

Turizm Aktüel

YEAR:16 • NUMBER: 2016/5 NOVEMBER 2016 • YIL:16 • SAYI 2016/5 • KASIM 2016 • ISSN: 1301- 4587



**ISTANBUL'S
THIRD AIRPORT**
TO SERVE 250
AIRLINE COMPANIES

ANTALYA'S TOURISM
SECTOR HOPEFUL FOR
2017

**WORLD'S
SOCIAL MEDIA
ICONS** GATHER
IN TURKEY

YOU MUST BE
AT **PEACE** WITH
NEIGHBORS
TO SUCCEED IN
TOURISM

**MOLTON
HOTELS**
WILL GROW
INVESTMENT
AND MANAGEMENT
ORIENTED

discover

TURKEY

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



THE CENTRAL PALACE

WELLNESS



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
İSTANBUL



www.eresinhotels.com.tr



CROWNE PLAZA®
İSTANBUL - ORYAPARK

Explore the Asian Side of ISTANBUL



CROWNE PLAZA İSTANBUL ORYAPARK

T: +90 216 666 64 00 • F: +90 216 666 64 20 • E: info@cporyapark.com

İnkılap Mah. Küçüksu Caddesi. No:58 - 34768 Ümraniye/İstanbul/Türkiye

www.cporyapark.com



Stay



Shopping



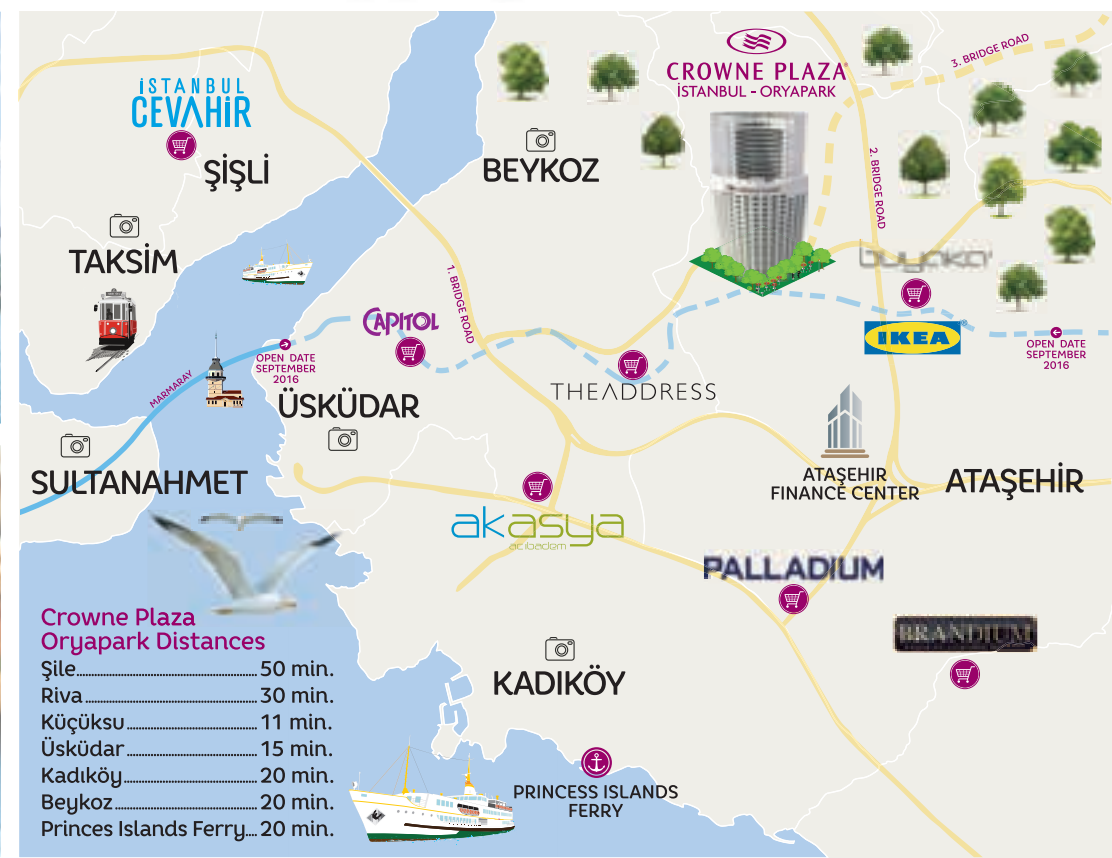
Green



Sightseeing



Gourmet



Turizm Aktüel

Year:16 • Number:2016/5 November 2016
Yıl:16 • Sayı: 2016/5 • KASIM 2016
ISSN: 1301- 4587

PUBLISHING CENTER

YAYIN MERKEZİ
**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

PROJECT COORDINATOR

Projeler Koordinatörü
Yrd. Doç. Dr. Volkan ALTINTAŞ
İzmir Katip Çelebi Üniversitesi Turizm Fakültesi
volkan@turizmaktuel.com

GENERAL COORDINATOR

Genel Koordinatör
Özcan Mutlu
ozcan@turizmaktuel.com

PHOTOGRAPH EDITOR

Fotoğraf Editörü
Halil Tuncer
halil@turizmaktuel.com

CORPORATE COM. MARKETING

Kurumsal İletişim ve Pazarlama
Uğur Kartal
ugur@turizmaktuel.com

ADVERTISEMENT MANAGER

Reklam ve Halkla İlişkiler Müdürü
Melisa Fulden Erişik
melisa@turizmaktuel.com

ASSOCIATE EDITORS

Yardımcı Editörler
Hakan Metin
hakan@turizmaktuel.com
Celil G. Basdemir
celil@turizmaktuel.com

MEDITERRANEAN AREA MANAGER

Akdeniz Bölge Temsilcisi
Halil Öncü
info@turizmaktuel.com

PRINT Baskı

Birinci Baskı
Matbaacılar Sitesi. Mahtep Mah. Davutpaşa
Çifte Havuzlar Sk. No: 2/61 Zeytinburnu/
İstanbul Tel:0212 612 00 88

PUBLICATION TYPE

Local Periodical - Monthly Magazine
YAYIN TÜRÜ
Yerel Süreli Yayın - Aylık Dergi

© TURİZM AKTÜEL DERGİSİ
T.C. YASALARINA UYGUN OLARAK YAYIMLANMAKTA DİR.
DERGİDE YAYIMLANAN YAZI, FOTOĞRAF, HARİTA, İLLÜSTRASYON
VE KONULARIN HER HAKKI SAKLIDIR. İZİNSİZ KAYNAK
GÖSTERİLEREK DAHI ALINTI YAPILAMAZ.
© TURİZM AKTÜEL DERGİSİ BAŞIN MESLEK İLKELERİNE
UYMAYA SÖZ VERMİŞTİR.

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 2016 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 2016 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 2017 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. Tourism professionals are pessimistic about 2017, Turkish tourism players warn of bigger losses in 2017, Istanbul's third airport, You can read interviews with Turkish Travel Agencies Association (TÜRSAB) President Başaran Ulusoy, Turkish Hoteliers Federation head Osman Ayık, Rixos Hotels Group Executive Committee head Fettah Tamince, Molton Hotels General Manager Erol Turanlıoğlu, World's social media icons gather in Turkey, The best boutique hotels in the Turquoise Coast and New Hotel Openings in Istanbul in 2016, 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 Vakantiebeurs Tourism Fair. See you in the next edition.

HASAN ARSLAN
harslan@turizmaktuel.com



Cappadocia - Türkiye

ROYAL BALLOON - CAPPADOCIA

Avclar 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





The Flavors, Beauty and Majesty of the One Istanbul!

One Istanbul is the official brand of the city of Istanbul - a city that features an array of different delights for travellers, from its history dating back millennia upon millennia to its cuisine which can boast the same! See them all on One Istanbul's social media channels and even in the One Istanbul Guide Mobile App!

ONE ISTANBUL



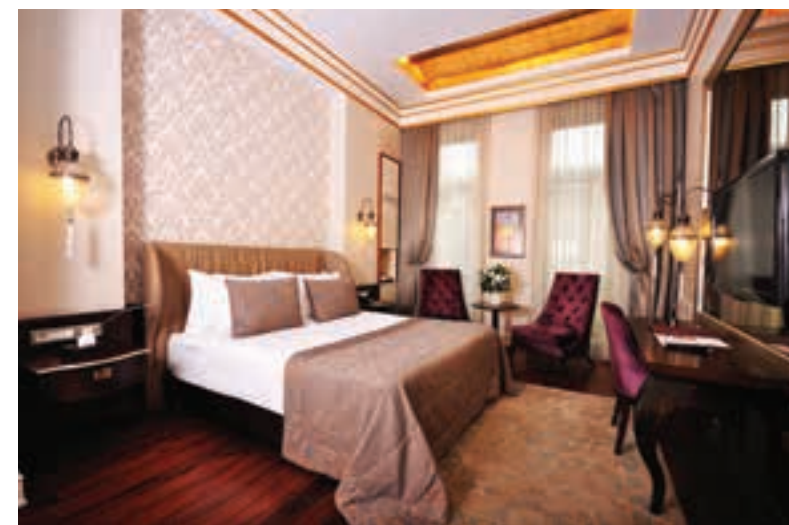
Your new gate to the old times



Any tour of Istanbul starts in the Historic Peninsula, where the Hagia Sophia, the Basilica Cistern, Topkapi Palace and the Blue Mosque leave all who visit absolutely spellbound. One Istanbul sees this as the realm where the mysteries, magic and history of the city all come together in one twisting, turning, colorful district. One day, one week, or even one month isn't enough time to spend in the Historic Peninsula to see all the sights – it really is that incredible, and only One Istanbul has all the images and know-how to uncover them all!

The Bosphorus is a body of water that brings more than just history to the table. Its natural blue waters along lush green shorelines bring you right out of the bustling city and into a paradise unique to the city. Sail between the Marmara Sea to the Black Sea, past the Golden Horn and spend a day amidst nature right in the middle of one of the city. This is another experience you'll find in only

ONE city: the ONE Istanbul. Perhaps the tastiest part of the city is the fact that it's been a mixture of civilizations and their cuisines for all of its history. Istanbul and Turkish cuisine boast some of the finest delicacies from all over the world as all of the world's greatest civilizations have converged on this city. From street food whose taste lasts on the tip of your tongue longer than it took to cook to seaside restaurants with some of the world's greatest chefs, this city has everything you could ask for to whet your taste buds! While there's only ONE Istanbul, it features endless fusions of cuisines! All these sights and more have been captured in the One Istanbul Instagram Contest, which allows users to generate their own stunning photos of the city's people, history, sights, cuisine, and more.. Istanbul has a touch of everything, and what makes this city so unique. Come see what exactly makes up the only and ONE ISTANBUL!



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



ISTANBUL'S THIRD AIRPORT TO SERVE 250 AIRLINE COMPANIES

Construction of Istanbul's third airport, whose first phase will be completed by 2018, has been at the fastest pace possible. Once completed, the airport will serve 250 airline companies, doubling International Atatürk Airport

While 128 airlines currently fly to 276 destinations in 110 countries from Istanbul's International Atatürk Airport, the third airport will double this number, hosting 250 airline companies when completed. İGA Airports Construction CEO Yusuf Akçayoğlu said the third airport's construction continues at top speed, stressing that they have worked incessantly in three shifts; especially throughout summer. Noting that they have worked around-the-clock day and night in order to complete the first stage of the airport by the planned date—February 26, 2018, Akçayoğlu said groundbreaking construction of the terminal building will be finished as soon as possible. According to Akçayoğlu, the terminal building, which is currently under construction on an area of 1.3 million square meters, will have a capacity for 90 million passengers; however, it will manage to host 110 million passengers compared to Atatürk Airport which currently serves over 60 million passengers on an annual basis with a terminal building of about 400,000 square meters. Highlighting that the estimated cost of the first stage is 6 billion euros, Akçayoğlu said along with value-added tax (VAT), 2.4 billion euros (\$2.69 billion) of the said

amount has already been spent. Akçayoğlu stressed that the toughest stages of the airport have already been constructed and they aim to complete roughly 4 percent of the overall project's scope per month, recalling that 30 percent of all construction has been completed so far. Construction of the runways is in progress at top speed, Akçayoğlu said, adding that the first runway has reached the final stage and the asphalt paving process will begin soon. Recalling that Atatürk Airport broke a new record with a total number of 1,500 arrivals and departures on Sep. 18, the last day of the Qurban Bayram holiday, Akçayoğlu said 2,000 planes will land and take off when the first phase of the airport is put into service.



