

# turizm aktüel

Türkiye

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TOURISM'S  
KEYSTONE IN  
**ÇANAKKALE**

TURKEY EXPECTS  
RECORD TOURISM  
GROWTH FROM  
GERMANY IN  
**2019**

**TURKEY**  
TOPS 33  
EUROPEAN  
COUNTRIES  
IN TOURISM  
GROWTH

TOUR  
OPERATORS  
REPORT  
**STRONG  
TURKEY  
BOOKINGS**

**JOLLY TOURS**  
PROMOTIONAL  
CAMPAIGN OF  
TURKEY

**KEY LOCATIONS**  
FOR WINTER  
TOURISM IN  
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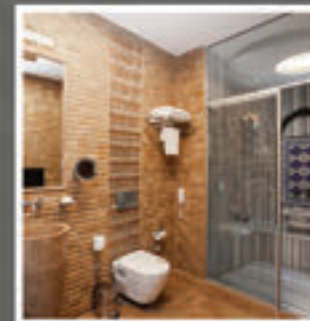
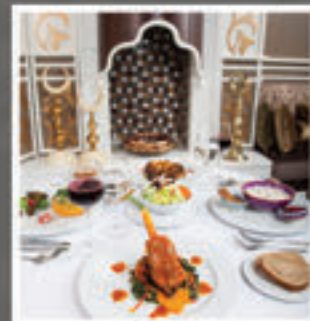
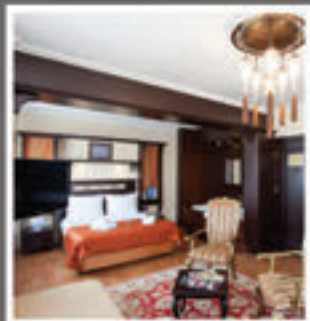
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UYMAYA SÖZ VERMİŞTİR.

# THE FAIR MARATHON IS ON

Hello from ITB Berlin Special Edition of Turizm Aktüel Magazine...

Another year has passed and once again we meet in Berlin, at the trade fair making tourism professionals from all over the world meet.

This is the place where we all promote our products, meet each other, learn about new trends and keep up-to-date about the aspects of the new season. This is where new plans for the future are made. And this trade fair is very important for Turkey.

In 2018, much has changed in Turkey but also all over the world. In Turkey change has brought negative effects in its wake. It seems that tourism in Turkey has to pass through difficult tests once again. Since many of the fine equilibriums have changed in 2019 and created many problems, there is a heavy load which has been left on the shoulders of tourism in Turkey. But each bad time has its heroes, and thus we witnessed many people who worked hard to promote Turkey abroad against all odds, who tried to keep morale up and to motivate others to follow their lead. We want to thank all of them from our heart.

Let's admit it, the expectations for tourism in Turkey are not very promising. It might be a bit early to be pessimistic, but still, the outlook is not fine. We cannot be sure at the moment how things will turn out, but we can be sure that the performance of all tourism professionals and of all the sector will play a big role. This is the reason why we are all called upon to shape our future actively, to take a proactive stance and to work with all our energy.

To give a little bit of information about ourselves: Along with this special edition to be presented at the ITB Berlin we have also prepared another special edition for the Trade Fair in England. We will represent our branch in Germany where we will strive to promote Turkey with our news and editorials. You will find the most important and up-to-date news on Turkey and its new hotel investments in this edition. Our next special edition will be published on the occasion of the Arabian Travel Market (ATM) which is held in Dubai in April. We are looking forward to meet you there as well soon...

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# Pre-bookings show European tourists head back to Turkey this year

Turkish Travel Agencies Association (TÜRSAB) Chairman Firuz Bağlıkaya said that European tourists are heading to Turkey again, as pre-bookings reveal that 2019 will be a brighter year for the tourism industry in terms of European tourists.

Turkey enjoyed a boom in foreign arrivals last year and welcomed 39.5 million foreign visitors, a 21.84 percent increase year-on-year, according to the Culture and Tourism Ministry. TÜRSAB Chairman Bağlıkaya told Turizm Aktuel Magazine that it is necessary to increase the number of destinations and extend the season in order to attract foreign tourists to the country.

Highlighting that the tourism industry broke records in 2018, Bağlıkaya continued that passengers in different segments, such as cruiser and congressional tourism, come a little late. Stating that tourists in these segments with high spending power and in good financial condition prefer such types of tourism, he said: "Therefore, they turn up a little bit late. There is a specific condition with cruises as they are planned approximately four years ago. The industry really experienced a setback in 2016. I think the demand for Turkey's cruise ports will

gradually increase in 2019." Emphasizing that they aim for record-high figures in tourism, Bağlıkaya said they will start the season with an objective of \$40 billion in tourism revenue and 50 million tourists. Touching on expectations for this year's season, Bağlıkaya noted that the number of European tourists in 2018 was lower than in 2015. He further stated that records were broken thanks to tourists coming from outside Europe. "Pre-bookings reveal that European tourists are coming back in 2019. 2019 will be a brighter year," he added. Russia was the top country with 5.96 million visitors last year, accounting for 15.1 percent of all foreign visitors welcomed in Turkey. Russia was followed by Germany with 4.51 million visitors, Bulgaria with 2.38 million, the U.K. with 2.25 million and Georgia with 2.07 million.

**UNDERLINING THAT THEY HAVE BEEN** closely monitoring the Far Eastern market,

Bağlıkaya said, "India and the Far East are deep markets. However, they are distant from us. Therefore, it may not be realistic to aim to bring 10 million tourists to Turkey from these markets." However, he noted that Turkey must gradually increase the number of tourists coming from these markets. "This is because tourists with high spending capacity come from there. This year, we achieved a growth of 60 percent in these markets. We aim to gradually increase this to 1 million and 1.5 million," he added. When mentioning possible visa problems tourists from India may face, he said this issue should be eliminated as soon as possible. "India needs to get more involved. There is a very serious visa problem there. When the visa issue is resolved in this market, it is likely to bring a major inflow to Turkey. We are in contact with the Foreign Ministry on this issue," TÜRSAB Chairman Bağlıkaya said.



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# Hotel occupancy rate rises in Turkey

Head of Turkish hotel union expects 10-12 pct rise in hotel occupancy, average daily rates this year



A hotel association on reported that hotel occupancy rate, revenue per available room (RevPAR) and average daily rate (ADR) for rooms increased annually in Turkey last year. Hotel occupancy rate across the country rose nearly 10 percent year-on-year to 66.2 percent in 2018, according to the Turkish Hotel Association (TUROB) report, based on a survey conducted by data and analysis company STR Global. RevPAR increased to €46.6 (\$53.5), up 17 percent while ADR for rooms went up 6.6 percent to €70.4 (\$80.9) during the same period. The report showed that Turkey

posted the highest increase in hotel occupancy rate and RevPAR among European countries. However, it could not catch the average of Europe. In Europe on average, hotel occupancy rate was 72.4 percent and RevPAR was €114.4 (€128) last year, the report said. Timur Bayindir, the head of TUROB , said the country should focus on congress tourism in order to raise revenues per available room. "We are expecting 10-12 percent rise in both hotel occupancy and average daily rates this year," Bayindir said.



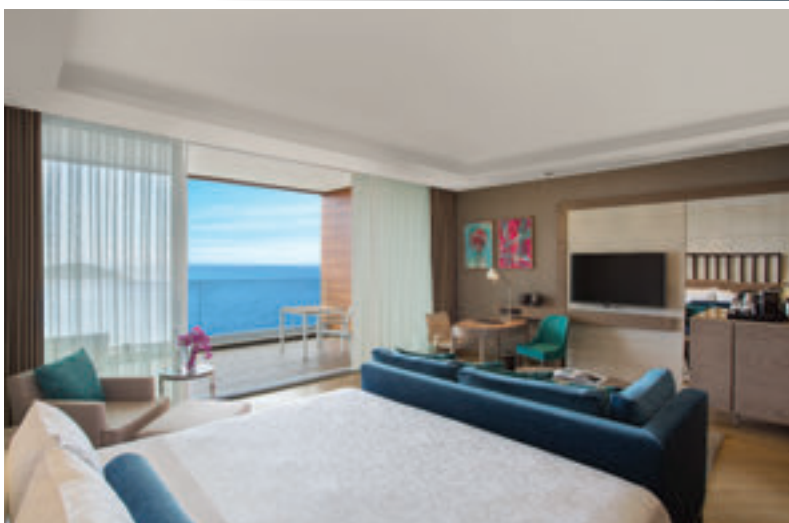
Timur Bayindir, the head of TUROB

Turkey welcomed 39.5 million foreign visitors in 2018, up 21.84 percent year-on-year, according to the Culture and Tourism Ministry. The country's annual tourism revenue rose 12.3 percent to hit \$29.5 billion in 2018, according to the country's statistical authority.





  
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## 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 Bayrampasa, 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. Offering high-quality and comfortable accommodation experience, spacious and

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.

### SERVICES THAT FRESHEN BODIES AND SPIRITS

Standing out with 2 thousand m2 of its size, Wish More Fitness & Spa functions

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.

### PERFECT LOCATION

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.



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. This luxury hotel that has 10 meeting halls equipped with cutting-edge technology

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



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## Transformed his sea passion to his job

Aykut Bölükbaşı who transformed his sea love to his profession, founded a naval fleet to serve in Mediterranean and Aegea.

Aykut Bölükbaşı, the well known businessman in construction sector who transformed his sea passion to his job, stepped in the tourism sector. Establishing a fleet consisting catamarans and sailboats, Bölükbaşı said that his passion became his job now. Saying that the fleet of 10 boats will start the excursions firstly to Aegean, Mediterranean and Greek Islands, Bölükbaşı expressed that the feedback for the project is very positive in the business world.

"Paradise-like bays of Mediterranean and Aegean Seas are attracting foreign tourists very much. They come very often to see these beauties. Frankly the commercial volume of this market is very large. We have already received pre-reservations. The rounds will start in May" said Bölükbaşı, adding that they will provide captains if needed.

Aykut Bölükbaşı, telling us that they will have special programs for the sea lovers who have sailor's license, explained their rental system for 3 weeks or a month. Underlining the marine as a sector to improve in a country surrounded by seas like Turkey, Bölükbaşı added that they will extend their naval fleet in time.

Successfully adapting his love for seas to his professional life, Bölükbaşı also says that he wants to spend most of his time on maritime and adds: "I have faith in Turkish tourism. Hence my investments will continue."



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# JOLLY TOURS' PROMOTIONAL CAMPAIGN OF TURKEY

Jolly Tours, entering this year renewed with their motto "Let's Go!", began a new publicity campaign to raise awareness of the cultural tours.

Acting with the belief that every spot in Turkey is worth to visit and explore, therefore increasing the number of tours organized to many destinations in Turkey, Jolly Tours has signed a special campaign in order to contribute to the awareness of the cultural tours.

"As Jolly, our goal in 2019 in the tourism sector where we have been providing services wholeheartedly for 33 years, is to introduce wider masses all the beauties that Turkey has. We consider cultural tours as a social responsibility project and we invite our Turkish guests to discover our own values first" said Mete Vardar, the Chairman of the Board of Jolly Tours.

Vardar who expressed that they have stepped into the cultural tours without having any commercial concerns stated also that the number of tour destinations has increased rapidly as a result of the demand reached over the years, and that high customer satisfaction had justified the investment made in the field of culture for 15 years. Mete Vardar mentioned that 500.000 Turkish guests throughout the travel agencies have preferred the cultural tours and continued his words as follows:

"We believe that this number can exceed 1 million people as of 2019. As Jolly Tours, we are committed to protecting our cultural values and we will accelerate our investments in this area. Our aim is to show how much important and enjoyable the cultural tours are. Because we know that not only Turkey's sea, sand and sun are beautiful but also along with these our history, nature and cultural heritage are priceless. Our main aim is to publicise the cultural tours to wide masses and to show that very different and

enjoyable holidays are possible in every part of Turkey."

Vardar, speaking of the amount of travellers which is equal to 10% of the population of Turkey said that this rate was very low for a country of this much importance in tourism. Vardar stated that their priority was to raise this. "Especially for the last 15 years, we have seen that the investments we have made and the importance we have given to the cultural tours as Jolly Tours has been rewarded by the customers" says Vardar. He said that the desire of Turkish people to discover who used to prefer to rest during the holiday that was perceived as sea, sand and sun formerly has risen now.

"The Turkish people now want to discover their country, nature, knowledge, and most importantly, themselves and experience different things. They want to smell the air of Ayder plateau in Rize as much as they want to see the Louvre Museum in France. They want to witness the history on Lycian Way while walking from Fethiye to Antalya as much as they want to watch the Nutcracker ballet in Austria. Every single spot one points in Turkey is filled with history, music, crafts and thousands of beauties. In short, the Turkish people have a high awareness of the need to discover their country first in order to explore abroad" said Vardar.

## CONTRIBUTES TO THE REGIONAL ECONOMY

Vardar voicing Turkey's resources to provide a wide range of cultural tours added: "Turkey has a large and very beautiful range at this point. Together with the cultural tours, people are able to make new discoveries and experience new tastes, new manners, new

experiences, new environments and new people. With these cultural tours we organize to Turkey's 80 provinces, not only we offer the opportunity of an enjoyable holiday to those who want to explore the country but also we think that we have such mission to ensure the continuity of the economies, trade and traditions there.

For example, a guest of ours from Harran visited Istanbul 30 years ago. Being inspired after visiting Hagia Sophia, he returns to Harran and builds his home with the inspiration of the architecture of Hagia Sophia. That's how the Harran Guest House is shaped. For 33 years, Jolly has been carrying out regular tours to the region, thus providing an economic development. With such success stories our motivation raises and we take justified pride of having undertaken the duty of sustaining these special destinations and values and introducing them to more people as a tourism company that tours every inch of Turkey for the last 33 years."

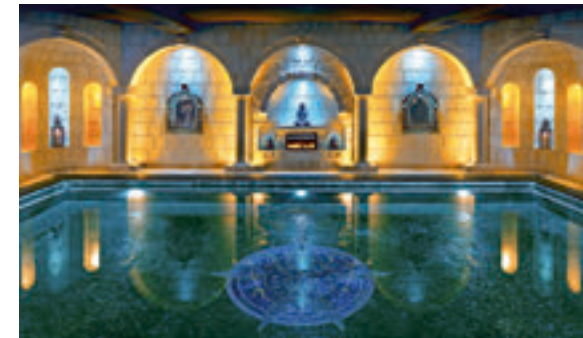
"This year, we aim to increase our market share of cultural tours to 30% which was 20% in 2018. Compared to the guests who prefer sea, sand and sun, guests who prefer a cultural tour can purchase a tour with almost half a budget.

Today, a destination like Göbeklitepe goes beyond the human history. We think that this value which entered the world's radar must be owned by us first. We produce over 200 tour programs and destinations. So there are many more places and many more tours to experience. We expect our guests, our people to discover Turkey" said Vardar pointing out that the cultural tours are growing every year.



