

# turizm aktüel

türkiye

ISSN 1301-4587



9 771301 458005

YEAR: 21 • NUMBER: 2018/2 • MARCH/2018  
YIL: 21 • SAYI 2018/2 • MART/2018  
ISSN: 1301- 4587 • FİYATI: 20 TL



EUROPEAN  
TOURISTS HEADING  
BACK TO  
TURKEY

NEW HOTEL  
OF CONCORDE  
HOTELS IN  
CYPRUS

*Mete Vardar:*  
WE MADE A  
**TECHNOLOGY  
REVOLUTION**  
IN THE TOURISM SECTOR

TURKEY'S TOURISM SEES  
AMAZING REBOUND

TÜRSAB'S NEW PRESIDENT  
**FIRUZ BAĞLIKAYA**

2018 IS DECLARED AS  
'YEAR OF TROY'

**NUMAN KURTULMUŞ:**  
TURKISH TOURISM  
WILL SEE FULL  
RECOVERY IN 2018





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](http://www.eresinhotels.com.tr)



25  
YEARS

## to anywhere that opens up your horizon

In our 25th year in the tourism sector, we are proud of having served more than 18 million guests and taking our part among the global actors with our constant development. OTI HOLDING today, has been a leader in every branch of tourism such as inbound services, tour operation, accommodation, aviation, sales agency chain and security.

With our 6000 employees, our own affiliates and main partners we are operating in 13 countries. We host our guests from the countries where we act as tour operators with OTI quality and assurance in 90 destinations and 38 countries including Egypt, Thailand, Spain, UAE and Greece besides Turkey.

A global group specialized on tourism

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



OTI HOLDING





## Turizm Aktüel

Year: 21 • Number: 2018/2 • March/2018  
Yıl: 21 • Sayı 2018/2 • Mart/2018  
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**  
harslan@turizmaktuel.com

### PROJECT COORDINATOR

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

### GENERAL COORDINATOR

Genel Koordinatör  
**Özcan Mutlu**  
ozcan@turizmaktuel.com

### CORPORATE COMMUNICATIONS COORDINATOR

Kurumsal İletişim Koordinatörü  
**Hakan Metin**  
hakan@turizmaktuel.com

### PHOTOGRAPH EDITOR

Fotoğraf Editörü  
**Halil Tuncer**  
halil@turizmaktuel.com

### MEDITERRANEAN AREA MANAGER

Akdeniz Bölge Temsilcisi  
**Halil Öncü**  
info@turizmaktuel.com

### PRINT Baskı

**Birinci Baskı**  
Matbaacılar Sitesi, Mahtepi 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 YAYIMLANMAKTADIR.  
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 INDUSTRY PREPARED TOMORROW FROM YESTERDAY

Greetings from the Turizm Aktüel's special volume of ITB Berlin. We are in Berlin again for the most important trade fair of the world tourism industry. And finally we are back on our old agenda. We are not talking about crisis or decline anymore. We are not upset, on the contrary, we are happy and hopeful. Now we are talking about increase and rise. We're in the right place. Yes, we have not solved all the problems yet. Neither we could catch the pre-crisis levels. But we've gone a long way. It's much easier from now on.

Turkish tourism experienced one of its historic returns in 2017. In 2018, history will experience one of its historic ascents. This is not a prediction or a wish. Because the industry prepared the tomorrow from yesterday. It fell down but knew how to get up back. Last year, it bandaged its wounds, and he went a long way. And this season is time to run. ITB Berlin is very important in this respect. Now it's time to show our friends and enemies that we are back in the field.

Let's see our special volume for ITB Berlin. Our special volume prepared for the ITB Berlin Tourism Fair in which world tourism's heart beats for 5 days, is out with a rich content. First of all, Numan Kurtulmuş, Minister of Culture and Tourism gave information about the work done for the 2018 in an interview.

While reading the interview with Mete Vardar, Chairman of the Board of Directors, of Jolly Tour, you will witness the journey of a Turkish brand on its way to become a world brand. The famous hotel brand Steigenberger's only hotel in Turkey Steigenberger Airport Hotel is introduced to our magazine by General Manager Emre Lüküslü.

We got the opportunity to get to know in detail Tryp by Wyndham İstanbul Airport, combining the two brands and four different concepts in the same building, in the interview with its General Manager, Celal Orhan Genceli. Of course, our issues are not limited with these. You can also learn about the latest news, meetings and events of the sector. These are tips. There is much more in this special edition of Turizm Aktüel for ITB Berlin. We believe that you will enjoy reading our new volume.

Goodbye for now till we meet again for the next special volume on ATM Dubai.

**HASAN ARSLAN**  
harslan@turizmaktuel.com



# THE NEW ADDRESS FOR LUXURY AND COMFORT

You will meet Turkish hospitality with German standards. Surrounded by entertainment and commercial center, shopping malls and exhibition venues, you are at the heart of Istanbul, in short at the center of life. Steigenberger Airport Hotel Istanbul is located just five kilometers from Ataturk International Airport and 20 kilometers from the world famous Istanbul Old City, historic Sultanahmet district.



Yenibosna Merkez Mahallesi Ali Duran Sokak No:6 Bahçelievler/İstanbul/Turkey  
Tel: +90 212 4962222 Fax: +90 212 4962223 • E-mail: airport.istanbul@steigenberger.com • Web: www.steigenbergerairportistanbul.com

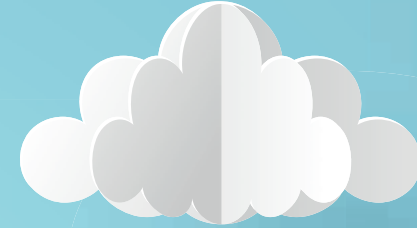




“my  
happy  
holiday”



**Club  
NENA**  
★★★★★  
www.clubnena.com.tr  
**444 5 638**



# WE FLY TO PLEASE

Now even more flights from Germany  
to **Antalya**, **Kreta** and **Hurghada**.

[corendonairlines.com](http://corendonairlines.com)



# MÖVENPICK

HOTEL ISTANBUL  
GOLDEN HORN

Discover Istanbul &  
*enjoy*

## OTI GROUP LEADER OF ALL MARKETS

OTI Holding, which acquired Düsseldorf based tour operator Ferien Touristik in 2017, started its activities in German market.

Celebrating its 25th anniversary in 2017, OTI Holding was the group that brought the most tourists from all markets with 1 million 196 thousand 616 packed passengers last year. Having left successful 25 years behind in the tourism sector, the company is proud to be the leader of all markets.

OTI Holding, serving in the sector with tour operators, travel agencies, ground services & destinations management center, aviation, accommodation and security, crowned its 25th year as the leader group in Turkey and in Antalya with the total number of passengers brought from primarily Russia, Ukraine, Poland, Germany, Belarus, Georgia, Albania and Azerbaijan source markets. OTI, being one of the leading players in the tourism sector since 1992 with its innovative vision, quality understanding and global brands, has served more than 18 million tourists in 25 years in 65 destinations with 25 companies in 13 countries. OTI Holding, which also completed preparations for the 2018 season, has set a 20% growth target



with its main brand Coral Travel. OTI Holding, providing services in tour operation with the brand of Coral Travel in 7 countries, operates ground handling and destination management with the brand of ODEON Tours in Turkey, Egypt, Thailand, Spain, Greece and the UAE. The company has accommodation investments in Egypt and Turkey. They operate 4 5-star-hotels in Antalya and 1 5-star-hotel in Egypt. OTI Holding, which acquired Düsseldorf-



based tour operator Ferien Touristik in 2017, also started its operations in the German market. With the employment it created, OTI renders the sector dynamic and is creating value for its stakeholders as well as its own brands. Operating in all areas of the tourism sector, OTI Holding continues to provide services in five continents with its leading brands and expert human resources. Since 1992 OTI is investing in tourism with innovative vision and quality understanding.

### Istanbul Golden Horn and a Swiss welcome

Located on the beautiful natural estuary, where the Bosphorus meets the Marmara Sea, Mövenpick Hotel Istanbul Golden Horn features spacious rooms with panoramic waterfront views, a gourmet restaurant, state-of-the-art meeting rooms and a rejuvenating spa. The city's major shopping districts and historic highlights in the Old City are all easily accessible from the hotel.

Mövenpick Hotel Istanbul Golden Horn  
Silahtarağa Caddesi, No. 87 | 34050, Eyüp | Istanbul | Turkey  
Phone +90 212 600 16 00 | Fax +90 212 600 16 16  
hotel.istanbul.goldenhorn@movenpick.com | movenpick.com/istanbul-goldenhorn



# Turkey bookings recover strongly

German bookings for Turkey holidays in summer 2018 are making a comeback after two years of double-digit declines. TUI has a 70% surge in bookings and other tour operators also report strong demand.

Turkey dropped back to third place behind Spain and Greece in the destination ranking for German package holidaymakers last year as bookings slumped for the second year in a row. After a record 5.6 million German visitors in 2015, the number of holidaymakers dropped by "nearly half" over the last two years, according to the DRV. But 2018 could turn into a comeback year, according to German tour operators. TUI Germany disclosed on Wednesday that bookings for summer holidays in Turkey are up by 70% to date. In response, the market leader is expanding its programme for summer 2017 and will increase flight capacity from Germany to Antalya by 100,000 seats. The tour operator's Turkey bookings slumped by about half in 2016 and barely recovered last year, forcing the group to downscale its programme for the Eastern Mediterranean destination. Thomas Cook subsidiary Öger Tours also reported rising demand for its main destination, especially from families. Top



Deniz Uğur



Songül Göktaş-Rosati

sellers include family hotels on the Turkish Riviera with very good customer evaluations. "We are seeing very pleasing high bookings for the summer season at present, and thus have a clear double-digit rise in comparison to last year," said managing director Songül Göktaş-Rosati. In response, the Hamburg-based tour operator is increasing its flight capacity by about 20% for this summer. This include new full charters from Berlin-Schönefeld, an additional Condor service from Nuremberg and with higher contingents on flights from

airports such as Düsseldorf, Hanover, Cologne, Munich and Stuttgart. Other tour operators are also seeing good demand for Turkey, an fvw market survey found. Deniz Uğur, CEO of Bentour, pointed out: "There is a clear trend to much earlier bookings. Families are booking Turkey more strongly once again." Similarly, FTI reported an upturn in Turkey bookings, not least due to its "excellent value for money" and "great hospitality". In its overview of current booking trends, TUI also reported good demand for Spain, Greece (+16%) and Bulgaria (+25%), a continuing strong recovery for Egypt (+58%) and Tunisia (+125%), and double-digit growth for Thailand and the Maldives among long-haul destinations. Stefan Baumert, TUI Germany's tourism director, declared: "Bookings for the summer 2018 season are already going very well. The return of Turkey and North Africa along with the continued good demand for destinations in the Western Mediterranean are ensuring further growth."

In cooperation with Onur Air, direct flight from İstanbul Atatürk Airport to Çanakkale in just 35 minutes



In Dardanelles, Tenedos, Imbros and South Marmara Line, we are on your services...

If the subject is Çanakkale, in the air, on land, at sea or we are

**EVERYWHERE**



444 0 752

gdu.com.tr

f /gestaskurumsal





# TÜRSAB'S NEW PRESIDENT FIRUZ BAĞLIKAYA



In TÜRSAB the agencies said 'yes' to change. Firuz Bağlıkaya and his team were elected with overwhelming majority of the votes in the elections held at Lütfi Kırdar Congress Center. Giving unifying messages in his thanksgiving speech, the new president said, "It is the time to unite, it is time to be together." [HASAN ARSLAN](#)

In TÜRSAB, Association of Turkish Travel Agencies, the doors of a new era are opened out. In the elections held at Lütfi Kırdar Convention Center, approximately 4 thousand delegates of the union voted for the new president, saying "We need a change" and elected Firuz Bağlıkaya. 4866 members registered in the poll and 3622 voted. Emin Çakmak received 350, Çetin Gürcün, who was nominated by former president Başaran Ulusoy, received 1048 votes while Firuz Bağlıkaya became the new president of TÜRSAB with 2200 votes, more than the double of his closest rival. With the 23rd General Assembly, Başaran Ulusoy's uninterrupted TÜRSAB presidency for 18 years has ended. In the new term, Firuz Bağlıkaya will manage a board of 15 members consisting of 9 Administrative Board Members, 3 Supervisory Board Members and 3 Disciplinary Board Members. TÜRSAB's new president, Firuz Bağlıkaya, went on stage with applause after the official results were announced. Bağlıkaya, who started his speech by thanking the members of the Association and his team said, "It's time to be united, to be together, to be one." Firuz Bağlıkaya stated that in his new role, they would challenge the problems, not the members.



"We are going to solve our problems, not our unity. Today not only a term ended and started a new one but also an era has ended and started a new one. We wrote history together by the maximum numbers of the votes in history of TÜRSAB. I thank all the members and the team again," he said. In the general assembly which started on Saturday, a first in TÜRSAB's history was experienced. In the secret ballot delegates did not absolve the current administration under the leadership of Başaran Ulusoy. More than 66 percent of the participating

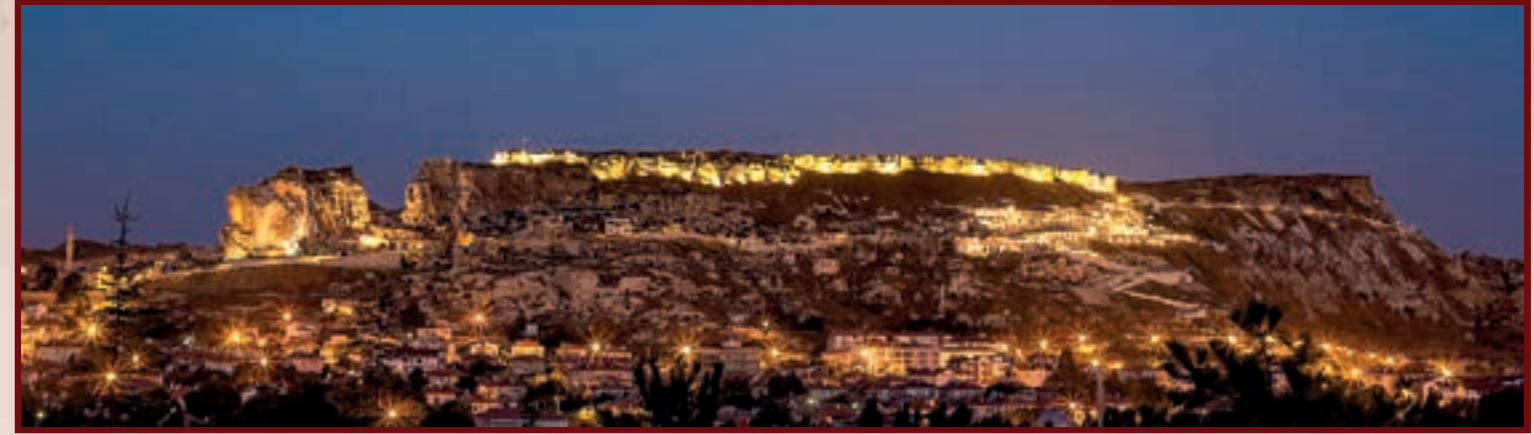
delegates voted in the negative. The new president Bağlıkaya said, "If we had absolved the administration, we would not have stood behind the criticisms we had made up until this time. When there is so much wrong work done, we could not acquit the current administration."

## THE NEW BOARD MEMBERS

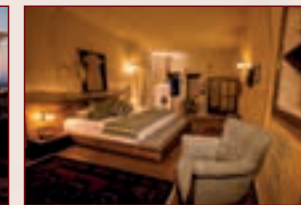
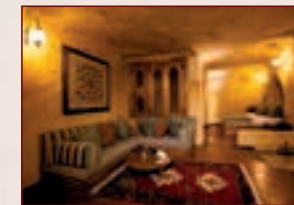
Firuz Barbaros Bağlıkaya, Hasan Erdem, Mehmet Nezir Hacıoğlu, İbrahim Halil Kalay, Hacı İbrahim Canatan, Ali Bilir, Ahmet Özden, Selçuk Boynueğri, Bedirhan Bayka.



[WWW.KAYAKAPI.COM](http://WWW.KAYAKAPI.COM)



## “ PREMIUM CAVE HOTEL OF CAPPADOCIA ”



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

☎ +90 384 341 88 77

☎ +90 384 341 25 77

✉ [contact@kayakapi.com](mailto:contact@kayakapi.com)

🌐 [www.kayakapi.com](http://www.kayakapi.com)



/KayakapiPremiumCaves



/Kayakapi



/Kayakapi



is a subsidiary of



Miles&Smiles



# THE FEEL WELCOME CARD

YOUR UNIVERSAL PERSONALIZED TRAVEL CARD FOR NEW EXPERIENCES!



All Travel and Holiday benefits in one card.

1. The Feel Welcome Card is new and innovative in so far as it is the "Travel and Payment Card All-in-one". Normally customers use a multitude of hotel cards, airlines cards, miles-and-more cards, and cards for other services. The "Feel Welcome Card" will help you get rid of all those cards, because you can load up the information of your other cards on it.

2. The "Feel Welcome Card" offers many additional benefits, because travel destinations and municipalities will be able to make offers available for guests visiting their destination or city at a certain period of days, in order to promote for instance local specialties or any other goods they want to promote. Also destinations and municipalities will be able to offer participation on lotteries, for example the 50,000th guest receiving a car, or 50 bath robes which are distributed to visitors over two weeks. Card holders will participate

automatically without time-consuming paperwork, and will be notified by the cards app in case they actually won a prize.

3. Guests of hotels will find a card reader installed at a wall in order to read out their card, which will contain offers from the hotel, like for instance use of spa facilities and treatments for reduced fees at certain days and times of the day, offering the hotel the opportunity to promote days and times of the day with an unsatisfying amount of customers.

4. Free Entry – The Feel Welcome Card provides you with admission to top visitor attractions, so you'll be saving money before you know it!

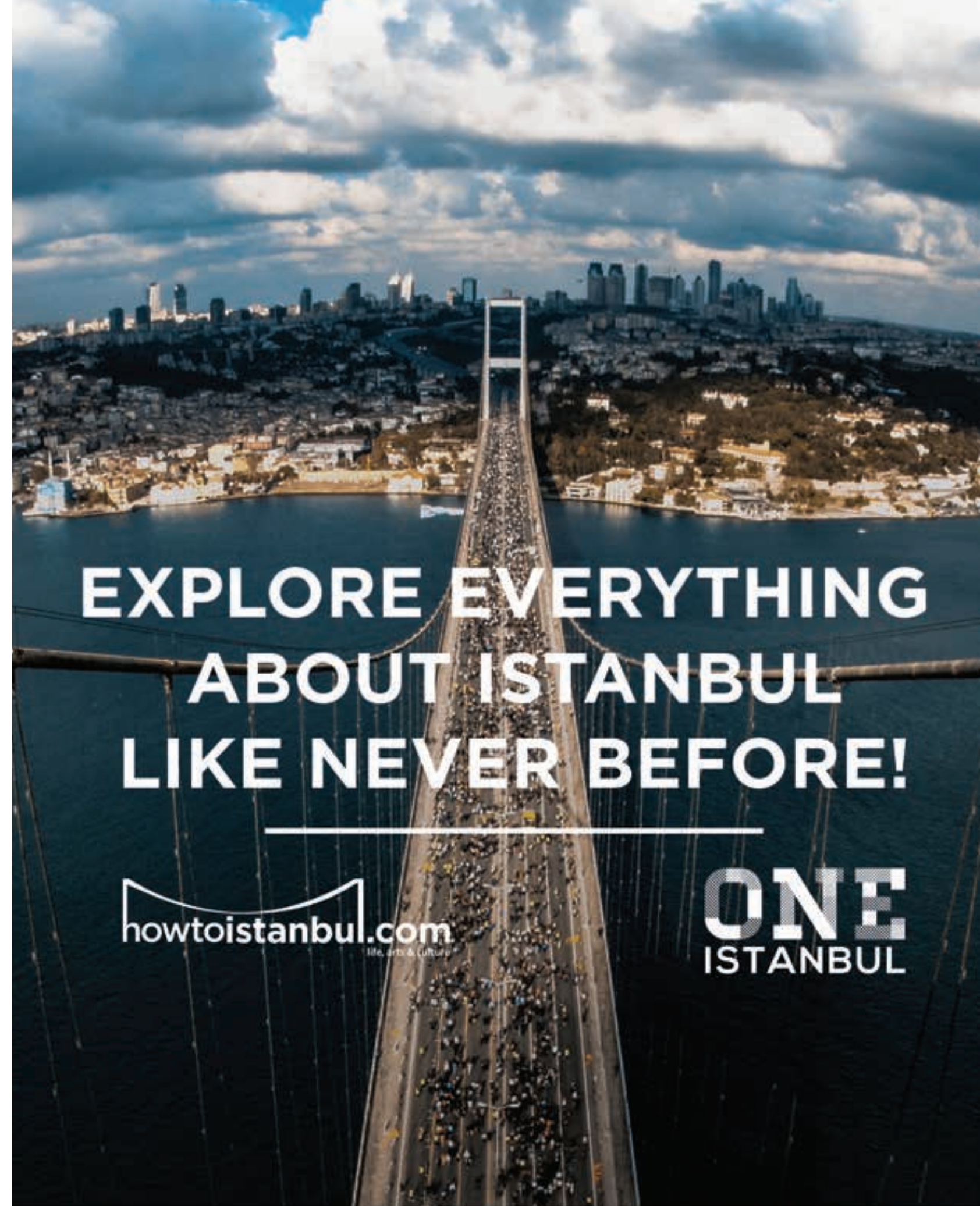
5. Extra Benefits – not only will you have free admission to great visitor attractions but the Feel Welcome Card also includes offers and discounts at various shops, cafes and restaurants.

