

turizm aktüel

YIL: 15 • NUMBER: 2015 - 5 • OCTOBER - NOVEMBER 2015 • YIL: 15 • SAYI 2015 - 5 • EKİM - KASIM 2015 • FİYATI: 10 TL • ISSN: 1301 - 4587

**TURKISH HOTELIERS
FEAR WORSE TO COME
IN 2016**



**TURKISH
TOURISM
SECTOR
CREATES
WORLD
CLASS
PROJECTS**

Turkey
*Enjoy your
dreams*

**NO LARGE-SCALE
BOTTLENECK ON
THE HORIZON FOR
TOURISM IN ISTANBUL**

**INVESTMENT
IN ISTANBUL IS
AN INVESTMENT
IN THE FUTURE**

**NG HOTELS AND
MARRIOTT JOIN FORCES**

**HOTEL INDUSTRY IN
POSITIVE RESULTS**

**GLOBAL TOURIST
NUMBERS UP 4 PERCENT
IN FIRST HALF: UN**

ISSN 1301-4587



9 771301 458005



JUST IMAGINE... IN A STANDARD HOTEL ROOM

JAKUZI & STEAMBATH, CONDITIONING CYCLE, KITCHEN

WORKING TABLE & INTERNET ACCESS, PARQUETT FLOORING

WELCOME TO A NEW CONCEPT, WELLNESS...

YOUR DREAMS BECOME REAL ONLY IN



Lamartin Cad. No:18 Taksim/İstanbul/Türkiye
Tel: +90 212 313 4040 (Pbx) Fax: +90 212 313 4039
E-mail : info@thecentralpalace.com
www.thecentralpalace.com



ERESIN HOTELS
ISTANBUL



ERESIN CROWN HOTEL



ERESIN TAXIM PREMIER



BEST WESTERN
ERESIN TAXIM HOTEL

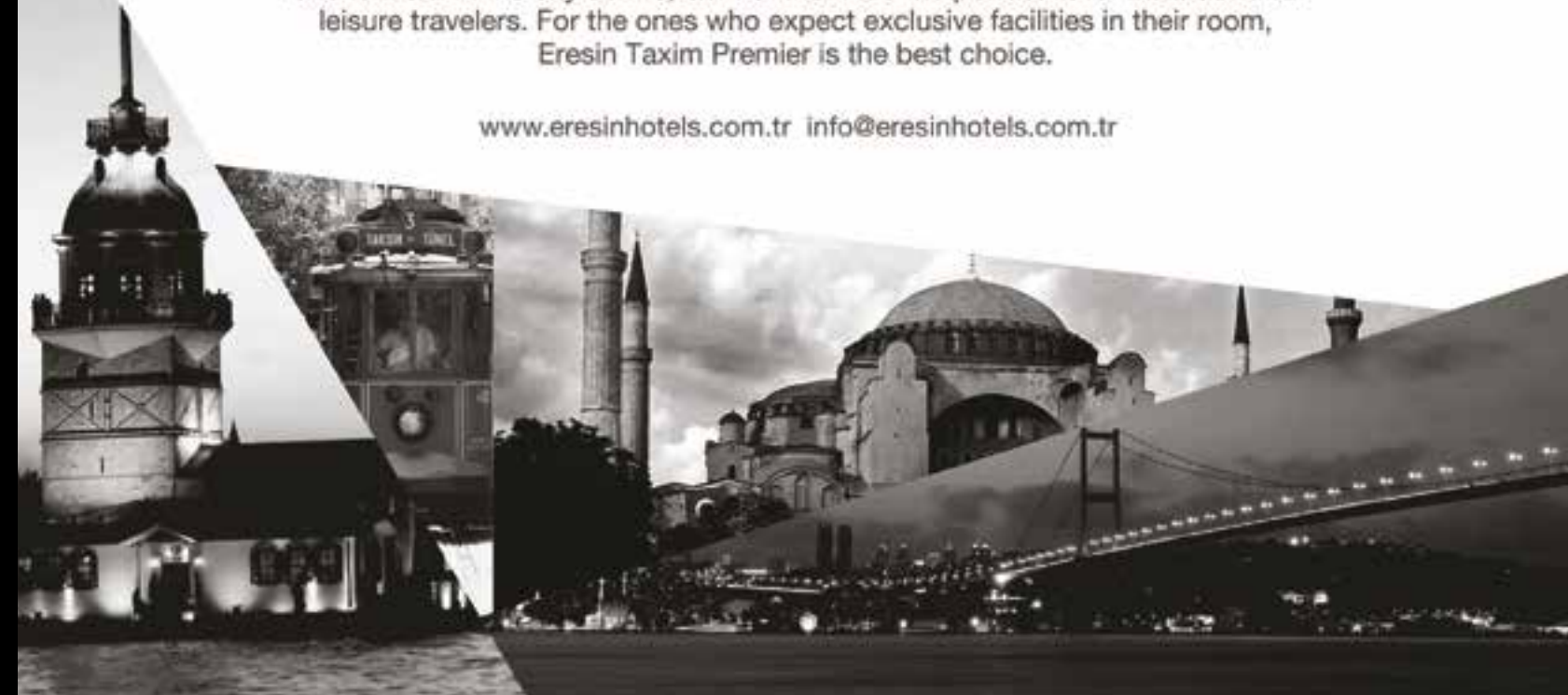
Three Wonders of Istanbul

All located in the centre of the city, Eresin Hotels invite you to explore the ancient Istanbul, shopping, entertainment and business facilities only by walk.

Eresin Crown Hotel The unique museum hotel of Turkey with a cistern, mosaics and extraordinary discoveries dating from Hellenistic, Roman, Byzantine and Ottoman times.

BW Eresin Taxim & Eresin Taxim Premier Next to each other and located in the city centre, both of them are the perfect fit for business and leisure travelers. For the ones who expect exclusive facilities in their room, Eresin Taxim Premier is the best choice.

www.eresinhotels.com.tr info@eresinhotels.com.tr





KOLIN HOTEL



TROIA

very close to

the city's historic riches



ASSOS



LOCATION : Kolin Hotel is located on 86 thousand square meters by sea side. The distance to city centre is 3 km, Troya 47 km, Assos 90 km, Canakkale Airport 3 km, Istanbul and Izmir 320 km.

CAPACITY : 274 total rooms, 600 total beds, 2 presidential suites, 4 deluxe suites, 36 suites, 3 disabled rooms, 229 standart rooms. Sea, garden views are available.

ROOM DETAILS : Direct dial telephone, music, parquet floor, minibar, Electronic key-card systems, safe box, wireless & wired internet connections, satellite tv, central air conditioning, shower, wc, hair dryer, telephone in bathroom, fire alarm system.

GENERAL FACILITIES : Central air conditioning, central heating, garden, tv room, game room, wireless internet, internet cafe, hairdresser, laundry, ironing, dry cleaning, wake up service, market, gift shop, 24 hrs room service, power generator, doctor, baby sitter, parking without fee.

SPORTS & RECREATION : Outdoor swimming pool, heated indoor swimming pool, children swimming pool, Turkish bath, Finnish bath, sauna, massage, jacuzzi, health & beauty center, fitness center, table tennis, billiards, night club, tennis, football, volleyball, basketball.

WINING & DINING : Bed & Breakfast, half board, breakfast lounge, patisserie, cafeteria, lobby bar, snack bar, pool bar, roof bar, restaurant bar, 1 A' la carte restaurant, 1 open buffet restaurant, 2 outdoor restaurants (120 pax), 4 indoor restaurants (430 pax), 1 ball room restaurant. International cuisine, Turkish cuisine.

MEETING & CONGRESS : 14 meeting rooms.(1850 max. capacity) Overhead projector, screen, whiteboard, slide projector, flipchart, projector, barcoveision, sound system, table microphone, collar microphone, video player, DVD player, television, fax, air conditioning, light system, simultaneous translation system, stage, wireless internet connection, laser pointer. Largest room capacity 800 pax, largest space 590 m2.



A pearl in Canakkale



waiting you with our other services

Adres : Bogazkent Mevkii-Kepez / Canakkale

Telephone : +90 0286 218 0808

Web : www.kolinhotel.com

E mail : info@kolinhotel.com

turizm aktüel

Year: 15 - Number: 2015 - 5
OCTOBER - NOVEMBER 2015
Yıl: 15 - Sayı 2015 - 5
EKİM - KASIM 2015
ISSN: 1301 - 4587

Publishing Center Yayın Merkezi
Kent Turizm Araştırmaları ve Yayıncılık
Yerebatan Cad. No: 43 Hüdaverdi İş Merkezi
K. 3/8 Cağaloğlu İstanbul
Tel: +90 212 511 25 61
Fax: +90 212 513 63 59
e-mail: info@turizmaktuel.com
www.turizmaktuel.com

Owner and Managing Editor
Sahibi ve Sorumlu Yazı İşleri Müdürü
Hasan Arslan

Academic Tourism Consultants
Akademik Turizm Danışmanları
Prof. Dr. Muzaffer Uysal
Virginia Polytechnic University
muzaffer@turizmaktuel.com

Prof. Dr. Ercan Sırakaya
University of South Carolina
ercan@turizmaktuel.com

Project Coordinator
Projeler Koordinatörü

Dr. Volkan Altıntaş
Rheinische Friedrich-Wilhelms-
University of Bonn
volkan@turizmaktuel.com

Genel Koordinatör
General Coordinator
Özcan Mutlu
ozcan@turizmaktuel.com

Photograph Editor
Fotograf Editörü
Halil Tuncer
info@turizmaktuel.com

Reklam Koordinatörü
Advertisement Coordinator
Halil Yüceer
halil@turizmaktuel.com

Kurumsal İletişim ve Pazarlama
Corp. Comm. Marketing
Uğur KARTAL
ugur@turizmaktuel.com

Reklam Müdürü
Advertisement Manager
Hakan Metin
hakan@turizmaktuel.com

Editorial Coordinator
Yayın Koordinatörü
Hakan Yılmaz
hakanyilmaz@turizmaktuel.com

Associate Editors
Celil G. Basdemir
celil@turizmaktuel.com

Mediterranean Area Manager
Akdeniz Bölge Temsilcisi
Halil Öncü
info@turizmaktuel.com

Baskı Print
Birinci Baskı

Matbaacılar Sitesi, Mahtepa Mah., Davutpaşa Çiftre Havuzlar Sk.
No: 2/61 Zeytinburnu / İstanbul Tel: 0212 612 00 88

Publication Type: Local Periodical - Monthly Magazine
Yayın Türü: Yerel Süreli Yayın - Aylık Dergi © Turizm Aktüel Dergisi T.C. yasalarına
uygun olarak yayımlanmaktadır. Dergiye gönderilen yazı, fotoğraf, harita, illüstrasyon ve
konuların her hakkı saklıdır. İzinsiz kaynak gösterilerek dışı alıntı yapılamaz.
© Turizm Aktüel, Basın Meslek Etiklerine uymaya söz vermiştir. ISSN: 1301 - 4587

THE FAIR MARATHON IS ON

Hello from WTM London Special Edition of Turizm Aktüel Magazine...
The fair marathon is on after a tough season. First stop is WTM London.
This fair has a distinctive feature to offer compared to others: WTM London is a fair of farewell and a fresh start...

It is a farewell because the 2015 tourism season is over. It was a tough season and we were tired. It is easier to work and get tired when things are going well. But this year, it wasn't the case. We have seen decline in many markets, especially in Russia. The industry had to aim for the less. Expectations were revised. We looked for ways to get through with the least damage. The figures for the end of the season have not been announced yet. However, Turkey is going to close 2015 in negative for the first time in two significant markets for us, Russia and CAC countries, despite having closed the season with double digit growth figures for the last 25 years. This is given. It is also stated that the loss in the industry is over 10 Billion Dollars.

Hoping to leave all these problems behind, tourism industry is coming to the end of the season. Now it is time to review, learn from all these and prepare for the new season. This is why WTM London is the fair where the season is closed and new hopes for the new season arise.

As every end is a new beginning, this fair is going to be a fair where the excitement of the new season is felt, first clues for the year 2016 are found and first connections are made. Therefore, WTM London contains an end and a new beginning.

Attending fairs with special editions prepared for fairs that are significant in international tourism arena, Turizm Aktüel Magazine keeps the tradition. We have prepared our first special edition for WTM London. You are going to enjoy WTM London special edition which includes news that shape the industry and interviews introducing new hotels and tourism professionals.

You can read interviews with Ramada Istanbul Taksim Hotel General Manager Ali İmdat Uçar, one of the most experienced hotel professionals of Talimhane, Steigenberger Hotel Maslak İstanbul Chairman Cem Kinay, Grand Prestige Hotel General Manager Nihad Görman, Gülşah Alkoçlar from Alkoçlar Hotels, Mercia Hotel Sales and Marketing Director Özlem Ulgen, Niziplioğlu Group Chairman Omar Niziplioğlu, Eresin Hotels Vice Chairman Müberra Eresin, Wyndham Grand İstanbul Kalamış Marina Hotel General Manager Mustafa Alpaslan, Plantur Owner Hüseyin Kurtogulları, The Great Fortune Hotel General Manager Veli Gürkan and Vialand Palace Hotel General Manager Mutlu Özgüler in our new edition. These is just the tip of the iceberg. Find much more in our magazine.

The next edition will be on Netherlands Utrecht Tourism Fair. See you in the next edition.

Hasan Arslan
haslan@turizmaktuel.com

Her ihtiyacınıza uygun Turizm Tarife Paketi İş Bankası'nda.



Her ölçekteki konaklama tesisine, aylık ve yıllık işlem adedine göre, EFT, havale ve çek tahsili işlemlerinde kolaylık sunan tarife paketleri İş Bankası'nda.

Ayrıntılı bilgi: istekobi.com.tr | Şubelerimiz





DINLER HOTELS
www.dinler.com



HOTEL
Levni SPA
istanbul

Your new gate to the old times



f t i /DinlerHotels

HOTEL
Levni SPA
istanbul

Main Entrance: Ankara Caddesi No: 12 Sirkeci-Istanbul
Back Entrance: Ebusuud Caddesi No: 31 Sirkeci-Istanbul
P: +90 212 519 10 19 • F: +90 212 519 10 29
E: info@levnihotel.com • www.levnihotel.com



HOTEL INDUSTRY IN POSITIVE RESULTS

KEREM KÖFTEOĞLU

STR Global: Europe hotel results for August-September 25 2015 Compared to August 2014, Europe reported a 2.2% increase in occupancy to 77.1%, a 6.4% increase in ADR to €119.34 and an 8.7% increase in RevPAR to €92.05.

The European hotel industry recorded positive results in the three key performance metrics when reported in Euro constant currency, according to August 2015 data compiled by STR Global.

Compared to August 2014, Europe reported a 2.2% increase in occupancy to 77.1%, a 6.4% increase in average daily rate to EUR119.34 and an 8.7% increase in revenue per available room to EUR92.05.

Performance of featured countries for August 2015 (local currency, year-over-year comparisons):

Belgium reported increases in the three

key performance metrics: occupancy (+1.0% to 71.7%), ADR (+5.4% to EUR80.26) and RevPAR (+6.4% to EUR57.57). Year-to-date demand growth (+3.8%) in Belgium has outpaced supply (+0.5%). According to STR Global analysts, demand in the country is expanding beyond Brussels to cities such as Ghent, Bruges and Antwerp. In addition, heavy investments have been made in the country's hotel industry based on attractive yields and healthy hotel performance.

France experienced a 1.0% increase in occupancy to 73.2%, a 3.2% rise in ADR to EUR179.65 and a 4.2% increase in RevPAR

to EUR131.43. August was the third consecutive month in which demand (+1.7%) outperformed supply (+0.6%) in France. After a slow start to the year, the country's year-to-date occupancy, ADR and RevPAR have all moved into positive growth figures.

Greece saw a 0.8% dip in occupancy to 74.7% but double-digit growth in ADR (+13.7% to EUR163.50) and RevPAR (+12.8% to EUR122.05). According to STR Global analysts, Greece experienced strong ADR performance in both July and August as a result of positive developments with the third European bailout in the country. Greece's hotel performance

did not plummet as some expected this summer as a majority of trips to the country were booked well in advance and were not subject to refund.

Occupancy in Turkey decreased 3.0% to 72.9%, but the country posted double-digit increases in ADR (+19.1% to TRY435.01) and RevPAR (+15.5% to TRY316.94). Year-to-date demand growth (+5.8%) has outpaced supply growth (+2.5%) in the country. According to STR Global analysts, a consistent increase of overnight tourist arrivals over the last several years has contributed to enhanced hotel performance in Turkey.

Performance of featured markets for August 2015 (local currency, year-over-year comparisons):

Barcelona, Spain, experienced a drop in occupancy (-1.5% to 87.7%) and nearly flat performance in RevPAR (+0.1% to EUR115.75). ADR in the market was up 1.6% to EUR131.97. Demand fell 1.3% year over year in the market, while supply (+0.2%) remained nearly flat.