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Aydın Karacabay, Chairman of Levni Hotel & Spa

## LEVNI HOTEL ENTERS 2019 WITH DOUBLE AWARD

Levni Hotel won 2 awards at the "Travelers' Choice Awards 2019" determined by the votes of millions of users of TripAdvisor, the world's largest hotel and travel rating site.

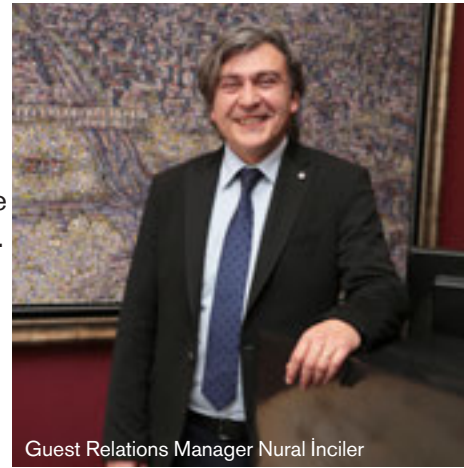
Levni Hotel made a start on 2019 with multiple awards; 21st place in "Top 25 Hotels in Turkey" and 10th place "Best Romantic Hotels in Turkey".

Levni Hotel & Spa, located in Sirkeci, Istanbul, entered the year 2019 with two different awards in two categories. Within the "Travelers' Choice Awards 2019" the hotel gets 21st place in the ranking of "Turkey's Top 25 Hotels" and 10th in "Best Romantic Hotel in Turkey".

"Our hotel started 2019 with 2 different awards reflecting the guest satisfaction. We enjoy the pride and happiness of our awards. The motivating power of the awards is indisputable. Our happiness is doubled as

these awards are determined by the votes of our guests. I would like to thank my team for their efforts. We will continue our way with our understanding of service that does not compromise on quality and the energy provided by the awards we have received."

said Aydın Karacabay, Chairman of Levni Hotel & Spa, in his statement. Levni Hotel General Manager Enis Akcan said that they had justified pride of the awards received by Levni Hotel and added, "We are happy to start 2019 with these beautiful awards. I congratulate all of my teammates who have a share in this success. Levni Hotel & Spa will continue to be one of Istanbul's most popular hotels with its



Guest Relations Manager Nural İnciler

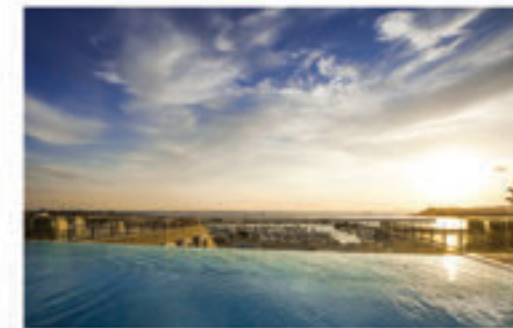
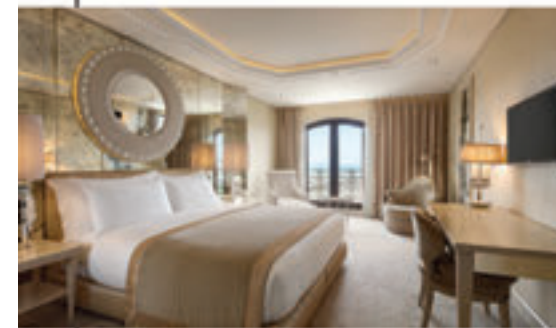
high standard of service quality, elegant and comfortable rooms, spa and rich breakfast options." Guest Relation Manager Nural İnciler, who has a very important role in this success achieved by Levni Hotel, said, "Our hotel has adopted the principle of guest satisfaction since its opening. We are delighted to be rewarded for our efforts. We keep pulling out all the stops to win new and more awards."



Mustafa Garipcan  
Ass. Service Manager



Hüseyin Ayaksız  
Service Manager

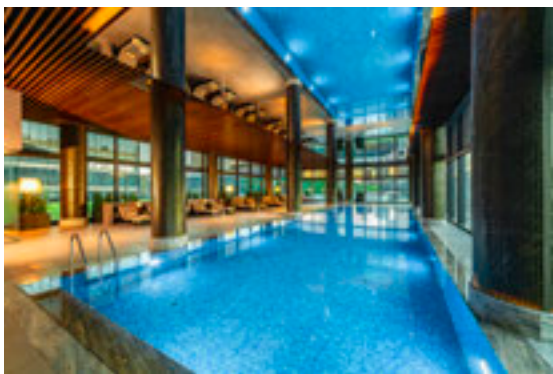


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# Radisson Blu Hotel, Vadistanbul Opens in the heart of Istanbul

Radisson Hospitality announced the opening of the Radisson Blu Hotel, Vadistanbul in the heart of Istanbul, Turkey.

The hotel offers the perfect combination of business and leisure facilities, and is located in one of Istanbul's most prestigious emerging residential and commercial areas. Michel Stalport, Area Senior Vice President Eastern Europe, Russia and Turkey, said: "With this stunning property, we further strengthen our position as the leading international hotel group in Turkey. We're immensely proud to add yet another state-of-the-art Radisson Blu property to the region and be part of the visionary Vadistanbul project – a joint venture initiative between Artaş İnşaat, Evyap and Invest İnşaat that's already recognized as one of Istanbul's most prestigious developments."

The Radisson Blu Hotel, Vadistanbul offers 193 stylish rooms and suites in a relaxing atmosphere with the choice of city or forest views. The all-day-dining restaurant serves international delights, made with local produce, while in the Vadi Bistro, guests are guaranteed to experience the vibrant pulse of city life in Turkey.

Atakan Altug, General Manager of the Radisson Blu Hotel, Vadistanbul, said: "We're truly delighted to be able to offer our guests such an ideal combination of business and leisure at our hotel. This is the perfect destination for conferences and events, followed by recreation in our SPA and exciting shopping opportunities next to the hotel. We look forward to creating



Atakan Altug,  
General  
Manager of  
the Radisson  
Blu Hotel

memorable moments for all our guests." The meeting facilities at the hotel include a 1,000sqm ballroom and more than 300sqm of meeting rooms and boardroom space. From small gatherings of two, to large conventions of 900, the hotel is ready to host unforgettable events for both business and private celebrations in the emerging business district of Vadistanbul. With seven flexible, state-of-the-art meeting rooms and one ballroom – all fully equipped with the latest technology, natural day light

and the hotel's experienced meeting and event coordinators – business guests are guaranteed successful and memorable meetings.

For guests who like to maintain their fitness routines, the hotel offers a fully equipped in-house gym, along with Pilates lessons. The SPA, covering more than 2,330 sqm, offers guests a heated pool, a Turkish bath, a steam bath, a hammam and a sauna – not to mention five treatment rooms offering various massages and treatments. The kids' club also makes sure to create memorable moments for parents and their young ones. The hotel is located near to the key business district of Maslak, and is situated opposite the Turk Telecom Arena, one of Istanbul's major sports stadiums. The hotel also has excellent accessibility through its proximity to the Trans European Motorway (TEM), the highway that connects Europe to Asia – as well as a connection to Seyrantepe metro station via monorail. The hotel is 20km away from Ataturk International Airport and 30km from Istanbul's new airport.

Vadistanbul is a modern and dynamic residential project that includes a specially developed monorail system with a direct connection to the metro system. The Radisson Blu property is situated on the boulevard of Vadistanbul that will also be home to a fourth-generation shopping mall, 270 retail outlets and offices for 20,000 people.



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## NATURE LOVER HOTEL

Ramada Resort Kazdağları Thermal & Spa which located in Kazdağları second fort he oxygen level on entire World, owns one of the most prestigious spa award World Luxury Spa Awards with different catagories; best spa, best thermal spa and best mountain spa. Facility owns green key and as soon as possible green star will be taken. Nature lover hotel is also first thermal hotel in 2500 hotels in all around the Ramadas. Also Ramada Resort Kazdaglari achieved Best Meeting Hotel in Aegean Region award at Ace of Mice. Hotel's Spa; Tarçın Spa be named from cinnamon tree in the garden; one of the less hotel which submit thermal with international chain and 5 star reliability. Largest different

of Tarçın Spa is be top of the ground. Thermal pool has panaromic view and sees olive trees and in summer season it can be opened and used 12 months. Besides, turkish bath , sauna and most of the spa benefits have blackout Windows. Spa's view is Kazdağları and Aegean Sea. VIP Spa looks directly Edremit Bay and Ayvalık. All of the conference halls lustre and looks nature view. There are 4 different conference halls, Herbs workshop be arranged in hotel which guests can join for free. Master Chefs, introduce different foods from herbs and guests can taste it. Hotel's own production organic olive oil is used for meal productions

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WINNER  
2018



in the kitchen. With assistance of our team you can collect plants in our Organic Gardens and eggs from poultry. If you wish you can cosume safely. Hotel located in Güre, Edremit - Balıkesir. Balıkesir Edremit Koca Seyit Airport 20 km, Ayvalık & Cunda Island 60 km, Çanakkale City Centre 120 km and Bandırma Ferry 210 km away from hotel. That makes easy location to hotel by different mode of transport.



**RAMADA**  
RESORT  
Kazdağları Thermal & Spa

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- 📍 Ramada Resort Kazdağları Thermal & Spa is the first 5 star international chain hotel in the North Aegean region on outskirts of Ida Mountain
- 📍 World Luxury Spa Awards Owner, Green Key Hotel, Ace of Mice – The Best Meeting Hotel on Aegean Region
- 📍 Our hotel is located at 200 km of the way from İzmir to Çanakkale, at 130 km of the way from Çanakkale to İzmir. It is 390 km to İstanbul and also only 20 km. to international Kocaseyit Airport.

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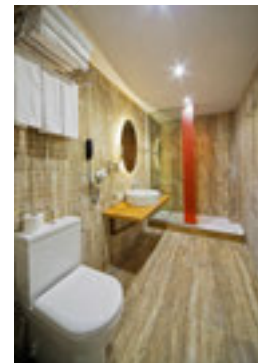
## A new holiday marketing concept presented in Friedrichshafen/Germany: **THE GRANDPARENTS DAYS!**

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“Urlaub Freizeit Reisen” Travel Trade Fair is using the tenth biggest trade fair plot in Germany, with a total of 123,000 square meters of exhibition areas in 12 different halls. Steadily increasing the number of visitors and exhibitors since its opening in 2015, the “Urlaub Freizeit Reisen” was proud to register 71,200 visitors and 130 exhibitors in 2018 – with 97 percent of all exhibitors in 2018 planning to come back next year! If your product or products are catering to grandparents and their grandchildren as well,

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# EUROPEAN TOURIST RETURNS TO ISTANBUL

Istanbul will spend a year in which it will reach its goals in terms of occupancy and tourism revenue with tourists coming from many countries, including Middle East countries, Russia, European countries and China.



Nuri Kalyoncu, Point Hotel Taksim General Manager

Nuri Kalyoncu, Point Hotel Taksim General Manager, stating that they made a good start on 2019, says, "We hosted Spanish and Italian guests at the New Year's gala dinners both in the hotel and in the region. This year, we expect growth especially in the European market. As it was the case in the past year, the occupancy rate in our hotel and our region will be approximately 80%. In addition to the Middle East market, whom we have been busy with in recent years, tourists from other countries, including Europe, Russia and China, naturally strengthen our hands this year. In parallel with the diversification of the market, as the number of tourists increases, our incomes will rise up. We estimate an increase by 12% in room prices this year compared to the previous one." Nuri Kalyoncu continues his words emphasizing that it is the time to visit Istanbul: "Reasons such as the fall of the room prices in the recent years on one hand and the advantage of the Euro and U.S. Dollar against Turkish lira on the other hand have made Istanbul and Turkey very economical destinations. This situation along with the richness of its history and culture,

gastronomy and shopping opportunities, enables tourists to change their course back to Istanbul and our country. This year we will see tourists from European countries such as Greece, Germany, England, Italy and Spain in our city and area. In recent years as new markets, we have requests from Far East countries like China and Malaysia. In addition to the promotional and marketing activities, the increasing number of flights has a significant role in this demand. As a result of the positive feedback after the "TÜROB Ukraine Workshop" organized by Hotel Association of Turkey (TÜROB), we began to host our guests from that market. We expect 2020 to be much better than this year. The number of tourists coming to our city and country continues to increase. In addition, if we achieve a significant acceleration in congress tourism and cruise tourism, we can achieve success in tourism of Istanbul." Nuri Kalyoncu, who expressed their intense work in online and digital channels, continued his speech as follows: "The 35% of the bookings coming from online channels shows an increase in online bookings every single year. We continue to

do the necessary work in this regard. For example, Saudi Arabian market which arrived intensely via travel agencies in the previous years began to make online reservations in the last few years. People want to be more free when traveling, rather than moving in groups. Since they have access to the information needed on their mobile phones, they may choose to create their own travel plans themselves." Nuri Kalyoncu who gave information about Point Hotel told, "We have been providing Turkish hospitality to our guests with our team with whom we have been working for many years. Our hotel is located in Taksim, Talimhane, in the heart of Istanbul. Our 5-star hotel with Bosphorus view has 233 rooms, 6 meeting rooms and 2 restaurants. We are very ambitious for both of our restaurants. Udonya is one of the first Japanese restaurants in Istanbul and gets serious credit for its unique tastes. The View Point Restaurant which sees the Bosphorus, serves international cuisine, mainly Turkish and Mediterranean. Our View Point Restaurant draw interest especially for dinner events and weddings. Furthermore we have been organizing 'Tango Point' nights at View Point every Thursday for the last 10 years. Argentina is the homeland of tango. 'Tango Point' is known among the places to tango in the world. We are known globally in this respect. We also have an extensive fitness room, Turkish bath, sauna and a pool in our spa center."







# TURKEY AND CRUISES SHOULD DRIVE GERMAN MARKET GROWTH

The German organised travel market could achieve low growth this year thanks to strong demand for Turkey and cruise holidays after a poor start for summer holiday bookings, industry leaders are hoping.