6. Priority Access – with the Feel Welcome Card you can go straight to the top of the

queue, allowing you priority access to busy attractions.

The "Feel Welcome Card" will help Destination Managers and Mayors of touristic towns and places to protect their reputation and to protect prices as well, because it will give the people in charge the opportunity to promote their destination of city by offering new and different attractive advantages by loading up gifts and reduced fees and also promoting local specialties and services as well as access to traditional life styles and traditional tastes; thus helping to create an intensive bond between the visitor and the place he travels to.

Further advantages at hotels: The "Feel Welcome Card" can also be used as a hotel key card, thus reducing the amount of cards the card holder. The card is also an event organizer: The "Feel Welcome Card" will be used to organize different events all over the world. Events, which will be organized solely for card holders, of which card holders will be able to attend to reduced fees.



## EXPLORE EVERYTHING ABOUT ISTANBUL LIKE NEVER BEFORE!

howtoistanbul.com  
Life, Arts & Culture

ONE  
ISTANBUL







# TURKEY'S LARGEST AIRPORT WILL OPEN IN OCTOBER

The third airport in Turkey's largest city, Istanbul, will open on Oct. 29, Transport Minister Ahmet Arslan was quoted on Feb. 10 by state-run Anadolu news agency as saying.



**E**ighty percent of the construction of the airport, which Turkey says will be one of the world's biggest, is completed, Arslan said. The project is designed to accommodate growing traffic in a major hub. Turkey has built high-speed railways, suspension bridges and undersea tunnels to boost the construction industry and domestic demand. The airport is among Turkey's mega-projects which include a third bridge across the Bosphorus that opened in 2016 and plans to build a huge canal in Istanbul that would render a large chunk of the city an island. Incoming flights will be directed to the new airport from the existing Atatürk Airport as soon as the new one opens, the agency quoted Arslan saying. The transition to the

new site will be completed in 48 hours. The airport will be large enough for 114 planes to dock at the same time, the minister said, adding that it would employ 225,000 people when fully operational. Arslan said around \$10.2 billion was invested in the project and that it would generate around \$22.2 billion in 25 years before value added tax. Istanbul's Atatürk Airport is among Europe's five busiest airports, recovering in 2017 from a downturn in passenger traffic the previous year. It will be closed after the new airport opens. Istanbul is a major hub for transit flights, attracting lucrative transfer traffic this year from major airports in the Gulf as Turkey recovers from security worries, according to travel data analysis company Forward Keys.



*Fly Royal  
Feel Royal*



Cappadocia - Türkiye

## ROYAL BALLOON - CAPPADOCIA

Avcılar 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







# TAV AGREES TO ACQUIRE 49 PERCENT STAKE IN ANTALYA AIRPORT OPERATOR FOR 360 MLN EUROS

HALİL ÖNCÜ

TAV Airports has said it signed an agreement to buy IC İçtaş's shares at Antalya Airport in southern Turkey for 360 million euros.

In a statement late on Feb. 27, the company, which operates many domestic and foreign airports, including Istanbul's Atatürk Airport, said it will have equal rights in the management of the airport. TAV Airports is buying IC İçtaş's 49 percent stake in ICF Antalya, the joint-venture that manages Antalya Airport, becoming a partner with Germany's Fraport. As per the agreement, TAV will have co-

control of the company and 50 percent dividend rights, it said. Consequently, the number of airports in TAV's portfolio reaches 18 and the annual number of passengers served increases to approximately 141 million, according to a TAV statement. The share purchase agreement between TAV and IC İçtaş will be finalized following the approval by the State Airports Authority (DHMI) and the Competition

Authority, the company said. Turkey's second biggest in terms of international passenger traffic, Antalya Airport served more than 26 million passengers in 2017. "As TAV, our core business is airport management and we continue to focus on this industry. We will be happy to partner with Fraport in Antalya, one of the most prominent tourism destinations in the Mediterranean. Four years ago, we had shifted our strategy to grow our airport management portfolio while steering our service companies to grow beyond TAV, in order to compensate for the foreseen closure of Istanbul Atatürk. Today, our services and products are used in 77 airports across 19 countries. In our existing airports, we are serving to 115 million passengers and now we add more than 18 million international passengers, with the inclusion of Antalya in our portfolio," TAV Airports President and CEO Sani Şener said. Antalya Airport has 28 boarding bridges, 94 parking positions for planes and a carpark that can accommodate 2,110 vehicles. Fraport has been operating Antalya Airports since 1999. In March 2007, Fraport-IC İçtaş partnership won the tender to operate the airport until Dec. 31, 2024.



Sani Şener



## MIRAGE PARK RESORT



*Haben Sie bereits Ihren Platz im Herzen  
des Mittelmeeres schon gesichert?*



Göynük Mahallesi Ahu - Ünal Aysal Caddesi No:29 07994 Kemer / ANTALYA  
T +90 242 815 22 44 (pbx) • F +90 242 815 22 33 • info@mirageparkresort.com.tr • www.mirageparkresort.com.tr



facebook

twitter

Instagram

HolidayCheck

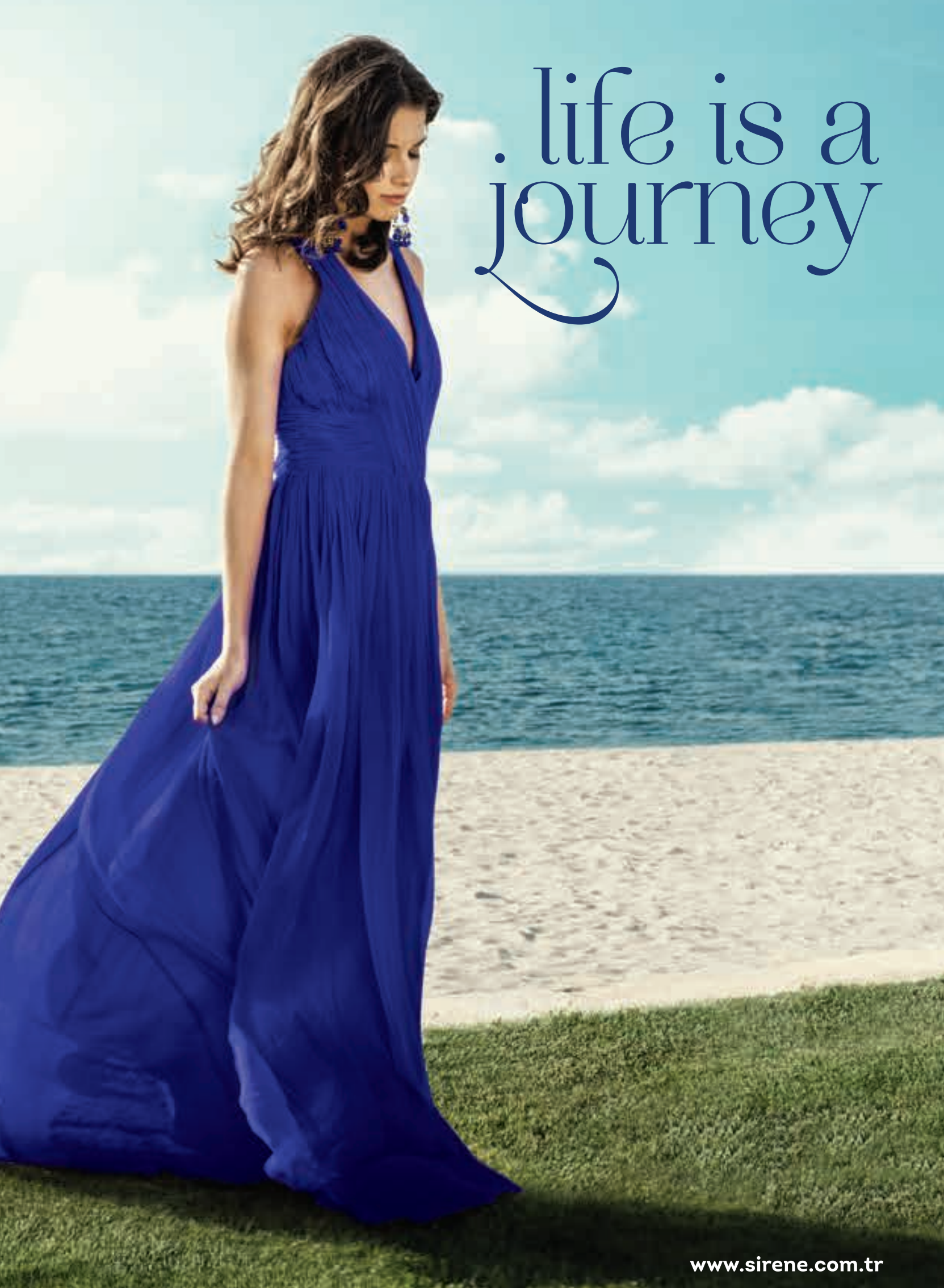
TOP Hotels

#mirageparkresort

GÜRIŞ



. life is a  
journey



SIRENE BELEK HOTEL  
— ANTALYA —

[www.sirene.com.tr](http://www.sirene.com.tr)





## LEVNI HOTEL'S AWARD-WINNING START TO 2018

Levni Hotel won three of the "Travelers' Choice 2018" awards, rated by the millions of users of TripAdvisor, the world's largest hotel and travel evaluation site. [HASAN ARSLAN](#)

Levni Hotel winning 3rd place in the "Top 25 Hotels in Turkey", 12th among the "Top 25 Hotels in Europe", 16th among the "25 Best Hotels for Service in Turkey", has made an award-winning start to the new year. Levni Hotel & Spa, located in Sirkeci, Istanbul, entered in 2018 with 3 different awards in 3 different categories. The hotel is considered worthy of 3rd place in the "Top 25 Hotels in Turkey", 12th place in the "Top 25 Hotels in Europe", 16th place in the "25 Best Hotels for Service in Turkey" in "Travelers' Choice Awards 2018". "We are enjoying the joy of making a good start

to 2018. I congratulate all my teammates who have a share in this success. Levni Hotel & Spa will continue to be one of the most popular hotels in Istanbul with its high standards of service, stylish and comfortable rooms, a spa and rich breakfast options," said Serdar Orak, Levni Hotel Deputy Chief Executive. Guest Relations Manager Nural İnciler, who has a very significant share in this success achieved by Levni Hotel, said, "Our hotel has insisted upon the guest satisfaction from the very first day. We are delighted that our efforts paid off. We keep working with our entire energy to win new

and more prizes." Aydın Karacabay, Chairman of Levni Hotel & Spa stated, "Our hotel started 2018 with 3 different awards that reflect guest satisfaction. We are enjoying the pride and happiness of the received awards. The motivating power of the awards is undisputable. Our happiness is doubled as these prizes are determined by the votes of our guests. I thank our painstaking team for the awards we received. We will continue our way with the energy given by the awards we have received and the service understanding that does not compromise on quality."



Nural İnciler



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



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





# ANTALYA IS WAITING FOR YOU

With the 'Antalya is Waiting For You' campaign initiated by the Antalya Metropolitan Municipality, holiday opportunities will be provided for local tourists. It is expected that the project which includes a potential of 40 million people will make a big price difference for the last minute bookings.

With the initiative of Antalya Metropolitan Municipality, 'Antalya is Waiting for You' campaign was launched to promote early reservations. The campaign, which is realized in cooperation with public, private sector and non-governmental organizations, has a potential of 40 million local tourists. The project, supported by a large number of tour operators, starts on February, 12th and lasts until the end of March.

## WE RUN IN 2018

Speaking at an introductory meeting held in Istanbul, Antalya Metropolitan Mayor Menderes Türel said that the campaign was not just for this tourism season. Pointing out that there is a new breakthrough for Antalya; "2016 was a year of pause for us. There was a decline of 43 percent. 2017 was the year of recovery. We recorded an increase of 58 percent. 2018 will be a new breakthrough year for us. We will run in 2018."

## IT WILL END THE NEGATIVE PERCEPTION

Union of Mediterranean Touristic Hoteliers and Operators (AKTOB) Chairman Erkan Yağcı stated, "This campaign is of great



importance because of it's uniqueness since for the first time a campaign is being carried out by public and private sectors." Underlining that they initiated a project that will make 40 million people have their vacation in Turkey, Yağcı said, "With this campaign, we aim to change the generally accepted perception of 'foreigners have a holiday for much cheaper in Turkey'."

Turkish Hoteliers Federation (TÜROFED) Chairman Osman Ayık said, "This campaign will contribute to the economic and social life in the city." Ayık, stating that the domestic market is one of the most important sources for them also said, "We want to reach a number of 10 million hotel guests. The share of the domestic market in the countries we compete with is changing by 25-30 percent."



*Your new gate to the old times*



**HOTEL**  
**levni** SPA  
istanbul

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





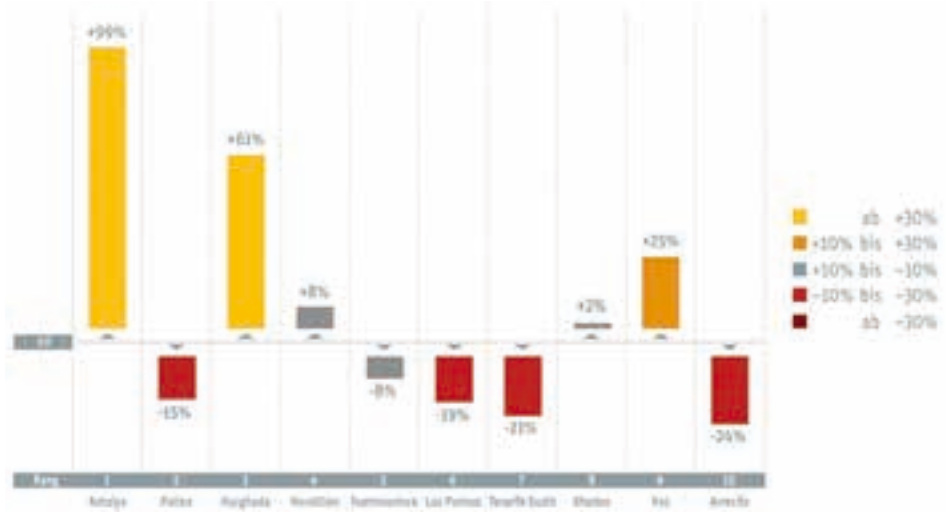
# TURKEY IS BACK IN BUSINESS AS ANTALYA BOOKINGS DOUBLE

German holidaymakers are flocking back to Turkey with soaring sales for Antalya, and are continuing to switch away from high-price Spain, according to package holiday booking figures for January.

Bookings of package holidays with Antalya as the destination airport effectively doubled last month as German consumers regained trust in holidays in Turkey, the latest monthly figures from leading reservations provider Traveltainment showed. The 99% surge in January, following high double-digit increases in December (+36%) and November (+49%), left Antalya in the top spot among the ten largest destination airports for German holidaymakers with a

24% share. The January booking figures confirmed recent surveys and comments from tour operators about Turkey's strong comeback on the German market. Egypt also performed well again last month with a very high 61% rise in bookings to Hurgada, following similar strong growth figures in December (+55%) and November (+72%). The Red Sea airport had 17% of bookings for the ten largest airports last month. Greece continued to grow well last month on top of the previous year's record

season, the Traveltainment figures showed. There was a solid 9% increase in bookings to Heraklion airport reflecting good demand for Crete, a slight 2% rise for Rhodes and strong 25% increase for Kos. Turkey, Egypt and Greece are clearly benefiting at present from a trend away from Spain, where German package holiday prices are noticeably higher this year. Demand for Majorca dropped again last month with a 15% slump in German package bookings to Palma. The Balearic Island airport had suffered an identical 15% fall in December as well. German bookings for the Canary Islands fell even more strongly in January, continuing the downward trend of the last few months. The biggest destination, Fuerteventura, again fell by 8%, as in December. Las Palmas dropped by 19% in January following the previous month's 18% decline. Tenerife (South) saw a 21% slump after a 14% fall in December, while Arrecife was down by 24% following a 21% drop in December. The Traveltainment figures cover package holiday and last-minute bookings through its market-leading travel agency and OTA reservation systems.



**WYNDHAM GRAND®**  
Istanbul Kalamış Marina Hotel



HIDDEN  
PARADISE  
IN THE CITY

MARINE VIEW EXECUTIVE AND SUITE ROOMS  
HIGH CLASS MEETING ROOMS EQUIPPED WITH HIGH TECHNOLOGY  
750 M² BALLROOM WITHOUT PILLAR  
EXECUTIVE LOUNGE SERVICE  
SPA & FITNESS CENTRE  
INDOOR & TWO OUTDOOR POOL (INFINITY POOL)  
ROOF RESTAURANT & BAR



+90 216 400 00 00  
Fener Kalamis Street No:38 Kalamis Istanbul Turkey  
sales@wyndhamgrandkalamis.com  
wyndhamgrandkalamis.com





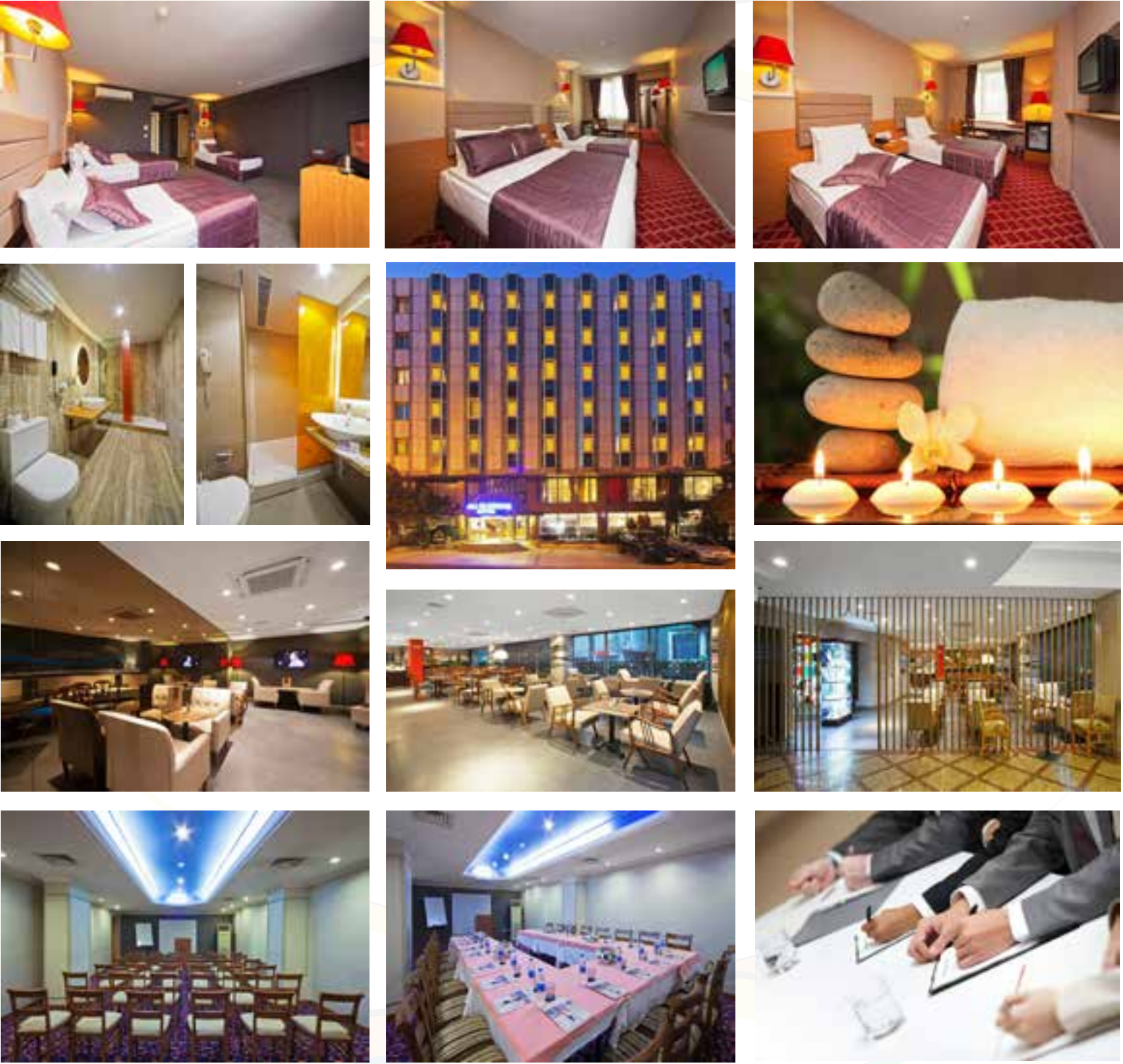
# ALSO THE BOSSES OF CONGRESS INDUSTRY SAID ‘ISTANBUL’

International Congress and Conventions Association- ICCA held its annual Board Meeting, held in a different destination every year, in Istanbul this year.