Bucharest, Romania, reported double-digit growth in occupancy (+17.7% to 63.7%) and RevPAR (+21.3% to RON189.55). ADR increased 3.1% to RON297.56. The market experienced a double-digit increase in

weekend occupancy, suggesting that domestic visitation was significant during the month.

Helsinki, Finland, posted an increase in occupancy (+1.8% to 80.4%) but declines in ADR (-6.0% to EUR100.17) and RevPAR (-4.4% to EUR80.56). The market saw double-digit growth in occupancy and RevPAR during the previous month.

Rome, Italy, saw occupancy remain nearly flat (-0.2% to 70.2%), but the market reported increases in ADR (+6.3% to EUR134.44) and RevPAR (+6.1% to EUR94.39). With demand flat in Rome, rate drove RevPAR for the month.





TURKEY'S STRUGGLING TOURISM SECTOR SUFFERS OVERSUPPLY IN HOTEL ROOMS

With the recent decrease in tourist numbers visiting Turkey, many hotels are facing an oversupply of rooms this season after years of rapid expansion, according to sector representatives. **HALİL ÖNCÜ**

Turkey's tourism sector has this year suffered a sharp drop in visitor numbers amid Russia's economic woes and escalating security concerns. The drop comes after an expansion of new hotels in recent years, causing the sector to now face an oversupply in rooms, which is pushing many hotels to slash room prices.

"There is an oversupply in hotels in Turkey. Some 35,000 new beds are added annually in [the Mediterranean resort town] Antalya, which already had a 600,000-bed capacity. Around 1 million tourists are needed in order to make use of these newly added beds this year. The current trend is not sustainable as the sector does not need such a high number of new rooms and beds," said Cornelia Diamond Golf Resort General Manager Zafer Alkaya.

Alkaya noted that many hotels in Antalya were forced to cut room prices this season.

"Hotels in Istanbul do not need to do this, but cuts in room prices are very common in Antalya. Many Antalya hotels have also cut their costs, even by firing some of their



Zafer Alkaya

staff members. Such moves cause a decrease in the service quality, which will lead to further drops in tourist numbers," he said.

Turkey has seen the steepest decrease in hotel occupancy rates in Europe, excluding Russia, according to STR Global's June figures.

Hotel occupancy rates were announced at 68.6 percent in June, a 7.6 percent drop from the same month of 2014.

The highest hotel occupancy rates were seen in Malta at 90.5 percent, followed by the Czech Republic at 83.9 percent, Britain at 83.5 percent and Lithuania at 82.4 per-

cent, according to the STR Global data.

Alkaya said Turkey's tourism sector now needs comprehensive publicity campaigns, especially in Europe, to recover its image problems.

He also noted that the country was lagging behind in income earned per tourist, despite Turkey being the sixth most visited country in the world.

"One of the main problems is the rise in all-inclusive hotels, especially in Antalya. Tourists who choose such hotels spend most of their time within the hotel area but do not go outside. This has led to lower quality in services and a lower perception abroad of tourism in Turkey," Alkaya said.



Expand your point of view



“Always the best”

Wyndham Hotel Group is the world's largest and most diverse hotel company and Ramada Encore Istanbul Airport Hotel is one of it's brand of this largest hotel chain.

Ramada Encore Istanbul Airport Hotel is 2 km. away from International Atatürk Airport and exhibition centers. We will be pleased to welcome you & serve you with our professional team.



if you like harder,
you're going to love it.


RAMADA
encore
Istanbul Airport

Besyol Mah. Birtik Cad. No:10 Sefaköy Küçükçekmece İstanbul / Türkiye

TEL : 0212 540 06 91 pbx FAKS : 0212 540 06 97

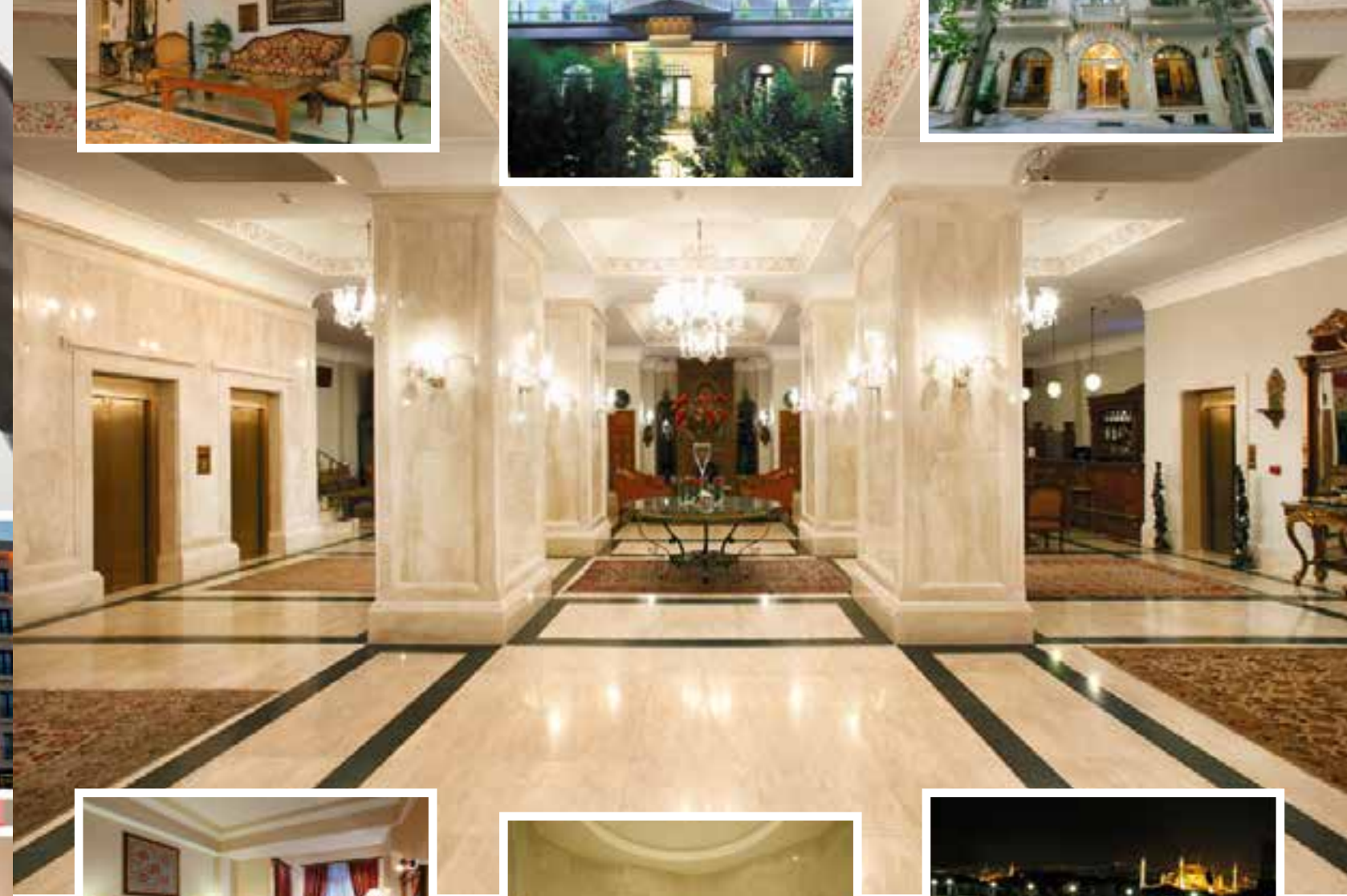
info@ramadaencoreairport.com

www.ramadaencoreairport.com

airportramada    


Hotel
Sultanhan
İSTANBUL

“A unique boutique Hotel in the center of historical peninsula”



40 Deluxe rooms decorated with high quality Ottoman Empire design fire resistant textiles, Ottoman Empire design wooden furniture and original Ottoman Empire silk “Süzani”, Turkish bath – Sauna, Cheminee Bar, Terrace Restaurant with a view of the world famous Sultanahmet-Blue Mosque, Topkapi Palace, Saint Sophia, Golden Horn, Bosphorus, Princes Islands and Marmara Sea, free wireless internet access.

Piyer Lati Caddesi No 7 Çemberlitaş 34122 Sultanahmet İstanbul, Türkiye

Telefon: +90 212 516 32 32 Faks: +90 212 516 59 95 Web: www.hotelsultanhan.com E-posta: info@hotelsultanhan.com

RENOVATING THE HOTEL IN İSTANBUL, BUILDING A NEW ONE IN BURSA

HALİL TUNCER

Tourism industry witnesses new investments every passing day. Workforce and knowledge stand out in competition. We wanted to exhibit our difference by performing renovations in The Plaza Hotel İstanbul.



In the press conference held by Consultant of The Plaza Hotel and Yasemin Turizm Erol Turanlıoğlu, General Manager of The Plaza Hotel İstanbul Barış Özkan and Deputy General Manager Cihat Arslan, the new hotel investment in Bursa and renovation works in The Plaza Hotel were briefed.

Yasemin Turizm is building a new 5-star thermal hotel in Bursa. The hotel planned to be put into service in 2016 will cost 60 million dollars.



5-star The Plaza Hotel İstanbul, one of the most established hotels in İstanbul is being renovated. The comprehensive renovation will cost 11 million Euro. On the other hand, the Group is building a new hotel in Bursa.

It will not be limited with the renovation of Plaza Hotel İstanbul. The Group is going to open a new hotel in Bursa planned to be put into service in 2015 with an investment of 60 million dollars. Prof. Dr. Osman Müftüoğlu is going to be the manager of the health center of the hotel to be opened in Bursa Çekirge. Renovation works being performed in The Plaza Hotel İstanbul and the new hotel investment in Bursa by Yasemin Turizm that the hotel is affiliated to are presented in a press conference. Consultant of The Plaza Hotel and Yasemin Turizm Erol Turanlıoğlu, General Manager of



The Plaza Hotel İstanbul Barış Özkan and Deputy General Manager Cihat Arslan attended the conference. Prof. Dr. Osman Müftüoğlu is going to be the manager of the health center of the hotel with 140 rooms to be opened in March in 2016 in Bursa.

Stating that a new hotel is being built in Bursa with an investment of 60 million dollars, Erol Turanlıoğlu said: "Our hotel is being built on a land with the panoramic view of Bursa next to Çelik Palas Hotel. We

are planning to put our 5-star hotel into service in March, 2016. We are in contact with an international brand to obtain franchise for the operations. The hotel is going to have 20 thousand square meter indoor area. Prof. Dr. Osman Müftüoğlu is going to be the manager of the 2 thousand 5 hundred meter square health center of our hotel. Stating that the hotel in Bursa will use the thermal water directly from its own source, Barış Özkan, General Manager of The Plaza Hotel, said: "We are going to use the spring water found in the area where the hotel is located in Bursa. The water with a temperature of 65 degrees is not going to lose its mineral and heat value as there will be no transportation and transfer and it will be directly used. The hotel will have 5 restaurants and a ball room with a view of Bursa."

BEST WESTERN PLUS



The President Hotel

★★★★★
İSTANBUL

SINCE 1989



Environmentally Friendly Establishment

Turkey's Second, İstanbul's First Green Star Approved Hotel.



Best Western Plus The President Hotel, located in the heart of İstanbul is the choice of people who want to accommodate nested with the historical monuments along with the natural beauties.

Best Western Plus The President Hotel which gives great importance to environment had intended to receive The Green Star Award in 2009 and succeeded in the same year. Now Best Western Plus The President Hotel has become Turkey's second and İstanbul's first Green Star approved property.

Best Western Plus The President Hotel is proud to be an environment friendly member of hospitality business in addition to her well known unique approach to quality service with guest satisfaction oriented professional staff.

Best Western Plus The President Hotel is ready to wellcome you with 201 comfortable and elegant rooms and meeting rooms suitable to any kind of meeting and conference needs.

Tiyatro Caddesi 25 Beyazıt 34126 Fatih - İstanbul / TURKEY

Tel: +90(212) 516 69 80 (20 Lines) Fax: +90(212) 516 69 98

www.thepresidenthotel.com e-mail: sales@thepresidenthotel.com

NG HOTELS AND MARRIOTT JOIN FORCES



NG Hotels signed a 20-year franchise agreement with Marriott International based in the USA for the first hotel in İstanbul.

HASAN ARSLAN

The project to be realized in Basın Ekspres will be put into service in 2019. The project will have a 5 star hotel with 400 rooms and a convention center. İstanbul Marriott West Hotel & Conference Center is targeting business people in Basın Ekspres region, a developing and transforming area of İstanbul.

Carlton Ervin, Marriott International European President of Development and Investment who visited İstanbul for the partnership agreement met Hediye Güral Gür, NG Hotels Executive President in the signing ceremony. NG Hotels Executive President Hediye Güral Gür stated that they united their experience and superior



Investment value of İstanbul Marriott West Hotel & Conference Center which will operate especially in congress tourism will be approximately 145 million dollars.

service approach with Marriot, a powerful brand with international expertise and prestige that will make a difference in the competition.

Emphasizing that they have been planning all their investments in the industry as NG Group to develop tourism in Turkey, Gür said: "Our hotel's operations will mainly focus on meeting-congress and corporate

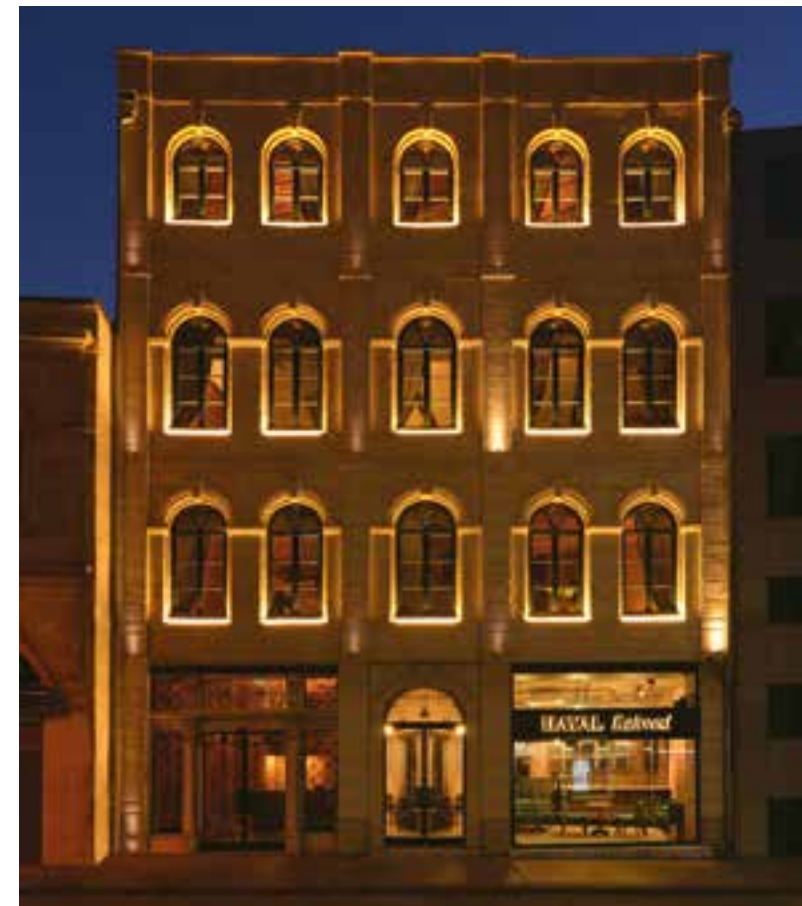
accommodation segments. The congress center with 11 meeting halls will vitalize this area. We are going to offer services with a SPA center as an essential part of their investments as well as infrastructural properties which will address all requirements."

Carlton Ervin said: "We have reached 9 hotels in İstanbul under our 6 brands. We are interested in long term trends. İstanbul is going to continue its development in tourism with an even faster growth in the long term." Hediye Güral Gür evaluated the decline in tourism as follows: "We have seen a decrease in the industry in 2015. However, we perceive these as issues that the world economy may experience. Every downfall comes with an uprising. We believe that the crisis will offer many opportunities. Congress tourism is declining this year, but it managed to make its way to top 10 in the previous year. We expect it to be in top 7 in the coming years. Basın Ekspres is a developing area. We consider ourselves as the convention and accommodation center of this area. Basın Ekspres is still the closest center to the new airport even in case the current one is moved."



Régie Ottoman
ISTANBUL

EXPERIENCE THE ISTANBULITE WAY OF BEING A TOURIST





Taleb Rifai

GLOBAL TOURIST NUMBERS UP 4 PERCENT IN FIRST HALF: UN

The number of international tourists rose by 4 percent worldwide during the first half of 2015 although security and health concerns hit hard some African destinations, the UN World Tourism Organization said on Sept. 10.

Some 538 million tourists made trips to international destinations between January and June 2015 -- 21 million more compared with the same period last year, the Madrid-based body said in a statement.

"These results show that, despite increased volatility, tourism continues to consolidate the positive performance it has had over the last five years and to provide development and economic opportunities worldwide," said the organization's head Taleb Rifai.

Global tourism figures were hard hit by the global financial crisis, declining 4 percent in 2009 as an outbreak of swine flu

also contributed to cash-strapped people staying at home but have risen in each year since.

