

# turizm aktüel



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**TURKEY EXPECTS  
ANOTHER STELLAR  
YEAR FOR  
TOURISM  
IN 2019**

**UPBEAT TURKISH  
HOTELS CHIEF  
DEFENDS HIGHER  
PRICES FOR  
NEXT YEAR**

**GERMAN  
TOUR  
OPERATORS  
PREDICT  
STRONG  
BOOKINGS  
FOR 2019**

**TURKEY TO  
REPLACE  
'TURKEY' WITH  
'TURKISH'  
IN TOURISM  
CAMPAIGNS**

**JOLLY TOURS  
OPENS SERVICE  
CENTER IN ANTALYA**

Turkish  
Colourful





# ERESIN HOTELS

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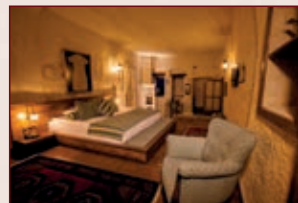
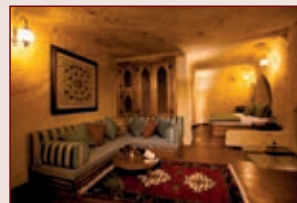
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**YAYIN TÜRÜ**

Yerel Süreli Yayın - Aylık Dergi

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UYMAYA SÖZ VERMİŞTİR.

# WTM LONDON, ONCE MORE

Hello from the special edition of one of the most important fairs of the tourism industry, WTM...

We are getting ready to leave behind the 2018 season. The sector is getting ready for the next season with brand new excitement and hopes. Every period has its own conditions. The stationary conditions may not be valid all the time. And this year, that is the case. We had begun the season with a great excitement. In fact things were going very well. But some unexpected troubles experienced at the end of the season have brought about little setbacks. Maybe we have paused a little. Even so, we have recovered fast. And now we are moving slowly towards the end of the season. No doubt that the numbers have begun to stand out in the meantime. The opinion of the sector representatives is that the year-end target will be met.

Have we not lost anything? We have. We got tired, upset, disappointed. However we did not give up hope. We were reborn, like a Phoenix, of our ashes. Now it is time to fly. Now it is time to reach the amount of tourists and income that once we were proud of. This is why WTM London is a beginning fair. The end of the season statistics are not yet defined. However recently announced statistics of third quarter heralded good amount both in number of tourists and in tourism income. This, of course, became a motivation for the sector who tries to get back on its feet. There are every year routines.

First, a wide evaluation of the season is carried out. The lessons of the experiences are described and the preparations for the new season begin. Thus WTM London is the fair to finalize a season and to start the new one with hope. Since every end is a new beginning this fair is the time when the excitement of the new season starts to be felt, first clues of 2019 will be seen and the first connections are done. As the tourism sector, we are waiting the 2019 season excitedly and hopefully. We want to be paid off our efforts. We stood up and we want to run.

The tourism sector workers who worked hard and spent heroic effort, the hoteliers spent superhuman efforts in order not to close down their hotels deserve this.

Turizm Aktüel Magazine which participates to internationally important fairs with special issues does not disrupt the tradition. Our first special issue is for WTM London. You will enjoy this volume in which the news of the sector, the forecast of the sector representatives for 2019 and the files about the beautiful destinations are included.

Our next special edition will be prepared for the UTRECHT Tourism Fair in Netherlands. Hope to see you, good-bye till then.

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# Tour operators start taking bookings for summer 2019

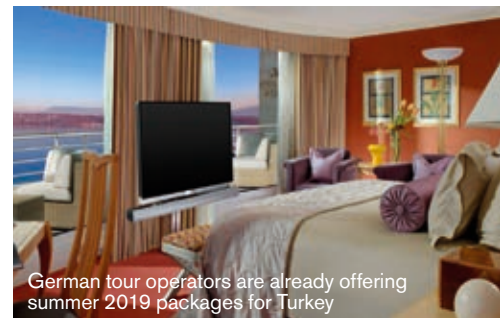
Leading German tour operators, including Thomas Cook, DER Touristik and Alltours, have opened up large parts of their summer 2019 programmes for bookings.



Thomas Cook was the first to go to market last week, with packages and hotel-only offers, including diverse early booking discounts, for major destinations from its tour operator brands Thomas Cook Signature, Thomas Cook Signature Finest Selection, Neckermann Reisen and Öger Tours. To date, 25 short- and medium-haul destinations can now be booked, including Majorca, Crete, Kos, Rhodes, Tenerife, Cyprus, Bulgaria, Tunisia, Egypt and the Turkish Riviera. More than 6,500 hotels and apartments are also available in European overland destinations, including Germany, Austria, Poland and northern Italy as well as cities and leisure parks. In addition, more than 50 destinations that account for the bulk of the long-haul programme are on sale, including the Caribbean (Cuba, Mexico, Dominican Republic), south-east Asia (Thailand,

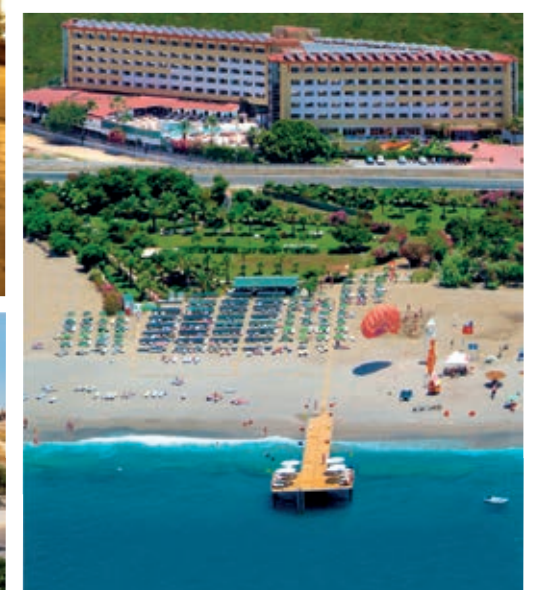
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Indonesia), Indian Ocean (Maldives, Mauritius, Seychelles), Dubai, South Africa and Namibia. Alltours was quick to follow and made more than 1,500 hotels available for booking. Most of these are in Greece, Spain, Turkey, Cuba and Thailand. The tour operator expects to have its entire summer 2019 programme on sale by the end of August, including its own 34 Allsun hotels. "Many regular customers take advantage of early bookings to profit from attractive flight prices and the high early booking hotel discounts," explained managing director Markus Daldrup. DER Touristik was the latest tour operator to join in yesterday. Its main package holiday



German tour operators are already offering summer 2019 packages for Turkey

brands ITS and Jahn Reisen opened up 1,000 products for booking, including key destinations such as Egypt, Bulgaria, Germany, Greece, Canaries, Majorca, Austria, Tunisia, Turkey and Cyprus. Germany's third-largest tourism group said that this completes its summer 2019 programme since Dertour, Meiers Weltreisen and ADAC Reisen holidays for next summer have already been on the market since the spring. These include all products for Africa, Asia, the Indian Ocean and the Orient.





## THE HEART OF THE WORLD CONGRESSES WILL BEAT IN TURKEY

Istanbul will be the city of congresses with the program 'I am Istanbul's Congress Ambassador'. In order to raise Istanbul to the top of the world congress destinations, Istanbul Chamber of Commerce (ICOC) and Istanbul Convention and Visitors Bureau (ICVB) initiated the campaign with the love of Istanbul.

I am Istanbul's Congress Ambassador programme hosted by the Chairman of ICVB and ICOC Şekib Avdağ was held at the Haliç Congress Center with the participation of İsmail Gültekin, Deputy Governor of İstanbul; Dr. Hayri Baraçlı, Secretary-General of İstanbul Metropolitan Municipality; Elif Balcı Fisunoğlu, European Director of the International Congress and Convention Association, representatives of the tourism industry, presidents of unions and academicians.

In his speech, Chairman of the Board of Directors of ICOC and ICVB Şekib Avdağ said, "The thing that makes İstanbul is the love for it. If İstanbul have succeeded in being the capital of empires, civilizations, cultures and trade for 8500 years, the love for it has a big sahnre in this." Avdağ emphasizing that as İstanbul Convention and Visitors Bureau, they are in an endeavour to make İstanbul the center of the world, said that the representatives of many



institutions working in the ICVB with love and loyalty, provided hundreds of international congresses and meetings to be organized in İstanbul.

Deputy Governor of İstanbul, İsmail Gültekin said in his speech that they will contribute to all stages of the targets set for İstanbul to be the city of the congresses, "We are evaluating what we can do better. We think that the new airport in the city will be a great advantage for the accessibility of the city."

IMM Secretary General Hayri Baraçlı

emphasizing that the congresses are of great importance for İstanbul's tourism said, "We are determining the problems of İstanbul and making strategical plans in order to make this city the centre of attraction. We also support universities with regard to creative studies."

After the speech European Director of International Congress and Convention Association, Elif Balcı Fisunoğlu, a plaque was presented to the representatives of the institutions that provided important congresses to İstanbul in the coming period.

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# TURKISH AIRLINES UNVEILS NEW CABIN CREW UNIFORMS

Flag carrier Turkish Airlines on Wednesday unveiled its new cabin crew uniforms. The new uniforms will be effective following the opening of Istanbul's new airport.

Inspired by many classic elements of Turkish design and culture, the new uniforms incorporate traditional patterns found in artisanal glassware, ceramics and calligraphy with contemporary textures and details. The collection combines shapes and colours found in Istanbul Bosphorus with a new 'flow detail', created to symbolise the effortless and dynamic energy flowing through Turkey's most dynamic city as an intersection between East and West. The global airline, which flies to more countries than any other, paired up with Milan-based Haute Couturier Ettore Bilotta to create the dynamic new uniform design heralding a new era and brand identity for the national flag-carrier.

Unique and recognisable with a deep red and anthracite grey palette, the collection includes hats, gloves, dresses, bags and accessories. Another key aspect of the project is that the uniforms of cabin, cockpit, flying chefs, and ground services will be streamlined under a single design approach to offer the passengers to live a holistic brand experience. Bilotta's designs bring together the form and function, an essential consideration for an airline that flies to most international destinations in the world. New designs were not only conceptualised in consultation with fashion leaders and Turkish Airlines' own team of cabin crew, but tested rigorously on long-haul trial flights in different climates.

M. Ilker Ayci, Turkish Airlines Chairman of the Board and the Executive Committee commented; "Turkish Airlines is always thrilled to collaborate with such creative and distinctive talents which blend elegant and



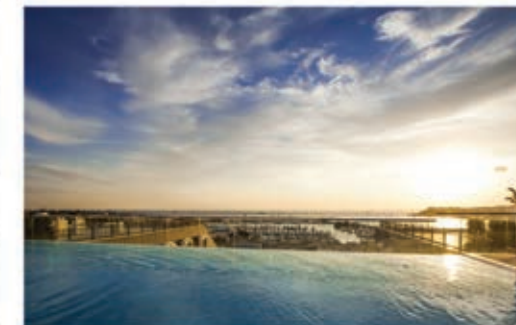
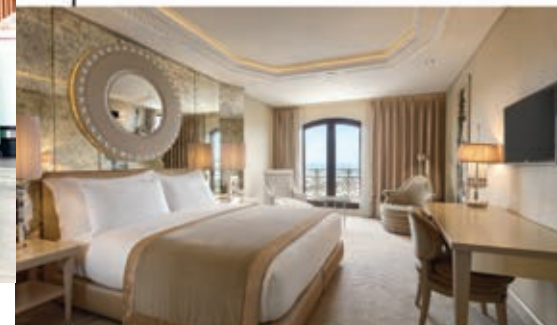
practical design. While maintaining traditional elements of Turkish design and culture, our new uniforms are professional and stay true to a culture of hospitality, just like our airline." Ettore Bilotta, the fashion designer behind the uniforms said, "When I started to design for Turkish Airlines, the first thing that inspired me was Istanbul. This city has been a melting pot for art and civilisation for centuries and has a rare richness as a common heritage of many cultures. I wanted to bring elements from traditional calligraphy and mosaics together with the new interpretations of Turkish motifs, which emphasize modern lines, into foulards and ties to reflect a contrast and duality."