Germans are late booking their summer holidays this year even though the economy is doing well and disposable income remains high. In January, sales of summer 2019 holidays dropped by 9% year-on-year, leaving cumulative sales since November down by 2%, recent figures from market researchers GfK showed. This is in comparison to very strong early bookings between November 2017 and January 2018. However, experts believe consumers may be holding back with bookings after last year's hot summer persuaded many people to book directly and drive to destinations (such as Germany's northern coasts, Austria and northern Italy) instead of flying to the Mediterranean on package holidays. "The industry faces a challenging year," admitted Norbert Fiebig, president of the German Travel Industry Association (DRV). Nevertheless, he still forecasts "low single-digit" growth in revenues in 2019. "The good previous year figures are impacting on the current booking levels, of course. But the early bookings period with its offers is still running, and we expect bookings to pick up in the next



Roland Gassner (GfK, left) and Norbert Fiebig (DRV) presented the latest German market figures in Frankfurt.

few weeks," he said optimistically. Demand is so far being driven by Turkey, which has a dramatic 58% bookings increase, according to GfK. This is on top of last year's strong rise to 4.5 million visitors from Germany, which took the destination close to the record figure of 2015. Egypt is also growing at a double-digit rate, while Tunisia has a high single-digit rise and bookings are increasing again for the USA. In contrast, bookings for Western Mediterranean destinations, including Spain, are showing a double-digit fall, GfK

figures show. However, Spain (Balearics, Canaries and mainland) remains the largest destination in terms of total bookings so far, ahead of Greece, Turkey and Egypt. Cruise holidays remain on the growth path and, according to GfK tourism expert Roland Gassner, are gradually taking on the function of a traditional multi-destination touring holiday. Bookings for this kind of holiday declined by 8% last year, according to the market researchers. "Traditional land-based tour holidays are gaining competition from water-based tours," Gassner commented.

In 2018, the German organised travel market grew by 7% to €36 billion, which was faster growth than the self-organised travel market, according to GfK figures based on a survey of 40,000 Germans. The overall outbound market, covering private trips of one night or more, grew to a new record of €67.9 billion spent on advance bookings made in Germany. Adding in spending at destinations, total German holiday spending rose by about 5% to €95.6 billion last year. "This mean the travel industry again generated significant revenue growth for the second year in a row," Fiebig pointed out.



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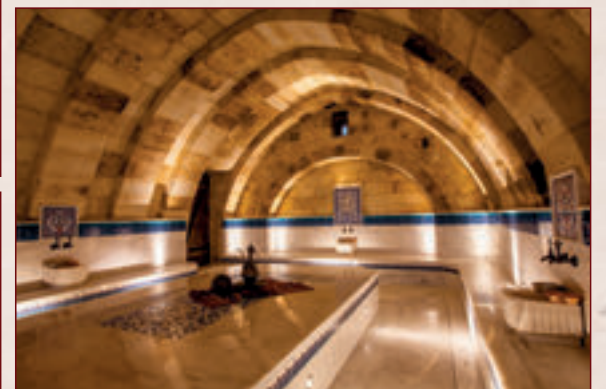
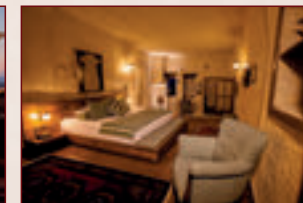
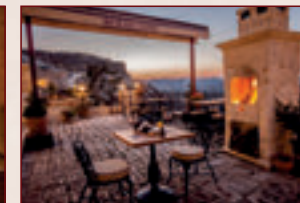
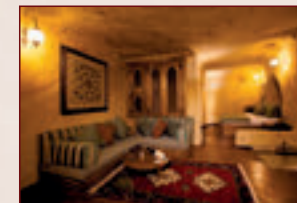



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# TURKISH TOURISM SECTOR EYES INT’L CONGRESSES

Turkey is holding high hopes for the future in the field of congress tourism, representatives of the sector said on Feb. 17.

Timur Bayındır, head of the Hotel Association of Turkey (TÜROB) told Anadolu Agency in an exclusive interview that the country and its most popular touristic destination Istanbul will reenter the routes to international events this year. “Congress tourism requires long-term planning, as the proposals for the organizations to be held in 2021 and 2022 have already been received,” Bayındır said. “Turkey will return to its former world ranking position if we don’t experience any negativity in the next 2-3 years,” he said. Pointing the development of congress tourism in Turkey in the last decade, Bayındır said: “In 2013, which was a record-year, Turkey hosted 221 international meetings to become the 18th country in the world.” He noted that the leading countries in this field are the U.S., Germany, and the U.K., while the prominent cities are Barcelona, Vienna, Paris, Berlin, and London.

## TURKEY HAS NO SECURITY ISSUE

“Turkey suffered from the cancellation of many approved organizations over the past three years following a fabricated negative security perception. “As of 2016, the country



lost its place in the top 10 and Istanbul couldn’t hold its rank among the first 20 cities in the world,” Bayındır said. TÜROB’s head stressed that there is no security issue in Turkey, where the quality of service/ accommodation is first-class. “Increasing tourism revenue is more important than tourist numbers,” he said. “We have not yet reached the desired price levels compared to European cities.” To promote congress tourism, Bayındır suggested that value-added tax exemptions on international events would be beneficial for attracting visitors with high-income level. Last year, Turkey welcomed 39.5 million foreign visitors, as the country’s tourism revenues reached \$29.5 billion.

## ‘BLEISURE’ GIVES TURKEY ADVANTAGES

Selçuk Boynueğri, vice chairman of the Association of Turkish Travel Agencies (TÜRSAB), told Anadolu Agency that Turkey will see a recovery in congress tourism sector which was negatively affected by political incidents. “Leading international congresses will be held in Turkey this year and in the upcoming years,” Boynueğri said. He pointed out that congress tourism yields more revenue compared to individual and package tours. “The world average congress delegate expenditure is around \$2,200 per events. “If Turkey’s congress tourism income rises to the world average, it can give acceleration in the general tourism revenues,” he said. Boynueğri noted that more than half of international congresses and meetings are held in Europe. Asserting the shining trend of “bleisure” - the combination of business and leisure trips - Boynueğri said this concept gives Turkey advantages to be preferred. “Turkey’s historical, cultural and natural beauties along with the technological infrastructure of hotels, congresses and event centers may make the country a key destination in this field,” he added.

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# TURKEY TOPS 33 EUROPEAN COUNTRIES IN TOURISM GROWTH

With a 22 percent increase in the number of tourists in 2018, Turkey registered the highest increase in the number of foreign arrivals among 33 European countries, according to a report by the European Travel Commission



Turkey was the top performing tourist destination in 2018 and recorded the highest growth in the number of tourists among 33 European countries. According to the European Travel Commission's (ETC) "European Tourism in 2018: Trends & Prospects" report, the number of tourists visiting Turkey last year hit an all-time high and increased by 22 percent year-on-year. The report added that the number of tourists visiting the country exceeded 40 million for the first time and totaled 47 million in 2018. The ETC highlighted that Turkey recovered quickly from the effects of the July 15, 2016, coup attempt. It added that the country saw a significant increase in the arrivals, particularly from Russia. Accordingly, the number of Russians visiting Turkey was 1.7 million higher than prior peak levels. Some 6.4 million Russian tourists visited Turkey in 2018. The report also noted that hotels have been able to increase average room rates (ADR) in both Turkish lira and euro terms – in the month of December as well as in 2018 as a whole and that Turkey remains amongst the cheapest destinations within the accommodation dataset. "The reversion to norms in terms of market share of Mediterranean destinations outlined in the last quarterly report appears to be continuing, with Turkey continuing to regain

market share," it said. The report added that Turkey saw growth in arrivals from Germany of 25.6 percent over January to November 2018 compared to the same period in 2017. Turkey is expecting record German arrivals in 2019. On the other hand, British tourists have also flocked back to Turkey with the Turkish lira declining in value more than sterling. Arrivals were up 36.5 percent in the period January to November compared to the same months in 2017, the report noted. "Growth of U.S. arrivals in Turkey was also very strong at 32.0 percent based on data to November," it said. Among others, Turkey continued to benefit from China's announcement of 2018 as "Turkey Tourism Year," with arrivals up by 67.1 percent on a year earlier. "As with most non-European source markets, there was strong growth of 74.4 percent in the number of Indian tourists visiting in Turkey. Turkey has been targeting the Indian wedding tourism market in particular," the report noted. The ETC said that despite Europe's economic growth prospects faltering in recent months travel growth too, from, and within the region was robust in 2018, according to the latest available data. Thirty-two of 33 reporting destinations welcomed more arrivals and/or overnights compared to a year ago. Only the U.K. reported declines. It highlighted that European tourism demand remained on solid footing with a 6 percent upswing in international tourist arrivals in 2018 over the year prior. "The most visited region in the world was able to sustain growth despite downside risks stemming from trade tensions, uncertainty surrounding Brexit and the economic slowdown in the

Turkey reached the highest number of visitors in 2018, welcoming around 47 million tourists, the European Travel Commission said.



Euro Area and China, all keeping 2019 growth prospects in question," it said. Virtually all reporting destinations (32 out of 33) registered some form of expansion, ETC said. Following Turkey, Serbia and Malta were the countries registering the highest increase in the number of tourists in 2018, both with 15 percent. They were followed by Montenegro with 14 percent and Latvia, which was the only Central/Eastern European destination that enjoyed double-digit expansion, at 10 percent. "The U.K. [-5.3 percent] was the only market in negative territory," the report noted. Among others, travel demand from the U.S. remained on firm footing. Growth from this market was fueled by a strengthened U.S. dollar against the euro and sterling, both increasing Europe's affordability as a tourism destination.

"In 2018 European destinations welcomed around 33 million international tourist arrivals from this market, up 8 percent from the previous year. The U.S. outbound travel, however, is expected to slow down owing to its decelerating economic momentum and consumer spending," the report read. ETC said expansion continues in the eurozone, however, adverse risks such as tensions in financial markets, uncertainty surrounding the U.K.'s divorce plans from the EU and worrisome forward-looking indicators bear on growth prospects for 2019. "Notwithstanding, the European tourism industry has yet again proved resilient in 2018 and accounts for over half [51 percent] of worldwide tourist arrivals. Looking ahead, growth in international tourist arrivals to the region is expected to hover around 3 percent in 2019," it added.



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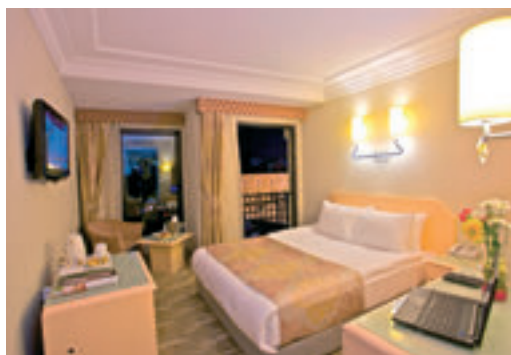
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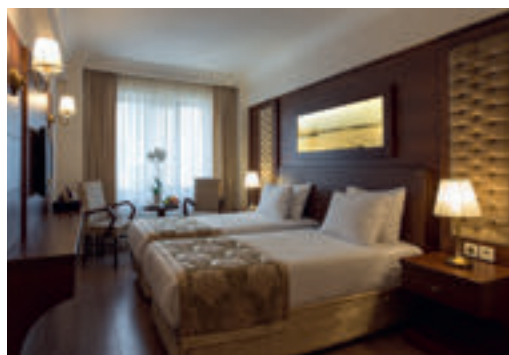
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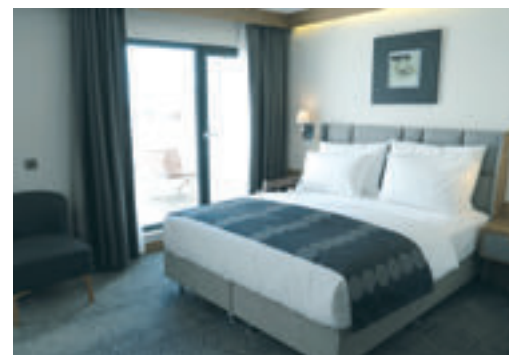
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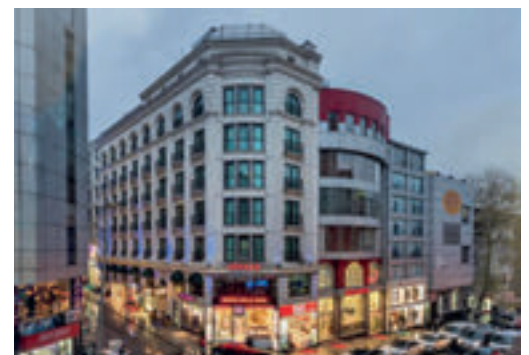
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# 'YEAR OF GOBEKLITEPE' TO FURTHER BOOST TURKISH TOURISM

Located in Turkey's southeastern Sanliurfa province, UNESCO World Heritage expects to host 2 million tourists in 2019

As Turkish president declared 2019 "the Year of Gobekli Tepe" in honor of the 12,000-year-old temple in southeastern Turkey, tourism to the world's oldest archeological site is expected to boom. Located in Turkey's southeastern Sanliurfa province, Gobekli Tepe was added to the UNESCO World Heritage List in June 2018. As 2019 is declared as "the Year of Gobekli Tepe" in honor of the 12,000-year-old temple in southeastern Turkey, tourism to the world's oldest archeological site is expected to boost the region. Located in Turkey's southeastern Sanliurfa province, Gobekli Tepe was added to the UNESCO World Heritage List in June 2018. Speaking vice president of the Sanlifurfa Tourism Development Association and owner of a tourism agency, said the numbers of tourists in the region have increased.



Yasar said that the region expects around two million tourists in 2019. She said Gobekli Tepe was one of the most visited places in the region, adding their expectation has increased with respect to foreign

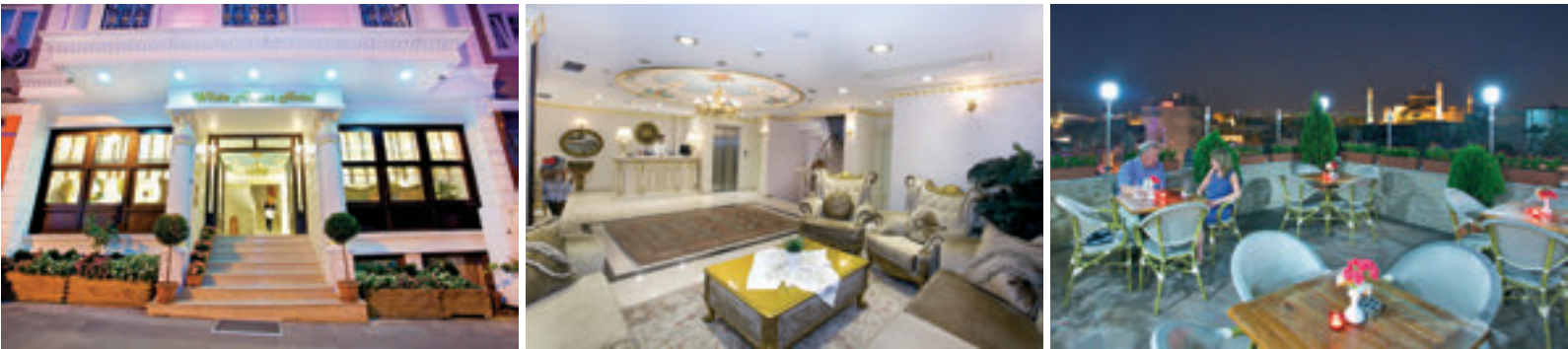
tourists. "Even now we have foreign tourists but we expect the big [tourist] boom in March," she added. Gobekli Tepe has been on UNESCO's World Heritage Tentative List since 2011.

