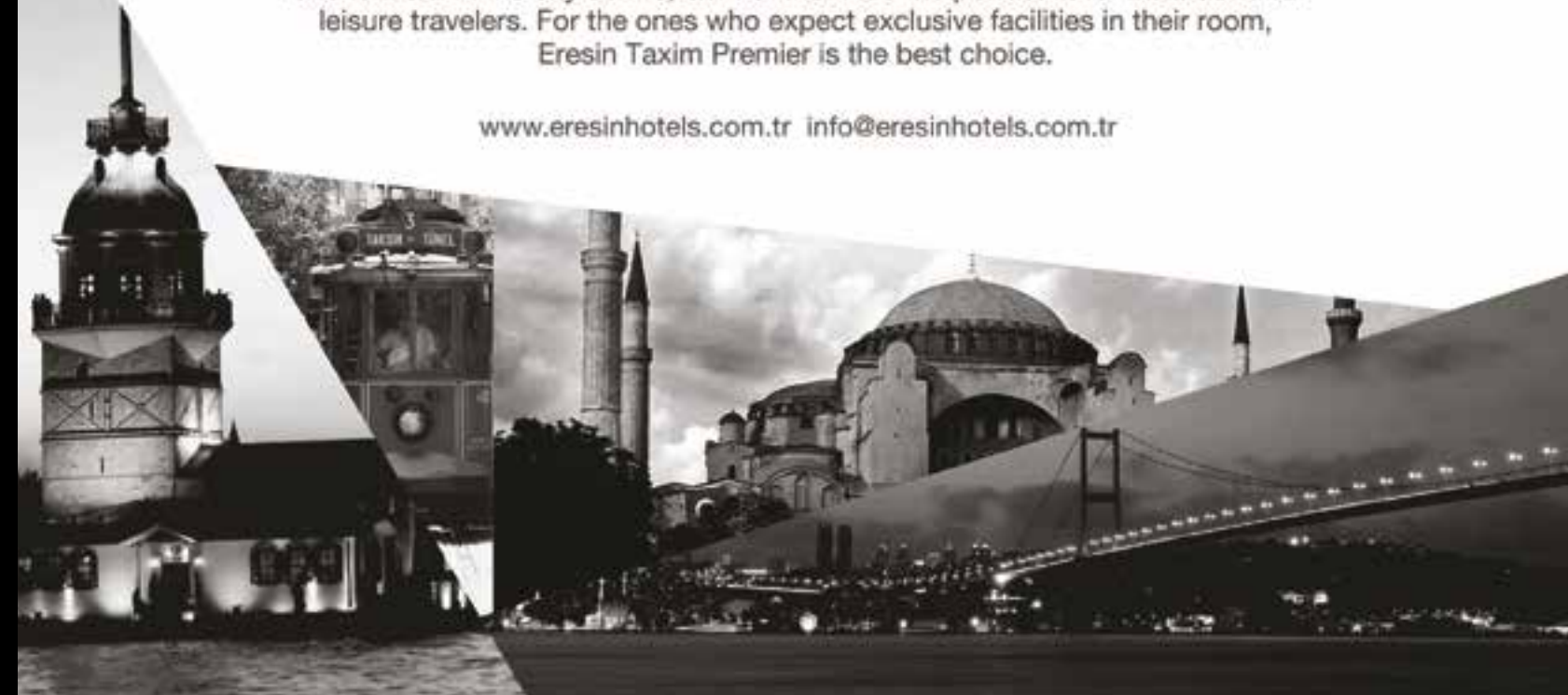
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# 2014 BECAME THE YEAR OF RECORDS

Another year has passed and we are in Berlin again. ITB Fair bringing world tourism industry together has an important place for the sector. This great platform on which attendants introduce themselves and exhibit their products, new trends are made debut, even new trends are determined and strategies are set for future has an important role in Turkish tourism.

In 2014, lots of things have changed both in the world and in Turkey. It was inevitable for tourism sector not to be affected by these changes. We, as a sector, went through hoops but we weathered the storm. The year, 2014 was a different one from many aspects. A year in which the values and balances have changed.

But it brought something good too. In 2014 Turkish tourism reached new records. In 2014, the number of foreign visitors visiting our country has increased from 34.910.000 people to 36.837.900 with an increase rate of 5.5 compared to the year of 2013. It is a significant increase. Because this success is really precious while there are many political crises around us and despite the negative critics and propagandas about Turkey.

These figures can be thought meaningless by an outsider or someone who is not interested in tourism. But the figures are very important for us. They set a success framework of Turkish tourism. In addition to being attitude indicators, these figures are vital to determine the future of the sector. Because interest shown by foreign tourists attracts foreign investors' interest to Turkey. Now, there are hotels of many international chains in Turkey and many of them are waiting for investments. These are pleasant progressions and give hope for the future of the sector.

Let us talk about ourselves. As it does every year, Turizm Aktüel Magazine prepared a special issue in English for ITB Berlin Fair for which all sectors get ready in a serious manner. As usual, we are going to represent the sector in Germany and contribute the promotion of Turkey with the help of our news and special files. You will read curiously our new issue in which you can find the latest news of the sector, the newest information about hotel investments and clues from the sector before the new season.

We will prepare our new issue for Arabian Travel Market which will be held in Dubai in May. Goodbye for now to meet you on our new issue.

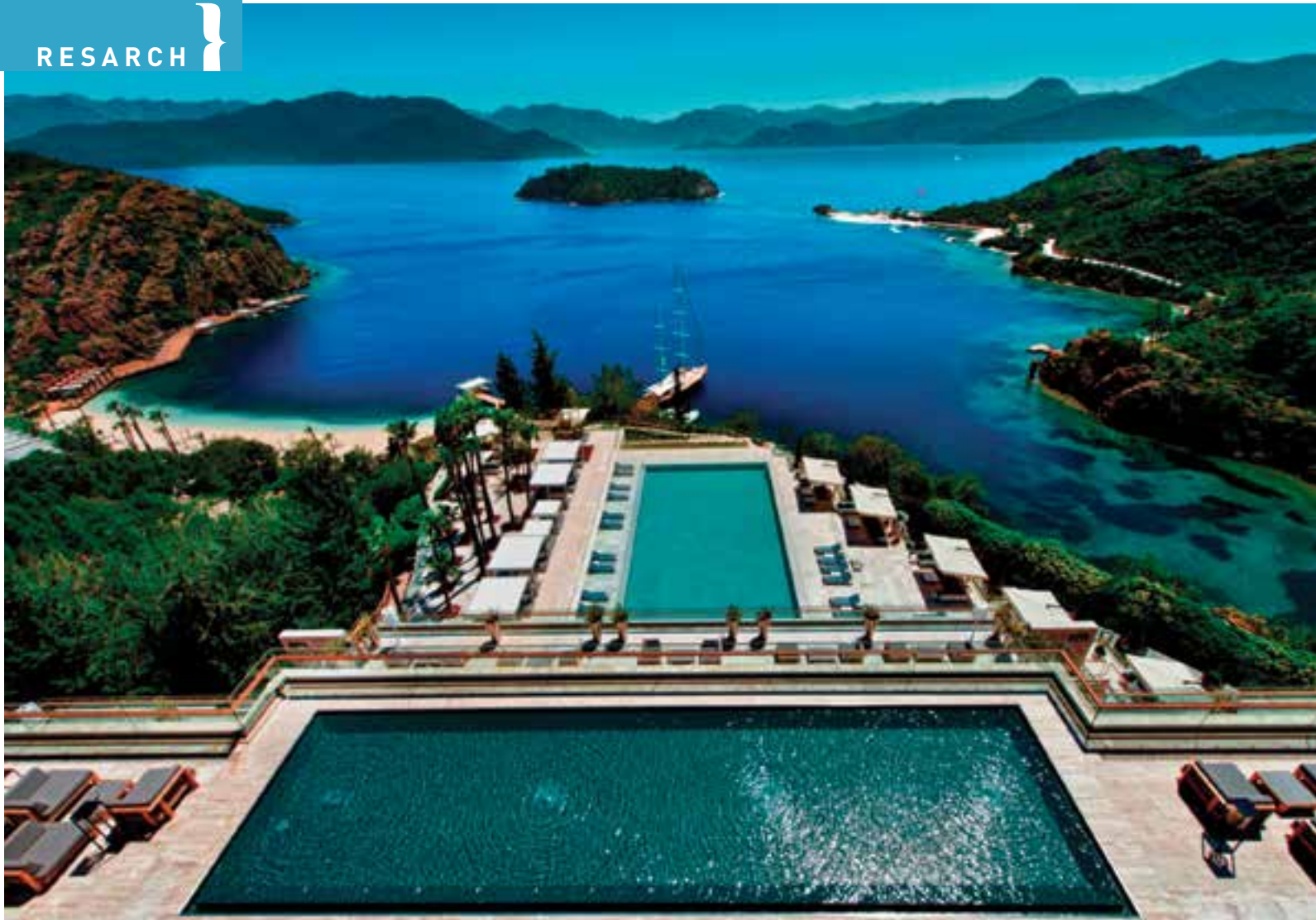
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# TOURISM ANALYSIS ACTIVE SENIOR CITIZENS DRIVE GERMAN MARKET

The number of Germans going on holiday stagnated last year but the rising number of senior citizens travelling abroad was a key growth factor, according to an in-depth consumer survey.

The number of people over 65 who went on at least one five-day holiday increased to nearly 50% last year compared to 44% ten years ago, the annual Tourism Analysis by the Hamburg-based Institute for Future Issues found. This trend is likely to intensify in the coming years due to demographic factors.

Overall, about 57% of Germans took a one-week holiday (or more) last year, which was unchanged compared to the previous year. But study author Professor Ulrich Reinhardt stressed: "This is a really high level." The figure is seven percentage points higher than in 2009, for example, he pointed out.

The stagnating figure is no reason for panic, Reinhardt emphasised. "Travel retains its fascination for a majority of Germans. An end to the boom is not in sight despite the current halt." This year, 44% of Germans are definitely planning a foreign holiday while 37% are still undecided, according to the representative survey of 4,400 consumers.

In terms of destinations there were several significant changes last year, the Tourism Analysis found. Germany remained the most popular overall destination with 37% of holidays taken domestically.

Spain extended its lead as the top foreign destination, with 1.2 percentage point rise to 14.4% of all holidays. Italy dropped slightly (-0.5pp) to 6.9% while Turkey retained a constant 6.7% share. "Turkey might perhaps even rise to second place next year," Reinhardt predicted.

In contrast, prospects for Switzerland look poor following the recent surge in the value of the franc against the euro. "After the franc exchange rate was freed, it could turn into a destination for those travellers who do not need to think about their budget," he commented.

The survey also found that 29% of Germans "dream" of a cruise holiday, in particular the 50-64 age group.





# RUSSIA SLUMP HITS HOTELIERS

Worried Turkish hoteliers are hoping for an upturn in the German source market this year after a dramatic slump in Russian visitor numbers.



Russia has grown rapidly into the second-largest source market for Turkey in recent years and even looked poised to overtake Germany as the largest source market. But visitor numbers from Moscow, St Petersburg and other parts of the country have tumbled in recent months due to the rapid decline of the Russian economy and heavy devaluation of the rouble. The drop has reached nearly 20% in some months.

Moreover, Tez Tour, one of the leading Russian tour operators to Turkey, has hit financial turbulence. Its Turkish subsidiary has reportedly filed for insolvency, with debts to hoteliers of

more than €100 million, according to fvw information. Turkish hoteliers are now worried that Russians will stay away en masse this year leaving them with plenty of empty beds. The situation is worsened by the dramatic capacity expansion on the Turkish Riviera with an estimated 30,000 additional beds due to come on to the market this year. In response, the Turkish government has moved quickly and creatively to subsidise charter flights from Russia for the next two months. Ankara is paying \$6,000 per charter flight to subsidise the airline's fuel costs. However, Russians traditionally book holidays at very short notice. Therefore it

probably won't be clear until the summer whether this measure will pay off or not. One obvious alternative for Turkish hoteliers would be to try to generate more bookings from the German market this year, possibly with heavy price discounts to stimulate sales.

There is certainly room for growth, as German bookings for Turkey are currently down by about 5%, various tour operators told fvw.

The Turkish Riviera looks even weaker, with a 12% drop in package bookings to Antalya as of January, according to figures from German holiday reservations company Traveltainment.



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## Mixed start to 2015 bookings

Holiday bookings on the German market have made a moderate start to 2015, leaving the tourism industry watching demand in the coming weeks very closely.

**T**our operators and travel agents are concerned that German consumers seem to be holding back with their holiday bookings at present, even though the economic conditions remain generally good. Sales appear to be only slightly higher than in January 2014, although that was a very strong sales month.

An informal survey on fvw.de found travel agents split roughly into three equal camps. About 37% said they had higher sales than last year, 31% said sales were “mixed” and another 31% described bookings as “bad”.

This matches the results of the latest monthly ‘fvw sales climate index’. Travel agents reported slightly better sales in January but expectations for the coming months dropped back significantly. Only 20% of respondents predicted rising sales, compared to 28% in December, while the clear majority (66%) expect unchanged sales in the next few months.

Schauinsland Reisen, with a double-digit growth rate, said it remains “very



Christoph Führer, head of the 2,100 DER travel agencies, told fvw: “In contrast to last year, we’re not overjoyed about the bookings situation in the first two weeks of January.”

satisfied” with the situation. However, Ralph Schiller, sales director of FTI, struck a more moderate tone, even though the Munich-based tour operator still has higher sales than last year. But he stressed: “The booking options are going up massively. I’m not at all worried.”