AFRICA SEE 6 PERCENT OF DROP

Asia, the Middle East and Europe, the world's most visited region, all saw a five percent increase in arrivals, with the Americas posting growth of 4.0 percent.

North Africa, which was shaken by terrorist attacks in Tunisia, a popular lower-cost beach holiday spot for Europeans, saw arrivals fall by 10 percent while sub-Saharan Africa had a decline of 4 percent.

"Alongside the impacts of the terrorist attacks, African destinations have been

impacted by the aftermath of the Ebola outbreak in a few West African countries and the slower growth of regional economies depending on the export of oil and other commodities," the tourism body said.

Tunisia's tourism industry, which had been recovering after the Arab Spring unrest, was badly shaken in March by an attack on the Bardo museum in Tunis, followed by one in June in the resort of Sousse, that killed a total of 59 tourists.

The UN World Tourism Organization predicts international tourism arrivals will increase by 3-4 percent during all of 2015, after expanding by 4.7 percent last year.



leave the rest to us

- 108 rooms, 2 suites and 207 beds
- deva spa
- color restaurant
- terrace cafe & bar
- 5 meeting rooms which 4 of them gets sunlight

Recepaşa Cd. No: 15
34437 Taksim - Istanbul / TURKEY

T: +90 212 238 54 60 • F: +90 212 238 51 51

info@ramadaistanbultaksim.com • www.ramadaistanbultaksim.com



RAMADA.
ISTANBUL TAKSIM

TURKEY'S TOURISM INCOME DECREASES 14 PCT AMID SECURITY CONCERNS

Turkey's tourism income decreased by 13.8 percent in the second quarter of the year, down \$7.73 billion compared to the same period of the previous year, according to data from the Turkish Statistics Institute (TÜİK).

While foreign tourists spent an average of \$911 per capita in the first quarter of the year, this figure decreased to \$719 in the second quarter, according to TÜİK's data.

The tourism income was around \$4.87 billion in the first quarter of the year, a 1.3 percent increase from the same period of 2014.

HUGE FALL IN RUSSIAN TOURISTS

According to data from the Tourism Ministry, the number of Russian tourists visiting Turkey decreased to 1.45 million in the first half of the year from 2 million in the same period of 2014. The number



TUROB President
Timur Bayındır

of foreign tourists from France also decreased by 22.3 percent, with the number from Italy decreasing by 19.5 percent,

in the first half of the year, compared to the previous year.

The highest number of tourists came from Germany in the first half of the year, with around 2 million, followed by Russia, with 1.45 million, and Britain, with around 950,000, according to the ministry's data.

The head of the Hoteliers Association (TUROB), Timur Bayındır, told Reuters in May that the decrease in Russian tourists was expected to continue in the coming months, while Western tourists were concerned by ISIL in the region.

Before the geopolitical risks rose to unprecedented heights, industry representatives set tourism income for the year at around \$30 billion to \$35 billion. This figure, however, is now expected to decrease with the rising security concerns.

The net tourism income financed around 53 percent of the country's current account gap at \$46.5 billion in 2014.

İstanbul'da, Şehir manzarası eşliğinde iş ve tatil seyahati deneyimi...

Experience of business and leisure travels, with city view of Istanbul...

Mercure İstanbul Topkapı Otel' de konaklayın, şehrin merkezinde İstanbul' u doya doya yaşayın.

Stay in **Mercure İstanbul Topkapı Hotel**. live Istanbul as much as you want in the city center.



MERCURE İSTANBUL TOPKAPI OTEL HİZMETİNİZDE !

T (+90) 212 665 75 75 | F: (+90) 212 665 75 79

En iyi fiyatlar için mercure.com
Best price guarantee on mercure.com

MERCURE
OTELLERİ KEŞFEDİN

Mercure
HOTELS

LE CLUB ACCOR
HOTELS
SADAKAT PROGRAMIMIZA KATILIN
ACCORHOTELS.COM

DÜNYA ÇAPINDA
700'DEN FAZLA OTEL

Investment in İstanbul is an investment in the future

İstanbul is literally the capital of cultural tourism. İstanbul must be discovered and promoted. Investment in İstanbul is an investment in the future. This is why we have invested in İstanbul.

UĞUR KARTAL / PHOTOGRAPHER: ÖZGÜR PERKİTEN

Started out in the industry with Mercury Hotel Topkapı that has been commissioned in İstanbul Topkapı this year, Niziploğlu Group is planning to open two more hotels in İstanbul. Niziploğlu Group Chairman Ömer Niziploğlu explained new investments and future plans of the Group to Turizm Aktüel.

Why did you choose İstanbul for your investments in tourism?

We believe that İstanbul has a high potential. Because, Paris attracts 50 million and Rome attracts 40-45 million tourists. This means that they have met their potential. People do not want to go to Paris or Rome anymore. They are in search of a more authentic place that has a rarely known cultural and is open for discovery.

İstanbul offers a unique opportunity in this term. It is said that there are currently too many hotels being built in İstanbul. To me, this is an advantage more than a disadvantage. Tourism is an industry which is a combination of many sub-branches. It addresses many fields from charter flights to yacht industry and from accommodation services to agencies. Therefore, it has to develop continuously and follow international trends. It is not enough to have an established history or a spectacular nature. You need to complement this with other services. Tourists will not visit our country if you do not have sufficient number flights or a good standard in accommodation services. They will visit if all is complete and good. There are both historical and natural beauties all around the world. But this is not enough to attract tourists. Safety and comfort of the tourists must also be assured. We could not even imagine these figures for İstanbul in the past. Now, we want more. There are more hotels being built every passing day and prices are going up. Thus, the number of hotels and the price are not inversely proportional. I want you to pay close attention to this. As

Niziploğlu Group Chairman Ömer Niziploğlu says "Let's meet east and west in İstanbul. Let's make peace between them. It is a must to improve commercial business volume."

we make more quality investments, we will have a better chance to attract quality international tourists in large masses. This is the reason why I am prioritizing the investments in İstanbul. We could also have invested in New York in the USA or Berlin in Germany. However, the number of tourists to visit these places is almost the same as İstanbul. In terms of expenses, staff salary is 4 times and investment cost is 5 times more than here. İstanbul is more attractive for investments. It is not difficult to discover this if you are a bit of a researcher.

Roman, Byzantine and Ottoman Empires are the 3 largest empires of the world and İstanbul was the capital city of them all. Islamic world was ruled from İstanbul. Fener Greek Patriarchate is still here. İstanbul is literally the capital of cultural tourism. This is beyond dispute. İstanbul must be discovered and promoted. We have fallen back in this. We need to catch up. İstanbul deserves 40 to 50 million tourists. Investment in İstanbul is an investment in the future. This is why we have invested in İstanbul.

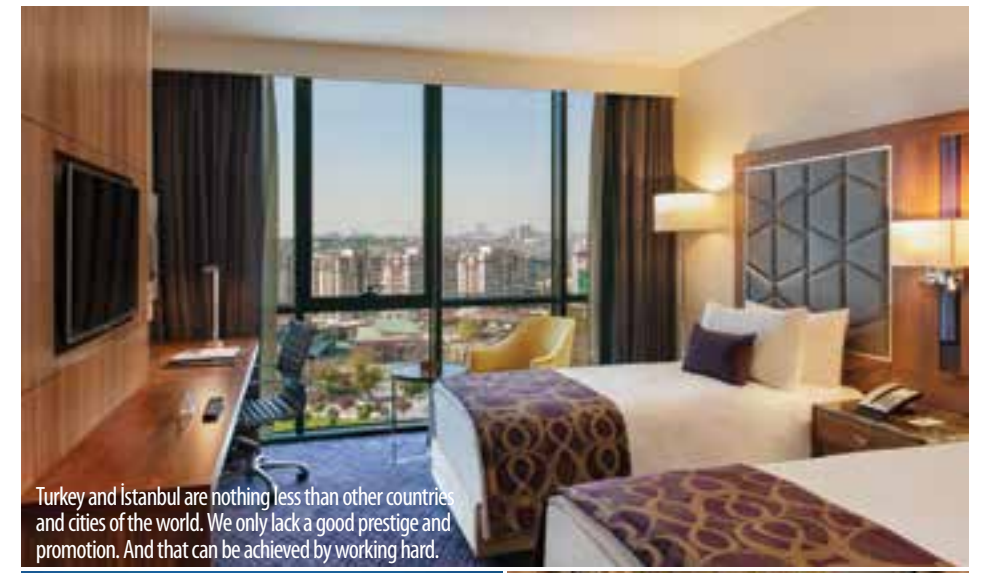
You are planning to build three hotels in İstanbul. What does your hotel have different to offer in this city where competition is high?

We want to build elegant hotels offering international quality. Needs have changed. There used to be grocery stores. Now, there are supermarkets and shopping malls. Needs have not changed only in retailing industry. Needs in tourism and service industry have also changed and developed. It is not hotels which only have rooms that people prefer now. They look for criteria such as climatization, ventilation and compliance with earthquake regulations. Now, a hotel must meet all criteria from meeting halls to ball rooms, spa to all kinds of comforts in the room. Whoever offers this, their hotel operates with full capacity. Things go smooth for them.

Are you planning to continue with city hotel concept like in İstanbul?

Turkey have accomplished many ground breaking projects in sea-sun-beach hotel concept. But it is now difficult to keep up with the potential for this style. I am only considering İstanbul just for investment for the moment. We may consider other cities in our second wave investments.

Why did you decide to convert your investment in Bodrum to residence?



Turkey and İstanbul are nothing less than other countries and cities of the world. We only lack a good prestige and promotion. And that can be achieved by working hard.



It was a really adventurous development. We purchased that land to build a hotel. However, Bodrum cannot meet the requirements of charter flights, infrastructure and transportation. We have made the research on this. We could have faced capacity issues if we built a hotel. And it would take a long time for the return of investment. That's why we headed for the residence. And it turned out to be a great project. It is still one of the best projects of Bodrum. Elite Lotus villas. There are 46 villas in total which all got sold.

How much have you invested in Mercury Hotel Topkapı and why did you pick this location for the investment?

First, we determined the most suitable location for a hotel investment in İstanbul. I had a couple of companies which carry out works in this field perform a location research. As a result of the research, we found out that it all depended on the location; that hotel investment is all about the location. It turned out that there were a couple of important spots for a hotel investment in İstanbul. Touristic areas were at the top of the list. There are two significant locations for investment in İstanbul. These are Sultanahmet and Taksim. Other criteria which make this investment an attractive one are closeness to airport and commerce centers and being in an easily accessible location. Topkapı where our hotel is located is highly

advantageous as it is close to commerce centers such as Merter, Zeytinburnu, Laleli and Kapalıçarşı.

We believe the area Mercury Hotel Topkapı is located is the best location for investment. The hotel is operating on %80 capacity since it is opened. We are happy and delighted.

Do you have a message for the industry?

As Napoleon said: If the world was a country, İstanbul would be its capital city. We are assigned very important roles by the world but we do not pay attention to this. The Western world has turned its back to the Islamic world. This even went as far as ending commercial relations. It is now almost impossible for Egyptian, Iranian, Iraqi, Syrian people to get a visa from Western countries to get treatment, run businesses or attend congresses. 1 billion people are isolated from the west.

I believe we can assume the role of make peace and merge these two sides using our advantage of being the bridge between the east and the west. Turkey deserves this and if this is done urgently, the number of tourists that visit İstanbul will reach 28 million from 8 million. Turkey and İstanbul are nothing less than other countries and cities of the world. We only lack a good prestige and promotion. And that can be achieved by working hard.

Vialand Palace Hotel

A different hotel within a different entertainment and shopping world.



Begin your memorable family vacation at all-suite **Vialand Palace Hotel**. Whether you are travelling for a weekend getaway, business or family vacation our 4-star hotel puts you in the center of it all. Located within the **Vialand Shopping & Entertainment World**, the hotel is just a short walk from everything the entertainment and shopping center has to offer as well as several Istanbul attractions.

The hotel also offers many onsite attractions for the whole family. The little ones can enjoy themselves to the fullest at the first and only 120,000 sq m theme & amusement park filled with 30 entertainment units for all ages, while their parents discover a brand new shopping experience on the outdoor shopping streets with 200 shops. A wide selection of restaurants and coffee shops is also available. The Adventure Land is available for those with an adventurous spirit.



Exceptional accommodation experience with 101 family-friendly suites ranging between 60 and 110 sq m, providing a warm home-like experience combined with the comfort of an outstanding hotel. Feel at home in a one- or two- bedroom suite featuring a separate living area and dining table, a special children nest with twin beds for large families and many more in-room facilities, providing families and business travelers with the space and privacy they need.



Restaurant with both indoor and outdoor seating offers a la carte and buffet services, directly accessible from guestroom corridors.



Ideal venue for outdoor team building activities on huge recreation area at Vialand Team Park and Adventure Land with adventurist activity units, offering 3 pillar less meeting rooms and a boardroom for a flawless business travel experience and located minutes away from Istanbul's one of the biggest congress center, Halic Congress Center. Ideal for board meetings, small and medium size business meetings, all the meeting rooms feature state-of-the-art technology to meet the expectations of the business travelers as well as to provide excellent service and comfortable settings. The Ballroom can host up to 250 guests, while the other 3 rooms range from 16 to 150 guests.



We are looking forward to welcome you and exceed your expectations from a 4-star hotel.



VIALAND PALACE HOTEL

Yeşilpınar Mh. Girne Cd. 34065 Eyüp - İstanbul | **T** : +90 212 809 01 00 | **F** : +90 212 809 00 99
info@vialandpalacehotel.com | vialandpalacehotel.com

THE MOST ENJOYABLE HOTEL IN İSTANBUL

The excellent combined structure of Vialand Palace Hotel, Vialand Theme Park and Vialand Shopping Center offers a brand new holiday concept in İstanbul. **HASAN ARSLAN / PHOTOGRAPHER: ÖZGÜR PERKİTEN**



Vialand Palace Hotel General Manager Mutlu Özgüler and his team welcome their guests in the best way.

Vialand Palace Hotel put into service by Helen Turizm Otelcilik in previous June serves its customers with 101 suit rooms with 5-star hotel standards and 4 meeting halls.

The hotel that is located in Alibeyköy, İstanbul whose General Manager is an experienced tourism professional Mutlu Özgüler, offers limitless entertainment opportunities both for adults and children.

Vialand Palace Hotel is located in Vialand Entertainment and Shopping Center. Making a difference among other hotels in İstanbul thanks to this feature, the hotel appeals to children and free spirited adults. Vialand Palace, the only hotel in İstanbul to combine holiday and accommodation concepts is also positioned close to attraction centers of İstanbul.

Visitors have unforgettable moments in Vialand Theme Park, the first and only theme and entertainment park of Turkey with 30 different entertainment units established on an area of 120 thousand square meters. Hotel guests and other visitors experience an enjoyable shopping in Vialand Shopping Center, a shopping paradise with stores more than 200 stores and outdoor streets.

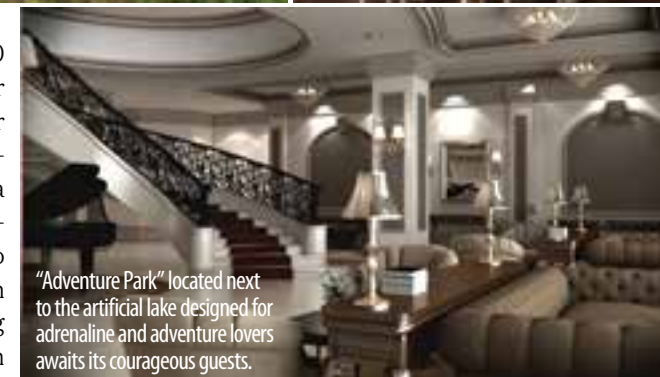
Briefing on Vialand Palace Hotel, General Manager Mutlu Özgüler said: "There



Vialand Palace Hotel, the new address for a perfect holiday for the whole family provides services with 101 family-friendly suit rooms.



are 101 suits ranging between 60 -110 square meters in size in our hotel. The rooms designed for our guests to experience an accommodation in the cosiness of a home are also planned taking requirements of large families into account. Rooms include a French balcony or a porch, separate living space, a dining table and a kitchen counter. A twin bed children section in family rooms especially designed for children makes a difference. All 101 rooms located on 2 floors have the view of the artificial lake and a partial view of the theme park. It is also possible to access the shopping center and theme park using the elevator in the lobby."



"Adventure Park" located next to the artificial lake designed for adrenaline and adventure lovers awaits its courageous guests.

Vialand Palace Hotel is an ideal accommodation for guests travelling for business as it is close to Haliç Congress Center, one of the largest congress centers in Turkey. Four meeting halls equipped with state-of-the-art equipment were put into service in the hotel with free wi-fi service in guest

rooms and common spaces in January. Open buffet breakfast, lunch and a la carte menu dinner are served in the sunlit and large dining hall located on the second floor and directly accessed from guest room corridors. There are many cafes in the shopping center which offer dishes from various cuisines for guests in search of different tastes. Emphasizing that Vialand

Palace Hotel stands out as it is close to attraction centers of İstanbul such as Rahmi Koç Museum, Miniaturk, Santral İstanbul and Pierre Loti, General Manager Mutlu Özgüler says: "We are looking forward to meeting our new guests to introduce them a brand new holiday concept in İstanbul."

