

# turizm aktüel



YEAR: 21 • NUMBER: 2019/2 • MAY/2019 • YIL: 21 • SAYI 2019/2 • MAYIS/2019 • FİYATI 50 TL (KDV DAHİL)

**ANTALYA** GROWS BUT  
MED RIVALS SLUMP

**NEW MASTER  
PLAN** TO  
BOOST  
TURKEY'S  
TOURISM  
REVENUES  
BY 50 PCT

## Relaxing Turkey



**EUROPEAN  
TOURISTS**  
CONTINUE  
TO RETURN

**MOTTO** BY  
HILTON TO OPEN  
FIRST HOTEL IN  
ISTANBUL

**JOLLY TOUR**  
INVITES US TO THE  
MEDITERRANEAN'S  
PARADISE NORTHERN  
CYPRUS

TUROB'S  
NEW HEAD  
IS **MÜBERRA  
ERESIN**

TURKEY'S  
**CAPPADOCIA**  
HOSTS OVER  
440,000  
VISITORS IN Q1

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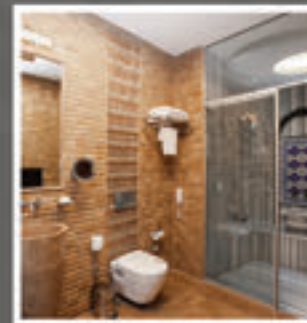
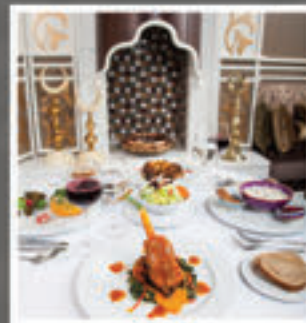
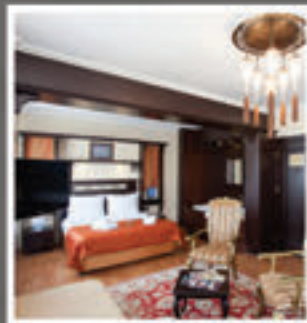
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UYMAYA SÖZ VERMİŞTİR.

# HOW ABOUT SEEING THE BEAUTIES OF TURKEY ON SITE?

Another year has passed and as 'Turizm Aktüel Magazine' we are again in Dubai. It is again time for the show, time for making an impression. Turkey, especially in the recent years, has made a breakthrough in the tourism arena. And this will continue in the same way. Bringing the world tourism industry together, Arabian Travel Market (ATM) Fair has a great significance for the tourism sector. This huge platform, where exhibitors and visitors introduce themselves, exhibit their products, new trends make a debut, and even the tendencies of the new season is determined and future strategies are formed, has great significance also for Turkish tourism.

In 2018, many things have changed both in Turkey and in the world. It was inevitable that such a dynamic sector like tourism would remain uninfluenced. We, as a sector, had challenges again but we managed to ride out the storm. 2019 will be a different year in many aspects. But it will be a year that values and balances will change...

Now we are at the ATM Tourism Fair, which is considered as the biggest tourism fair of the Middle East. We will see altogether that Turkey will come into prominence also in this tourism fair. Turkey, especially in the recent years, has made a breakthrough and it has often become a byword in the world tourism arena. The important thing is to leave a mark in people's pleasant holiday memories. Hosting their most pleasant moments... Enabling them to cherish the memories of the Mediterranean and Aegean until the next holiday... They should be dreaming of İstanbul, Antalya, Göbeklitepe, Çanakkale (TROY), Bodrum, Çeşme, Marmaris, Kapadokya, Bursa, Kuşadası, Yalova and the Black sea. The most favorite name of the Mediterranean basin should be Turkey again. The only reason that prevents people coming to Turkey should be a volcano. Otherwise, what could possibly restrain a holiday in Turkey, such a unique pleasure?

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And Turkey will repeat the appearance made at the ITB Berlin 2019 among the world tourism giants, now at the ATM Dubai with its Antalya, İstanbul, Göbeklitepe, Çanakkale (TROY) Bodrum, Marmaris, Kuşadası, Çeşme, Kapadokya and other touristic centers and all the cultural motifs.

In our current issue you will read the latest news of the tourism sector, interviews each more interesting than the other, the newest information on hotel investments, latest developments of the world and European tourism and clues from the sector before the new season. Goodbye for now till we meet again for the next special volume on IMEX Frankfurt...

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# TUROB'S NEW HEAD IS MÜBERRA ERESİN

*Müberra Eresin elected as Turkey Hotel Association (TUROB). Eresin is the first woman head in this half-century association.*

The biggest and rooted representative in Turkey sector of the framework of accommodation Turkey Hotel Association (TUROB)'s new administration is become clear. TUROB did their 23rd general board meeting in Hilton İstanbul Bosphorus Hotel. The selective general board went to the election with one list only, after the results TUROB's new management and inspection board also become clear. Timur Bayandır was the head since 2004 and he transferred his chairmanship. The new board of directors convened after the General Assembly and elected Müberra Eresin, who was the vice president, as the chairman of the board of directors. Eresin has been the first woman of TUROB's past 50 years history. Armin Zerunyan, Hediye Güral, and Taner Yollagöz become to the vice presidency. TUROB's general manager İsmail Taşdemir has assigned to the general secretary.