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# 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.





# Key locations for winter tourism in Turkey

Visitors flocking to ski, thermal, and winter sports attractions in Turkey

Turkey attracts a large number of domestic and foreign tourists with its ski resorts and thermal springs during the winter season. Among the world's most popular tourism destinations, Turkey hosted more than 40 million tourists in 2018. The tourists that prefer Turkey make the most of snow days by skiing, snowboarding, sledding and snow biking, while others relax and enjoy thermal waters.

## SKI AND THERMAL SPRINGS WITHIN 1 HOUR

Uludag, located in northwestern Bursa province, is one of the popular winter tourism centers with its 7,000-bed capacity hotels and 20 ski tracks of nearly 400,000 meters. Uludag -- which offers snowboarding, sledding and snow-biking -- is one of the most preferred tourism destinations during the New Year and semester holidays. There is only one hour of transportation distance between the hot springs and ski facilities which make it possible for visitors to experience both on the same day.

## SKIING IN ERCIYES, THERMAL SPRINGS IN KOZAKLI

The Erciyes Ski Center, which met international standards after an investment of €350 million (\$400 million), has become one of the must-see places in the winter season. Being located near Cappadocia, having easily accessible areas and its budget-friendly policy, Mount Erciyes draws more attention with each passing day. The tourists who have an interest in skiing can choose Erciyes Mount, while others can experience thermal springs in the Kozakli district.

## HOT-AIR BALLOON RIDES IN CAPPADOCIA

Turkey's much-known tourism center Cappadocia offers a lot to visitors in just one day. The early hour hot-air balloon ride offers breathtaking scenery -- an authentic atmosphere of fairy chimneys, valleys consisted of natural rocks. Skiing at Mt. Erciyes and getting in the hot waters of Kozakli are optional opportunities to complete the day, which started with hot-air balloon tour.

## ERZURUM: SKI AND THERMAL TOURISM DESTINATION

Erzurum, a city that come first to mind when one hears "skiing", attracts the attention of local and foreign tourists with its ski resorts and thermal facilities. The city, which was once home to many civilizations with its 7,000 years of history and in recent years is a shining star of the country especially in terms of winter tourism, offers tourists an opportunity to enjoy both skiing and hot water baths. The Palandoken Ski Center in the city welcomes guests from Russia, Iran, Georgia, Poland and many other European countries during winters.

## BOLU: DAYTIME FOR SKIING AND EVENING FOR HOT SPRINGS

Located between Turkey's capital Ankara and Istanbul, Bolu -- with convenient transportation, thermal baths and a ski resort of international standards -- has tourist points such as Abant, Golcuk, and Yedigöller National Park. Bolu also has dozens of thermal facilities in Mudurnu, Seben, Göynük, Karacasu, and Taşkesti, which awaits their visitors.

## AFYONKARAHISAR: CAPITAL OF THERMAL TOURISM

With its five-star thermal facilities, historical and natural beauties, Afyonkarahisar is the first city that comes to mind in terms of "spa and health tourism" in Turkey. It is one of the centers of attraction for winter tourism. The city is famous for its mud baths, physical therapy and rehabilitation centers and rich mineral thermal waters, where local and foreign guests can benefit from 42 degrees Celsius (108 degrees Fahrenheit) thermal pools.

## MEDICINAL HOLIDAY ADDRESS: DENİZLİ

With its white travertine, thousands of years of history and natural beauty, Turkey's Aegean province of Denizli is an important tourism center and a focus of attention for those who are seeking healing thermal waters with an alternative ski resort. Located in Denizli, the "white paradise" Pamukkale -- a UNESCO World Heritage Site -- is one of the most popular tourist attractions in Turkey. Those who come to Pamukkale can enjoy warm water swimming in the "Cleopatra Pool" in the ancient city of Hierapolis.

## SKI AND THERMAL FACILITIES ALL AROUND TURKEY

The ski resort in Ilgaz, one of the highest mountain range in the Western Black Sea, the Saklıkent Ski Resort built in Beydağları half a century ago in Antalya and Abant Winter Sports Center in Gevas district of Van are alternative places for ski lovers. Those who are looking for different destinations for thermal tourism can choose Haymana and Kızılcahamam in Ankara and Ilica district in Çesme.



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# CORENDON BOEING 747 HAS ‘LANDED’ IN HOTEL GARDEN

Aircraft will be converted into 5D aviation experience for the public

After a five-day mega transport from Amsterdam Airport Schiphol to Badhoevedorp, the Corendon Boeing 747 has arrived in the garden of the Corendon Village Hotel this morning. There the plane will be converted into a 5D-experience about the 747 and the history of aviation later this year. De Boeing began its last journey from Schiphol Airport on Tuesday night. The dismantled aircraft was placed on a trailer of specialised transport company Mammoet to cover the 12.5 kilometers to the hotel. During that, the aircraft had to cross 17 ditches, highway A9 and one provincial road. The A9 was successfully crossed in the night from Friday to Saturday. In the night from Saturday to Sunday, the transport crossed the Schipholweg after which it was parked backwards into the hotel garden, requiring 57 movements. The spectacular transport attracted worldwide attention and was covered by national en international media.

## HEAVYWEIGHT

The Boeing 747 is the former KLM aircraft ‘City of Bangkok’ that will be given a new final destination in the hotel garden after 30 years of reliable service. The plane is 64 meters wide, 71 meters long and weighs 160 tons. To keep it safe and steady, the aircraft has been lifted on 1.5 meters high steel bases, totalling 15 tons of steel. These are built on heavy concrete slabs, strong enough to carry the enormous weight. De Boeing will be converted into a 5D experience later this year. Visitors will be able to walk on, over or under the plane and

visit places that are normally not accessible to the public. They can visit the cargo area where the luggage is loaded, learn about the fuelling of the plane, take a look in the kitchen of the business class and the cockpit on the upper deck. They can even do a wing walk over the thirty-meter-long wings. Visitors also make a journey through the history of aviation. That begins with the ancient human desire to fly and leads them from the first serious flight attempts around 1900 to the development of the Boeing 747. The highlight of the trip is the 5D experience, in which they can experience flying in all its facets. The garden where the Boeing is placed is partly an ecozone, open to hotel guests, and can be used as a festival site.

## FITTING AND MEASURING

Corendon founder Atılay Uslu had booked a room in the hotel. Exactly on the spot where - if everything went well - the nose of the Boeing would be placed in front of the window. „When I opened the curtains this morning, I saw her in full glory. I realized that after months of preparation we really succeeded in getting the plane to its final place with a lot of fitting and measuring. That kind of takes your breath away”, he says. Corendon has expressed its thanks for the cooperation of the municipality of Haarlemmermeer, government agencies, various companies and its own employees, without whom the stunt could never have been successful.

The transport of the aircraft this weekend coincided with the celebration of the first test flight of the Boeing 747 on February

9th, 1969, exactly fifty years ago. The 747 is an iconic plane and was the largest aircraft in the world until 2007. It could transport 2.5 times more passengers than other conventional types. It was also the first wide body aircraft, with two aisles. Characteristic is also the upper deck, where the cockpit is located. KLM introduced the first Boeing 747 in its fleet in 1971. The ‘City of Bangkok’, which was added to the fleet in 1989, was then baptized by nine Thai monks. After almost thirty years of loyal service, the repainted aircraft now decorates the Corendon hotel garden.

## THE TRANSPORT IN FIGURES

The last five-day trip of the Boeing was an impressive operation. The plane first had to be transported 8 kilometers over the Schiphol airport area and then another 4.5 kilometers through the fields. Heavy transport specialist Mammoet transported the 160-tons aircraft on a trailer that weighed even more: over 200 tons. The trailer divided the weight of the Boeing over 192 wheels. To make sure the trailer would not sink into the marshy land, a special road was constructed of approximately 2.100 metal road plates weighing 1.500 kilos each. Special bridges were built over the 17 ditches. The trailer was traveling at a speed of 5 kilometers per hour and was controlled remotely by people from Mammoet, who walked beside it. It was powered by two so-called power packs, each with a capacity of 390kW, generating more than 1000 hp. A total of 18 turns had to be taken during transport, of which the first 7 were on the airport.

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# ISTANBUL ATTRACTS 13.4 MILLION FOREIGN VISITORS IN 2018

Istanbul hosted 13.4 million foreign tourists in 2018, according to the tourism statistics report prepared by the Istanbul Provincial Directorate of Culture and Tourism. German visitors topped the list of foreign visitors at more than 1 million.



Germans topped the list of foreign visitors coming to Istanbul last year, at more than 1 million.

Istanbul Provincial Directorate of Culture and Tourism prepared the Istanbul Tourism Statistics Report for 2018 taking into consideration the number of foreign tourists who entered the country via Atatürk and Sabiha Gökçen airports and the Haydarpaşa, Pendik, Tuzla, Zeytinburnu, Ambarlı and Karaköy ports. According to the information compiled from the report, a total of 13.4 million foreign tourists came to Istanbul in 2018, up by 24 percent compared to 2017 when a total of 10.8 million foreign visitors arrived in the city. In December alone, a total of more than 1 million foreign tourists visited Istanbul, marking a 21.3 percent increase compared to the same month in 2017. According to statistics, a total of 13.3 million tourists came to Istanbul by air in 2018, with a 23.9 percent rise compared to 2017 when a total of 10.8 million foreign visitors entered the city. The number of tourists who came to Istanbul by sea rose to 36,464 in 2018 from 30,337 in 2017. A total of 10,482,975

tourists entered the city via Atatürk Airport which saw the greatest number of foreign passengers, while a total of 2.9 million foreigners entered the city via Sabiha Gökçen Airport. As far as the nationality of foreign visitors coming to Istanbul in 2018 goes, more than 1 million Germans visited the city, taking the lead among other nationalities with an 8 percent share. The number of Iranians visiting the city stood at 934,860, Saudi Arabians at 628,577, Russians at 618,511, Iraqis at 609,589, the British at 455,608, the French at 448,872 and Americans at 370,112. The report also included statistics regarding foreign visitors coming to Istanbul from Arab countries in the last three years. The number of tourists from Arab countries soared to 3.4 million in 2018 from 2.6 million in 2017 and 1.9 million in 2016. The Arab tourists constituted 25.4 percent of all foreign visitors. The report indicated that the number of transit passengers who landed in Istanbul

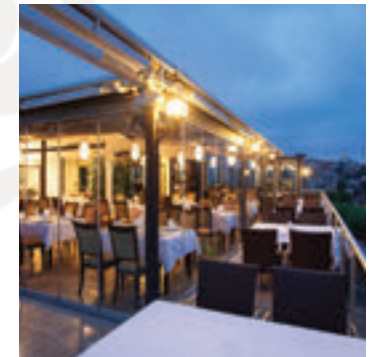
but did not enter the city was 9.6 million in 2018. Meanwhile, according to the accommodation facility data in the report, a total of 3,461 tourism travel agencies out of 10,257 in Turkey, corresponding to 34 percent, are in Istanbul. A total of 98 percent of tourism travel agencies in Istanbul are in Group A, 1 percent in Group B, and 1 percent Group C. A total of 563 facilities with a total of 114,717 beds have Culture and Tourism Ministry's "operation license," while a total of 156 accommodation facilities with a total of 27,161 beds with the ministry's "investment license" are under construction. In Istanbul, there are 138,022-people catering and entertainment facilities with an "operation license," and 30,958 of them belonging to sea vessels defined as "floating restaurants," "daytrip boats" and "commercial yachts." The report indicates that catering and entertainment facilities that are under construction have a capacity of 11,738 people in total.



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Salih Yüksel, Truva Hotel General Manager

# Tourism's keystone in Çanakkale...

Büyük Truva Hotel is located at the heart of Çanakkale. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

Büyük Truva Hotel, one of tourism's keystones in Çanakkale, for 48 years has been continuing to be its

guests' irreplaceable address with its central location, unique Bosphorus view and quality service. Büyük Truva Hotel, which has been

presenting the best examples of Çanakkale's hospitality since 1964 was told by Salih Yüksel, the name rose to be the General Manager after having served in many different ranks for 26 years there.

## Could you tell us bout Büyük Truva Hotel with the main lines?

Büyük Truva Hotel is located at the heart of Çanakkale. With its unique location, it exhibits the best examples of Çanakkale's hospitality on weekend holidays, in business meeting and on summer holidays. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

## Who makes most of your guests? What are the top reasons for choosing your hotel?

50% of guests stay in the hotel come as a group. The other half is composed of individual guests to stay here. There are many reasons

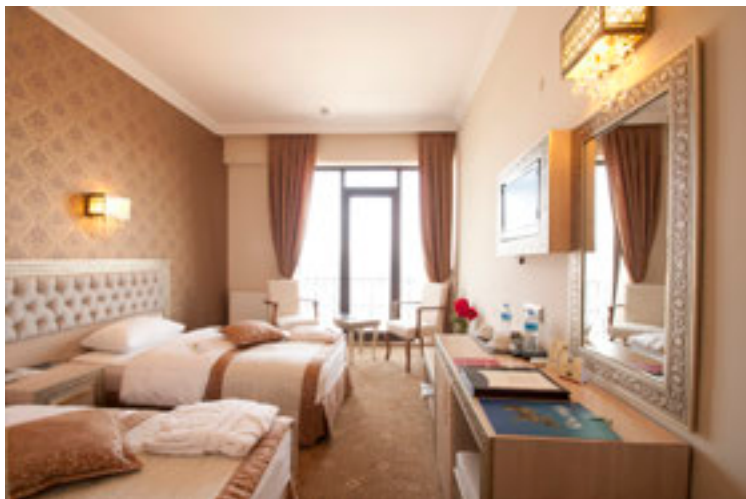


One of the province of Canakkale hotels, our hotel is serving since 1974; Sadıkoğlu Heat Tech Tourism Investment San.Tic. Ltd. Sti. is a part of a chain of hotels. Büyük Truva Otel , with its seafront location in the heart of the city at the weekend on holiday, business meetings and summer holiday in 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.



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to choose our hotel. The most significant ones are its central location, Bosphorus-view and unique quality food. Hosting its guests in its renovated and comfortable rooms, the hotel also makes difference with its friendly personnel who try to reach guest satisfaction at the highest level. Besides, the hotel has an atmosphere where you can feel the coziness and comfort at home as soon as you step into at the doorstep.

**Büyük Truva Hotel has gone through a renovation recently. What things have changed?**

In the last 2 years, the hotel has gone through plenty of renovations without losing anything its historical texture and beauty. Giving particular importance to comfort and

quality, all applications realized with utmost attentiveness for guest satisfaction.