ONE
ISTANBUL

FACES of ISTANBUL
snap, share, win!

Hear that? That's One Istanbul, calling on you to discover the true face of the city! Snap your photos of the people that reflect this city, share on Instagram and win!

FOLLOW @oneistanbul

CAPTION @oneistanbul #oneistanbul #istanbul

COMPETE & WIN!

www.oneistanbul.city

ONEISTANBUL INSTAGRAM COMPETITION

Thus far, approximately 125.000 fantastic photos received in the competition have focused on Istanbul's stunning architecture, history and nature. This time, competitors will share their shots of the faces that make Istanbul what it is.

Istanbul focussed on Instagram competition #oneistanbul has been launched to raise Istanbul's profile on the global stage and showcase its historical, cultural, natural charms much loved and favoured by visitors from all around the world. The competition running through the year quarterly with different Istanbul themes, allowing Instagram users to share their Istanbul photography with the hashtags #oneistanbul and #istanbul. At the end of

the competition, the top three winning photographs will be awarded with a notebook, tablet computer and a mobile phone.

Thus far, approximately 125.000 fantastic photos received in the competition have focused on Istanbul's stunning architecture, history and nature. This time, competitors will share their shots of the faces that make Istanbul what it is. The best photos as evaluated by the jury and shared with the hashtags #OneIstanbul and #Istan-

bul will win a special prize. The Instagram users' posted photography will also be shared on the official websites www.howtoistanbul.com. #OneIstanbul Instagram competition, held in cooperation with the Istanbul Metropolitan Municipality (IMM), The Istanbul Chamber of Commerce (ICC) and The Istanbul Convention & Visitors Bureau (ICVB), continues on course! So take some shots yourself, join the competition and earn your chance to win!



WORLD LUXURY HOTEL AWARDS

WELCOME TO OTTOMAN HOTEL IMPERIAL ISTANBUL.
TRADITIONAL TURKISH HOSPITALITY, COMFORT,
ELEGANT PREMIUM SERVICE, AN UNBEATABLE VIEW OF
HAGIA SOPHIA MUSEUM AND SULTANAHMET SQUARE AND
A BLEND OF OTTOMAN AND PALACE CUISINE IS WHAT YOU WILL
EXPERIENCE AT OTTOMAN HOTEL IMPERIAL.



Caferiye Sokak No. 6/1 Sultanahmet İstanbul - TÜRKİYE T. +90 212 513 6150 F. +90 212 5127628
www.ottomanhotelimperial.com info@ottomanhotelimperial.com

TURKISH TOURISM SECTOR CREATES WORLD CLASS PROJECTS

We are always trying to keep ourselves up to date. And while doing this we pay attention to maintain our standards. There is uniformity across all our hotels in terms of ambiance and decoration. **HALİL ÖNCÜ**

A new complex was added to Alkoçlar Hotels, which accommodate their customers in the warmth of a family and put comfort first, in 2015: Alkoçlar Exclusive Alaçatı Hotel... Gülşah Alkoçlar talked to us about the gradually growing Alkoçlar Hotel chain

and the concepts that make a difference in their hotels.

Can we get some information about Alkoçlar Exclusive Alaçatı Hotel, which opened its gates to the guests this year?

We created a concept that made a difference in Alaçatı. Within walking distance to the surfing beaches, 3km from Alaçatı town center and 10 km from Çeşme's center, our hotel is located at an ideal place. We offer all inclusive services in the complex.

Built on an area of 45 thousand square meters, Alkoçlar Exclusive Alaçatı Hotel has 152 rooms including suites. We have a 350 m private beach of our own, a main restaurant offering delicacies from Turkish and world cuisine, SPA, sauna, fitness, Pilates, yoga facilities, areas for children's activities and other services we have included by keeping in mind what may be expected from or dreamt about a vacation.

We aim to present our guests the vacation of their dreams. We have combined the all inclusive system with the boutique hotel concept and adopted an approach that will make our guests feel privileged. The architectural texture of Alaçatı houses is the prominent feature of our decoration. The color white is widely used in our hotel. And white is accompanied by the enchanting blue of the Aegean Sea and a green landscape.

With romantic, rustic and provence textures in accessories and details, we created a

calm and peaceful atmosphere. We have thought of all fine details. We offer a free private helicopter service and airport transfer service to Alkoçlar Exclusive Alaçatı for our guests who will stay in our suites for three weeks or longer.

Your family has always made a successful name of yourselves in hotel business. What are the points of top priority to consider in order to achieve such success?

Our priority in Alkoçlar Group is to show our hotel guests the same diligence, warmth and comfort we show to our guests visiting our family. We pay the most attention to maintain and continue with this approach. Besides, we always try to empathize with our customers. When we think about our hotel, we ask ourselves: "If I were a customer, what would I want or expect?" We have adopted a point of view that is always forward looking and

that always keeps up with the world and the recent developments.

We are always trying to keep ourselves up to date. And while doing this we pay attention to maintain our standards. There is uniformity across all our hotels. This uniformity is important for us in ambiance, our service mentality

and decoration.

Among your establishments, which is the one you enjoy going on a vacation or spending time the most?

All our hotels are located in regions we enjoy spending time at. Therefore each one is a source of happiness and pleasure for us. Of course, each one has a prominent feature according to the region they are located in. As people enjoy the winter and winter sports in Uludağ, they enjoy the Aegean Sea, Aegean cuisine and surfing at our new establishment Alkoçlar Exclusive in Çeşme Alaçatı. They find tranquility in blue and green colors of Bodrum and enjoy everything about the summer under Antalya sun. Each one is a special and a precious complex we established diligently. It's not possible for me to pick one of them.

Do you have new hotel projects abroad or do you have any concepts you wish to bring to Turkey from abroad?

As you know, we have a hotel in Bulgaria. We designed it to be a ski hotel. It was received well and we have had very good reviews from our guests. As a part of our business, of course we follow the world trends and make improvements according to the demands of our guests. Bringing Alkoçlar's hospitality to the

world and making it known by the world is one of our biggest ambitions. However, it is important for us to be at the right place at the right time and make progress within the present uniformity. We are not hasty, however we move and advance fast. But setting out is more important to us. We have some projects that have been on hold for a while. If everything goes as planned, we will be sharing good news with the sector soon.

As a successful businesswoman, which sectors do you think will shine in the future?

We are at a time when the information technologies advance quickly. Each day we wake up to a new development. Therefore, technology and information technologies are the top sectors which will continue to develop fast in the future. Apart from these, I believe genetic engineering, medicine and service sectors will continue to be at the forefront.

How do you assess the current situation of hotel business in Turkey?

Present situation in Turkey is quite promising. We are developing faster than before and carrying out world class projects that will make a serious impact. I believe that promotions play an important role here.



Alkoçlar, 'We aim to present our guests the vacation of their dreams. We have combined the all inclusive system with the boutique hotel concept and adopted an approach that will make our guests feel privileged.'



LOCATION:

In the city centre, Osmanbey metro station 350 meters, Atatürk Airport 20 km., walking distance to Taksim Square, Istanbul Lütfi Kırdar Convention & Exhibition Centre. And also Sütlüce Convention Centre is only 6 km.. Biggest shopping mall in the city; Cevahir and many other shopping malls take a few minutes by car or on foot.

RESTAURANT & BARS:

Ege Restaurant serving open buffet breakfast & A la cart'e lunch and dinner. Sota Kebab & Pizza, Loby lounge, Loby Bar, Patisserie.

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:

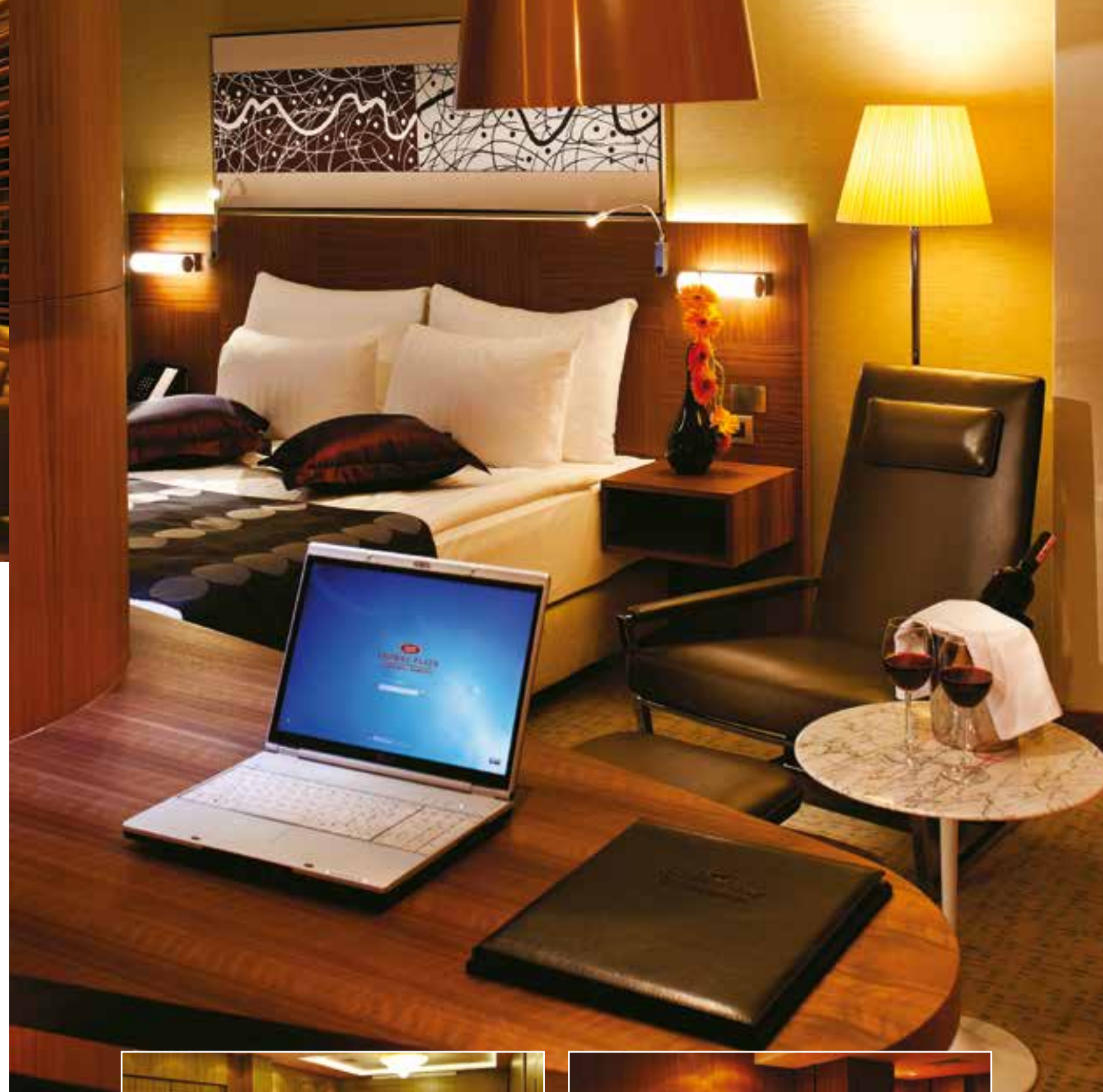
Fitness centre, indoor swimming pool with jacuzzi (15m x 5m), kids pool, changing rooms, Turkish bath (hamam), male & female sauna and steam rooms, health & beauty centre, massage rooms (facial & massage treatments chargeable), women & men coiffeur.

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:

19 Meeting Rooms, Ballroom at roof, Alsancak meeting room can be partitioned into two soundproof sections. All rooms are equipped with state of the art audio visual and meeting equipment, secretarial services.



CROWNE PLAZA ISTANBUL HARBIYE

T. +90 212 291 60 80 F. +90 212 291 91 01
 W. cpistanbulharbiye.com, crowneplazaharbiye.com
 A. Dolapdere Cad. No: 163/1 34375 Harbiye Şişli İstanbul





Eid holiday heats up Turkey's decelerating tourism sector

After a slow season, Turkey's tourism sector has recently accelerated, with hotel occupancy rates as high as 90 percent during the Eid al-Ahda (Feast of Sacrifice) holiday. **HALİL ÖNCÜ**



Osman Ayık



Yusuf Hacısüleyman

During the holiday, over 350,000 local tourists visited the country's coastline, said Turkey's Hoteliers Federation (TÜROFED) Osman Ayık.

With the postponement of primary and secondary schools by two weeks and the declaration of a nine-day public holiday starting on Sept. 19, with a half-day for public employees on Sept. 23, the sector saw a sharp rise in the number of local tourists, according to tourism players.

"Many local people from all social and economic groups enjoyed their holiday, enabling our sector to rebound despite a huge decrease in the number of Russian

tourists. Around 350,000 local tourists visited and stayed in coastline hotels during the Eid holiday," said Ayık.

He noted that problems with the Russian market still continue and reservations for the winter months from Russia are not better-than-expected. "It is early to say anything for 2016, but we have some concerns we should accept. The recent moves to postpone the start of the school year and the announcement of a nine-day holiday for public workers really made a big contribution to the sector...We want the new government to take steps to allow local people to take longer

vacations," said Ayık.

The hotel occupancy rates reached over 90 percent on the Mediterranean coast of Antalya, said the head of the Mediterranean Touristic Hoteliers Association (AKTOB), Yusuf Hacısüleyman.

"Around 250,000 local tourists visited the Antalya region during the Eid holiday," he added.

Around 13 million Turks travelled by bus, train or air to their hometowns to spend time with their families or for an extended summer vacation on the coastlines during the holiday, according to several reports.

What to eat in Istanbul?

Usual kebabs that you can even eat at home?
Doner wraps available throughout Europe?
Pizza, sushi, steak or any other international dish?

Why not try something "real" traditional?
Something that you've never tasted before.
And that you'll wish to taste again.



K. Hilmar
Turkish National Team
Member of Cooks and Chefs Federation
and Executive Chef of Matbah Restaurant



We invite you to Istanbul's most exquisite dining experience with the exclusive delights of dishes once served at the court of the Ottoman sultans.



Ottoman Palace Cuisine at *Matbah*[®]

www.matbahrestaurant.com reservation@matbahrestaurant.com
Caferiye Sokak No 6/1 Sultanahmet, Istanbul Call +90 212 514 6151



WE SHOULD NOT LOSE OUR LOCAL IDENTITY WHILE GROWING INTO A WELL-KNOWN BRAND

People travel to Istanbul and leave without buying anything. Thanks to our custom-made concept, we aspire to make sure our guests truly enjoy Istanbul, spend better time and leave with fond memories in mind. **YILMAZ KELEŞ**

Indicating the fact that branding and standardization turn into “banality” for the urban hotel industry, Mr. Cem Kinay, the Chairman of the Board for Steigenberger Hotel in Maslak, Istanbul, composed a new concept where business and pleasure unite. Aspiring to add another dimension to the urban hotel industry with a new concept he names as “Bleasure”, Mr. Kinay informed about the new concept and made some remarks regarding the Turkish tourism.

How did you decide to export the brand of Steigenberger to Turkey? What are you planning to do with the brand?

In fact, this is not the first time Steigenberger penetrates into the Turkish market. When the Hotel Falez was launched in Antalya, it rendered services under the brand of Steigenberger. The brand is now back 20 years later with Steigenberger Hotel Maslak, Istanbul. We have engaged in this cooperation thinking that Steigenberger is a brand to respond to what we have been planning in terms of business hotel industry as it is one of the most prestigious hotel brands across Europe.

What do you want to achieve?

I want to create a different business hotel concept and compose the concept of “Bleasure” where business and pleasure unite. Designed in line with requirements of the business life, business hotels enjoy the same standards almost all around the world. Hotels with business concepts have gone ordinary and morphed into mechanical operations.

Under such circumstances, people have kept forgetting the fact that guests and employees are human beings, as well. People want to enjoy the city they visit even if it is for a business trip. However, they even

Mr. Kinay says: ‘The fact that hotels cooperating with European brands lose their local identity is a shortcoming to me. Ordinarity manifest itself in a true sense on the basis of standardization and branding’



struggle to get an idea about what city, climate and culture they are surrounded by no matter where they go as a result of the current business hotel concepts.

What does this concept change in the hotel?

We would not like our guests to be closed to their rooms after they are done with business. We would like them to spend more time in the lobby. That is why we designed the lobby as if it is a living room. We would like to provide them with a space where they can have access to technology, enjoy sandwiches and socialize.

We will also feature artists in the lobby. We plan to unite Istanbul’s artistic and cultural works of art with our guests in line with the “accessible art philosophy”. We will hold exhibitions where they can put their works of art on sale. We will make sure our

guests can get a glimpse of what they can accidentally run into as someone traveling to Istanbul for a business trip. We will take them to the scene if they are interested in more. We would like to offer our guests experiences to enjoy Istanbul in 4-5 leisure hours after they are done with their business.