## WHO IS MÜBERRA ERESİN?

Müberra Eresin started her tourism

career in 1987-1989 in Eresin Taxim Hotel. Eresin worked in Pragon Restaurant (England), 1989, and in the 1990 year she worked is Spa Hotel (England). She continued her professional life in Royal Crescent Hotel between 1991-1992. Eresin later assigned as booking supervisor in Eresin Taxim Hotel between the years 1992-1993. Between 1993-2001 years she worked as sale manager in Eresin Taxim Hotel Topkapı and Eresin Crown Hotel, between 2003-2008 she worked as sales and marketing manager in Eresin Hotel in İstanbul. Müberra Eresin currently working as vice-chairman of the board in Eresin Tourism Inc. and chairman of Eresin hotels. TUROB's 23rd Ordinary General Assembly Meeting yesterday held at Hilton İstanbul Bosphorus Hotel. While the election was held with a single list in the general assembly, the new management and audit boards of TUROB were announced as a



TUROB Chairman Müberra Eresin

result of the voting. Timur Bayandır, who was the chairman of TUROB since 2004, handed over his chair to Müberra Eresin. Armin Zerunyan, Hediye Güral Gür, and Taner Yallagöz were appointed as vice presidents. İsmail Taşdemir, who was the General Manager of TUROB, appointed as the Secretary-General. Müberra Eresin is the Vice Chairman of Eresin Turizm A.Ş. and the General Manager of Eresin Hotels.

## THE NEW TÜROB BOARD OF DIRECTORS

Müberra Eresin (Chairman) – Eresin Hotels/Eresin Tourism  
Armin Zerunyan (Vice Chairman) – Hilton Turkey  
Hediye Güral Gür (Vice Chairman) – NG Hotels  
Taner Yallagöz (Vice Chairman) – Yaşmak Hotels  
Kasım Zoto (General Coordinator) – Armada Hotel  
Levent Erdoğan (Accountant) – MyDora Hotel  
İsmail Taşdemir (Secretary General)  
Banu Dedeman – Dedeman  
Temel Aygün – Titanic  
Richard Appelbaum – Divan  
Orkun Petekçi – Accor Turkey  
Nuri Kalyoncu – Point  
Ayhan Hacıbektaşoğlu – Barın Hotel  
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# NEW MASTER PLAN TO BOOST TURKEY'S TOURISM REVENUES BY 50 PCT

*The Culture and Tourism Ministry is developing a master plan to boost Turkey's tourism revenues to up to \$70 billion, in accordance with the revised goals for 2023 that focuses on the diversification of tourism activities.*

Turkey's tourism sector is positioned as a strategic industry that could help reduce the country's current account deficit, particularly at a time when the Turkish lira has significantly depreciated. Accordingly, the Culture and Tourism ministry has revised its targets for 2023 from "50 million tourists and \$50 billion in tourism revenue" to "70 million tourists and \$70 billion." Turkey 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. Talking to the Turkish language daily, Sabah, Culture and Tourism Minister Mehmet Ersoy said in order to reach the target of \$70 billion in revenue, it is necessary to focus on qualified tourism, accommodation capacity and qualified tourists. He stressed their project on creating the Tourism Master Plan continues in this context since per capita spending of tourists should be increased by 50 percent in order to achieve the new goal. He pointed out that the Tourism Master Plan has been prepared to extend the duration of the tourism season and increase per capita spending. He said that faith tourism will be one of their priorities in this regard. "We are aware of the



Culture and Tourism Minister Mehmet Ersoy

potential of our country in this matter and we are setting new routes for faith tourism in order to make full use of it. In this area, we will determine the target market and the masses of visitors and carry out market-specific promotional activities." He identified gastronomy as another one of their priorities. "We want to become a center of attraction by revealing the richness of our country's gastronomy, especially for the high-income group we are trying to reach in the new period," Ersoy said. Noting that the development of health tourism in terms of medical health is carried out within the Ministry of Health, he said in the priority regions determined in the thermal tourism centers, planning works for the establishment of Cure and Rehabilitation Centers, are underway for the purpose of developing points of attraction that will allow the use of geothermal resources for therapeutic purposes. He further argued that these would spread tourism across 12 months and increase diversity, adding that they expect these works and projects to increase Turkey's tourism revenues, as well as per capita spending. Ersoy said they have plans to develop

different tourism types, such as gastronomy, faith and congress tourism, to diversify the tourism market. "We are carrying out special promotional activities to increase our shares in the Far Eastern countries, such as China, India, South Korea and Japan," he said, recalling that they have signed a protocol with the Education Ministry in order to train qualified personnel who can provide services to qualified tourists. The minister said that the Tourism Ministry's General Directorate of Research and Education has organized vocational tourism education programs in order to increase the quality of service. "These training programs, which are organized as 'On-the-Job Training Courses,' are attended by approximately 4,000 sector employees each year. To date, 94,550 people have been given a Certificate of Participation," he added. Talking about the Tourism Development Fund, Ersoy said that seven of the 10 countries with the highest tourism income in the world have funds and these countries get more than one-third of the world's tourism revenues.



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## OVER 500,000 FOREIGN TOURISTS VISIT ANTALYA IN FIRST QUARTER OF 2019

*The number of foreign tourists visiting Turkey's popular holiday destination Antalya increased by 25 percent on an annual basis to 571,207 in the first three months of the year, with Germans topping the list followed by Russian nationals.*

According to data from the city's airport authority, 151,391 German tourists came to Antalya, on the Mediterranean coast, in January-March, an eight percent increase compared to the same period of 2018. German nationals accounted for 26.5 percent of total foreign tourists that visited the city in the first quarter of the year.