The German travel industry is closely monitoring destination trends. Turkey is especially in focus due to the drop in Russian visitor numbers. “With the absence of Russian holidaymakers there is excess supply. Normally suppliers respond

with price incentives,” Führer pointed out. The question was thus who would ‘lose his nerve first’ and what price cuts would mean for other destinations, such as Spain, he added. There is one piece of good news for German travel agents, however. The strong dollar and weak euro has effectively put up the price of long-haul holidays bought online. But brochure package prices remain attractive as tour operators secured capacity at lower rates many months ago when the exchange rate was higher.



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Artur Gerber

## MORE AIRLINE AND HOTEL CENTRALISATION

TUI is taking more steps to centralise its airline and hotel operations in order to increase synergies and reduce operating costs.



The group plans to bundle five airlines into a single operation, based in the UK, to reduce costs by more than €100 million, news agency Reuters reported this week. TUI would use UK-based Thomson Airways as the basis for a single airline, with administration and some maintenance activities in Britain. This means some 400-500 of more than 2,000 jobs at TUIfly's headquarters in Hanover could be at risk, according to Reuters. A TUI spokesman told fvw, however, that the concept is not yet complete and possible job losses of this scale could not be confirmed.

TUI Airlines chief Henrik Homann already said last April that Thomson Airways, TUIfly, TUIfly Nordic, Jetairfly (Belgium) and Arkefly (Netherlands) would operate as a "virtual airline" with some 140 planes to increase synergies and reduce costs. With 77 planes, Thomson Airways is the largest of these five carriers while TUIfly has about 40 planes. Meanwhile, TUI's struggling French airline Corsair is up for sale. In contrast to the other five airlines which focus on short-haul and selected long-haul leisure routes, Corsair operates long-haul flights to the French overseas departments with a fleet of seven wide-body planes. Air Caraïbes is a possible buyer, according to media reports.

In a separate move, TUI has set up a new management company to bundle all the hotels operating under the planned new TUI hotel brand. The group is planning to establish up to 50 hotels under the TUI brand in the next three to five years, and is currently developing the brand architecture for the TUI hotels. It has not yet been decided whether the new properties will simply be called "TUI Hotels" or have an additional brand, a spokesman told fvw. But the group aims to reduce the current 21 different hotel brands to about eight.

The new TUI Hotel Betriebsgesellschaft mbH will be run by Artur Gerber, who will be responsible for overseeing the expansion. The 50-year-old has many years of experience in the hotel sector, including at Dorint Hotels & Resorts, Center Parcs, Aldiana and most recently as CEO of HMS Hotel Management Services GmbH, responsible for the internationalisation of the Maritim Hotel Group. Thomas Pietzka, Director TUI Hotels & Resorts, said: "I am delighted that we have engaged such an experienced manager with Artur Gerber. He has all the skills it takes to successfully develop our new hotel brand and profitably position it in the market."



Thomas Pietzka

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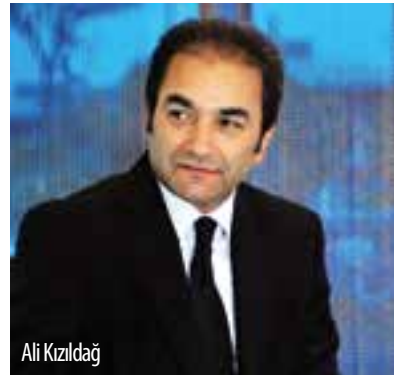
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# ANTALYA IS THE HEART OF GLOBAL SPORTS TOURISM

Antalya attracts hundreds of football teams for winter camp, from 80 countries including Brazil to China besides Turkey's Premier. Belek Tourism Center leads the global interest for football camping whereas it forces Spain and Dubai with its huge golf tourism opportunities.



Ali Kızıldağ

Belek Tourism Center of Antalya Serik is one step ahead of its domestic rivals as it has 52 football fields and 14 golf areas, is among the leading golf destinations. Ferit Turgut, the President of Sports Tourism Association stated that the football tourism in Belek steps further every year. Turgut reported that football teams from 80 countries, including China, Brazil, Mexico, Canada and South Africa will held their mid-season camping in Belek Tourism Center. "Sports tourism does not solely consists of the teams, but covers the fans as well. Their fans follow the teams wherever they travel. 400 fans of Werder Bremen are in Belek just to follow up with the camping of their team. President of POYD, Turkey Professional Tourism Executives Association, Ali Kızıldağ told that sport tourism is likely to dominate the industry as it becomes more popular globally and carries thousands to the sports camping destinations. "Turkey is among the first 5 of the Sports Tourism destinations. Turkey, with its amazing climate advantages and sports tourism opportunities, is a powerfull option for global tourism industry. Turkey has to try more in order to get a bigger share of this sector. Actually Spain leads the industry with a high level of Sports Tourism revenue, approximately 2.5 bn usd. Turkey receives 400- 500 mn usd annually. We have to target 1.5 bn revenue and restructure our sports tourism body" "Most of the efforts to promote and market sports tourism is carried out by Private Sector and The Government has to support these efforts. There is a bright example of success when the Government backs the organisations like European Tour in Golf. Hosting 2 huge organisations was a great success story. We are planning to organise the Ryder Cup which actually is the peak of the Golf Sport globally. Culture and Tourism Ministry, Youth and Sports Ministry and Prime Ministry Promotions Fund supports us in this Project. The Ryder Cup attracts some 500 hundred million audience globally"



Nuri Ozaltın

"Some 1500 football teams prefer Belek for mid-season camping. Several years ago the popular clubs were coming to Belek but these leading teams travel to Abu Dhabi, Dubai and Qatar due to the sponsorships in huge amounts. We have to build up a strong sponsorship body in order to bring Real, Barcelona and Manchester United to Belek"

The owner of Gloria Hotels in Belek, Ozaltın Holding, invested some 50 mn Euros in Gloria Sports Arena, which started to operate on 3rd January with the Gloria Global Volleyball Cup Tournament. Ozaltın opens a new path to Belek to enlarge its market share from global Sports Tourism. Gloria Arena will be hosting more than 50 different sports branch and camps in its establishment on a 10.5 hectar area. This modern sports complex will be the center of Grass Hockey, Badmington, several olympic games, underwater hockey, underwater rugby as well. The President of The Ozaltın Group, Nuri Ozaltın expressed that they have been existing in Belek Area for a long time and the group completed many creative and innovative projects with a future vision. "We, as Ozaltın family are closely involved in sports and we enjoy to be a part of it. I planned this Project with a personal interest besides my observations about the lack of a master investment in Belek. 50 different sports will find space to be performed in Gloria Arena. I am confident in our Project and I bet it is impossible to find any error in our fields. "This projects will be an outstanding opportunity for Turkey. We have chanhged the atmosphere in Belek. This grand facility will be operated perfectly. Money is not the main aspect in several options. You have to understand prestige of this investment. This complex will reshape the globall perception about Turkey. The new image matters." "Gloria Sports Arena is the first in its area, but I believe will not be the last. The study of the project finished in one year. The real difficulty was during the comstruction period. Businessmen have to be very careful."

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# HALF-MILLION SPORTS TOURISTS VISIT TURKEY SPENDING \$900 MILLION

Over 550,000 tourists visited Turkey in 2014 for sporting reasons, spending more than 900 million dollars, the Association of Turkish Travel Agencies (TÜRSAB) have announced in a written statement.



Başaran Ulusoy

The share of sports tourism is around 1.5 percent in the tourism industry, with the biggest contributing sports being golf and football. Tourism authorities, however, have said they aim to increase the figure.

A sports tourist spends almost two-fold of what an ordinary tourist does. While a foreign tourist spends around 800 dollars in Turkey, a sports tourist spends 1,648 dollars on average, according to TÜRSAB.

The volume of global sports tourism in 2014 was around 180 billion dollars, while the total tourism sector is worth \$1.2 trillion dollars.

“The share of sports tourism reaches up to 25 percent in some countries. Turkey needs to increase the share of this sort of tourism,” said

TÜRSAB head Başaran Ulusoy.

With the new investments in sports facilities and new sports events and tournaments, Turkey could succeed in reaching this target, he said.

Turkey ranks 18th in the world in terms of the number of sports events it hosts. A total of 14 events were staged in Turkey in the last eight years, according to the report.

Some 1,200 football teams come for camps in Turkey every year on average, creating an annual economic volume of around 100 million dollars.

Around 90 percent of the football teams which organize camps in Antalya are foreign, while more than 160,000 golf tourists visit Turkey every year, according to the report.



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# TOURISM REVENUES UP 6.2 PERCENT IN 2014

Turkey's tourism revenues increased by 6.2 percent in 2014 year-on-year, totaling \$34.3 billion, data released by the Turkish Statistics Institute (TurkStat) on have revealed.



Though the revenues generated from tourists' expenditures in Turkey decreased slightly, by 1.3 percent, in the last quarter of 2014, the surplus in the first nine months compensated for the deficit in the last quarter and resulted in a surge for the whole year. According to the TurkStat statistics, 41.4 million tourists visited Turkey in 2014, 5.6 percent more than a year ago. Among those, 35.8 million were foreigners and 5.6 million were Turkish citizens living abroad. Out of the \$34.3 billion, however, 81.5 percent came from foreign visitors while the remaining 18.5 percent was obtained from Turkish citizens residing abroad.

With regard to tourists' preferences, the majority organized their own tours or chose group packages for their vacations in Turkey in 2014. A total of \$26.3 billion of tourists' money was spent by individuals, while \$8.3 billion was spent on group packages, TurkStat said. The average spending of foreign tourists was \$775 in 2014, while Turks living abroad spent \$1,130 on average, revealing that most foreign visitors preferred the relatively cheaper package tours. The average expenditure per capita was \$828 in 2014.

In the meantime, the tourism expenditures of Turks traveling abroad increased 4.1 percent year-on-year, reaching 5.47 billion in 2014.

Tourism revenues are significant in terms of items contributing to the current account balance of Turkey, where a huge gap between revenues and expenditures never disappears due to the country's heavy dependence on energy imports.



In spite of the fact that external conflicts, such as political and economic turmoil in Russia and Ukraine, have already affected the tourism industry in certain tourism spots in Turkey, the effects of such crises will likely deal a bigger blow to the sector as of the third

quarter of 2015, since most tourists visit Turkey in the summer season.

The number of people visiting Turkey as tourists reached an all-time high of around 37 million in 2014, pushing Turkey closer to Italy in the most visited destination chart, Culture and Tourism Minister Ömer Çelik said on Jan. 22.

Çelik said Turkey had managed to attract 5.5 percent more tourists in 2014 compared to the previous year, despite the political and geopolitical crises in the region.

"In 2014 the number of foreigners visiting our country rose from 34.9 million to 36.8 million, a 5.5 percent increase compared to the previous year," he said, adding that the official tourist numbers and tourism incomes would soon be announced for 2014.

Pointing out that there were Turkish citizens who are residents in Europe but visit Turkey each year, Çelik said that this year their numbers were roughly expected to reach 5 million.

"If we add this, the number of Turkey's visitors will come close to 42 million. This is a significant record. We are progressing toward becoming the fifth most visited country from sixth spot," he said.

According to a World Tourism Organization 2014 report, Italy attracted the fifth most visitors with 47 million, one spot ahead of Turkey.

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# SUNEXPRESS POSTS RECORD HIGH REVENUE

SunExpress, a joint venture company of Turkish Airlines and Lufthansa, celebrates its 25th anniversary with record revenues in 2014 upon the past two years of strong growth.



SunExpress sales increased by 15 percent in 2014 from the previous year, resulting in an income of 1.25 billion euros, the company said by a written statement yesterday. The number of passengers transported in 2014 was 7.3 million and the seat load factor (SLF) exceeded 85 percent.

“We have had healthy and successful growth during the last three years and for the 25th anniversary year of the establishment of our company we have broken our best record with the revenue achieved in 2014 and are now among Turkey’s largest 50 companies,” said SunExpress Managing Director Paul Schwaiger at a press conference held in Antalya Feb. 18.

“The growth achieved in recent years places us among Turkey’s largest 50 companies,” said Schwaiger: “Behind such strong growth lies the support of our 3,400 employees from 25 different countries and naturally the wealth of knowledge from our shareholders Turkish Airlines and Lufthansa.”

Stating that with the 2015 summer season, SunExpress will begin service to a total of 16 new destinations from İzmir and Antalya, SunExpress Deputy Managing Director Faruk Çizmecioglu also noted that 482 weekly international flights will be flown from Antalya, İzmir, Istanbul, Adana, Alanya/Gazipaşa,

Ankara, Bodrum, Dalaman, Elazığ, Gaziantep, Kayseri, Konya, Samsun, Şanlıurfa and Trabzon. Çizmecioglu said: “We will connect scheduled flights to Antalya, which brings in the most tourists, with domestic flights to eight cities directly and in addition to the 38 international destinations currently flown to and from Antalya, we will add international scheduled service to Paris CDG, Strasbourg, Lyon, Nantes, Geneva, Memmingen, Copenhagen, Luxembourg, Amsterdam and Stockholm. From Antalya we will operate 267 flights a week to a total of 48 international destinations in 12 countries.” “For nearly two years we have been conducting successful wet-lease operations with Turkish Airlines/Anadolujet. In this business model, we rent aircraft to Turkish Airlines/Anadolujet, maintaining the operational management, while Turkish Airlines/Anadolujet ensures the commercial management.

This service we provide allows for a more efficient and cost effective structure for Turkish Airlines/Anadolujet,” said Server Aydın, Deputy Managing Director of SunExpress Germany (SXD). “This successful business model will now be used for Lufthansa’s long-haul program to offer low-cost tourism flights” Aydın said.