How do you plan to position the brand in Turkey?

Istanbul is an attractive town for the brand of Steigenberger. We will enter into franchising deals. We are set to launch the second Steigenberger hotel on Basın Ekspres Road in 2016. I think we need to be present in Anatolian towns such as Bursa, Izmir and Gaziantep. Anatolian investors want their own hotels powered by a well-known brand. I think the brand of Steigenberger would be an attractive

and advantageous option for them.

What would you say about the tourism in Istanbul?

The gap between the number of tourists traveling to Istanbul and the supply of beds in hotels has expanded to a significant extent. Istanbul has the capacity to host 23 million tourists. I believe it is now time to talk about quality rather than quantity. The brand of Istanbul is more important than Sheraton, Steigenberger or Hilton. People do not travel to Istanbul to visit Steigenberger.

Istanbul’s hotels have no shortage of catering services when compared to those in

There are 2 reasons behind this: Psychological and economic. The psychological reason is the fact that investors want to build better hotels than other investors they know of, and not lag behind. The economic aspect is about not having a significant difference between building a 4-star and 5-star hotel. I believe one should not care so much about stars. The importance should be attached to quality and location.

Those investing in hotels would like to see some returns of the money they put in. That is why it is better to build hotels that fit for current conditions of competition. Istanbul is home to the world’s finest Holi-

Cem Kinay says: ‘Branding and standardization should not go ordinary.’



Europe. We are unable to exploit the Turkish cuisine. We have begun to serve fresh Turkish pita for breakfast. A vast majority of guests go for pita rather than other types of bread. We put a tea urn right in the heart of the breakfast hall. Tea bags do not make any sense to me while we can serve the authentic Turkish tea. We cannot simply make a difference in Istanbul for our guests if we keep serving tea bags.

What are your opinions about ever-increasing hotel investments?

Istanbul has grown into one of the world’s major touristic destinations. There is no other city around the world with such hotel investments. Some mistakes are made whereas I think things made right outweigh them.

Do you think it is good to focus investments on 5-star hotels?

day Inns and Hilton Garden Inns. There are some 5-star holiday inns that are actually supposed to be 3-star hotels. This is one of the issues where investors and brands do not manage to be on the same page and this leads to disappointment.

Some mistakes made when tourism was rapidly burgeoning were tolerable to a certain extent. Yet, things have changed in today’s world where the growth is completed. Istanbul is now home to a major competition and everyone needs to take such circumstances into account. I think those making investments without taking circumstances into account are destined to struggle more in the forthcoming years.

What is your opinion about the occupancy rate in Istanbul?

Istanbul is now a major market. The roadmap followed before achieving such high

occupancy rates and tactics to adopt as a major market need to differ. What is the new strategy in tourism as Turkey and Istanbul? I regret to say that there is no scientifically proven answer with a low margin of error for that question. We need to come up with new strategies to boost the occupancy rates and revenues.

I began to work in tourism in 1987. In 1988 and 1989, the company managed to host 6 to 7 thousand people from Austria for an Anatolian tour even though it was a newly-founded company. The increasing security issues in the 1990s called a halt to tourism across Anatolia. 20 years have gone by and the same issues are still on the table. Tourism will boom in case peace and welfare are ensured in a true sense. The number of tourists traveling to Turkey will double after the Anatolia’s potential is activated.

What type of a model should be adopted for the Anatolia?

There is no need to build 5-star hotels in every corner of Anatolia. We need to adopt models in which houses can contribute to tourism just like they do in Austria. Austria is home to facilities with 3 to 5 rooms owned by landlords. I think a model local people are involved in would yield better results. Apart from the historical, cultural and natural wonders of Anatolia, it is necessary to market its lifestyle, as well.

What can you tell us about the current touristic objectives, plans and strategies?

A plan for the year 2023 is still in place. It seems to me that we have underpinned this plan in a bit haste. We need to stay calm and develop a new plan to cover the next 20 to 30 years. It is important to remember that markets will inevitably undergo changes while we make plans. We need to establish strategies right now for China and India estimated to grow the most in the next 15 years.

With an impact on the entire world, Asian market keeps growing. 70 to 80 thousand Chinese people travel to Turkey now. Indian people barely visit Turkey. The global market of tourism keeps growing by changing courses. We need to be prepared in advance. It is not rocket science to estimate that Istanbul will host 20 million tourists 10 years later. What matters is to estimate the future and make preparations accordingly.

In the center of the business, standing with you

Crowne Plaza OryaPark is waiting with 13 meeting rooms,
for your social events and business meetings



CROWNE PLAZA®

İSTANBUL - ORYAPARK



İnkılap Mh, Küçüksu Cd.
No: 58 Ümraniye/İstanbul
Tel: 0 216 666 64 00
info@cporyapark.com
www.cporyapark.com



Müberra Eresin

MÜBERRA ERESİN: WE WANT TO OPEN A HOTEL IN LONDON

İstanbul has become a popular destination in Argentina, Chile, Uruguay and Paraguay. Turkish TV series aired in these countries contributed a lot to this. [YILMAZ KELEŞ](#)

Müberra Eresin, praised for the leadership and her devoted work at non-governmental organizations, is one of the people who deserves the title “natural leader” in the sector. Eresin, the head of Fairs and Publicity committee and the vice president at TUROB (Touristic Hotels and Investors Association) is one of the tourism professionals who always lead the way on the road to the publicity of İstanbul. Directing the publicity strategies of TUROB through her experience and energy, Müberra Eresin shared her views on a broad range of topics such as foreign markets and the problems of hotels in İstanbul.

In parallel with your visits and contacts, how do you assess the current situation of markets?

We, in TUROB are trying to attend all the fairs and organizations that are important for our country. Due to my duty as the head of Fairs and Publicity Committee I undertook within our Board of Directors, I take part in all the levels from planning to the execution of the processes. By this way, we can have important information and data about existing and target markets.

When we observe the general situation in line with the data and impressions we obtained during the fairs, it's possible to say that the recession in European markets continue. Unfortunately, there has not been a significant increase in the number of tourists coming to İstanbul from Europe for the last 3 years. On the contrary, there is a decrease. Especially, negative news about Turkey in European media is affecting us negatively.

Due to the recession in Europe, we started to aim for the distant markets, as we have been saying for years. This year, we focused on Latin America. We have learned that İstanbul has become a popular destination in Argentina, Chile, Uruguay and Paraguay. We observed that Turkish TV series aired on TV channels in this country contributed a lot to this.

As TUROB Fairs and Publicity Committee, we are working in a devoted and participative manner. In all the destinations we have been to, we distributed promotional booklets with the details of our hotels, including those that did not send a representative with us, to the participating tour

operators and we provided them with general information. Sometimes our friends at the committees going to the fairs we could not attend as TUROB, have TUROB's booklet with them and make sure that all our members are represented there.

Numbers have been rising steadily in the Latin American market for the last two years. Even though there was a slowdown in Brazil due to economic and political reasons, we're expecting an increased number of tourists from Argentina and Chile. Furthermore, we also observe a boom in Mexican and Colombian markets. We believe that, if THY provides direct flights to and from these places, an important potential will be activated.

A significant number of people came to Çanakkale from Australia this year for the commemoration of the 100th year of Anzacs. Most of the Australians went to Çanakkale after having stayed in İstanbul. And this caused an increase in economic activity in İstanbul. We are continuing our promotional works in order to enhance the potential in this market and make it sustainable.

Unfortunately, I don't think that we are going to face a satisfactory increase in European markets in the near future. Therefore we must work harder to promote new markets. With this view, we went to South Africa. We attended the fair held in Cape Town and organized a small workshop. We have plans for a Workshop in China, which we definitely want to realize. We think that the number of Chinese tourists coming to İstanbul is very low. This is also because there are not enough flights from China to Turkey.

What are your predictions about our existing Middle East and Russia markets?

Middle Eastern markets are still important for Turkey and İstanbul. However, due to the current events, we are not going to be in a position to easily attract tourists from the Middle East and Gulf countries as we were before. Easy visa terms provided to the United Arab Emirates by the European Union is a development we have to pay strict attention to. Due to this practice, we may lose 15-50 percent from the UAE market. Tourism income of European Union countries are decreasing. Trying to come up with a solution, EU may provide the easy visa terms it has for United Arab Emirates, to other Middle Eastern countries. We have to be careful and show quick reaction.

THY is our biggest strength in Middle Eastern markets, as it is in all around the world. We are trying to prepare flight+hotel packages for the Middle Eastern countries. We must find ways to increase the activity in the markets in the next years through such promotions and compensate for the decreased activity during Ramadan.

Due to the devaluation, there is a significant decrease in the number of entries from Russia. We have to compensate for the decrease we had to face in this market with increases in other markets. I believe that recovery in the Russian market will take 2-3 years.

What are your expectations from THY, a company of vital importance for tourism in İstanbul?

Each new destination THY flies to means a new place where tourists will come from. Nobody can deny THY's importance for the tourism in İstanbul. THY also carries a great number of transit passengers. Transit passengers are an important resource of income for airline companies. However, we tell them at every opportunity that it



Müberra Eresin says 'THY has excellent advertisement. As people in hotel business, we are praising their success and we thank them for the added value they produce.'

would make us happy to see them slightly decrease the number of transit passenger ratio and increase the number of tickets sold for direct flights to İstanbul. We are trying to develop different projects toward this goal. We've built good relationship with THY. During our visit to Mr. Temel Kotil from THY a few days ago, we talked to them about our expectations. We can see that THY values our opinion and makes use of them by creating advantages. Our current agenda is to accommodate transit passengers from THY in İstanbul for one night. When we put this idea into practice, we can create great advantages for us and THY. It doesn't matter where the people will stay within the framework of this campaign, what's important is that they come to our city. Such an accommodation will cause a domino effect and have a positive effect even on the hotels that are far from the airport.

What are your thoughts on branding and what would you recommend to the investors that are new to the sector?

Frankly, I don't believe that creating a hotel brand from one's family name is a right thing. Our family started this business many years ago. Considering the conditions of those years, they preferred to become a brand using our family name. It is not possible have the same effect in the international market with a brand you create in Turkey. In line with this, we signed an agreement with the brand Best Western for our four-star hotel Eresin Taxim years ago.

Best Western provided us with great advantages in foreign markets during the first years. And the fact that Eresin was one of the first brands to prefer BW brand

in Turkey, provided advantages to Best Western. Moreover, while the Spanish Barcelo provided us with an chance in the Spanish market, we added value to Barcelo in Turkey. When we make the brand agreements with certain strategies, mutual gain can be created. This is a point to consider carefully.

I believe that it is very difficult to create a brand and make it grow on your own under current conditions. I recommend the new investors in the sector to start working with foreign brands but develop their own brands at the same time. Even if you go on separate ways with the other brands after a while, recognition for your own brand will have increased. After that, your brand will not need as much promotion as it needed in the beginning.

One of the common mistakes made in Turkey is trying to find a brand after the completion of the hotel. Investor wishing to enter the sector with a brand must start negotiations during the project phase. Hotels built with the ideas that are right for the investor or consulting firm, may not fit the criteria of any of the international hotel brands when they are completed.

Will Eresin Group make new investments?

It's perceived as if Eresin Group haven't been making new investments for a long time, however, we made a significant investment last year. With my great-uncle Bircan Eresin, we bought all the shares of Eresin Topkapı, which we were shareholders of. This purchase was a big and a serious investment for us.

We had a hotel behind Eresin Topkapı, operating under the name Özcan Hotel. The building next to it also belonged to us. Now that we've bought all the shares of Eresin Topkapı, that investment has also become ours. Therefore, a new investment project has started. Studies and drawings are ongoing. We were planning to build a hotel. But due to increased bed supply, we gave up on that idea. We're going to build a dormitory for students. Building a dormitory seems more logical than building a hotel under the current business cycle conditions. If the business becomes better and a new rising trend occurs in the future, we may think of a new hotel project. Our company has enough land in that area where we can develop a new project.

We've been thinking of starting a hotel

Room prices raised in 10-15 years by making great efforts, started to decline due to the bed supply increasing in an uncontrolled manner. We must put an end to this lack of control.



business abroad for a long time. We constantly have offers from Middle Eastern countries but we wish to start a business in London. My brother and my younger sibling and I studied in England. So we're leaning towards the idea of opening a hotel there. London, Paris, Rome and Berlin are cities that never face difficulties in terms of tourism. In order to get a more steady state, we believe that London is a good option.

What are your thoughts on İstanbul's place and performance in convention tourism?

İstanbul ranks 9th in the world in small conventions. However, we have serious losses in big conventions on international scale. Unfortunately, we cannot see a noteworthy convention when we look to the future. Serious efforts have to be made towards this. Decrease in the number of conventions also decreases the average room prices all over the city. Of course, the reason for the decrease in the number of conventions is not something we can help.

How many years will it take until the prices in İstanbul rise?

İstanbul is quite a different city. For 7-8 consecutive years before Gezi events, we did exceptionally well. Before that we had almost hit rock bottom. It's pretty easy to lift İstanbul and the numbers up. We must come to the table and find real solutions to

the problem as the parties. Important duties fall to the Ministry of Culture and Tourism in this sense.

THY has excellent advertisement. As people in the hotel business, we are praising their success and we thank them for the added value they produce. We must go to the destinations THY flies to and carry out promotional activities, in coordination with the Ministry. A collaboration established by gathering the right actors will yield fruitful results for our country and for the sector.

Do you think İstanbul needs a promotion and marketing office?

We must accept that İstanbul is the showcase of Turkey. Thus, we have to develop special strategies for İstanbul. Of course, we shouldn't forget about vacation destinations such as Antalya and Bodrum. However, İstanbul is our face to the world. Unfortunately, there is no entity to take joint action for İstanbul. We can observe the lack of coordination more clearly at the fairs abroad.

What is TUROB's suggestion for marketing İstanbul?

First of all, we believe that the city should have an owner. And we express that this owner should be the İstanbul Metropolitan Municipality. We advocate the need for gathering all the tourism components of the city under the leadership of the munic-

ipality. We presented our suggestions for this before. Several steps were taken, meetings were held. And just as we thought it would happen, the initiative fell apart. This goes on to be an issue awaiting solution.

It is mentioned that Syrian refugees taking shelter in touristic centers of the city has started to harm the tourism in İstanbul. What does TUROB do about it?

I agree that this situation has started to harm our tourism. Middle Eastern tourists know that these people are Syrian refugees and they tolerate it to an extent. However, tourists coming from other parts of the world say "There are too many begging children in Turkey". The present situation causes a great loss for country's image. Seeing people sleeping wretchedly in the corners, right in the center of Taksim, disturbs tourists as well as it disturbs us. While seeing the begging children break our hearts, we also see that young Syrian refugees attack the vehicles and people who don't give them money. As TUROB, we made several attempts with regards to this issue. We expressed the discontent to the district governors and mayors of Fatih and Beyoğlu towns during our visits. All the authorities we spoke to understand our concerns and make efforts to find a solution. However, we haven't seen the reflection of these efforts in the streets yet.



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



TURKISH HOTELIERS FEAR WORSE TO COME IN 2016

In the midst of a disappointing 2015 for Turkish hoteliers, the sector fears that next year could be even worse if things don't change quickly, Touristic Hotels and Investors Association (TUROB) President Timur Bayındır said in a statement on Tuesday.

In the midst of a disappointing 2015 for Turkish hoteliers, the sector fears that next year could be even worse if things don't change quickly, Touristic Hotels and Investors Association (TUROB) President Timur Bayındır said in a statement on Tuesday.

"If the current negative atmosphere had changed today, within six months things would be back to normal. However, if this situation continues and further escalates, business in 2016 will be even worse than 2015," Bayındır said.

A wave of violence surging through the southeastern region of the country in conjunction with a major drop in Rus-

sian tourists, due to economic woes in that country, has been a huge thorn in the side of the Turkish hotel sector, which has been forced to slash rates and make efforts to appeal to local tourists to recoup losses.

"It is clear that the next two to three years will not be easy. Our target in 2016 is to not fall below 2015 figures. Turkey's problems with terror, security, social unrest and economic stability need to be fixed and the negative perception that they have created in foreign markets needs to be changed," Bayındır said.

Noting that the sector's 2015 targets have not been met, Bayındır said that



TUROB President Timur Bayındır

instead of reaching the positive forecasts established at the beginning of the year, hoteliers performed worse than expected. The industry expected a 10 percent increase in occupancy rates for 2015, but rates have, in fact, fallen by 11 percent while revenue is down by 16 percent, according to Bayındır.

Turkish Association of Travel Agents (TÜRSAB) President Başaran Ulusoy said the Turkish tourism industry has sustained a 17 percent loss in its Russian tourist market so far this year, while speaking at a press conference earlier this month.

Ulusoy said 2015 has been a troubled year for the industry, although he was hopeful that 2016 would not see a similar drop in Russian tourists visiting Turkey. He added that there has been a 10 percent increase in tourists from Germany, another major market for Turkey.