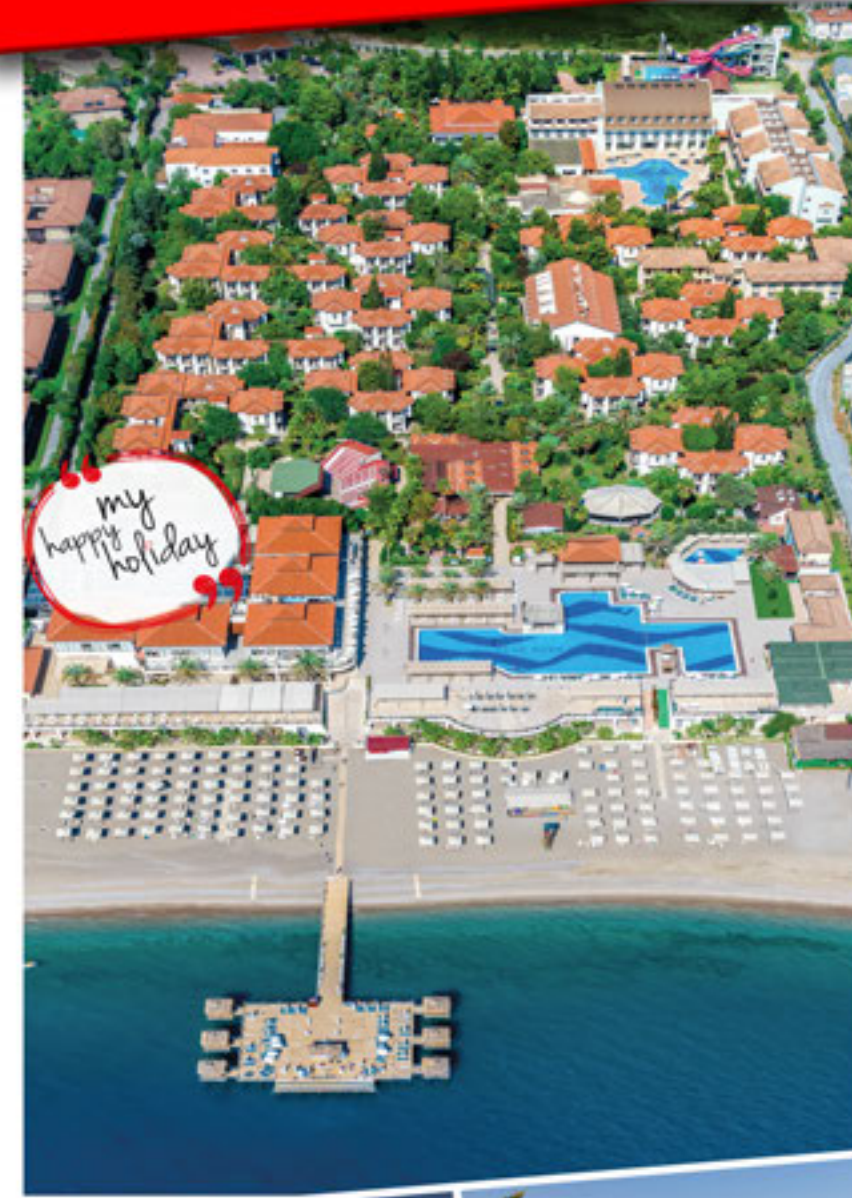
Russian tourist arrivals, on the other hand, showed a 74 percent increase as 136,689 Russians visited Antalya over the same period. The share of the Russians in total foreign visitor numbers was 23.93 percent. Turkey and Russia have been in talks to allow Russian nationals to travel to Turkey without a passport, the Turkish foreign minister said last month. Mevlüt Çavuşoğlu discussed the issue with his Russian counterpart Sergey Lavrov at a meeting held in Antalya on March 29. In February, Russia's president signed a decree to lift visa requirements for Turkish service passport holders and truck drivers traveling to Russia. Çavuşoğlu said Ankara expects Russia to remove the visa ban on Turkish citizens.



### VISITORS FROM 140 NATIONS

Data also showed that people from 140 countries visited Antalya in the first three months of the year, including the Polish, Iranians, Israelis, Dutch, Norwegians, Swedes, French, and Ukrainians. Britons made up the third largest group with a 6.44 percent share in total foreign tourists. In January-March, 36,791 U.K. nationals arrived in the city for vacation, translating into a 58 percent increase compared to the same period of the last year. In March alone, Antalya attracted 279, 097 foreign tourists which corresponded to a five percent increase from a year ago.

The number of German visitors, however, declined by 18 percent on an annual basis to 77,881. Yet, the Germans were still the largest group, followed by the Russians. In the month, a total of 30,631 Russian nationals visited Antalya, a 45 percent increase from a year earlier. In January and February, foreign tourist arrivals in the city rose by 50 percent compared to the same months of 2018. Last year 13.6 million foreign and more than 3 million domestic tourists visited Antalya – this marked a record number of tourists for the city. Antalya targets to welcome 15 million foreign and 5 million domestic tourists this year.



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# 6.299 NEW HOTELS COMING IN 5 YEARS

The world will be saturated to the hotel in 5 years. 6.299 new hotels are expected to be opened on a global scale during the period 2019-2023.