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**RESTAURANT & BARS:**

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**GUEST ROOM FACILITIES:**

Individually controlled air conditioning system, lap top size electronic safe box, direct dial telephone, Pc & data port, wireless & cable high speed internet (60 Mbps), Interactive 32" LCD TV, minibar, hairdryer, iron and ironing board, smoke detectors and sprinklers, complimentary tea and coffee making facilities, Black - Out curtains operating by remote control, comfortable working environment, Ottoman Chair, bathroom telephone, scale, bath sound system from TV, make - up mirror, Onyx Bathroom with bathtub, rain shower, standart rooms has only shower, emergency button, electronic door key system, door lock chain, outdoor electronic display for housekeeping services, door ring, carpet ground, restricted openable window.

**SPA CENTER:**

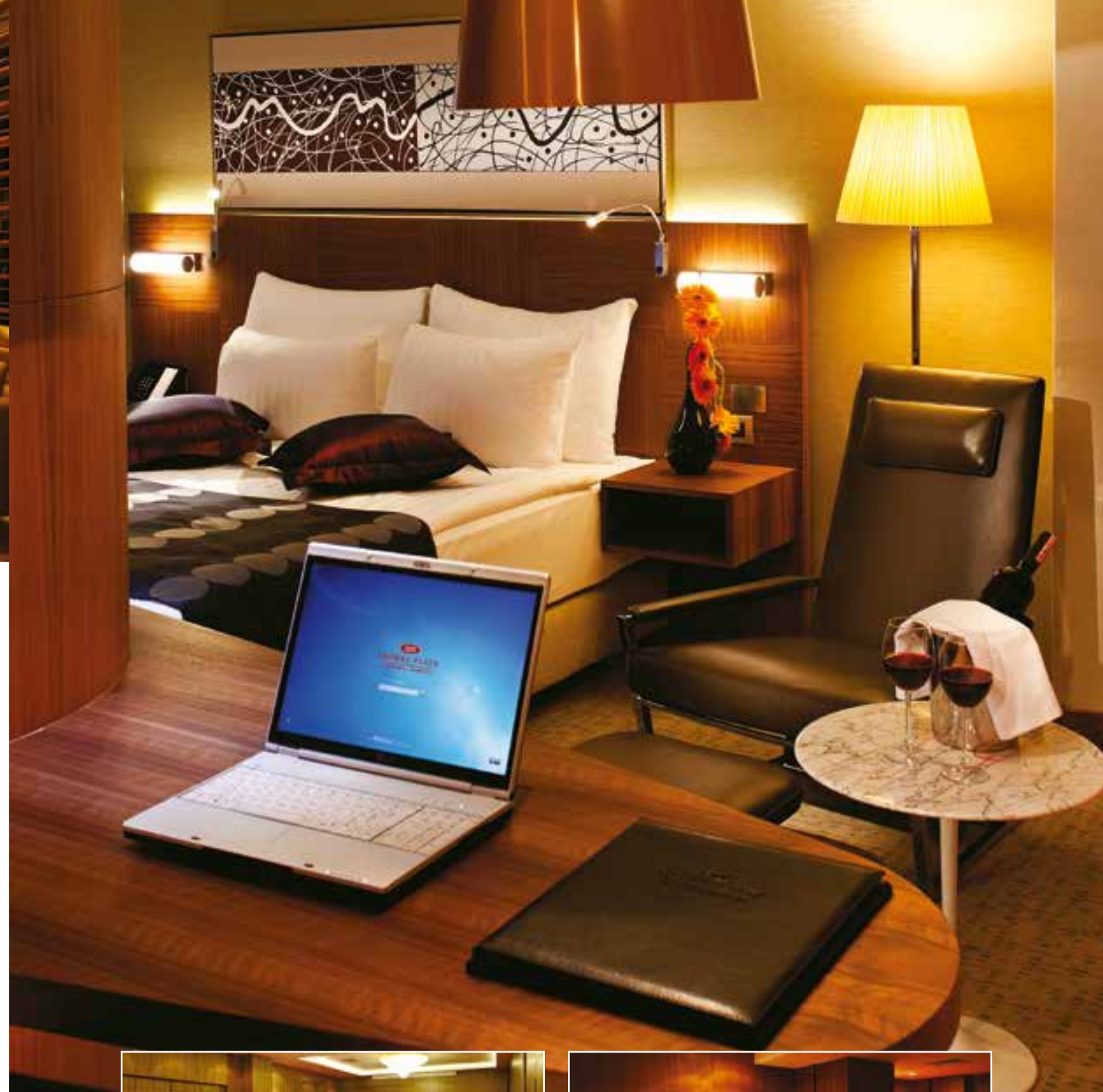
Fitness centre, indoor swimming pool with jacuzzi ( 15m x 5m), kids pool, changing rooms, Turkish bath (hamam), male & female sauna and steam rooms, health & beauty centre, massage rooms (facial & massage treatments chargeable), women & men coiffeur.

**HOTEL SERVICES:**

Laundry and dry cleaning service, baby sitter (chargeable), doctor (chargeable), 24 hours room service, free shoe shine service, underground car park, business centre, safe deposit box, luggage store room, message delivery service, gift shop, minimarket, evening turndown service, facilities for disabled guest, wireless & cable high speed internet (20 mbps), Club floors and private lounge for this floor, concierge services, laptop rental, exchange services, VIP transfer (upon request - chargeable), satellite & Digiturk channels, pillow menu, rent a car services.

**MEETING & BANQUET FACILITIES:**

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# BETTER RESULTS BUT GERMANY WEAKER

Thomas Cook Group reduced seasonal losses in the first quarter despite lower revenues but has mixed sales trends for summer 2015, including weaker business in Germany.

Europe's second-largest tourism group reduced its operating loss in the October-December 2014 quarter by 42% to £73 million thanks to continued cost savings, and the operating profit margin improved to 3.9% from 2.7% one year earlier. Revenues were down 8.3% at £1.5 billion on a reported basis, although this was a slight 1.6% rise on a like-for-like basis. This underlying growth was driven by increased sales of so-called 'New Products', including Concept Hotels, city breaks and other flexible products, and by a strong end to the summer season (in October) by Condor. However, tough trading conditions especially in Continental Europe, depressed prices, which partially offset the positive effects, the company said. In the main source markets, Continental Europe, based



Thomas Cook CEO  
Peter Fankhauser



**Thomas Cook Group**

showing an improved performance, while trading conditions in Norway were more difficult. Outlining current sales trends, Thomas Cook said that it has "robust" trading in the UK, with a significant increase in bookings for both Winter and Summer, but trading conditions in Continental Europe and parts of Northern Europe have been tougher, against strong comparatives, "although we have seen a significant improvement in recent weeks" with significantly stronger bookings and firm pricing. In Continental Europe, with 29% of the programme sold, early Summer bookings are 6% lower than last year compared to a strong comparative, particularly in the German business, which has experienced a later booking profile. Average selling prices have been maintained at last year's level, the company said. Winter bookings in Continental Europe are 4% lower than last year, reflecting the discontinuation of unprofitable routes in France and Russia

Airlines Germany (Condor) recorded like-for-like EBIT growth of £4m for Q1, driven by a strong conclusion to the summer season in October and selected long haul capacity being added to the Winter 14/15 schedule, benefitting the months of November and December. This was partly offset by continued pressure in the short haul market.

Elsewhere, the UK business continued to show improved profitability, with an increase in like-for-like EBIT of £7m resulting from an improved product offering and further cost reductions. But Northern Europe's EBIT dropped by £3m, with Sweden and Denmark



and a later booking profile in Germany, and average selling prices are 3% lower than last year reflecting competitive market conditions. However, Airlines Germany (Condor) continues to perform well in competitive market conditions with Summer bookings 10% higher than last year, improved load factors and average prices maintained at last year's level. CEO Peter Fankhauser commented: "Our performance in the quarter demonstrates the strong progress we continue to make in transforming Thomas Cook. We are particularly pleased with the performance of our UK business, which is now achieving its highest underlying EBIT margin since 2009, while at a Group level we have nearly halved our first quarter operating loss. Although it's early days, our strategy for profitable growth through New Products and Winter Sun is delivering results. The trading environment in many of our markets continues to be tough, but we believe the measures we are taking to improve our businesses will continue to strengthen our competitive position. Our strategy remains to generate sustainable profitable growth by providing differentiated and exclusive holidays while driving efficiencies in production and distribution, underpinned by digital excellence. I am confident that our focus on rigorous implementation will continue to drive significant improvements in the Group's performance."

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# Expedia buys Orbitz, another shift in online travel space



Travel booking site Expedia agreed to buy competitor Orbitz for \$1.34 billion in cash. With its new purchases, Expedia is charging against Priceline to conquer the top spot in the online booking world

A wave of deals in the online travel industry has increasingly put some familiar names under two corporate umbrellas: Expedia and Priceline. For now, industry executives and travel experts say, consumers won't notice much of an impact. They will still have plenty of options for booking flights, hotel rooms and vacation packages, including shopping directly with airline and hotel websites. Expedia said Thursday that it is buying rival Orbitz Worldwide Inc. for about \$1.3 billion. The deal adds the Orbitz brand and sites including CheapTickets and HotelClub to a lineup that already includes names such as Hotels.com, Hotwire, Trivago and Australia's Wotif.com. Expedia is also in the process of buying Travelocity.

In a conference call with analysts, CEO Dara Khosrowshahi said that even though big in the online segment, his company is "only a small player" in a \$1.3 trillion travel market that includes giants like Google and many newcomers. Expedia says its booking account for only 4 percent of global travel spending. The purchase of Orbitz would leap Expedia ahead of The Priceline Group Inc. in travel bookings, although Priceline would still be larger by revenue and stock market value. Besides its namesake website, Priceline owns Booking.com, Kayak and restaurant-reservation site OpenTable. Then there are smaller players such as airfare-search site Hipmunk and last-minute deal site HotelTonight. Khosrowshahi said he was optimistic that antitrust regulators would approve the deal. Some analysts agreed. They said consolidation in the online travel industry is in the early stages, and it's an industry with low barriers to new entrants. "In broad terms, the less players that you have, consumers have less choice ... and obviously less price competition is not good for consumers, but I don't think we're at that point yet," said Tuna Amobi of S&P Capital IQ. "There

is still a tremendous amount of alternatives out there to make online travel reservations." Daniel Kurnos, an analyst for The Benchmark Co., said the deal might even help consumers by giving Expedia more size to negotiate better deals with airlines and hotels. Gary Leff, a travel blogger and co-founder of frequent flier discussion website MilePoint, said for most consumers, the deal won't make a big difference. He recommends that consumers use online travel agencies to comparison-shop, but unless there's a reason such as an itinerary that includes more than airline it's better to book directly with the airline or hotel.

That way, if you need to change a trip or there is some other problem, "it's a whole lot easier dealing just with the airline than with the airline and an online agency," he said.

Leff said the industry is evolving, and the winning companies will be those who develop the best mass technology for catering to an individual consumer's preferences not just finding the cheapest flight. Expedia will gain Orbitz's highly regarded technology, especially in searching airfares Orbitz was started in 1999 by five of the largest U.S. airlines to counter the advent of online travel agencies including Expedia. It went public in 2007. Expedia, based in Bellevue, Washington, said that it will pay \$12 per share, a 25 percent premium to Orbitz's closing price of \$9.62 on Wednesday. The boards of Expedia and Orbitz approved the sale, but approval would still be needed from a majority of Orbitz shareholders. Expedia said it couldn't predict when the deal would close. Expedia had 2014 revenue of \$5.76 billion. Priceline hasn't reported fourth-quarter results, but in the first nine months of 2014, it had \$6.6 billion in revenue compared with Expedia's \$4.41 billion. In travel bookings, Priceline had \$39.64 billion, Expedia was right behind with \$39.14 billion, and Orbitz had \$9.69 billion.



## 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. Outsid parties may be organized around the pool during summer season for up to 300 guests. The Royal wellness facilities includes fitness, massage rooms, indoor swimming pool, jacuzzi, sauna, steam bath, cure bar and solarium.







# NEW CROWNE PLAZA OF İSTANBUL: ORYAPARK

Imagine a hotel: This hotel loves its guests so much that it prepares special spaghetti, pizzas, hamburgers, bread and cookies for them in its kitchen. That is not all... **HASAN ARSLAN**

Even the chocolates served for the guests are prepared in the kitchen of this hotel, as well. The comfort of the guests are taken into consideration so importantly that soundproof windows are imported and all the rooms of the hotel gets the daylight. This hotel does all of these because it loves its guests. Well, which hotel is this? Of course, Plaza İstanbul Oryapark...

For the readers of Turizm Aktüel, the General Manager, Aykut Bakay introduced Crowne Plaza İstanbul Oryapark Hotel appealing to congress tourism with its meeting rooms and to city tourism with its

comfortable rooms and kitchen, proceeding to be one of the taste points in İstanbul with its assertive kitchen.

Intercontinental Hotel Group's Crowne Plaza Hotel, third in İstanbul and sixth one in Turkey, was put into service in Ümraniye, İstanbul. Having the capacity of 197 rooms, five-star Crowne Plaza İstanbul Oryapark started to have its guest in October. Construction of the hotel was started by Oryataş, Orya Holding Company in 2012, completed on October 2014 and opened its doors to its guests. Crowne Plaza Hotel which is the first hotel project of the

investment company consists of 23 floors. There is an office building with 27 floors near the hotel project and there is also a shopping mall and a residence.