Akçayoğlu said Istanbul's Third Airport will fly to over 350 destinations in different parts of the world, therefore becoming one of the world's largest transportation hubs. Noting that airport administrators have held talks with the international aviation sector, Akçayoğlu said the airport will serve 250 airlines companies. Highlighting that the airport will have Europe's biggest parking lot with a capacity of 18,000 vehicles, Akçayoğlu stressed that while 18,500 people are currently employed at the airport, that number will increase to 30,000 this time next year and the third airport will create direct job opportunities for over 100,000 people when put into service. He also added that the airport traffic control tower's design was inspired by a tulip figure, and its construction will begin in October. Transportation to the airport will have different alternatives and the Gayrettepe-Third Airport subway line will soon be put up for bidding, Akçayoğlu said, suggesting that new D-20 highway and North Marmara Highway will provide easy access to the airport and the city center. Pointing out that access roads of the said highways are currently under construction, Akçayoğlu said a high-speed train line is also planned for the airport.



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

Recepça 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

European tourists regain trust for Turkey upon return of Russians

European tourists will regain trust in Turkish tourism market, as Russian tourists return to Turkey, according to Thomas Bösl, the chairman of a leading travel agency chain in Germany and other European countries.

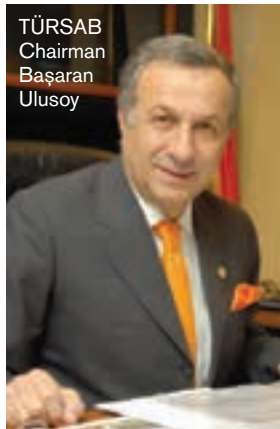


As the process of normalization started in June between Moscow and Ankara has gained speed with President Recep Tayyip Erdoğan's visit this week to St. Petersburg to meet with Russian President Vladimir Putin, Russian tourists have favored Turkey as a holiday destination because of the appeal of warm beaches for people from cold countries, especially during the summer. Russian officials have visited Turkey to make sure that if the country is safe for Russian tourists, and they reported that Turkey is safe for those seeking for cheap and high-quality vacations, despite terror attacks and the July 15 coup attempt. Russia's return to the Turkish market created a perception that Turkey is secure, according to Raiffeisen-Tours (RTK) Group president Bösl, who pointed out that this will accelerate their sales.

Bösl arrived to Turkey on Wednesday at the invitation of the Association of Turkish Travel Agencies (TÜRSAB), and held a press conference together with TÜRSAB Board Members. Bösl



Raiffeisen-Tours Group
President Thomas Bösl



TÜRSAB
Chairman
Başaran
Ulusoy

underlined that European tourists preferred the quality of services in Turkey. He said that especially for hotels, the service quality of Spanish, Greek and Italian hotels cannot be compared to Turkish hotels.

WORK TO BE ACCELERATED

Bösl stressed that in 2017 they would accelerate their advertising targeting Turkey. He added that Turkey should use news channels and travel agencies to show Europe that everything is functioning well. He said that not just

tour operators but the Turkish government should provide support to travel agencies making sales, through communicating with customers directly. He said that Turkey is the only country in the world which does not collaborate with travel agencies. Expressing that 2017 will be a golden year, TÜRSAB Chairman Başaran Ulusoy said that the chairman of the International Federation of Travel Agencies Association will pay a visit to Turkey next week



facebook.com/PointTaksim



twitter.com/Point_taksim



instagram.com/pointtaksim



foursquare.com/point_taksim

Expand your point of view



MEMBER OF
WORLDHOTELS
FIRST CLASS COLLECTION

TOPÇU CADDESİ NO: 2 TAKSİM - İSTANBUL
T: +90 212 313 5000 F: +90 212 313 5030
www.pointhotel.com

POINT HOTEL
TAKSİM
Always a pleasure...



ANTALYA'S TOURISM SECTOR HOPEFUL FOR 2017

Leaving behind a year in which many bad things occurred, the tourism sector is hopeful for 2017. Russia lifting its ban on chartered flights to Turkey, following the normalization process between Ankara and Moscow, is the main reason behind this hope.

Antalya has left a tough season behind following the jet crisis with Russia and the July 15 failed coup attempt, occurred in the middle of the season. Described as a fragile sector, tourism, which this year survived all the bad scenarios that could be possibly experienced at once, saw a nearly 45 percent decrease in the number of tourists.

The tourism sector has survived due to stimulus packages announced by the government. Also, an intensive movement of domestic tourists in Ramadan and Eid, corresponding to the middle of the season, allowed the tourism sector to take a breath in tough times. With improved relations between Russia and Turkey, expectations for the tourism sector in 2017 are positive. Association of the Mediterranean Tourism (AKTOB) Chairman Yusuf Hacısüleyman, pointed to major losses in 2016 after Russia banned travel to



POYD Chairman
Ali Kızıldağ



Turkey after Turkey downed a Russian jet that violating its airspace near the Syrian border on Nov.24, 2015. He said that due to lifting the ban, 2017 would be much better than 2016 for the tourism sector. Professional Hotel Managers Association (POYD) Chairman Ali Kızıldağ, indicating that in 2017 they could again accommodate around 3 million Russian tourists, said that recovery would begin for Antalya's tourism sector.



AKTOB
Chairman Yusuf
Hacısüleyman

HOMATEX

'Hizmet sektörüne hizmet'
22. yılımız



HOMATEX İSTANBUL

Homateks Otel Malzemeleri Pazarlama Sanayi ve Ticaret A.Ş.
Perpa Ticaret Merkezi B blok Kat:13 No: 2638 Okmeydanı
ŞİŞLİ - İSTANBUL / TÜRKİYE
Tel: +90 212 320 32 55 Fax: +90 212 320 32 50
www.homatex.com.tr / e-mail: homatex@homatex.com.tr

HOMATEX BODRUM

Homatex Otel ve Ev Malzemeleri Turizm Pazarlama San. ve Tic. A.Ş.
Mekka Avm - Ortakent Yahşi Menileşi Kapuz Cad. No 24/1 Yalıkavak Yolu
ORTAKENT - BODRUM / TÜRKİYE
Tel: +90 252 358 60 55 Fax: +90 252 358 60 53
www.homatex.com.tr / info@homatexbodrum.com

CORAL NAMES BEST TOURIST COMPANIES AT STARWAY 2016

Coral Travel awarded the best tourist companies with Starway Awards at its annual ceremony last week.



The Starway Award is an event initiated by the company Coral Travel fourteen years ago with the aim of acknowledging the most successful and professional partner companies in tourism. The prestigious Starway Award is well-known among tourist agencies, thousands of which competed to receive it in 2016, while only 320 were named as the best in the business. There were 430 attendees at the ceremony itself. The awards were given in two categories: Best and Perfect.

The award ceremony, held in Amara Dolce Vita 5*, was opened by the Commercial Director of Coral Travel. The following agencies were awarded for the highest sales: Global Travel, Good Travel, Sun Express, Via Travel and Toy Travel. Royal Flight was awarded as the best charter carrier company. The award winners received memorable gifts and prizes with a special award: a sunrise in the background of a sea wave, the sun being a part of the Coral logo. Apart from the two award ceremonies in the Best and Perfect category that were held in

Gloria Golf Resort 5* and Amara Dolce Vita 5*, business trainings were also organized during Starway 2016, giving a possibility for attendees to learn about the latest trends in the most popular hotels in Turkey and hear useful tips on managing a successful tourist business. Almost 60 hotels participated in the workshop. Starway 2016 also offered an entertainment package for guests which included a visit to Rixos World The Land Of Legends Aquapark, a Karaoke party, and a team building workshop "Wild West".



BEST WESTERN PLUS



The President Hotel

★★★★★

ISTANBUL

SINCE 1989



Environmentally Friendly Establishment

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



Best Western Plus The President Hotel, located in the heart of Istanbul is the choice of people who want to accommodate nestled 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 Istanbul'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

Tourism investor calls on sector to renew country's image

Rixos Hotels Group Executive Committee head Fettah Tamince has called on Turkey's tourism sector to take on the work of renewing the country's image abroad in the aftermath of the July 15 failed coup attempt.

Rixos Hotels Group Executive Committee head Fettah Tamince



Starting planning work to renew Turkey's image by targeting foreign media outlets had already begun, Tamince continued: "I am calling on all tourism investors. Turkey has gone through a very important incident. Our government is conducting serious work, especially on security matters. We should be handling the economic and international image dimensions. I am ready to support with all my economic power any contribution to be provided by our sector during this period." He emphasized Turkey has been focused on the economic effects of the failed coup attempt for days and suggested tourism investors and managers should have a special budget to this end.

SPECIAL ADVERTISING

Turkish media set an example to the world by jointly standing up against the coup attempt, Tamince said.

"Our media has done its part and it is still continuing to do so. However, we should explain to the international media that this upsetting process has started to normalize and that Turkey is not a troubled country in terms of security and tourism. Special advertising work can be done on this matter."

The world should see the truth, Tamince said, adding, "We accept that the incidents experienced here are really upsetting. However, during this period the international media had accommodated untrue, deceiving

and misleading stories. The only way to prevent this is corrective image work and professional PR. We have started working on that. We expect the same sensitivity from our tourism investors."

SAFE VACATION EMPHASIS

"Let us involve our international partners in this matter. Let us rise to the occasion in view of the entire world. Let us speak, let us explain. Let us use social media, send emails. Let us emphasize that people can have a safe vacation in Antalya, Izmir or in any place in Turkey. Let us raise funds for this. Let us not expect everything from the state. Let us not give up. Let everybody shoulder the responsibility," he said.



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

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

www.kefaluka.com

Clarion Hotel Golden
Horn SötlücePullman Istanbul Airport
and Convention Center

Ibis Istanbul Airport



Burla Seba Hotel Dolapdere

Radisson Blu Hotel,
Istanbul AtaköyHotel Novotel
Istanbul Bosphorus

New Hotel Openings in Istanbul in 2016

Following our research on hotel openings in Istanbul for 2015, now Turizm Aktuel presents you the new hotel openings for 2016.

RADISSON BLU HOTEL, ATAÖY

The Radisson Blu Hotel, Istanbul Ataköy featuring 133 rooms welcomed the first guests in January 2016. It is the 9th Radisson Blu hotel in Istanbul and further strengthens Radisson Blu as the largest upper-upscale brand in the city.

HAMPTON BY HILTON ZEYTNBURNU

Hampton by Hilton Istanbul Zeytinburnu occupies a prime location within close proximity to the old town, offering easy access to Ataturk Airport. The hotel will include 164 guestrooms, a work zone and snack bar, as well as free internet access and hot breakfast included in the room rate.

ELITE WORLD EUROPE HOTEL

Elite World Europe Hotel is located 5 minutes distance from International İstanbul Atatürk International Airport, 12 minutes distance from congress. The hotel will serve with 401 luxurious rooms and suites, 9 meeting rooms with a capacity of 2500 people. Update: The hotel will open on February 2, 2017.