To launch the new look, the national carrier teamed up with globally renowned British photographer and artist, Miles Aldridge to shoot the new Turkish Airlines cabin uniform collection in Istanbul's unique spots.



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# GOES TURKEY, COMES TURKISH

Minister of Culture and Tourism Mehmet Ersoy said, "From now on we will use Turkish instead of Turkey in our abroad promotions."

With the collaboration of Turkish Airlines and Ministry of Culture and Tourism scheduled flights from the most popular holiday destinations of Turkey, Antalya, Izmir, Dalaman and Bodrum-Milas to abroad destinations with a total of 67 frequency 34 points in 11 countries are organized starting from 2019. Minister Ersoy pointed out importance of qualified tourists rather than the number of tourists in the new period and shared the details of the "Direct Tourism Movement", which was started with THY.

## PROMOTION SUPPORT

"Turkish Airlines will provide serious publicity

support for these flights," Minister Ersoy said. "You cannot achieve success in tourism by telling Turkish Airlines to fly at a loss. That's why we will give promotional support to THY. We do not have time to lose by playing to the audience. In order for flights to continue for 12 months, hotels must remain open for 12 months. For this, we will also organize new bids. This cannot be done only for the revenue of accommodation. Our accommodation revenue is \$10 billion and our gastronomy income is \$5 billion. We want to equalize the two numbers in five



years. We have not given up mass tourism. We can catch up 50 million tourists, the target of 2023, next year, but we need to attract qualified tourists to the country and increase tourism expenditure per capita. We aim to bring 1 million qualified tourists to Turkey with new flights, now we speak the same language with Turkish Airlines. After that, we will use Turkish instead of Turkey in our publicity abroad. We will put THY at the center of the promotion. We will use budgets more efficiently. We will do a mono promotion instead of different channels. We will walk together." "We will contribute to the development of tourism with direct lines," said Ilker Aycı, Chairman of the Board and Executive Committee of Turkish Airlines. "We will try to attract qualified visitors to the country. We will give 1 million new and qualified tourists to our country with new flights. There's a win-win situation here. Turkish Airlines' summer occupancy is in good condition. With the direct tourism movement, we aim to move the occupations of summer to winter."



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## JOLLY TOURS OPENS SERVICE CENTER IN ANTALYA

Jolly Tours, with the investment carried out, shows that it aims to grow larger in Antalya, one of the most important tourism values in Turkey.



Jolly Tours' service center is opened in Antalya.

TÜROFED President Osman Ayık, Chairman of AKTOB Erkan Yağcı, Chairman of the Board of Directors Mete Vardar, Vice

President Mert Vardar, General Manager Figen Erkan attended the opening ceremony as well as department managers and sector representatives.

Speaking at the ceremony, Mete Vardar, Chairman of the Board of Jolly Tours, said that they would continue their investments. Noting that serving with 147 dealers and more than 500 system agencies across Turkey as Jolly Tours, "Our head office is



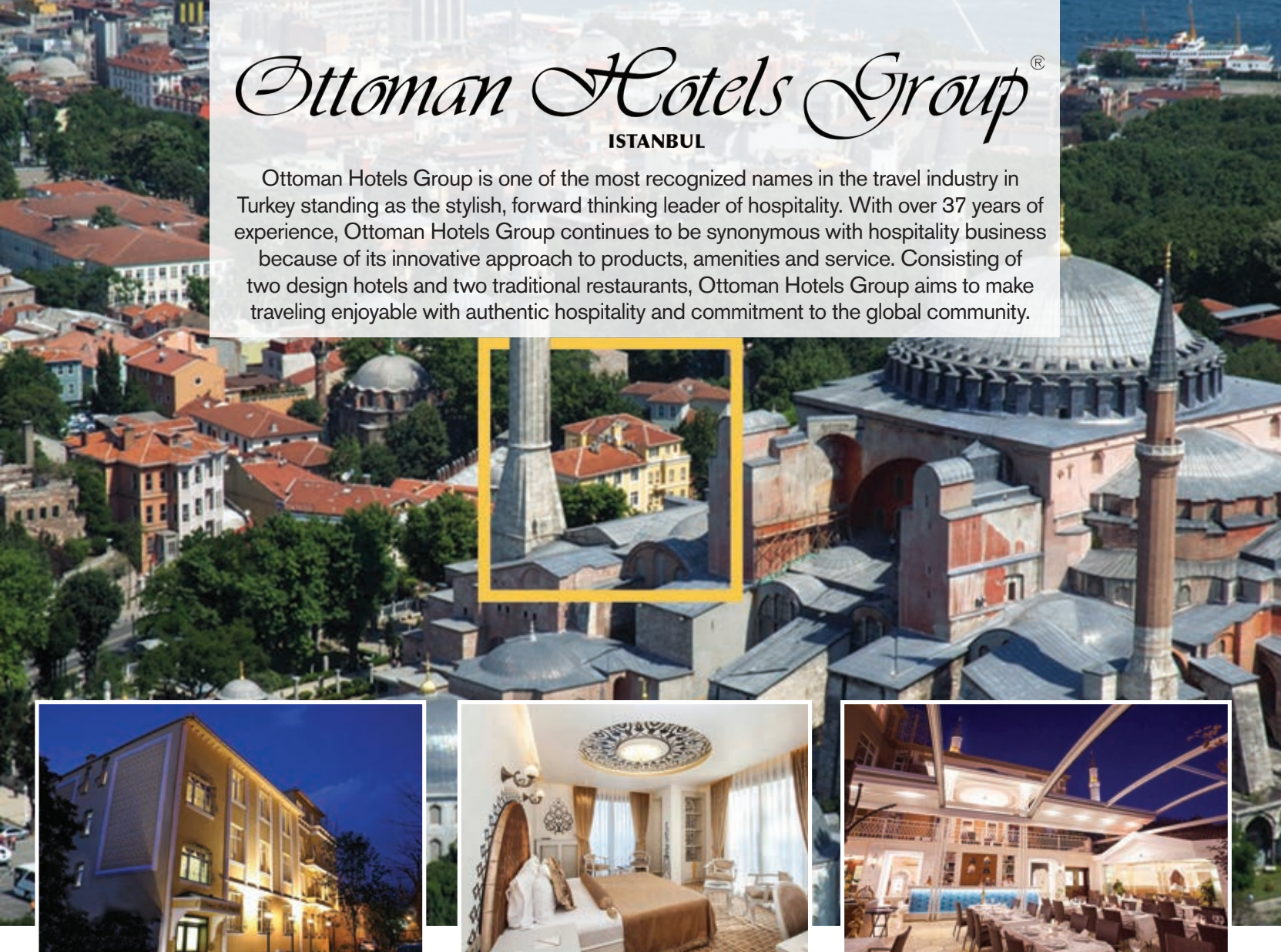
located in Istanbul. We had got a sales office in Antalya, but it was not enough in terms of our goals in this city. Today, as Jolly Tours we carry out almost 50% of our business through Antalya. Not only we want to bring tourists to Antalya, but also to create a holiday habit in this mega tourism city with 2 million inhabitants" said Vardar. Mete Vardar added that they will establish a call center within the Antalya head office and

said; "We will contribute to employment in the region. We lay out here as an operation center where all contract negotiations are held as well. We start our technological transformation by september. With it, we will take very important steps in the marketing of hotels of Antalya in Turkey and in the world. We will continue to grow in Antalya with our projects that contributes to tourism and economy of this city."

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Ottoman Hotels Group is one of the most recognized names in the travel industry in Turkey standing as the stylish, forward thinking leader of hospitality. With over 37 years of experience, Ottoman Hotels Group continues to be synonymous with hospitality business because of its innovative approach to products, amenities and service. Consisting of two design hotels and two traditional restaurants, Ottoman Hotels Group aims to make traveling enjoyable with authentic hospitality and commitment to the global community.



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The Ottoman Empire reigned over expansive territories for centuries and co-existed with many nations and cultures. The Ottomans have enriched the Ottoman Cuisine, synthesizing all the cultures they encountered, in order to compose a unique taste of its own, in the course of time. Several cuisines, derived from Central Asia, the Balkans, the Middle East, Mediterranean and Europe, have been the principal contributors to the Ottoman Cuisine. This cuisine proceeded mostly in the kitchens of the Ottoman Palace and therefore, the palace has turned out to be a unique place to grasp its tastes in full. Unfortunately, this magnificent cuisine has lost some of its unique flavors nowadays, since the guild of the palace cooks kept their recipes as professional secrets. We, Matbah Restaurant, engendered a selective and unique menu, comprising of twenty seven outstanding dishes from Matbah-ı Beray-i (Kitchen of Sultan's Palace) for your exclusive taste. All dishes served are sampled, improved and adapted to the criteria we meticulously implement today. The stunning recipes have been finalized and added to our selective menu, subsequent to consistent practice and efforts.

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## A NEW HOLIDAY CONCEPT FROM BARUT HOTELS: BARUT COLLECTION

Barut Hotels, among the most important enriching brands in Turkish tourism, introduced their new segment, Barut Collection, where all the experience since 1971 is transmitted.

Barut Hotels is preparing to offer a brand new service concept with their hotels "Barut Acanthus Paradise", "Barut Arum", "Barut Lara" and "Barut Kemer" which will serve as a part of Barut Collection beginning from April 1st, 2019. Barut Hotels, taking its place among the world tourism brands as Turkey's long-established accommodation brand, is getting ready to serve a brand new Barut experience with Barut Collection privileges with its almost half a century experience to its stylish guests who care details, happiness and authenticity. Barut Hotels gathered the hotels serving with "Stylish-All" concept, Barut Acanthus&Paradise, Barut Arum, Barut Lara and Barut Kemer, under the "Barut Collection" segment.



### HAYDAR BARUT: FOR ALMOST 50 YEARS, WE ARE SERVING FOR THE TURKISH TOURISM

"As Barut Hotels, founded in 1971 with the initiatives and visionary approach of Ali İhsan Barut, we have been serving for Turkish tourism for almost 50 years with over three thousand employees and ten thousand beds. We host about 280 thousand guests annually in our hotels. After inaugurating our 13th facility in May 2019 in Fethiye, we will continue our investments without compromising our philosophy, 'happy employee-happy guest'. Barut Hotels, acting with the mission of bringing innovations to



Barut Hotels Sales and Marketing Director Samuray Önen

Turkish tourism, we are excited to bring the Barut Collection to our sector." said Barut Hotels Chairman Haydar Barut.