**When it is said Büyük Truva Hotel, what the first thing comes to mind?**

When it is said Büyük Truva Hotel, the first thing comes to mind is its high quality service, cleanliness and satisfaction it brings with its location. When the guests are checking out, they leave here really satisfied by hotel's comfort, view, delicious food, quality service. Most of our guests choose to come here again. This is a proof of their absolute content.

**Could you tell us about rooms, restaurant and other facilities in the hotel?**

The hotel has 132 bed-capacity with 66

rooms, 63 of which are standard and 3 of them are suite. Some of the rooms are with the magnificent Bosphorus view of Çanakkale. Next to the hotel there is our car park which is free of charge. The 250-person-capacity restaurant located at the front of the hotel hosts its guests at private events and food organisaiton. Besides, the a la carte restaurant, snack bar and seafood restaurant are places which our epicurean guests would never give up. The halls in which all equipment needed for dealers meetings, seminars, banquets and served with quality service are at our guests command.

**What kind of message would you deliver to your guests?**

Büyük Truva Hotel is the address for the ones looking for view, pleasure, peace, comfort, cleanliness, quality, taste.. all in one place

**Who is Salih Yüksel?**

I was born in 1962 in Çanakkale. I finished primary and high schools in Çanakkale. I have been working for Büyük Truva Hotel for 26 years. I started working here as a waiter first. Soon I became a bartender. In the following years, I changed my department and started to work in the front office department. After working long years as a receptionist, I was promoted as the Front Office Manager. Later I became the hotel's General Manager.



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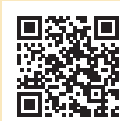
## Hotel Facilities

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## Meeting Room

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



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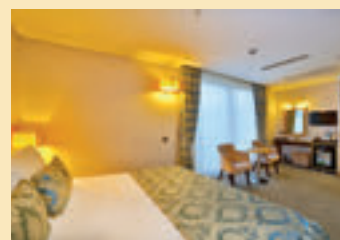
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## Restaurant & Cafe

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

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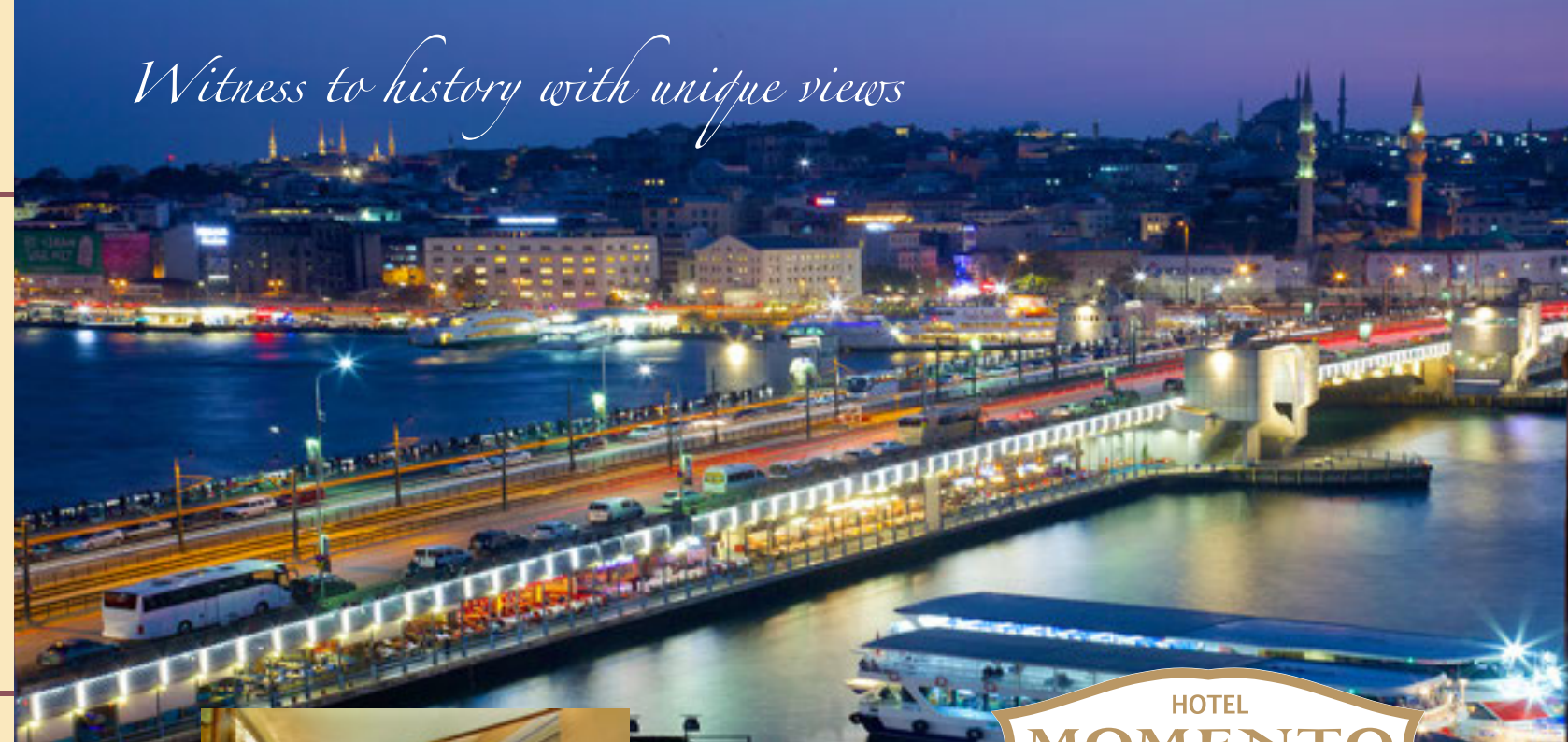


Hotel Momento 45 you an enjoyable and comfortable rooms, the comfort and warmth of your home the cherish. Rooms have air conditioning, direct dial telephone, private bath, hair dryer, satellite LCD TV, minibar, electronic combination safe, 24 hour room service and wireless Internet access is available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

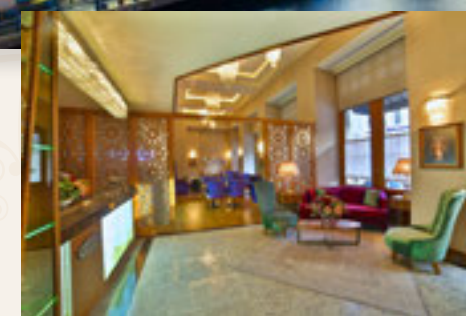


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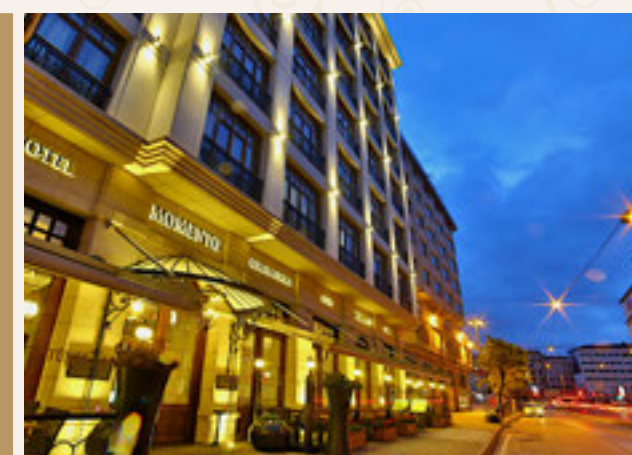
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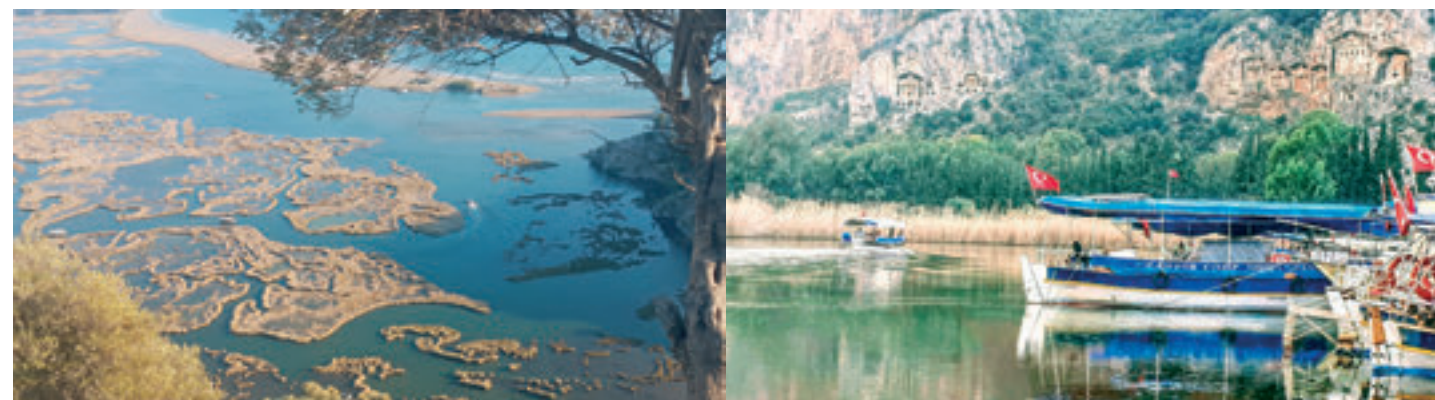
# Turkey Expects Record Tourism Growth from Germany in 2019

Turkey expecting record arrivals from Germany in 2019 with 123% increase in early bookings

Turkey is expecting a record number of German tourists to visit the country in 2019, with a 123 percent increase already recorded in early bookings, Culture and Tourism Minister Mehmet Nuri Ersoy said. According to a statement released by the Ministry of Culture and Tourism, Minister Ersoy met with Norbert Fiebig, president of the German Travel Association (DRV), one of the world's largest travel industry organizations, in Berlin. During the meeting, the ministers compared the number of German tourists visiting Turkey on a yearly basis. In figures announced by the DRV, the rate of early bookings made by Germans had increased

by 123 percent while revenues also increased by 140 percent in the first to weeks of 2019. Stating that his meeting with Fiebig was very fruitful, Ersoy said the two also discussed the tourism potentials of Germany and Turkey as well as the roadmap they will follow in the new year to attract more higher quality tourists. Turkish tourism industry expects to achieve record growth in tourism numbers from Germany in 2019. In Germany, the early reservation sales and revenue for holidays in Turkey are at a record level. Turkish Culture and Tourism Minister Mehmet Nuri Ersoy came together with Norbert Fiebig, President of the German Travel Association

(DRV) in Berlin. Following the meeting, Ersoy said, "Expectations are above average for both the number of tourist arrivals from Germany and tourism revenue in 2019". According to data announced by DRV, early booking sales increased by 123 percent and revenue by 140 percent in the two weeks of 2019. Following the DRV data, Ersoy expressed that Turkey expects a record growth in tourism from Germany. Ersoy said, "Our meeting with Herr Fiebig was quite productive. We discussed topics on tourism cooperation between the two countries as well as on a roadmap to attract more qualified tourists from Germany to Turkey,".



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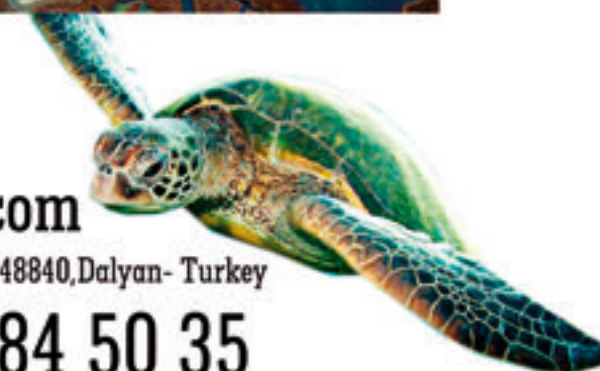
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It's not a hotel, it's a way of history



## Skalion Hotel is entirely renovated

Skalion Hotel & Spa, one of the hotels in Kumkapı on the Historical Peninsula, has begun to welcome its guests with its newly renovated exterior and new concept.

Skalion Hotel & Spa, located in Kumkapı within the Historical Peninsula, where you can experience the spirit of the historical riches of Istanbul, stands out among the hotels of the region with its renewed facade and distinctive interior architecture that make a difference. After the renovation, the hotel is quite different from its old concept and it looks like it will change the atmosphere of its neighborhood.

In the Skalion Hotel & Spa, which prioritized the criteria of quality rather than the quantity within the scope of the renovational works of the hotel, the number of the rooms was 70 before the renovation, but this number is decreased to 67.

### TO KEEP THE ATMOSPHERE OF HISTORICAL PENINSULA ALIVE

In order to provide better quality service, to make guests enjoy more the atmosphere

of Istanbul by featuring the sea view in the rooms and also to let the guests have more enjoyable time in the common areas of the hotel, the number of rooms has been reduced to 67. Important steps, like adding family suite and honeymoon suite in 67 rooms, were taken to serve in different concepts.

### KIND OF INNOVATIONS AWAITING GUESTS

In the old concept of the hotel there was no "lobby bar". A lobby bar was added including the garden area. In addition, the meeting room was revised. On the terrace floor, the restaurant, which serves the rich flavors of Italian and international cuisine to 250 people and the terrace "cafe bar" with the sea view, were put into service. Spa and massage services are offered to make guests feel more relaxed and better. In this context, the Turkish bath and sauna were added.

In order to focus on the MICE sector, significant revisions were made in the meeting room. To provide a more spacious and efficient ambient for the meetings under the roof of Skalion Hotel & Spa meeting rooms are located in a position that benefits from the sea view more and decorated accordingly.

### BOUTIQUE SERVICE

The luxury segment is aimed by focusing on customer profiles rather than market-based targets and by focusing on boutique and personalized service approach instead of any market. The main goal of Skalion Hotel & Spa is to brand and make it an unusual hotel here. It aims to entertain both corporate and individual guests with its boutique and personalized service approach. For this reason, after the renovation not only the architecture is renewed but also on the training of the personnel new steps were taken.



# ALMINA HOTEL MAKES A DIFFERENCE WITH QUALITY OF ITS SERVICE

Ali Öztürkmen, who took over the management of Almina Hotel, one of the ministry-certified hotels of the Sultanahmet region, uses his 32 years of professional knowledge and experience for the success of his new hotel.



Ali Öztürkmen, one of the successful names of the tourism sector, uses his 32 years of professional knowledge and experience for the success of his new hotel.