PULLMAN AIRPORT AND CONVENTION CENTER

Contemporary 5-star Pullman Istanbul Airport & Convention Center Hotel located just 3 minute drive from Ataturk International Airport. Hotel is close to the main attractions of the city, Taksim and Old City. Different sized meeting rooms and the convention hall offer you the most successful events. It has 402 rooms.

HILTON GARDEN INN UMRANIYE CAN PARK

Adjacent to Can Park, which is Umraniye district's new shopping center, Hilton Garden Inn Umraniye Can Park will operate with its

152 rooms. Ümraniye is a large business district on the Asian side of the city.

CLARION HOTEL MAHMUTBEY

The Clarion Hotel Istanbul Mahmutbey opened its doors in Mahmutbey district of the city. The hotel is located 10 km away from the Istanbul Ataturk Airport, 1 km away from Mahmutbey Metro Station, 5 km away from Mall of Istanbul Shopping Center, The hotel has 245 rooms.

MERCURE AIRPORT HOTEL

Contemporary 4-star Mercure Istanbul Airport Hotel located just 3 minute drive from Ataturk International Airport. Mercure Istanbul Airport Hotel offers free WIFI and parking. The hotel has 377 rooms.

PARK INN BY RADISSON ODAYERI HOTEL & RESIDENCE

The newly constructed hotel will be 5km away from the city's third airport which is planned to be one of the largest airports worldwide. The hotel will be located in the vicinity of the third Bosphorus Bridge due to open in Q3 2016. Besides 98 guest rooms.

CLARION HOTEL GOLDEN HORN SÖTLÜCE

Set amid the stunning Golden Horn natural harbor on the Bosphorus Strait, the Clarion Hotel, Istanbul Golden Horn is 10-minute walk away from Haliç Congress Center where many citywide international congresses are held. The hotel has 4 meeting rooms, which can accommodate 200 people for banquets and 250 for conferences.

DOUBLETREE BY HILTON SIRKECI

In the middle of the Sultanahmet area and the cosmopolitan district of Sirkeci – Eminonu seaside, DoubleTree by Hilton Istanbul Sirkeci is adjacent to Gulhane Park and within walking distance to the Hagia Sophia, Sultanahmet Mosque, Basilica Cistern, Blue Mosque, Topkapi Palace, Grand Bazaar and museums.

IBIS ISTANBUL AIRPORT

Ibis Istanbul Airport hotel is a modern hotel with 96 rooms. Hotel is located a few minutes' drive from Ataturk International Airport. Modern decorated rooms come with a flat screen TV, air conditioning, and free wifi. It has 96 rooms.

STEIGENBERGER HOTEL AIRPORT

The Steigenberger Hotel Istanbul Airport will be located on the European side of the city and is scheduled for completion in June 2016. It will offer 210 rooms and suites. The hotel's conferencing facilities will feature a ballroom extending over an area of 883 m2 and further space of 164 m2 to accommodate several meeting rooms. Hampton by Hilton Sabiha Gökçen Airport Located 1,5 km to Istanbul's second airport, Sabiha Gökçen International Airport, the new Hampton by Hilton Sabiha Gökçen Airport will operate with 148 rooms, 24 hours open snack bar and 200 sqm event space.

HAMPTON BY HILTON DOLAPDERE

Hampton by Hilton Istanbul Dolapdere is a 170 guest room hotel to be operated by Gevrekli Turizm. Located in central Istanbul, the new build hotel will open in 2016 and boast signature guest services of the award winning Hampton by Hilton brand, supported by its renowned 100% satisfaction guarantee.

FAIRMONT QUASAR, MECİDİYEKÖY

Fairmont Istanbul is located in the modern center of Istanbul, The hotel is situated within the leading modern business

district of Istanbul and features 207 rooms, including 49 Fairmont Gold rooms, Fairmont's executive floor with a "hotel within a hotel" concept. There are also 64 Fairmont Residences located above the hotel. Fairmont Quasar Istanbul offers 1700 square meters of meeting facilities including a ballroom and 8 breakout rooms.

PARK INN BY RADISSON ATASEHIR HOTEL & RESIDENCE

This newly constructed hotel lies in Istanbul's suburban Atasehir district, which contains a rich mix of elegant residential housing and business offices. International Financial Center (IFFC). IFFC's first phase will be completed in 2017.

HAMPTON BY HILTON ATAÖY

Hilton Worldwide's Hampton by Hilton brand, the global mid-priced hotel brand that serves value-conscious and quality-driven travelers around the world, opened its newest property, Hampton by Hilton Istanbul Atakoy in January 2016. The hotel has a total of 86 rooms.

DEMİROREN İSTİKLAL PALAS HOTEL

Demiroren Istiklal Palas offers chic rooms with modern amenities, Taksim Square is just 450 m away. You can start the day with a continental

breakfast. There is also an à la carte restaurant and a bar with a unique décor at the property. Airport transfer and dry cleaning services can be offered upon request, at an additional charge. This property is also rated for the best value in Istanbul! Guests are getting more for their money when compared to other properties in this city. Hotel Rooms: 81

WISH MORE HOTEL

The hotel provides easy and speedy access to Historical Peninsula, Taksim, Bakirkoy and other key neighborhoods via public transportation only a few minutes walking distance away. The hotel provides easy and speedy access to Historical Peninsula, Taksim, Bakirkoy and other key neighborhoods via public transportation only a few minutes walking distance away. The hotel, 198 Guest Rooms and Suites

CLOUD 7 ATAÖY MARINA

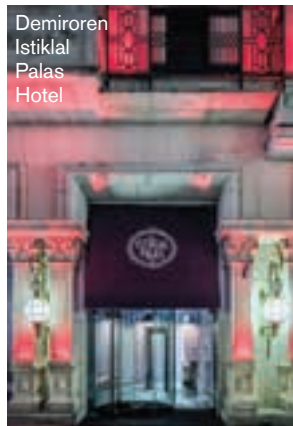
New independent hotel group Cloud 7 launched its first property in Istanbul Cloud 7 Istanbul is steps away from the cool Ataköy Marina, with its restaurants, shops, and beautiful sea vistas, and near to sea-bus, metro and road connections to downtown, the airport and the rest of Istanbul.

BURLA SEBA HOTEL DOLAPDERE

Burla & Seba Hotel which already achieved LEED Gold certification from the U.S. Green Building Council, is expected to open in April 2016. The hotel is located in the Dolapdere district. The hotel will have 264 rooms, a spa, a ballroom and 7 meeting rooms.

HOTEL NOVOTEL BOSPHORUS

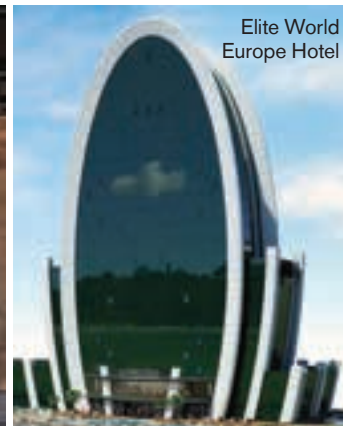
Novotel Istanbul Bosphorus is located in the trendy Karaköy, a convenient place to explore the artistic and cultural activities as well as the mythical Golden Horn, historic Sultanahmet and the Genoese walls in Galata. The hotel has 200 rooms.

Demiroren
Istiklal
Palas
Hotel

Cloud 7 Ataköy Marina



Wish More Hotel Istanbul

Elite World
Europe Hotel



A CRUISE AND YACHT PORT TO BE BUILT IN ANTALYA

Ground and sea studies to construct a cruise and a yacht port in the world-famous tourist city of Antalya are underway. According to a written statement by the Antalya Metropolitan Municipality, the city, which is already a center of tourism due to its historic and natural beauties, will become one of the most important spots for cruise tourism once the port has been constructed.

The statement indicates that the Cruise and Yacht Port project is one of the "visionary" projects that Antalya Metropolitan Mayor Menderes Türel wants

to bring to the city. Within the framework of standards set by the Transport, Maritime Affairs and Communications Ministry, ground and sea exploration studies are being carried



Antalya Metropolitan
Mayor Menderes Türel

out at the west end of Lara's Birlik Beach where the port will be built. The studies, conducted in accordance with a settlement plan, do not negatively affect nature or the environment. Technical reports and detailed results of the studies will be analyzed by the Environment and Urban Planning Ministry. The port project will be actualized through the cooperation of the said ministries and the Antalya Metropolitan Municipality. The port will be able to harbor large passenger ships near the city center, leading to a boom in tourism in the city. The port will have the capacity to harbor an impressive number of passenger ships: two 345-meter ships, one 150-meter ship and four 100-meter cruise vessels along with 426 yachts. Thousands of tourists are expected to arrive in Antalya by sea, bringing an invigorating wave of tourism.

21st Edition
26th-29th January 2017

TUYAP - ISTANBUL
TURKEY



12 halls, 70.000 sqm. space, with additional halls
for Health, Hotel Equipments, Outdoor and Winter Tourism
more than 5.000 exhibitors from over 80 countries.



www.emittistanbul.com

Official Partners



Organiser





Tulip By Molton



Molton Nişantaşı Suites



City By Molton



Molton Bosphorus

MOLTON HOTELS

WILL GROW INVESTMENT AND MANAGEMENT ORIENTED

As the group trademark and executives we are ready for any other project besides İstanbul.

By means of our growing and expansion plans we stay open for the future ideas. [HASAN ARSLAN](#)



Erol Turanlioğlu, says "We aim to be a strong solution partner brand, which boosts the productivity of 15 to 80 roomed medium sized hotels."

Erol Turanlioğlu, Vice President of Molton Hotels group which operates 9 hotels in İstanbul, has informed Turizm Aktüel Magazine, about the group's new investments and future plans.

How many hotels belong to the Molton Hotels Group? Which hotels are these and where are they?

We have 8 hotels which operate in İstanbul. We are serving Turkish tourism industry with Molton Bentley, Molton Nişantaşı Suites, Molton Monapart, Molton Şişli, Molton Bosphorus, Tulip By Molton, Rose By Molton, City By Molton. With Molton Karaköy which will start operating by 2017, our hotels will be 9 in İstanbul. Besides, we have boats under the name of Vintage Boats by Molton.

Do you have new investment plans as Molton Hotels? How many hotels is your target for the chain?

Molton Hotels adopts the strategy of becoming a solution partner with management model. Currently we are

negotiating for 4 - 5 new projects. We plan to reach 15 - 20 hotels in a short time. We are ready to manage any kind of hotels that suits our trademark, across Turkey. We are developing our infrastructure and construction in accordance. Therefore, our brand's target is clear and its way is open.

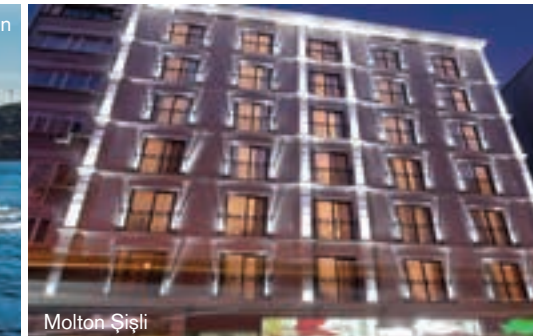
What are the differences between Molton Hotels and other hotel chains?

As Molton Hotels our main difference from other hotel chains is that we are a local brand. But this doesn't mean that we do not plan investing away from İstanbul. Our group strategy is; to build a strong infrastructure, creating a business management model based on cost and utility theory of value, aimed at completely profitability. We aim to be a strong solution partner brand, which boosts the productivity of 15 to 80 roomed medium sized hotels.