When the distribution of new hotels by region is examined; 2,163 in the Asia Pacific, 1,815 in America, 1,521 in Europe, 506 in the Middle East and 294 will be put into service in Africa. The TUYED management examined TopHotel's data on the subject. According to this, there is detailed information about the new hotels that are expected to be in service especially in the European region. In

the years between 2019-2023, 1.068 facilities out of 1.521 hotels, %70, will be first class, and 453 facilities out of 1.521, %30, will be luxury class.

## GERMANY IS FIRST PLACE

When the new hotels to be put into service in the next 5 years are analyzed by country, the first five countries and the number of new hotel projects will be listed as follows: Germany 377 projects, England 285 projects,

91 projects in France, 79 projects in Spain and 69 projects in Austria. In the cities that will open new hotels, the list is as follows: London 78 projects, Dublin 31, Paris 30, Hamburg and Vienna 20 projects each. When the hotel brands to be put into service in Europe between the years of 2019-2023 are examined, it will be seen that the Holiday Inn Express brand will be the winner with 45 new hotels. It is followed by Hampton By Hilton with 42 projects, Hilton Garden Inn and Courtyard Marriot with 22 projects each, and with 20 projects Holiday Inn.

## In what year how many hotels will be opened in Europe?

| Years | Numbers Of Projects |
|-------|---------------------|
| 2019  | 432                 |
| 2020  | 451                 |
| 2021  | 199                 |
| 2022  | 55                  |
| 2023  | 384                 |
| Total | 1.521               |



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## TURKEY EXPECTS TO RECEIVE MORE GERMAN TOURISTS

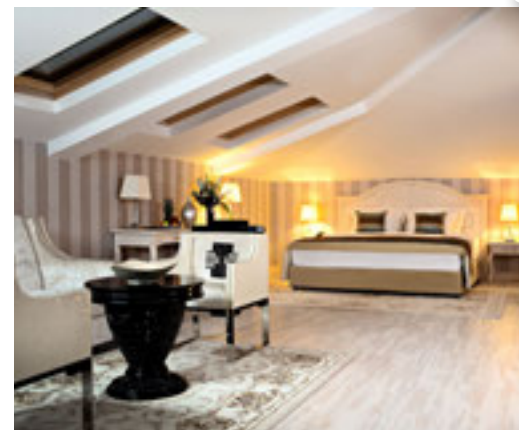
*Tourism minister says Turkey strives to welcome nearly 5.6 million German visitors this year*



Turkey expects to attract 5.6 million German tourists to the country this year, the country's culture and tourism minister said on Wednesday. Speaking to reporters at the ITB Berlin tourism fair, Mehmet Nuri Ersoy expressed optimism about attracting a record number of tourists from Germany in 2019. "There has been a 58 percent rise in early bookings from Germany for Turkey," Ersoy said. He underlined that Turkey has again become a leading destination for German tourists after numbers fell in 2016 and 2017. "This year we're expecting around 5.6 million German tourists to visit Turkey," he said, raising hopes of beating the 2015 record of 5.5 million visitors. Turkey presents Gobekli-tepe in Berlin Ersoy said Turkey would become more attractive for tourists not only for its natural wonders or beautiful beaches but also its rich culture and history and its impressive archaeological sites. He said Gobekli-tepe in southeastern Turkey, the world's oldest temple, will be one of the main highlights of Turkish tourism this year. Following his remarks, Ersoy visited an exhibition showcasing Gobekli-tepe at the fair. Turkey's presence at the fair this year is spread out over 2,000 square meters, with the participation of more than 100 municipalities, hotels, tour operators, and other tourism service providers. ITB Berlin, the world's largest travel trade fair, will open its doors to the public this weekend after hosting tourism industry professionals all week.



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# ANTALYA GROWS BUT MED RIVALS SLUMP

Germans kept booking Turkish Riviera holidays last month but sales to Spain, Greece and Egypt all slumped, according to the latest monthly figures from Amadeus Leisure IT (formerly Traveltainment).



January was a disappointing month on the German market with a 9% drop in bookings for summer 2019, sales analysis from researchers GfK showed.

This inevitably resulted in lower demand for many top destinations last month, the data from the tourism reservations company showed (click on the interactive chart to compare the different months). Total booked revenues for the top ten destination airports was 10% lower in January than 12 months earlier, with a 16% drop in travel agency sales and 3% fall in online sales for these 10 airports. There was some good news for Turkey as package holiday bookings with Antalya as the destination airport rose by 6% last month. However, this was well behind the high double-digit growth rates seen over the last few months.

The second-largest destination, Palma, continued its recent decline with a 13% fall that follows double-digit falls every month since last July. Similarly, the Canary Islands again attracted fewer bookings in January, as has been the



case for most of the past year. The Egyptian Red Sea resort of Hurgada showed the heaviest year-on-year decline last month, with a 24% drop, but this is in comparison to extremely high growth rates in early 2018. There was also bad news for Greece last month as bookings for Crete (Heraklion), Rhodes and Kos all

weakened compared to January 2018, continuing a trend seen over the last few months.

In terms of market share (calculated as the share of all bookings for the top ten destination airports), Antalya remained the clear leader last month with 28%, well ahead of Palma (19%) and Hurgada (15%).