Being an experienced tourism professional Aykut Bakay, the General Manager of the hotel, gave some information about Crowne Plaza İstanbul Oryapark and said "Our hotel is situated in Ümraniye where has recently become the center of hotel investments. Crowne Plaza İstanbul Airport and Sabiha Gökçen Airport. Our hotel gives its guests a big transportation advantage with its nearness not only to Bosphorus Brigade and Fatih Sultan Mehmet Brigade but to the third airport and third bridge of İstanbul."

Crowne Plaza İstanbul Oryapark which has 197 rooms in total, has also 41 suites including club rooms. Of all its rooms getting daylight, the hotel draws attention with its high standard decoration. Windows, imported from Belgium, are used in the rooms of Crowne Plaza İstanbul Oryapark and it challenges with its provided silence and sleeping quality. So, products, pillows, quilts, undersheets which are imported from England and are specially manufactured for sleeping quality are used in rooms.

In this hotel, providing the best, of high quality and the safest service is adopted as a principle and carpets, bedspreads, white textiles made of special flame retardant clothes are chosen as chemical finished in



In Crowne Plaza İstanbul Oryapark Hotel, there are 13 meeting rooms in different sizes. Three of them are organized for 6-8 and 16 people for the special VIP meetings.

order to catch the promised standards. For the guests' safety and comfort, every detail is thought blow-by-blow in this hotel and in compliance with quieter room concept, comfortable beds, pillow menus, the feature of darkening curtains before sleeping and guaranteed waking up service are provided.

SPAGOA, partaking in the hotel which is assertive in the field of SPA, is named after the region called GOA which has the most beautiful beaches in the world. Thanks to SPAGOA, guests of Crowne Plaza İstanbul Oryapark is now having the experience of this magical world to which only people knowing GOA prefer to come so as to be purified, to rest, to find peace and to take a vacation.

In SPAGOA which is inspired by GOA, there are steam baths, a swimming pool,

saunas and a Turkish bath. In massage rooms, professional therapists coming from Thailand provide service for the guests. Foot, neck and shoulder massages are in demand in SPAGOA to which business world show great interest.

General Manager, Aykut Bakay says "Crowne Plaza İstanbul Oryapark provides service to congress tourism and there are 13 meeting rooms in different sizes in our hotel and all of them get the daylight and have visual and technological infrastructure. Three of them are executive and organized for 6-8 and 16 people for the special VIP meetings. The others are in various sizes and have high technological infrastructure.

Ballroom of the hotel hosts up to 400 guests for dinner parties and 900 for theatre. The ballroom has three features. These are its being high ceilinged, separable

into three parts, having a big garden. Moreover, there is a lovely garden in the facility which enables alfresco weddings up to 500 people.

Crowne Plaza İstanbul Oryapark providing privileged service in its kitchen has a professional kitchen staff under the tutelage of Chef Kurtuluş Erdemir. Crowne Plaza İstanbul Oryapark not only offers examples of international kitchens in terms of presentation, appearance and taste, but also sets outstanding examples of modernized Turkish Cuisine and it is moving forward to have the makings of being one of the indispensable taste points. With its menus appealing to the eye and palate, the hotel gives privileged service and spaghetti, pizzas, hamburgers and even chocolates, bread and cookies are prepared in the hotel.



Ayut Bakay, General Manager in Crowne Plaza İstanbul Oryapark Hotel.





Levni Hotel was built as a front facing two really significant streets with historical characteristics.

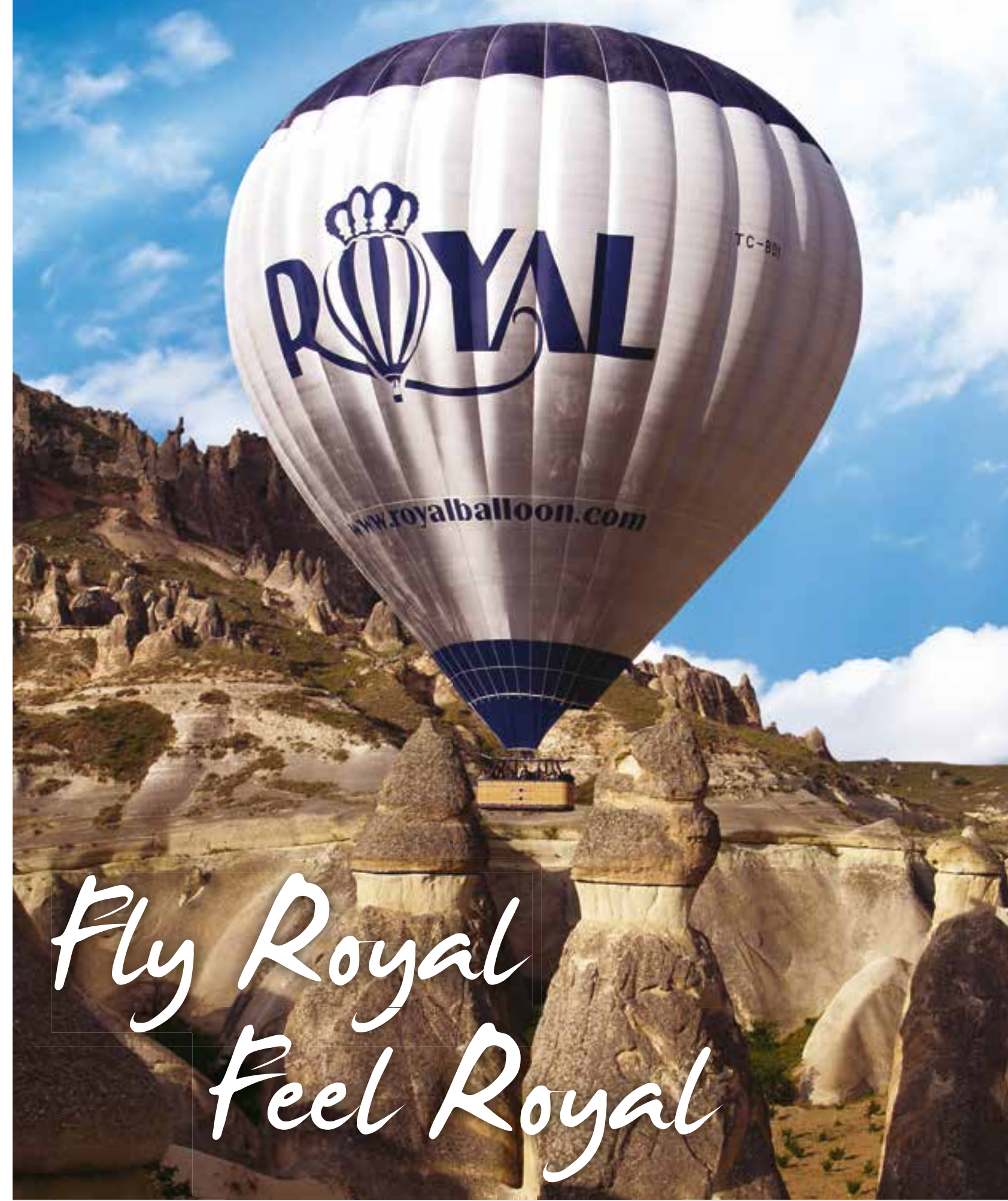
## TWO PRICES TO LEVNI HOTEL FROM TRIPADVISOR

Levni Hotel has won prices by being placed in the “Best 25 Hotels in Turkey” and the “Most Luxurious 25 Hotels in Turkey” categories, pursuant to the “Travellers Choice 2015” awards, which are determined by the votes of millions of users, by TripAdvisor, one of the biggest hotel and travel assessment sites. **HASAN ARSLAN**

Levni Hotel which is located in Sirkeci, Istanbul, has begun 2015 with a double price. Levni Hotel has entered 2015 successfully, by being placed 14th in both the “Best 25 Hotels in Turkey” and the “Most Luxurious 25 Hotels in Turkey” awards, in the scope of Travellers Choice 2015 awards. The CEO of Levni Hotel, Aydın Karacabay said, “We are very happy and proud to enter 2015 with two awards, which reflect the guest satisfaction. The motivational power of the awards is unquestionable, especially when the awards are determined by the votes of our guests. I am thankful to my staff, who also have contributed to the awards we have been granted. We are keeping on going with our concept of quality service and the energy we have gotten from the awards.”



The CEO of Levni Hotel, Aydın Karacabay said, 'I am thankful to my staff, who also have contributed to the awards we have been granted.'



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# SEA TO SKY

Turkey attains a port enriching its tourism by adding a new one to its current tourism potential. **HALİL ÖNCÜ**

World's second longest and Europe's longest Ropeway combines the Mediterranean and the peak of Mount Tahtali in 2365 m height. This tremendous snow-capped mountain is located in Kemer, Antalya region which grows quickly and is a favorite tourism destination. A technological and engineering masterpiece Olympos Cable Car, which needs to be seen by everyone coming to Antalya either with the purpose of business or tourism, would be an ideal and unforgettable choice for daily visits.

Snow covers the peak of Tahtali like a hat from December till the end of April and offers a spectacular view. The region is appropriate for almost year-round tourism with its mild climate, its blue sea of crystal serenity, several antique cities in

the surrounding and also an 2365 m ideal mountain atmosphere. Olympos Ropeway located in one of the most beautiful National Parks of the world, in which safety and security matters most, offers unforgettable moments to its guests with a visit to the peak by watching a wild forest, unique cedar trees, steep slopes, valleys and wild animals. Olympos Ropeway Project completed in three years and recognized as a technology and engineering masterpiece by the authorities is also shown among those 'impossible to succeed' projects of the world. On the road from Antalya to the direction of Kaş, turn right when you see the table of 'Teleferik' after passing Çamyuva. The access to the cable car station is through the modern blacktop in the forest. There is also a front desk and cafeteria at this point.

When reached to the peak via the cable car, after spending time in 'in-or-outdoor' restaurants, visiting its hall appropriate for such multi-purposes as wedding, meeting, presentation, etc., its Shakespeare Mountain Bistro, its view terrace equipped with sunbath platform and binoculars, time comes for the departure which is second part of this amazing trip with cable car. Kemer Hard Enduro races organized each year starts at the sea cost and ends at the peak in 2365 m. Starting its activities in 2011, paragliding attracts great attention of amateur or professional parachuters from all over the world thanks to its having the longest racetrack in the whole world. Jumping from a mythological mountain from which Pegasus flies is an unbelievable dream for many of those people dedicating themselves to this sport.

Musical Dinner Organizations held each year in July and August at the peak premise of Olympos Cable Car attracts great attention of tourists as well as local guests.





# ONE OF THE WORLD'S TOP 25 HOTELS IN TURKEY

One of the most special hotels in Cappadocia 'Kayakapı Premium Caves-Cappadocia enters into 2015 with a quick start through those 8 awards that the Hotel won from the TripAdvisor. **HASAN ARSLAN**



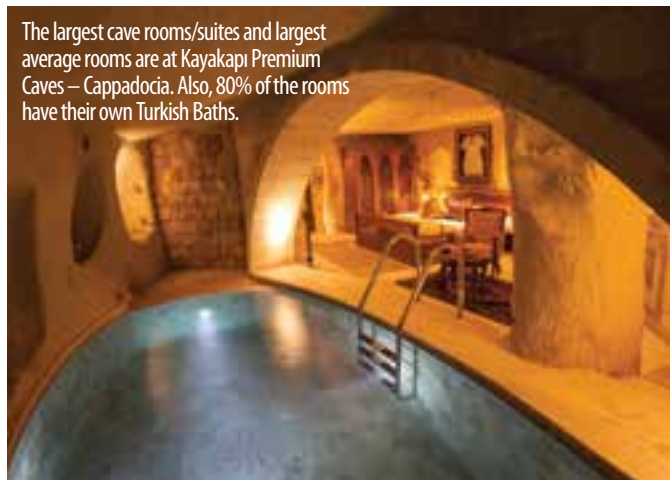
Member of the Board of Directors and General Manager of Dinler Hotels, Yakup Dinler said: "To be the only hotel chosen from Turkey makes us feel proud and quite happy."

**W**orld's largest hotel and travel reviews site "TripAdvisor" declared "Travellers Choice 2015" awards decided according to the millions of users' votes. In the light of these awards, Kayakapı Premium Caves-Cappadocia broke a record with its winning of prizes in 8 different categories.

Kayakapı Premium Caves-Cappadocia- the only hotel from Turkey winning awards in the context of "Travellers Choice 2015" awards- has won several different awards. These are top 25 hotels-24. of the world, top 25 hotels-8. in Europe, top 25 hotels- the first in Turkey, top 25 luxurious hotels- 12. all over the world, top 25 luxurious hotels- first in Europe and top 25 luxurious hotels- first in Turkey.

Member of the Board of Directors and General Manager of Dinler Hotels, Yakup Dinler, taking pride in being the only hotel among those "Top 25 Hotels in the World" chosen from turkey, states:

"To be the only hotel chosen from Turkey makes us feel proud and quite happy. We are



The largest cave rooms/suites and largest average rooms are at Kayakapı Premium Caves - Cappadocia. Also, 80% of the rooms have their own Turkish Baths.

thankful to those guests, employee, partners and friends who contributed to get this award."

Dinler Group founded with Dinler Mocamp-Nevsehir premises in 1984 provides services in such fields as 6 hotel management, commercial air-balloons management and travel agency in Turkish tourism for more than 30 years. The last chain of Dinler Group, Kayakapı Premium Caves described as the "Project of the Century" hosts its guests since 1 May 2013 in Ürgüp.