The recent escalation of violence in Turkey has contributed to a 3.8 percent downturn in the country's tourism revenues during the first seven months of 2015, according to Culture and Tourism Minister Yalçın Topçu.

Speaking to Turkish media earlier this month, Topçu said, "As a result of terrorist activities, there [has been a] 3.8 percent loss in tourism revenues, the number of tourists and the volume of departures and arrivals."

The number of visitors coming to Turkey slumped by 6.5 percent year-on-year in June, according to TUROB data.



FEEL THE OTTOMAN STYLE LUXURY IN THE OLD CITY OF ISTANBUL

Ottoman Hotel® PARK

Ottoman Hotel Park is dedicated to perfecting the travel experience through the excellent combination of continual innovation, extensive guest services, in house amenities and exquisitely furnished guest rooms reflecting a postmodern international and traditional design. Ottoman Hotel Park aims to satisfy the needs and tastes of the most distinguished guests visiting Istanbul for leisure and business purposes.



Welcome to Ottoman Hotel Park İstanbul. Traditional Turkish hospitality, Ottoman style luxury, highly personalized elegant service, an exceptional view of the old city of İstanbul and the Sea of Marmara and a blend of Ottoman and international cuisine is what you'll experience at the Ottoman Hotel Park.

Kadırga Liman Caddesi No. 41 Sultanahmet 34122 İstanbul - Türkiye T. +90 212 516 0211 F. +90 212 517 3512

www.ottomanhotelpark.com info@ottomanhotelpark.com



*For an unforgettable
experience in the
heart of Istanbul*



No large-scale bottleneck on the horizon for tourism in Istanbul

The real problem in Istanbul is the unplanned structuring of tourism. Hotel constructions are all over the place in Istanbul. The city does not host as many tourists as these hotels can accommodate.



We have been operating under the umbrella of Ramada for almost two years and we are quite pleased with it. We have further improved ourselves under the brand of Ramada. In addition, our room sales and turnovers have increased by 15 percent.

HAKAN YILMAZ / PHOTOGRAPHER: ÖZGÜR PERKİTEN

Ali İmdat Uçar is one of the most experienced hoteliers across Talimhane, Taksim. While hotel managers are replaced quite often in Istanbul, Mr. Uçar has been serving as a general manager at the same hotel for almost 20 years. As a token of “stability” for the hotel management industry, Ali İmdat Uçar makes an analysis of the year 2015 and shares his predictions for 2016 with *Turizm Aktüel*.

It was a dark landscape in general when we were about to welcome the year 2015. Having broken out in Russia, the crisis was estimated to cause trouble for Antalya. Do you think this season proved the estimated scenario right?

We could estimate that it would adversely affect Antalya this summer. However, the case of Antalya has gone even worse than we thought. The worst fears came true. Hotels began to lay off employees. The economic loss is around 20 percent.

Will this case continue for Antalya in 2016, too?

Current circumstances make this prediction probable. So, the year 2016 could also be troublesome for Antalya. It is safe to say that Antalya will face a even worse crisis next year.

So, how does this bottleneck affect Istanbul?

Istanbul enjoys a colorful identity and diversity in tourism. The bottleneck will never be large scaled around here. Yet, we make mistakes in Istanbul. The real problem in Istanbul is the unplanned structuring of tourism. Hotel constructions are all over the place in Istanbul. The city does not host as many tourists as these hotels can accommodate. And this is not the only point. The frenzy of daily houses for rent operating as unregistered businesses is one of the factors that deal a major blow to the lodging industry. Such facilities are be-



“We have further improved ourselves under the brand of Ramada”, says Mr. Ali İmdat Uçar, the General Manager of Ramada Istanbul Taksim Hotel. “In addition, our room sales and turnovers have increased by 15 percent.”

yond control to inspect.

Overwhelmed by inspections and taxes, hoteliers simply cannot compete with these under-the-counter businesses. And they should not. Therefore, the stable or decreasing number of tourists vs. rapidly-increasing bed capacity leads to a major imbalance. In the short run, prices will plummet while the overall hotel quality will increasingly decline.

They say the number of European tourists has been on the decline. Is this true?

The number of European tourists accommodating in hotels has decreased to a significant extent when compared to past years. This is so obvious. Conflicts in Syria and Iraq, and the foreign policy adopted by the Turkish government keep Western tourists away or they prefer to

stay for a short period of time. Accordingly, the revenue generated through tourism periodically plunges.

The associations of the industry remain silent in spite of all the adverse developments. Do you think the associations gave a good account of themselves in the process?

I think they did not. They failed in the process. They act pragmatically. Either they do not know what they are capable of or they believe the current circumstances make them act like this. However, this issue concerns more than a few people’s interests. Out of the associations, only TUROB’s President Mr. Timur Bayındır was able to hold his head high. In addition, it was only Mr. Bayındır who put forth the most realistic arguments about the course of events.

Why did your current hotel prefer to operate under the umbrella of Ramada? What does the brand of Ramada bring to the table for you?

We have been operating under the umbrella of Ramada for almost two years and we are quite pleased with it. Ramada offers standards and discipline in any subject ranging from breakfast to rooms. And the hotel management has to comply with it. For instance, it is a must to call the guests by their names. Breakfast has to feature at least 4 types of fruit. Ramada has its own way for spot checking. You get to be stripped of the brand if the hotel is rated under 8 out of 10. We have further improved ourselves under the brand of Ramada. In addition, our room sales and turnovers have increased by 15 percent.

ISTANBUL, ANTALYA NAMED IN WORLD'S TOP SHOPPING CITIES IN MUSLIM TRAVEL SHOPPING INDEX 2015

Istanbul and Antalya have featured in a list of the world's top shopping destinations for Muslim tourists in a report which provides detailed insights into their spending behavior while travelling.

The MasterCard-CrescentRating Muslim Shopping Travel Index 2015 (MTSI 2015) has revealed Muslim travelers spent a total of \$62 billion globally in shopping and dining.

Istanbul was fifth while the Mediterranean resort of Antalya came sixth on the MTSI 2015's list of 40 cities, which was topped by Dubai in the number one spot in the report released on Sept. 29.

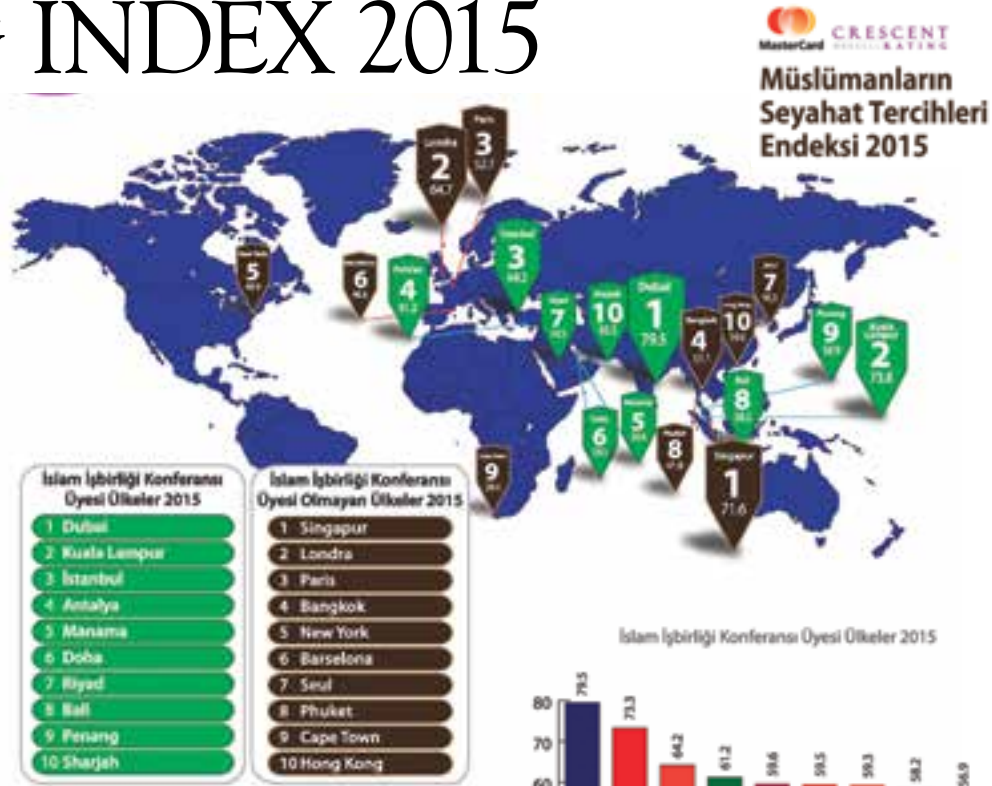
The research showed shopping expenditures by Muslims in 2014 amounted to \$36 billion, while dining expenditure amounted to \$26 billion.

The MTSI 2015 looks at in-depth data covering Muslim travel shopping from 40 international cities, creating an overall index based on a number of criteria. It is the first time detailed insights have been provided on the consumer spending behavior of Muslim travelers. The MTSI 2015 is the latest research collaboration between MasterCard and CrescentRating on this sector following the launch of the Global Muslim Travel Index (GMTI) 2015 earlier this year.

"The MTSI is a fascinating insight into the shopping habits of Muslim consumers and will prove to be an invaluable tool to the entire sector," said Fazal Bahardeen, CEO of CrescentRating & HalalTrip.

"The research looks at two of the most important expenditure components of Muslim travelers, which are shopping and dining. The index reveals how important Turkey is to the sector and the vital contribution they are making with cities like Istanbul and Antalya," he noted.

The 40 international cities covered in the

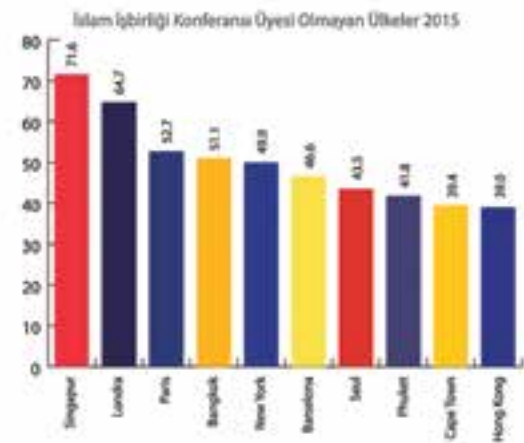
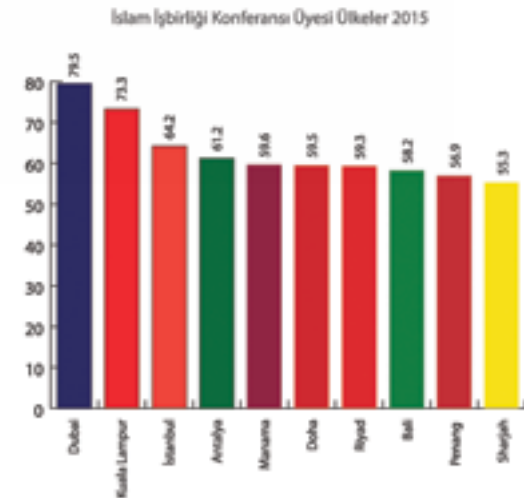


MTSI 2015 were scored against a comprehensive set of metrics, which included suitability as a shopping destination, Muslim friendly services and facilities, and ease of travel. Each criterion was then weighted to make up the overall index score.

Dubai topped the ranking with a score of 79.5, followed by Kuala Lumpur with a score of 73.3. Singapore scored 71.6 on the index making it the number one ranked city from the non-OIC countries and third on the overall list. London was number four on the overall list with an index of 64.7, while Istanbul came fifth, scoring 64.2, and Antalya sixth, with a score of 61.2.

Earlier this year, the GMTI 2015 showed that in 2014, the Muslim travel segment was worth \$145 billion, with 108 million Muslim travelers representing 10 percent of the entire travel economy.

This is forecasted to grow to 150 million visitors by 2020 and 11 percent of the market segment, with a market value projected to grow to \$200 billion.



Love at first sight



2film.com.tr

Love at first sight

Leave yourself to the fresh breeze of Kefaluka. You will feel yourself in fairy tales, in an environment where you will feel lost in the turquoise heaven of the Aegean Sea and the magic luxury of the nature. "Prefer the difference, experience the difference."

KEFALUKA
R E S O R T

Bariş Manço Cad. No:63 Akyaarlar - BODRUM
Tel: +90 252 311 03 90 Faks : +90 252 393 87 20
info@kefaluka.com, rezervasyon@kefaluka.com

www.kefaluka.com



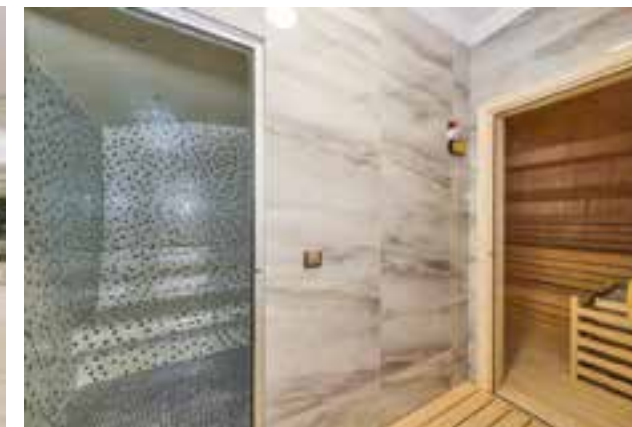
MARNAS
HOTELS

YOUR WORLD IS DIFFERENT BECAUSE YOU'RE DIFFERENT

80 comfortable rooms with a neo-classical design that gives you views of the Bosphorus on the upper floors. Our hotel with a specially designed spa is pleased to welcome you on your travels for business and sightseeing. The day's fatigue, will be end with a taste of blend coffe or an enjoyable dinner at Merit Cafe or restaurant, located in the hotel.

www.marnashotels.com

Abdi İpekçi Cad No:14-16 Bayrampaşa-İstanbul • Tel: +90 212 501 09 09 • Fax: +90 212 501 67 67 • info@marnashotels.com



WYNDHAM GRAND KALAMIŞ MARINA' HOTEL PROVES ITS SUCCESS TO THE WORLD

As Wyndham Grand İstanbul Kalamış Marina Hotel, we believe we make a significant contribution from the Anatolian side in making İstanbul an attraction center in the world.

UĞUR KARTAL / PHOTOGRAPHER: ÖZGÜR PERKİTEN

5-star Wyndham Grand İstanbul Kalamış Marina Hotel located on the Anatolian side of İstanbul offers its guests a unique accommodation experience where West and East meet. Giving its guests the opportunity to experience the breathtaking view of Marmara Sea with its position across the Marina, the hotel presents some examples of world famous Turkish hospitality to its guests visiting İstanbul, one of the world's most important cities for business or holiday travels. General Manager Mustafa Alpaslan who introduced Wyndham Grand İstanbul Kalamış Marina Hotel to Turizm Aktüel readers made his remarks on tourism in İstanbul.

Can you tell us about the Wyndham brand and Wyndham Grand İstanbul Kalamış Marina Hotel?

One of the largest hotel management companies of the world, luxurious hotel chain Wyndham Worldwide got into Turkish market for the first time in 2013 with Wyndham Grand İstanbul Kalamış Marina Hotel. It offers a wide range of accommodation products and services as a global player with world-famous brands. It gathered all its affiliates under Wyndham

Worldwide brand in 2006.

Wyndham operates in 66 countries in 6 continents with its 700 thousand rooms in 7,650 hotels including all brands and employs approximately 35 thousand people. Germany and Turkey stand out as two important destinations in Europe that the brand will continue investments. Far East is also determined as a primary investment region for the coming period. Wyndham Hotel Group stands out as the chain with the most hotels in Turkey with its hotels in 39 different segments including the new affiliates. As for Wyndham brand and Wyndham Grand İstanbul Kalamış Marina Hotel, the hotel with 210 room capacity is located in a unique location, our hotel has a transportation advantage as it is built at the intersection of all linking roads. Wyndham Grand İstanbul Kalamış Marina Hotel was designed as a service point with a hallmark spirit of services at it was put into service taking all details into account.

As Wyndham Grand İstanbul Kalamış Marina Hotel, you have been awarded many times since you opened. What is your secret?

Considering the quality and number of comments, we have the highest customer satisfaction score among 5-star hotels in the region. We were awarded the "Turkey's Best Business Hotel" in 2013 in World Travel Awards which is referred to as the Oscar of tourism industry in which 500 candidates competed. Wyndham Grand Kalamış Marina also won the "Hotel of the Year" award among all group hotels in Europe, Africa and Middle East regions in Wyndham Global Conference held in Las Vegas in 2013. The hotel proved its success to Turkey and the world.

Making a difference with congress and meeting halls besides privileged accommodation and food-beverage services offered to guests, Wyndham Grand Kalamış Marina has been the choice of local and foreign professionals since day one. We have hosted many important organizations in our 15 meeting halls with modern and elegant design equipped with state-of-the-art equipment and ball room without columns which can accommodate 600 people. I must emphasize that our success is the result of a team work. Changing the service approach of hotel management industry with its



Mustafa Alpaslan, "According to previous year data, the increase in the number of tourists visiting İstanbul was not reflected in 5-star hotels. On the contrary, the occupancy rate decreased by %2,5 and daily average price dropped."

young and dynamic management team and experienced professional team, our hotel will continue to be known with its successes.