ICCA board meeting in Istanbul, obtained as a result of individual meetings and promotional activities of Istanbul Convention and Visitors Bureau's (ICVB) at IBTM World Fair last year, is also considered as a key of the return of the international congresses to the city. 19 ICCA Executive Board Members from different countries attended the meeting held between 14-18 February. In the event organized by ICVB and supported by Turkish Airlines, the natural and historical beauties of Istanbul were also introduced. Accommodation support for ICCA Board Members was provided by Conrad Istanbul Bosphorus. Members of the ICCA Board of Directors got together with Members of the Board of Directors of TUGEV-ICVB and sponsors in the dinner held on the evening of February, 15th, hosted by Hilton Istanbul Bomonti Hotel. ICCA President Nina Freysen-Pretorius thanked the Istanbul Chamber of Commerce and ICVB for this successful organization. In her speech, Freysen-Pretorius also stated that public and private sector cooperation is very important and effective in order to bring more congresses to the destination. ICCA President Nina Freysen-Pretorius, who expressed her admiration for Istanbul, put into words her gratitude for being here. Afterwards, a gift was presented to Nina Freysen-Pretorius on behalf of the Chamber of Commerce of Istanbul and the Chairman of the Board of Directors of TUGEV-ICVB. The President of ICCA stating that Istanbul has numerous beauties and is a city full of surprises said, "We have many ICCA members from Turkey. As ICCA we are very pleased about this. Our Turkish members have always been supportive. We wish them success." The event was also supported by: Ministry of Culture and Tourism, Istanbul Metropolitan Municipality, Istanbul Chamber of Commerce



and Turkish Airlines, Conrad İstanbul Bosphorus Hotel, Hilton İstanbul Bomonti Hotel, Portaxe, Çırağan Palace, The Sofa Hotel/ Frankie Restaurant, Deluxe Golden Horn Sultanahmet Hotel, Levni Hotel & SPA, Mevlana Bazaar, DenDen Maritime.



www.hotelallseasons.com  
Molla Gürani Cad. Emin Ali Yasin Sok. No:5  
Fındıkzade İstanbul- TÜRKİYE  
Telefon: +90 212 635 83 83 (pbx) - Fax: +90 212 621 45 35  
Email : info@hotelallseasons.com





# TURKEY'S TOURISM SECTOR MAKES STRONG START IN 2018 AS FOREIGN ARRIVALS RISE

Turkey's tourism sector made a good start to 2018, with nearly 1.5 million foreigners visiting the country in the first month of the year.

Data from the Culture and Tourism Ministry released on Feb. 28 showed that the number of foreign arrivals saw a 39 percent year-on-year increase in January.

Iran became the top tourist market for Turkey in January, with 154,296 people from Iran visiting Turkey in the month. Iranians therefore took a nearly 11 percent of share in total foreign arrivals in the mentioned period. Georgia and Bulgaria followed Iran with 150,849 arrivals and 119,296 arrivals respectively. Germany followed, with 86,875 arrivals. The number of German arrivals to Turkey saw a 10.3 percent year-on-year increase in January and Germans took a 5.94 percent share in overall arrivals. Some 68,344 Russians visited Turkey in January with a 70.3 percent year-on-year increase, making Russia the fifth top tourism market for Turkey with a 4.68 percent share in total arrivals.

## RISE IN HOTEL OCCUPANCY RATES

Meanwhile, hotel occupancy rates and room prices also saw a significant increase, STR Global data showed on Feb. 28. The Hotels Association of Turkey (TÜROB) said in a statement to announce the latest STR Global data that Turkey's hotel occupancy rates rose to 60.6 percent in January, with a 28.6 percent year-on-year increase. This was the highest increase in all European destinations, according to the



data. Average room prices also rose to 60.1 euros in January, with a 10.4 percent year-on-year increase.

## SUMMER BOOKINGS

Bookings for this summer have also soared. For instance, early figures for this year show a shift by British travelers toward east of Spain for summer 2018, and "Turkey the stand-out market so far," according to Thomas Cook executives. A top official from Corendon Tourism on Feb. 8 said that the company saw an almost 100 percent year-on-year increase in summer bookings for Turkey, with a significant surge in demand from the Dutch and Belgian markets. Similar good news is also coming for

Germany and Russia, Turkey's top markets. Due to a series of bomb attacks, a diplomatic crisis with Russia and a failed coup attempt, Turkey's tourism sector took a big hit in 2016. The negative impact of these developments also continued in the first months of 2017. Nearly 1 million foreigners visited Turkey in January last year, a 9.8 percent year-on-year decrease, despite an 81.5 percent year-on-year increase in Russian arrivals with the normalization in bilateral ties between Ankara and Moscow. The overall number of foreign arrivals in Turkey rose to 32.4 million for the whole of 2017 with a 27.8 percent year-on-year increase, mainly thanks to the surge in Russian visitors.



**CAPACITY:** 88 room 210 beds 1 suite room 87 standart rooms.

**ROOM DETAILS:** 24hrs room service, direct dial phone, minibar, safety box, satellite Lcd screen Tv, electronic key-card access systems, working table, fire alarm system, free wireless internet, central heating, split airconditioning, hair dryer, Shower, bathtub, wc, dry cleaning, laundry service, housekeeping service, wake-up call service, baby cottage (on demand).

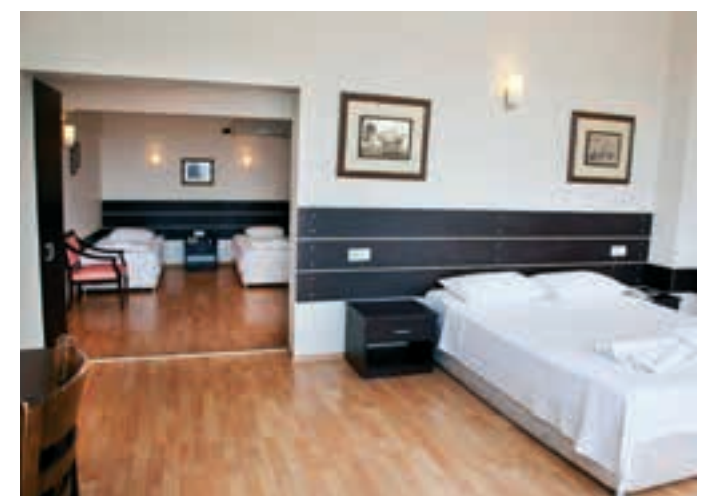
**GENERAL FACILITIES:** Central heating, split airconditioning, free wireless internet connection in public area, power generator, 2 guest lift, fire alarm system, luggage storage room, 24hrs front desk and security, doctor (on demand), fax, printer, photocopy, scanner, postal service, currency exchange multilingual staff, shuttle bus service from / to airport.

**FINE&DINING:** Lobby lounge with aquarium bar and cultural corner. Terrace Bar&Restaurant open buffet breakfast 100 pax total capacity (View Bosphorus) Half board, Full Board, Al'a carte services, International cuisine, Turkish cuisine, Vegeterian cuisine.

**SPORTS&RECREATION:** Terrace outdoor swimming pool

**LOCATION:** Hotel is in old city center, Tram station 50 m, Metro station 100 m, Marmaray station 100 m, Bus station 50 m, Grand Bazaar 200 m, Sultanahmet Area 2 km (Blue Mosque, Hippodrome, Basilica Cistern, Hagia Sophia, Topkapı Palace, Archeology Museum) Taksim square 5 km, Galata tower 4 km, Sirkeci Train Station 8 km, Egypt Bazaar 8 km. Lütfi Kırdar Congress Center 7km, Tüyap Fair Congress Center 37 km, CNR Expo Fair Center 17 km. Distance to Atatürk Airport 19 km / S. Gökçen Airport 53 km.

**Mesihpaşa Mah. Azimkar Sk. No: 22 Laleli, Fatih/İstanbul**  
Tel: +90 212 518 63 70 • Fax: +90 212 518 63 74  
[www.grandons.com](http://www.grandons.com) • [info@grandons.com](mailto:info@grandons.com)







# TURKEY ON TOP IN EUROPE AS HOTEL OCCUPANCY RATE UP 18 PCT IN

A survey by leading data and analysis company STR Global has found that Turkey registered the highest growth in hotel occupancy rates among European countries in 2017, with an increase of 18 percent last year and hotel occupancy rate in the country soaring to 60.2 percent

Turkey ranked first among European countries as hotel occupancy rate in the country grew by more than 18 percent in 2017.

In a statement yesterday, the Turkey Hoteliers Association (TÜROB) said the figures were revealed in a recent survey conducted by a leading data and analysis company STR Global that focused on the hotel occupancy rates of countries last year. The survey found that in 2017 Turkey's average occupancy rate rose to 60.2 percent with an increase of 18 percent. This rate reached 62.6 percent in Istanbul with an increase of 26 percent and 59.8 percent in Antalya with a rise of 11.5 percent.

However, the average rate paid for rooms sold in Turkey fell by 12 percent to 66.8 euros. In Istanbul, on the other hand, the average rate paid for rooms dropped by 14 percent to 76.3 euros, followed by Antalya with 74.6 euros, experiencing a 5.2 percent decrease. In the revenue per available room (RevPAR), Turkey's average rose by 3.3 percent to 40.2 euros compared to the previous year, while RevPAR reached 47.7 euros in Istanbul with an increase of 8.4 percent and 44.6 euros in Antalya with an increase of 5.4 percent.

Despite registering the highest growth in hotel occupancy rates last year, Turkey also experienced the biggest loss in average daily rate (ADR) with a decrease of 12.4 percent, reaching 66.8 euros.

On a city-by-city basis, the fastest rise



TÜROB President Timur Bayındır

was experienced in Istanbul, reaching 62.5 percent in occupancy rate with an increase of 26 percent, while the European destination, which suffered the biggest losses in room prices, was again Istanbul, decreasing by 14 percent to 76.3 euros. The hotel occupancy rate last year was at 78.3 percent in Ireland, 77.4 percent in Britain, 75.6 percent in Malta, 74.6 percent in Spain, 74.3 percent in the Netherlands and 74.2 percent in Austria and 72.3 percent in Greece. In terms of average room prices, Switzerland led the way with 192.8 euros in Europe, followed by Italy with 142.8 euros, Malta with 138.3 euros, Croatia with 135.9 euros, Ireland with 125.9 euros, Greece with 119.7 euros, France with 118.1 euros, the Netherlands with 117.9 euros, Spain with 114.1 euros, Portugal with 110.3 euros, the

United Kingdom with 105.2 euros, Finland with 103.5 euros, Belgium with 102.3 euros, Germany with 101.5 euros and Austria with 101.1 euros.

Assessing the 2017 figures, TÜROB President Timur Bayındır said the negative effect of the decline in prices was clearly reflected in Turkey's tourism revenues. Bayındır also noted that even though they have yet to return to the desired level in prices, they have raised their hopes for 2018 and the following years.

He said that impressions from international fairs are raising hopes for 2018 and that signs from the European markets regarding the backbone of Turkish tourism were pleasing. Bayındır hoped for a rising trend in 2018 and added that they could also catch a double-digit increase in tourism figures. "However, it would be wrong to expect the upward trend in prices to be so fast. We have to contemplate on how we can increase our prices faster without losing our current customers," he said. "Rather than the increase in the number of tourists, we need to focus on raising the prices. This should be the most important project in 2018."

He also pointed out that tourism professionals should also be resistant to the price. "We should not raise prices fast, but we should improve the prices with normal increases which will not disturb us and our customers. I would like to point out that it is not possible to pull down the prices anymore," he added.



## 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

Receppaşa 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





# METE VARDAR: WE MADE A TECHNOLOGY REVOLUTION IN THE TOURISM SECTOR

Thanks to the trust we have gained in respect of the importance we have given to our guests since our establishment, we have gained a very important success by continuing to grow even in times of crisis.

**HASAN ARSLAN**

Jolly Tur, one of the most important players of Turkish tourism, is preparing to storm in 2018, the year started with a target of 50% growth. Jolly, who has surpassed 32 successful years in the sector, is approaching the goal of global tourism league step by step. Jolly Tur Chairman Mete Vardar told the Turizm Aktüel readers the steps that will bring Jolly Tur, the forerunner of the firsts in the tourism sector, to the future.

**What are the main principles that make Jolly Tur?**

Among our main principles which make Jolly Tur, the importance we give to our guests and susceptibility come first. The sense of belonging that we create with the colleagues in the company and work spirit are among the most important principles. We see our work not only as profit but also as a social responsibility project, and this is also among our principles.

**Tour operators declare high growth numbers even in the difficult times of tourism. In your opinion, are the tour operators secret heroes of the industry?**

Our age is the age of change and development. If you do not renew yourself, you will fall behind the time. This is for all

Mete Vardar, Jolly Tur Chief Executive, said, "We see our work not only as profit but also as a social responsibility project."







Jolly Tur having founded the first holiday channel is the first tour operator that started the early reservation system.

sectors. Naturally Turkish tourism also changes. Because the preferences of the guests do not stay the same. For that reason, it is always necessary to follow the innovations.

As one of the most important tour operators of Turkey, we have achieved a great development momentum for the last 10 years. The sectoral reflection of the negativities experienced throughout the country in 2016 was of course negative. Despite this, the Jolly Tur performed a growth.

Thanks to the trust we have gained in respect of the importance we have given to our guests since our establishment, we have gained a very important success by continuing to grow even in times of crisis. We have always seen the positive reflections of working with a team that is loyal, sensitive, honest and good since 1986.

**What are your impulses that provided your growth?**

We do our job with our face turned towards future and with our structure open to the changes and experienced team. The future excites us. We follow technology very closely. The main dynamic of the increase in the growth rate of Jolly Tur is the great investment we made in technology. As a result of intensive studies and investments, we provided a technology platform that will open new horizons for Turkey and its tourism. We will be competitive in the world with this technology investment that will transform the sector while transforming us.

Jolly Tur's goal is to be a global player in the travel industry. We do not hesitate to take steps to reach this goal. By taking courageous steps in the name of growth, we are encouraging other players in the sector. As Jolly Tur we started 2018 with pretentious investments and goals enough to bring a new breath to tourism, expand the market, go beyond the ordinary. Now is time to make them come true.

**You have announced that you closed 2017 with a growth of 45 percent. What is the growth target of Jolly Tur in 2018?**

In 2017, while the average growth of the industry was 11%, we achieved a growth of 45%. This was a very important success. But the goals of Jolly Tur are not so limited. We have a 50% growth target for 2018. I

think this is a goal that needs to be taken serious. Now, as the Jolly Tur team, we are working to achieve our goal for 2018. We wish to be able to exceed these numbers.. The growth targets we put are not just about us. Our growth means that the tourism industry also grows and develops. Our growth means that other tour operators that we do business on the same lap have to develop themselves in order not to withdraw. The industry can survive with

about 500 thousand hotels in and out of Turkey. We continue on our way increasing our budget of marketing 50% in 2018. The new technological structure of ours is not prepared just for the present day, but for the next 15 to 20 years thinking the potential.

**What are the signatures of Jolly Tur in Turkish tourism,? For example, any innovations mentioned with Jolly Tur?**  
We are a firm serving for 32 years in the

early reservation system in Turkey was Jolly Tur.

**What are the strategic goals of your partnership with Goldman Sachs? Do you have a global scale investment and project goal?**

The most important goal of our partnership with Goldman Sachs is to strengthen the corporate structure of Jolly Tur more and by 2019 become a world brand globally not just locally. This partnership is a step to



Mete Vardar said that the main dynamic of the increase in their growth is their great investment on technology.

strong players. We are acting with this consciousness.

**How will 2018 be for Jolly? Can you tell us about your new products and changes in your marketing strategy?**

In 2018, we are changing all of our technological substructure and adding new segments to our business volume. To realize the growth targets especially in our departments of domestic, abroad, Cyprus, culture, M.I.C.E. and airline are very important for us.

We will be in a position to compete with

tourism sector. We have an important place in the sector, and most importantly, we have a trace. Jolly Tur was the pioneer of many innovations in the industry. The importance we give to technological settlement is the best example of this.

We founded Turkey's first holiday channel. With the scope of spreading the holiday culture and the habit Jolly Tatil TV came to life. Many big congresses in Turkey are organized by Jolly Tur. We have created a technological revolution in the tourism sector. The first tour operator that started

move us into the global league.

**What steps do you want to take to carry Turkish tourism to the future as Jolly Tur?**

The fact that Jolly Tur is accepted itself in the global tourism league moves also Turkish tourism a step further. We are already a pioneer company for sectoral development. We are directing the sector with our innovations. The services we give to Turkish tourism will always continue. Our moves to develop, enlarge and carry the sector to the future will always continue.



# 15 PERCENT GROWTH TARGET OF CORENDON IN 2018

Yıldray Karaer, Corendon Tourism Group Chairman, said that they were hopeful for the 2018 tourism season and stated that they will continue to invest in Turkey with the tourism industry on the rise in Europe. HAKAN METİN

Yıldray Karaer

Karaer, noting that Corendon is tour operating in the Netherlands and Belgium, stated that their airline companies that organize flights to 20 countries, including Turkey. Karaer expressed that the company consists of 3 airlines, Corendon Dutch, Corendon Europe and Corendon Turkey and operates a total of 9 hotels in Turkey, the Netherlands, Spain and the Caribbean. Our Number of Rooms To Reach 3K Yıldray Karaer, who informs us that Corendon Tourism Group is operated 4 hotels in Kemer, Bodrum, Çeşme and Kundu, said, "Besides that we have two hotels in Ibiza and the Caribbean, and two in the Netherlands. At the moment we are investing in a big hotel in the Netherlands. The hotel, which will be opened in May 2018, consists of 3 different concepts within the reconstruction of the old Sony building, one of the Amsterdam's iconic buildings. The cost of the investment of the facility which consists of 676 rooms and apartments is 80 million euros. When this hotel starts to operate, the total number of rooms in our group will reach 3000."

## A TURNOVER OF 1 BILLION EUROS

Yıldray Karaer announced that Corendon

Group made a turnover of 1 billion euros in 2017 and aims to increase it 15% in 2018. We Have a Voice in the Netherlands and Belgium Karaer stating that as a tour operator they have a voice in the Netherlands and in Belgium said, "We are the tour operator which brings the most tourist from Benelux countries. We are in the first three of the biggest volume makers in this region."



"In July 2017, a serious request to Turkey has occurred, but we could not reach the number we wanted because of the inadequacy of aircrafts. When we were planning 2018, we considered this. We increased our capacity by adding three additional planes. We plan to transport a total of 3 million passengers with our 3 airline companies. In this, 1 million is

for Turkey. These are mainly the Netherlands, Belgium and Germany. Gradually we are concentrating on Russia as well." Yıldray Karaer said that they would be the first airline to fly Boeing's 737 MAX 8 in Turkey. "Max is a new model of Boeing and a fast-selling product. In May we will fly this plane with Corendon colors. Safety on board is the most important thing. It is 40 percent quieter, consuming 20 percent less fuel, and the carbon footprint is much more lower. We believe that with these planes, we will provide great benefits in the fuel economy," said Karaer.

## 2018, YEAR OF STANDING UP

"In 2017, we established our Malta-flagged European airline company. We will increase the number of aircraft there to 3, and we will fly mainly to European countries from North African countries. This year, we planned one million seats to Turkey mainly from Germany, Belgium and the Netherlands. 2018 will be a year of standing up for Turkish tourism. We believe that Turkey has enough potential and substructure to reach the goal of 2023 even earlier."