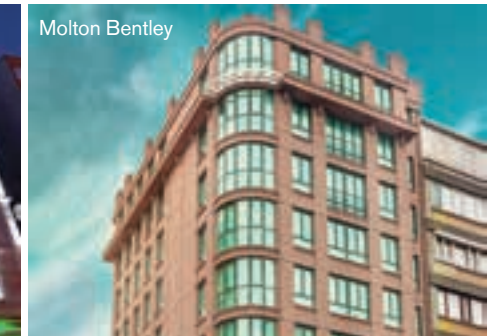
As a group, do you plan investing out of the Marmara Region?



Vintage Boats by Molton



Molton Şişli



Molton Bentley



Rose By Molton



Molton Karaköy



Molton Monapart

We are open to all possible projects as group and brand management. By means of our growing and expansion plans we stay open for the future ideas.

We plan to operate across Turkey and also to expand overseas, by developing new business models. We will continue to improve Molton Hotels brand that presents an attitude in accordance to international trends

When was Molton Hotels founded and who are in this chain? Will you please define Molton Hotels briefly?

Molton Hotels was founded at 2012 and the first ring of the product started operating in Nişantaşı. Among the partners of the group are Umut Dülger, İ. Halil Korkmaz, Kaan Çetinkaya, Vadi Karatopraklı and Erol Turanlioğlu who all come from within the tourism sector. We all believe we reinforced our experience that grew in this sector in those years and presented it for the benefit of our business partners.

NOT EASY TO COVER TOURISM LOSSES: BUSINESS GROUP

With many Russians holidaying elsewhere due to the now-resolved row between Moscow and Ankara, Turkey stands to lose between \$8 billion and \$10 billion in tourism revenue by the end of the year, according to Çetin Gürcün, the secretary-general of the Association of Turkish Travel Agencies (TURSAB).



"If we consider the volume of the Russian market, it's not easy to fill the void," Gürcün told The Associated Press.

The first Russian charter plane carrying tourists to Turkey since Moscow lifted travel sanctions imposed over the shooting down of a Russian jet in November last year landed in the Mediterranean resort of Antalya on Sept. 2.

The Royal Flight airlines plane touched down at Antalya Airport after Russian Prime Minister Dmitry Medvedev last month signed a decree which lifted a charter flight ban, Doğan News Agency reported. Turkey and Russia normalized ties in June after Turkish President Recep Tayyip Erdoğan sent a letter to Russian counterpart Vladimir Putin expressing regret over the incident. Turkey-Russia relations are now back on track, but Gürcün said he didn't expect the Russian market to rebound before next year. However, it hasn't just been Russians who have stayed away from Turkey's beaches and the cultural delights of places like Istanbul. Thomas Cook, the British-based holiday company, said recently that demand for Turkish holidays was "significantly below last year's level" and that its overall bookings for the summer 2016 season were down by 5 percent, largely because of "geopolitical disruption."

Russia was Turkey's second-largest tourist market with 4.5 million people visiting places like the Turkish tourism capital of Antalya in 2014.

Official Turkish figures for the entire summer tourist season have yet to be released, but sector representatives have said it was clear it took a hit.

June and July alone saw tourism arrivals plunge 40 and 36 percent, respectively. With fewer tourists, retail sales have



suffered. Sami Kariyo, head of the United Brands Association, an umbrella group representing 150 member companies and 500 brands, said lower tourism numbers have translated into a 5 percent drop in revenues. Industry has been affected as well. The most recent figures showed that industrial production in July fell by almost 5 percent year-on-year, the sharpest fall since the start of the current data series in 2005. "The coup attempt in July seems to have a

very marked negative impact on economic activity," said William Jackson, a senior emerging markets economist with Capital Economics, referring to the failed coup attempt in Turkey on July 15.

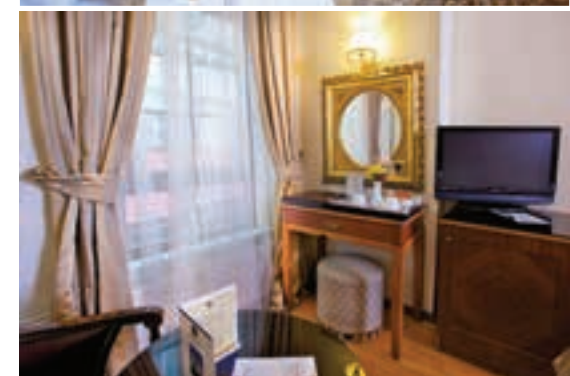
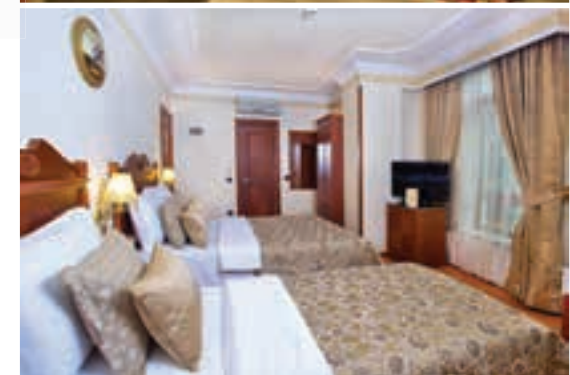
The growth forecasts for the Turkish economy have been revised down. Turkey is expected to post what - at first glance - looks like reasonable growth this year of a little more than 3 percent. But before the attempted coup, most independent economic forecasters had penciled in Turkish economic growth of around 4 percent this year.

Erhan Aslanoğlu, a professor of economics at Istanbul's Piri Reis University, told The Associated Press that Turkey's economy was tough enough to weather the worst of the storm, but needed more than 4 percent growth to continue pushing down unemployment. "It's better than many European countries, but not enough for Turkey," he said. Since the coup was foiled, tens of thousands of civil servants and have been dismissed while scores of businesses have been shut down over suspicion of links to U.S.-based Islamic scholar Fethullah Gülen, the main suspect behind the attempted coup. "The rule of law is extremely important," Atilla Yesilada, an analyst with emerging markets consultancy GlobalSource Partners, said.



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: Hocaspa 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





Kuşadası, İstanbul, İzmir, Bodrum, Marmaris and Antalya are among the favorite spots for cruise ships to drop anchor.



Kuşadası, İstanbul, İzmir, Bodrum, Marmaris and Antalya are among the favorite spots for cruise ships to drop anchor.

services. Receiving touristic services, visiting ports and doing shopping in the comfort of a five-star hotel are the leading factors that attract passengers to cruise tourism. Passengers have the opportunity to visit different cities and countries in a short time while gaining single room accommodation. Economic and quality holiday opportunities, especially on short travels, as well as the various cruise options available to different passenger types, including families, and the atmosphere of "elegance" created by cruise tourism, with staff and managers whose only duty is to satisfy the passengers' needs, are increasing demand for cruise trips. According to the Association of Turkish Travel Agencies (TÜRSAB), a tourist spends approximately \$50-55 per day while a transit cruise passenger in a boat visiting European ports spends approximately \$200-250 per port. This directly contributes to that country's economy.





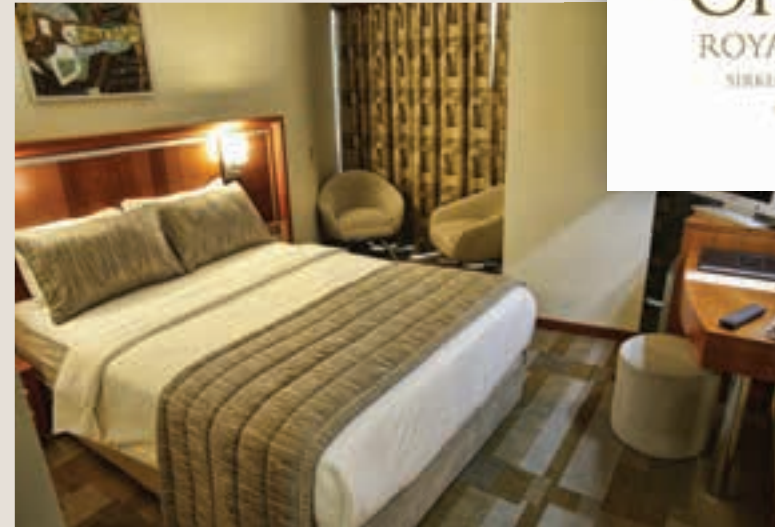
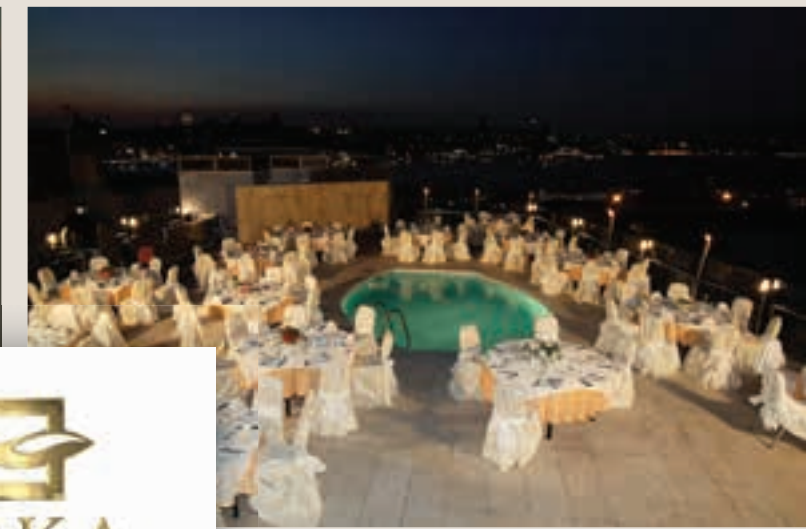
Müberra Eresin, Executive Vice President of Eresin Hotels, said the decision of ending partnership with Barcelo was taken in 2015 and will be put into effect at the end of this year.

Eresin ends cooperation with Spanish Barcelo

One of the major actors of accommodation sector, Group Eresin, is ending the cooperation with Spanish hotel chain Barcelo, due to the decision taken in 2015. Group Eresin which includes hotels like Best Western Eresin Taxim, Eresin Taxim Premier and Eresin Crown in its chain, will operate Topkapı Eresin alone, like all these hotels.

Eresin Group, one of Turkey's leading hotel groups, announced the end of agreement with Barceló Hotels, which manages a 5-star property in Istanbul's Topkapı district. The leader in the 5 star hotels segment in Istanbul, The Eresin Group operates three hotels; Best Western Eresin Taxim, Eresin Taxim Premier and Eresin Crown hotels - comprising 196 rooms. Barceló Hotels operates the 5-star Barceló Eresin Topkapı Hotel located in the Old Town, in Istanbul's European quarter for the last five years. Effective from December 2016, Eresin Group

will not renew the contract with Barceló Hotels and the Topkapı Hotel will be managed by Eresin Hotels. Muberra Eresin Vice President of Eresin Hotels, Mrs. Müberra Eresin announced that Eresin Hotels will rename its hotels in Istanbul as: Eresin Hotels Topkapı, Eresin Hotels Sultanahmet, Eresin Hotels Taxim, and Eresin Hotels Taxim Premier. However, Barceló Hotels will not leave Istanbul and the Spanish hotels group will manage a new property in Istanbul. Barceló signs a management agreement to operate a 52-room hotel in Istanbul's Beyoğlu district.



THE HOTEL THAT COMPLIMENTS YOUR LIFESTYLE

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



TURKISH HOTELIERS SEE 'EMPTIEST' SEASON: ASSOCIATION

Turkey's hoteliers experienced their "emptiest" summer season, as the sector saw the steepest decline in hotel occupancy rates in August, which is normally one of the hottest months for the sector, said a leading association on Sept. 26, adding that Turkey was also the country that experienced the lowest hotel occupancy rates across Europe.

Hotel occupancy rates in Turkey declined to 53.4 percent in August, a 27.4 percent decrease compared to the same month of 2015, according to data from STR Global, which was announced by the Hoteliers Association of Turkey (TÜROB).