What are the disadvantages of the recently increasing number of investments especially in larger cities?

Hotels that are more than sufficient in the same region and operating in the top segment start adopting a discount policy to attract guests of other hotels. This reduces the profit ratio and lengthens the investment return period. Data shows that the number of 5-star hotels in İstanbul is much higher than the number of 5-star hotels of countries which have three times more tourists. According to previous year data, the increase in the number of tourists visiting İstanbul was not reflected in 5-star hotels. On the contrary, the occupancy rate decreased by %2,5 and daily average price dropped. Unplanned investments create

crease in the number of airports used, time stayed in hotels, customer profiles and average expense amount are examined, we can be more positive about the future. This means that investors can continue their investments in the accommodation industry. The main issue here is if feasibility studies and analysis of new investments are accurate. Investments are not executed in line with the state. This influences the investor in areas that are expected to be saturated soon negatively. It is important to plan the type of the investment well.

What would you recommend the investors for them not to make these mistakes? What are the points they need to pay attention to?

Hotel investments in Anatolian side have gone up in the last 2 years. 18 more hotels are planned to be commissioned by the end of 2016. This is the number that received

of Turkey and İstanbul. We also need to approach natural wealth responsibly.

We need to raise tourism consciousness in public. Tourists stay at the hotel but do not contribute to the city. City tourism is a reality now. We need to organize art events and organizations. Unemployment in Madrid reduced to %11 from %27. It was thanks to tourism.

Do you have a message for the industry?

Short and medium term planning are now more important in the Middle East where especially political unease and the threat of disorder are ascending. Tourism environment and potential threats in our country must be analyzed with care, emergency action plans must be prepared and initiated in coordination with the state.

Assuming that the uncertainty in our region will continue for a while more, I believe that our government needs to take serious



Considering the quality and number of comments, we have the highest customer satisfaction score among 5-star hotels in the region.

problems especially in qualified staff employment.

When compared to large cities of Europe, what are the pros and cons of İstanbul in terms of hotel investments? What are the mistakes that we make?

Wrong investments result in irregular hotel establishments. This has to be stopped. Everyone wants to open a 4 or 5-star hotel. However, the number of 5-star hotels in İstanbul is 3 times bigger than in Madrid. This is why we cannot have returns from successive investments.

When a lot of different inputs such as the rising trend of the number of guests visiting İstanbul by year, how they travel, ratio of in-

centives. The state needs to establish a strategy and a policy about this. We lack planning. Illegal accommodation and irregular hotel establishments will cause us troubles. Investments used to be returned in 10 years. Now it is barely returned in at least 18 years.

What do you think the level of tourism awareness is in Turkey?

Particularly the awareness of city tourism in Turkey is progressing in a standardized system. Due to wrong strategies, we fail in duly promoting İstanbul that is one of the most beautiful cities in the world. There must be more projects, events and festivals which would highlight the cultural diversity

measures related to tourism. Also, important operators must be consulted for recommendations that will relieve the market and projects that will make our country an attraction center again must be initiated. Besides, I believe that illegal accommodation facilities must be controlled and their operations must be prohibited.

Tourism professionals must remember their responsibilities for the industry while regulating their competitive price policies. They need to present an approach that makes the market grow rather than shrink. They can turn the threat caused by government policies into an opportunity by increasing service quality even more.

20th Edition
28-31 January 2016

**TUYAP - ISTANBUL
TURKEY**



EMITT
Celebrates
20th Anniversary
in 2016



www.emittistanbul.com

12 halls, 70.000 sqm. space,
with additional halls

for Health, Outdoor and Winter tourism,
more than 4.500 exhibitors from over 70 countries.

Official Partners



Organiser



THE PARMA HOTEL
TAKSIM



Yes we can 😊

MAJOR STEP TO ATTRACT TOURISTS FROM EMITT



The world's 5th biggest tourism exhibition EMITT has made a four year agreement with Aegean Communication SA to exclusive organize the Greek Tourism participations in EMITT.

This successful cooperation culminates now with the signing of the contract of exclusive representation to the Greek market, which means that this year and for the next three years, all Greek participations to EMITT, Organizations (Chambers, Municipalities, Regions etc) or businesses (hotels, travel agencies etc.) will be organized exclusively by the Aegean Communication SA.

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın said that: "The participation of the Greek tourism industry at EMITT after the engagement with Aegean Communication SA, have increased dramatically in both size and quality. This cooperation is crucial for ITE Turkey. I want to assure all our friends in Greece that we as neighbors understand the difficulties and we stand next to them in this difficult period of time. This cooperation will im-



pect to the growth of tourism industry in Greece.

Chairman of the Board of directors of AEGEAN Communication SA, Panayiotis Myritzis said: "Today, that our country and the Greek business are going through hard times, we proved that we are still believe in the future and we are determined to support, our economy and Greek tourism,

by consolidating a solid ground of communication to a critical market as our neighbor Turkey. I want to thank our partners ITE Turkey for the confidence has shown to us. Finally we would like to reassure the Greece tourist industry that the exclusivity agreement will improve our services to achieve our common purpose and promote the Greek tourism to Turkey."

TURKISH TOURISM MINISTRY ANNOUNCES NEW SUPPORT PACKAGE TO OVERCOME LOSSES

Turkish Culture and Tourism Ministry has revealed a new support program to overcome sector losses mainly due to economic problems in Russia and neighboring countries.

The ministry will offer financial support to travel agencies carrying tourists from 13 countries, such as Russia, Iran and Ukraine, through charter airlines. The agencies will take \$6,000 grants for each flight, said the ministry in a statement issued to travel agencies. "Our ministry has decided to offer support to travel agencies with the A Group certificate, which carry tourists through charter flights, in order to prevent any further flight and reservation cancelations and to slash any further negative effects on the sector due to economic problems in Russia," said the statement.

The support package covers 13 countries in total; Azerbaijan, Moldova, Belarus, Uzbekistan, Armenia, Russia, Tajikistan, Turkmenistan, Ukraine, Georgia, Kazakhstan, Kyrgyzstan and Iran. The ministry also said several airports will be under the support package's coverage, including airports in Gazipaşa-Alanya, Antalya, Dalaman, Bodrum and İzmir.

Travel agencies need to submit their proposals and the required documents to become qualified for the support, which lasts until Nov. 30, according to the statement.

"The A Group travel agencies that make charter flights carrying at least 100 passengers from the aforementioned countries to the aforementioned airports... will benefit from the support," said the statement.

HERE IT COMES: THE WAVE OF SUCCESS.

9-13 March 2016 · itb-berlin.com



Official Partner Country
ITB Berlin 2016



ITB
BERLIN

50 years of
excellence

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®

Messe Berlin



www.surahotels.com



Turkey's Leading
Lifestyle Hotel

www.surahotels.com



General Manager Nihad Görman, 'Antalya is one of the rare destinations in Middle Europe that offers maximum service in affordable prices.'



Our ecological and environment-friendly approach as a bicycle-friendly hotel is our difference. Grand Prestige Hotel is a family hotel which is located completely in the nature where our guests can freely spend their holidays.



YOU ARE A BRAND WHEN THE CUSTOMER LEAVES THE PLACE SATISFIED

HASAN ARSLAN

Being a brand is very important in tourism industry as in every other industry. However, it is a hard task to be a brand. It is not enough to imitate the good one to be a brand. You also need to create and sustain innovations.

Being Mediterranean Region's first bicycle-friendly hotel, Grand Prestige Hotel is one of the most established hotels in Side-Titreyengöl. The hotel with a primary focus on customer satisfaction continuously improves following the needs of the time. General Manager Nihad Görman who introduced Grand Prestige Hotel to *Turizm Aktüel* Readers also shared his views on 2015 season in terms of Antalya and Turkish tourism.

Can you tell us about the foundation of your hotel and the group?

Grand Prestige Hotel & Spa is built in Side-Titreyengöl in 1990 inside the generosity of the nature using the latest technologies of the time and without damaging the nature thanks to foresight and creativity of İsmet İnönü. The hotel that is 7 km from ancient city Side, 75 km to Antalya and 65 km to airport is a 5-star beach hotel only 200 meters

away from the sea. Providing service with 25 years of experience, the hotel has an 8 floor single-building style architecture inside a large garden which is located on a total of 30 thousand m² area including 10 thousand m² indoor area.

Does the Group have other investments in tourism?

Urania Seyahat ve Turizm, the agency of Uran Holding operating in tourism industry is organizing cultural and Anatolian tours since 1992. It also offers Rent a Car and ticket sales services. Our agency has an A-class agency certificate that is the highest level in TURSAB.

Established in 1999, Uran Otel A.Ş. operates in the construction, sales and rental of hotels, motels, campgrounds, Turkish baths, thermal hotels, baths, sports facilities, physiotherapy centers, skating rinks, and tourism facilities. Our investments in the industry are

actively in progress. We have commissioned the Ramada İstanbul Asia as the first Ramada-branded hotel of Anatolian Side as Uran Holding.

Can you tell us about your branching works and your objectives regarding the future?

As Uran Holding, we are continuously following the industry. We desire to make new investments by setting new goals with our 25 years of experience. We will never give up on contributing our country through our future investments.

What makes Grand Prestige Hotel different from other hotels?

Our location is the most important distinctive feature of our hotel. Grand Prestige Hotel is a family hotel which is located completely in the nature where our guests can freely spend their holidays. Our guests prefer us mainly because the main goal of our

establishment is the satisfaction of our domestic and foreign guests. Grand Prestige Hotel & Spa is built on a location that is perfect for bicycling thanks to being in Side. We emphasize the theme of nature and tranquility due to the natural structure of our facility and the geographical location of the region. As the first bicycle-friendly hotel of Mediterranean Region standing out with its approach to bicycling, we offer our guests route planning, guiding and rentals and bicycle garage and maintenance room. We possess the internationally valid Blue Flag certificate we gained thanks to the sea and the beach besides ISO Environment Management and ISO Quality certificates. We also have TUROFED White Star certificate of Hoteliers Federation as a result of our efforts to meet the international environment standards and becoming a green hotel.

Can you tell us about the bed capacity and other services of the hotel?

Our hotel where you can go on trekking by the lake in touch with the nature, which has rooms with the view of Taurus Mountains consists of a single-building style authentic architecture. All 342 rooms in the hotel are surrounded by sea or mountain view. Our ecological and environment-friendly approach as a bicycle-friendly hotel is our difference. The region where our hotel is located is mostly visited by guests who prefer a quiet holiday. We offer the opportunity to

go walking or do sports in the garden without leaving the premises.

In the developing world, it is inevitable for people to desire to live in touch with the nature and get away from the chaos of the year even for some time during holidays. With the improving ecological consciousness today, people try to be more active with activities such as bicycling when they have time as they have to live an inactive life due to developing technology. As an environment-friendly hotel, we complete our theme with solutions fit for all requirements without compromising the comfort of our guests.

What can you tell us about the position and importance of Antalya in Turkish tourism?

A large area in the Mediterranean Region is engaged in tourism. Especially Antalya is a very special place where the industry is really active. There is an unplanned supply of beds in our region. It is getting more and more difficult to offer world-class service. Imitation services are offered as the tourism consciousness has not developed in our country. Facilities are after increasing the number of beds rather than creating innovations. The increase in the number of guests visiting our country is highly insufficient. The increase or decrease in the number of tourists is directly related to government policies. Therefore, we must first aim for making tourism a government policy. The crisis in Russia influ-

enced the industry more than expected. We lost almost 1 million Russian visitors. This is not the result of a problem we caused. It is completely related to what is going on in Russia.

What are the developments about city hotel management in Antalya?

There must be two main elements for city hotels to be popular in a region: transportation and history. Antalya does not have any issues in terms of transportation. So it meets the first requirement. It is also satisfactory in terms of history as the region was a home for various civilizations. Another important requisite for city hotels to be successful is an attractive city center. Antalya has a developed city center as here is a region preferred by tourists and it can cater for any needs. This is why Antalya is a suitable place for city hotels.

Can you tell us about the position and importance of Antalya in global tourism? Which country's citizens prefer your hotel the most?

Antalya has become the brand of sejour tourism. This became a reality thanks to climate conditions and courage of investors in our region. Antalya is one of the rare destinations in Middle Europe that offers maximum service in affordable prices. Hospitality of our people is another important factor that helps us reach high number of tourists. Our hotel attracts guests mainly from Middle Europe and Russia.



GERMAN TOURISTS TOP ARRIVALS TO TURKEY

In a tough year for tourism in Turkey, Germans have topped the list of tourists visiting the country in the first eight months of 2015, according to figures from the Culture and Tourism Ministry.

About 3.75 million German tourists visited Turkey during the period, followed by Russian tourists at 2.78 million, and British tourists at 1.8 million.

In the first eight months of last year, there were 3.5 million Russian tourists arriving in Turkey, but numbers have dropped significantly due to the ongoing economic crisis in Russia.

Association of Turkish Travel Agencies (TÜRSAB) Chairman Başaran Ulusoy interpreted the data in an interview with *Turizm Aktüel*.

Ulusoy said the devaluation of the Turkish Lira against the euro gave Turkish tourism an important advantage and would help Turkey compete better in the coming period.

"We think this trend will continue in the near future. But we should be careful that Turkey does not start presenting an image as a 'cheap country,' while still offering affordable vacations," he added.



TÜRSAB Chairman Başaran Ulusoy



*Fly Royal
Feel Royal*

ROYAL
Cappadocia - Türkiye

ROYAL BALLOON - CAPPADOCIA

Avalar Mahallesi, Dutlu Sokak No:9, Göreme / Cappadocia / Türkiye

T : +90 384 271 33 00 • F : +90 384 271 33 03

royal@royalballoon.com • www.royalballoon.com

f t i /RoyalBalloon



THE COMFORT OF LODGING IN THE HIDDEN PARADISE OF İSTANBUL



"Tourism is the route to Peace and Development. The motto of our hotel is smiling, quality service and warm-hearted attitude. You are always welcome at Mercia Hotels&Resorts where you can feel the comfort and peace of your home."

HASAN ARSLAN / PHOTOGRAPHER: ÖZGÜR PERKİTEN

Started providing services in 2012 in Kumburgaz that is one of distant places of İstanbul away from the crowd, Mercia Hotel has become the essential address of business meetings, holiday and sports accommodations, engagement and wedding organizations. Mercia Hotels&Resorts Sales and Marketing

Manager Özlem Ülgen presented Mercia Hotel to readers of Turizm Aktüel Magazine.

When exactly did Mercia Hotel go into service? Can you describe your hotel in short?

Mercia Hotels&Resorts located in Kumburgaz that is away from the crowd despite being in İstanbul was opened in March, 2012. Our Business Hotel Mercia continues its journey with the focus on success and quality with its meetings, holiday accommodations, engagement, wedding, etc. organizations that took place since then and planned for the future.

What facilities are you offering to your guests?

We provide our guests with services to prepare concepts in indoor and outdoor spaces of our hotel for special occasions. Meeting and invitation organizations: We organize events such as training meetings, workshops, seminars, private meetings, business meetings, dinners dealer meetings, dinner parties, honeymoon, wedding anniversary celebrations, birthday parties, graduation celebrations, cocktail parties, private receptions, lunches and dinners, brunches, engagements, weddings, henna nights etc. Mercia Kumburgaz offers opportunities fit for the requirements of our guests whether it is a training meeting, a workshop or a dinner offered to their branches planned especially for the groups. It is first our pleasure and then our duty to assist in the success of their organizations. We eternalize the moments to be remembered forever with various advantage packs including economy or VIP packs that we offer to event organizers by the pool in Mercia with our experienced wedding organization team in the summer for engagement ceremonies and weddings.

Can you tell us about the rooms of your hotel? What are other activities in your hotel?



Mercia Hotels&Resorts Sales and Marketing Manager Özlem Ülgen: "The most important comfort awaiting our guests at our hotel is the feeling of comfort of their home."



Mercia Hotels & Resorts has 89 rooms.

There are 89 rooms in our hotel which are each nice and spacious. Our 24m² Standard Rooms have one double bed, a garden or sea view, shower, safe, LCD TV, phone, internet, minibar and central air conditioning. We also have Family Rooms for our guests to spend a comfortable time with their friends or children using sep-

arate beds accommodating 2-3 people, 52m² Deluxe Suite Rooms with bath tubs that appeal to business people, couples celebrating special occasions such as honeymoon or anniversary and Executive Suites with a 32m² large terrace where our guests can have a coffee and read a book after a tiring day, review their notes or sunbathe while watching the spectacular view of Marmara Sea.

What kind of comfort should we expect in your hotel as guests?

The most important comfort awaiting our guests at our hotel is the feeling of comfort of their home. The view of the fine sand and beach of Kumburgaz and Marmara Sea makes our guests relax and accompanies our guests through hours of joy during business meetings or dinners in our Terrace Restaurant with a capacity of 200 people.