## THE PARMA HOTEL TAKSIM



# Yes we can 😊

Kocatepe Mahallesi Abdülhak Hamid Caddesi No: 22 Taksim - Beyoğlu / İstanbul

Tel : +90 212 269 02 00 • Fax: +90 212 250 38 28 • info@theparmahotel.com • www.theparmahotel.com



# Turkey hopes for German comeback

Tourism officials and hoteliers in Turkey are optimistic about a recovery in the German market this year as bilateral political relations improve.

In hardly any other country has the relationship between politics and the tourism industry been subject to such a hard test in recent years as in Turkey. At the recent Emitt travel fair in Istanbul, for example, the applause from most of the 800 participants was only limited when the Turkish tourism minister Numan Kurtulmuş entered the room to make a speech. But



Numan Kurtulmuş



Lütfi Elvan



Michael Frenzel



Oya Narin



Yusuf Hacısüleyman

everyone appeared satisfied at the end after he announced that the government would subsidise flights from Western Europe by between \$1,500 and \$9,000 per flight this year. In the last two years, above all Russian and Arab tourists have visited the country. But in 2018 the growth is supposed to come from Western Europe, and from Germany in particular. Bookings have risen strongly in recent weeks, according to German tour operators and other sources.

"2017 was the year of the Russians, and 2018 will be the year of the Germans," Lütfi Elvan, minister for economic development, told investors invited by the Turkish investors association TYD on the eve of the fair. Tourism is one of the most important economic sectors in Turkey, and thus responsible for growth and employment, he emphasised. Oya Narin, president of the TYD board, declared: "It is the right time to invest in Turkey." Antalya alone expects a 20% increase in visitor numbers this year, said Yusuf Hacısüleyman, vice-president of the Antalya Chamber of Commerce

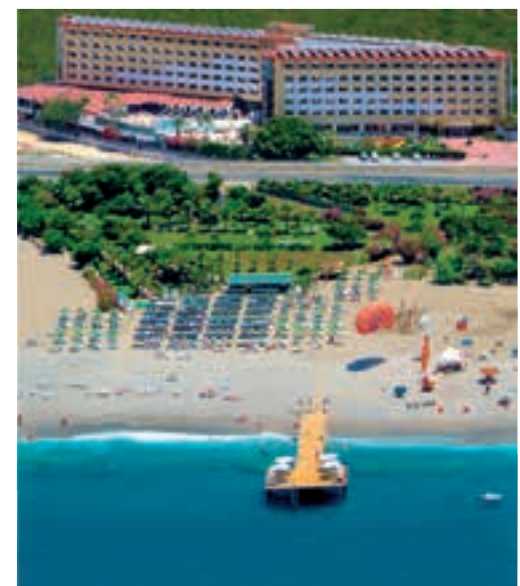
(ATSO). In 2017, about 10 million foreign visitors travelled to the Mediterranean coast, including 1.6 million Germans. Incoming agencies have profited from these volumes. The largest agency in the region last year was the Odeon Holding, which owns the OTI and Coral Travel businesses, with an estimated 12% market share. OTI is strong in the Russian market and now active in Germany following the acquisition of tour operator Ferien Touristik. The group is closely followed by Anex (10.3%) and Pegas (9.8%). The FTI subsidiary Meeting Point has risen to fourth place (8.5%).

In contrast, the consequences of the failed coup attempt have been felt much more heavily in Istanbul. The historic metropolis boasts an impressive 34% of total bed capacity in Turkey, ahead of Antalya (30%). But in 2016, only 14% of all foreign visitors travelled to the city on the Bosphorus, well behind Antalya (53%), figures published at Emitt showed. Hopes are now high among Turkish hoteliers and tourism managers for a recovery in the German market following

the recent improvement in bilateral relations between the countries' respective foreign ministers. The future German foreign minister will play a major role in developing relations further. Michael Frenzel, president of the German Tourism Industry Association (BTW), brought positive news for participants in Istanbul. "All tour operators report good growth and have increased their Turkey capacity," he said. TUI alone has a 70% rise in bookings for Turkey this summer. Frenzel underlined the destination's high hotel quality, fair prices and great hospitality for families. But he also made the safety concerns of German consumers clear to investors. According to a recent survey, German holidaymakers only view Germany, Austria, Switzerland, Scandinavia and Italy as safe destinations. Turkey therefore needed to develop a clear communication strategy on the topic of safety, he recommended. "The tourism industry is a growth, peace and change industry," declared the BTW president as minister Lütfi Elvan nodded in agreement.



**DİNLER HOTELS**  
www.dinler.com





## AWARDS

# 7 awards to Dinler Hotels from TripAdvisor

Kayakapı Premium Caves-Cappadocia was ranked 12th in the world list and 3rd in European list of Travelers' Choice 2018 on TripAdvisor. The hotel took first place in the list of Best Hotels in Turkey. [HASAN ARSLAN](#)

The world's most trusted hotel and travel review site TripAdvisor's "Travelers' Choice 2018" awards are announced. Kayakapı Premium Caves-Cappadocia, located in Cappadocia, one and only "First and Only Boutique Hotel" certified hotel in Cappadocia by Ministry of Culture and Tourism won 6, and Royal Stone Houses-Göreme, located in Göreme won 1 award, both are enterprises of Dinler Group. The two hotels of the Dinler Group have won awards in 7 different categories in total. The awards of Kayakapı Premium Caves - Cappadocia, which is the only hotel in Turkey with an award in "World's Best Hotels" category in "Travelers' Choice 2018" and the Royal Stone Houses - Göreme are:

- Kayakapı Premium Caves – Cappadocia
- Top 25 Hotels in the World / 12th,
- Top 25 Hotels in Europe / 3rd,
- Top 25 Hotels in Turkey / 1st,
- Top 25 Luxury Hotels of Europe / 12th,
- Top 25 Luxury Hotels of Turkey / 1st,
- Top 25 Hotels for Service in Turkey / 12th.
- Royal Stone Houses – Göreme
- Top 25 B&Bs and Inns in Turkey / 9th.

Yakup Dinler, Vice Chairman of the Board of Directors of Dinler Tourism Inc., giving information on the topic said, "It made us proud and very happy to see Dinler Group as the representative of Turkish and Cappadocian tourism among the "bests" in the world. We would like to thank those who have a share in this success, very first of all, our Founder and Father, the deceased Mustafa Dinler, and all of our guests, employees, partners and friends for their support."



Yakup Dinler



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 nested with the historical monuments along with the natural beauties.

Best Western Plus The President Hotel which gives great importance to environment had intended to receive The Green Star Award in 2009 and succeeded in the same year.

Now Best Western Plus The President Hotel has become Turkey's second and 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



# Culture and Tourism Minister Numan Kurtulmuş TURKISH TOURISM WILL SEE FULL RECOVERY IN 2018

TURKEY AND ITS TOURISM SECTOR HAS FACED  
SERIOUS CHALLENGES IN RECENT YEARS, BUT 2017  
SAW A RECOVERY IN TOURIST NUMBERS AND 2018  
WILL BE MUCH BETTER, CULTURE AND TOURISM  
MINISTER NUMAN KURTULMUŞ HAS SAID.

LALE BARÇIN İMER

“With 36 million, 2014 was the year when we had had the highest number of tourists. In 2018 I think we will reach that number,” Kurtulmuş told the Turizm Aktüel in an exclusive interview. **Talk about how Turkey's tourism sector fared in 2017.**

Looking back at the past two years, we have had four major developments: The crisis with Russia, elections in Europe where racism and Islamophobia took the form of hostility against Turkey, serious terror threats both domestically and abroad, and finally the July 2016 military coup attempt. These were all serious challenges that we had to overcome in a short period of time. The number of tourists visiting Turkey fell to 24 million in 2016 but rose to 30.7 million in the last 11 months. By the end of the year this is expected to reach 32 million. So the country's tourism sector has made a rapid

recovery.

**What are the reasons behind this accomplishment?**

Firstly, the sector has proven its resilience. Secondly, we have taken serious measures against the four developments I mentioned. Relations between Turkey and Russia have recovered and as a result together with Iran the Astana process in Syria was initiated. A successful campaign against terror was undertaken through operations with Russia in the Idlib region of Syria. In addition, significant measures were taken in the fight against the Fetullahist Terror Organization [FETÖ]. And finally the election period in Europe has also shown that when politicians in Europe talk against Turkey it does not necessarily pay off at the ballot box. Meanwhile, we initiated a third phase in tourism based on the strategy of opening to new markets and diversifying products, from

health tourism to faith tourism, from winter tourism to congress tourism. We have also seen in this process that the language of politics is different to the language of tourism. Looking at the rhetoric used by German politicians, not a single German tourist would have come to Turkey. But tourism has its own rules and around 3.5 million German tourists came to Turkey in 2017.

**Do you think there will be total recovery in 2018 in terms of European tourists?**

With 36 million, 2014 was the year when we had had the highest number of tourists. In 2018 I think we will reach that number. ABTA, one of Britain's tourism operators, says it has seen a 66 percent increase in early reservations. While increasing our positive image in our traditional markets we will be opening new doors, especially in the Far East with China, India, Japan, South

Korea, Indonesia and Malaysia. Our target in 2018 is to return to past levels and even rise above those levels in our traditional markets, reaching out to new markets in the Far East. **The language of politics matters for China. Is the political environment suitable for an expansion in tourism ties between Turkey and China? Can you say you are receiving positive messages from China on this issue?**

We can. The new administration attributes great importance to the One Belt One Road project and sees Turkey's key position in the west of Asia and east of Europe. So we see serious steps in transportation, energy, economic infrastructure and culture. We will see a similar trend in tourism as well. We see the One Belt One Road project as a peace project, and China sees Turkey as a key to open the door to the European markets. This is a huge advantage in our relations with China.

**Will Turkey start welcoming the same amount of European tourists as it did in the past?**

In 2018 we will come close to that. The most difficult period has now been left behind and we are experiencing a fast recovery. Numbers from Europe are improving and the negative perception that was established during various election campaigns is fading away.

You named measures against FETÖ as being among the reasons behind the sector's recovery. But the continuation of the state of emergency, the detention of some Europeans, and the ongoing controversies around emergency decree laws, leads to many hesitations among tourists. There has been such a perception, but the state of emergency decrees do not at all affect in practice the average person in the street or the tourists coming from abroad.

I have seen armed soldiers patrolling in Strasbourg in a very visible way. There is no visible practice of the state of emergency that could irritate foreign tourists. This is a fight taking place against the enemies of the state. We also know that FETÖ has been conducting very serious manipulations abroad. I see that some concerns that emerged after the coup attempt have started to fade away.

**There is also the perception about security.**

Turkey has been fighting terror groups and we have been getting effective results. Some do not appear in the media but incidents are prevented due to early intelligence. Cross border operations like the Euphrates Shield Operation have been conducted against terror stemming from Iraq and Syria. This will continue. We are getting positive results in this sense.

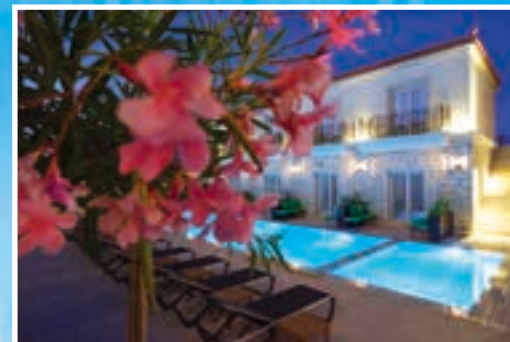




DESIGN HOTEL  
ALACATI

*Immerse yourself  
in Alaçatı Türkiye*

Alaçatı Mahallesi 13010 Sokak  
No:1/1, 35950 Çesme, İzmir/Türkiye  
Phone: +90 232 716 05 85  
E-mail: [info@alacatidesignhotel.com](mailto:info@alacatidesignhotel.com)  
Instagram: [@alacatidesignhotel](https://www.instagram.com/alacatidesignhotel)   
WhatsApp: 05524271443 





# PLEASURE OF A HOLIDAY IN ONE OF THE 10 BEST BEACHES OF TURKEY

Kum Hotel, located in the Gallipoli Peninsula National Park, within the boundaries of Eceabat, is opened for service in 1986. With its 80 rooms, the hotel has been serving the region's tourism for 32 years without any interruption.

Kemal Pazarbaşı, owner of Kum Hotel, said that the hotel has gone through a renovation in the past year in order to provide better service to its guests. "Our hotel is built on 30 acres of land. We have 80 rooms. We also have a caravan parking area. We had a renovation last year and it continues in sections."

Kemal Pazarbaşı also stated that the hotel starts the season every march and ends it in october. "Turkish students and citizens visit the region in order to feel and understand the spirit of Dardanelles War. Furthermore, guests from Australia, New Zealand and Europe also prefer our hotel to stay. It gives us great pride and happiness. Everyone knows very well the importance of Çanakkale for Turkey. They come to Çanakkale to experience the spirit and excitement of this place, and they prefer our hotel." said Pazarbaşı.

Adding that Kum Hotel is a quiet, calm, peaceful hotel and preferred by families, Pazarbaşı says, "Our beach was cited as one of the 10 most beautiful beaches in Turkey by The Guardian. This is an evaluation made without our knowledge. We learned it when published and of course became very happy. Kum Hotel, which is close to Istanbul and Trakya region, is preferred by guests coming from these areas. Çanakkale tourism has made a major leap in recent years. If there is tourism in Çanakkale, then there is Kum Hotel. As tourism of Çanakkale wins, we win. We go to the fairs for this, we work. We're trying to change the negative image of Turkey abroad.

We need to promote Çanakkale as a whole, success is not provided with individual promotion. Turkey's culture, history, beaches, structure, food, service quality is the best in



Kemal Pazarbaşı

the world. We have the most beautiful facilities. In Turkey, the needs of foreign guests are overly provided. European market is very important for tourism sector. We should try to get more shares from this market. I hope that this year's tourism season will be good for both our country and our region. Because

tourism is a very big system and a very big expenditure item. From the worker in our field to the worker in our factory, tourism concerns everyone. If tourism is good, contribution to the country's economy is also great. We are actually exporters. Tourism is valuable for our country. Cultural tours need to be increased. Without cultural tours, I do not believe that there can be tourism. Without tourism, we

can not have a value that produces enough added value. Currently in Turkey, there are too many facilities. To fill these facilities, our ministry and TURSAB, TUROB and other NGOs have to work harder and make more publicity. Çanakkale needs to be promoted as a whole, success is not achieved with individual presentations."

## 2018 TROY YEAR IS VERY IMPORTANT FOR TURKISH TOURISM

Kemal Pazarbaşı pointed out that the fact that the year 2018 being Troy Year will make a great contribution to Turkish tourism, especially to tourism of Çanakkale. "We see in the whole world now that not only countries but also destinations are being introduced. The year 2018 is declared as Troy Year. Our Ministry has provided great support and continues to provide more. With Troy Year, I hope that the worldwide recognized brand of Troy, will provide so much contribution to both tourism of Turkey and Çanakkale. Our museum will also be opened. Infrastructure works go on," he said.



KABATEPE - ECEABAT - ÇANAKKALE

Tel: +90 286 814 14 55 Fax: +90 286 814 26 65 Csm: 0541 814 14 55

www.hotelkum.com - info@hotelkum.com





## 2018 IS DECLARED AS 'YEAR OF TROY'



**A cultural and tourism move has been initiated on an international scale under the leadership of the Ministry of Culture and Tourism for promoting 2018 the Year Troy, which is the most renowned worldwide cultural heritage, as the ancient value of Anatolia.**

**D**ue to the 20th Anniversary of recognition of Troy on the UNESCO World Cultural Heritage List and the declaration of the Cultural Heritage Year in Europe, year 2018 is declared as 'Year of Troy'. Throughout 2018, Çanakkale shall become a centre in where the entire world shall come together through the international collaborations and cultural, artistic, scientific and sports events.

Troy, source of ancient values of Anatolia, is among the top renowned cultural heritages of the world. In this context, positioning of the international recognition of Troy spread all across 7 continents of the world as a powerful communication tool. Iliad and Odyssey epics of the poet Homer of Izmir are

involved within the educational and intellectual lives of the entire world geography.

In this process in where an initiative started on a local scale and transformed into an international culture and tourism vision, Troy, world's one of the most renowned cultural heritage, shall blaze a trail in year 2018 within the entire world as a poem of values that is reconciled by everyone.

"Creating Awareness and Sustainable Events" appear before us to be able to be a preferred tourism destination. Existence and propagation of the sustainable events in a region within the areas of sports, culture, arts, education and science play a vital role for that specific

region to become a preferred destination. 2018 Year of Troy, in this context, shall become a powerful cultural and tourism move with international response ensuring establishment of a strategic communication channel with the entire world.

The most substantial occasion of 2018 Year of Troy is the opening of Troy Museum, established on an indoor area of approximately 10 thousand m<sup>2</sup> on a land of 100 decares, situated at the entrance of Troy Archaeological Site, which is one of the examples of the world's most contemporary archaeological museums, selected by an internationally renowned reputable jury committee among more than 150 projects. Purpose is to bring up this



## THE TROY MUSEUM WILL BE OPENED IN 2018

magnificent work of art of Turkey to the world's agenda and thus contribute to the country's and region's tourism by creating an international awareness. Troy Museum, to host history's legends and myths of 5000 years, shall bring together eastern and western cultures in Çanakkale and introduce Trojan civilization to the world.

Iliad of Troy is an epic that has inspired everyone changed the course of history from Persian Emperor Xerxes to Alexander the Great, Julius Caesar, Mehmet the Conqueror to Ghazi Mustafa Kemal Pasha.

What makes Troy authentic and one of a kind is its unique combination of war and struggle with peace and indulgence. The unity and solidarity harboured by Troy Epic, which is one of the most ancient values of Anatolia, appears before us once and again in different periods of the Anatolian history just like

in the Battle of Gallipoli and the National Struggle for Independence.

Troy is one of the rarest epics inspiring cultures by spreading on the entire continents all across the world.

Archaeological researches putting flesh on bones of Troy and transforming dreams into reality are today accepted and recognized as a highly substantial reference point in terms of the science of archaeology.

### INTERNATIONAL WORKS

Endeavours and works have been executed in 3 main axes within the activities performed under the auspices and coordination of our Ministry of Culture and Tourism on international scale and under the coordination of Governorate of Çanakkale on a local scale. Under the leadership of Ministry of Culture

and Tourism, 2018 Year of Troy and Troy shall take place in around 100 international tourism fairs in where Turkey is represented as one of the main promotional themes.

Within the framework of the agreement concluded with the Fire of Anatolia dance group, world's attention shall remain on Turkey and Troy by means of the Trojan Musical to be performed in 10 capital cities of the world throughout the year 2018. Endeavours shall be performed to reserve place for cultural events with such content on media predominantly.

Troy themed seminar, conference and event activities shall continue to take place on various geographical areas of the world by means of our representatives in foreign countries. Within this scope, events and activities shall be performed in many countries particularly in Canada, Netherlands, Greece, USA, Germany and Ukraine.





## INTERNATIONAL COMMUNICATION WORKS

The promotional and communication activities intending to increase the awareness of Troy as the ancient value of Anatolia shall be performed in parallel on a domestic scale.

Year 2018 shall host a substantial exaltation and activity particularly in Çanakkale and surrounding with the contributions of our public institutions and organizations, local governments, universities, federations and civil society organizations.

Troy's studies on international promotion activities were being conducted by Republic of Turkey Ministry of Culture and Tourism on the presence of the famous Hollywood star Brad Pitt.