### SAMURAY ÖNEN: WE ARE PROCEEDING OUR SERVICE TO THE UPPER LEVEL

Barut Hotels Sales and Marketing Director Samuray Önen started her speech by thanking the participants for being there on that special night of launching of Barut Collection and continued by defining Barut Collection: "Collection, as you know, is the compilation of the accumulation of knowledge, pleasure and passion of the collector that reflects the vision of the collector based on many years. Meanwhile Barut Collection is, carrying the products and services in our facilities to the upper level in accordance with our guests' requests during their stay thanks to our understanding of quality and service crowned by neutral platforms and international tour operators since our establishment in 1971."



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— ANTALYA —

# THE ACTUAL LEAP WILL BE IN 2019

Sector representatives evaluated the tourism in 2018 for Turizm Aktüel and announced their expectations for 2019. Perceiving this years record high numbers as a promise for a brighter season to come, tourism professionals say "we will experience the actual leap in 2019." The sector has taken justified pride of the arrival of more than 11 million tourists with an increase of approximately 28%. In 2018, when the Russian market reached the highest numbers in history with an increase of 22,5%, a similar success was observed in almost all of the European market.



## TÜRSAB PRESIDENT FIRUZ BAĞLIKAYA: WE EXPECT A HISTORIC RECORD IN 2019

As the tourism sector, our target for 2023 is to reach the target of 100 million tourists and \$100 billion in a period of 7 years in the short and medium term. After 2016, tourism sector recovered rapidly. In 2018, we expect a historic record in terms of both the number of arrivals and income. The target is 40 million tourists and \$32 billion influx. We are closing this year. We started to work for next year. Hopefully, these records will continue in the coming year. What we have to do as the sector is to trust ourselves and to show a consistent price policy. In terms of the number of tourists, reaching the desired figure is part of the target. The main objective is to implement the high price policy and to place it permanently in the sector. The target is to increase the amount of expenses per capita and to ensure that it is permanent. We are working together with our state for this.



## TÜROFED PRESIDENT OSMAN AYIK: 2019 WILL BE BETTER

We had established a steady success in the European market over the years. We have demands from Europe and Scandinavian countries. In 2015, we had reached 5.5 million. The next year we lost due to security and political problems and we take that back step by step." Ayık, telling us if everything runs its course this year, the acquired increase in European and Russian markets will continue likewise in the next year, said; "The Ukrainian market figures have increased dramatically in 2016 and 2017. As the market reached saturation due to the excessive increase in previous years, the number fell a little. The number of tourists coming from Iran reduced due to reasons such as economic embargo, reduction in value of the money, flight bans to other countries and departure fee restriction. With recovery in Russian, German and side markets much better days are on the way."



## TÜROB PRESIDENT TIMUR BAYINDIR: WE ARE OPTIMISTIC ABOUT 2019

Although I have my expectations from 2019, it is difficult to predict the tourism of 2019 from today. However I am optimistic about next year. The signs coming from the fairs of London, Berlin, Madrid, Moscow etc. are very important. On the other hand we can say that there are positive signals from pre-sales for 2019. One of our primary competitors in terms of products and diversity of tourism, Spain beat the records in the last two years, and it began to bleed with Turkey's entering the circuit again. We expect a deviation towards Turkey from the markets where Spain experience recession. We left behind a summer season which can be regarded as positive for our sector.



## AKTOB PRESIDENT ERKAN YAĞCI: WE HAVE PASSED A SUCCESSFUL TOURISM SEASON

2018 will be the best year of tourism in Antalya if the predicted figure of 14 million is reached by the end of the year. Next to the dramatic rise in the main markets, the decline in small markets was not important. Double-digit growth in almost all markets shows that we have had a very successful tourism season. Last year's rise in the Russian market is continuing. The growth in European market is more meaningful. We achieved a remarkable success towards the numbers of 2015 by providing a 32 percent increase in the number of tourists coming from Germany. We expect to reach the highest figures in 2019.





**ALTİD PRESIDENT BURHAN SİLİ: BAD SEASONS ARE LEFT BEHIND**

2018 season made its mark as the "year of records" even before it ends. Although the numbers of 2014, the legendary year of tourism, are not yet reached, consecutive records in this season made the sector professionals happy. In the Russian market the highest figures in history were reached with an increase of 22,5%. There was an increase of 30% in the European market. That was not all. Also source markets increased.



**GENERAL MANAGER OF RIXOS SUNGATE HOTEL DERYA BILLUR: BRITISH MARKET HIT PEAK**

The occupancy of all hotels in Kemer is around 80-90%. In 2019, we see that the Russian market is gaining momentum. Both in east and west there is an increasing interest in Kemer area. And now there is the UK in addition to this. The increase in the British market this year hit the ceiling. Pricewise 2019 will be difficult for the domestic market. As facilities we will strive to attract domestic market in accordance with the competition.



**MOVENPICK HOTEL GOLDEN HORN GENERAL MANAGER AHMET ARSLAN: EUROPEANS MISSED ISTANBUL A LOT**

Most recently in our hotel we hosted 100 people from Italy and 100 people from Russia. Now we are waiting a group from England. The meetings last averagely 3 days. Europeans have missed Istanbul a lot. After the 3-day meeting, adding 4-5 personal days, they extend the period to 8 days. These organizations are of great importance for Istanbul's image.



**LIMAK TOURISM COORDINATOR KAAN KAVALOĞLU: THE SEASON WILL BEGIN SOONER**

There is a serious revival in the MICE market in Antalya. In October-November, we hosted a meeting group almost every week on a national and international basis. Groups can reach up to 500. The tourists who arrive for the event spends an average of 120 euro per person. For such meetings the season will extend to the end of November, and advance the opening to March 2019.



**KAPTİD PRESIDENT YAKUP DİNLER: RICH IN ACTIVITIES**

The facilities in the region with fairy chimneys, underground cities and rock-carved historical monasteries, aim to host more Russian and Far Eastern tourists in 2019 compared to the previous years and to experience a new ve golden year. The decisions taken by Russia and Japan are exciting in terms of tourism.



**ELITE WORLD HOTELS CEO ÜNSAL ŞİNİK: THERE IS A DEMAND BURST FROM EUROPE**

This year, Istanbul received high demand from the United Kingdom, Spain, Italy, Russia and South America. In summer, touristic trips began, and in the period of September-December, companies started to come for their meetings. We are hosting 3 meeting groups in our hotels in Taksim this month. The real revival will be in 2019.



**KATİD PRESIDENT MURAT TOKTAŞ: WE ARE HAPPY THIS YEAR**

The 2018 summer season was a bit better than last year, while the gulf market made the hoteliers happy. Our forecast for 2019 will be much better in the gulf market. The most important reasons for this positive increase have been the long-standing efforts to this market and the direct flights from Kuwait in the first place.

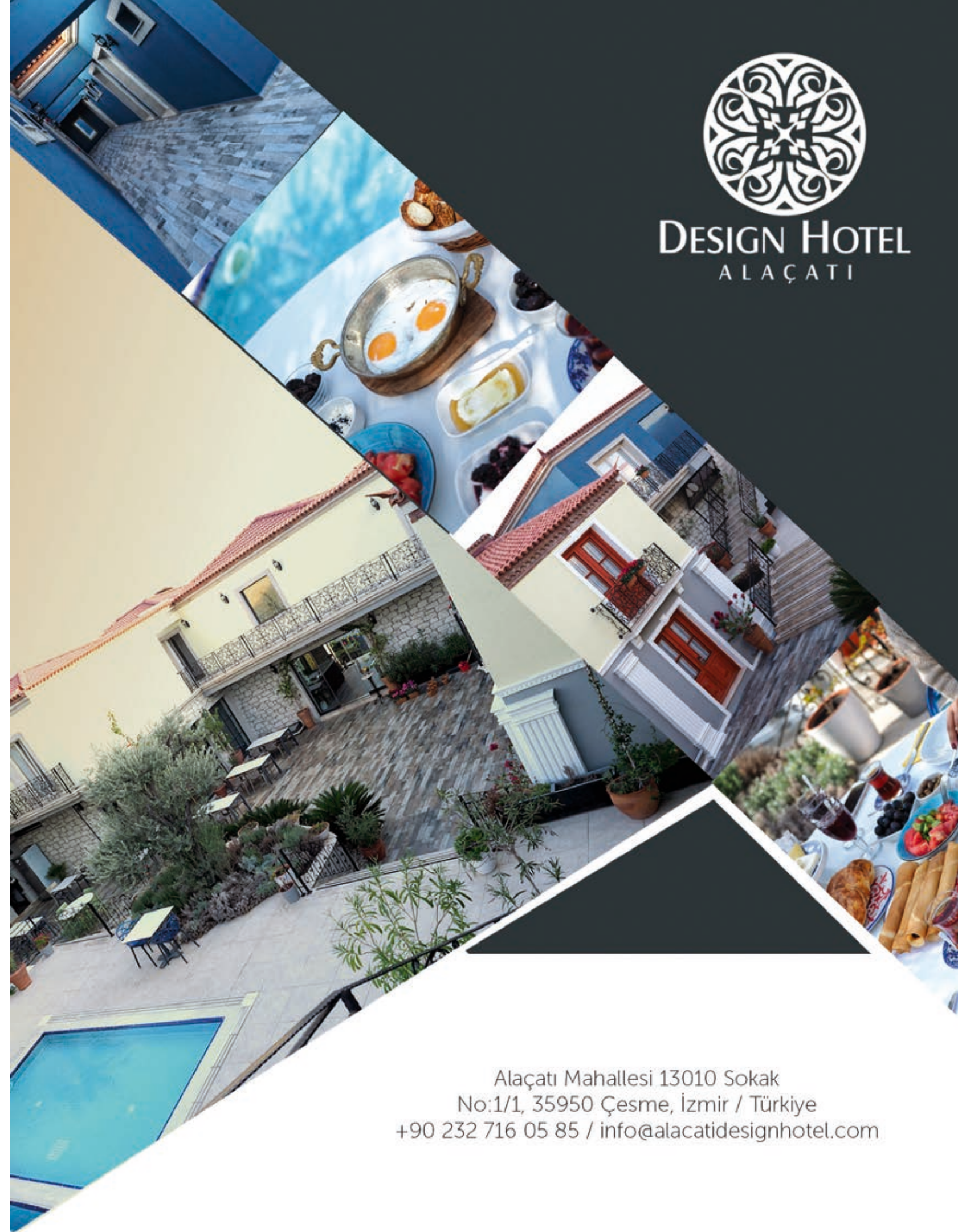


**OTTOMAN HOTELS GENERAL MANAGER SERDAR BALTA: EUROPEAN MARKET, CONGRESSES AND CRUISES ARE MUSTS FOR ISTANBUL**

Although the momentum of 2018 is going to get a bit better in 2019, as I always said in order to create a good picture we have to do the planning in the short, medium and long terms. I wish that the happy picture will take place in the second half of 2020 and in 2021 with the congresses, cruises and European guests.



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**LEVNI HOTELS CHAIRMAN AYDIN KARACABAY: THE BEACH TOURISM IS DOING GREAT WHILE URBAN TOURISM STILL NEEDS A HAND**

Tourism should be evaluated in two different categories. First one is the coastal tourism that includes sea-sand-sun in the south-coast and second is the urban tourism. Things are going pretty well in the coastal tourism segment. If everything goes well in 2019, it is expected to be even better.



**POYD PRESIDENT HAKAN DURAN: WE SHOULD CONSIDER THE DOMESTIC MARKET AS WELL**

Almost all facilities have been occupied by 100 percent since May. The facilities were busy until the 20th of October. The main market in our hotel was Russia. Although the domestic market is not bad, it remained at 15-16 percent. I wonder how the domestic market will be next year. Due to the exchange rate increases this year, domestic market prices remained high despite being low on Euro and Dollar basis.