We offer paid Massage and Bath Glove service and free Outdoor Swimming Pool, Turkish Bath, Sauna, Fitness&Gym and Z Health Club service for our guests in our Health Club and Fitness Center.

Our meeting halls with 100 people capacity are ready for our guests to spend their days comfortably with success in events such as meetings, seminars, conferences, team works, corporate activities, product launches, workshops and in house trainings. Also, our guests will be a regular visitors of Mercia Restaurant where they can taste the most special dishes of Turkish cuisine after the first night they spend with their loved ones accompanied by a scenery view.

Who is your target audience? What is the market that you most work with?

Our target audience may change on a monthly basis. In general, Domestic and Foreign Sejour groups, domestic and foreign meeting groups, Sport Clubs, Companies, Fair Companies, Internal Market Guests are among our regular guests.

*Come in as guests
Leave as family*

Best Western
Hotel Amber

Impressing with its classic interior and countless services, Best Western Amber Hotel, provides guests with a comfortable base during their stay in Turkey's largest city. Start the day with the luxury of breakfast in bed. While you get ready for a day of sightseeing, the attentive reception staff can arrange guided tours and packed lunches.



Muhsine Hatun Mah Cifte Gelinler Cad No 3/7
Kumkapi - Sultanahmet - Istanbul Turkey
Phone: +90 212 518 48 01 • Fax: +90 212 518 81 19
www.hotelamber.com • info@hotelamber.com

clubnena.com.tr

www.clubnena.com.tr

Club NENA
★★★★★

Kızılağaç Tourism Center Manavgat - Antalya - Türkiye
Tel : +90 242 748 70 70 - 748 70 60 (pbx) Fax : +90 242 748 70 54 748 70 55
info@clubnena.com.tr





OLBIA

TOURISM & TRAVEL

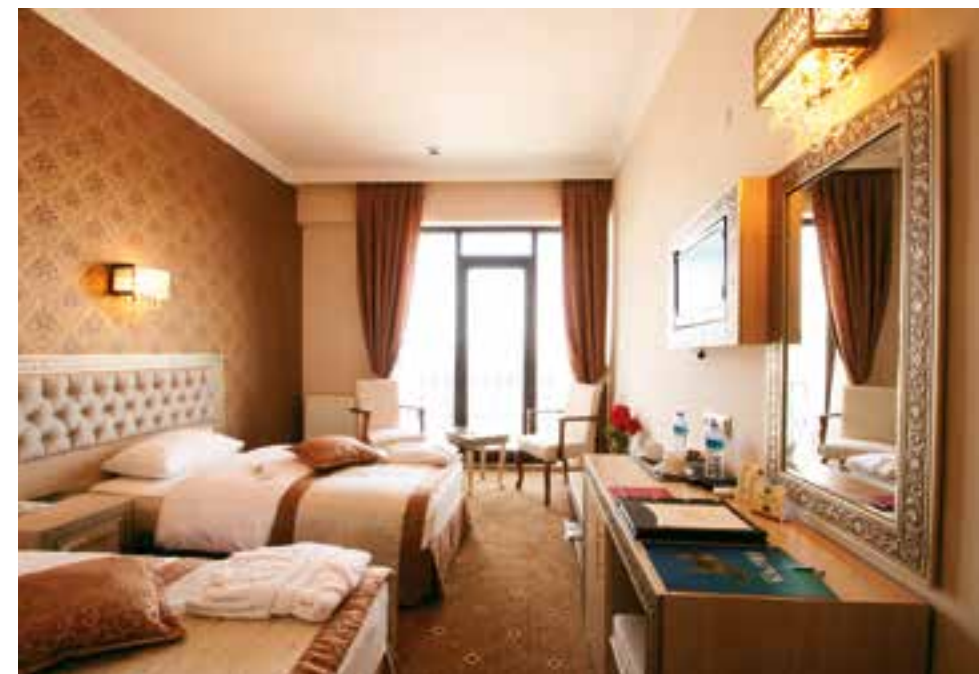
TOUR PACKAGES AND PROGRAMS
ISTANBUL HOTEL BOOKINGS
AIRPORT TRANSFERS
ISTANBUL CITY TOURS
TURKEY TOURS
BLUE VOYAGE

AN EXPERT ON ISTANBUL

Kucukayasofya Mah. Aksakal Cad. No : 26 Sultanahmet - Istanbul - Turkey
Tel: + 90 212 529 45 17 • info@olbiatravel.com • www.olbiatravel.com



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



Cevatpaşa Mah.Mehmet Akif Ersoy Cad.
No: 2 Merkez - Canakkale / Turkey
P: +90 286 217 10 24
F: +90 286 217 09 03
truvaotel@truvaotel.com
www.truvaotel.com

9. Turizm Fuar ve Kongresi 9th Tourism Fair and Congress

**Uluslararası
Gastronomi Turizmi Kongresi**
International
Gastronomic Tourism Congress
10-12 Aralık-December 2015
fuazizmir
www.izmirgastrotourismcongress.com

TRAVEL TURKEY İZMİR 2015

10-13 ARALIK • fuazizmir
10th-13th DECEMBER • fuazizmir

Dünya Turizmini İzmir'de Keşfedin
Explore The World Tourism in İzmir!

Destekleyenler
Supporters

İZMİR
İZMİR KONGRESİ VE ZİYARETİ
TÜRSAB TURİZM A.Ş.

KOSGEB

T.C. KÜLTÜR VE TURİZM BAKANLIĞI

Medya Sponsoru
Media Sponsor

seyahat

Havayolu Sponsoru
Airline Sponsor

TURKISH AIRLINES
A STAR ALLIANCE MEMBER

Partner İl
Partner City

Adana

Organizatörler
Organizers

TÜRSAB
TÜRSAB FUARCIK HİZMETLERİ TİC. A.Ş.
TÜRSAB EXHIBITION SERVICES CO.

İZFAS
İZMİR FUARI • İZMİR FAIR

İZMİR BÜYÜKŞEHİR BELEDİYESİ

www.travelturkeyexpo.com

TÜRSAB Fuarçılık Hizmetleri Ticaret A.Ş.
Esentepe Mah. Gazeteciler Sitesi Haberler Sk. No: 15 Şişli - İstanbul
Tel: +90 212 356 17 09 Faks: +90 212 356 17 72 Web: www.tursab.org.tr
E-mail: esra.tolgay@tursab.org.tr - sevinc.divrikli@tursab.org.tr

İZFAS İzmir Fuarçılık Hizmetleri Kültür ve Sanat İşleri Tic. A.Ş.
Fuar İzmir Gaziemir - İzmir
Tel: +90 232 497 11 12 Faks: +90 232 497 12 38
Web: www.izfas.com.tr - E-mail: oya.aksay@izmirfair.com.tr

BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) İZİNİ İLE DÜZENLENMEKTEDİR.
THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174.



Best Western CITADEL HOTEL & RESTAURANT



Best Western Citadel Hotel Leaning against the historical city walls of Istanbul, Best Western Citadel Hotel offers its pink and white colored facade to the fluorescent blue of the Marmara Sea. A wonderful location, the hotel is situated at Sultanahmet, the heart of Istanbul (Old City), 5 walking minutes from Blue Mosque, Topkapı Palace, St. Sophia. You will have a pleasant stay in our authentic, yet well-equipped 25 rooms and 6 suites. In these rooms with air-conditioning, minibar, cable TV, Wireless, direct dial phone, hair dryer, you will feel at home. An additional restaurant with 90 persons capacity continues in the millennia old building tradition of Anatolia. Marmara Cafe, with a stained glass roof and facade, offers a beautiful view of the Marmara Sea. Here you can enjoy the view while listening to the music of water splashing down from a magnificent fountain. The Best Western Citadel Hotel welcomes you with traditional Turkish hospitality



Kennedy Caddesi Sahil Yolu 32 34122 Ahırkapı - İSTANBUL / TÜRKİYE Tel.: (90) 212 - 516 23 13 Fax.: (90) 212 - 516 13 84
www.citadelhotel.com e-mail:office@citadelhotel.com



Hotel Okura CEO
Toshihiro Ogita

JAPAN'S OKURA TO OPEN NEW HOTEL IN CAPPADOCIA

The Asian tourism giant Okura, which decided to invest in Turkey in January, has decided to open up its first hotel to Cappadocia, a historical region in Central Anatolia that is mainly preferred by Japanese tourists. Another company from Japan, which is one of the biggest investors lately, is debuting in Turkey. Japanese investors who have invested in Turkey's iron, steel, automotive, finance and transportation sectors are now planning to invest in tourism. One of the largest companies in the country, Okura, has decided to invest in Cappadocia, a favorite holiday destination of Japanese tourists. A branch of the Japanese chain, Hotel Okura Spa and Resort Cappadocia, is planning to open in 2017. Hotel Okura CEO Toshihiro Ogita said they see Turkey as a key country for global growth and have therefore decided to invest in Turkey. "We will first cooperate with Ungun Holding in Turkey, which is the sixth country in the world tourism league," Ogita said. The Cappadocia hotel will offer 130 rooms at ultra-luxury standards. Ogita said they are planning to open hotels in Istanbul and Ankara as well. Okura, which was founded in 1962 and has 47 hotels in Japan, engages in the tourism sector with its Nikko and JAL City brands as well. The company has about 25 hotels all around the world, including in China and the Netherlands.

TURKISH HOTELIERS PRESIDENT NAMED DEPUTY CHAIRMAN OF GLOBAL TOURISM ORGANIZATION

Osman Ayık, the president of the Turkish Hoteliers Federation (TUROFED), has been elected the deputy chairman of the United Nations World of Tourism Organization (UNWTO) Affiliate Members. The Union of Chambers and Commodity Exchanges of Turkey (TOBB) said in a written statement that TUROFED and TOBB Tourism Council President Ayık had been elected as the deputy chairman of UNWTO on behalf of TOBB on Oct. 12. Ayık won the support of nearly 500 members at the UNWTO general assembly. TOBB held the post of deputy chairman for the third time since March 2012, and Ayık has held it for two years. Noting that Turkey is one the most important tourist areas in the world, and hosts large numbers of tourists, Ayık said he was proud to be in the UNWTO assembly. Countries in the assembly included Russia, Jamaica, Uruguay, Spain, the U.S., the U.K., the Netherlands, South Africa, Namibia, Colombia, Argentina, Malaysia, India, Azerbaijan and Egypt.



TÜRSAB President Başaran Ulusoy



Best Western Empire Palace hotel has been awarded for excellence in service and standards. This S-Class boutique hotel offers comfort and pleasure for all travelers. Its perfect location is within walking distance of all major historical, cultural and touristic attractions of magical Istanbul like Hagia Sophia, Blue Mosque, Topkapi Palace, the Egyptian Spice Bazar, the Golden horn and many others. No matter if for a business trip or a family holiday, the loveliest and most convenient place to stay.

Adress: Hocapasa Mah. Hudavendigar Cad. No:19 / Sirkeci - Sultanahmet / Istanbul
Phone: 0090 212 514 54 00
Fax: 0090 212 514 54 10
E-mail: info@hotelempirepalace.com



İZMİR WELCOMES WORLD TOURISM LEADERS

The heads of tourism organizations, airlines and tour operators from 26 countries are set to meet in İzmir at the Tourism summit on the first three days of October. The Aegean province will be introduced to the prominent figures of world tourism at the event, said Ekrem Demirtaş, the head of the İzmir Chamber of Commerce (İZTO), in a statement to promote the summit. "Our foreign guests are the persons who have a large share in world tourism revenues and who also make big expenditures in the business. Some of them have an annual event budget of between 1 million and 10 million dollars," said Demirtaş. Moris Kohenkasar, the head of the World Association of Travel Agencies; Joe Borg Olivier, the United Federation of Travel Agents' Associations (UFTAA) president; and Başaran Uluşoy, the head of the Association of Turkish Travel Agencies (TÜRSAB), will be among the participants of the event, along with executives from global companies. İzmir is the third largest city in Turkey, located at an Aegean spot with easy access to many renowned resorts in the country.



CRYSTAL HOTELS HAVE BECOME BEST OF THE BEST

Holiday Check, the website headquartered in Switzerland announced the best companies of 2015. As a globally known hotel assessment website, Holiday Check granted the most recommended hotels certificates to 11 hotels owned by Crystal Hotels which runs 14 hotels in different tourism regions of Turkey.



ANTALYA WINS 'GOLDEN CITY WITH FIVE FLOWERS' AWARD

Antalya won the "Golden City with Five Flowers" award in international "Blooming Cities" competition which a Turkish city attended for the first time. Besides Antalya that is the capital of tourism, two cities from Canada and one city from Czech Republic and South Korea each got to the finals. Kaleiçi, Hıdırlık Street project executed by Antalya Metropolitan Municipality under the mandate of Antalya Governorship became the champion.

SETUR WINS ANOTHER AWARD

Setur was awarded the first prize in "Civil Society Organizations / Social Responsibility" category of "Golden Spider Awards" considered to be one of the most prestigious awards in the world of web with its engelsiz.setur.com.tr website designed for visually handicapped visitors.



GOLDEN CROWN HOTEL

Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personnel. You will be at home and comfortable in Hotel Golden Crown.

Hotel Golden Crown 34 full air conditioning standart rooms and 1 suit room. Mini bar, T.V. foreign and local music channel, central heating system, private bathroom, hair dryer, and direct phone in our all rooms. Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personnel. You will be at home and comfortable in Hotel Golden Crown. Open buffet breakfast (07:00 a.m. untill 10:00 a.m.) Restaurant capacity 60 pax, Room service, exchange Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personnel. You will be at home and comfortable in Hotel Golden Crown. In our lobby bar you can find all local and imported drinks, reception and room service is open 24 hours. Also we have got safe boxes at the rooms. It is possible to check your e-mails or send an e-mail from our internet line. We are arranging all the sightseeing tours, night shows and anatolian tours from door to door.



ESERİNE İYİ BAK TÜRKİYE!

Güneşli günler başlıyor...

Koyduğunuz milyonlarca tuğlayla Avrupa'nın ilk, ülkemizin en donanımlı Onkoloji Kenti ve Hastanesi LÖSANTE açıldı...

%100 başarı hedefimizle artık hiç kimse kansere karşı yalnız olmayacak.

Bu büyük esere iyi bakalım ve destek olmaya devam edelim.

www.birtugladasenkoyarmisin.com

Hastane Oteli

LSV Okulları

LÖSANTE
Çocuk ve Yetişkin Hastanesi

Güneşli yılların görülebilmesi için...
**Bir tuğla da
siz koyun!**



Siesta Hotel
— I S T A N B U L —



LOCATION

Siesta Hotel located in the most ancient part of Istanbul, the former capital of the Byzantine and Ottoman Empire. Siesta Hotel offers you an exquisite stay. Siesta Hotel is conveniently located in the heart of the historic old city of Istanbul. welcome in a warm atmosphere and where all employees have the concept of customer service department in their minds is designed with a total of 9 guest rooms.

FACILITIES

Reception (lobby), Property safe, Safety deposit boxes at reception, Wireless LAN with internet access in lobby, Mobile phone reception, Ice machine, Air conditioning in public areas, Tourist information, Grocery store, Snack shop, Garden/park, Garden terrace, Fire alarm, Smoke detectors, Video surveillance of entrances, Video surveillance of lobby, Video surveillance of hallways, Private Parking, Walking distance parking, Free wireless Internet, Terrace, Sun terrace, Designated smoking area, Close to metro, Public parking, Housekeeping, and Sea view.

Join the breath of history

Küçükayasofya Mah. Akburçak Sok.
No:26 - 34122 Sultanahmet-Istanbul-Turkey
Phone: +90 212 517 1232
Fax: +90 212 517 1233
www.siestahotelistanbul.com
info@siestahotelistanbul.com

DAILY CITY TOURS



KNOWS WHERE TO GO IN
ISTANBUL



www.shetours.com
shetours@shetours.com

Tel: +90 212 638 50 64
Fax: +90 212 638 50 65

www.istanbulshetour.com
info@istanbulshetour.com

Küçük Ayasofya Mh. Nakilbent Sk. Sönmez Apt. No:29/A Sultanahmet - İSTANBUL / TÜRKİYE



PREMIUM CAVES
CAPPADOCIA

WWW.KAYAKAPI.COM



“ PREMIUM CAVE HOTEL OF CAPPADOCIA ”



🏠 Kayakapı Mahallesi, Kuşçular Sokak No:43, 50400, Ürgüp / Cappadocia / Türkiye

☎ +90 384 341 88 77 📠 +90 384 341 25 77 ✉ contact@kayakapi.com 🌐 www.kayakapi.com



/KayakapiPremiumCaves



/Kayakapi



/Kayakapi



is a subsidiary of



www.dinler.com

*Explore everything about
Istanbul like never before!*

howtoistanbul.com
life, arts & culture



ISTANBUL

— Convention & Visitors Bureau —

www.icvb.org

facebook.com/istanbul_cvb

twitter.com/istanbul_cvb