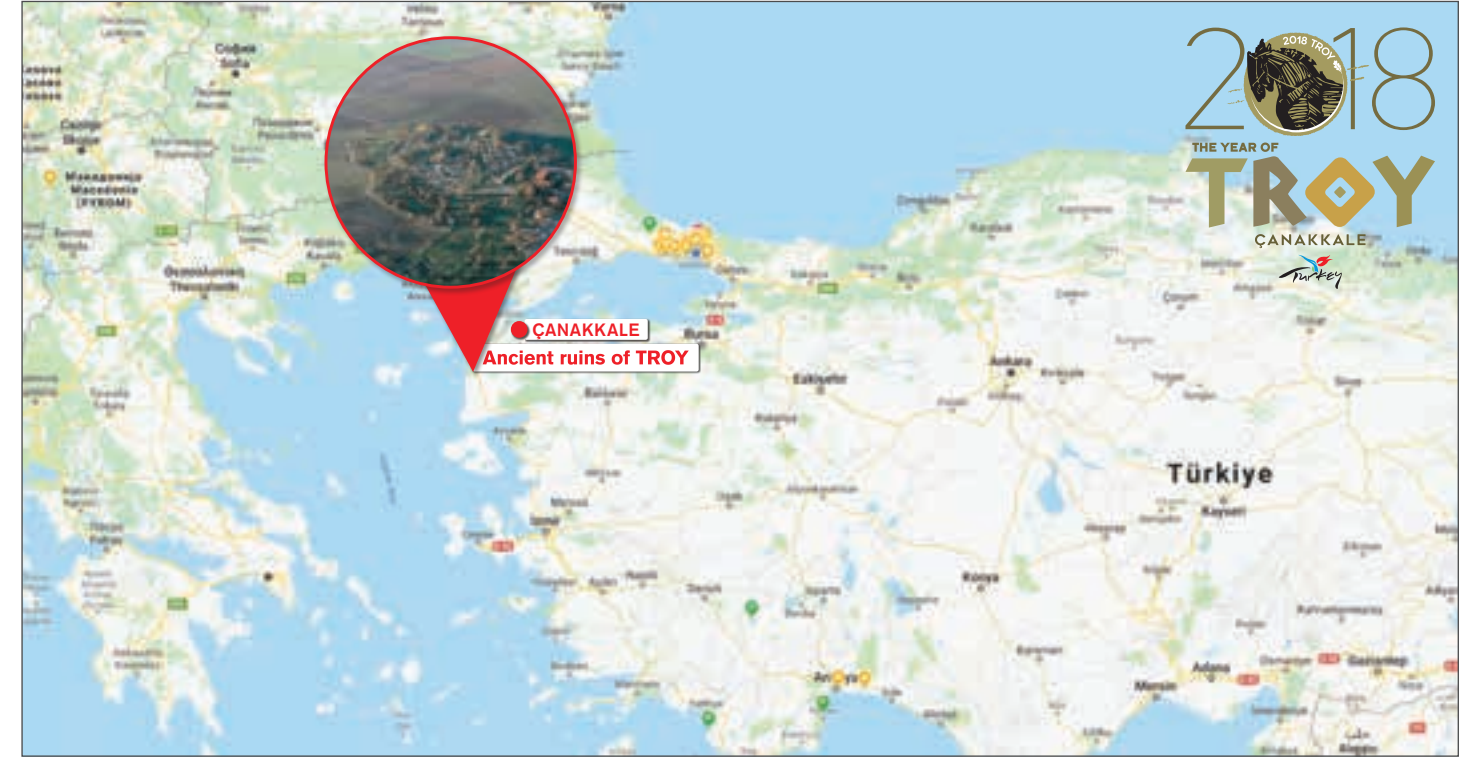
### STRUCTURE WORKS

Troy National Park is a region covering an area of 144 km<sup>2</sup> in where 6 villages, 14 touristic attraction spots and highly fertile cultivated areas. Within this framework, particularly Troya Museum and landscape thereof, infrastructure of 6 villages, landscapes of these villages and superstructure improvements, roadworks within the national park for the purpose of forming various touristic appealing routes within the national park, increasing attractiveness of tumulus

and ancient settlement areas of antique ages outside of Troy archaeological site within the national park by means of information boards, realization of the infra and superstructure projects particularly betterment and amelioration of heritages such as Orhaneli Bastion from Gallipoli Campaign and Dardanelles Battle, Kumkapı, Cezayirli Hasan Pasha from the Ottoman Era and Ottoman Martyrs'

Cemetery and similar endeavours have been proceeding at full tilt. In addition to that, numerous infra and superstructure works shall be performed within Troas region hosting tens of antique settlements in world civilizations' sources expressed in a broader area.

Special endeavours have been executed within the region with respect to the



## INFRA AND SUPER STRUCTURE WORKS

cultural trekking and cycling roads and the first one shall include a road of 90 km named Troy Cultural Route from Troy Archaeological Site to Alexandria Troas (Dalyan), Assos by the participations of Ministry of Culture and Tourism, UNDP and Anadolu Efes. Numerous training and case studies shall be realized in order for the local inhabitants of the villages located on the route to generate

income from tourism by means of these cultural routes to be realized within this framework.

Furthermore, Works have been proceeded with for the purpose of opening of Troy Continuing Education Centre for increasing the skills of local people to generate income from tourism and the visitors to receive authentic services.

Ministry of Forestry and Water Affairs, under the leadership of Directorate General of National Parks and within the framework of a regional development plan continuing with full pace within the Troy National Park, plans tourism-oriented investments and recreational areas and landscapes within the Troy National Park.

These endeavours of ours shall ensure the region to become an attraction centre across the world in long term in conjunction with the investments to be realized within the scope of 2018 Year of Troy.

### Transportation to Çanakkale:

To go to Çanakkale from İstanbul, highway, seaway or airway may be preferred.

It is possible to reach Çanakkale from İstanbul by plane journey which takes about 30 minutes.

Çanakkale can be reached by bus from İstanbul 6 hours, and from İzmir 5 hours with a pleasant journey.

Troy Antique City is 30 km away from the center of Çanakkale.







## Hotel Facilities

Hotel Memento will make differences with its modern style and luxury. Our rooms have been decorated in consideration of our guests comfort and accommodation.

Futhermore, our guests opportunity to use our Lobby bar, conference room, Cafe – Restaurant, airport transfer services.

## Meeting Room

Meeting room has a maximum capacity of 20 persons. Personal computers, sound systems, in ternet access, fax and copier, printer, scanner, equipped with satellite TV.



facebook

twitter

/ momento.hotel

[www.hotelmomento.com](http://www.hotelmomento.com) / [info@hotelmomento.com](mailto:info@hotelmomento.com)

## Restaurant & Cafe

The Hotel's Restaurant – Cafe, place in the entrance of the Hotel, provides best service local community besides the hotel guests and makes clients feel at home and offer opportunity to taste



## Rooms

Hotel Memento 45 you an enjoyable and comfortable rooms, the comfort and warmth of your home the cherish.



Hotel Memento 45 you an enjoyable and comfortable rooms, the comfort and warmth of your home the cherish. Rooms have air conditioning, direct dial telephone, private bath, hair dryer, satellite LCD TV, minibar, electronic combination safe, 24 hour room service and wireless Internet access is available in.



nirvana

*Witness to history with unique views*



HOTEL  
**MOMENTO**  
GOLDEN HORN

**MOMENTO  
TÜNEL CAFE**



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

Arap Cami Mah. Tersane Cad.

Perşembe Pazarı No: 24

Karaköy / İSTANBUL

T. +90 212 653 50 50

F. +90 212 436 36 70

E. [info@momentohotelsistanbul.com](mailto:info@momentohotelsistanbul.com)



facebook

twitter

/ momento.hotel





## GREECE BOOMS AS TURKEY SLUMPS

Greece was the clear winner among German tourist destinations last year, Spain, Italy and Austria weakened, and Turkey suffered another big drop, according to the results of this year's Tourism Analysis survey which also showed a new record for long-haul travel.

The big changes in visitor flows in the Eastern Mediterranean were the most striking results in the annual survey of some 3,000 German holidaymakers (aged over 14) on their travel behaviour last year by the BAT Foundation for Future Issues. Once again, Spain remained the favourite destination for German tourists but saw its share drop slightly from 14.1% in 2016 to 13.7% last year. About one in seven travellers from Germany spent their holidays on the Balearics, Canaries or the Spanish mainland. Study leader Professor Ulrich Reinhardt said the mainland is experiencing a comeback thanks to the overcrowded islands. Italy still ranked second with 7.7% of all German holiday trips but this, too, was slightly lower than in 2016. Similarly, Austria's share fell notably to 3.9% but it moved up into third place.

The reason was that Turkey's share of the German market dropped from 4.4% in 2016 to 3.6% last year, leaving it in fourth place, according to the Tourism Analysis results. One reason could be safety concerns: only 5% of survey respondents said they felt comfortable and safe in Turkey. The outlook for this year is mixed. Although tour

operators have reported strong bookings, only 1% of Germans plan to holiday in the country this year. In contrast, according to Reinhardt, Greece is "last year's winner". The country increased its share to 3.1% from 2.8% in the previous year, leaving it in sixth place behind Croatia. Other European destinations with higher shares last year included Scandinavia, France and the Benelux countries. Meanwhile, there was a new record for German long-distance travel in 2017. The percentage of Germans spending their main holiday outside Europe rose from 11.4% in 2016 to 13.1% last year, the highest-ever figure. The winners were destinations in South and East Asia - from China, Thailand to Indonesia and Sri Lanka - with 2.9%. North Africa with Egypt and Tunisia also stabilised at a low level of 2.9%. Egypt is still considered unsafe by German tourists. Only 5% said they felt comfortable and safe in the country. The Caribbean (2.2%) and the Middle East (1.2%) were also successful. The USA was a clear loser in the first year under US President Donald Trump, according to the survey. While 3.1% of German citizens travelled to North America,

including Canada, in 2016, the figure was only 2.2% in 2017. Despite the overall growth in foreign travel, most Germans still spend their main holiday in their own country. The figure was constant at 34% last year. The top domestic destinations were Bavaria and the two coastal regions of Mecklenburg - Vorpommern and Schleswig-Holstein. Overall, the booming economy and low unemployment caused travel intensity to increase in 2017, the Tourism Analysis found. A total of 58% of Germans made a trip of at least five days - the highest figure in ten years. On average, the main trip lasted 13 days. Expenditure on holidays also increased: on average, German citizens spent €1,193 per person on the main trip. For 2018, a new record can be expected, said Reinhardt. "The travel year 2018 promises further growth. One person in two is already sure to travel this year and is planning a holiday. Long-distance travel is once again a trend. It should also be a strong year for tourism in Germany." The local safety situation will again be important when choosing the travel destination, according to the study leader.



# White House Hotel

♦ ISTANBUL ♦



## A sparkle in Istanbul

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







# THE STAR OF ANTALYA: ANTALYA CULTURE AND ARTS

“Antalya Culture and Arts” brought to life by Antalya Chamber of Commerce and Industry brings together art lovers and worldwide famous artists such as Picasso and Andy Warhol.

President of Antalya Chamber of Commerce and Industry and ACCI Education, Research and Culture Foundation Davut Çetin said, “Turkey’s Best Socio-Cultural Project titled Antalya Culture and Arts is one of the few centers in our country with the technical specifications to host worldwide exhibitions.”

Davut Çetin emphasized that the city is the attraction point since the opening of Antalya Culture and Arts as it welcomed 50 thousand visitors in two years through 9 quality exhibitions and more than 60 cultural and artistic activities as well as many organizations and educational activities.

Picasso and Andy Warhol Stating that the works of worldwide famous artists such as Picasso and Andy Warhol are exhibited in Antalya for the first time, Davut Çetin added: “With the contributions of the Suna-Inan Kiraç Foundation and the Pera Museum and the vision of contributing to the brand value of our city, significant artists such as Picasso and Andy Warhol have been brought together with the city of Antalya. In this period of 2 years, with the “Encounters” consisting of works of artists trained in Faculty of Fine Arts of Akdeniz University, values of our city were brought to the forefront, with “Portraits from



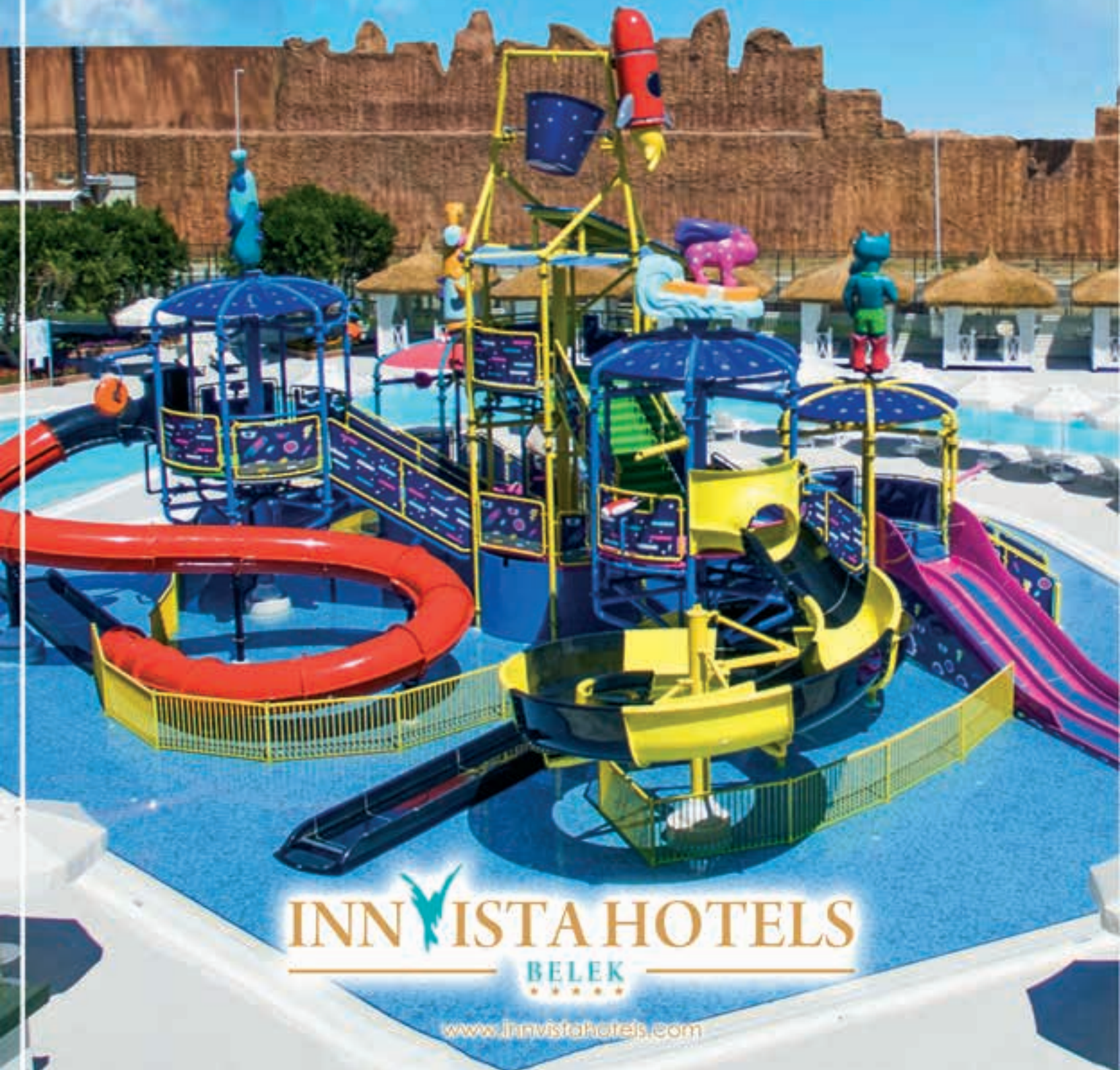
Davut Çetin



the Empire” the inseparability of currents of art and idea in the world was pointed out, and with the ongoing “Turkish Painting Goes to Paris” exhibition one of the breaking points of the Turkish art history was put under the spotlight.

Antalya Culture and Arts has also succeeded in creating its own followers with the cultural-artistic events organized under diverse themes. Our center has brought together thousands of spectators and the leading science and art people of our country by means of musical events, documentary and cinema series and philosophy meetings in 2017 and continues to do so.”

“We introduced hundreds of children to “artwork” in art workshops for children. We continue to bring them together. Antalya Culture and Arts, which included educational seminars for adults such as art history and photography, because of the progress made in such short period, qualified events and structural features, was awarded with the Certificate of Cultural Initiative by Ministry of Culture and Tourism in October 2017. Undoubtedly, Antalya has the most wonderful beaches, sunshine and natural beauties of the world. However, Antalya is also a city of culture and art with its historical accumulation of thousands of years. I invite everybody who wants to enjoy the rich culture and art ambiance of our city to Antalya and Antalya Culture and Arts.”



INNISTA HOTELS  
BELEK

www.innistahotels.com





### GRAND ANT HOTEL

Küçük Langa Cad. No. 9, 34096 Aksaray-İstanbul  
**P:** +90 212 529 15 00 **F:** +90 212 529 15 05  
**E:** info@anthotel.com **W:** www.anthotel.com



### BARIN HOTEL

Şehzadebaşı Fevziye Cad. No:7 Fatih-İstanbul  
**P:** +90 212 513 91 00 **F:** +90 212 526 44 40  
**E:** info@barinhotel.com **W:** www.barinhotel.com



### BEKDAŞ HOTEL

Mimar Kemalettin Mah. Derinkuyu Sk. No:4, 34130 Fatih-İstanbul  
**P:** +90 212 638 36 82 **F:** +90 212 518 46 39  
**E:** info@bekdashoteldeluxe.com **W:** www.bekdashoteldeluxe.com



### DELTA HOTEL İSTANBUL

Aksaray Cad. No: 26/1 Aksaray-İstanbul  
**P:** +90 212 518 56 94 **F:** +90 212 518 51 41  
**E:** info@deltahotelistanbul.com **W:** www.deltahotelistanbul.com



COMMUNITY OF LALELİ HOTELIERS

golaleli.com



COMMUNITY OF LALELİ HOTELIERS

golaleli.com



### HILARIUM HOTEL

Fabrika Cad. No: 5 Yenikapı-İstanbul  
**P:** +90 212 517 00 83 **F:** +90 212 517 01 21  
**E:** info@hilariumhotel.com **W:** www.hilariumhotel.com



### ORIENT MİNTUR HOTEL

Mermerciler Caddesi No:1, 34380 Yenikapı-İstanbul  
**P:** +90 212 517 63 00 **F:** +90 212 517 78 39  
**E:** orient@orienthotelistanbul.com **W:** www.orienthotelistanbul.com



### ORAN HOTEL

Harikzadeler Sk. No: 32, 34134 Laleli-İstanbul  
**P:** +90 212 513 82 00 **F:** 0212 513 8205  
**E:** info@oranhotel.com **W:** www.oranhotel.com



### GRAND PAMİR HOTEL

Kemalpaşa Mah. Gencürk Cad. Yeşil Tulumba Sk. No: 43 Fatih-İstanbul  
**P:** +90 212 520 23 63 **F:** +90 212 520 23 93  
**W:** www.grandpamirhotel.com **E:** info@grandpamirhotel.com



COMMUNITY OF LALELİ HOTELIERS

golaleli.com



COMMUNITY OF LALELİ HOTELIERS

golaleli.com



### SORRISO HOTEL

Ordu Cad. No: 60 34130 Fatih-İstanbul  
**P:** +90 212 526 70 00 **F:** +90 212 514 88 88  
**E:** reservation@sorrisohotel.com **W:** www.sorrisohotel.com



### GRAND WASHINGTON HOTEL

Gençtürk Cad. Ağayokuşu Sk. No: 3 Fatih-İstanbul  
**P:** +90 212 511 63 73 **F:** +90 212 512 47 48  
**E:** info@grand-washington.com **W:** www.grand-washington.com



### HOTEL YİĞİTALP

Gençtürk Cad. Çukur Çeşme Sk. No: 34 Şehzadebaşı-İstanbul  
**P:** +90 212 512 98 60 **F:** +90 212 512 20 72  
**E:** sales@yigitalp.com **W:** www.yigitalp.com



### YÜKSEL HOTEL

Aksaray Mah. Küçük Langa Cad. No: 70 34096 Fatih-İstanbul  
**P:** +90 212 588 46 47 **F:** +90 212 585 46 47  
**E:** reservation@yukselhotels.com.tr **W:** yukselhotels.com.tr





# WE MAKE OUR GUESTS FEEL THE POWER OF OUR BRAND



Emre Lüküslü

Our hotel is a hotel with the capacity and equipment to meet all the requests and needs of a guest who enters from the door. **HASAN ARSLAN • HAKAN METİN**

**T**he famous German brand Steigenberger's one and only hotel in Turkey is located in Istanbul.

General Manager Emre Lüküslü, introduced us Steigenberger Airport Hotel, located in the Press Express (Basin Ekspres) Hotels district.

**Would you introduce the Steigenberger Airport Hotel Istanbul in general terms?**

We have 3 types of rooms. We have a launch restaurant on the top floor in which VIP meetings and dinners can be arranged as well. There is a main restaurant and lobby bar in the lobby area. We have meeting rooms and a SPA on a covered area of 1800 sqm. It has 4 regular and 1 VIP massage rooms. The VIP massage room has a jacuzzi and a private relaxation area. We welcome our guests with indoor swimming pool, fitness room, 1 unisex Turkish bath, 1 unisex sauna, 1 unisex salt room and also 1 sauna and 1 Turkish bath just for ladies.

**Would you give me information about your meeting rooms?**

Our large meeting room can be divided into

two, serving an average of 800 people. The capacity of this hall can be up to 1000 people. Apart from that, we have a seating arranged room for 55 people for smaller meetings. Apart from these, we have 2 more meeting rooms of medium size. So in total we actually have 5 meeting rooms.