The country's hotel occupancy rates were announced at 49.7 percent, Europe's lowest, in the first eight months of the year, a 21.8 percent decline compared to the same period of 2015, mainly due to a series of bomb attacks and the July 15 failed coup attempt.

ISTANBUL WORST HIT

Istanbul was the most negatively affected city in terms of hotel occupancy rates from the terror attacks across Europe, the data showed. Hotel occupancy rates saw a decline of around 33.6 percent in August compared to the same month of 2015 to 50.4 percent, making the city the one with the lowest hotel occupancy rates with the steepest decline after the bomb attacks. Istanbul's RevPAR, or revenue per room, also dropped 55.1 percent to 43.9 euros in August from the same month of 2015.



The city's Average Daily Rate (ADR) also dropped to 87.2 euros in August, a 32.5 percent decrease compared to the same month of 2015.

Hotel occupancy rates declined by around 30 percent in Istanbul in the first eight months of the year compared to the same period of 2015 after the bomb attacks, while two other European cities which experienced similar attacks, Brussels and Paris, saw a 22 percent decline and 13 percent decline, respectively. While Istanbul's RevPAR decreased by 45 percent in the mentioned period compared to the same period of

2015, Brussels saw a 21 percent regression and Paris 16 percent.

The Mediterranean resort of Antalya enjoyed some relief thanks to a rise in the number of local tourists, although hotel occupancy rates continued to decrease. Hotel occupancy rates of Antalya and its districts were announced as 64.6 percent in August, a 23.2 percent decline from the same month of 2015. This rate regressed to 53 percent in the first eight months of the year from 60.7 percent in the same period of 2015. Antalya hotels' revenues also contracted around 30 percent in this period.

Turkish tourism should phase out all-inclusive resort system: Association

Turkey needs to end the all-inclusive resort system, which is very common especially along the Mediterranean, as the system has pulled down the sector's revenue, according to the head of a leading association.

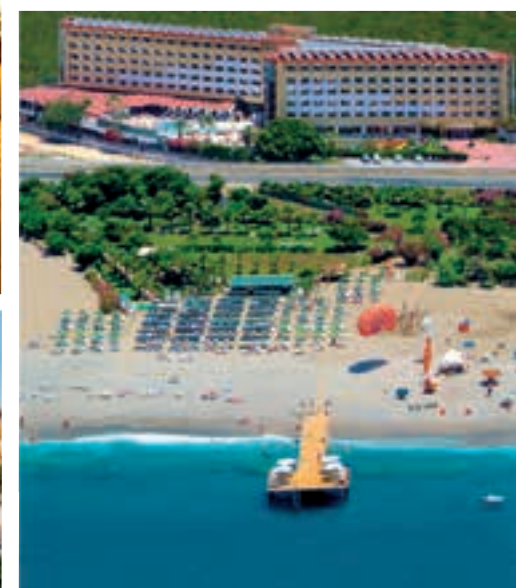
Turkish Travel Agencies Association (TÜRSAB) President Başaran Ulusoy said the all-inclusive system, which was born in line with a price-focused marketing strategy, has led to a vicious cycle in the sector. "As this system is, by its nature, attractive for cost-savvy tourists, such hotels cannot raise their prices, although their costs are increasing year by year. The commonness of the system in Turkey has had a diminishing factor over the sector revenue. What we should do is decrease the number of all-inclusive hotels in a gradual manner," he said. One of the ways for increasing revenue is to attract wealthier tourists into Turkey, said Ulusoy, adding that Turkey's hotels offered services at a high quality but lower prices compared to European hotels. "We also need to accelerate our efforts to diversify our tourism and extend our season to 12 months, rather than just the spring and summer months," he said.



TÜRSAB President
Başaran Ulusoy



DİNLER HOTELS
www.dinler.com



YOU MUST BE AT PEACE WITH NEIGHBORS TO SUCCEED IN TOURISM

Turkey needs to improve its reputation abroad in order to prosper again in its troubled tourism sector, Turkish Hoteliers Federation head Osman Ayık has told the Turizm Aktuel Magazine in an exclusive interview.



“The confidence factor that Turkey projected abroad has eroded. There is a certain perception in Europe about Turkey and arrivals from the continent have seen a sharp decrease. We need to take steps to reverse that trend,” Ayık said, amid ongoing rapprochement between Ankara and neighboring states partly aimed at improving the outlook in the tourism sector. **Tell us about how you are faring this tourism season.**

We started to get negative signs by the end of 2014, which was actually the best year in Turkey's tourism history, in terms of the numbers of tourists and the income levels. But with the economic difficulties in Russia and crisis in Ukraine we started to see the signals. And with the deterioration of the situation in Syria and terror incidents, 2015

passed with big hardships. For the first time after more than a decade of tremendous boom, in 2015 we faced serious losses. With the refugee crisis as well as the particular incident we lived with Russia, the plane crisis, we were not hopeful for 2016. For certain markets we have losses that vary from 50 percent to 90 percent. The biggest one is the Russian market obviously. 2016 will be a year which we will end with a serious loss of income.

Will reconciliation with Russia be able to compensate for the losses to some degree?

Obviously one is bigger than zero. When the losses are so big, it is not easy to compensate them in short time. When reconciliation started with Russia we said, “This will bring a moral boost today,

economic income tomorrow.” We hosted more than 4.5 million Russian tourists in 2014. We reached that number after 25 years and we lost more than 90 percent of that in one year. To get back to these numbers requires serious efforts. And actually there are only a few months left in this season and there are still uncertainties. There were statements made by Russian President Vladimir Putin that the sanctions were lifted. But when we go down that level, we are still waiting for the implementation. Charter flights have not started yet. I know that there is a Turkish delegation in Russia to make it happen faster. If certain steps that we expect were to be taken, then we are estimating that between 500,000 to 700,000 Russian tourists could come over the rest of the season.

How about next year, will it be difficult to reach 4.5 million tourists from Russia?

I think it will not be easy to see that number in 2017. When there is erosion in relations it is not so easy to repair the damage. According to our estimates it might take two to three years to reach those numbers. This period could be shortened if there were no obstacles, but I think there will be some bureaucratic hurdles.

You seem to feel some dragging of feet on the Russian side.

It is about the structure of the country we are dealing with. Things changed 100 percent from Nov. 24 to Nov. 25 last year after the plane was downed.

So things can improve with the same speed.

That is precisely what I am saying. But for that you need to have the political will.

And you don't seem to see that political will on the Russian side yet.

I personally don't. I think there will be some cost. So I think additional steps will be required to be taken. Look, there are three or four important countries in the region. One of them is Turkey. Another one is Russia. From now on there will be many issues where these two countries will have to take joint decisions and joint actions. At a time when the redesigning of the region has started, these two countries will need to act together. It will be to the benefit of both of these two countries and the region if they were to act with great caution.

In the past Turkey and Russia continued to develop their bilateral ties despite their differences over political and regional issues. Do you think this is now over?

I think it is over. The world is going in a very different direction. There are very interesting developments around us. There are problems within the EU. There are power vacuums in our region. Iraq has been a bleeding wound since the 1990's. 60 million people in the world have been forced to move and seek a better future elsewhere. Terrorism is getting widespread and it is the biggest threat to our industry. The global tourism industry is

seriously threatened by terrorism and it will face serious problems in the coming years. That's why Turkey and Russia need to act together to make things better, especially in our region. We have to get along well with Russia in this region.

Is there resentment in Antalya toward Russian tourists for having deserted Turkey so quickly?

This is something that took place following a political decision. We know that the citizens of Russia have deep sentimental ties with Antalya. For most their first travel abroad was to Antalya; many had their first holiday experience abroad in Antalya. Obviously there were some racists among them who were speaking ill of Turkey. But big crowds have not cut their ties with Turkey. There are



so many mixed marriages. And at the end of the day, this break in relations has lasted only six months. Repairing them relations will take time; it will not be fast. But if the two countries were to come together and agree on certain political issues, the improvement in our ties could be much better than we expect.

How is the situation with other markets?

There was already a problem in terms of the image we projected abroad. Developments in the region have carried us to a different track. With all the terror incidents as well, the confidence factor that Turkey projected outside eroded. There is a certain perception in Europe about Turkey and arrivals from the continent have seen a sharp decrease. We need to take some steps to reverse that

trend. The mayor of Antalya has taken an initiative to promote Antalya in six European countries. These civil initiatives have to be undertaken by other cities, like Istanbul. Sometimes civil initiatives bring much better outcomes than the ones undertaken by the state. The return to coastal areas will be much faster but big cities like Istanbul will have a harder time getting tourists back since the profile of those tourists who go to big cities is very different from the ones coming to the coasts.

What are the lessons to be drawn from this crisis? Perhaps Turkey should not be so dependent on one market?

Diversification of markets is important. But we had already spent much effort previously to diversify the markets; we have hosted tourists from 80 different countries. But the most fundamental lesson to be learned is to be in harmony with the world. It is the gist of our job. Our sector is one that goes hand-in-hand with peace. That's why Prime Minister Binali Yıldırım's statement that we will increase our friends and decrease our enemies will have a positive reflection on our sector. No matter how beautiful your country might be, if you don't get along well with your neighborhood that means serious trouble for tourism. When you look at countries with an advanced tourism sector, with

the exception of one or two, most get the majority of their visitors from their neighbors. Our biggest potential is our neighbors as well. To the degree we are on good terms with them we will strive in tourism. Actually we are at the center of the world in terms of the tourism sector. We have great potential with countries that are only two to three hours of flight time to Turkey. We are neighboring a region of 1 million people with the highest income levels in the world. All we need is to be an island of stability. This was what we had projected before and it was our biggest asset.

Other than that we need to diversify what we offer. Turkey is preferred by those who want to rest. Yet we have many more things to offer, from gastronomy to archeology.



TİSOYAB President
Hüseyin Aydoğan

3 million Russian tourists to visit Antalya in 2017

Three million Russian tourists are guaranteed to visit the southern Turkish resort city of Antalya in 2017, a prominent tourism expert said on Friday.

Manavgat Tütrengöl Sorgun Tourism Investors Union (TİSOYAB) President Hüseyin Aydoğan said, the reservations are higher than last years numbers, which made certain that approximately three million Russian tourists will stay in the Antalya hotels. Tourism investors had a very bad season Aydoğan said. "If there is global terror, anarchy and economic crisis in the world, tourism will

be the most affected sector; but we are optimistic about 2017, early reservations are a lot more than last year's data" he added. "The improvements in the relation between Russia and Turkey will impact not only tourism but many sectors. We have guaranteed approximately three million tourists for next year" said Aydoğan. Relations between the two countries hit a low in November 2015 after Turkish jets downed a Russian Su-24 bomber near the Syrian border for violating Turkish airspace. Turkey provided radar data indicating the Russian planes breached the border, while Moscow insisted that the warplane had not crossed the border. In the beginning, Erdoğan and Putin exchanged harsh criticisms and ultimatums in the wake of the jet crisis. The Kremlin directed accusations at Ankara and imposed sanctions that continue to deal a heavy blow to Turkey's tourism sector. However, tension between the two countries settled when President Erdoğan expressed regret for the downing of the Russian military jet to Putin back in June.



QATAR TOURISM AGENCY OPENS OFFICE IN ISTANBUL TO BOOST TOURISM TIES

The Qatar Tourism Agency (QTA) has opened a new representative office in Istanbul in a bid to boost bilateral tourism ties, the agency said in a press release on Aug. 8, adding that this showed the Turkish market's high priority in the agency's international network.

The agency has offices in London, Paris, Berlin, Milan, Singapore, New York and Riyadh in addition to the Istanbul office, according to the release. "Our visitors from Turkey can easily take a visa as soon as they arrive in Qatar. There are more than 50 direct flights between Istanbul and Doha. For that reason, the Turkish market has huge growth potential for us," said QTA Marketing and Promotional Board President Rashed Al Quresi.