Ali Öztürkmen, the exploiter and general manager of Almina Hotel, has reached a turning point in his 32-year-old career. In 2014, he started working as business consultant of the hotel and served for 4 years. Öztürkmen, who took over the operation of the hotel as of May 2018, says: "Being able to evaluate my 32 years of professional experience under such a valuable brand motivates me very much." Ali Öztürkmen, providing information also about the operation concept of Almina Hotel, one of the ministry-certified hotels of the Sultanahmet area, says: "Our main objective is to have a service concept based on 100% guest satisfaction." Öztürkmen, stating that Almina Hotel is a facility that fulfills the needs of its guests with different accommodation options like single rooms or luxury family rooms, underlined its assertiveness with its cuisine and scenery. "You can start the day with a sumptuous breakfast buffet consisting of hot and cold varieties, later have a drink and some snacks in the terrace café with panoramic view of the Marmara Sea" said Öztürkmen pointing out the positional advantages of the hotel which is located right in the historical peninsula, and added that the hotel has free wi-fi and free parking. Almina Hotel with its 31 rooms, features also rooftop terrace, bar and lounge.



Located in the historical Sultanahmet area of Istanbul, Almina Hotel offers to its guests the chance to enjoy a rest in the terrace café with panoramic view of the Marmara Sea.



*Check into another world*



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# SUNNY OUTLOOK FOR 2019 AS TURKEY TAKES OFF

German leisure travel will grow solidly this year with strong demand likely for holidays in Turkey, according to market researchers and TUI.

The prospects for German outbound travel look good for 2019 thanks to a stable economy and continuing high travel demand, according to the initial results of the annual Reiseanalyse survey of about 7,500 consumers, which were presented at the CMT travel show in Stuttgart. Germans have both time (63%) and money (60%) to go on holiday this year, one percentage point higher than last year's figures, the survey found. But they plan to keep a closer eye on costs in 2019. Whereas 30% of respondents wanted to spend more on their holiday last year, this year's figure has dropped slightly to 29%, while 14% plan to reduce holiday spending compared to 13% last year. There will be few changes in the top destinations in 2019, according to the Reiseanalyse. Domestic holidays in Germany remain the clear number one choice (30%), followed by Spain, Italy, Turkey and Austria. Demand is likely to be high for Croatia and

Greece, while Egypt and North Africa will probably see strong growth rates, according to the researchers. In 2018, Germans went on about 71 million holidays (+2%) and spent a total of €75 billion (+3%), the survey results showed. In addition, the number of short trips (2-4 days) increased by 1% to 92 million. Prof. Martin Lohmann, responsible for the in-depth annual Reiseanalyse market survey conducted by the FUR research network, described the current "mood for holidays" as "extremely good". In general, Germans are "experienced travellers, demanding, wanting to discover and multi-optional", and are planning more trips and higher spending in 2019, he emphasised. Meanwhile, TUI Germany also released its current bookings trends at the CMT, showing dramatic growth for Turkey, strong bookings for Egypt and some smaller destinations, and rising demand for long-haul holidays, especially to the USA and Caribbean.

"Germans are again in the mood to travel in 2019. There are already signs of a good start to the summer season," declared Stefan Baumert, TUI Germany's tourism director. Germany's largest tour operator said that Turkey is currently "in the fast lane" and it has a triple-digit surge in bookings for the country, which has risen to the third most-popular destination. Egypt has the highest growth rate after Turkey, Cyprus is growing strongly as a lesser-known Mediterranean destination, and demand is also good for the Cape Verde Islands, Croatia and Germany. Nevertheless, Spain and Greece remain top destinations for German tourists. Long-haul holidays are also gaining popularity, and TUI has a 20% rise in bookings for this segment. Apart from the USA, the number one summer destination, demand is also good for the Caribbean (Jamaica, Cuba, Dominican Republic) and the Indian Ocean (Maldives, Seychelles), the market leader said.







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# TOUR OPERATORS REPORT STRONG TURKEY BOOKINGS

German tour operators are enjoying strong increases in Turkey bookings as the destination hopes for a record year in 2019 after last year's comeback.

Turkish tourism officials are hoping for new records this year following a strong recovery in 2018 as German holidaymakers regained confidence in the destination. Hüseyin Gazi Coşan, Berlin-based representative of the Turkish culture and tourism ministry, said: "I expect that we can beat the record year of 2015 with 5.6 million German visitors." Last year, about 4.4 million German arrivals were registered until the end of November, and about 4.5 million were expected for the year as a whole. This was a clear improvement on 2017, with 3.6 million German visitors, and 2016, with 3.9 million arrivals. Early bookings for summer 2019 are extremely strong at present, including a 60% rise in December, according to reservations company Traveltainment. Bookings to Antalya, the main airport for the Turkish Riviera, were up by 48% last month following similar high double-digit increases in November and October, according to Traveltainment figures. Tour operators have confirmed these trends. TUI recently said that Turkey is "in the fast lane" and the largest German tour operator



Hüseyin Gazi Coşan

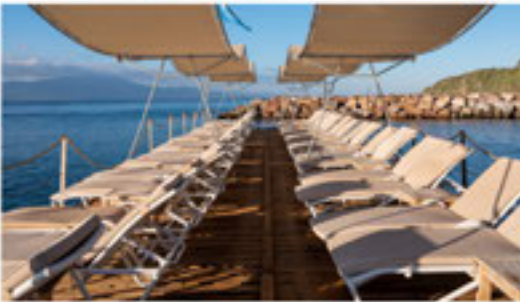
has a triple-digit surge in bookings for the country, which has grown to its third most-popular destination. Similarly, Thomas Cook said it has "significant growth" for Turkey, FTI and Schauinsland referred to "a strong performance", and Alltours' bookings are "above expectations".

## EARLY SUMMER BOOKINGS BY GERMANS SURGE BY 123 PERCENT

Early bookings from Germany for summer

holidays in Turkey have surged by 123 percent year-on-year, according to Culture and Tourism Ministry's Berlin-based representative Hüseyin Gazi Coşan. The aim is to raise the number of German tourists to 5.6 million this year, Coşan was quoted as saying by Turizm Aktuell Magazine on the sidelines of the International Boat Show in Dusseldorf, Germany. "The number of tourists in 2016 and 2017 had been below the numbers we expected, but Turkey made a comeback in 2018," he said, adding that Turkey currently leads in sales in Germany according to early bookings. Elaborating on the reasons behind the rise in demand, Coşan said Turkey's products are of very high quality along with an indisputable quality in service. "We welcome our guests much better than competing countries. The customers we lost in two years saw this. Those who preferred Spain, Italy and Greece are now returning to Turkey," he added. Highlighting that 4.8 million tourists came from Germany, Coşan said in 2019, they expect and aim to increase the number of German tourists to over 5.6 million people.

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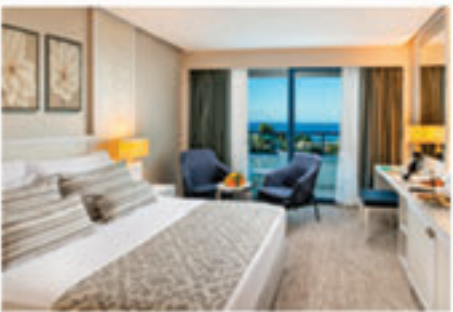
# PARAGLIDERS COLOR TURKEY'S WESTERN SKY

Turkey's southwestern coast is luring paraglider pilots and tourists from around the world.

Colorful paragliders soaring through blue skies have become the face of Turkey's Muğla region, luring adrenaline-seeking adventurers and tourists from across the world. Towering above the stunning Blue Lagoon nestling on the coastline, the Babadag mountain in southwest Turkey is considered to be one of the best sites in the world for the sport of paragliding. The Babadag Aerial Sports and Recreation Centre - one of the world's best known

centers for paragliding flights - offers adrenaline-filled minutes to its domestic and foreign tourists. Situated in Oludeniz, it is helping promote tourism in the Muğla province to foreign and domestic adventurers with the Blue Lagoon - a very popular small village and beach resort at the foot of the Babadag mountain - hosting thousands of tourists every year. Paragliding pilots can launch from heights of 1,200, 1,700, 18,00 and 1,900 meters, finally landing on the Belcekiz Beach having enjoyed a peerless

landscape throughout their flight. The first six months of the year has seen an increase of 5,000-launches compared to the same period in 2013 - a rise of 20 percent - with the total number of flights for the year reaching 75,000. Fethiye Governor Muzaffer Şahiner told Anadolu Agency that "Paragliding in Fethiye" was seeking to become a global brand, with the Babadag Aerial Sports and Recreation Centre at its heart, aiming to achieve more than 90,000 flights in 2014.



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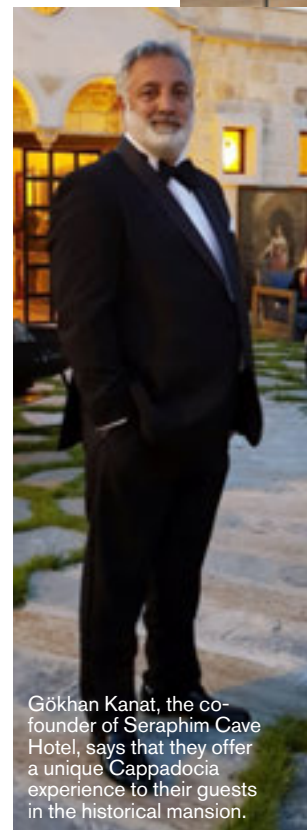
Gökhan Kanat, speaking of their happiness to be able to host their guests in their hotel that dates back to 1853, says that they work very hard in order to offer the quality and the comfort to the guests the best possible way without spoiling hotel's texture. The hotel consists of 21 rooms and each room is created with a different concept.

## CAPPADOCIA'S NEW FAVORITE: SERAPHIM CAVE HOTEL

Seraphim Cave Hotel, which was opened in Mustafapaşa Village in Ürgüp in 2018, became the last favorite of Cappadocia. The hotel dates back to 1853 and offers quality and comfort to its guests without disturbing its historical texture.

Seraphim Cave Hotel is located in a village originally called as Sinasos, contemporarily as Mustafapaşa, which is one of the most important tourism centers of Cappadocia region today. There are 21 luxuriously designed rooms in Seraphim Cave Hotel. "Seraphim Cave's history dates back to 1853. Its architecture remained loyal to this. The first owner was Seraphim Rizos, one of the foremost names of his day" said Gökhan Kanat, the co-founder of Seraphim Cave Hotel, while stating that theirs is a hotel with the status of a mansion approved by the Ministry of Culture and Tourism.

"The double-headed Greek fountain in the courtyard of our hotel, which is designed by architect Baha Yiğit in a way to stick to its 150-year-old history, its historical bath and the lines which belong to Seraphim Rizos, the first owner of the mansion, at the top of the entrance: 'O son



Gökhan Kanat, the co-founder of Seraphim Cave Hotel, says that they offer a unique Cappadocia experience to their guests in the historical mansion.

of man, welcome if you are a friend, stay away from the door if you are malevolent. Today is mine, tomorrow is yours, and the other day nobody's." are worth seeing" added Gökhan Kanat.

### A UNIQUE CAPPADOCIAN EXPERIENCE IN A HISTORICAL MANSION

The hotel's historical gate and the rarely seen double-sided Greek fountain allow guests to witness the history of the area without even leaving the hotel. Seraphim Cave Cappadocia, offering a real Cappadocia experience in a registered mansion, is

artsy with its cuisine as well. The à la carte restaurant, Tasula, serves local specialties. The Lobby Bar welcomes its guests with its wide beverage menu and relaxing atmosphere during the day. Terrace Bar, which offers the possibility of watching Cappadocian sunset with gourmet snacks and drinks, is one of the irreplaceables of the hotel.

The wellness areas, including an indoor hot pool, sauna and authentic Turkish bath, are ideal for relaxing after exploration trips. The deluxe rooms of the hotel are standard cave rooms. There are 5 deluxe stone rooms in the hotel, which stand out with their luxurious design. The deluxe suites offer the opportunity to unwind in the private jacuzzi in the room. King suite is the first choice of those who looks for the best. The hotel also has a disabled-friendly deluxe suite.





## Turkish tourism capital Antalya makes strong start to new year

Having achieved all-time high figures for tourism in 2018, Turkey's so-called tourism capital Antalya has started this year with a year-on-year rise of 70 percent, initial data showed.

With the invigoration of tourism in the months of January-April and November-December, defined as the "dead season" in the sector, it is expected that the number of tourists in the city will exceed 15 million and prices will grow by nearly 15 percent. According to the Antalya Airport Administrative Authority data, a record rise of 70 percent was achieved in a 13-day period in January compared to the same period last year. The record, broken in one of the seasons with the poorest performance in tourism, was welcomed by the industry. From Jan. 1 to Jan. 13, 2019, a total of 75,396 tourists arrived in the city via Antalya Airport. The 13-day data revealed that the number of tourists exceeded 10,000 on a daily basis for the first time, with 10,249 people landing at the airport on Tuesday, Jan. 5. The number of tourists coming to the city in the months of January was 108,000 in 2013, 113,000 in 2014, 115,000 in 2015 and 95,000 in 2018. This figure is expected to be 150,000 this year.

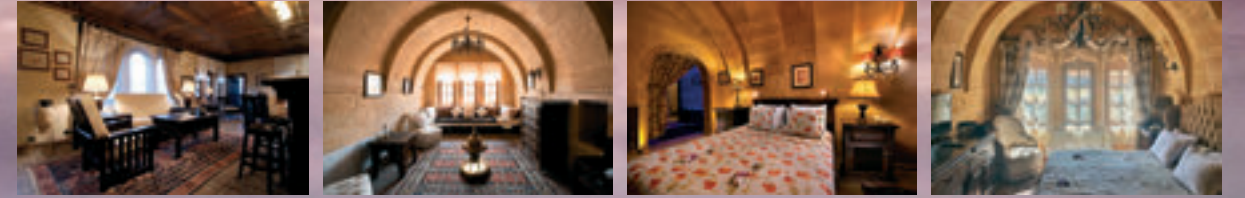
Turkish Hoteliers Federation (TÜROFED) head Osman Ayık welcomed the initial data, saying that the figures are indicative of a good trend. Recalling that Antalya closed 2018 with a 30 percent rise, Ayık stated, "Here, figures at the beginning and end of

the season have come to be important to us. The reason is that we are already getting maximum figures from May to October. Therefore, the figures we will take in the January-April and November-December period are becoming very important. The increase in the total number of tourists in January as part of the spread of tourism over 12 months makes us happy. We will start to see the figures that will please us in preliminary seasons." Emphasizing that the six-month period known as the off-season, covering the months of January-April and November-December, has become important, Ayık said: "As we increase the figures in these months, we will ensure that Antalya will become a tourism destination throughout the year and that the sector is more stable and sustainable for [all] 12 months. Of course, the figures are still not at the levels we desire, and we have a long way to go. They should exceed at last 250,000-300,000. I expect more than 15 million tourists will come to Antalya in 2019, and it seems it will surpass 50 million in Turkey."