**TÜROB VICE PRESIDENT MÜBERRA ERESIN: THERE IS POSITIVE MOMENTUM**

The number of European tourists arriving in Istanbul in the summer period got a move on. This mobility started to manifest itself as meeting groups in September and October. 5 years ago there were 10-15 meetings monthly. Now we have 2 or 3. We still did not reach those numbers of the past but there is a positive momentum. It will increase further after 2019.



**TUROYD PRESIDENT ALI CAN AKSU: 2019 WILL BE SEASON FULL OF SURPRISES**

In terms of Turkish tourism in 2018, if we base our expectations on 2014, the number of incoming tourists has been caught. Just in the prices and income level we are 23% below 2014. Comparing the 2018 season with the 2016 and 2017 season, the number of arriving tourists and the income group has achieved a positive recovery process with a difference of 29%. When we look at the 2019 season, we expect a season full of surprises. Considering the current inflation rates, an average increase of 17% in the prices in foreign market and an average increase of 35% in the prices in domestic market will be a subject. As we look at the higher package prices in Europe, we observe that the European tourists who prefer Spain, Greece, Portugal, Italy or France will gravitate towards Turkey.



**BODER PRESIDENT HALİL ÖZYURT: THIS YEAR THE NUMBERS OF 2015 ARE REACHED**

Tourism season began to recover since last year. This year we have achieved 2015 figures. We had a very good summer season and hosted our guests very well. It looks like 2019 will be a good season with our guests coming from abroad. I think we will catch up with the liveliness of the seasons of 2013-2014. We will continue to host our guests in the best way.



**ÇEŞTOB PRESIDENT YAKUP DEMİR: WE ARE DOING GOOD IN COMPARISON TO THE LAST 5 YEARS**

We made a research on the overnight rate at 5-star hotels and boutique hotels. This year, over 2 million overnight stays took place. We are at a better place than the previous 5 years. We responded: 'Do not come on holidays, come in September.' Due to this promise, we faced positive response 90%.



**INNVESTA HOTEL GENERAL MANAGER ÜLKAY ATMACA: WE OVERTOOK THE NUMBERS OF 2014**

Belek is having a year over all seasons this year. All of the hotels in Belek are in good situation. All facilities are still full. According to statistics, we are overtaking the numbers of 2014 in 2018. for 2019 reservation demands are very high. The numbers tell that 2019 will be very good.



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## Foreign tourists praise Turkey as holiday destination

Enjoying their stay in Turkey, foreign tourists praised the country's nature, people, food and service, adding that the it is an ideal place for holiday

Foreign visitors in Didim along Turkey's picturesque Aegean coast urged others to visit as well, praising Turkey's nature, sea and people. "The atmosphere in the Aegean is wonderful, the people are wonderful. It's very pleasant here. Turks are sincere and friendly," said Liam Connor, a British tourist. "They have to come and see the beauty in Turkey. The service at hotels is great," he added. Didim hosts hundreds of thousands of domestic and foreign tourists with its famous 1,600-meter beach and cultural attractions, including the ancient city of Miletus and Temple of Apollo. Didim is known locally as "Little England" as many Brits buy

houses and stay in the town permanently. Some half a million people visit Didim every summer, including one-day trips. Tourists at all-inclusive or boutique hotels enjoy fun holidays thanks to the town's nature and beautiful sea and the local hospitality. "Don't hesitate to come to Turkey for holidays," said Teodora Grozdanova, visiting from Bulgaria. Praising Turkey's weather, people and food from past visits to Kuşadası and Bodrum, he said: "I like Turkey a lot. These are perfect places, almost like a little piece of heaven." "This is my first time here and I really loved it," said Trudie White, an American tourist. She said she had been to Cyprus before, and that she was very curious about Turkey.

"Good thing that I came and that I am here. Turkey is a wonderful country. Fabulous nature, wonderful people. I will definitely come again." Stephen Cross, a British tourist, said he had been coming to Turkey for holiday for seven years, noting that the country was an ideal place for holiday. "Do not think of anything negative about this country. There can be similar situations all over the world. Enjoy your holiday in Turkey," he said.

**TOURISTS SEE THE REAL TURKEY**  
Didim Tourism Association Chairman Tayyar Cengiz expressed that the Turkish people are very sensitive and gentle towards foreign tourists. Emphasizing that they expect a serious boost in tourism in the 2019 to 2020 season, Cengiz said: "No matter how much negative perception the European media create regarding Turkey, tourists that come here see the truth. Tourism should not be looked at as a place where people just come to travel and see. We currently have a competitive environment in the real sense. Turkey also saw an all-time high in the number of tourists coming to the country in the first quarter as it welcomed around 5.1 million tourists, which corresponded to an increase of about 35 to 36 percent compared to the same period of the previous year.



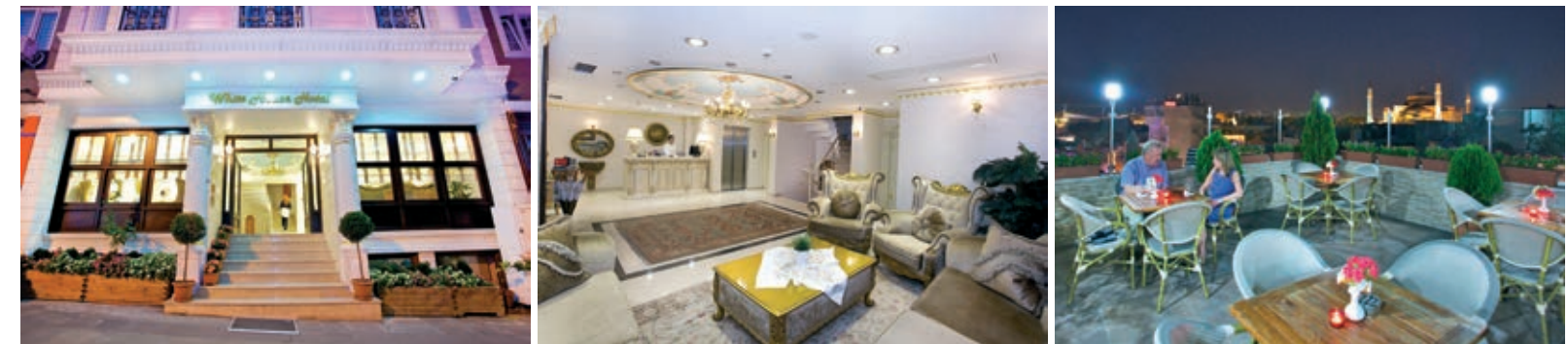
# White House Hotel

♦ ISTANBUL ♦



## A sparkle in Istanbul

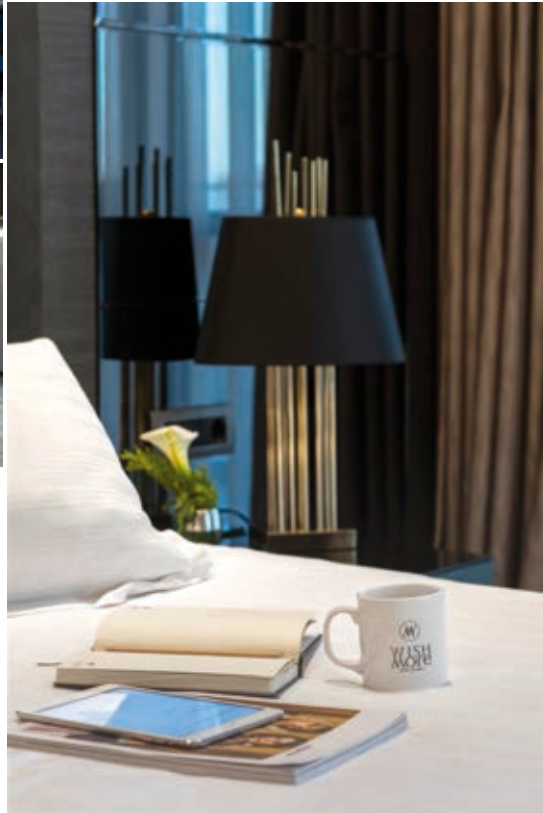
White House Hotel Istanbul is located in the heart of the historical peninsula and it is within walking distance to Hagia Sophia, Blue Mosque, Topkapı Palace, Archeology Museum, the Basilica Cistern, Grand Bazaar, Spice Bazaar, the Millennium Stone and Byzantine Hippodrome, which are the most important 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.





A city hotel that offers luxury and comfort with modern touches:  
**WISH MORE HOTEL ISTANBUL**

Operating in Bayrampaşa, Wish More Hotel Istanbul offers a joyful and comfortable accommodation experience by combining its central location with its flawless services and developed facilities.



Located at the center of Bayrampaşa, one of the most rapidly developing districts of Istanbul, Wish More Hotel Istanbul offers an enjoying and comfortable accommodation experience to its guests who travel for business and vacation thanks to its sincere service approach, high-quality services bearing the traces of urban culture, and innovative activities.

**A DIFFERENT ACCOMMODATION EXPERIENCE**

Offering high-quality and comfortable accommodation experience, spacious and luminous rooms of Wish More Hotel Istanbul combine comfort and luxury with a modest aesthetics. The hotel has 198 rooms in total with 29 suits that vary 26 to 97 square meters of size. All rooms offer spacious and illuminated places with top-down windows, furniture in white and anthracite and functional architecture solutions.

**MEETING OPPORTUNITIES ACCORDING TO NEEDS**

This luxury hotel that has 10 meeting halls equipped with cutting-edge technology offers a perfect place alternatives for efficient meetings, unforgettable wedding ceremonies and enjoyable celebrations with conference hall which may be divided into two parts if necessary, column-free ballroom

and open-air event/activity area. Standing out with 2 thousand m<sup>2</sup> of its size, Wish More Fitness & Spa functions with its SPA center serving with integrative care rituals in combination with eastern and western principles and boutique fitness hall equipped with cutting-edge technology implements. The modern SPA center in which spirit and body purification services are brought together and foreign therapists accompany you has five massage rooms. The Fitness center in which custom and group practices are applied with professional trainers offers an experience in full motivation with energetic programs.

**CREATIVE TOUCHES TO TURKISH AND WORLD CUISINES**

Concept restaurant of Wish More Hotel Istanbul located on the mezzanine floor reinterprets the most tasteful foods of Turkish and World cuisine with the touches

of gifted and creative chefs. While breakfast are offered in rich open buffet style, lunches and dinners are served as a la carte. Wish More Hotel Istanbul provides convenience with its central location, as well as its high-quality and comfortable accommodation experience. You may easily access to the hotel within a short time from central points of the city whether with subway, and private vehicles. Guests of the hotel can easily reach points such as Atatürk Airport, CNREXPO and Istanbul Fair Center, business centers such as Maslak and Şişli and symbol zones of the city such as Taksim and Historical Peninsula within short times such as 20 minutes. Only one kilometer away from Bayrampaşa Coach Station, the hotel is near to Forum Istanbul which is one of the biggest shopping malls and entertainment centers of the city including IKEA, Sea Life Aquarium and Legoland.



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# GERMAN TOUR OPERATORS PREDICT STRONG BOOKINGS FOR 2019

The German market looks set to grow strongly for Turkey next year despite higher hotel prices but more promotion is needed for Istanbul, according to participants at the recent fvw workshop Turkey.