**Can you tell us about the characteristics of the rooms in Steigenberger Airport Hotel Istanbul?**

Our hotel is a hotel with the capacity and equipment to meet all the requests and needs of a guest who enters from the door. After checking in, our guest starts to enjoy the pleasure of comfortable accommodation world of our hotel. The digital substructure of our rooms is very advanced. There is a desk in each room. Televisions are entirely IP TV. We provide a very fast internet service. The high ceilings of the rooms provide a spacious ambiance. The elbowroom is wide thanks to our simply decorated rooms. The beds are very comfortable, providing the highest level of sleep comfort. Our bathrooms are also spacious, wide and comfortable.



Our management and operations team is made up of very experienced names. Our guest portfolio is made up almost entirely of foreign guests. The guest range is very vast. Mainly corporate guests, foreign conference groups and soccer teams prefer us.

**What distinguishes your hotel from the other 5-star hotels in the area?**

First of all, we are the only Steigenberger Hotel in Turkey. There is a history behind the Steigenberger brand. Steigenberger first started with resort hotels. It is a big and good chain which later continued to serve with the city hotels. Our brand's standards are higher than the standards of other 5 star franchise hotels in our region. The opportunities we offer to our guests are wider. Steigenberger is a worldwide brand created by German discipline. We are very confident

about our brand and the service we offer under this brand. Since there is no problem in our technical substructure, there are no problems until guests check out. And that's how we get always positive feedbacks.

**In conclusion, do you have a message for the sector?**

I have many messages, not just one. I started my profession in 1995. When I look back, I see many good years in the tourism industry and I am craving for those years. I took a break for two years in the sector. The reason for the break is hidden in the messages I will give to the sector. In the tourism sector, both employer and

employee profiles have changed recently. That's why I falter in new businesses. Because of this, this brand became my preference as we share the same ideas and goals. It is always necessary to progress through empathy in the sector. It is necessary to act on thinking the the other side as well.

This is my first hotel experience in the airport area. I've never worked in this area before. I am glad of experiencing this, it is a difficult but also enjoyable location. I prefer to continue in a friendly manner with the competitors and I believe I will succeed in this.



# EUROPE'S TOP TRAVEL GROUP FUELS HOPES FOR TURKEY RECOVERY

Europe's largest travel group TUI said summer bookings for Turkey were recovering, echoing comments by rival Thomas Cook and adding to hopes that pressure on profit margins for tour operators may ease.



Travel companies and airlines increased their offerings to Spain over the last couple of years as demand shifted away from Turkey and Egypt on security grounds. The resulting competition put pressure on prices and was one of the reasons behind the demise of airlines Air Berlin and Monarch last year. TUI said bookings to Turkey from Germany for this summer were up by around 50 percent, while Egypt was also up.

"Both destinations, which are very big destinations, are back," CEO Fritz Jousen told journalists on Feb. 13 after the group reported first quarter results. Rival Thomas Cook last week said that recovering demand for trips to Turkey would help offset the impact on its business of rising costs in Spain.

"Turkey and Europe will make 2018 a strong year for Thomas Cook and TUI," Bernstein analysts said on Monday as they upgraded Thomas Cook to "market-perform." TUI shares rose 2 percent in early trading on Feb. 13, the top riser on the FTSE 100. Asked to comment on the effect on margins, Jousen said it was currently about building volume in Turkey, adding TUI had extended some hotel contracts there last summer, when it could have ended them.

## "WE TOOK A LITTLE BIT OF A RISK AND IT IS PAYING OFF"

TUI narrowed its underlying core loss by more than half in the first quarter to 25.4 million euros (\$31.3 million) and said it was on track to increase profits by at least 10 percent at constant currencies this year.

Its hotels and cruises businesses helped to boost earnings in what is typically a loss-making quarter for holiday companies, even as it took a hit from the insolvency of Austrian airline Niki.

TUI took a 15 million euro charge from the insolvency of Air Berlin last year and added another 20 million euro write-down in the first quarter due to Niki, a former unit of Air Berlin which filed for insolvency in December. TUI had leased 14 planes to Air Berlin. Of those, seven are now being leased to Lufthansa's Eurowings and four are flying this winter for TUI.

Jousen said TUI would like to fly two planes out of Dusseldorf and was interested in slots there. Dusseldorf was a hub for Air Berlin and is located in Germany's most populous region, making it attractive for airlines.



# OLBIA

TOURISM & TRAVEL

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

# AN EXPERT ON ISTANBUL

[WWW.OLBIATRavel.COM](http://WWW.OLBIATRavel.COM)

Kocatepe Mah. Receppaşa Cad. No:12 Edes Apt. Kat: 3 Daire: 7 Taksim / İstanbul  
Tel: + 90 212 529 45 17 • Fax: + 90 212 589 69 67 • E mail: [info@olbiatravel.com](mailto:info@olbiatravel.com)





# TWO HOTELS, FOUR CONCEPTS UNDER THE SAME ROOF

We have combined two brands under the same roof. With that in mind, we have also created a food and beverage infrastructure that has never been seen in these brands. [HASAN ARSLAN • HAKAN METİN](#)

**T**RYP & Hawthorn Suites by Wyndham Istanbul Airport, which combines two different brands and four different concepts in the same building, is one of the most distinctive hotels of the Press Express (Basin Ekspres) district. General Manager Orhan Genceli introduced Wyndham Istanbul Airport, one of the facilities that adds value to the region and whose main theme is sports, to Turizm Aktüel Magazine readers.

**Would you introduce TRYP & Hawthorn Suites by Wyndham Istanbul Airport to our readers?**

We have 192 rooms in total. We serve two brands: from 1st to 10th floors Tryp by Wyndham Istanbul Airport, from 11th to 16th floor, Hawthorn Suites by Wyndham. Both are Wyndham's the most important brands, TRYP in 4 stars and 4+ medium segment and Hawthorn in 5 star suite segment. It is generally a dynamic, city-centered concept. Hawthorn is a very common brand in Europe and America. We have combined two brands under the same roof. With that in mind, we have created also a food and beverage infrastructure that has never been seen in these brands. For example, we have a ballroom with a capacity of 500 people,

which is not standard in this brand. We have meeting rooms in various sizes. We have a main restaurant, an a la carte restaurant. We also opened the North Shield Pub and run ourselves. We have a rooftop upstairs. The view is great. Actually the hotel is a 4-in-1 hotel. I told 2 of them till now. There is also a health center being established on the lower floor of our hotel. The health center will be mainly cosmetic but will also provide dermatological services. An outsource professional firm will come and operate there.

**Would you open this up a little?**

When the big construction on the side of our hotel is over, there will be a sports hall with the standards in which international games can be played. It will be a venue for all sports, including basketball, volleyball, saloon sports and tennis. Even now the basketball teams of Bahrain, United Arab Emirates and Iraq are camping in our hotel. They are using another hall right now though. This will be opened in April and will be a center where all kinds of hall sports can be trained and camped. Our saloon, with high standards that will fulfill national and international tournaments, will serve to the Turkish sports as well.

As for the swimming pools, the hotel has its own swimming pool and the teams are using these pools. Our new sports hall will be a hall where even the federation is going to recognize. There is no such hall in this area. When the construction is over, it will be an ideal hotel for camping, where both matches and trainings can be done. One another speciality of our hotel is rooms for athletes. There's bike in there and fitness tools. There are many hotels in this area. There are even 1 or 2 hotels from every brand. We will not eat the area's pie, we bring our own pie and eat it. The other hotels will even get a share from our pie.

**How did you come up with the idea of being a sports hotel?**

Our investor, Adalet Turan is in textile business and he is an investor who has succeeded many favourable works in Turkey. He's not a repeater. He reflected his style in lodging industry too. So the idea is his. I was involved later on. Of course, there are things I have contributed. But the main idea is our investor's. He is a really open-minded person, a visionary that other investors will take as an example.

**Hotel investments in Turkey are**

**clustered in specific regions. It creates excess supply in that area. What do you think about limiting hotel investments?**

Tourism investors need to be conscious and visionary people. Even when opening a barber shop, a mastery certificate is required. A man is investing trillions without qualification certificate. In my opinion, everyone who will invest in tourism should go through an education. For example, there is an investment committee in Germany. It is necessary to convince the committee before investing. So is in America. But the hotel investments in Turkey are made recklessly in anywhere.

**Especially in this area there were many hotels. All of them are with 5 star. When Atatürk Airport is moved, will these hotels create idle capacity?**

The third airport does not negatively affect this region. Because it's only 20 km from here. There is also a direct connection. With the current traffic problem, it is harder to reach Atatürk Airport which is 7 km away from our hotel than the third airport which will be 20 km away. So this area will not suffer from the new airport. Istanbul has naturally formed destinations. There is Taksim district, then Basin Ekspres (Press Express), and then there is Old City. Also the Old City is divided into two zones:

Sultanahmet and Sirkeci. So this process develops naturally. I wish there is a hundred years of planning in Istanbul, a study that will serve a hundred years from today. But there isn't. But it is a fact that hotel investments should be planned. There are investments in Istanbul that shouldn't be there. A hotel sells with its surrounding. First, you should improve the region and strengthen it and take tourism parallel to this. Can you take tourists to a place where there is not history or nature? In order for investments not to become idle capacity, first it is necessary to develop the region. Constructing a building and putting beds in does not make it a hotel. You do nothing but share the pie of the region and draw the price down.

**How and when do room rates increase in Istanbul?**

At present Istanbul's bed capacity is very high. IN my opinion Istanbul's occupancy is 40 percent of its bed capacity. It was 30 percent last year. This year my expectation is that the hotels in the city will be 60% full. If the city is full, then it may get better a little bit. In fact, if the city' occupancy falls below 80%, that's a problem. I mean, if we have, let's say, 10 million beds and the occupancy falls below 8 million, the prices in Istanbul will eventually fall down.



Orhan Genceli

**How do you see the year of 2018?**

First of all the returnees should change their minds. This should be the priority. Turkey has a certain potential. Statistics tell us that 32 million tourists arrived this year, but I don't think it's over 15 million. Right now, the capacity of Istanbul will be 10 million beds (annual) with the hotels that will be opened and is increasing to 11 million. There are also a lot of new projects. This city can comfortably handle 15 million with new channel and new airport projects. It also can handle investmenst of 15 million and 15 million beds. But with the today's condition over 10 ruins everything. If we resolve the infrastructural problems of Istanbul, I think 15 million will be reached in 2023. But there are two biggest problems: the environment and the traffic. These need to be resolved.





## WE RALLIED IN THE GERMAN MARKET

Ülkay Atmaca, General Manager of Innvista Hotels Belek, says that we are rising again in German market in 2018 according to the flight plans of the tour operators and the number reservations. [HALİL ÖNCÜ](#)

Ülkay Atmaca stated that the German market which has declined very much in the past few years will show a serious increase in 2018. "The situation will be more clear at ITB, one of the biggest tourism fairs in the world. Nevertheless the reservations and requests we received over the last few months are quite pleasing. At first, we see a significant increase in the planning of major tour operators. Then, the tour operators, newly on stage, based in Turkey are making serious investment and promotion. These are the indicators of German consumers coming to Turkey although not as much as past years. I think that last-minute sales and online sales will increase especially after the ITB. It seems difficult to realize the large proportion mentioned by some tour operator officials, but it will certainly be better than the last two years. The increase of German consumers is very important for the sector because the German market is a market with a continuity of 12 months and its increase is reflected positively in plans and budget with all aspects."

### BELEK WILL TAKE ITS PLACE IN FAVOURITES

"Some facilities have gone through serious renewals. The existing themed park is getting bigger with new investments and changing its concept. Being a planned region and able to respond to all kinds of needs, carries the region one step ahead. It will continue to utilize the advantage of having high quality facilities that can host all kinds of organizations, especially golf, football, congress and seminars," added Atmaca, who also says that there is no new investment in Belek this year and after experiencing a serious recovery it became one of the favourite destinations again.

### INNVESTA HOTELS BELEK AMBITIOUSLY READY FOR THE SEASON

As Innvista Hotels Belek, Atmaca mentioned the things they have done last year and added, "We are preparing for the Summer 2018 with a serious renovation especially in rooms after a big investment. We are ambitiously ready for the season with the innovations and our concept. Our



Ülkay Atmaca

reservations are fine and we will continue to strengthen our position in Belek with the organizations we will be servicing. I wish a successful and lucrative season for all sharers in the sector."

a unique  
DINING  
experience in the  
Topkapi Palace Museum  
'KONYALI'



Konyalı

in KONYALI 1897

www.konyalilokantasi.com

+90 (0) 212 513 96 96 saray@konyalilokantasi.com

YÜZYILLIK  
MARKALAR  
DERNEĞİ

TASTE OF CENTURY 120. yıl





# TURKEY'S TOURISM SEES AMAZING REBOUND: GERMAN TOURISM CHIEF

Turkey's embattled tourism sector has been experiencing an amazing rebound as early bookings from German travelers already soared for summer 2018, a leading sector player from Germany has announced. [HASAN ARSLAN](#)



TYD Chair Oya Narin

Speaking in a meeting held by the Turkish Tourism Investors Association (TYD) late on Jan. 24, Michael Frenzel, the president of the Federal Association of the German Tourism Industry (BTW), underlined a significant increase in early bookings by German tourists for Turkey. "According to TUI data, there has been a nearly 70 percent year-on-year increase in early bookings by German travelers for summer 2018 for Turkey. As a BTW executive, I find this amazing," he said, as quoted by Reuters on Jan. 25. "There is an increase in Antalya-bound flights. Turkey has been making an amazing rebound in tourism," Frenzel added. In the first 11 months of 2017, nearly 3.5 million Germans visited Turkey, while this figure was almost 3.8 million in the same period of

the previous year. In the January-November period of 2015, 5.4 million Germans visited Turkey. Specifically, German families prefer the Turkish market to visit, according to Frenzel. "With its fair pricing policy, Turkey offers a family-friendly alternative in its region," he noted, while also voicing some concerns about the hotel prices in the country and adding that Turkey should avoid steep price hikes when demand recovers.

## INVESTORS CALL FOR TRANSFORMATION IN TOURISM

TYD Chair Oya Narin, who also delivered a speech at the event, confirmed that bringing a new momentum to the sector will be enabled with the composition of a strategy that examines the changing consumer needs, target markets and competitive

destinations. "Therefore, in the Middle-Term Program that covers the period of 2018-2020, we call for the renewal of tourism strategy to increase the variety of target markets and type of tourism," she said. The transformation, Narin said, foresees branding, diversification and destination-oriented management while requiring a full transformation of the physical infrastructure of tourism and review of outdated tourism laws. "This transformation also necessitates changes that will bring 60, 70, and 80 million tourists to Turkey and investments that will increase the competition and comfort of our facilities," she said, emphasizing that tourism should be treated in the same way as manufacturing and benefit from the incentives provided for exporters.

## 36M VISITORS, \$28B IN REVENUES AIMED IN 2018

Deputy Prime Minister Lütfi Elvan informed that the Turkish tourism sector aims to host 36 million visitors in 2018 while eyeing revenue of \$28 billion in his speech at the Annual Review Meeting of Turkish Tourism Investors Association (TYD). He also noted that the sectors have received \$50 billion in investments over the last three decades. Elaborating on the contribution of tourism to the economy and its interaction with various sectors, Minister Elvan said foreign currency inflow, contribution to employment, social benefits, and tax revenues render tourism are essential for economic development. "Tourism will also reduce the current account deficit," Elvan remarked.



Deputy Prime Minister Lütfi Elvan



Michael Frenzel



# SUN EXPRESS IMPROVES RESULTS AND EXPANDS OPERATIONS

The Turkish-German leisure airline grew about 10% in 2017, and is adding planes and routes for summer 2018, CEO Jens Bischof told fvw in an interview.



Jens Bischof is CEO of Sun Express

Sun Express had a “financially very successful year” in 2017, said the former Lufthansa Germany sales manager who took up the CEO post one year ago. The airline had “closely reviewed” flight operations, the route network, revenue management and sales, he explained. “We were able to take good advantage of the potential. We closed loss-making routes, significantly improved the fleet productivity and reduced costs,” he said.

The Antalya-based airline, a joint venture of Turkish Airlines and Lufthansa, succeeded in increasing revenues and passengers by 10%, Bischof continued. In 2016, Sun Express had flown eight million passengers and generated turnover of €1 billion. Asked about profitability, the CEO said: “We are positioned much better than in 2016

and were able to achieve a double-digit percentage increase.”

“With regard to our Turkey business, where we increased capacity by 20%, we had to stay very cool of course, and it’s clear that we still have a downturn in tourism from Germany, Austria and Switzerland. But we were able to make up for that very well with our Anatolia flights,” he commented. “In addition, we were able to balance out the missing demand for Turkey from Germany with the (higher) demand from Russia and the Middle East,” he pointed out.

In terms of 2018 planning, Bischof said the main business unit Sun Express Turkey would increase capacity with five leased planes while the smaller Germany-based subsidiary Sun Express Deutschland, with an unchanged fleet of 11 B737s, would expand

flights to Turkey (Antalya, Izmir), Bulgaria (Varna, Burgas) and Greece (Crete) this summer.

“What’s new for us is that we are not only flying from Central Europe to Turkey but also from Russia and the UK,” he explained. New routes, for example, include Luton – Bodrum, Moscow – Antalya, and St Petersburg – Izmir. This meant the airline is not only competing with German and Turkish charter airlines but also, for example, with Easyjet on UK routes. Bischof said the insolvencies of Air Berlin and Niki had created new growth opportunities for Sun Express, such as offering more flights to Fuerteventura in the summer. He also saw potential for closer cooperation with Eurowings, for whom the airline is operating seven A330s on a wet-lease basis.

*destino* **L**imousine



## WE PROCEED WITH YOUR QUALITY

**AIRPORT TRANSFERS  
CITY TRANSFERS  
INTERCITY TRANSFERS  
CAR RENTAL WITH DRIVER  
TOURS IN AND OUT OF CITY  
NIGHT TOURS  
ORGANIZATIONS AND EVENTS**



# ONLINE TRAVEL BOOKINGS GROW FAST BUT TRAVEL AGENTS STAY TOP FOR REVENUES

Online travel bookings are growing rapidly in Germany but travel agents also have solid growth and remain the top sales channel by revenue, according to tourism experts and market researchers.

2018 has started well for Traveltainment, the Amadeus IT subsidiary which operates Germany's main travel agency reservations system 'Bistro' and other leisure travel sales products. The first two weeks of January

normally generate the highest package holiday sales volumes of the entire year. Looking at the bookings for 1-13 January, "it feels like a new record for Traveltainment", said managing director Oliver Rengelshausen. "This is good news

that fits into the picture of a smoothly running economy." The experienced tourism sales and e-commerce expert emphasised that both online and 'offline' bookings are growing and rejected recent claims that travel agency sales are stagnating.