Touching on tourism revenues, the most debated issue in the sector despite the increased number of tourists, Ayık said that further improvement is expected in revenue

in 2019. According to Ayık, the average tourist income per capita figures are yet to be announced, while they are estimated to rise by 10-15 percent in 2019.

"Of course, which criteria we use will be important as well. Probably, the average length of stay will decline from now on, and per-person calculations will be effective. However, I estimate an improvement of 10-15 percent. We will achieve 2014 price levels in 2020 and beyond. Our target is to achieve the world average, which is \$1,000 per capita income, by 2023," he said. Professional Hotel Managers Association (POYD) Chairman Ülkay Atmaca said the increase is "super," noting that talks held at the Utrecht Fair in the Netherlands revealed a major increase in all markets. Indicating that it seems that 2019 will be better than 2018 in terms of the number of tourists and revenue, Atmaca said: "The year 2019 will exceed 2018 by at least 14-20 percent in terms of the number of tourists, with 15 percent from the Russian market and 20 percent in Europe, especially from the German market. Prices have increased by 8-10 percent. In 2018, we had focused more on figures, and it was a year of recovery after poor-performing years. This year, there will be an increase in income. By and large, I think we will easily pass 14 million."



# Listen to the sound of silence in Cappadocia



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# Kayakapı Premium Caves - Cappadocia, World's Most Luxurious Hotel

One of the most exclusive concept hotels of Turkey and the world, Kayakapı Premium Caves-Cappadocia operating in Urgup, which is also Cappadocia's "First and Only Boutique Hotel" certified by the Ministry of Culture, entered 2019 assertively with 9 awards received from TripAdvisor.

World's most respected hotel and travel rating site TripAdvisor has announced the "Travelers' Choice 2019" awards, decided by the votes of millions of its users. Within the framework of these awards, Kayakapı Premium Caves-Cappadocia won a total of 9 awards and beaten a very difficult record.

## 9 AWARDS TO KAYAKAPI PREMIUM CAVES-CAPPADOCIA

Kayakapı Premium Caves-Cappadocia, the only award winning hotel in Turkey in the World category within the "Travelers' Choice Awards 2019" won 9 following awards including "World's Most Luxurious Hotel".

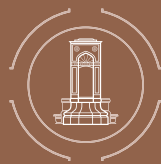
- Top 25 Luxury Hotels-World/1st place
- Top 25 Luxury Hotels-Europe/1st place
- Top 25 Luxury Hotels-Turkey/1st place
- Top 25 Hotels-World/9th place
- Top 25 Hotels-Europe/3rd place
- Top 25 Hotels -Turkey/1st place
- Top 25 Hotels for Service-World/8th place
- Top 25 Hotels for Service-Europe/5th place
- Top 25 Hotels for Service-Turkey/1st place



## THE PROPER PRIDE OF TURKISH AND CAPPADOCIAN TOURISM

CEO of Kayakapı Tourism Co. Yakup Dinler, feeling right proud of having won many awards including "World's Top Luxury Hotel" and 1st place in 3 categories in Turkey (Best Hotel, Best Luxury Hotel and Best Hotel for Service) said: "Of course bringing these awards to

Turkey made us very proud and happy. I think these awards clinched the position of Urgup and Cappadocia in Turkish tourism and carried the "we are here too!" message. We dedicate these awards to our father Mustafa Dinler who we lost in 2017. We would also like to thank all our guests, employees, partners and friends for their support."



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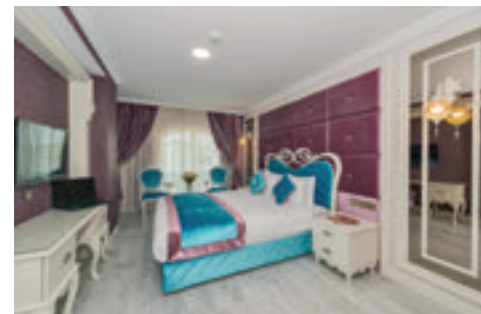
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## More than just a hotel

Marnas Hotels is centrally located and lies in the city center close to shopping malls, and the historical and touristic part of İstanbul. Our hotel contains 70 Delux rooms, Lobby Bar, Lobby A La Carte Restaurant, Teras Bar, Teras A La Carte Restaurant, ruff caffe, 2 Meeting Room, Fitness Center, Sauna, Turkish bath, massage rooms, Steam Bath.

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Our Hotel is just 5min. away from public transportation points, to the historical district Sultanahmet and

### Rooms

Our Hotel in Bayrampasa which is decorated in neo-classical architecture style, have 70 Delux rooms. Our guests can use the fitness center and car parking free of charge.

### Delux Rooms

Our delux rooms are decorated in classic style with city view and 25-30 m2, our rooms offers you satellite LED TV, central air condition, central heating, hairdryer, free W-Lan, tea-coffee set, mini bar, electronic operated safe, desk, wooden seat and coffee table, in the room and

also in the bathroom there is a direct phone and a bath with cabin.

### Food & Beverage Café & Bars

You can always choose different hot and cold beverages and aperitif foods from Meritt Café & Bar which is located in our hotel's lobby. Terrace Café & Bar which is located in our hotel's terrace.

### Restaurants

Our Meritt Restaurant with a capacity up to 100 people. Our Terrace Restaurant with a capacity up to 300 people. A La Carte Restaurants

with delicious tastes of Turkish and World cuisine serves also seafood between 11:00 and 23:00 o'clock in the evening.

### Meeting Room and Facilities

Our Hotel offers 2 fully equipped meeting rooms for conferences and events, with available catering and multimedia facilities. Halliç Meeng Room has the capacity of 50 persons in a U - shape and 100

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sibility to our guests. After sweat off in our Fitness Room you can start in a dynamic day or after a tiring day you can relax by making sport.

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## 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.

Kemal Pazarbaşı



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 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."

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# Ottoman Palace Cuisine: MATBAH RESTAURANT

Matbah (which means “kitchen” in Ottoman Turkish) focuses on 13th and 18th century Ottoman cuisine. Located in the Ottoman Hotel Imperial, just a few steps away from the Hagia Sophia, the space was previously used as the hotel’s restaurant.

For the past nine years, however, Matbah Restaurant has sought to make those who enter forget that they’re in a hotel. The restaurant is surrounded by floor-to-ceiling glass. Light Ottoman/ Turkish instrumental music plays in the background. Matbah Restaurant boasts 13 tables covered with white tablecloths, each topped with a small vase of flowers for a simple and elegant feel. The outdoor seating area is currently closed for the winter, yet it’s easy to imagine cocktail receptions taking place here in the summer months. Of particular interest is the glass dome with a blue and purple floral pattern, alluding to that of the close by Hagia Sophia. The menu is seasonal, featuring game such as geese in the winter, while quail and duck are served in the summer. All game come from the Kars, Ardahan and Ağrı regions. The meat comes

from Çanakkale. The spices and pastes are from Gaziantep and the dry ingredients are procured from various people in Eminönü. Complimentary şerbet begins and ends the meal at Matbah, with the pomegranate blossom şerbet served as an appetizer and the cinnamon şerbet as a post-meal treat. For a healthy appetizer, we highly recommend the chickpea lokma (morsel) with currants, served with cinnamon on top. The consistency resembles that of hummus, while the taste is sweet but not overly so. Another uncommon dish is the Lor mahlutu (treated Lor cheese), which is made by kneading the cheese in onion water and served with green peppers and sesame. The taste is tangy yet, thanks to the sesame, it is subtle enough that even those who don’t



particularly enjoy Lor cheese should give it a try. The sarma (stuffed grape leaves) varieties- one stuffed with sour cherries and the other, with unripened grapes, topped with yoghurt and sesame and served in olive oil- are some other great alternatives for vegetarians as well as those looking to try something other than the usual sarma with rice. For a non-vegetarian taste, try the quince dolma, made from quince stuffed with sheathed meat, 60% lamb and 40% veal. The quince and molasses give this dish, which dates back to 1539, a sweet touch, while the roasted almonds and currants



give it a texture that can’t be beat. However, the dish that they are most ambitious about at Matbah is the Incik (Çanakkale lamb) served with beğendi (eggplant puree) in a bowl of crispy filo dough, a recipe from the 15th century. The lamb is cooked in its own juices with red pepper paste. The succulent Incik melts in your mouth, while the beğendi is flavourful and has the perfect texture. No need to reach for the salt on this ridiculously tasty dish. As for dessert, we recommend you try an Ottoman twist to pudding with the damla sakızlı Helatiye küp muhallebi, a cube-shaped milky dessert made with mastic, served in a dish of rosewater with pomegranate pieces, pistachios, pumpkin seeds, bananas and lemons. Top it off with the cinnamon şerbet, sit back in your chair and savour the satisfying feeling of having dined like a sultan.







## ISTANBUL HOSTS MEETING, CONGRESS SECTOR EXPO

An expo spotlighting the MICE (meetings, incentives, conferencing, exhibitions) sector started on Feb. 20 in Istanbul.

This year's ACE of MICE expo - its 6th annual outing - is hosting over 250 purchasing agents from 41 countries, said Volkan Ataman, the head of event organizer Tourism Media Group. The three-day event at the Istanbul Congress Center is expected to attract around 15,000 visitors this year, he noted. "The MICE industry is the top sector of the tourism sector by revenue," he explained. Over the last five year, the ACE of MICE expo attracted nearly 94,000 visitors coming to see some 1,500 exhibitors and attend over 37,000 business-

to-business meetings, he said. Around 50 experts will give speeches in 28 sessions during the expo, whose name sponsor is Turkish Airlines. Fettah Tamince, the chair of Rixos Hotels, stressed that the MICE sector serves as insurance for the accommodation sector. "Turkey has important substructure and experience in the tourism sector," he said, adding that Turkey needs better facilities - especially in Istanbul - to host more and bigger exhibitions. Bahadır Yaşık, a board member of the Istanbul Chamber of Commerce, stressed that the expo is an

opportunity to promote Istanbul and Turkey's tourism sector. "Tourism is a locomotive for Turkey and Istanbul's economy, and we need to boost Istanbul's share of the world tourism sector," he added. Hamdi Usta, Istanbul's vice governor, said that while most tourists spend \$500 on average, for congress tourists this figure rises 500 percent. Congress tourism's share of all tourism fields reached 30 percent, he added. He also said, "The rate of capacity utilization of the Istanbul accommodation sector is around 35-40 percent on average."





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# DOMESTIC TOURISM EXPENDITURE UP 18.9 PCT IN TURKEY

Trip expenditures of domestic tourists total \$3.78B from July to September last year, says Turkey’s statistical office.

Turkey’s domestic tourism expenditure surged 18.9 percent year-on-year in the third quarter of 2018, the country’s statistical authority reported on Wednesday. From July to September last year, residents spent some 21.1 billion Turkish liras (\$3.78 billion) on domestic trips, including individual and package tour expenditures. “In this quarter, while 88.7 percent of domestic tourism expenditure was individual with 18.7 billion Turkish liras, 11.3 percent of it was package tour expenditures with 2.4 billion Turkish liras,” TurkStat said. Official figures revealed that domestic visitors made around 333 million overnights, while the average number of overnights was 10.2 and average expenditure per trip was some \$116. TurkStat said nearly 25 million residents had domestic trips over the same period.

## DOMESTIC TRIPS MOSTLY FOR VISITING RELATIVES

In the three-month period, the primary purpose of domestic trips was visiting



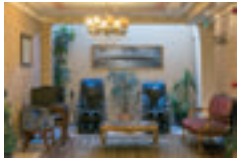
relatives, accounting for a 58.9-percent share of total trips. “The secondary purpose of trip was ‘travel, leisure, holiday’ with 36.4 percent and the third was ‘health’ with 2.2 percent,” TurkStat said. The other major travel purposes were meeting/conference/courses/seminars and commercial relations plus attending fairs. “In this quarter, according to number of overnights by type of accommodation, domestic visitors stayed mostly at ‘house of friend and relative’ with 221.2 million overnights. “While ‘own house’ took second place with 63.2 million overnights, ‘hotel’



took third place with 25.8 million overnights,” the institute said. Over the same period, residents spent most for travel/leisure/holiday and health tourism with average per trip expenditures of \$165 and \$148, respectively. The top three items under individual tour expenditures were eating and drinking, transportation, and accommodation in the July-September period last year. According to TurkStat, the number of residents in Turkey was 82 million as of December 31, 2018. The statistical authority will release its next report on the subject on May. 7.



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# Turkey welcomes 39.5M foreign tourists, generates \$29.5B in revenues

In a fruitful 2018, Turkey welcomed 39.5 million foreign tourists as tourism revenues surged to \$29.5 billion. The country now looks toward diversified tourism to enjoy a buoyant sector in the upcoming years

Enjoying a boom in the arrivals of foreign visitors, Turkey has seen a double-digit increase in both the number of foreign tourists and tourism income in 2018. The country welcomed 39.5 million foreign visitors last year, a 21.84 percent increase year-on-year, according to the Culture and Tourism Ministry, while the national statistical body revealed that the country's tourism income surged 12.3 percent to \$29.5 billion. In his keynote speech at the 23rd Eastern Mediterranean International Tourism and Travel Fair (EMITT), one of the four biggest tourism fairs in the world that kicked off yesterday at the TÜYAP Fair and Congress Center, Culture and Tourism Minister Mehmet Nuri Ersoy said the government has revised the 2023 targets to 70 million tourists and \$70 billion in income. Speaking of the 2018 tourism data released by the Turkish Statistical Institute (TurkStat), Ersoy said the total number of tourists that visited Turkey last year reached 46.1 million, out of which 6.6 million were Turkish citizens

residing abroad. The figure corresponded to an 18.1 percent hike from the previous year. Istanbul, Turkey's world-famous touristic city, was the top destination with 13.4 million tourists, accounting for 34 percent of all foreign visitors. The Mediterranean resort city of Antalya followed Istanbul with 12.4 million foreign visitors in 2018. Russia was the top country with 5.96 million visitors last year, accounting for 15.1 percent of all foreign visitors welcomed in Turkey. Russia was followed by Germany (4.51 million visitors), Bulgaria (2.38 million visitors), the U.K. (2.25 million visitors) and Georgia (2.07 million visitors). Last year, the most preferred means of transportation was air, bringing in over 30 million foreign visitors. Nearly 8.5 million and over 988,700 visitors used roadways-railways and seaways, respectively. The annual tourism revenue, which surged by 12.3 percent last year, up from \$26.3 billion in the previous year, TurkStat said, "While 81.8 percent of this income [excluding GSM

roaming and marina service expenditures] was obtained from foreign visitors, 18.2 percent was obtained from citizens residing abroad." It also noted that in the said period, while individual expenditures constituted \$22.5 billion of total tourism income, \$6.9 billion of tourism income was obtained from package tour expenditures. According to official data, average expenditure per capita was \$647 in 2018, as foreigners spent \$617 per capita and Turkish citizens spent \$801 per capita. TurkStat said visitors spent most on food and beverages in 2018 - foreigners with around \$4.38 billion and Turkish visitors with \$1.55 billion. Foreigners spent some \$2.7 billion on clothes and shoes, and \$966 million on souvenirs in addition to nearly \$77 million on carpets and rugs. The primary visiting purpose of foreigners was "travel, entertainment, sports and cultural activities" with 60.5 percent, as their top accommodation choice was hotels/

motels with over 36 million overnights. The primary travel reason for Turkish visitors residing abroad was "visiting relatives and friends" with 50.4 percent, while they mostly preferred private houses during their trips in Turkey with more than 17 million overnights.