Turkey can look forward to a good year on the German market in 2019 after its strong recovery this year, tour operators, travel agents and hoteliers agreed at the top-level event in Istanbul last month. The workshop was attended by about 200 German and Turkish participants and attracted significant coverage in Turkish media. Total visitor numbers from Germany are likely

to end at between 4.5 million and 5 million this year, said Songül Göktaş-Rosati, head of Öger Tours. This would still be less than the 5.6 million visitors in the record year of 2015 but well ahead of the 3.6 million visitors in 2017. "Tourists who switched to other destinations such as Spain in recent years are coming back because they clearly did not find the same quality of all-inclusive holidays,"

declared Kaan Kavaloglu, vice-president of the Antalya regional hoteliers association. The Aegean coast is also selling well thanks to modernised hotels and better flight connections, pointed out Hicabi Ayhan, FTI's Turkey manager. With tour operator contracting for next summer largely completed, Turkish hoteliers have secured higher rates in euros that will compensate for sizeable discounts in

recent years. Importantly, hoteliers hope that the higher euro revenues combined with a 40% drop in the lira exchange rate this year will allow them to cope with rapidly rising inflation and higher local costs for wages, energy and catering. For their part, German tour operators will hope to limit overall price increases for Turkey holidays thanks to stable flight prices. For example, Sun Express sales manager

Peter Glade said the Turkish-German leisure airline plans to increase capacity for summer 2019 but added: "Our price lists will remain mostly stable despite a €50 million rise in fuel costs." Competitors such as Condor, TUIfly, Corendon and Germania are also planning to expand Turkey capacity for next summer. Looking ahead, German tour operators and travel agents were optimistic about the outlook for Turkey in 2019 and predicted that the record of 2015 could be reached again. Travel agent Önder Sancarbarlaz, a member of the DRV destination committee, predicted: "The Riviera and the Aegean will boom." Deniz Ugur, CEO of Bentour Reisen, said: "The autumn is very strongly booked, the winter is well ahead of last year, and the first signals for summer 2019 are very positive." On the price increases, he commented: "We shouldn't always look at the price but at the value as well." Schauinsland-Reisen director Björn Conrad said he did not expect higher prices to dampen demand for Turkey holidays next year. Smaller tour operators, including dynamic packaging specialists LMX and Ferien Touristik (now owned by Turkish

group OTI), see similar trends. **CHEAPER ISTANBUL HOPES FOR A COMEBACK** In contrast, demand for Istanbul, a former tourism hot-spot, remains depressed compared to the peak year of 2015 when it attracted some 12.4 million international tourists. Germany remains the largest source market for Istanbul, with some 990,000 visitors in 2017 out of the total 10.8 million, according to official statistics. "We want three million German visitors," declared Sekib Avdagic, head of the Istanbul chamber of commerce ITO, at the workshop. But more needs to be done to promote the metropolis to German consumers, according to workshop participants. One positive factor is the lira devaluation which has made the city much cheaper to visit. Both Öger Tours and Bentour plan to issue special city trip brochures for Istanbul to try to spark off more bookings for next year. "Boosting bookings goes through offers," said Öger Tours chief Göktaş-Rosati. Bentour boss Ugur added: "Istanbul has never been so cheap. We don't have to hide that."



Kaan Kavaloglu



Songül Göktaş-Rosati



Hicabi Ayhan



Sekib Avdagic



Deniz Ugur



## HANDAN BOYCE AMONG THE TOP 25 WOMEN IN THE MEETINGS INDUSTRY 2018

Handan Boyce, General Manager of the Istanbul Convention and Exhibition Center is named among the Top 25 Women in the Meetings Industry. M&C's fourth annual list of the Top 25 Women in the Meetings Industry applauds outstanding professionals who've demonstrated extraordinary talent, leadership, creativity, and advocacy in our field.



## TOURISM SECTOR TO MEET IN EMITT TOURISM EXHIBITION IN ISTANBUL

One of the top four tourism exhibitions in the world, East Mediterranean International Tourism and Travel Exhibition – EMITT is set to bring together international tourism professionals and holiday consumers for the 23rd time in Istanbul between January 31 - February 3, 2019. Organized by EUF – E Uluslararası Fuarçılık, a subsidiary of ITE Turkey, EMITT will be held at TUYAP Fair Convention and Congress Center.

## HILTON EXPANDS TURKEY PORTFOLIO WITH A NEW ISTANBUL HOTEL



Hilton's continuous expansion in Turkey continues with the opening of a new Hilton hotel at Istanbul's bustling business district of Maslak. Hilton Istanbul Maslak joins 61 existing Hilton properties in Turkey and is the latest addition to the hospitality leader's flagship Hilton Hotels & Resorts brand. Conveniently located just a 30-minute drive from Ataturk Airport and a short walk to the subway station, corporate offices, high-end shopping centers, and concert halls, Hilton Istanbul Maslak offers 284 contemporary spacious guestrooms, from Deluxe Rooms to Executive Rooms and Suites – all boasting a functional design and beautiful city views. Guests staying in the hotel's Executive Rooms also have exclusive access to the Executive Lounge, where they can sit back and relax or make the final touches to a work assignment, all while enjoying a continental breakfast or complimentary refreshments.

## TURKISH AIRLINES HIRED 500 NEW PILOTS IN 2018: CEO



Turkey's flag carrier Turkish Airlines employed 500 new pilots in 2018 and the number of new pilots is expected to reach 1,100 by the end of the year, the airline's chief executive officer said. Speaking at a ceremony, Bilal Ekşi said 500 pilots, including 41 captains and 286 first officers, will be trained by the company, according to a press release published on Oct. 18. According to the statement, the flag carrier will have over

500 aircraft by 2023. Last year, the airline carried 68.6 million passengers with a 79.1 percent seat occupancy rate.



## RADISSON BLU OPENS IN TRABZON

Radisson Blu, the upper upscale hotel brand of Radisson Hotel Group, announced its latest hotel opening in the historic Turkish city of Trabzon. The 162-room Radisson Blu Hotel, Trabzon is located in Boztepe, the city's cultural heart, and provides stunning views of the Black Sea. This recent opening brings the portfolio of Radisson Hotel Group to 21 hotels in operation in the country.

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# Upbeat Turkish hotels chief defends higher prices for next year

Hoteliers on the Turkish Riviera could hike prices for German tour operators by up to 10% for 2019 after a strong comeback this year in a bid to recover to pre-crisis price levels, according to a leading hotel industry chief.

Turkey is enjoying high double-digit growth rates on the German market this year as consumers regain confidence in the destination and benefit from good value for money packages. After a record figure of 5.6 million German visitors in 2015, the number slumped dramatically to 3.9 million in 2016 and dropped further to 3.6 million last year as many holidaymakers were turned off by political disputes. Osman Ayik, president of the Turkish hotel federation Türofed, told fww in an interview: "This pickup is extremely important for us as the German market is of central importance for the whole tourism sector." Asked about expectations for this year, he said: "We have strong bookings but we will

not reach the record year of 2015 with 5.6 million German visitors. We expect about five million German guests this year. That would be (the same as) the position of 2014, even if the level of revenues still lies lower." Ayik did not expect the presidential election to have any impact on booking patterns. On pricing issues, Ayik explained that after having to cut prices in 2015 and 2016 due to the downturn in demand, Turkish hoteliers were able to increase rates for the German market by about 5-10% last year and this year. "But there is still a gap of about 10 - 15% compared to 2014," he pointed out. As a result, further rises can be expected for summer 2019, he said. "On average,

hoteliers will have to increase their rates by a further 10%. Otherwise we cannot maintain our quality." In particular, hoteliers face rising costs for energy and staff, and also have to invest in their properties, he pointed out. Asked about source market trends, the long-serving hotel association chief emphasised that Turkey needed to protect its traditional markets, especially Germany and Russia, while developing others. For example, the British market is currently growing strongly due to the weaker pound which had led British holidaymakers to avoid more expensive destinations such as Spain and Greece. Ayik said the Russian market was likely to grow about 15-20% this year, although hoteliers had been forced to reduce prices for Russian tourists due to the devaluation of the rouble against the US dollar. Looking ahead, Ayik predicted there would be few new hotels in the Antalya region in the next few years as there was sufficient capacity. "But there will be a lot of renovations, as many hotels are 10 - 15 years old," he said. The hotel association chief also underlined the importance of the Aegean Coast region, with its range of smaller hotels, for Turkish tourism but admitted it would take longer for Istanbul to make a comeback. Asked about his expectations for the medium term, Ayik commented: "We expect a good season both in 2019 and 2020. It should be our aim for the German market to reach the figure of seven million guests within five years. In total, Turkey can reach more than 50 million visitors in three years' time," he predicted. "This year it will be 40 million."

Osman Ayik is president of the Turkish hotel federation Türofed.



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## Turkey's Lionel Hotel introduces new innovative app

Application brings all services of Lionel Hotel to fingertips of its customers.

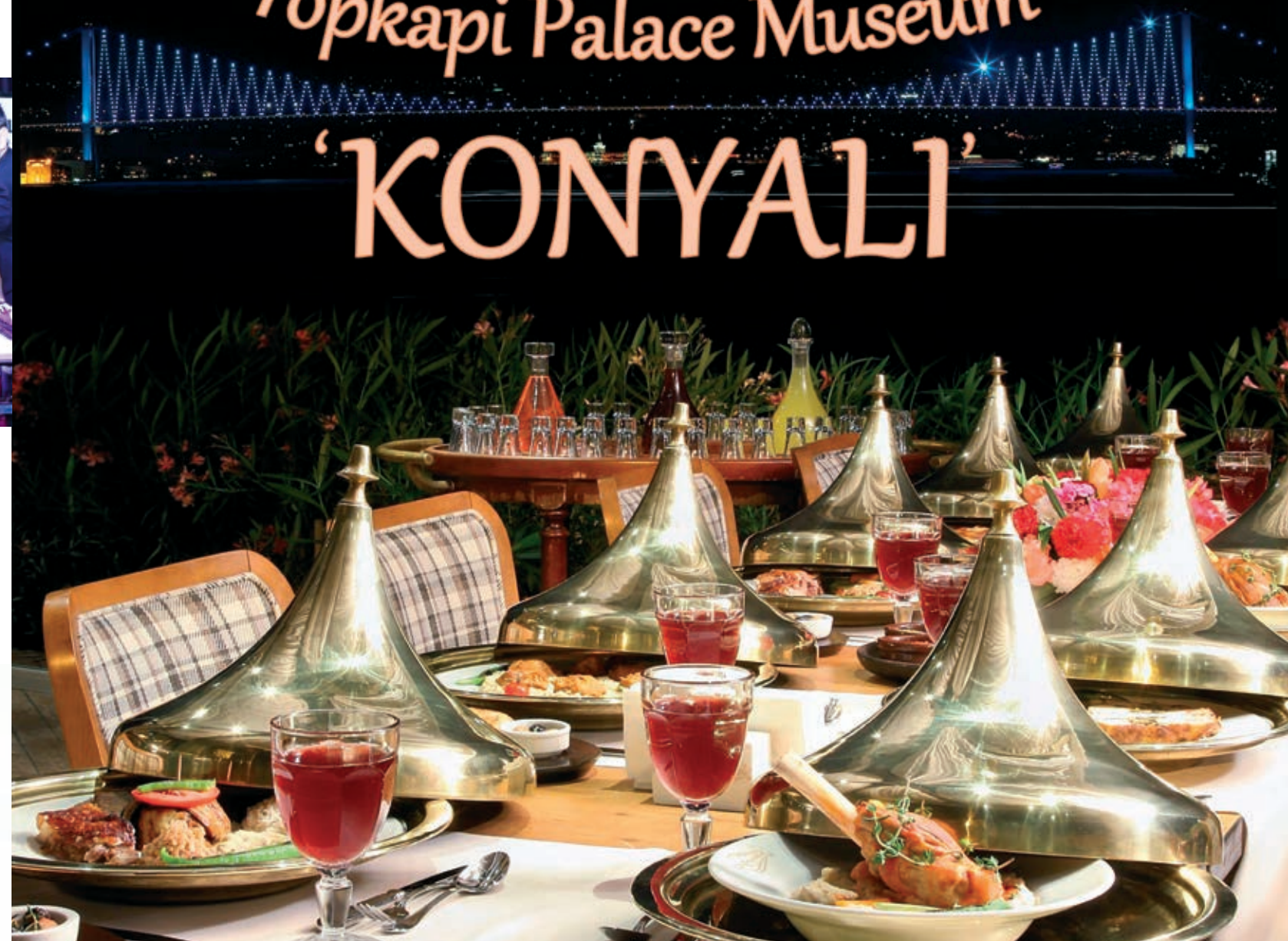
Turkish Lionel Hotel has introduced an innovative application for online hotel services, according to Engin Kidan, the general manager of Lionel Hotel. In cooperation with We Bee -- technology company providing end-to-end solutions -- the hotel developed a special application which brought all services of the hotel to the fingertips of its customers. The App was Turkey's first application to be introduced in the hotel industry.