## RECITAL

boutique hotel



### Luxury Small Boutique Hotel

Recital Hotel is located in Old City-Sultanhmet which is a very central part of the historical peninsula, offer its luxury and Turkish hospitality to the guests with its 31 elaborately decorated, spacious rooms that consist of 3 Corner Suites, 2 Superior Sea View, 3 Deluxe Partial Sea View and Superior, Standard Rooms.

All of them are fully equipped with individually controlled air conditioning, heating, telephone, satellite LCD television, electronic safe Lap top size, a mini bar, coffee-tea set, a fully equipped bathroom with shower or bathtub, a hair dryer, wireless internet access, direct dial phone, fireproof doors, smoke detector and fire sprinklers, black-out curtains, a comfortable reading corner, daily housekeeping service.

### Facilities

- Lobby
- Restaurant
- Terrace
- Bar & Cafe
- Airport Transfer
- Concierge
- Fitness
- Laundry & Dry Cleaning
- Room Service
- 7/24 Hours Reception
- Express Check-in/Check-out
- Currency Exchange
- Tour Desk, Ticket Service
- Baggage Storage
- Business Center
- Daily Newspapers

### Location

- Hippodrome 280 mt
- Ilagla Sofia 350 mt
- Blue Mosque 300 mt
- Topkapı Palace 550 mt
- Basilica Cistern 330 mt
- Grand Bazaar 100 mt
- Turkish & Islamic Museum 200 mt
- Cemberlitas Tram 70 mt
- Sea Bus 1 km
- Railway Station 2.5 km
- Taksim Square 4 km
- Atatürk Airport 14 km
- CNR (World Trade Center) 14 km
- Sabiha Gökçen Airport 60 km



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# MUST SEE IN 2015: ISTANBUL, MILAN AND CANADA'S 'THE COUNTY'

Vineyards and the world class Drake Devonshire Inn are just a few of the gems in rural Canada.

Travel and Leisure magazine has named its 50 must visit spots for 2015 and at or near the top of the list are Fez, Morocco; Istanbul and Chengdu, China. Of course, these exotic destinations are immediately recognizable. That they are included comes as no surprise. But at number nine on the list is Canada's Prince Edward County, and that may surprise some. Canada has the Rocky Mountains, and one can go on expeditions to see polar bears in the north in Churchill, Manitoba. But the only destination the magazine names in Canada is "The County" as the locals call it. It does not have the mysterious allure of Morocco -- the magazine suggests taking a trip there now because development is progressing rapidly. Nor does The County feature the magnificent Ottoman domes of Istanbul. But for those looking to spend time in a beautiful rural setting and just relax, Prince Edward County may be the perfect spot with its world-class sand beach, 40-plus vineyards, gourmet restaurants and artisans. And for one of the essential places to visit, eat and stay, the magazine recommends the Drake Devonshire Inn set along Lake Ontario in the tiny village of Wellington with a population 1,700.

Jeff Stober, owner of the famous Drake Hotel and Drake One Fifty restaurant, both located in downtown Toronto, traveled through Prince Edward County and was impressed with the artists who reside there and the natural beauty.

Stober ended up buying what used to be a late 1890s iron foundry along the shore of Lake Ontario. It went through a few incarnations, lastly a private residence before the most recent transformation.

Three years ago, Stober bought it and spent millions building and renovating,

Loane said. A magnet for locals and tourists since the doors swung open Sept. 15, although the official opening is not until April, it features 14 unique guest rooms, a games-conference room, charming common room with fireplace and a beautiful bar and restaurant that takes your breath away, looking out onto the lake. A wall of glass windows allows diners to watch the waves crash against the shore just feet from where they dine on creative cuisine. Chef Matt DeMille has created a gourmet menu featuring locally sourced food. "Food forward," he said,



meaning the Drake Devonshire considers the menu a prime attraction. Stover is very much into arts and culture and the work of local artists has been incorporated into the stunning decor. Prince Edward County is not to be confused with Prince Edward Island. The latter is a province sitting in the Atlantic Ocean off the coast of Nova Scotia. Prince Edward County is also an island, but surrounded by the Bay of Quinte and Lake Ontario, a rural haven for those who wish to escape the city -- it's a two-hour drive from Toronto, four hours from Montreal, and has become a vacation and retirement favorite.

Dotted with vineyards and farms, the island is only 405 square miles (1,050 square kilometers) with a population of about 25,000 that swells during the summer to 31,000 and hosts more than

550,000 visitors annually. Travel and Leisure calls the inn "a high-design spinoff of the edgy Drake Hotel in Toronto's Queen West." The establishment has received rave reviews from Canada's national newspaper, The Globe and Mail, and from other magazines and industry publications. But Wellington offers more to the visitor. It is a charming village dotted with wonderful shops, quaint gingerbread architecture, restaurants and beaches. A short drive east along the highway that meanders through The County offers views of vineyards and then one arrives at Bloomfield.

"Stroll down Main Street in Bloomfield (pop. 687), with its boutiques and the raved-about ice cream parlor, Slickers," the magazine advises. Nearby is the Sandbanks provincial park. It features the world's largest freshwater bay-mouth sandbar, with 12 miles (20 kilometers) of white sand beach. Further along takes you to the Glenora Ferry, which crosses the Bay of Quinte to Adolphustown, where the first soldiers who fought for the British in the American

War of Independence landed in 1784. They were given plots of land and along with their families formed the first European settlement in Prince Edward County. Visitors can walk through the old grave yard, see one of the astonishingly small bateaux boats used to transport the settlers along the St. Lawrence River from Montreal, and take in a museum dedicated to the United Empire Loyalists, as they were called.

In ranking order, here are the top 10 travel destinations for 2015 listed by Travel and Leisure: Fez, Morocco; Catskills, New York state; Rotterdam, Netherlands; Puerto Plata, Dominican Republic; Wasatch Mountains, Utah; Istanbul; Chengdu, China; Milan; Prince Edward County; and Muscat, Oman.





# NEW HOTEL UNEXPECTED HIGH STANDART HOSPITALITY





# NUMBER OF İSTANBUL HOTEL ROOMS VASTLY OUTPACES TOURIST DEMAND



Hotels are popping up like weeds in several neighborhoods of İstanbul that are popular with tourists, but the current number of hotel rooms in the city has drastically outpaced tourist demand, Association of Historic and Boutique Hotels of Turkey (ÖZBİ) President Ufuk Arslan warned in a recent statement.

There are nearly 300,000 hotel beds in İstanbul, which could house 109 million tourists annually. Assuming every tourist stays two nights, this figure would be 54 million tourists, but this many tourists are not coming to İstanbul," said Arslan, adding that hotels are cropping up throughout the city in an unplanned and unchecked fashion. Last year, approximately 12 million tourists visited İstanbul.



Yusuf Hacısüleyman

Noting that many of the new hotels are being built in Sultanahmet -- the most tourist-saturated part of the city, which features many of its most famous sites, such as Hagia Sophia and Topkapı Palace -- Arslan said very few Turkish tourists stay in this part of the city, and it is almost entirely frequented by foreign visitors. However, the number would need to rise in order for the high number of hotels to stay in business.

Meanwhile, hoteliers in the Mediterranean province of Antalya are expecting to lose as many as 1 million Russian tourists this year due to the deep depreciation of the Russian ruble. Union of Mediterranean Hotel Owners (AKTOB) President Yusuf Hacısüleyman said in a recent statement that hotel reservations from Russians have already decreased by 20 percent, and that Turkey is likely to lose 30 percent of its Russian visitors this year.

Hacısüleyman added that he did not think the effects of the Russian currency's devaluation would last long, but that they have already had an impact.

Antalya welcomes 12 million tourists every year, who provide the country with some \$32 billion a year. It is one of the



Ufuk Arslan

most popular destinations in the country for foreign visitors, and is known to be a favorite among Russian tourists, who flock to the seaside city in droves during the summer months.

The Russian ruble tanked following unprecedented drops in global oil prices, which has dealt a major blow to the oil producing giant, which was already suffering amid Western sanctions and self-imposed trade embargoes.



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EMİNE ÇAKIR

**N**G Güral Hotels, one of the long established labels of tourism sector, is a company that has succeeded in being the pacesetter and pioneer in the area with its unique investments. NG Güral Hotels, which has come to a head, thanks to the hotels built with wellness concept, is getting ready to carry the experience and success that it has achieved into city hotel management. We have interviewed Hediye Güral Gür, the CEO of NG Güral Hotels, which has started building city hotels in Istanbul, about her new investment and health tourism...

**Can you give us information about the history and the present existence of the group in the sector?**

Our family history in tourism goes back to 1960s. We have started the hotel business with our heirloom hotel, Gül Palas, in Kütahya. We have decided on investing in the southern region in 1980s, when the tourism sector has become attractive with incentives. We have started resort hotel management with Ali Bey resort in 1991. Then we have decided to invest in the wellness tourism, when we realized its potential around 2000s. When we decided to build a hotel with a wellness concept in Sapanca, people reacted by saying "What are you even doing in Sapanca? Is there even a need for such a big hotel there?" But we see today how well we decided. We also made great efforts to make the region known. It may not entirely be righteous to link our success only to a well decision, though, because our efforts also play a role in this success.

We have opened our facility in Afyon in 2012. Our thermal hotel in Afyon also provides service with wellness concept. I personally think that we have brought about another dimension to the thermal hotel concept.

**Can you tell us about the investments of your group beside tourism?**

Our bread and butter is porcelain. We are known with the brand Kütahya Porselen in the porcelain sector, which we have had in service since 1985. Then came the investments of Kütahya Seramik, engine works, and table ceramics along.

**Will you have a new investment in hotel management?**

We are going to build a congress hotel



Hediye Güral Gür,  
 CEO of NG Güral  
 Hotels

at Basın Ekspres Highway. The worksite is already set up and the excavation has begun.

**There have been many hotels opened up in the Basın Ekspres region and continues to open. Do you consider this a risk for your investment?**

We see that the demand is also on the rise along with supply there. We will therefore try to position our hotel with the right concept, minding the balance of supply and demand.

**Can you tell us about the capacity, concept and the opening date of the new hotel?**

It will at least have 400 rooms. We plan to open it in 2017. It will be a business hotel, giving the nature of the region. But we are aware that we also need to provide new services and make a difference. One can't open a business hotel with two meeting rooms in hand anymore. We will raise the quality of our product by building rooms that can host various organizations like car launches.

It is thought that the airport is rearing the hotels in the region, because it is close to the airport. But this is not entirely true. The area has different dynamics. The closing down of the airport will naturally affect the area, but I do not think that it will be devastating in the long run.

**Most of the hotels opened up in the recent years have entered the sector have agreements with international brands. Have foreign brands become a necessity?**

It is possible to work with our brand when we wend your way towards the south. But the need for a better known brand is seen more, when it comes to business

hotel that is addressed to customers coming from abroad. One who has gone to a foreign country prefers a brand that he knows of, without taking a risk. The amount of online booking and direct reservations are also on the rise in city hotel management. This naturally takes known brands to a more advantageous position.

**Which architect will you work with in the new hotel?**

We are working with Barbaros Sağdıçat the moment. But we haven't decided on the interior architect group. The concept of our contracted brand will also be deterministic with this choice, if we choose to work with one.

**There many ongoing projects in the area besides you. What is your opinion on the rising capacity?**

We are of the many projects that are finished, ongoing and in the process of consideration. But I think that the hotels that make a difference will stand out among their rivals.

On the other hand, the rising numbers of hotels may also become an advantage. The region can turn into a congress valley that can host big organizations. For example, sometimes we see that the same kind of shops create a center of attraction. And it looks like this is going to be the same here. And the competition won't be devastating, as long as the hotels work taking efficiency into consideration, without reducing the quality.

**What are your short term plans on tourism investments?**

We do not have another project that I can talk about, except for the investment in Istanbul that I have discussed. But we have very valuable products and we will make some renewals and additions on them to protect their values and develop them.

**Can you talk more about the investment and growth strategy of your group?**

We are a company that focuses on being the best at every sector and everything that we do. We like to use every opportunity that comes along, like commercial entities. But we also make our long term plans always. We have never had an aggressive growth plan. We are a group, which likes to take its steps sound and have its business lasting.





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# HISTORY OF TURKISH COFFEE ON DISPLAY

HALİL TUNCER

Istanbul's Topkapı Palace Museum is hosting a new exhibition, featuring the 500-year history of Turkish coffee.



Organized in collaboration with the Turkish Coffee Culture and Research Association, the exhibition, titled "A Drop of Pleasure: 500 years of Turkish Coffee" opened on Feb. 17 at the museum's Has Ahırlar section with the attendance of Culture and Tourism Minister Ömer Çelik.

Speaking at the ceremony, Çelik said Turkish coffee was an inevitable part of social life, not only of eating and drinking culture.

He said Turkish coffee culture dated back to the 16th century, and it had particular importance in the Ottoman Empire, both in the palace and daily life, as socio-cultural event.

"Beyond being a drink, coffee exists in the center of a big cultural structure. It also has a very important place in daily life. It used to be prepared and drank in coffee houses and movable coffee cookers. The coffee houses, where coffee culture had been surviving for hundreds of centuries, also hosted traditional Turkish arts such as shadow play, eulogy shows and theater-in-the-round," the minister

said, adding that coffee was born in Yemen and expanded west thanks to the Ottomans.

He said the Ottoman Empire, which was dominant on the trade routes between the east and west, spread coffee and helped it be loved by Europeans during diplomatic relations. "For example, during his ambassadorship in Paris, humorist Süleyman Agha promoted coffee to French culture. When he was returning to the empire, his Armenian-origin assistant stayed in Paris and opened a coffee house. Another striking example is that after the Siege of Vienna in 1683, the first coffee houses were opened in Vienna with



500 sacks of coffee left by the Ottoman Empire. From then on, Europeans met real coffee culture," Çelik said.