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



Madeira boom and Turkey comeback?

Most top destinations saw stronger bookings in September, according to figures from reservations provider TraveLainment for German package holiday bookings to leading destination airports. This ties in with GfK's figure of a 2% revenue increase for travel agents last month due to good late sales. Madeira was the most eye-catching destination in the airport booking figures for September. The Portuguese island saw a 36% increase in bookings last month, which left it in ninth place in the ranking of the ten largest destination airports in September. There was also strong growth for Palma (+24%), Las Palmas (+16%) and Tenerife South (+17%) but Arrecife saw only a 4% rise and Fuerteventura dropped by 2%

compared to 12 months ago. In contrast, demand for Greece was slower in September than in recent months, with bookings to Heraklion up by just 4% while Rhodes had a 1% fall. Hurghada remained in the dumps with a 21% drop in bookings. Significantly, bookings to Antalya were only 4% behind last year's level, suggesting better demand from German holidaymakers. This figure ties in with comments from tour operators and travel agents about improving sales for the Turkish Riviera after a turbulent year with rising late sales for October, when there are half-term autumn holidays in most of Germany. "We're very satisfied with late bookings. Bookings have picked up again strongly," commented Detlev Schroer, sales director

for Schausinsland-Reisen. TUI, DER Touristik and Thomas Cook apparently also all had good late sales in recent weeks. FTI's last-minute holidays unit 5 vor Flug has seen a "remarkable" surge of 40-50% in daily bookings, according to managing director Ralf Kathagen. Both he and Schroer confirmed good demand for Turkey due to attractive prices as well as for Egypt. However, market researchers GfK, whose monthly sales survey showed a 7% drop in summer 2016 sales as of end-September, were pessimistic about the overall impact of last month's improved demand. "The sales growth achieved with last-minute holiday bookings for departures in September and October doesn't have any great effect," commented researcher Dörte Nordback.

TOURISM PROFESSIONALS ARE PESSIMISTIC ABOUT 2017

Tourism professionals said, losses on cruise and accommodation tourism is already large. Turkey Travel Agents Association (TURSAB) Kuşadası Regional Executive Board (BYK)

President Fahrettin Çiçek said, after his visit to IFTM Top Resa 38th International Tourism Show in Paris Porte de Versailles Fair Center, "Islamophobia is now replaced with Turkophobia. There are lots of problems with Turkey. Turkey and South Africa countries are not popular. Tourism professionals are timid about next season. We somehow managed the crisis this year but the big problem is going to start next year. We have to start working to overcome these obstacles." Kuşadası Hoteliers Federation (KODER) Board Member Gürsel Tonbul said according to the data obtained from large tourism companies winter reservations are suddenly stopped. Tonbul added, "Early reservations for 2017 are scarcely any. The expectation for reservations would be naive after this point. This shows us that this winter will be hard for tourism professionals. Spain and Greece are increasing their shares on tourism, that means that these are the



reservations that we have missed. The losses on 2017 are going to be scary. Government incentive should be carried on and the terms should be determined before it's too late. We have suffered because of the late incentives this year." Sea Song Aegean Regional Director Mert Kayafoğlu said, losses on cruise tourism are increasing day by day. "The possibility of seeing three digits on cruise ship numbers looks like very low. There are fairs continuing at the moment, we are hoping to increase the numbers but sadly we are not so optimistic. Our 2017 sales are very low. We always thought that 'As long as Ephesus and Virgin Mary is here, cruise ships will visit.' but the cruise ships are leaving Kuşadası. Security problems keep coming up. Even Turkish investors are thinking about investing in foreign countries. Cruise ships are a must for Kuşadası but we are facing some serious problems" Kayafoğlu added.



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

Discover The World's Tourism in Izmir

2017 launch of "9th Early Reservation Campaign" of the Ministry of Culture and Tourism will be made at Travel Turkey Izmir Tourism Fair and Congress.

Travel Turkey Izmir Tourism Fair and Congress hosted by Izmir Metropolitan Municipality and organized by the partnership of İZFAŞ and TÜRSAB Association of Turkish Travel Agencies will bring the tourism professionals together for the 10th time in Fuar Izmir between the dates of 8-11 December, 2016. 2017 launch of "Early Reservation Campaign" organized each year to promote domestic tourism will also be made in Travel Turkey Izmir organized within the scope of T.R. Ministry of Culture and Tourism. Early Reservation Campaign - having been made for the first time in 2009 and aiming to invigorate the domestic tourism, to provide advantageous payment conditions for the citizens, and to change the general perception that foreign tourists travel with better payment conditions in Turkey; continues with new slogans "Everybody Deserves Holiday" and "Book Now".

THE SECTOR IS OPTIMISTIC ABOUT THE FAIR

Travel Turkey İzmir is aiming at showing tourism richness and different destinations of Turkey and other countries to local and foreign tourism investors, agencies, buyers and end users planning their holiday. The fair will invigorate the tourism sector, which is

undergoing difficult times due to economic and politic developments experienced in the world, by bringing tour operators, travel agencies and buyers together with tourism media. New business contracts will be established and the sector will restore trust as a result of the bilateral negotiations to be made under the name of "B2B Hosted Buyer Program" within the scope of the Fair. The business negotiations are expected to invigorate the sector with the early reservation campaign.

TOURISM IS HAND IN HAND WITH GASTRONOMY

International Gastronomic Tourism Congress will be realized for the 2nd time within the scope of the Fair which welcomed 1008 participants from 31 different countries and which was visited by 33,688 visitors from 63 different countries last year. By bringing gastronomy and tourism specialist together

with educators, the congress which will be made simultaneously with Travel Turkey Izmir 2016 Fair will create an environment where the relationship between the Aegean culture and gastronomy and the effect of this relationship on the tourism in the region will be discussed. While the Hall A, where municipalities and development agencies will be present, will be open to public for 4 days; the Hall B2B, where the agencies, hotels and operators will be present, will be open to public only during the last two days.



ANTALYA LOSES 4 MILLION TOURISTS OVER NINE MONTHS OF 2016

The drop was largely due to sharp losses in the Russian and European markets amid a series of terror attacks, the failed July 15 coup attempt, and Turkey's diplomatic crisis with Russia, which has recently been resolved. Antalya lost more than 4.1 million tourists in the January-September period of this year from the same period of 2015, according to data from the Antalya Airport. The biggest loss was seen in the Russian market, as the number of Russian tourists visiting the resort declined to 173,513 in the first nine months of the year from over 2.4 million in the same period of 2015. The number of German tourists visiting Antalya also declined to around 1.8 million in the same period, marking a 29.8 percent decrease from the same period of 2015. In the first nine months of the year, Antalya attracted around 3 million fewer Russians and Germans in total compared to the same period of 2015. The resort also



experienced steep losses in the markets of Sweden, Poland, Austria, the Netherlands, Switzerland, Belgium, Britain and Kazakhstan. Still, the number of Ukrainian tourists visiting Antalya hit 504,390 in the

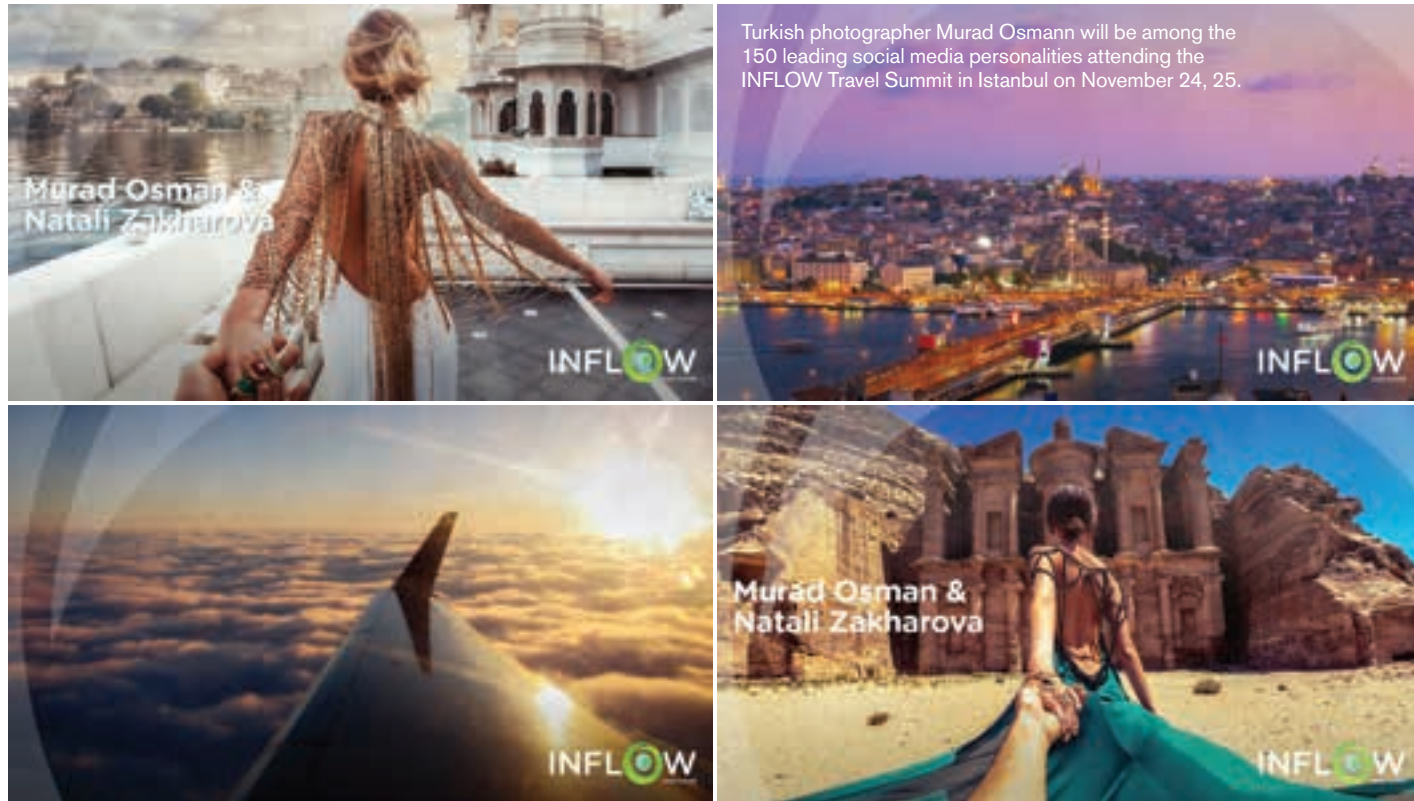
mentioned period, an increase of around 100 percent from the same period of 2015. Antalya also saw a rise in the number of tourists from Azerbaijan, Jordan, Israel and Lebanon.

Turkish civil aviation head names new Turkish Airlines CEO

In a statement published on Public Disclosure Platform (KAP), the airline said that Ekşi, who will be presented for the managing board's approval in its next meeting, was also appointed as deputy board chairman. Kotil, who led Turkey's flag carrier from April 2005, is moving to the country's military and civilian aircraft manufacturer Turkish Aerospace Industries (TAI). Ekşi served as the airline's deputy director general before moving to the Directorate General of Civil Aviation in April 2011. In his farewell message to Turkish Airlines employees, Kotil said the company had reached their target of flying to the most destinations in the world in 2013. Its 300 aircraft fly to 116 countries. "At the beginning of my stint as general manager in 2005, Turkish Airlines was an airline that flew to 102 destinations, operated 2,000 weekly flights, carried 12 million passengers per year and had a fleet of 73 aircraft," he said. "We ranked 40th among the world's biggest airline companies. Now, we rank 10th." Kotil pointed



out that the company's annual income had increased from \$2 billion to \$10 billion over a decade. "The number of pilots in our company rose from 640 to 4,500, while crew members increased from 1,700 to more than 10,000," he added. He also stressed the company's focus on increasing African destinations. "We've become the only airline that connects Somalia to the rest of the world by operating safe flights to and from Mogadishu for the last six years," he said. Earlier Friday, the airline added the Tanzanian city of Zanzibar to its list of destinations, becoming the company's 293rd destination and its 50th in 31 African countries. The airline carried 42.7 million passengers to domestic and international destinations between January and August, according to a company statement released last month. Turkish Airlines was named Best Airline in Europe in 2016 by U.K.- based consultant Skytrax for the sixth consecutive year.