During an inauguration event on, Kidan said with the 23 years of experience in the resort industry in the Mediterranean city of Alanya, Lionel Hotel in Istanbul is among the hotels

which apply the fastest technology and best practices of new generation hotels. "As we draw closer to end of the second year of our hotel, our guests will be able to meet all their needs at the touch of a button with the new application we have launched," Kidan added. The application offers the guests to plan all their activities in the hotel in advance, as well as proceed with the payment procedures. The launch of the application was followed with a concert by famous Turkish pop singer Demet Akalin. The Lionel Hotel started its services on Nov. 8, 2016, with a total investment of €50 million (around \$58.2 million).



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



## TROY DESSERT FROM MATBAH RESTAURANT

Within the scope of 2018 Troy Year, 'Globi', the dessert of Archaic age, will be present in the menu of Matbah Restaurant for its guests until the end of the year.

We recall the recipe of Globi, a famous dessert in antiquity, from the notes of Cato and Philoxenus. Claiming ownership and presenting it as a gift to the region by the name "Çanakkale Troy Dessert", OPET chef Özlem Mekik moved this special dessert to the present day with a different interpretation.

## THE ZEST REACHING TO OTTOMAN PALACE CUISINE FROM ARCHAIC TIMES

The events such as Fatih Conquest Menu, Fish in the Ottoman Cuisine, Ramadan Menu, Non-Muslim Cuisine In Ottoman Empire, Shab-i Arus Mevlevi Table by Matbah Restaurant, one of the representatives of Ottoman Palace Cuisine in Istanbul and Chef Kadir Yılmaz, who uses his kitchen as a laboratory, attracted very much attention. Matbah Restaurant will present this recipe from antiquity to the taste of its guests as part of 2018 Troy Year. Chef Özlem Mekik and Chef Kadir Yılmaz, who gathered at Matbah Restaurant for tasting, also exchanged ideas about the contribution of gastronomy to promotion of destinations.



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## They are now “Ambassadors of Tourism”

Aiming both to promote historical and touristic places and demonstrate that it is comfortable and safe for tourists, TURSAB (Association of Turkish Travel Agencies) took the ambassadors to Turkey to a tour.

Turkey is adding a new step everyday to the huge ones taken for the improvement of its tourism diversity and revenue. In tourism sector, which is expected to reach 40 million tourists this year, it is foreseen to reach more qualified tourists by 2019 especially through culture, history and congress tourisms. Accelerating the work in this context, Association of Turkish Travel Agencies (TURSAB) took the

ambassadors of foreign countries in Ankara on an excursion. In this excursion whose first stop was Gaziantep and Şanlıurfa, the Ambassadors of China, India, Macedonia, Ukraine and Bosnia and Herzegovina were warmly received with their families. Chairman of TURSAB, Firuz Bağlıkaya, saying that this excursion of Turkey starting with the Southeastern Anatolia region will continue with all ambassadors to Turkey,

reflected that by this means they are able to show foreign countries how safe the region is even from a closer aspect.

### LARGE REVENUE TARGET

“We should consider the ambassadors in our country as the missionaries of their countries. If we do not tell them, if they do not see the people in their countries would never know. Eventually people come to our country with a perception that derives from the reports and speeches of their ambassadors to our country. A false image was shaped of the area. A region with such history and culture which roots in very ancient times, changing the history of humanity, should be better understood and welcome millions of tourists”, said Bağlıkaya. Bağlıkaya expressing the difficulty to reach the big targets of tourism revenue and the number of tourists without including this region, stated that this is the reason why they are working for the improvement of the cultural tourism. Bağlıkaya said; “The capacity of sea-sand-sun vacation is obvious. The expenditure remains low as Turkey does not deserve this. We want to uncover the treasure of this region and let more tourists see it.”

Reminding the decrease in the number of

the tourists received in the region in 2015-2016, the years in which tourism was in a difficulty, Bağlıkaya said, previously the region welcomed tourists from the high-income countries such as Japan, India, America and Canada. “We will support the rise of interest in the region by increasing the flights, he said.

### ANTALYA HAS THE LUCK FOR BOLLYWOOD’S OSCARS

Turkey, while continuing to increase its share of the tourism pie, is trying to diversify the market starting with far east countries for high-income target. Being one of the first countries in terms of high-income-tourist, India’s touristic interest in Turkey is rising. Şanjay Bhattacharyya, the Indian Ambassador who participated in the trip pointed to the significant rise in the number of Indian tourists arriving in Turkey in the last six months. The ambassador, who advised on the diversification of the products, said Antalya was the strongest candidate for the award ceremony called Bollywood’s Oscars in 2019. The Bollywood Award Ceremony is held every year in a different city around the world. The candidate host cities for this ceremony propose their offers to India. The winning country is hosting both world-famous Bollywood stars and thousands of participants from all around the world. The Ambassador saying that by the end of this year, the Indian Minister and the Turkish Minister were expected to come together



to strengthen the relations between the two countries, added; “The award ceremony lasts one week and many events are held alongside with the ceremony. For sure, the winning country is paying a big amount, but of course the return of this mega-organization is much bigger.”

### INTEREST IN CAPPADOCIA

The Ambassador explained the necessity of strengthening the relations established between the two countries and bilateral work of the big tourism agencies and said that with the development of direct flight routes can be mentioned much better tourist numbers. “Istanbul and Antalya are already famous in India. Again Antalya is popular for the weddings. Also in Bodrum two important

wedding took place. Cappadocia is also becoming increasingly popular. Konya is also very popular among Indians because of Rumi.”

### RESPONSE TO THE FAMILY OF CHINESE AMBASSADOR: SELFIE

Firuz Bağlıkaya shared the following example while giving information about local cities’ image problem especially in distant geographies; “Chinese Ambassador Hongyang Yu told us that his family was concerned about the region as he was preparing for this excursion. Now we are going to take a selfie and send them. We are telling them; ‘look, hundreds of people eat, drink, talk, have fun here. It is as safe and happy as any other place in the world.’”





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## Fiebig hails “excellent” tourism year

The German travel industry has had an “excellent” year with strong revenue growth, although profits are lagging due to high costs, according to Norbert Fiebig, president of the German travel industry association DRV.

“This year Germans have travelled more and spent more on their holidays than ever before. The tourism industry is heading for an excellent year in 2018 in terms of leisure travel revenues,” he told some 600 participants at the association’s annual conference in Reggio di Calabria last week.

According to figures from market researchers GfK, travel agents have a 7% increase in sales revenues for 2017/18, including a 7.1% rise for summer 2018, as of end-September, he said. “Together with the double-digit growth for online travel portals, the total turnover of the organised travel market would end up nearly €2 billion higher than in the last tourism year,” the DRV president said. Moreover, the number of customers has increased by about 4% this year.

The main winners from this year’s strong demand have been specialist tour operators



Norbert Fiebig

and niche suppliers, who have grown more strongly than major tour operators, according to analysis by the DRV market research committee. The cruise market has also again grown strongly thanks to new ships. In terms of destinations, Turkey, Tunisia, Egypt and Greece have all profited from higher bookings in travel agencies. According to DRV figures, Turkey has a 60% rise on last year’s 3.5 million German visitors while Tunisia has grown by

80% from last summer’s 190,000 visitors from Germany, and Greece has remained on the growth path with a 20% rise. Sales also increased for Bulgaria, the UAE and Italy. But Spain, which welcomed nearly 12 million German visitors in 2017, has suffered a single-digit drop in travel agency bookings this year. “This is also due to the price policies of hoteliers,” Fiebig

declared, echoing similar comments from tour operators such as Alltours boss Willi Verhuyen with an 8% rise in revenues to date, according to GfK figures. Long-haul holidays are selling particularly well. But the Canaries, which account for one quarter of total winter season revenues, are below last year due to higher prices and competition from Egypt which has double-digit growth for the winter.

However, Fiebig was downbeat about the travel industry’s profitability due to intensive competition and the cost impact of flight disruption this summer. “The extremely positive revenue and booking trends are not fully reflected in the financial results of travel agencies and tour operators,” he admitted. The DRV president also criticised the administrative burdens resulting from the new package travel law, which entered force this summer, and reiterated the association’s long-standing criticism of the so-called ‘holiday tax’. This is the controversial taxation of hotel capacity contracted by tour operators. The situation has eased, however, following a recent Düsseldorf court decision that ruled against this taxation practice.







TOUR PACKAGES AND PROGRAMS  
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## BENTOUR REVENUES SOAR AS TURKEY HOTS UP AGAIN

Turkey holidays specialist Bentour is making a spectacular comeback this year thanks to surging demand for its top destination.

The specialist tour operator has been through tough times in the last few years as German holidaymakers turned their back on Turkey and mostly switched to Greece, Spain and other Mediterranean destinations instead. The family-owned company saw bookings crash to just 75,000 and revenues fall to €55 million in 2015/16, before business recovered last year with a strong rise to 120,000 customers. This year Bentour is enjoying high double-digit growth as Germans flock back to Turkish beaches. CEO Deniz Ugur told fww that the company has already set a new customer record this year and expects further growth over the final few months of the current business year. "Last-minute (summer) bookings and sales for the autumn half-term holidays are far from over," he pointed out. He believes customer numbers could reach 150,000 by the end of the business year, which would



be 25% more than last year and double the figure of two years ago. Revenue growth is even higher, and could take sales above the previous record of €95 million in 2014. At present, Bentour's revenue is 62% higher than last year at €74.3 million. If this growth rate continues, then the company would reach €120 million by the end of the year. Even if growth drops back to 35%, then revenues would still top the €100 million level this year for the first time. Revenue growth is outpacing the increase in bookings due to higher revenues

per person and more sales of package holidays. Ugur hopes to increase average revenue per person from the low level of €623 to about €800 this year. "This shift is also because we are selling many more package holidays again and fewer individual products," he explained. For winter 2018/19, Bentour has added 50 new hotels in diverse destinations and is offering a total of more than 200 hotels in Turkey as well as Cyprus, Spain, Portugal, Egypt, Tunisia, Morocco, the UAE, Thailand, Mexico, Cuba and the Dominican Republic.