## GOVERNMENT TARGETS QUALIFIED TOURISTS

In his speech at the fair, Culture and Tourism Minister Ersoy said the per capita income in the sector was recorded as \$647 in 2018 compared to \$681 achieved in 2017, noting that even though it is important data, it should be interpreted in a different way with the addition of a new figure. Pointing to the importance of overnight per capita income, Ersoy said this figure was \$63.2 in 2017. "Although it will be announced on Feb. 7 for certain, the estimated overnight per capita income in 2018 was \$66.5. This figure started to improve this year," he added. Touching on the target of 70 million tourists and \$70 billion in income, the minister said to achieve \$70 billion in income, it is necessary to increase the per capita income by 50 percent by 2023. "In doing so, we now need to move from quantity-based

tourism to qualified tourists, meaning tourists with high non-accommodation spending," he continued. "Because it is not possible to achieve a 50 percent increase in per capita income only by increasing accommodation income. We need to diversify and increase our non-accommodation income as well." Underlining that the perspective toward tourism should be changed in the first place to achieve the target of qualified tourists, he also pointed to the

importance of prioritizing revenue-oriented tourism rather than cost-oriented, as well as demand-oriented tourism rather than supply-oriented. Ersoy said Turkey's archeological, cultural values, arts and artists and rich gastronomical diversity are at the forefront, and that the tourism concept, where these features provide unrivaled opportunities and chances to stand out compared to competing countries, should be developed. He added that the infrastructure needed for qualified tourists should also be created with human resources as the primary goal.





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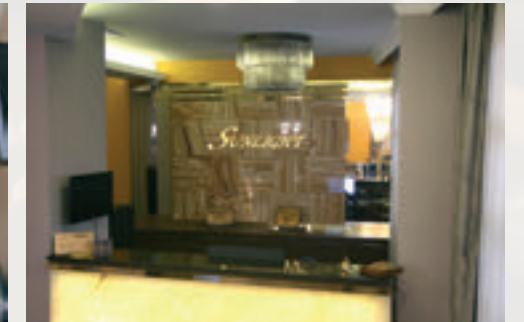
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# Antalya profits from low prices as Spain and Greece drop

German bookings for the Turkish Riviera soared in December but demand weakened for top destinations in Spain and Greece, the latest monthly figures from Traveletainment show.

As our redesigned interactive graphic (displaying monthly booking figures from January until December 2018) shows, Antalya defended its position as the top holiday destination for German package and last-minute holidaymakers last month, with a high 48% increase in sales compared to December 2017. This included a 60% surge in online bookings and a 36% rise in travel agency sales. The Turkish Riviera gateway airport, which accounted for 28% of all bookings for the ten largest destination airports last month, already had high growth rates through most of 2018, including 54% in November and 39% in October. Meanwhile, demand for Egypt is continuing to stabilise at high levels following dramatic growth rates from autumn 2017 through to late 2018. Bookings to Hurghada dropped

by 5% following a 13% fall in November, but the smaller Red Sea destination of Marsa Alam soared by 94% as demand continued to grow. Bookings to Palma dropped by 11% last month following on from heavy declines of 29% in November and 33% in October, figures from Germany's leading reservations provider showed. Demand for the Canaries, which are an established all-year destination due to mild winter temperatures, continued to fall last month with a slight 2% drop for Las Palmas, and double-digit declines for Fuerteventura and Tenerife (South). Bookings for Greece were also in negative territory in December following mixed trends in recent months. Heraklion slumped by 21% while there were also fewer bookings for Rhodes and Kos. Prices again played a major role for some

of these destination trends last month, according to Traveletainment figures. The overall average price per person per night across all destinations was €82. Antalya has a clear advantage, with an average price per person per night of just €67 for online bookings and €77 for offline sales. In contrast, Gran Canaria, for example, is much more expensive with an average booking price of €93 online and €102 offline. Overall, online bookings for the top ten destinations grew by 19% last month but travel agency sales fell by 11%, thus resulting in mostly negative figures as travel agents generate most bookings. The monthly figures for December cover package holiday and last-minute bookings through Traveletainment's market-leading travel agency and OTA reservation systems.







## Istanbul made debut for the giant congress

The efforts for Istanbul's return to the old days in congress tourism, began to fruit.

The preparations for the International Seed Federation World Congress, which is planned to be held in Istanbul in 2023 is being carried on. In this context, an investigative visit was held by the ICVB between February 13th and 15th, 2019 for the International Seed Federation World Congress, where 1500 to 1700 participants

are expected.

Within the scope of the trip, potential congress centers, hotels and gala dinner venues were introduced. ISF Secretary General Michael Keller, ISF Events Manager Camilla Perret-Gentil, ISF PCO Salvatore Pagano, TSÜAB Secretary General Assoc. Dr. Hamit Ayanoğlu, Secretary General of

TURKTED Dr. Kenan Yalvaç, Coordinator of the ISF National Committee Dr. Ali Usta attended the investigative trip in the Istanbul Chamber of Commerce hosted by Şekib Avdagiç, the President of TUGEV-ICVB and Istanbul Chamber of Commerce and Bahadır Yaşık, the Deputy Chairman of TUGEV-ICVB.



  
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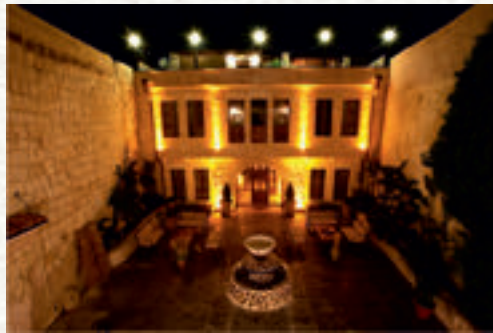
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Kapadokya'nın kalbi olan Ürgüp'te, yıllara meydan okuyan eski bir Ürgüp Konağı'nın restorasyonu ile tekrar hayata dönen AJACappadocia, birbirinden konsept 8 farklı odasıyla misafirlerine bölgenin en sihirli anlarını yaşatmayı hedefliyor. Konak genelinde tüm mobilya, ahşap tavan süslemeleri ve kilimler el yapımı olup, dekorasyonu geleneksel antikalarla süslendi. Özellikle Kapadokya'da unutulmaz bir balayı geçirmek isteyen çiftlerimize özenle tasarladığımız tüm balayı paketlerimiz ve isteğe göre kişiye özel hazırlayabileceğimiz paketlerimiz siz değerli konukların hizmetinde. Kahvaltıda yöresel ürünler tercih edilmekte olup, zengin bir serpmne kahvaltısı var.

Sizler için özel olarak tasarlanan ve birbirinden seçkin balayı ve tatil paketlerimizi AJA Cappadocia güvencesinde Web sitemizden detaylı olarak inceleyebilir, iletişim adreslerimizden bize ulaşarak daha sağlıklı bilgiler alabilirsiniz.

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## The hotel where history and luxury meet

Alp Paşa Hotel, located in Kaleiçi, which carries the traces of Antalya's history to the present day, welcomes its guests in an old Ottoman mansion dating from the 18th century.

Located next to the most important historical, entertainment and shopping venues of Antalya, Alp Paşa Hotel is attracting attention with its closeness to the beach and to the city center, and offers the opportunity to make a holiday at the city center but out of sight.

In Alp Paşa Hotel, which has an interior design that has been faithful to the Ottoman spirit, the sense of elegance and luxury does not embody just in details but in every corner itself. The hotel whose open-air museum where historical ruins found during the renovation process are exhibited, rooms are decorated in Ottoman style, mystical restaurants handle the masonry flawlessly create a difference. Alp Paşa Hotel has a courtyard embellished by original mosaics, a sunbathing terrace and a swimming pool.

Most of the spacious and elegant rooms at the Alp Paşa Hotel have great views



Mehmet Alp,  
Alp Group  
Chairman

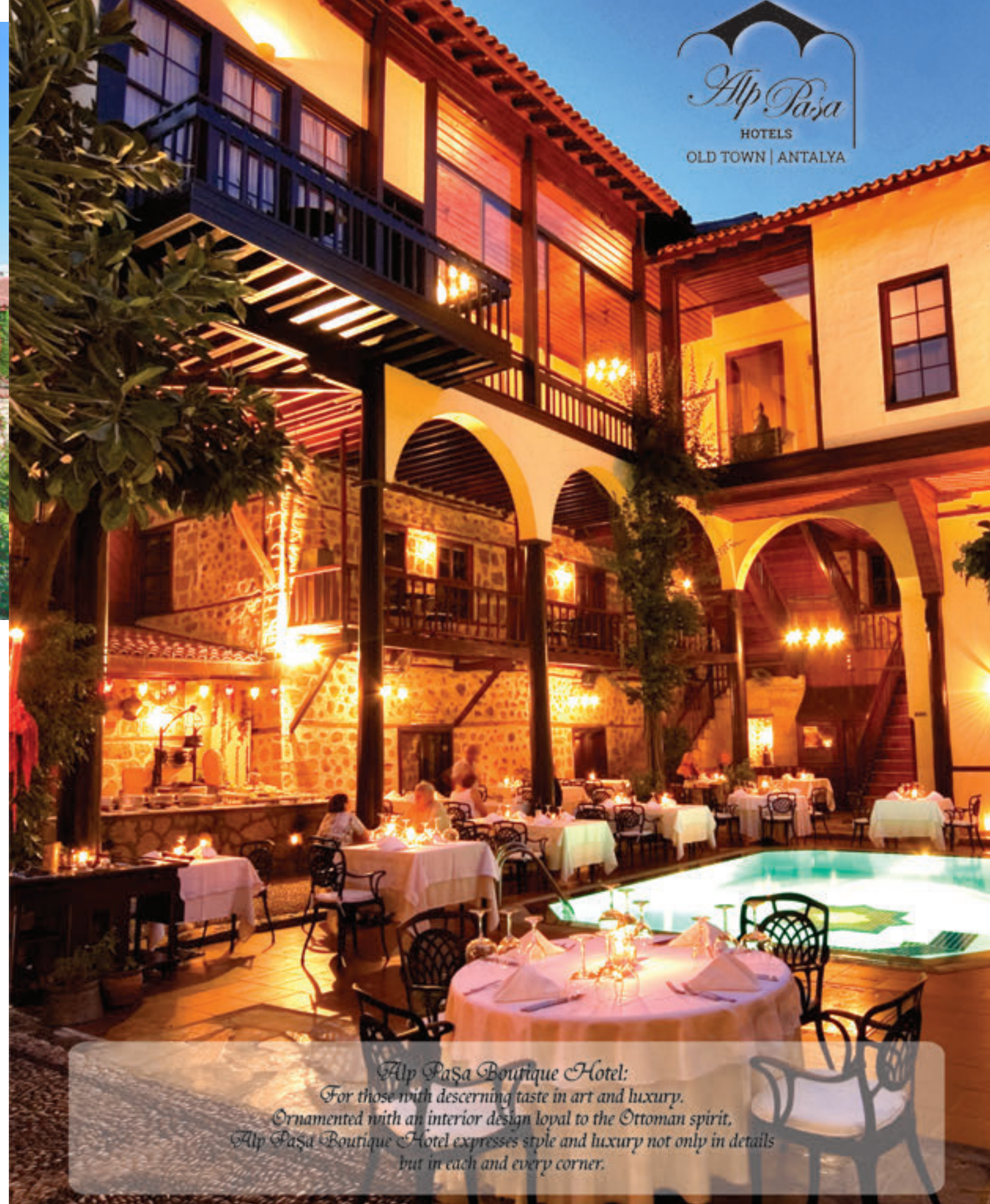
of the old town and the Mediterranean Sea. Each individually decorated room offers a homelike and comfortable holiday to its guests with its facilities. Caring about families with children, the spacious rooms at Alp Paşa Hotel offer a great opportunity for a family holiday as well.

### WORLD FLAVORS IN ALP PAŞA HOTEL

With its sophisticated dining experience, exquisite classic dishes, exciting new flavors and the menus prepared with the freshest ingredients of the season by award-winning chefs, Alp Paşa Hotel lets its guests set out on a journey of flavors. Alp Paşa Hotel brings world cuisine to Antalya with its 4 different fine dining restaurants. The hotel offers Ottoman and Turkish savours with Alp Paşa Restaurant, mediterranean classics with Du Bastion, authentic Italian tastes with Gazetta Brasserie, unforgettable mediterranean

tastes with Vanilla Restaurant.

Mehmet Alp, Alp Group Chairman, telling that the Alp Paşa Hotel is the only hotel bearing an open air museum in Turkey, said also, "The Historical Open Air Museum is a must-see during your Antalya trip. The 2000-year-old antique city ruins and historical artifacts unearthed during our hotel's renovation process are exhibited in their original places and take visitors to very old times. The hotel is one of the rare examples of the world with this aspect. The hotel's open air museum hosts the ruins of Seljuks, Roman, Byzantine and Ottoman Empires. Over a hundred pieces are exhibited in the museum and they are recorded by the Ministry of Culture and Tourism. Kaleiçi, which brings the traces of the history of Antalya up until today with narrow and sinuous streets, old houses with bay windows and historical buildings that contain the best examples of wood carving, is a great option for the travellers who are interested in culture, history and shopping. Alp Pasha Hotel is an address that will not make you miss the comfort of your home when you are in Antalya."



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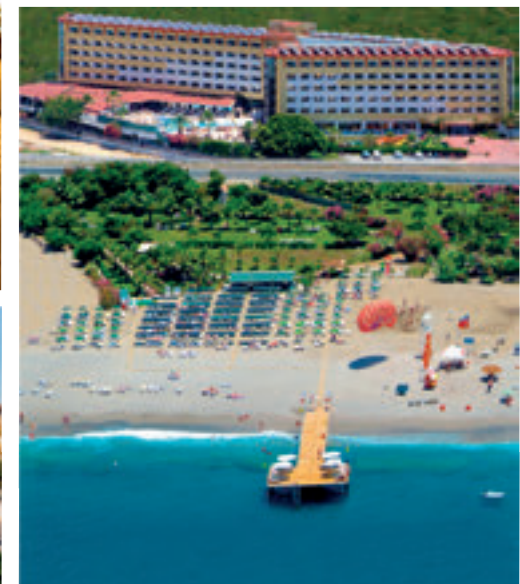
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