Turkish photographer Murad Osmann will be among the 150 leading social media personalities attending the INFLOW Travel Summit in Istanbul on November 24, 25.

Murad Osman & Natali Zakharova

World's social media icons gather in Turkey

An Istanbul summit next month will bring tourism industry professionals together with leading social media icons seen as a major opportunity to rejuvenate the local tourism sector.

The Turkish tourism sector, reeling from this year's major drop in the number of foreign tourist arrivals, will have the opportunity to turn things around next month with a gathering that will attract 150 social media personalities from around the globe with followers numbering more than 80 million.

The social media icons will meet for the INFLOW Travel Summit, a series of digital marketing events beginning in Istanbul on Nov. 24 and 25. Participants will hold panel discussions, make speeches and have the chance to network, creating an opportunity for local firms to promote Turkey's tourism potential to the leading digital influencers in the industry. Among the events to be held are special tours of Istanbul and Cappadocia, in central Anatolia, a favorite tourist destination.

Among the participants at the summit, to be held at Swissotel The Bosphorus, will be the leading content providers on social media platforms such as Facebook, Twitter, Snapchat and YouTube, as well as hundreds of global tourism companies and brand representatives. Among the sponsors of

the summit are Turkey's national carrier Turkish Airlines, the Tourism Ministry and the Association of Turkish Travel Agencies (TÜRSAB). The event will also be closely followed by companies such as UBER and TripAdvisor. Emre Gelen, one of the founding partners of INFLOW, said the summit was the first of its kind in the world.

"There are events that gather bloggers, Instagram or YouTube icons separately, but this will be the first such event that will assemble the leading personalities of each platform and allow them to meet with sector representatives. Because of the extent of the organization, there are applications to attend the summit from countries like Spain, Italy and Germany," Gelen said.

The summit will allow tourism professionals to meet social media icons to create new marketing strategies. The summit will also feature special meetings called B2I where businesses will get the opportunity to meet with influencers to find better ways to communicate with their target audience. Gelen added, "We will hold a detailed tour of Istanbul during the summit, followed by a two-day tour of Cappadocia after the summit

ends. We hope to ensure these 150 icons will share their impressions with their millions of followers to create positive feedback for the Turkish tourism industry."

Another founding partner of the gathering, Afşın Avcı, said INFLOW aimed to develop alternative markets for the local tourism industry. "While most of the social media icons will be from Europe, there will also be some from the U.S., Russia and India. They will improve Turkey's tourism image and, we hope, will create opportunities for the building up of alternative markets. Among those attending are those with followers from all age groups. While some focus on the population over 50 years of age, others mainly concentrate on teenagers. These icons greatly influence the travel decisions of their followers." Photographer Murad Osmann, who became a social media phenomenon with photos of his hand-holding wife (right), will also be among those attending the gathering. World-famous filmmaker Rob Whitworth, blogger Johnny Ward, radio personality Henry Barchet and YouTube icon Krzysztof Gonciarz will also be in attendance.

"The Best Location" Award Goes to Ottoman Hotel Imperial

Located in the historical Sultanahmet peninsula, Ottoman Hotel Imperial was deemed worthy of "The Best Location" award in the Haute Grandeur Global Hotel Awards. Gala Ceremony of the Awards, with participants from 7 continents and 172 countries competing in 94 categories, was organized in Fairmont Al Bahr Hotel. In the ceremony where more than 350 invitees attended, Ottoman Hotel Imperial's award was received jointly by Cenk Konuşur, Chairman of Board Ottoman Hotels Group, and Serdar Balta, General Manager of Ottoman Hotels Group. Located next to Hagia Sophia, one of the world's most important structures, Ottoman Hotel Imperial has total 49 rooms, offering its guests the comfort and opportunity of welcoming the new day with Hagia Sophia view. Ottoman Hotel Imperial also hosts the Matbah Restaurant which offers its guests the tastes of Ottoman Palace Cuisine brought from past into the present



Cenk Konuşur, Chairman of Board Ottoman Hotels Group, and Serdar Balta, General Manager of Ottoman Hotels Group, jointly received the award in the ceremony which took place in Abu Dhabi Fairmont Bab Al Bahr Hotel.

HAMPTON BY HILTON ZEYTINBURNU STARTS WELCOMING GUESTS



Hilton's Hampton by Hilton brand announced the opening of its newest property, Hampton by Hilton Istanbul Zeytinburnu. The 162-room hotel joins the Hampton by Hilton family of Hampton Inn by Hilton and Hampton Inn & Suites by Hilton hotels, and joins a further 47 Hilton properties in Turkey.

"We are delighted to open Hampton by Hilton Istanbul Zeytinburnu which joins seven other Hampton by Hilton properties already open in Turkey," said Phil Cordell, global head, focused service and Hampton by Hilton brand management. "We look forward to welcoming guests to the hotel where they can experience the brand's signature service and amenities, all backed by the 100% Hampton® Satisfaction Guarantee." The hotel, Hilton's first LEED

(Leadership in Energy Environment Design) Platinum certified property, has been recognised for its green building features, including its significant water and energy savings. Preserving the environment is one of the key pillars of Travel with Purpose, Hilton's corporate responsibility strategy.

"With its convenient location, excellent transportation links and range of facilities, Hampton by Hilton Zeytinburnu offers the perfect base for our guests" said H.Hakan Bakir, general manager, Hampton by Hilton Istanbul Zeytinburnu. "We are thrilled to be Hilton's first LEED Platinum certified property as reducing the impact of our footprint continues to be a priority for the hotel. We are confident this modern hotel will be a top choice for travellers to Istanbul & Zeytinburnu."

ÇEŞME UNSCATHED BY TURKISH TOURISM CRISIS

While a decrease in the number of tourists coming to Turkey is a fact due to political crises with other countries and terrorist attacks, İzmir's tourist center of Çeşme seems to have been left unharmed. Yüksekol said the occupancy rates are gradually increasing, and there seems to be no problem during the holiday. "All of our hotels are getting 100 percent occupancy rates. Çeşme is waiting for its guests as always. We will hopefully have a nice holiday. Our occupancy rates are fine. Çeşme always keeps its popularity high. We do not have any concerns about finding customers. It is a very safe place surrounded by sea on three sides. That's why our occupancy rates are quite high."

Stressing again that the current occupancy rate is about 80 percent, Yüksekol said they definitely do not expect any decline in numbers. Pointing out that guests are mostly local tourists as the reason why numbers have not been affected much, Yüksekol

said there has been a slight decrease in the number of foreign tourists compared to the previous year. "The recent Russian and German crises have not disrupted the Çeşme region much. Since we do not have



too many ties with Russian and German tour operators, we generally have local tourists. That's why we do not have any problems and we will similarly reach 100 percent occupancy." Explaining that the number of German and British tourists decreased compared to four or five years ago, Yüksekol said German and British tourist numbers have seen a

slight decline. According to Yüksekol, the number of Russian tourists is generally low in Çeşme, and the number of Dutch and Polish tourists has recently increased, but the number of foreign tourists overall has not gone up compared to previous years, consequently, they have gone slightly down. However, Çeşme does not have any problems with local tourist numbers. Indicating that work is in progress to make sure Çeşme gets a 10-month share from tourism rather than three, Yüksekol said: "We prepared Turkey's best equipped thermal treatment centers for the next two years. This will help Çeşme gain momentum. Nearly 3,000 to 4,000 people will be able to get treatment in the same place at the same time. Most of the guests will come from abroad and we will do this with international partners. Our partnership will transfer the tourism stuck in two or three months to the winter months. Our customers will also be permanent during winter. Our international operators will help us with this."

Turkish tourism players warn of bigger losses in 2017

Touristic resorts have seen dark days, hitting not only hotels, but also local shops and people, after at least 15 years of gradual growth. These people reached much higher living standards in the last 15 years than they did before, but they have suddenly started to lose these standards. This may lead to social problems in addition to economic problems. We should accept 2016 as a lost year and we need to work to recover our losses in the 2017-2018 season. We actually fear losing the upcoming seasons," said the head of the Hoteliers Federation of Turkey (TÜROFED), Osman Ayık. He noted that the sector had some \$80 billion of investment stock and a high quality bed capacity of 1 million, adding the sector also provided employment for more than 1 million people. "If the required steps are not taken, 2017 will be much worse than this year. Turkey's deteriorated image needs to rebound immediately through comprehensive promotional campaigns. Most importantly, Turkish Airlines should start direct flights from many parts of the world to touristic resorts," added Ayık. The number of foreign visitors to Turkey decreased by 16.5 percent to 5.82 million in the first four months of this year compared to the same period of 2015 amid security concerns and the diplomatic crisis with Russia. The number

of foreign arrivals visiting Turkey slumped by 28 percent in the month of April to 1.75 million compared to the same month of 2015, marking the steepest decline since May 1999. In many touristic resorts and towns in the Mediterranean and the Aegean, mainly Muğla and Antalya, which were once very popular among European and Russian tourists, the crisis is clear simply by looking at the almost deserted streets, the lines of available taxis and the empty local stores. The head of the Touristic Hoteliers Association (AKTOB) said that something beneficial could still be done to recover some losses this year, but detailed planning was needed for at least a three-year span. "It is obvious that there is no problem with our touristic products and services, but a problem with political issues. There is a perception issue here. In order to revive our image, we need to launch an extensive promotional and PR campaign as well as lobbying activities," said AKTOB head Yusuf Hacısüleyman.

10th YEAR
YIL

10. Turizm Fuar ve Kongresi 10th Tourism Fair and Congress

TRAVEL TURKEY İZMİR 2016

Kültür ve Turizm Bakanlığı
"9. Erken Rezervasyon
Kampanyası"
2017 Yılı Lansmanı
Travel Turkey İzmir'de
açıklanıyor

8-11 ARALIK / DECEMBER
www.travelturkeyexpo.com

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



TÜRSAB Fuarçılık Hizmetleri Ticaret A.Ş.
Dikilitaş Mah. Aşık Kerem Sk. No:40 Fulya Beşiktaş - 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

İZFAŞ İzmir Fuarçılık Hizmetleri Kültür ve Sanat İşleri Tic. A.Ş.
Fuar İzmir Gaziemir - İzmir
Tel: +90 232 494 12 34 - 497 11 06 Faks: +90 232 497 12 38
Web: www.izfas.com.tr - E-mail: muratcan.erken@izmirfair.com.tr
sukran.pinar@izmirfair.com.tr

BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) İZNİ 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.