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# SIVAS' THERMAL POTENTIAL OPENS TO THE WORLD

The 3rd International Thermal and Healthcare Travel Summit organized by Turkish Healthcare Travel Council (THTC) in collaboration with the Governorship of Sivas was held in Sivas.

With the participation of 250 delegates from 52 countries and local and foreign press members, the thermal tourism potential of Sivas was introduced to the world health tourism market, while thermal waters and doctor fish were introduced to the world. Sivas Governor Davut Gül, Sivas Mayor Sami Aydın, Head of Department of Services and State Investments of the Ministry of Trade Alperen Kaçar, Turkish Healthcare Travel Council - THTC founder Chairman Emin Çakmak, executives of Sivas Chamber of Commerce and Industry, the Rector of Cumhuriyet University, medical tourism professionals from 52 countries participated in the meeting

as well as civilian authorities of Sivas. In the booths at the halls outside the meeting room Sivas' tourism potential was introduced through thermal facilities, hotels as well as world-famous doctor fish and historical flavors. The famous kangal dogs of Sivas welcomed the guests at the entrance of the hall.

## SIVAS IS READY TO GO TO THE WORLD ARENA

Founder Chairman of THTC, Emin Çakmak speaking for the opening of the meeting by defining Sivas as "the cornerstone of the foundation of Turkish Republic" stated the importance of the city. Adding that Sivas has been a source of healing throughout

the history, Emin Çakmak said; "Sivas continues to spread healing. we thought that Sivas is ready to unveil itself for the world. We organized the summit with the crucial contributions of the Ministry of Trade, ORAN Development Agency, Sivas Municipality and other stakeholders. THTC is active for 13 years and has 375 members in Turkey, represented in 165 offices in 91 countries. Directors and representatives of 52 member countries of THTC attended this summit with partner institutions. Our Council has put signature to nearly 500 events in Turkey and abroad."

Alperen Kaçar, Head of Department of Services and State Investments of the

Ministry of Trade, pointing the health tourism as one of the services provided and that they will continue to provide support to THTC at home and abroad added; "Sivas is one of the top of our thermal cities. Sivas deserves this support with its potential and facilities."

## SIVAS; HEALTH WITH ITS THERMAL, PEACE WITH ITS AIR

Ahmet Emin Kilci, General Secretary of ORAN Development Agency, stated that Sivas has attracted great attention with the power coming from its past. "We also have the opportunity to introduce the historical and cultural past of Sivas. I also gained a clear understanding of the value of Turkey in health tourism during my overseas duty. As ORAN, we will continue to provide all kinds of support. This is a city of health through thermal and of peace through its air," Kilci said.

## SIVAS IS A CITY OF CIVILIZATION

The Mayor of Sivas, Sami Aydın, stated that they identified the important deficiencies of the city in 2005: airport and the facilities. He added; "The facilities built by the support of public and private sectors added value to Sivas. In this period of 15 years we have carried out many different programmes as city. We are extremely happy about the pointed arrived at. Sivas is a city of civilization. A city of history and culture. A city of tourism, health. With this summit, we will have the opportunity to introduce Sivas better. Information about the healing thermals will be transferred. We will be happy to treat people and to present the warmth of Anatolian people. We will see it not only as a win but also as a meeting of civilizations. We will host the world in Sivas with the fact that the world is shrinking."



THTC founder Chairman Emin Çakmak



Sivas Mayor Sami Aydın



Sivas Governor Davut Gül



## ONE OF THE CITIES WITH THE LOWEST CRIME RATE IN THE WORLD: SIVAS

The Governor of Sivas Davut Gül said; "We are having the biggest meeting in the history of Sivas. Over the last 10 years, more than 20 accommodation facilities have been constructed. Sivas is an accessible and safe city. It is one of the cities with the lowest

crime rates in the world. It has a history of 7 thousand years, powerful civilization and historical accumulation. The people of Sivas are aware of this. Sivas is an important city with natural and healthy products and healthy air in its 28 thousand km2 territory." Source: Sivas opens to the world with the thermal tourism summit.



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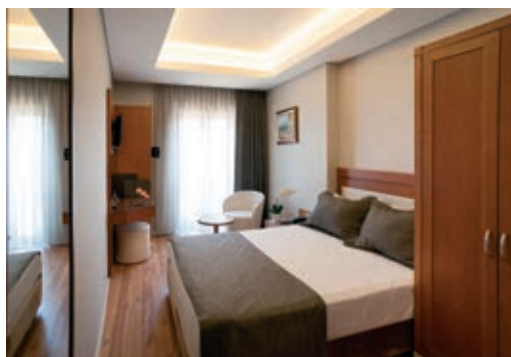
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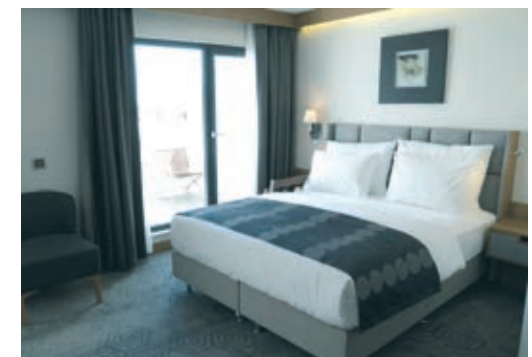
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## SunExpress sees big rebound in Turkish tourism industry

Jens Bischof, the CEO of the Turkish-German carrier SunExpress, said they are witnessing a high increase in the number of passengers traveling to Turkey, noting that they have seen a big rebound in the country's tourism industry

There is a big rebound in Turkish tourism, especially in the eyes of European tourists, Turkey is clearly coming up and very strong again, Jens Bischof was quoted as saying by Turizm Aktuel Magazine. The CEO of SunExpress added that the number of passengers the company carried to the southern holiday resort city of Antalya rose 30-35 percent year-on-year in the first half of 2018. "So 2017 was the record year [for SunExpress] and 2018 is going even better," he said. "And also if we look into the early stages of tourism in 2019, my prospects are very positive for the upcoming period." Recalling that 2016-17 was a challenging

year for the Turkish tourism sector, Bischof said the company had full confidence in not only the development but also in the recovery of the sector. "Despite all the uncertainties and challenges, 2017 was a breakout year for SunExpress," he said. The company carried 8.8 million passengers last year, the majority of whom traveled to Turkey's touristic destinations, Bischof said. He added that the company has a great confidence in the market therefore had already ordered 50 aircraft in 2014. "We will place majority of these aircraft here in the country," he said. Commending Turkey's "extremely well-developed" infrastructure, Bischof said business opportunities in



the country were vast and rich. "I like the business mentality and business environment that I found here. One major contributing factor is that you find a very young population in Turkey, the labor force is very well educated," he said. Bischof said investors can be successful when they understand the market well. "And also have to live little bit with the volatility and the cycles which we experienced in the market. But if you happen to do so, it can be very successful and certainly very exciting to work in Turkey," he added. Bischof recommended that investors who are interested in Turkey not place their investment decision in the hands of desktop research. "Come here, look at this country, environment, and infrastructure and create your own perspective. Because I believe if you do so you will gain trust to place investments in Turkey," he said. The Antalya-based SunExpress was founded as a joint venture of Turkish Airlines and Germany's Lufthansa in 1989. The carrier flies to around 80 destinations in more than 20 countries in Europe, Asia and North Africa. In terms of capacity, SunExpress is the biggest leisure carrier serving touristic parts of Turkey and Anatolia, Bischof stated. He said that the airline was named fifth best leisure airline in the world and best leisure airline in Turkey by Skytrax in 2018.



Jens Bischof, the CEO of the Turkish-German carrier SunExpress, said the number of passengers the company carried to Antalya was up 30-35 percent in the first six months compared to last year.



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## Öger Tours profits from Turkey comeback

Thomas Cook subsidiary Öger Tours has strong growth for Turkey and North Africa this summer and is expanding its winter programme for the destinations with new products and more flights.

The Hamburg-based tour operator is a clear winner from this summer's resurgent demand for Turkey, although as a Thomas Cook unit it is not permitted to disclose exact figures.

A delighted managing director Songül Göktaş-Rosati declared: "Turkey is making a very impressive comeback this summer. Overall we see a very satisfactory booking trend with a clear double-digit increase." Growth has been generated by strong early bookings by families, who make up 30% of customers, the return of repeat customers, including couples and 'best agers', and the country's "unbeatable" value for money, high quality and hospitality, she said.

At the same time, Öger Tours has very good bookings for Egypt, Tunisia and Morocco this summer. "We also have double-digit growth for North Africa. Most of this is for beach and active holidays such as diving in Egypt, but tours and Nile cruises are also gradually making a comeback," she emphasised. For winter 2018/19, the tour operator is holding prices stable across all destinations. It expects further good demand for Turkey, although it has reduced the number of hotels in its brochure by 10%, while the Orient brochure has been increased to 115 hotels, including 25 properties that are new to the programme.



Among various product developments, Öger is expanding low-price long-stay holidays to 104 hotels in Turkey, Tunisia, Morocco and Egypt, and introducing 'barrier-free' holidays for people in wheelchairs in several hotels in Egypt.

In addition, it is introducing Thomas Cook Group's My Room reservation offer in three hotels in Turkey. Like other tour operators, it will in future provide insolvency insurance

cover for hotel-only bookings by adding a destination services package to make them into full-service package holidays. The flight programme has been expanded with new year-round Condor flights to Antalya and Agadir, while the number of departures to Egypt (from Germany, Austria and Switzerland) has been increased to 190 with different carriers, up from 150 last winter.

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# TURKEY BECOMING MAIN CENTER FOR GLOBAL CONGRESS TOURISM

After years of relative quiet, Turkish cities have recently started to see an increase in the number of meetings and conferences. Congress tourism is being revived again in Turkey with good prospects for next year, raising expectations for a rise in tourism revenues

Turkey's successive records in tourism have carried over in to the MICE sector (Meeting, Incentives, Congresses, Events) as international companies have once again turned to Turkey

for meeting events. Tourism professionals expect the actual leap in 2019 as revival and mobility have started in the sector this year. Major companies in the U.K., Italy, Spain, France, Germany, Japan, Russia and India

have turned to Turkey for dealer meetings and in-house organizations. Most hotels in Antalya, which extended the season until the end of November, are hosting a meeting group every week. In many hotels in Istanbul, foreign companies hold two to three activities per month. The revival that started in September is expected to continue in October and November.

The tourism sector players said the process starting with the company meetings will trigger congress tourism as well. The fact that tourists arriving for the event tourism are in the upper-income group will also increase tourism revenues.

Turkey earns about 20 percent of its tourism revenue from the MICE industry. The groups coming to Turkey for event tourism stand out with their high expenditures. An average tourist spends 100 euros a day in Turkey, while tourists who travel for event tourism spend more than twice as much. The average daily expenditure of a tourist arriving in Antalya for a meeting event is 120 euros, even reaching 200 euros in

Istanbul. Expected to boost further with the end of the tourism season, this potential also brings income to other sectors such as accommodation, entertainment, music and gastronomy.