UNESCO added Turkish coffee and its tradition to its List of Intangible Cultural Heritage in 2013. In this way, Çelik said for the first time the culture and tradition of a drink was added to that list.

The exhibition "A Drop of Pleasure: 500 years of Turkish Coffee" consists of pieces from the Topkapı Palace Museum collections as well as the collections of many private museums and libraries. The show reveals the unique ceremony that Turkish coffee created in the Ottoman culture.

Curated by Ersu Peki, the exhibition is the most comprehensive one related to coffee in Turkey and will be open through June 15.

Most of the pieces in the exhibition are being displayed for the first time. It brings together historical, cultural and social elements of coffee, its botanic features and cooking methods in the world between the 16th and 20th centuries.

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# TURKEY TO PAY FOR JET FUEL TO KEEP RUSSIAN TOURISTS COMING

The government is planning new incentives for tour operators and airlines, as part of measures to boost tourism income amid problems in neighboring countries, particularly the economic crisis in Russia and the depreciation of the ruble.



The related ministries held a special meeting on the issue last week, due to concerns about the drop in early bookings, Prime Minister Ahmet Davutoğlu said on Feb. 3, unveiling a raft of new measures. “Tourism is one of the leading industries in Turkey, but it has been said that we might face serious problems in tourism this year,” Davutoğlu said.

As part of the new measures, Turkey will grant \$6,000 to all passenger planes from Russia and Iran for the next two months as a contribution into their fuel spending.

“This will prevent the cancellation of flights,” Davutoğlu said, adding that this would also ease the burden for tour operators.

He added that the operators would also enjoy a generous credit window.

Başaran Ulusoy, the head of the Association of Turkish Travel Agencies (TÜRSAB), said the support would help meet the sector’s expectations in a rocky period.

“Supporting planes means supporting tour operators. This will have a direct effect on consumer prices. We have also told officials that passport-free crossing from these two countries [Russia and Iran] is needed, but of course this is a mutual issue for all the countries,” Ulusoy said.

However, many sector leaders have suggested that such passport-free travel is impossible due to security concerns.

Mehmet Ersoy, the chairman of tour operator Etstur, as suggesting that Turkey should compensate the costs of fuel for planes arriving from Russia in order not to lose out on this large market. Turkey receives around 4.4 million Russian tourists every year, especially in its sun-soaked southern destinations in the south.

Ersoy said the government’s latest decision was “important,” adding that \$6,000 amounts to around half of the fuel costs of a mid-sized plane for two months.

“But the fuel issue does not solve everything. The planes and the tour operators should also take responsibility.

It is mainly Turkish operators who bring Russian tourists to Turkey. But the financial support will make them totally concentrate on Turkey,” he said.

The crisis in Europe may create opportunities for the Turkish tourism businesses if airlines reflect the fall in oil prices on their ticket fees, Ulusoy had earlier said at a sector event organized by daily Hürriyet on Dec. 22.

Turkey’s tourism income increased by 6.2 percent to \$34.3 billion in 2014, the Turkish Statistics Institute (TÜİK) announced on Jan. 30.

However, income from tourism fell to \$7.67 billion in the last quarter of last year, down 1.3 percent from the same period in 2013.

The total number of visitors increased 5.6 percent from the previous year, to 41 million in 2014, according to the data. Around 86.6 percent of the people visiting the country were foreigners, while 13.4 percent were Turkish citizens who reside abroad.







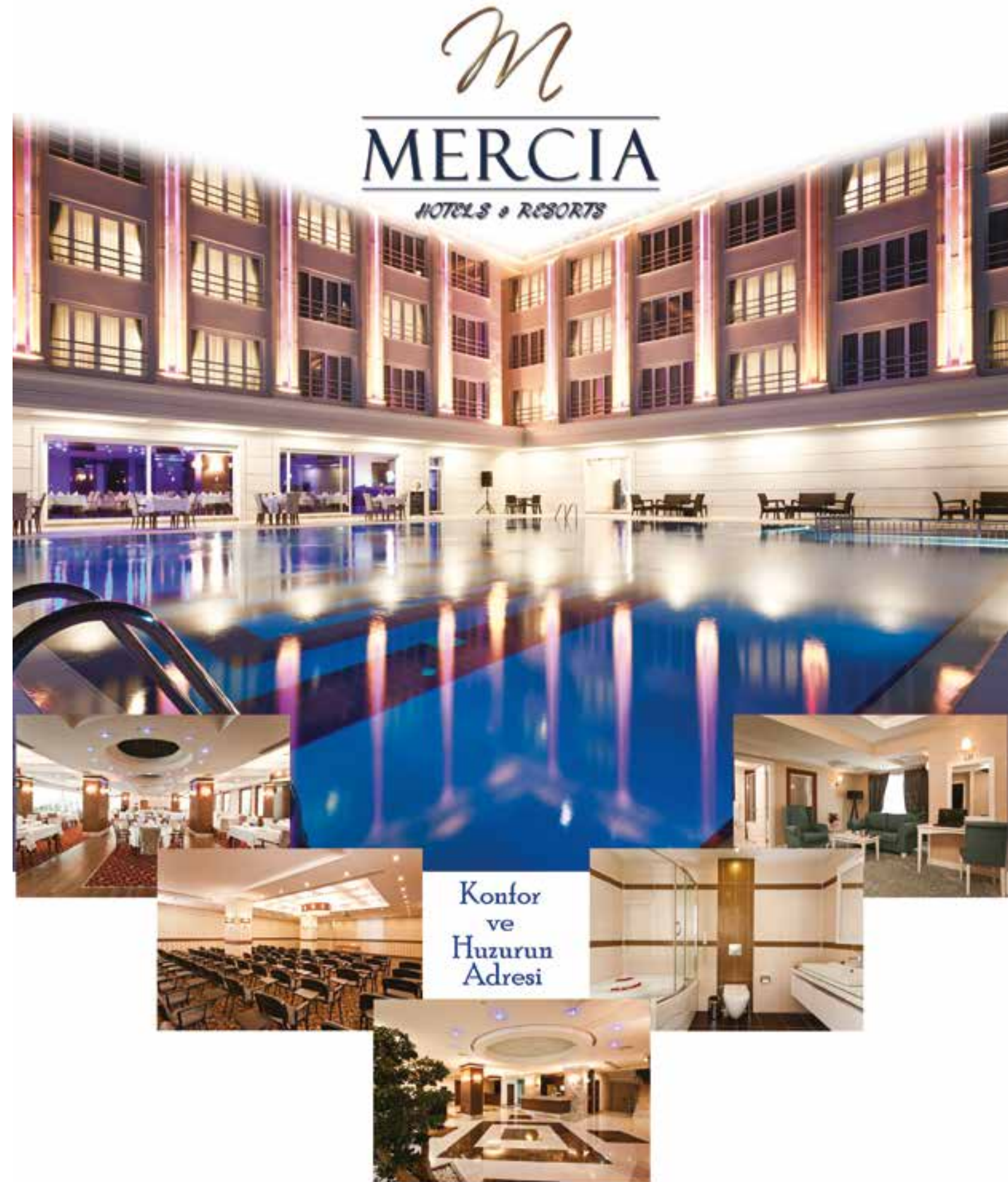
## TOURISM GIANT WANTS TO MAKE \$20 BLN IN REVENUE

TUI Group wants to restructure its cruise businesses and airline brands and focus more on online bookings after its merger to create a giant.

TUI Group plans to restructure its airline brands and cruise businesses and drive more online bookings now its merger to create a tourism group with annual sales of over \$20 billion has completed. "We are very clear on what we want to achieve, and we will be refining those thoughts over the next few months," Co-Chief Executive Peter Long told analysts after TUI published first quarter results Feb. 10. The company, formed in December from the merger of London-listed TUI Travel and German majority owner TUI AG, will provide more details of strategic measures when it publishes half-year results on May 13. Management said it was working to organize its five charter airline brands better, which have 140 planes and together would be Europe's seventh largest airline. The company also wants to modernize

the British Thomson Cruises business and create new ways to boost online bookings. In the first quarter, improving profits at its hotels and cruise divisions helped TUI narrow its underlying loss before interest, tax, and amortization (EBITA) to 107.9 million euros (\$122 million) from 141.1 million a year earlier. Shareholders have welcomed the merger as it means the combined company can cut down on overlapping functions and a costly dual-holding structure. "Growth chances have improved thanks to the merger," said Ingo Speich, a portfolio manager at TUI shareholder Union Investment, according to comments prepared for the TUI AG annual shareholders' meeting taking place on Tuesday. In Germany, there are fears that a combined TUI airlines business could be based in Britain, with jobs lost at the Hanover-based brand TUIFly.

"We are analyzing it and then we will decide," Co-CEO Fritz Jousen told reporters. "But if you bring companies together, it is likely it will lead to job cuts." TUI said it was on track for underlying earnings of about 1 billion euros in the current financial year. TUI's Travel Sector division, which includes tour operators and airlines, was hit by the impact of currency fluctuations and slight declines in Germany and the Nordic region in the first quarter and posted a slightly wider loss of 149.1 million euros. Long also said TUI was not getting any immediate financial benefit from low oil prices as they were being offset by negative trends in the dollar-euro exchange rate. "Our assumption is that an advantage that the whole industry has is competed away, but it does have a benefit in making our customers feel good and generating more demand for holidays," he said.



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# QUALITY LIFE PHILOSOPHY AT YAŞMAK HOTELS

Yaşmak Hotels CEO, Taner Yallagöz, which has stated that they are trying to sustain their hospitality service in order to value the quality of service above everything, adopt and sustain quality as a life philosophy, has evaluated the subjects of the sustainability mission, Green Star that they have been granted, Historical Peninsula and tourism in Istanbul on a wide scale. **YILMAZ KELEŞ**



CEO of Yaşmak Hotels, Taner Yallagöz said, "Hotel Sultania, Yaşmak Sultan, Hotels Romance and Olimpiyat are included within us."

## Can you talk about your group?

We are in the tourism sector since the year 1950. My father had worked as a tailor for a short period of time, and then had become a part of the tourism sector, working as a hotel clerk. Our first certificated hotel, Yaşmak Hotel, has been opened in 1965. It has been restored and reopened as Yaşmak Sultan Hotel in 1995. We now have 250 rooms in our five hotels. Our hotels are all on the same street. Each one has a different concept and category. We have about 150-160 staff. One of our hotels is in restoration at the moment. We will create a concept with wider rooms and more luxury, by reducing 63 rooms to 43 rooms.

## You have been conducting sustainability mission in your hotel. Can you talk about them?

We have chosen this path, because of our respect for nature and guests to protect the nature and raising environmental consciousness. We are using light bulbs and lead illumination, which provides %80 energy save with high performance, standing firm on comfort with the light power. We are using sensor-fitted lighting in the hotel, where necessary. We have central heating and cooling systems in our enterprise. Beside the aerators, which save water in the bath and washbasin, we are using room keys, which save energy in all our rooms. We are always doing maintenance using environment-friendly chemicals with international certification in order to keep our installment sound. We are parsing our paper, plastic, glass, metal and domestic waste starting from the very rooms. We are using computer programs as much as possible, to avoid paper wastage. We keep information cards for our customers, stating that we can change their linen and towels when they wish, in order to

save water and energy in the rooms. By keeping track of the shampoo use of our customers during their stays, we do not throw half used bottles, but add a new one next to them. We use our worn fabrics for cleaning purposes. We give our waste oil to the companies in charge, in order to make biodiesel fuel. We distribute our equipment and room fabric products that are out of use, in the scope of requirement. We collect our waste batteries. We donate to organizations such as Tema, Çekül, Turmepa, for our celebrations as a social responsibility. We make bread crumbs from non-fresh bread; give away bread that has been touched, as birdseed or to animal shelters. We also give our electronic scrap to licensed companies, and not throw them away.

## You have been granted Green Star recently. Can you talk about other systems and the Green Star?

We are trying to sustain our hospitality service in order to value the quality of service above everything, adopt and sustain quality as a life philosophy. All the quality systems in our hotels are set up to provide guest satisfaction to a maximum and we are trying to sustain that with the full attendance of our staff. Our administrative systems, which are thought to be vital, is being checked regularly for sufficiency and effectiveness and are constantly developed to provide the continuity and development of our service standards.

We have adopted ISO 9001:2008 Quality Management System, ISO 2200:2005 HACCP Food Safety Management System and the Green Star Green Hotels Standards in all our hotels as a necessity of our sensitivity to develop continuously, to health and nature, as a result of service quality and being guest oriented.

## What is the aim of your sustainability mission?

To develop mutual trust, and love with education and communication, by prioritizing guest satisfaction. To provide a place for our customers, where they can be safe and comfortable for them to be peaceful and happy in the time period when we host them, by doing improvement work, protecting human health, being aware of our responsibilities towards nature, controlling our waste, reducing the use of natural resources, without



Taner Yallagöz said, "Yaşmak Hotels have an important place for over half a century in the Historical Peninsula, the heart of Istanbul. We are also righteously proud of having the Green Star."

compromising our principles of being a successor and and protection. To be a label of chain of hotels, which will be able to fulfill different expectations with the same standards, and which will be preferred primarily in the national and international market on city hotel management, with its unique style.