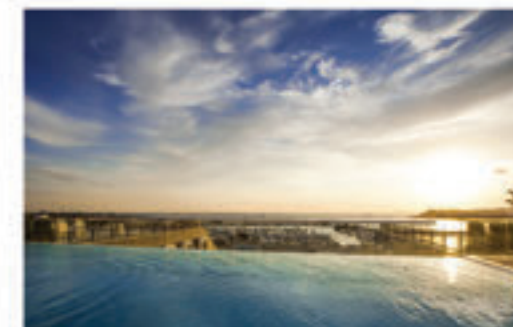
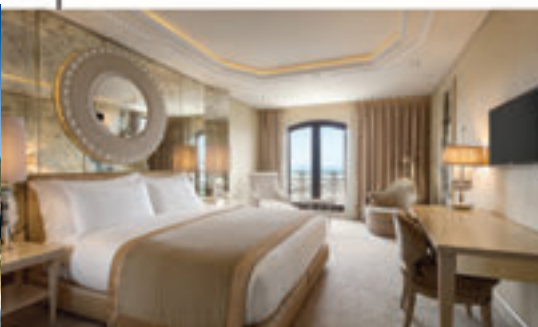


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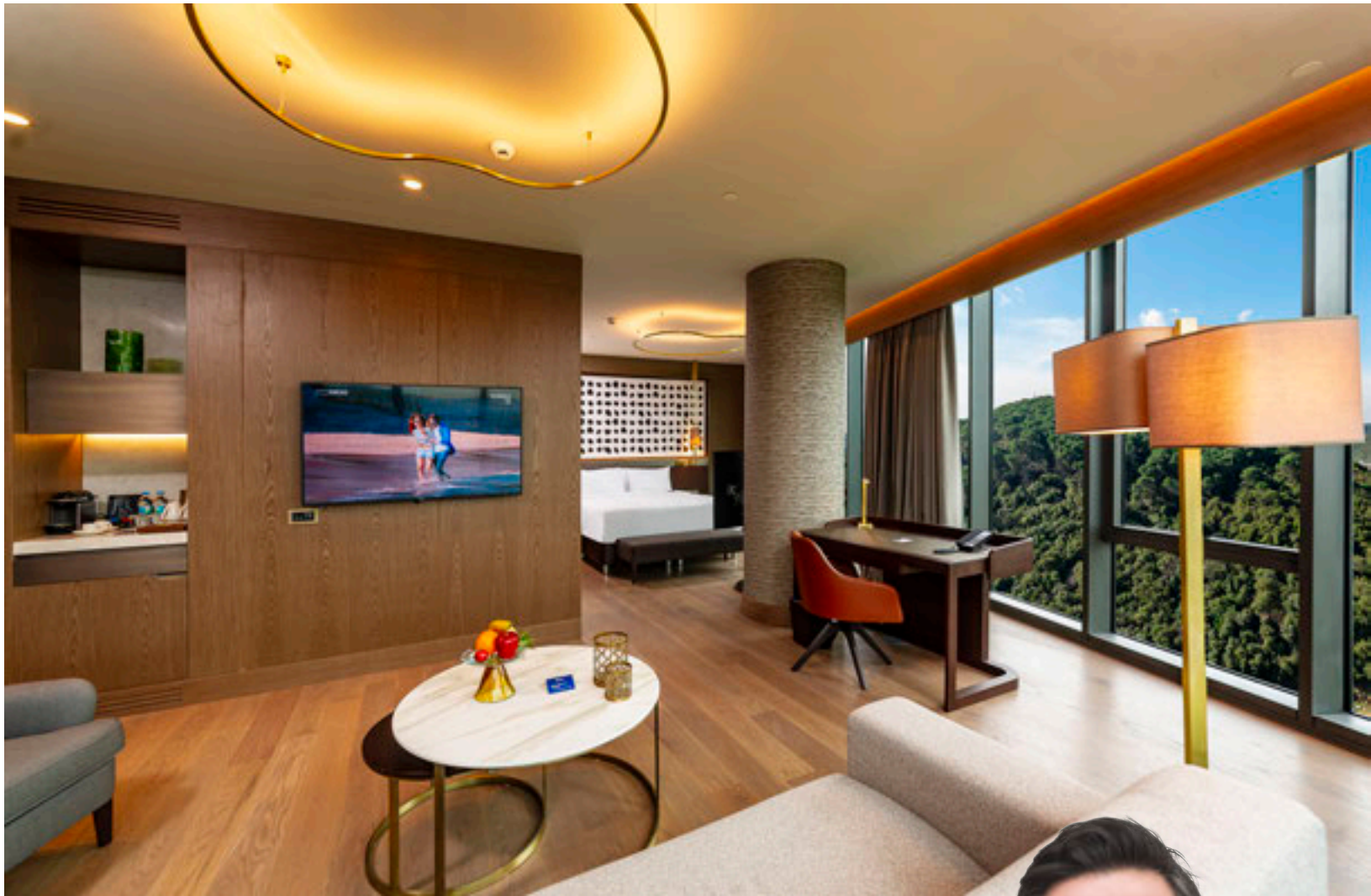
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# RADISSON BLU HOTEL VADISTANBUL

*The Radisson Blu Hotel Vadistanbul, located in the Vadistanbul project, one of the most exclusive investments in Istanbul, began hosting its guests in February. The closest 5-star hotel to newly opened İstanbul Airport is only Radisson Blu Hotel Vadistanbul, which provide a forest in the city. General Manager of Vadistanbul Atakan Altuğ introduced Radisson Blu Hotel Vadistanbul, in an interview to our magazine.*

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**Could you please present the Radisson Blu Hotel Vadistanbul, which started**

**to host its guests in February?**

With easy access to shopping, city tours, airports and business centers of the city, Radisson Blu Hotel, Vadistanbul, makes a difference with its rooms designed to provide a comfortable stay. With a magnificent city and peaceful forest views, our hotel offers accommodation with free high-speed wireless internet. Radisson Blu Hotel Vadistanbul offers a memorable stay with its high level of service, even now it has already become one of the indispensable hotels of the city.