The number of people in groups arriving in Istanbul varies between 50 and 150, while they consist of up to 500 people in Antalya, tourism professionals highlighted. Although the companies' duration of the stay is limited to three days, the tourists arriving for the event extend this period up to one week. Recalling that European meeting groups have not come to the city for the last five years, sector representatives in Istanbul noted that meeting events are planned over six-month periods, adding as of February-March 2019, these meetings will reach seven to eight per month.



The Hotel Association of Turkey (TÜROB) Vice Chair Müberra Eresin said the number of European tourists arriving in Istanbul in the summer period increased, adding that this mobility started to be manifest during the months of September and October. "Five years ago, 10-15 meetings used to be held a month. There are now two to three meetings per month. We have yet to capture the previous figures, but there is a very positive momentum. It will increase further after 2019," Eresin added.

Stressing that there is a serious revival in the MICE market in Antalya, the Mediterranean Touristic Hoteliers Association (AKTOB) Vice Chairman Kaan Kaşif Kavaloğlu said in the October-November period, they will host a meeting group almost every week on national and international scale, pointing out that the groups can reach up to 500 people. He also added that tourists visiting for the event tourism spend an average of 120 euros per capita, and that such meetings will extend the season to the end of November,

opening 2019 in March. Movenpick Hotel General Manager Ahmet Arslan recalled that last week the hotel hosted groups of 100 people from Italy and Russia, while this week they have a group from Britain. "The meetings take an average of three days. But Europeans really missed Istanbul. After a three-day meeting, they stay for four or five more days, extending the duration to eight days. These organizations are of great importance for Istanbul's image," Arslan said.

Elite World Hotel CEO Ünsal Şinik said Istanbul received high demanded from Britain, Spain, Italy, Russia and South America this year. "Touristic trips began in the summer, and companies in these countries started to come for meeting events in the period of September-December," Şinik continued. "We are hosting three meeting groups in our hotels in Taksim this month. There are also reservations in October and November. The real leap will be experienced in 2019,"MO he concluded.

12. TURİZM FUAR VE KONGRESİ  
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## “LEADING BUSINESS HOTEL” OF EUROPE IS IN TURKEY

Wyndham Grand Istanbul Kalamış Marina Hotel exalted Turkey by bringing Seven Stars Luxury Hospitality and Lifestyle Award which has great importance for Turkey and tourism.

**A**ward ceremony of The Seven Stars Luxury Hospitality and Lifestyle Awards, one of the most prestigious international awards of the world which evaluates only the upper segment accomodation services, is held on the island of Crete on 6th of October this year. Wyndham Grand Istanbul Kalamış Marina Hotel, the most prestigious hotel on the Asian side, is awarded the Leading Business Hotel of Europe, which is described as Signum Virtutis. The winners from 15 different countries received their awards in the night presented by Ece Vahapoğlu.

### GREAT PRIDE FOR TURKEY

To this special premiere which took place in Out of the Blue Capsis Elite Resort Hotel, representatives from many countries of the world participated. In order to receive their awards, the winners from Turkey, Fiji, Austria, Zanzibar,

Nigeria, Switzerland, Norway, Greece, Italy, Germany, Russia, Indonesia, Maldives, Mauritius, Cyprus, South Africa, and the Czech Republic showed up in the biggest event of the sector. Wyndham Grand Istanbul



Kalamış Marina Hotel, in this organization where it represented Turkey, has had a good innings by being awarded the 'Europe's Leading Business Hotel'.

### “I AM INDEBTED TO MY TEAM”

Wyndham Grand Istanbul Kalamış Marina Hotel General Manager Mustafa Alparslan having said how much they are proud of receiving this prize of great importance both for Turkey and the sector, added “I am wholeheartedly grateful of my entire team who successfully represented our country and the brand of Wyndham Hotels&Resorts and announced our name to the world and of 'Friends of Wyndham Kalamış' for providing full support. I am proud of my wonderful team and my hotel, which makes difference with its every feature and every action. Our journey to the better, to the higher quality and to the more beautiful will continue accelerando.”



Coşkun Aksu, Kazım Akkuş, Avni Ongunlar, İbrahim Uzun.

## Turkey's flavor ambassador to London: KAZIM AKKUŞ

England's legendary Efes Restaurant is returning to West End, the center of London, where it was formerly born. Efes Restaurant will be reopened at the beginning of 2019 by Kazım Akkuş and his partner İbrahim Uzun in the West End with a new restaurant, the 6th branch.

**K**azım Akkuş, who established the Efes Restaurant and turned it into one of London's most preferred flavor stops, continues his journey of success by increasing the number of branches every year. The adventure of Efes Restaurant, put into service 45 years ago in London and represented rich Turkish cuisine in England, is a complete success story. Kazım Akkuş

continuing his journey of success with his partner, businessman, İbrahim Uzun, continues to reach new achievements and to be the pride of Turkey in England. The Efes Restaurant in the city center of London will return to West End and the 6th branch will be in service soon after Efes Commercial Road, Brick Lane, Stepney Green and Dartford branches. In a short time, it became a well-known brand among different cultures, including the British, the Turks living in England, the Arabs and the Greeks. Efes Restaurant is currently continuing its flavor journey with 6 branches in London.

Efes Restaurant, owned by Kazım Akkuş, the second Turkish honored by the “Freedom of the City London” for its contributions to the UK economy, is among the places that have been awarded by many organizations such as the Turkish Promotion Foundation and the BBC. Kazım Akkuş, also known as “Kazım Usta”, with Efes Restaurants he established and branded in the heart of London, introduced the Turkish tavern style entertainment to the

city including traditional songs, instruments and belly dancer along with the kebab. When Kazım Usta is mentioned, pleasant conversation, rosary, Galatasaray and backgammon come to mind. Kazım Akkuş was born in 1942 as the youngest of 6 siblings in the central village of Bolu. After finishing primary school in his village, he went to his uncle, who was a cook



Kazım Akkuş

in Istanbul. His first job was dishwashing at the restaurant. He became assistant chef of Abdullah Efendi in Beyoğlu when he was 14, assistant chef at the restaurant of Carlton Hotel in Yeniköy when he was 18. He served in the army during his compulsory military service in Izmir and Lüleburgaz as a cook. Upon his return from military service, with the help of his father, he opened his own restaurant with a capacity of 100 customers



Kazım Akkuş, İbrahim Uzun

in Bağlarbaşı, Gaziosmanpaşa. He became a “master” at an early age. Within 2 years he owns a tavern and a meatball shop in the same region. Kazım Akkuş, arrives in London with the “work permit” sent by famous chef of Turkish Embassy in London, İlyas İyisan. “The confusion in Turkey in those days created a social unrest. I used to be very fond of horses. I thought I could come to

England and get a good English horse. In 1971, having sold everything I owned in Istanbul, I came to London with my cousin İbrahim Akbaş. We forgot about the horse when we got back to the grind.”says Kazım Usta about those days.

### HAUNT OF THE CELEBRITY

Famous for its meat dishes and appetizers, Efes also frequently appears in the UK press. Efes now becomes a brand in London. Efes Restaurants are also frequented by British politicians and artists. It is also a place for those politicians, business people and artists who pass by London. The Mayor of Westminster, Harvey Marshall, who calls Efes “the pearl of the region” becomes a regular. Kazım Akkuş receives Freeman Award in 1998, which was received by Sultan Abdulaziz in 1867 in Freedom of The City London. Among the celebrities that have received this award are Nelson, Margaret Thatcher, Florence Nightingale, Winston Churchill and Nelson Mandela.





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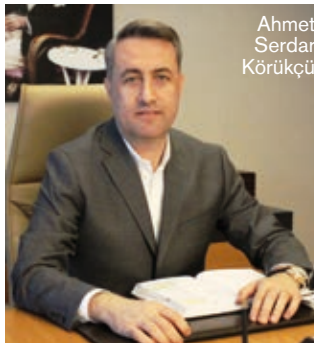
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## TURKEY EXPECTS ANOTHER STELLAR YEAR FOR TOURISM IN 2019

Turkey's positive ties with others, especially the European countries, have had a great impact on its tourism sector.



Ahmet Serdar Körükçü



Neşet Koçkar



Burak Tonbul



Cüneyt Mengü



Recai Çakır

Global travel agencies that bring tourists to Turkey have already begun signing contracts with local hotels for the next year. The initial figures suggest that a record number of tourists from Germany, China and the U.K. would visit in 2019, tourism professionals said.

Burak Tonbul, a board member at Diana Travel - the Turkey representative of Thomas Cook, said that the tension between Turkey and the U.S. has reflected positively on the Turkey-European Union ties.

He added that a positive political climate was immediately reflected on tourism. In Germany, there is great demand for a holiday in Turkey in 2019. Burak Tonbul said that contract signing with hotels are normally done late October and early November, but have been pushed forward this year. "Due to the serious demand this year, we have started to sign contracts early in August. There is little anti-Turkish feeling in Germany now. In fact, the positive feelings for Turkey have increased with improving relations. We think that the number of German tourists in Turkey will reach an all-time high next year," he said. He added that the same trend might be seen in the number of British tourists, who are taking a greater interest in Turkey. Tonbul said that despite the early sales, hotel room prices have increased 7 percent on a euro basis. So,

tourism revenue per capita may likely exceed \$700 next year from its current \$630.

Recai Çakır, president of Bodrum Promotion Foundation, said that world-renowned tour operators that had for three years paid no advance to Turkish hotels are now competing to find rooms. "Heavy demands will extend the season," Çakır said.

Qatar announced that it would invest \$15 billion in Turkey, after the U.S. currency attacks last week. The country has once again shown it was on Turkey's side. Its flag carrier, Qatar Airways has changed the routes of 24 flights to Turkey after Saudi Arabia, Egypt, Bahrain and the United Arab Emirates imposed an embargo on the country. The airline company is bringing tourists to Turkey from Far Eastern countries like Malaysia, Indonesia, Japan and China. Qatar Airways, which runs 17 flights to Turkey from six different regions in China on a weekly basis, will increase the number of weekly flights to 24 next year.

Tourism professionals think that this move will make a major contribution to achieving the target of attracting 500,000 tourists to Turkey. Head of Dorak Holding Ahmet Serdar Körükçü said China has been on Turkey's side, both economically and politically, in the face of the U.S. sanctions. "Some 2 million Chinese tourists will go to

the U.S. this year. But because of the U.S. sanctions on some Chinese companies, there is a serious reaction. The number of tourists going to the U.S. next year is expected to decline by 20 percent. Travel agencies are also recommending Turkey to Chinese tourists. It is expected that approximately 100,000 Chinese tourists will come to Turkey instead of the U.S. in 2019," Körükçü said. He added that around 250,000 Chinese tourists will be visiting Turkey this year and underlined that this number will double next year. Meanwhile, Russian and Iranian tourists, despite facing major troubles for being heavily exposed to U.S. sanctions, continue to come to Turkey. Mercan Tourism CEO Cüneyt Mengü said that there has been stagnation in the number of tourists coming from Iran, continuing, "However, this stagnation is due to economic reasons rather than political ones. If the Ministry of Tourism, the hotelier associations and agencies work together next year, we can exceed 2.5 million tourists from Iran." Neşet Koçkar, head of Anex Tour - one of the biggest players in the Russian tourism sector, said that they would break a new record in Russia this year. "If the aircraft fuel support to Russia, which suffers from economic problems, continues in 2019, the number of tourists will increase," he said.



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