MEDITERRANEAN TOURISM NEEDS DIVERSIFICATION: MEDITOUR 2016

Tourism leaders discuss future of tourism in Mersin, Turkey at 7th Mediterranean tourism forum

The countries of the Mediterranean must bet on diversification to compete globally, the World Tourism Organization's top official for management of destinations said. Speaking at the 7th Mediterranean Tourism Forum (MEDITOUR 2016) in the Mediterranean coastal city of Mersin, Esencan Terzibasoglu touted the power of the cruise/maritime sector, saying that it has generated over 3 million jobs. The three-day MEDITOUR 2016 was organized by the Association of the

people of the region, said Serafettin Asut of the Chamber of Commerce of Mersin. ASCAME said in a statement that all the participants at the forum embraced the idea that the tourism industry is crucial for tackling the region's socioeconomic challenges, while generating jobs and being an industry multiplier. "Some imminent challenges for the industry have been indicated, as the importance of developing sustainable tourism with the private sector, or the need to improve the quality of infrastructure, and to adapt tourist regional

"This regional upward trend in the sector is contributing notably to economic growth and development in the Mediterranean. It is therefore necessary to further endorse this industry, in an innovative, sustainable, and cooperative manner," an ASCAME statement said. Mediterranean tourism is projected to rise 2-5 percent this year, according to the group. "These figures demonstrate the region's strong ability to adapt to changes in the global competitive market. In Turkey, the importance of tourism is evident, making the country the sixth-most-visited in the world," it said.

A wide range of opportunities for the sector was touted by attendees, from the high number of Chinese tourists visiting the region every year, to the increasingly important role that third age tourism will play, to the need to create a Mediterranean travel agency. "It is necessary to emphasize that betting on sustainable development should allow us to continue the path of regional growth, besides a tourist joint offering for all the countries of the Mediterranean, which takes so much from its cultural diversity and historical legacy," said closing remarks at the forum.

The creation of a tourist brand for the whole region would allow Mediterranean countries to collaborate and compete together. "Tourism is the best instrument of promotion that the Mediterranean region has and, for this reason, countries of the region must cooperate and compete together so as to generate income, create jobs for the youngest, and contribute to peace and stability on both shores of the Mediterranean," said Jerónimo Pérez Casero, head of the ASCAME Tourism Commission.



Mediterranean Chambers of Commerce and Industry (ASCAME) and the Mersin Chamber of Commerce & Industry (MTSO) and more than 400 participants, including businesspeople and representatives of sectoral and government associations and international organizations. Tourism is the most important source of new jobs, especially for the unemployed young

offers to different tourist profiles," according to the statement. The number of international tourist arrivals worldwide rose 4.4 percent in 2015 to reach a total of 1.18 million. The Mediterranean attracted more than 30 percent of this total, according to long-term forecasts of the World Tourism Organization. According to ASCAME, tourist arrivals in the region will reach 500 million by 2030.

STEIGENBERGER AIRPORT HOTEL ISTANBUL HAS OPENED

The Steigenberger Hotel Group has opened its second hotel in Turkey. The Steigenberger Airport Hotel Istanbul is conveniently located only four kilometers away from the Ataturk International Airport, which serves more than 60 million passengers and therefore ranks eleventh among the world's biggest airports. "We are proud to open our second hotel in Turkey and to expand our international portfolio further. Our guests will enjoy Turkish hospitality meeting German standards in one of the most pulsating cities of the world," said Puneet

Chhatwal, CEO of the Steigenberger Hotel Group. The Steigenberger Airport Hotel Istanbul is operated under a franchise contract by Korcan Turizm Petrol Ürünleri Ticaret Sanayi A.Ş. in Ankara, Turkey. Hotel General Manager Ali Türk comments: "I am very excited about our cooperation with Steigenberger. I believe that the long lasting reputation of our company with its association with Steigenberger will enable this unique business hotel to achieve its full potential and pave the way for a successful and mutually beneficial collaboration for many years to come."



Lufthansa aims to increase its capacity with Istanbul's 3rd airport

Being appointed as the general manager of Lufthansa Turkey, Kemal Geçer said the third airport will be

an important hub for Turkey. "Istanbul's third airport will offer new capacity for our company. We visited the airport construction site last



week and received detailed information about it. It will be an important center for Turkey," Geçer said. Lufthansa is celebrating the 60th anniversary of the start of its flights to Turkey. Lufthansa started to fly from Frankfurt to Istanbul in 1956 and currently there are 27 regular flights in a week between the two countries from and to Istanbul Ataturk and Ankara Esenboğa Airport. Emphasizing that 2016 has been a harsh year not only for Turkey but for the whole world, Lufthansa Vice President of Sales and Services for Southeast Europe, Africa and the Middle East Tamur Goudarzi-Pour said they have set their sights on making the same annual turnover as last year despite difficulties. "We have been here for 60 years and would like to continue for the next 60 years. Lufthansa started to fly to Turkey such a short time after its foundation, just 18 months. We want to continue to achieve growth," he said.

Turkish-Russian tour operator plans takeoff with new charter airline

Newly-founded tour operator Anex Tour has high-flying plans to launch on the German market next summer with its own charter airline, stepping up competition in the leisure travel business.

The Turkish-owned tour operator is already a major player in the Russian outbound market with two million customers a year, with every third customer booking a holiday in Turkey. Now the company aims to repeat this success in Germany with an experienced management team, broad portfolio – and its own flights. CEO Serhat Koçkar has signed up several well-known names to run the German tour operator. Managing directors are Dirk Burneleit and Hakan Bakar, a former Öger Tours manager, while Markus Leutner, a long-serving Thomas Cook short-haul product manager, is head of the package holiday programme, assisted by Joachim Heek, formerly with Alltours and other tour operators.

In an interview with fvw, Koçkar said the initial summer 2017 programme will feature holidays in Spain, Greece (Crete), Bulgaria, Croatia, the Dominican Republic and Cuba. Thailand, Goa, Egypt and Dubai will be added for winter 2017/18.

The most ambitious move will be to launch flights with the group's own airline in the already highly competitive German leisure travel market next

summer. From next April, Azur Air would fly with three B767s, with 330 seats, from Berlin, Düsseldorf and Munich to diverse Mediterranean destinations. The airline will be run by Peter Wenigmann, who was at LTU for 20 years and most recently headed Swiss-based Privat Air.

Koçkar explained: "We are the first Turkish-Russian tour operator to make a step into Germany. We might be new in Germany but we are a well-organised and financially healthy group. We are a traditional, quality-orientated tour operator with its own hotel contracting and own product."

The CEO, whose family owns the Anex Tour group, declined to say how much will be invested in the Germany launch but stressed: "Germany is the largest travel market in

Serhat Koçkar, CEO of Anex Tour, has big plans for the German market.



Europe and we want to be present here for a long time."

Koçkar did not disclose any target figures for the German market but the flight capacity indicates Anex is aiming for some 100,000 customers in the first year. He stressed that Anex did not plan to win business with low prices. "We will not come with dumping prices."

Travel agents will play a key role, said Burneleit. "We want to be a transparent and reliable partner for travel agents." He said the tour operator is currently in talks with chains, consortia and OTAs for sales agreements. Leutner added that the Germany launch is helped by the fact that Anex will operate its own air capacity. "This own capacity underlines that we are taking this seriously

and want to serve many destinations throughout the year," he explained. Azur Air will operate as a separate unit and is currently preparing to gain an AOC licence for Germany. While the company plans to operate Azur Air flights from Berlin, Düsseldorf and Munich, it will cooperate with other leisure airlines at other airports. Anex Tour's origins lie in incoming agency activities in Antalya which were expanded with a tour operator in Russia as early as 1998 to target

the fast-growing market. Over the last decade subsidiaries were set up in several CEE markets, including Hungary, the Czech Republic and Slovenia.

This year, however, Russian tour operators have been heavily impacted by the bans on travel to Egypt and Turkey. But Anex is much less dependent than some competitors on the Russian market to Turkey, which now only represents about one third of its overall bookings.

Koçkar stressed the market entry in Germany is not a reaction to these developments. "We have been following these plans for four years and intensified them last year, as we have our own infrastructure with incoming agencies in many important destinations."

anex
tour



NEW NAMES TO THE FORE IN TURKEY

The turbulence in the Turkish holiday market this year was reflected in rapid ups and downs in demand for hotels in July and early August, the demand-based ranking of hotel enquiries showed. For example, the five-star Oleander Hotel in Kumköy (Side) topped the ranking for the fortnight from July 11 to 24, rising from fourth place in the previous fortnight, but then dropped out of the top ten in the fortnight from July 25 to August 7. Similarly, the Diamond Beach in Gündoğdu (Side) jumped into the top ten in second place (July 11-24) before slumping to sixth (July 25-Aug 7), while the Victory Resort in Colakli (Side) surged from eighth to third but then also dropped out of the top ten in the latest ranking. Number one in Turkey in the fortnight from July 25 to August 7 was the Fame Residence in Lara, which soared from tenth the previous fortnight, followed by the well-known PrimaSol Hane in Kumköy and the Side Prenses Resort. Demand for hotels



in Spain and Greece was unsurprisingly much more stable over the last month. In Spain, the main winner was the Bellevue Club in Alcudia which entered the top ten in second place in the fortnight from July 11 to 24, and then rose to first place in the latest ranking (July 25 to August 7), ahead of the Iberostar Club Cala Barca. The SBH Taro Beach on Costa Calma rose steadily to reach third place in the latest ranking. In Greece, the Pilot Beach Resort in Georgiopolis topped the latest ranking, up from second in the previous fortnight. The

Atrium Palace in Kalathos rose from fourth to second, while the Esperides Beach in Faliraki was third, having topped the ranking in the previous fortnight. The fvw Hotelometer is a fortnightly ranking of the most popular tourist hotels in Turkey, Spain and Greece, showing customer enquiries but not actual bookings. It is based on all enquiries in the Traveltainment reservations system used by German travel agents and online booking engines. The data, supplied by IT company TrevoTrend, is split into different categories (overall, families, couples, singles and star ratings).



The Royal Dragon is top for families in Turkey.



Royal Dragon roars back in Turkey ranking

The Royal Dragon in Kumköy topped the Turkey ranking for the fortnight from August 8 – 21 after having dropped out of the top ten since mid-July amid wide fluctuations in demand for hotels on Turkish Riviera. In second place was the previous fortnight's number one, the Fame Residence in Lara, followed by the Miracle Resort (also in Lara), which rose from 10th place two weeks earlier. The Royal Dragon's rise appears to be driven by enquiries from families as it also topped the family ranking, ahead of the Fame Residence and the Primasol Hane Family hotel in Kumköy. There was less movement in the rankings for Spain and Greece. In Spain, the Bellevue Club in Alcudia retained first place ahead of the

Blau Punta Reina in Porto Cristo and the Aparthotel Protur Floriana. In Greece, the Pilot Beach Resort in Georgiopolis remained at the top of the ranking, the Atrium Palace in Kalathos retained second place while the Royal Belvedere in Chersonissos moved up to third from seventh the previous fortnight. The fvw Hotelometer is a fortnightly ranking of the most popular tourist hotels in Turkey, Spain and Greece, showing customer enquiries but not actual bookings. It is based on all enquiries in the Traveltainment reservations system used by German travel agents and online booking engines. The data, supplied by IT company TrevoTrend, is split into different categories (overall, families, couples, singles and star ratings).

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

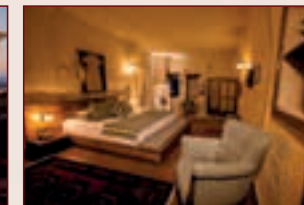
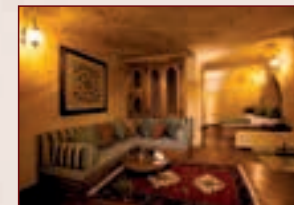


PREMIUM CAVES
CAPPADOCIA

WWW.KAYAKAPI.COM



“ PREMIUM CAVE HOTEL OF CAPPADOCIA ”



🏠 Kayakapi 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

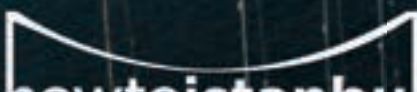


is a subsidiary of



Miles&Smiles

EXPLORE EVERYTHING ABOUT ISTANBUL LIKE NEVER BEFORE!

 **howtoistanbul.com**
life, arts & culture

ONE
ISTANBUL