## Have you been able to save on your expenses with the work you have conducted?

There has been a serious decline on water and electric expenses. We have also had a serious decline on our detergent expenses, because we had raised the awareness of our staff. The consumption on the fixed costs of the hotel is below expectation. What is important is to choose the right product, without being afraid of the cost of investment. Some enterprises are hesitant about the cost of investment, but these expenses are met in a short time. The contributions of our solution partners, with which we have cooperated, are also very helpful. We had great support from Winterhartel on cleaning and dishwashers. Dishwashers take the detergent depending on the automation and are able to arrange the amount to be consumed accordingly. Over one thousand dishes are washed daily with only nine liters of water.

## Is it not a risk to maintain city hotel management only for tourists?

I think that it is more favorable to have a hotel in this area, rather than building one in the new settlements. This region is also more valuable, because we are born and brought up here. Especially in the '80s when I went abroad to study, I have seen

that the inner old city is more valuable, that all the hotels and touristic centers are there. When I came back after I have finished school, I have seen our location from this perspective. Even though Hagia Sophia is right across us and Sultan Ahmet is within walking distance from our hotel, there is always trade here in our region, there has never been an attraction center here to draw tourists here. We have worked very hard for the area to be a tourist center and to better Sirkeci. Because we knew that it meant nothing for our hotel to have four stars, when the area only has one. We have worked 20-30 years to provide this transformation, also with the help of the local governments.

## There is an increase on the number of hotels in the region. What do you think about this increase?

All the work places and buildings are uncontrollably turning into hotels. And this brings along unfair competition. It requires to hard work to acquire the green star, for example. But some enterprises are becoming our competitors, just by renewing the outer walls, and making no difference in the quality of service. The raising of the number of beds in such a pace and uncontrollably in the sector will eventually cause a blockage and decline in the quality of service. The conversation used to go around the number of rooms and how many of them are full. We have left this perspective long ago, and focused on the quality, not the number of rooms. It is not possible to build high-rise buildings in the area, because of its old structure. Therefore, our buildings are with high added value, earthquake resistant and solid.





# ANTALYA CONTINUES TO GROW AS WINTER TRAINING CAMP DESTINATION

With mid-season breaks for football leagues around the world comes a healthy influx of clubs into Turkey's resort town of Antalya, which remains one of the top destinations for football training camps, especially during winter.

The Cihan news agency reported that Antalya was the third-ranked choice for football tourism in 2014 and brought 400 million euros into the country. A staggering 2,500 teams, ranging from youth national teams to major international clubs and lower division teams, traveled to Antalya to train last year. This is a rise over recent years, when the number of teams frequently fluctuated between 1,200 and 1,300.

## SEA, SUN, SOCCER

Teams from across Europe and Asia make Turkey, specifically Belek in Antalya, one of their top choices for the mid-season break. While Belek is the biggest name, many teams travel to Kundu, Kemer or Alanya. Antalya obliges them with its natural advantages: The southwestern coast of Turkey has especially mild winters. But on top of that, Antalya has made a concerted effort in the realm of sports tourism. In the summer, the province's luxurious beach resorts attract leisure tourism, but in winter they host between 1,000 and 3,000 football teams seeking choice accommodation and favorable conditions. Some of the resorts also maintain their own football pitches. In total, the province maintains more than 400 football pitches, and continues to



develop more to encourage the trend. The newest facility is the 10.5-hectare Gloria Sports Arena.

## ANTALYA ATTRACTION

Numbers fluctuate, but they are always among the top in the world for football training camps. Antalya's main competitors for training tourism include Spain and Dubai. Football's main competitor for sporting tourism in Antalya is golf. Joining other clubs from around the globe is another reason to come to Turkey for training. Besides the vast possibilities for friendlies, the coast is also home to a number of mini-tournaments. These tournaments come and go based on sponsorship. They are an

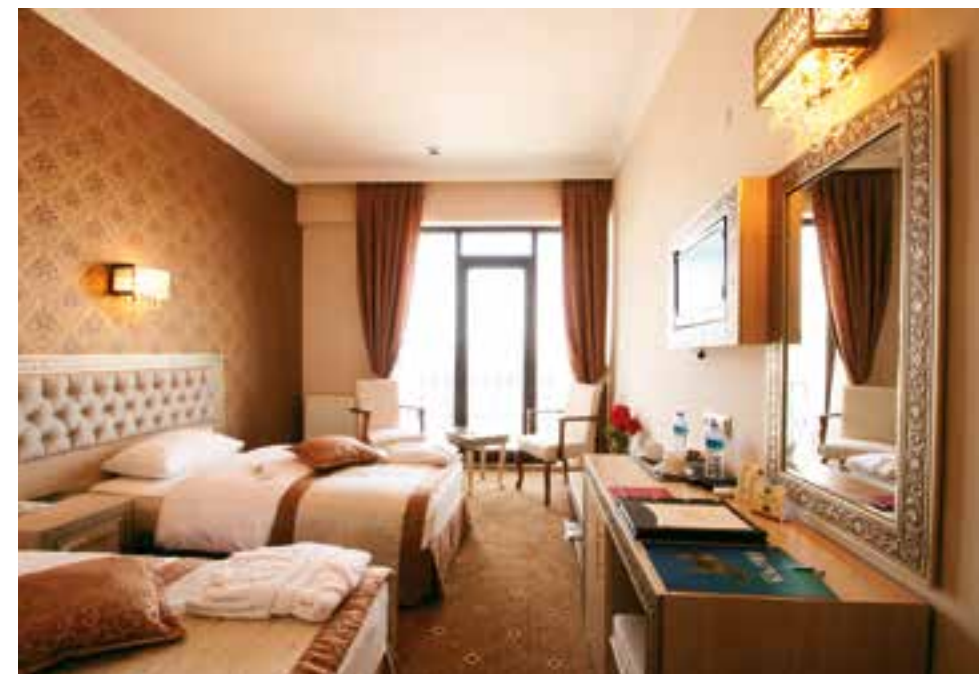
important incentive for clubs, as they offer prize money and matches are included in betting sites. The increased club interest then helps attract a wider audience to experience tourism in Turkey.

Two years ago, media reported that Antalya had faltered in winter football tourism due to its unregulated growth. Unlicensed and under-experienced agencies began to offer packages, facilities were overused and numbers tapered off.

But it looks like Antalya has overcome the setback, if the current numbers are anything to go by. As long as the Mediterranean city keeps up with the expansion and maintains high facility standards, the weather will keep drawing clubs in, all winter long.



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# TURKISH TOURISM SECTOR PLANS TO LURE JAPANESE TOURISTS IN BID TO DIVERSIFY MARKETS

Turkish tourism players have their eyes set on Japanese tourists, as they look to diversify incoming tourist sources over looming retreats in Russia and European markets, a top representative of the sector has said.

**B**aşaran Ulusoy, the head of the Association of Turkish Travel Agencies (TÜRSAB), said the local tourism sector, which hosted 35 million tourists last year, has begun to seek ways to attract tourists from Japan, which sends around 22 million tourists abroad every year. Ulusoy said his institution has already contacted the Japan Association of Travel Agents to discuss ways to boost the number of Japanese tourists visiting Turkey.

He said the sector initially aims to increase the number of tourists coming from Japan to 400,000 from its current

level of 170,000.

“We are trying to plant confidence in the Japanese market,” he said.

The TÜRSAB head also noted they hope to raise the number of destinations preferred by Japanese tourists by promoting other touristic spots around the country, particularly in southeastern Turkey.

“Japanese tourists favor Istanbul, Cappadocia and Denizli. We want to add new destinations. Mardin, Şanlıurfa and Gaziantep will be target markets. We believe these places will attract the attention of Japanese people with their

culture and history,” he said. “We will lure Japanese tourists with Gaziantep cuisine.”

Ulusoy said Turkish tourism players are looking to persuade Japanese tourists to visit Turkey multiple times, as well as to win other Far Eastern tourists later on.

“Japanese tourists come to Istanbul once and they don’t come again. We want to ensure they will come again. We want sustainable customers,” he said.

“After a demand increase from Japan, Turkey will enter into the radar of Singapore, Thailand and Malaysia. There is a huge market here,” he said.



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# TOURISM REPRESENTATIVES EYE EXTENSIONS IN INCENTIVES TO LURE MORE TOURISTS

Tourism representatives have welcomed the government's new incentives for tour operators and airlines, but have added that additional steps need to be taken.

The government is planning new incentives for tour operators and airlines as part of measures to boost tourism income amid problems in neighboring countries, particularly the economic crisis in Russia and the depreciation of the ruble. The related ministries held a special meeting on the issue last week, due to concerns about the drop in early bookings, Prime Minister Ahmet Davutoğlu said on Feb. 3, unveiling a raft of new measures.

As part of the new measures, Turkey will grant \$6,000 to all passenger planes from Russia and Iran for the next two months as contribution to their fuel spending, Davutoğlu said. "This will prevent the cancelation of flights," Davutoğlu said, adding that this would also ease



Osman Ayık



Yusuf Hacısüleyman

the burden for tour operators. These measures are important for the sector, said head of Turkey's Hoteliers' Federation (TÜROFED) Osman Ayık.

"The timing of the measures is also good, as sales will be made extensively

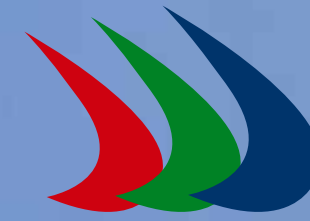
in the coming months. Fuel contribution may play a big role in the sector, but this measure should be available in a year and should cover the whole European market, as well as the Russian market," Ayık said.

Ayık noted he did not know the details of the incentive package, adding that there should also be incentives for the accommodation sector.

Head of the Touristic Hoteliers Association of the Mediterranean (AKTOB) Yusuf Hacısüleyman also said the incentives should continue over the whole year. Fuel contributions should be given per flight and per capita, he said, adding that otherwise smaller airlines would benefit more than others.

"These measures are good, but they are not enough. We need to be very active in the coming months, during which tourism reservations will be made. We need more than fuel contributions. The accommodation sector should also be supported by several tax advantages and subsidies, because a difficult year is ahead for us as the representatives of the sector," said head of the Professional Hotel Managers Association (POYD) Ali Kızıldağ. The most important of all, serious work is needed in marketing and image building in the sector, he said.

Tourism representatives welcome the government's new measures to lure more tourists, but they say the sector needs more to flourish amid regional problems.



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## AN EXPERT ON ISTANBUL





## Number of cruise tourists visiting Turkey decreases in 2014

Data compiled by the Transportation Ministry has shown that the number of cruise tourists who visited Turkey in 2014 decreased by 20 percent from the previous year.

**B**lack Sea ports doubled the number of cruise tourists in 2014 from 2013, although leading cruise ports attracted lower numbers of cruise tourists than they had done in 2013. A total of 1.79 million cruise tourists

visited Turkey in 2014, representing a 20 percent decrease from the previous year. The Istanbul Port, one of the country's biggest cruise ports, hosted 518,000 tourists last year with a 25 percent decline from the figures in 2013. The

number of cruise tourists who visited the İzmir Port declined to 257,000 in 2014 by around a 47 percent decrease from 2013. Decreases of around 50 percent in the number of cruise tourists were also the case in other leading cruise ports, including Alanya, Kuşadası, Çeşme and Marmaris.

The Kuşadası Port became the most visited cruise port last year with around 556,500 tourists, surpassing Istanbul Port, the champion of 2013.

Cruise ports in the Black Sea significantly increased the number of tourists they attracted in 2014. The Black Sea province of Sinop saw the highest increase with around 17,000 tourists in 2014 from around 7,000 in 2013. The Trabzon Port also doubled the number of tourists it hosted in 2014 with around 16,000 visitors.



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# GERMAN TOUR OPERATORS INCREASE REVENUES AND PROFITS



German tour operators increased revenues and profits this year and mostly predict further growth in 2015, according to this year's annual fvw dossier.

The market grew for the fifth year in a row in the 12 months ending October 31, 2014, figures provided by 55 tour operators showed. Their combined revenues increased by 4.3% to €20.7 billion.

This is significantly more than the 2.8% growth to revenues of €26 billion which the German Travel Association (DRV) market research committee has estimated for the entire German organized travel market. The difference mostly comes from the fact that the fvw dossier comprehensively covers the air-inclusive and cruise market and thus 80% of the total market, but not the hundreds of small coach operators and holiday home providers. Demand for coach and self-drive holidays was weaker this year due to poor summer weather in many parts of Europe, meaning these firms are likely to have grown only slightly at best.

## REVENUE GROWS FASTER THAN CUSTOMER NUMBERS

The number of customers of the 55 tour operators in the dossier increased by 3.4% to 33.3 million this year. This means that once again revenues increased faster than customer numbers. In other words, price increases were passed on to customers and high-value products such as cruises and long-haul holidays were in good

demand.

Most of the tour operators were satisfied with profitability trends. Two-thirds of the 38 companies who commented on this issue increased their profits this year. Their profit margin generally lay between 1% and 3%. However, it is likely that it was mostly firms who had a good year who commented on their profitability.

## OPTIMISTIC OUTLOOK FOR 2015

Looking ahead to next year, 40 of the 55 tour operators who provided figures said they expected further growth next year. Most of them (22) expect growth of up to 5%, while 15 companies plan increases of 10% or more, and only one expects lower revenues. However, 14 declined to

make any forecasts, either due to their stock exchange listed status or for other reasons.

Positive factors for bookings next year include the absence of any major international sporting event in the summer months and a longer period for the school holidays than the unusually short so-called 'holiday corridor' between the 16 federal states this year. In terms of trends, many tour operators predicted a continuing rise in demand for more individual holidays next year.

The 40-page fvw dossier 'German Tour Operators', published annually for the last 43 years, is the only public document on the business development of these companies, and also contains figures on their sales distribution structure.