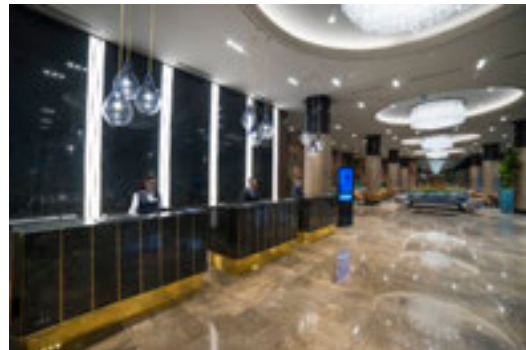
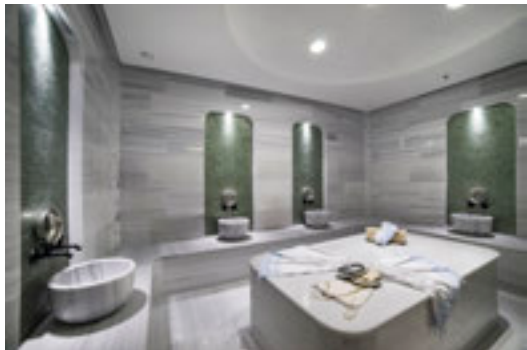
Radisson Blu Hotel Vadistanbul  
General Manager Atakan Altuğ

Our hotel has 193 modern and stylish rooms, and the total bed capacity is 386, where our guests can reach their dreams. Standing out among the city hotels of Istanbul, Radisson Blu Hotel Vadistanbul; With both city and forest view options, it is the new address for comfortable and luxurious accommodation.

**What makes Radisson Blu Hotel Vadistanbul different from other 5-star hotels in İstanbul and your region?**

We are the closest 5-star hotel to the newly opened İstanbul Airport. Located next to Vadistanbul Shopping and Life Center and 5 minutes away from Maslak - Levent area, our hotel's location is the most striking feature of ours. We have 7 meeting rooms which get sunlight along with forest view, and also our ballroom gets sunlight with the capacity of 1000 people, and we host organizations such as meetings, congresses, and weddings in the ballroom. With the view of 2300 square meters forest field, we provide a relaxing accommodation along with spa, this is why our hotel is different





among the other city hotels.

**Your hotel is part of the Vadistanbul project, one of the most outstanding investments in İstanbul. Is it an advantage for a hotel to take part in mixed projects?**

We take it as an advantage. We are very pleased to be able to meet all the needs of our guests. Guests staying at our hotel can reach a new generation shopping and living center where they can find all kinds of products, and relax in the calm and forest-view rooms to relieve the tiredness of the day. They can relax and spend time in the SPA area overlooking the forest. We are one of the few hotels that offer these properties together. That makes us privileged.

**Can you give us information about the congress tourism of Radisson Blu Hotel Vadistanbul, which attracts attention with a thousand-person ballroom?**

There are 7 meeting rooms equipped with state-of-the-art technical equipment and 1 ballroom with a capacity of one thousand. Our



experienced meeting and event coordinators are always on duty to make the meetings of our customers more efficient. All of our halls get sunlight and have the forest view that will make every event unforgettable, from 2 to 900 people, including meetings and special celebrations. Each floor, where our meeting halls are located, has a terrace overlooking the forest. We serve our customers in a quiet environment with modern, comfortable and state-of-the-art meeting rooms. Our meeting rooms provide a perfect environment for efficient meetings and aim to support creativity within the team. We also provide high-speed wireless internet,

audio and imaging equipment, and we also provide office tools and equipment that may be needed in meetings free of charge to our guests. The adaptability of our meeting rooms allows us to host meetings in different scales and in different seating arrangements. We have meeting rooms suitable for sales meetings, company meetings, product

presentations, seminars, conferences, press conferences, social events and all kinds of invitations, meals and weddings.

**Could you please tell us about your general guest portfolio?**

Radisson Blu Hotel Vadistanbul's target groups has diversity; due to the business districts close to the region, the guests who are traveling, the teams and viewers coming to the matches played in the Türk Telekom Arena, the tourists visiting İstanbul, the employees of the İstanbul Airport and the transit passengers, the meeting and accommodation groups. All guests who want to stay in İstanbul are among our target audience.

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# Cem Kinay: Turkey needs a new story in tourism

Professional hotel managers association (POYD) in their monthly meeting in Kemer they reviewed new trends.