In 2017, the number of package holidays and last-minute trips booked through Traveltainment increased by 9% compared to 2016. Bookings by Online Travel Agencies (OTAs) grew by 15% but mainstream travel agents also accounted for a 4% increase. There was a similar picture for all Traveltainment bookings, which grew by 11% last year. Bookings from OTAs increased by 20% and from travel agents by 6%. In volume terms, bookings by OTAs overtook those by travel agents last year. "There's no question that OTAs are growing more strongly than offline agencies. However, traditional agents are not making a retreat but are growing significantly,"

Rengelshausen commented. Moreover, traditional travel agents remain the most valuable sales channel for tour operators, he pointed out. Their value of their bookings was 50% higher than those of OTAs last year. Reasons for this sizeable difference, according to the Traveltainment chief, could include the fact that customers tend to book more expensive holidays in travel agencies where there is also a higher proportion of family bookings. The Traveltainment figures follow a detailed sales analysis by market researchers GfK published in December, based on its

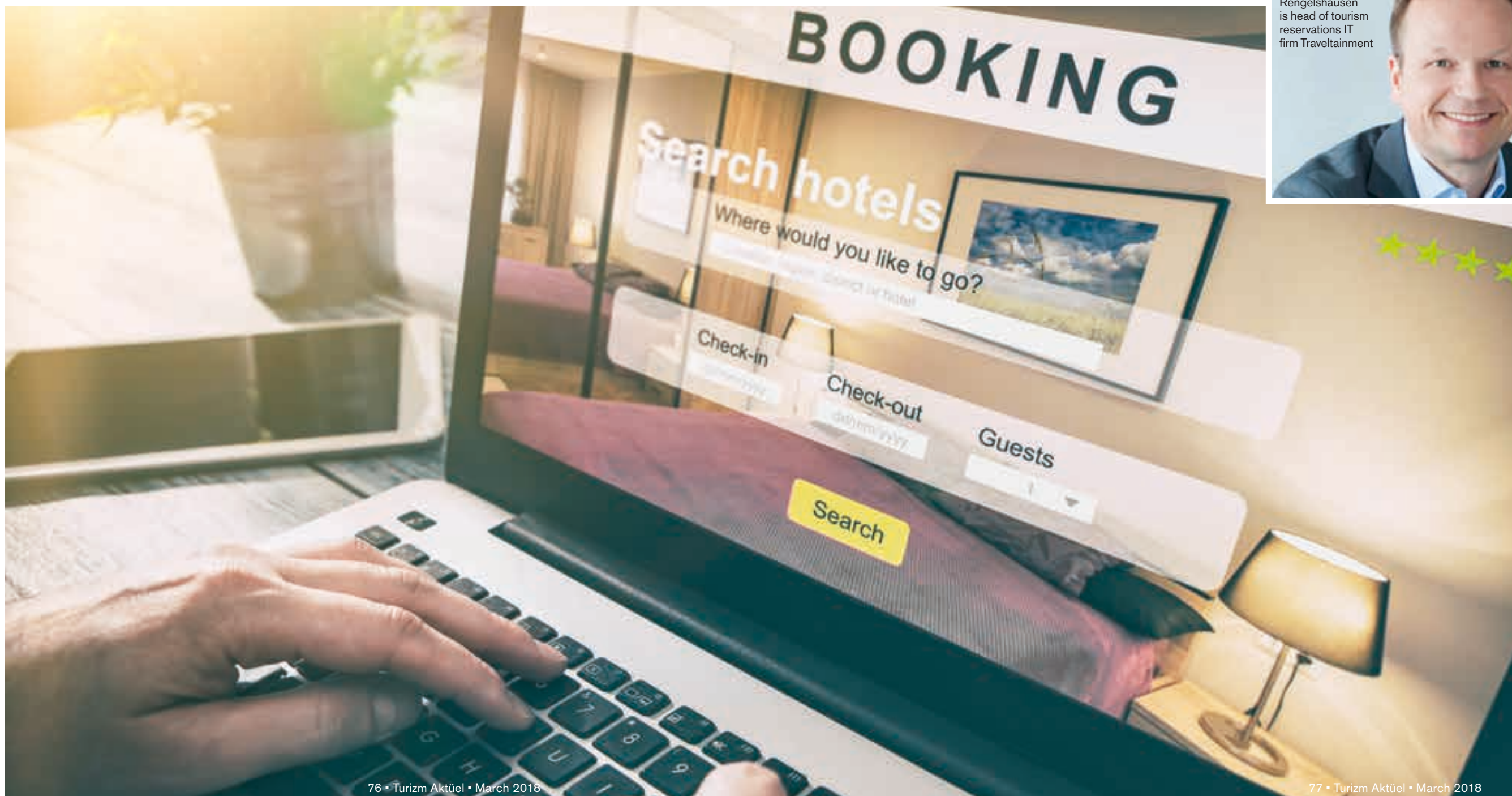
representative monthly survey of travel agency and OTA sales. This found that tour operator holiday sales through OTAs and tour operator websites grew by 12% in revenue terms in the 2016/17 tourism year, while 'offline' travel agents generated only a low single-digit increase. Germans clearly tended to book more expensive holidays, such as long-haul trips and cruises, through travel agencies but increasingly booked cheaper holidays, such as Mediterranean packages, online, according to the sales analysis.

There were also big differences in terms of which destinations were sold through which sales channels, the GfK analysis showed. OTAs generated nearly 75% of their turnover from sales of Mediterranean holidays last year, with the Eastern Mediterranean more important than the Western Mediterranean with just over 38% of revenues. In contrast, the Mediterranean only accounts for 57% of the combined overall sales

revenues of traditional travel agents and OTAs. The Western Mediterranean accounts for 32% and the Eastern Mediterranean for 25% of this latter figure. In terms of individual destinations, Turkey performed much better online than offline last year, according to the GfK figures. Travel agency bookings for the destination dropped by 30% but online sales were down by only 5%. As a result, 39% of all Turkey holidays were sold online last year.

"This is an extremely high figure and an increase of seven percentage points compared to the previous summer," commented Dörte Nordbeck, head of travel & logistics at GfK. With an average price of €608 per booking, OTAs clearly sold cheaper Turkey holidays than travel agencies, where the average price was €708, the GfK figures showed. There was also a divergence in revenues for the top destination, Spain. Travel agency sales declined by 8.5% from the previous year's record level while OTA revenues increased by 2%. In contrast, sales revenues from Greece bookings increased by an identical 29% both through travel agents and OTAs last year.

Oliver Rengelshausen is head of tourism reservations IT firm Traveltainment







# EUROPEAN TOURISTS HEADING BACK TO TURKEY

The elimination of terrorist threats, soothing political tensions and quality of service have led European tourists, who chose alternative destinations in the past two years, to start booking vacations in Turkey once again



European tourists who vacationed in Spain last year instead of Turkey have started to return to their previous holiday destination. Based on preliminary early booking data, tourism professionals expect to see 5 million German visitors and meet 2015 figures in the entire European market. Turkey saw a drop in the number of European tourists over the past two years due to terrorist attacks and the July 15 coup attempt in 2016, as well as the shifting European perception of Turkey. Yet, 2018 seems promising as early bookings show a trend of rising demand from the European market. The elimination of security concerns in Turkey and disappointment with service quality despite high prices in alternative destinations such as Spain have led European tourists to start booking vacations in Turkey again. Europe's two largest tour operators, TUI

in German and Thomas Cook in the U.K., announced that reservations in Turkey increased 50 percent, and tourism professionals predict that Turkey will reach its 2015 figures of European tourists. In 2015, 17.4 million Europeans visited Turkey. Tourism professionals expect visitors from Germany, the main European market, will reach 5 million, predicting a record number of European visitors will be seen in 2019 unless unexpected events break out. Turkish Hotelier's Association Chairman Osman Ayık said the tourism industry expects to reach 2015 figures from the European market. He said the early bookings have so far presented a rising curve. In explaining the shift from the Spanish market, Ayık said: "The elimination of terrorist threats in Turkey has instituted the perception

that Turkey is a safe country. Moreover, the tension increased by political rows has calmed down this year. But the most important reason is the price-quality balance. European tourists have been disappointed by the service quality they received in alternative destinations." Association of Mediterranean Touristic Hotels and Businesses (AKTOB) Chairman Erkan Yağcı said German tourists have quickly returned to Turkey, as have Russians. He said German visitors will near 5 million this year and that high demand from the Russian market continues. Regarding the cumulative numbers, he said the number of visitors will be approximately 40 million, but added that tourism revenues that were secured in 2014 will be seen in 2019 and 2020.

# UNQ Travel

Gastronomy & Events



*Feel The Difference*



*Gastronomi • Events • Meeting • Festivals*







# With 39.9 million tourists in 2017, Turkey named 6th favorite vacation spot

Welcoming around 39.9 million tourists from around the world during the 12-month period last year, Turkey ranked sixth in the world, UNWTO data revealed.

Turkey received 39.9 million tourists and ranked sixth among the most-visited countries in the world last year, according to United Nations World Tourism Organization (UNWTO) data released Friday. Last year, 1.32 billion people from around the world visited other countries, the UNWTO said, adding that approximately 42 percent of visitors went to 10 countries. France was the most-visited country last year with 88.9 million people, followed by Spain with 82.2 million, the U.S. with 72.9 million, China with 59.3 million and Italy with 57.8 million tourists.

With 39.9 million tourists, Turkey ranked sixth, followed by Mexico with 39.3 million, the U.K. with 38.7 million and Germany with 37.6 million, while Thailand, with 34.7 million tourists, ranked 10th.

Mediterranean Tourist Hoteliers Association (AKTOB) Chairman Erkan Yağcı said following the difficult years of 2015 and 2016, Turkey's tourism experienced a rapid recovery and gained significant momentum in 2017. Recalling that the highest figures in Turkey's tourism were seen in 2014 when around 41.4 million foreign tourists visited the country, Yağcı said: "This year, I would say we are going just fine and Turkey can exceed the 2014 figures. We can reach 45 million tourists at the end of 2018." Explaining that the domestic tourism has also grown considerably, Yağcı said that Turkey has around 50 million to 55 million citizens with a potential to travel, adding that this constitutes a large market. "Tourism is a national industry for Turkey. As a tourism country, we want our citizens to go on vacation. Both our facilities and pricing conditions are very suitable. We want our citizens to go on vacation a couple of times a year and contribute to summer and winter tourism. It is very important for the sustainability of the industry," Yağcı said.



AKTOB Chairman Erkan Yağcı

# WorkshopTravelshop

B2B Networking

## Our Upcoming Event on 10th of April 2018

### BALKAN COUNTRIES

Where you can get one of the best hospitality...



## Our Upcoming Event on 18th of Jun 2018

### VIETNAM



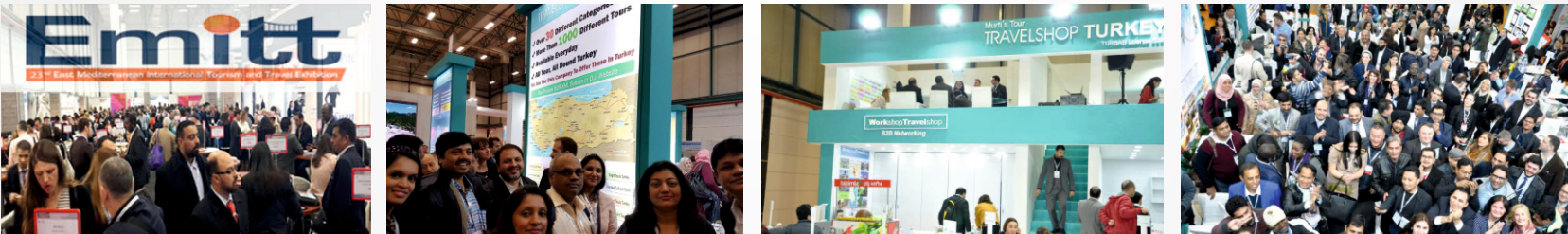
### DUBAI B2B WORKSHOP

## Our Upcoming Event on 21st of Jun 2018



## EMITT TOURSIM FAIR 30 JAN - 03 FEB, 2019

Meet 1000 of exhibitors from many diferent countries all around the world.



www.WorkShopTravelShop.com



# ALL IN ONE ALANYA

Alanya, also with the ease in its accessibility, constitutes holiday route for many local and foreign tourists for so many days of the year.

The tourism movement that started to intensify in the 1960s with pensioning in Alanya became the locomotive of the city today. Alanya has about 400 facilities with 165 thousand beds. Alanya is also a holiday paradise which fascinates many foreigners with its beauty and its climate. There are about 40 thousand foreign residents who have chosen to live in Alanya through house acquisition and spend a remarkable part of the year in Alanya. Alanya, which is the destination that has the most variety of touristic products, apart from the sea, sun and sand trio, stands in an indispensable point in the Mediterranean tourism with its natural beauties of plateaus, historical texture, climate features that enable many sports, facility infrastructure, night life and entertainment choices. With its eyecatching ease in accessibility, Alanya is center of attraction. There are direct flights from many countries to Antalya and Gazipaşa Airports. In the city, which draws attention with its artistic activities, national and international music and cinema festivals, jazz days, art workshops are organized in different periods of the year. In Alanya, which has an important position in sports tourism in Turkey, important and prestigious organizations like international road and mountain bike races, triathlon are organized as well. Apart from these, Alanya hosts athletes and followers interested in tennis, beach volley, fencing, ultra marathon, hall volleyball and basketball tournaments. After a short while Alanya will have an



important place in terms of winter sports thanks to the Akdağ Ski Center which will be put in practice soon. The project of golf courses, too, will come true soon. Alanya, bigger than 22 cities in Turkey with its population of about 300 thousand, offers a constantly moving and living city life with its shopping centers, cafes and restaurants. This beautiful holiday town, which takes the visitors to a journey in the depths of history with its ruins such as Alanya Castle

reached by cableway from Damlataş district, Syedra, Hamaxia, Laertes, Aytap, is the mind and body relaxing place for many local and foreign tourists. In Alanya, which offers jeepsafari for motorists, motorcycle enduro tours, paragliding, diving, wave surfing, trekking, submarine tour and all kinds of individual sportive activities, it is possible to find an entertaining of relaxing activity that attracts your attention 365 days a year, 24 hours a day, in the air, on land and at sea.

SIRIUSDELUXE

*Fulfill your wish...*







# TOUR OPERATORS AND AIRLINES ADD CAPACITY AS BOOKINGS SOAR

The current strong recovery in bookings for Turkey is prompting German tour operators and airlines to increase capacity for summer 2018 holidays.



Germans will be back on the beaches on the Turkish Riviera this summer as the country makes a strong comeback on the German market. Turkey dropped back to third place behind Spain and Greece in the destination ranking for German package holidaymakers last year as bookings slumped for the second year in a row. But, according to market researchers GfK, Turkey bookings in travel agencies and online have doubled so far this year compared to last year. Similarly, figures from leading reservations provider Traveltainment showed that bookings of package holidays with Antalya as the destination airport doubled in January compared to 12 months



earlier, and increased by 36% in December and by 49% in November. These booking figures confirm recent comments from tour operators about Turkey's strong recovery on the German market. DRV president Norbert Fiebig said: "For 2018, we are seeing the comeback of Turkey." However, although bookings and sales revenues have doubled compared to last year, they are still well below the peak levels of 2015, he noted. Thomas Cook's Turkey specialist Öger Tours currently has double-digit growth figures, including stronger bookings through travel agencies than through online channels, in contrast to last year. "Turkey is celebrating a comeback. We

are seeing very satisfactory booking trends with a double-digit increase for the summer season compared to last year," said managing director Songül Göktaş-Rosati. She pointed out: "Our Turkey bookings at the counter are currently about 15% higher than online bookings. We can see that our travel agency partners have regained trust in the destination." Many regular customers and families are returning to Turkey thanks to "the very good value for money" and "the excellent Turkish hospitality", she explained. In response, Öger Tours, which already increased capacity by 20% for this summer compared to last year, is adding even more. From May, the tour operator will add 25,000 seats, mostly from Düsseldorf, Cologne



and Leipzig and primarily on Condor flights. Parent company Thomas Cook has also expanded capacity to Turkey, mostly on Condor flights to the Turkish Riviera.

DER Touristik also reported a clear recovery for Turkey. "Turkey will be the comeback destination in summer 2018," predicted René Herzog, CEO Central Europe. "We have always stayed loyal to Turkey. But even we were surprised by the overwhelming flood of bookings for Turkish holiday destinations since the start of the year." In response to heavy demand, Germany's third-largest tour operator has added more exclusive full charters to Antalya this summer. There will be five extra weekly flights to Antalya from Düsseldorf, Hamburg and Leipzig on top of its existing flight programme. Other tour operators already reported strong booking increases in January. TUI said it had a 70% surge in bookings and announced it

would increase flight capacity from Germany to Antalya by 100,000 seats. Specialist Bentour and FTI are also seeing good demand for Turkey at present. Among airlines, Sun Express, the market leader on Germany – Turkey routes, plans to increase capacity in its main market by 20% this summer, according to CEO Jens Bischof. The Lufthansa – Turkish Airlines joint venture already increased passenger numbers by 10% and revenues by 19% last year. Azur Air will operate daily flights to Antalya and Majorca from Düsseldorf, and several weekly services from Hanover, Berlin-Schönefeld and Munich this summer along with flights to Hurghada in Egypt and Enfidha in Tunisia.





## TURKEY HOPES FOR STRONG COMEBACK FROM GERMANY

Turkish tourism chiefs are optimistic about the outlook for 2018 as German bookings rise but want Berlin to tone down its travel advice for the destination

German bookings for holidays in Turkey this summer are recovering strongly at present with high double-digit growth rates after the slump of the last two years, according to tour operators. Many families are booking early, and tour operators are expanding flight capacity. In response, Turkish tourism chiefs are hoping that this trend signals the start of a sustained comeback on the German market.

Combined with last year's return of Russian tourists, the trend could take the destination back to pre-crisis levels, they believe. Tourism minister Numan Kurtulmus told German journalists in Antalya last week that Turkey wants to return this year to the visitor levels of 2014 when about 36.8 million foreign tourists visited the country. After a slight fall to 36.2 million in 2015, the number slumped by 30% in 2016 to just 25.3 million. But numbers increased by 28% to 32.4 million last year thanks to the return of Russian tourists, generating estimated earnings of US\$26 billion. By 2023, the centenary of the republic's foundation, Turkey aims to welcome 50 million foreign

tourists and generate tourism receipts of US\$50 billion. Kurtulmus was optimistic about German visitor numbers for this year. But he urged Berlin to soften its travel advice for the destination. "We expect positive messages about Turkey from our German contact partners," he declared. These messages should make clear "that it is not dangerous for German citizens to visit Turkey". The

German foreign ministry warned last year that German citizens might face arrest in the country. The minister said flight subsidies introduced in 2016 to ensure air connections would continue this year and next, with a budget of US\$220 million for this year. However, the subsidies will change from a flat rate of US\$6,000 per flight with at least 100 passengers to a seasonal rate of between

US\$1,500 and \$9,000 per flight. Deniz Ugur, CEO of Turkey specialist tour operator Bentour Reisen, also attended the meeting with the tourism minister, foreign minister Mevlüt Çavusoglu, and the mayor of Antalya, Menderes Türel. Ugur informed the Turkish officials about the German tourism market and emphasised the tour operator's support for dialogue to promote mutual understanding. "A positive side-effect for us as a tour operator, of course, is that a stable situation also brings more visitors to Turkey," Bentour Reisen stated. The company plans to organise more fam trips for German travel agents so they can see the situation in Turkey for themselves.



Bentour Reisen CEO Deniz Ugur (left) greets Turkish tourism minister Numan Kurtulmus



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*







# EMITT 2018 hailed as major success

More buyers, more meetings, more deals – the East Mediterranean Tourism and Travel exhibition raises its game in keeping with rapid industry development.

Better known as EMITT 2018, the fifth-largest travel show in the world surpassed itself last week with an outstanding 22nd edition, boosting its profile on the travel industry. The event started on a high, with the opening ceremony's high-profile speakers attracting a large crowd. Insight on where the tourism industry is heading was shared by big names in the industry such as Minister of Tourism and Culture Numan Kurtulmuş, former UNWTO head Taleb Rifai, Mayor of İstanbul Mevlüt Uysal and Governor Vasip Şahin, President of the Turkish Tourism Investors Association Oya Narin, President of TUROFED Osman Ayık, and President of the Federal Association of Germany's Tourism Sector Michael Frenzel. The buzz of the opening ceremony paved the way for a rush of visitors through the doors and on to the show floor to source new destinations, tourism products, make new contacts, and attend the varied events programme. An impressive 54,364 visitors descended on the Tüyap Fair Convention and Congress Center, 15% more than the 2017 event. Moreover, the show attracted 40% more targeted buyers looking for travel deals to offer their clients. This was largely thanks to the Hosted Buyer Programme – a tailored itinerary of one-to-one meetings



with exhibitors. 600 high-profile buyers from 106 countries were selected to take part based on their position and purchasing power from around 2,100 applicants. This led to over 7,000 pre-arranged meetings taking place – a testament to EMITT's strength as a B2B platform. On top of the opportunities for people to connect and network, a new conference programme was introduced, packed with industry-related sessions. Topics included issues facing the Turkish

tourism market, travel trends and insights, gastro-tourism and how to use it to market cities, the future of travel agencies, online sales in emerging markets, and more. "Our brand new conference programme went down extremely well, with standing-room only at many talks. This is something we'll be looking to develop in the future," commented Hacer Aydın, Tourism & Travel & Fashion Group Director, ITE Turkey. The show was open to tourists and holidaymakers on the final two days, where they were able to get a feel for the destinations themselves, sample food and enjoy performances of national dances and music. After a busy four days of meetings, contacts, and business, the travel industry is set for another year of healthy tourism results.

# ISTANBUL YOU LOOK GORGEOUS

RESERVE YOUR TABLE +90 212 5143916 | [info@nterrace.com](mailto:info@nterrace.com)

Ticarethane Sk. No: 13 Sultanahmet ISTANBUL





## Congress tourism sees revival in 2018

After the increase in outsourced early bookings in tourism, the congress organizations have also begun to come back to Turkey.

Following an increase of 80 percent in early reservations, more good news came from congress tourism. The impact of European tourists' turning to Turkey once again has been immediately reflected in congresses and meetings. For example, the European Congress of Immunology (ECI), an important medical congresses planned for this year after having been canceled in 2016, has chosen Istanbul again for the installment to be held three years later. It is stated that 2018 may be the year of rebirth in this sector. Returns in corporate meetings have increased significantly. While the number of small-scale international congresses have increased, especially in Istanbul, the projects for the return of the big congresses have been accelerated under the auspicious of the Culture and Tourism Ministry.