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







All members of the Laleli Hotels Platform carry out their activities in unity.



Chairman of the Laleli Hotels Platform Tarkan Akyüz

### What are your main goals as a platform?

The most important one among our goals is to make Laleli a 24 livable place. We try to do our best to make Laleli to come to its desired position, which is the world's biggest open air shopping center for both the local people and tourists. Moreover, we carry out works to train our staff with the help of experienced hotel managers in the area.

### Would you please talk about the position and status of the Laleli hotel management in Istanbul?

For years, Laleli has become an area which brings foreign currency most. In the area several hotels were opened with the revival of the trade. Laleli is the area of Istanbul which has the largest total bed amount and hotel diversity. Here in the area it is possible to find any kind of hotel from low-priced ones to 5 five star hotels. Moreover, Laleli has the largest occupancy rate in Istanbul according to the data of international reporting institutions.

### What is your position in Istanbul tourism as the hotels in Laleli area?

Many of our colleagues who start hotel management in Laleli and then transfer to another area state that they cannot find the friendship and sincerity in another place. The reason for this is that all the hotels in the area are in good terms with and respect one another. As a Platform we come together quite often to strengthen our friendship. We hold both fun and conversation meetings.

### Is there anything you would like to add and do you have a message fro the sector?

We-Laleli Hotels Platform-are thankful to TUROB and LASIAD who provide full support to us. We offer our special thanks to the Chairman of TUROB Timur Bayındır and to the Chairman of LASIAD Gıyasettin Eyüpkoca.

# OUR GOAL-A 24 HOUR LIVE LALELI

Laleli Hotels Platform established with the purpose of finding solutions to the problems of hotels in the Laleli area and enabling Laleli to come into its own position in tourism celebrates its 4. Year. **HASAN ARSLAN**



Platform members never leave one another alone in the fairs.

The institution, making quite important works in the area since its establishment 4 years ago and striving to improve Laleli's look, carries out works to integrate the people of the area with tourism. The chairman of Laleli Hotels Platform, Tarkan Akyüz expressed the works of the platform to the Turizm Aktüel.

### Would you please describe Laleli Hotels Platform in general words?

Laleli Hotels Platform is a platform which was established by 25 hotels in 2011 with the aim of finding solution to the problems seen in the area. Our union is not an official one. "Laleli Hotels Platform" is a social community. Today we proceed with 63 hotels. Through our e-mail group we discuss any kind of requests or problems

and then find a solution to the case together.

### What is your main goal in establishing this platform? What kind of activities do you carry out?

I can describe our main goal as to specify the problems in the region and find out solutions for them together and to make Laleli to come into its own desired position. First we held a blood donation campaign with 'Kızılay' in the context of civil society initiative. We carried out a good job in such a time as February that blood donation is quite low. Afterwards we made visits to several aid agencies and provided help in accordance with their needs. We also organized several training meetings for our staff. One of these meetings was about work security. At the end of a successful training program we delivered certificates to our staff. Another training was about hygiene. There were 150 participants in this training. All the staff was quite successful and received their certificates. There was also another training work on wines. It was a successful training on wine making and serving in general with the contribution of Doluca company. In the upcoming days we will be giving technical training to our staff.

There will be also works on fire training.

For the last 2 years we have been publishing a guideline to promote Laleli. In this guideline we present historical and touristic places, restaurants and hotels of Laleli. We also distribute this guideline in the fair organizations abroad. Furthermore, we also open a stand in EMITT fair for 3 years and carry out our promotion activities. Our stand is getting more crowded each year and creating a tremendous impression.

### You carry out your activities with 'Quality Laleli' slogan. Why is it 'Quality Laleli'?

In the past Laleli was a place full of madrasa, villas, social complexes, caravanserai, mosques and Tayyare houses. As a result of the trade revival in the area, old structures were destroyed and unshaped caravanserai and klutzy hotels were built. There came out a bad image of Laleli because of several gossips and misdirection. In the end, the region became a place where no families visited, haphazard urbanization expanded and irregular hotels were built. We use this slogan 'Quaity Laleli' with the aim of eliminating such wrong and unfair opinions.





# EMITT Exhibition is over once again with new records

2015 EMITT Exhibition has grown with innovations and new countries, MICE, Winter and Outdoor Sports Tourism has become brands for the first time with EMITT Exhibition **HALİL TUNCER**

Breaking a new exhibitor and visitor record 19. EMITT Exhibition, with the participations of 71 countries and 4.550 exhibitor company and regions, had a wonderful exhibition. With 64.350 professionals worldwide, and with 77.750 travelers, has been visited by a total of 142.100 people. 19th Edition of EMITT took place between 22-25 January 2015, and has brought MICE, Winter and Outdoor Sports Tourism to the spotlight and set new records regarding both professional and traveler visitors. With the participations of 71 countries and 4.550 exhibitor company and regions, 64.350 professionals worldwide, and with 77.750 travelers, has been visited by a total of 142.100 people. Growing each year, EMITT once again became a meeting point for countries worldwide. More than 71 countries including Italy, Bahrain, UK, Bulgaria, Russia, Croatia, Brazil, Slovenia, Mongolia, Belarus, Uzbekistan, Latvia, Montenegro, Germany, Macedonia, Mauritius, Azerbaijan, Egypt, France, Tunisia, Greece, Vietnam, Maldives, India, Korea, Lebanon, South Africa, Thailand, Seychelles, Malta, Yemen, Georgia, Argentina, Cuba, Kuwait and Iran took place in this massive organization.

EMITT Exhibitions Professional Exhibitor Profile is as follows: 11% agencies and tour operators, 17% hotels and holiday villages, 12% foreign exhibitors, 24% regions, %3 Rent a Cars, airlines, ground services, 2% national and international press, 3% education and cultural professionals, 7% eco, health and golf tourism, 5% business world and MICE professionals, 5% schools, restaurants and equipment professionals, 2% technology, reservation and banking professionals and 9% professionals from various sectors. MICE Tourism became a brand with EMITT for the first time At 19th EMITT Edition, a special hall was assigned to congress tourism with the MICE HALL name, and Turkey's great opportunity and potential for the congress tourism was presented to the exclusive exhibitor profile with a creative concept.

On its first year of organization, 1997, EMITT had 8 exhibitor countries. Next year, EMITT will be celebrating its 20th year, and has set the aim to have 80 countries exhibiting and be one of the biggest 3 tourism exhibitions.







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## THREE NEW HOTELS IN ISTANBUL

Er Yatırım, which has started off with the aim of opening 20 city hotels in 10 years, has started its first 4 projects. The company, which will invest 100 million dollars, one in Bayraklı, İzmir and in Ataşehir, Kağıthane, and Kartal, İstanbul, has contracted with Four Points By Sheraton, the mid-segment brand of Starwood Hotels for 4 hotels.



## PRICE TO PERA PALACE HOTEL JUMEIRAH FROM HOLLYWOOD

Fodor's Travel, prestigious and award-winning travel guide, has chosen Pera Palace Hotel Jumeirahas one of the "Best 10 Hotels Carrying the Glory of Hollywood". Fodors Travel has announced its followers that Pera Palace is among hotels that need to be visited in 2015, which has reflected the historical background, all the glory of the east and west from its architecture to its decoration and prestigious customers.



## THREE NEW HOTELS ARE COMING SOON BY DEDEMAN

CEO of Dedeman Hotels, Emrullah Akçakaya, has said, "We are opening three hotels until the second quarter of 2015. The first one is the Dedemanpark Hotel in Bostancı. Then we will open our hotel in Moscow, and then in the beginning of May, our hotel in Levent. And we will also open 13 new hotels until 2023."



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## HEAVEN BEACH RESORT IS OPENING ON THE 1ST OF APRIL

Heaven Beach Resort, located in the Kızılağaç Tourism Region of Manavgat, Antalya, will open its Gates on the 1st of April with a new concept and a sense of guest. The most remarkable specialty of the facility is that, it will only serve adults.



## TAYFUN DÖŞKAYA WILL SERVE INVESTORS

The experienced name of retail, real estate and development sector, Tayfun Döşkaya, has established a company called 'TD Hospitality Consulting' with Aylin Aysay, after a 32-year-long professional work life. The company will provide service on the strategic solution partnerships for tourism, retail and real estate development sector.



## NEW HEAD OFFICE OF JOLLY TOUR HAS COME INTO SERVICE

New head Office of Jolly Tour has come into service with a ceremony. There are also social domains for 400 new staff at the new headquarters of Jolly Tour in Esentepe. Honorary president of Jolly Tour, Sinan Vardar has said, "We are crowning our 28-year-long-journey today, which has started in an apartment building in Nişantaşı, with our new building Vardar Plaza at Esentepe, which has been equipped with the latest technology and has become a complete living space with social domains."



## ATLASJET HAS BECOME 'ATLASGLOBAL'

Change has started from the corporate identity in Atlasjet, which has started up with the aim of expanding its fleet and increasing its global power. The brand will go on as AtlasGlobal. AtlasGlobal Airlines CEO Murat Ersoy said, "We are continuing our adventure today, which we have started with 2 airplanes, with a global fleet of 22 airplanes."



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— I S T A N B U L —



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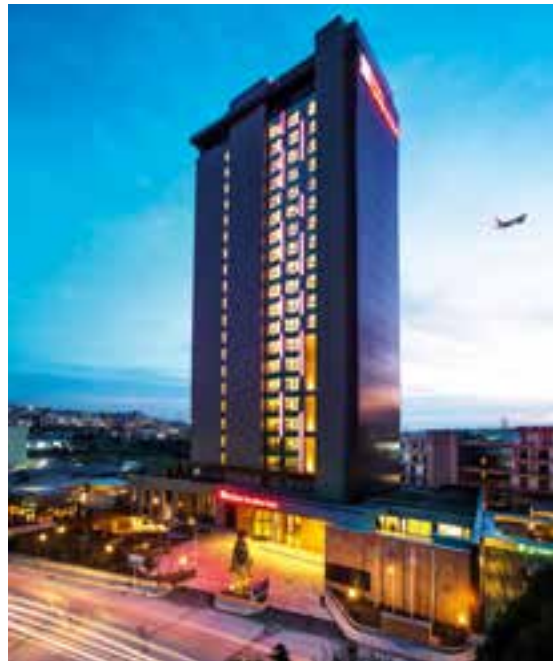
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## DIVAN IS OPENING UP A HOTEL IN BAGHDAD

Divan Group, which continues to grow with each day, is preparing to open up its new hotel in Baghdad. The number of Divan Group's hotels will reach 24 with this one, which is planned to be finished by the first quarter of 2018 and which is estimated to cost 46 Million Dollars.



## HILTON GARDEN INN İSTANBUL AIRPORT HAS OPENED UP FOR SERVICE

A new hotel has arisen from the Hilton Worldwide in Turkey. Hilton Garden Inn İstanbul Airport has started to give service in Yenibosna. Hilton Garden Inn, the awarded brand of economic luxury segment of Hilton Worldwide, has added Hilton Garden Inn İstanbul Airport to its portfolio, which has more than 600 hotels worldwide.

## THANK YOU PLAQUE FROM LITHUANIA

Lithuania President Dalia Grybauskaitė and the committee, which has come to Ürgüp last December, for the scope of visiting Turkey, have not forgotten Kayakapı Premium Caves-Cappadocia. Lithuania President Dalia Grybauskaitė and the committee, which has come to Ürgüp for the scope of the visiting Turkey, had joined dinner in Kayakapı Premium Caves-Cappadocia last December. Kayakapı Premium Caves-Cappadocia has received a thank you plaque from Lithuania in the previous days. In the thank you plaque, which has stated that they have been amazed by the hospitality of Dinler Hotels General Director Yakup Dinler, the unique cuisine of the region and of Kayakapı Premium Caves-Cappadocia, it has been expressed that the success of the visitation of Lithuania President Dalia Grybauskaitė and Lithuania Delegation owed a great deal to Kayakapı Premium Caves-Cappadocia. The thank you plaque has been given to Yakup Dinler in Ankara, by the ambassador of Lithuania, Kestutis Kudzmanas.



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## WHAT DO HOTEL CUSTOMERS COMPLAIN MOST ABOUT?

OTA Expert, which has optimized the incomes of hotels with the smart price technology it had developed, has published the study, in which it has reviewed the comments of hotel customers in Istanbul. OTA Expert, which has analyzed all the customer comments, has visualised the factors that have made customers most content, and the ones that caused them to complain most.

## MAGNIFICENT 1ST YEAR PARTY OF HILTON ISTANBUL BOMONTI

Hilton İstanbul Bomonti, which has raised the bed capacity in Istanbul by 1% has celebrated its first year with a magnificent party. The hotel has been awarded five prestigious prizes at its first year, among which is the "Best Hotel Luxury", which it has been granted at the Gold Key Awards, one of the most important awards in the world's lodging industry.



## AIM OF THE TOURISM PROFESSIONAL IS 12 MILLION TRANSIT PASSENGERS

Head of the Association of Touristic Hotel, Enterprise, and Investment Professionals (TUROB), Timur Bayındır, has stated that it is very important and necessary to use the opportunity by considering the tourism aims of 2023, and said "We can generate 1 million tourists and a 1.8 milliard dollar income, if we can make a successful campaign."

## RADISSON BLU HOTEL & SPA ISTANBUL TUZLA IS 1 YEAR OLD

Radisson Blu Hotel & Spa İstanbul Tuzla, located in the Anatolian Side of İstanbul, has celebrated its first year. The hotel has provided its guests with surprise opportunities and gifts, valid on all weekend accommodations throughout February, special to its first year of its opening.



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