Cem Kinay told new trends in tourism to hotel keepers. Villages, towns, cities, geographies, cultures, tastes, music, localization, which kept their freedom, are becoming new trend in the world tourism says Cem Kinay, he also pointed out the lacking of golf courses, and said I would create a golf course in an ancient city and become the first in the world. Gulet Tourism and Magic Life creator Cem kinay said that trends are changing very quickly that is why tourism sector needs to be more dynamic than ever. Kinay informed about Turkey's holiday areas and pointed out that the sea, sand, the Sun, are important factors for Antalya. Kinay stated that there are only 15 golf courses in Turkey

and that is not enough, golf courses might intermingle with cultural tourism in near future "I would create a golf course in an ancient city and become the first in the world" said Kinay. A new trend based on localization is developing "A localization movement, return to essence, and bringing past into present became an important feature in everywhere. In this context, nature plays an active role. Tourism is impossible without nature. Nature must be a priority for every tourism. We must maintain nature and tourism together. Everything must be natural. The differences between work holiday and travel holiday are removed for the young generation. The new generation wants to live a free life. They want to work wherever they want and visit



the countries freely and want to be mobile. We should adapt to this kind of life too. Taste is also important in these new trends. A tasty meal has the power to express a place and makes it consistent. The local cuisine of an area has a connection with people's soul and their daily life rhythm" Kinay claims that history and nature must be protected "Villages, towns, cities, geographies, cultures, tastes, music, localization, which kept their freedom, are becoming a new trend in the world tourism. Anatolia has much more potential than sea tourism, along with its unique potential and power, Anatolia's history, nature, cuisine, and its stories has a priceless value.



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**RAMADA.**  
İSTANBUL TAKSİM



## ENJOYMENT OF FOUR SEASONS OF ISTANBUL IN ALL SEASONS HOTEL

All Seasons Hotel İstanbul, located in Findikzade, one of the oldest and most established districts of Istanbul, has been serving for almost 20 years with its principle of guest satisfaction. The hotel, which has undergone a major renovation to serve better to its guests, introduced by All Seasons Hotels Board Member Mustafa Topaloğlu to the readers of Turizm Aktüel.

### **Could you please describe your hotel?**

Located in İstanbul which is one of the most important and visited cities in the world, All Season Hotel located in Sultanahmet peninsula of İstanbul, also known as the old city walls. When you step outside out of the main door of our hotel, you have the chance to see and live both the historical İstanbul and the modern İstanbul at the same time. As the name suggests, you can experience both İstanbul and our hotel in different seasons in All Seasons Hotel. With the 20 years of experience, All Seasons Hotel creates an ambiance that makes guests feel at home.

### **What makes the All Seasons Hotel different from other hotels?**

One of the most important features of our hotel is the importance given to guests' satisfaction. Our main service principles are to meet our guests with a warm welcome, being sensitive



All Seasons Hotels Board Member Mustafa Topaloğlu

to their demands, to provide quality service and make them leave our hotel in a happy way. Being aware of the importance of our responsibility and the satisfaction of our guests, we strive to provide the best service. Located very close to the Grand Bazaar and Laleli area, our hotel has the advantage of being able to reach all the central points of İstanbul.

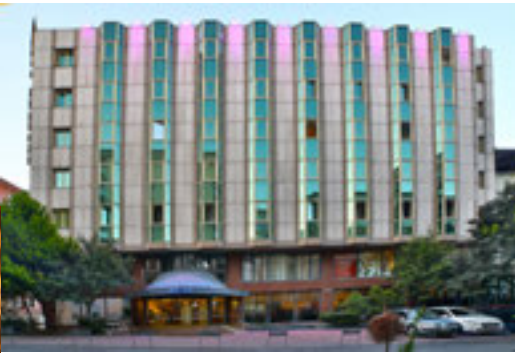
### **Can you tell us about the rooms in your hotel?**

The renovation work we did in our hotel and in our rooms ended about 1 month ago. In our rooms, we made all kinds of innovations from paint to wall

lamps, from bed to bed headboard, from textile products to bathrooms for the comfort of our guests. For the comfort of our guests, we have thought of everything to the smallest detail and provided the necessary comfort to meet their expectations. Our 4-star hotel has 1 Junior Suite, 4 Standard Family Rooms, 61 Standard and 3 Deluxe rooms in total of 70 rooms. Our hotel also has a meeting room for 40 people.

### **Could you please tell us about the restaurant and the other services you offer to your guests?**

Our hotel serves traditional Turkish



cuisine and the most special delicacies of international cuisine. Our restaurant starts with a rich buffet breakfast in the morning and the rest of the day is provided with an ideal ambiance that can be enjoyed by our ala carte and set menus. In addition, our guests can perform the most fruitful meetings in our meeting room for 40 people, and they can enjoy hookah on our terrace. We also serve our guests sauna, Turkish bath, and massage room. Our main goal is to provide the highest level of customer satisfaction and to ensure quality.

### **Do you want to add anything?**

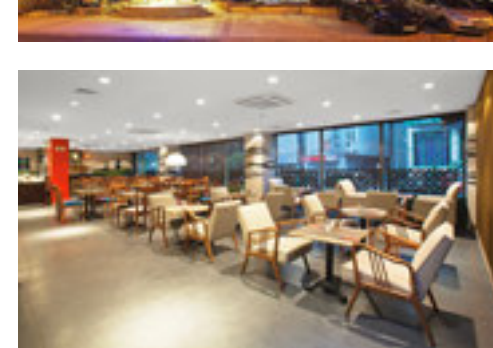
I would like to point out that the service and quality offered to its guests by All Seasons Hotel İstanbul will be reflected without sacrificing anything. In addition, in June 2019, we will offer All Seasons Luxury Suites to our guests. I would like to summarize what it needs to improve tourism in Turkey; Power of unity Our best in action Working hard Exiguous talking Rising above of all



### **Who is Mustafa Topaloğlu?**

I was born in 1976 in İstanbul. I am married and the father of two daughters. In 1998, I graduated from Trakya University Mechanical Engineering Department. In 2006, I completed my higher education in international business at Marmara University. As a member of the family

company, we continue our commercial activities in the tourism, real estate, construction, and automotive sectors. I am a member of the Board of Directors of All Seasons Hotels. In addition, I serve as a board member of; Turkey Hotel Association (TUROB), in MÜSiAD, and in İstanbul Cultural Ambassadors.