Turkey's Meetings, Incentives, Conventions, and Events (MICE) industry, which has a volume of approximately \$6 billion, began to grow again after two years. The hopes of tourism professionals, who underline the fact that the plans for congress tourism are made in advance, had been postponed until 2019. The ECI chose Istanbul once again for the installment to be held three years later. Istanbul had lost the ECI, one of the major medical congresses planned for 2018, to Amsterdam in 2016. While Istanbul was seventh in the world rankings with the



congresses it received in 2010, it fell to 39th place in 2016. Projects have been accelerated to get to the top 10 again.

Turkey's Event, Meeting and Congress Industry Managers Association

(TETKID) Chairman Volkan Ataman said they received great return signals in congresses. "Especially at corporate promotion meetings as well as group meetings, there is a serious turnaround. The market is growing again. With the return signals of major international congresses, Istanbul again targets the top 10," Ataman said. Hilton Turkey's General Manager Armin Zerunyan said they learned last week that Istanbul was chosen for the World Congress of Phlebology, an important medical congress planned to be held in 2021. "It

has been the most positive news we have received on this issue for a long time. We see that Istanbul is taken into consideration once again," Zerunyan added.

The ACE of MICE Exhibition by Turkish Airlines opened its doors for the fifth time this year in Istanbul. At this year's fair, which has attracted more foreign visitors, 21 of the strongest purchasing group coordinators in the world, and media partners and 200 buyers from 40 countries will be able to cooperate with Turkish companies on an average of 10 business-to-business (B2B) meetings per day. Organization companies from European and Middle East countries, as well as the U.S., Canada, Argentina, India, China, and Russia, will hold the necessary talks to make organizations in Turkey at this fair. Volkan Ataman, president of TETKID and Tourism Media Group, also added that they expect more than 15,000 professional visitors during the three-day event.

# 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: 2538 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 Menteşesi 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

MEKA Avm - Bodrum  
Bir Homatex Kuruluşudur.





# NEW HOTEL OF CONCORDE HOTELS IN CYPRUS

Concorde Hotels & Resorts, which opened Concorde Deluxe Resort Lara in Antalya in 2005, is opening a hotel of 150 million dollars in the Bafra region of Cyprus.



Concorde Hotels & Resorts, which has increased its claim to the sector with its expanding brand variety, renewed its corporate identity with a modern and dynamic approach. The company revealed its claim to the new term with a redesigned logo inspired by the launch of a plane. Concorde Hotels & Resorts has made a second hotel investment in Cyprus after the Concorde Deluxe Resort Lara, which has been providing services since 2005 in Antalya. The Concorde Luxury Resort, founded with a \$150 million investment in the island's Bafra region, is scheduled to begin hosting its guests in June. Concorde Hotels & Resorts Board Member Dr. Erkan Yağcı, "We will continue our investments under the roof of Concorde Hotels & Resorts with facilities that will lead tourism and inspire. In addition to the our facility's modern lines, architectural structure, rich variety of activities, wide range of living spaces, the true reason for our claim is that we offer the first Luxury Villa concept in Cyprus. Another highlight feature is the diversity of landscapes we have integrated with more than 200 species of plants we have brought from abroad. By integrating these physical features of our facilities with the investments made in people and the Luxury concept, we will reflect them to the standard of service we will provide and bring a new breath to Cyprus," said at the press conference.

## FEASIBILITY FOR NEW INVESTMENTS CONTINUES

Concorde Luxury Resort, with 569 rooms and a capacity of approximately 1700 beds, is located on an area of approximately 80,000 square meters. The company will



employ about 1500 people with the opening of Concorde Luxury Resort, which has a total capacity of 2500 beds on two facilities and will continue its investments with the aim of being a group that is mentioned by its name in tourism. Dr. Yağcı said, "As Zaf Group, we are constantly doing feasibility studies in order to invest in tourism not only in Cyprus but also in Turkey and abroad."

## SUPPORT FOR THE PROMOTION OF THE BAFRA REGION

Dr. Erkan Yagci, emphasizing that as the group, they want to contribute to the promotion of the Bafra region, an undiscovered heaven in Cyprus with its unique beaches and quiet nature, said, "Our primary goal is to change the

tourism perception in Cyprus and inspire new installations. In addition, to diversify arriving guests, to introduce people from more countries to Cyprus and especially to increase the number of guests from Turkey, to be in harmony with the region and people, to add a value to our location as an environmentally friendly facility are our main targets."

## CORPORATE IDENTITY HAS ALSO BEEN RENEWED

Concorde Hotels & Resorts, a brand that is young, dynamic, innovative and keeping up with the times, has renewed itself to reflect this dynamism in its corporate identity. The new logo is inspired by the launch of a plane and reveals the brand's claim in the industry.



# YOU, ALWAYS DESERVE THE BEST

This historical Ottoman house, built in the 17th century and situated in the old town of Istanbul, has been faithfully restored. The hotel also boasts a Turkish Bath, which is perfect for a bit of relaxation after a full days sightseeing.

**Rooms:** 40 Standard rooms, 5 Deluxe Suites All rooms benefit from: air-conditioning, double glazing, mini bar, telephone, Internet access, Satellite TV, en suite bath or shower, WC and hairdryer.

**Facilities:** Coffee shop in lobby (breakfast only), bar, Turkish Bath, sauna, lift.

**Location:** Centrally located in the old city of Istanbul, 05 minutes walk to the Topkapi Palace, Hagia Sophia and the Sultanahmet (Blue) Mosque and 10 minute walk to the Bosphorus, where the ferry goes to the Asian side of Istanbul.

**Transfer:** 20 minute transfer from Istanbul airport.



Hocapasa Mah. Hudavendigar Cad. No:19/Sirkeci /Sultanahmet/Istanbul/Turkey

Phone:+90 212 514 54 00 info@hotelempirepalace.com

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



# EUROPE'S TOP TRAVEL GROUP FUELS HOPES FOR TURKEY RECOVERY

Europe's largest travel group TUI said summer bookings for Turkey were recovering, echoing comments by rival Thomas Cook and adding to hopes that pressure on profit margins for tour operators may ease.



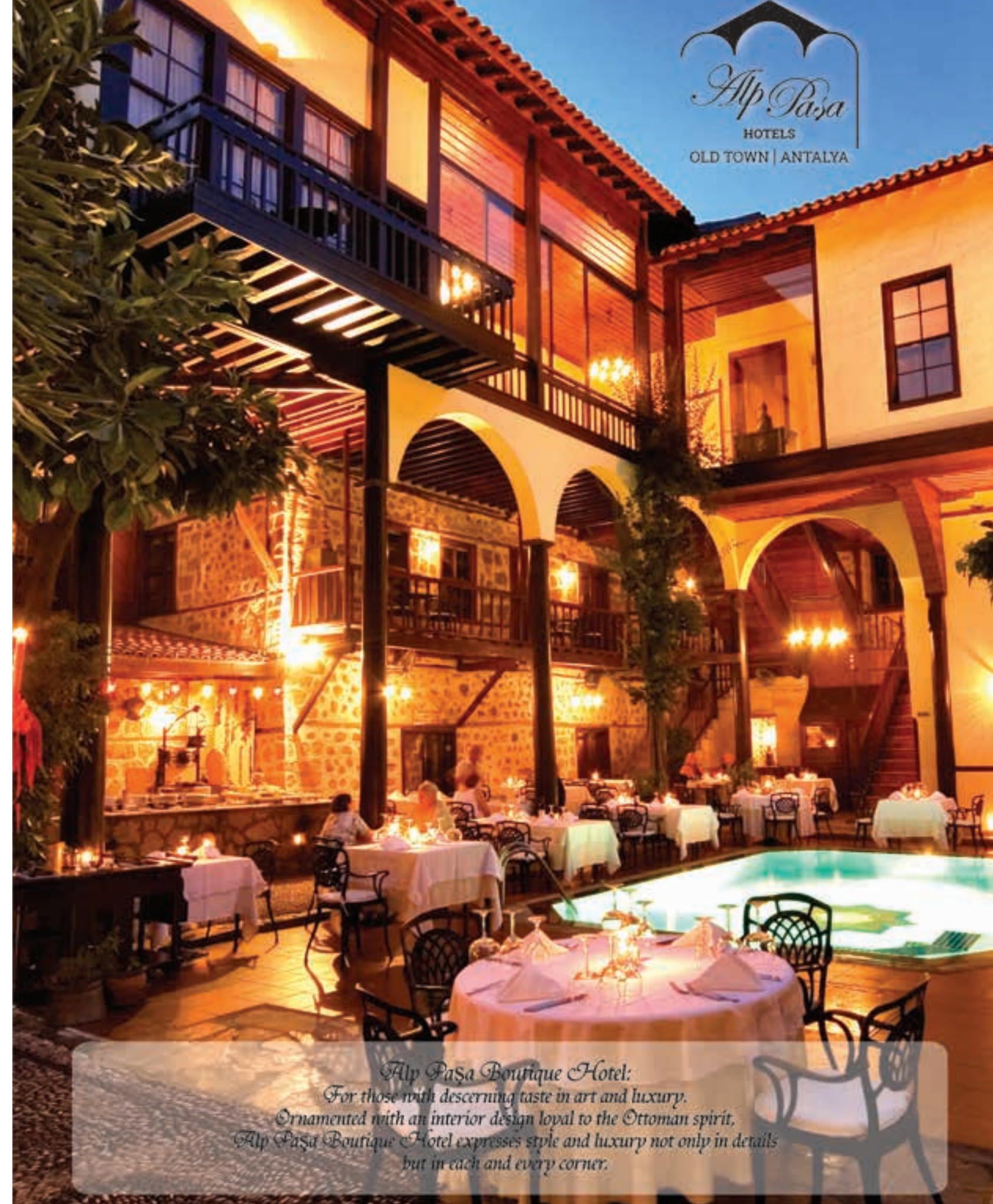
Travel companies and airlines increased their offerings to Spain over the last couple of years as demand shifted away from Turkey and Egypt on security grounds. The resulting competition put pressure on prices and was one of the reasons behind the demise of airlines Air Berlin and Monarch last year. TUI said bookings to Turkey from Germany for this summer were up by around 50 percent, while Egypt was also up. "Both destinations, which are very big destinations, are back," CEO Fritz Jousen told journalists on Feb. 13 after the group reported first quarter results.

Rival Thomas Cook last week said that recovering demand for trips to Turkey would help offset the impact on its business of rising costs in Spain. "Turkey and Europe will make 2018 a strong year for Thomas Cook and TUI," Bernstein analysts said on Monday as they upgraded Thomas Cook to "market-perform." TUI shares rose 2 percent in early trading on Feb. 13, the top riser on the FTSE 100. Asked to comment on the effect on margins, Jousen said it was currently about building volume in Turkey, adding TUI had extended some hotel contracts there last summer, when it could have ended them.



"We took a little bit of a risk and it is paying off," he said. TUI narrowed its underlying core loss by more than half in the first quarter to 25.4 million euros (\$31.3 million) and said it was on track to increase profits by at least 10 percent at constant currencies this year. Its hotels and cruises businesses helped to boost earnings in what is typically a loss-making quarter for holiday companies, even as it took a hit from the insolvency of Austrian airline Niki. TUI took a 15 million euro charge from the insolvency of Air Berlin

last year and added another 20 million euro write-down in the first quarter due to Niki, a former unit of Air Berlin which filed for insolvency in December. TUI had leased 14 planes to Air Berlin. Of those, seven are now being leased to Lufthansa's Eurowings and four are flying this winter for TUI. Jousen said TUI would like to fly two planes out of Dusseldorf and was interested in slots there. Dusseldorf was a hub for Air Berlin and is located in Germany's most populous region, making it attractive for airlines.



Alp Paşa  
HOTELS  
OLD TOWN | ANTALYA

*Alp Paşa Boutique Hotel:  
For those with discerning taste in art and luxury.  
Ornamented with an interior design loyal to the Ottoman spirit,  
Alp Paşa Boutique Hotel expresses style and luxury not only in details  
but in each and every corner.*

f AlpPasaHotel

t @AlpPasaHotel

AlpPasaHotel

Old Town Kaleiçi / ANTALYA







## QATAR & TURKEY TO BOOST TOURISM COOPERATION

Qatari business leaders and the visiting members of a Turkish delegation headed by president of the Middle East Tourism and Travel Agencies Association (OTSAD) Hüseyin Kirk, held a meeting at Qatar Chamber headquarters. Both sides held discussions on enhancing cooperation in tourism with OTSAD. Mohamed bin Ahmed bin Towar Al Kuwari, Vice-Chairman of Qatar Chamber (QC) received the members of the Turkish delegation headed by president OTSAD Hüseyin Kirk. The meeting reviewed ways to enhance bilateral relations, with special focus on boosting cooperation between Qatari and Turkish businessmen in the field of tourism and investment. QC's Board Member Rashid Al Athbah was also present at the meeting. The Turkish side invited the Chamber officials and Qatari businessmen to visit Turkey and attend the inauguration of the world's longest suspension bridge in Dardanelle Strait in March, 2018 in the presence of Turkish President Recep Tayyip Erdoğan. The event will witness business meetings for exploring new areas of cooperation and increasing investments in both sides, he noted.

He noted that Turkey attaches great importance to Qatar and highly welcomes Qatari tourists. On his part, Al Kuwari said that the tourism sector is a very important sector for both countries, noting that bilateral relations in tourism achieved great leaps within the past years. Number of Qataris visiting Turkey reached 46,000 tourists last year, he added, noting that Turkish and Qatari companies in the tourism sector are requested to come out with innovative ideas and new promotions, services and destinations to attract more tourists. Underlining the progress in tourism in Qatar, Al Kuwari said that it witnessed significant development, especially in the approach of the 2022 World Cup which will add more focus on Qatar worldwide. The international tournament will enable world delegates, fans and audiences to learn more about Qatari touristic potentials. This will stimulate world tourists to visit Qatar, he added. Dardanelle Strait is a narrow, natural strait and internationally-significant waterway in northwestern Turkey that forms part of the continental boundary between Europe and Asia, and separates Asian Turkey from European Turkey. One of the world's narrowest straits used for international navigation, the Dardanelles connects the Sea of Marmara with the Aegean and Mediterranean Seas, while also allowing passage to the Black Sea by extension via the Bosphorus. The Dardanelles is 61km (38 miles) long, and 1.2 to 6km wide, averaging 55 metres deep with a maximum depth of 103 metres at its narrowest point abreast the city of Çanakkale.

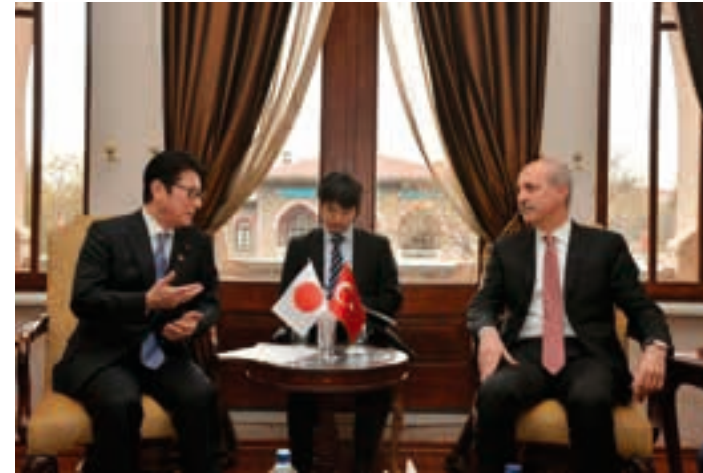
## MUSEUMS, ANCIENT SITES IN TURKEY START YEAR WITH RECORD

The number of visitors to museums and ancient sites increased by 57 percent in January this year. Earnings from museums and ancient sites reached 14.5 million Turkish Liras with a 236 percent increase in the same term, which is the highest figure since 2011. With 59,000 Museum Cards sold, the income from the card increased by 167 percent, which is the highest figure of all time. In a written statement, the Culture and Tourism Ministry said the January figures of museums and ancient sites, affiliated with the ministry, are supporting the rising momentum in tourism. According to the statement, the most visited places in January were the Topkapı Palace Museum, Hagia Sophia Museum, Mevlana Museum, Hierapolis (Pamukkale) ancient city in Denizli and the ancient city of Ephesus in Izmir.



## TURKEY EXPECTS 12M TOURISTS TO VISIT MEDITERRANEAN RESORT CITY ANTALYA

Turkey expects 12 million tourists will visit the country's Mediterranean resort city of Antalya in 2018. "We are anticipating that we will reach the 12 million-tourist mark in Antalya in 2018," Mediterranean Touristic Hoteliers Association (AKTOB) President Erkan Yağcı. "Russia and the European market are the backbones of Turkey's and Antalya's tourism," said Yağcı, adding that the European market could reach 2014-type numbers.



## 2019 TO BE TURKISH YEAR IN JAPAN

Speaking at an opening ceremony of "2018 Japan Festival" at the Turkish Japanese Foundation in capital Ankara, Numan Kurtulmus recalled 2003 was also a Turkish year in Japan. He noted the fact that 2018 is the 94th anniversary of diplomatic ties between Turkey and Japan. He said the number of tourists visiting Turkey was expected to rise this year. "In the new period, we will launch new markets in the Far East Asian countries, particularly in Japan, China, India, South Korea, Indonesia and Malaysia." About economic ties between the two countries, he said: "Japanese investors have always had an interest in large projects of Turkey. Avrasya [Eurasia] Tunnel, the third bridge. We will improve our strategic partnership with Japan in every field." The ceremony was also attended by Japanese Minister of State Masaji Matsuyama. Masaji said Japanese football player Yuto Nagatomo's transfer to Turkish football team Galatasaray would increase Japanese interest in Turkey.



## TURKISH AIRLINES' FLIGHT DESTINATIONS TOPS 300 WITH NEW ROUTE TO SIERRA LEONE

The number of flight destinations of Turkey's flag carrier has exceeded 300 with newly launched direct flights from Istanbul to Freetown, Sierra Leone, the airline announced. The new route will be Turkish Airlines' 52nd destination in Africa, following Accra, Lagos, Bamako, Conakry, Dakar, Abidjan, Cotonou, Douala, Yaounde, N'Djamena, Ougadougou, Niamey, Cape Town and Johannesburg.

## TURKEY WELCOMES 1.46M FOREIGN VISITORS IN JANUARY

Turkey welcomed 1.46 million foreign visitors in January 2018, the Culture and Tourism Ministry said. According to provisional police data, 1.46 million foreign nationals visited Turkey in January, up 38.5 percent from the 1.05 million who visited in January 2017, said the Ministry. Well over half of the foreign visitors last month -- 56.9 percent or over 831,000 people -- came to the tourist hot spot of Istanbul. Iran topped the list of visitors by country, with over 154,000, followed by Georgia with nearly 151,000 visitors, and Bulgarian with over 119,000. Last December, 1.7 million foreign visitors came to Turkey. Turkey welcomed 32.4 million foreign tourists in 2017. In 2014, the number of tourists visiting Turkey reached an all-time high of 37 million.



## TURKEY'S ANTALYA FAVORITE VENUE FOR GLAMOROUS INDIAN WEDDINGS

Turkey's southern resort city of Antalya continues to be a favorite destination for Indian couples getting married. The first Indian wedding of the year took place at a luxury hotel in Belek district, state-run Anadolu Agency reported on Feb. 6. Kunal Khatri, son of India's famous businessman Arjun Khatri, and Shena Tharwani, daughter of businessman Hiralal Tharwani, tied the knot with a gorgeous wedding ceremony starting with a "Turkish night." The wedding guests witnessed a luxurious entrance of the bride and groom. Bride Tharwani was brought on a throne carried by four people while groom Khatri was accompanied by three belly dancers.





# DAILY CITY TOURS



KNOWS WHERE TO GO IN  
**ISTANBUL**

[www.shetours.com](http://www.shetours.com)  
[shetours@shetours.com](mailto:shetours@shetours.com)

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

[www.istanbulshetour.com](http://www.istanbulshetour.com)  
[info@istanbulshetour.com](mailto:info@istanbulshetour.com)

Sultanahmet Mah. Fenerlikapı Sok. No: 3 D: 2 Sultanahmet/Fatih/İstanbul/Türkiye



**EXPLORE EVERYTHING  
ABOUT ISTANBUL  
LIKE NEVER BEFORE!**

[howtoistanbul.com](http://howtoistanbul.com)  
Life, Arts & Culture

**ONE  
ISTANBUL**





# 2018



THE YEAR OF

# TROY

ÇANAKKALE

**TIME TO VISIT ONE OF  
THE WORLD'S BEST KNOWN  
CULTURAL HERITAGE SITES;  
TROY in 2018**



REPUBLIC OF TURKEY MINISTRY  
OF CULTURE AND TOURISM



[www.troya2018.com](http://www.troya2018.com)



Facebook/TroyaYili2018



Twitter/TroyaYili2018



Instagram/troyayili2018