# Health Becomes Popular in Tourism

*The Five-star hotels on the Anatolian Side in recent years made the Anatolian Side popular in tourism.*

**S**tating that they are the most crowded host hotels of the Anatolian Side, Alp Atilla, General Manager of Hilton Garden Inn Canpark Ümraniye, said that: "Anatolian side became popular due to the tours organized for shopping and the nearby area. Our Hotel, taking part in the Canpark Shopping Mall mixed project, provides great advantage especially for our long stay guests and tourists from the Middle East."

## STRONG DEMAND FOR HEALTH TOURISM

Alp Atilla stated the intensive demand for health tourism, and he claimed: "Health Tourism has become a significant source of income for our country. Our hotel has become a preferred brand because of the service we provide to the guests who came for both localization and health tourism. Guests are not coming just for hair transplantation and aesthetics; there are many guests that are coming for serious operations such as brain surgeries. We welcome health tourists from many countries such as Germany and Spain, especially in Northern



**Alp Atilla, General Manager of Hilton Garden Inn Canpark Ümraniye**

first 3 months were better than expected, and he continued his speech: "We believe that this year will be better than the previous year. There will be an increase in terms of occupancy and income. During our visits to agents working with the Middle East and Gulf countries, they share positive opinions for this year. A revival in the Chinese and Indian market is expected again. This year, especially in the summer months, we are waiting for intensive tourist traffic from the Middle East."

## INTENSIVE DEMAND FOR MEETING ORGANIZATIONS

Alp Atilla stated that they received many meeting requests throughout the year, and said: "In terms of meeting organizations, we receive a serious demand

for our hotel. Because we can say that our meeting halls are spacious and provide daylight, offering unique tastes, high service quality and ease of transportation. In addition to meetings, we are also a preferred hotel for organizations such as weddings and henna.

European countries. We expect a 20 percent increase in health tourism in 2019"

## INCREASE IN TERMS OF OCCUPANCY AND INCOME

In 2019, Alp Atilla stated that a successful start was made and the

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# MOTTO BY HILTON TO OPEN FIRST HOTEL IN ISTANBUL

*With the recent rise of the tourism sector in Turkey, foreign hotel chains have once again turned their attention to the country.*

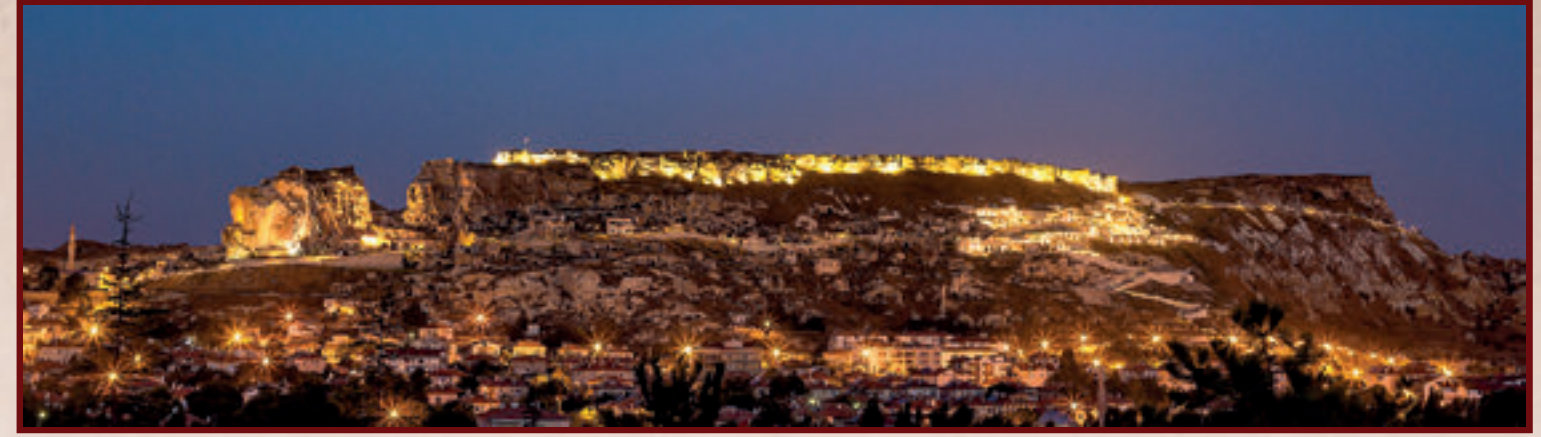
The multinational hospitality company Hilton serves in Turkey with 63 hotels, under five different brands, including DoubleTree, Garden Inn, Hampton, Conrad and Hilton. Having recently signed for Curio, the hotel chain has also pushed the button for Motto, its seventh brand. Motto will be opened in Istanbul, simultaneously with cities that have heavy tourist traffic such as London, Washington and Dublin. Hilton Turkey Senior Investment Director Tuğrul Temel said that the new brand will be located in city centers. "Finding land in the city centers around the world has become quite difficult. Therefore, we wanted to develop a solution and implemented the Motto by Hilton brand," he said. Explaining that Motto will have 100 14-square-meter rooms, Temel added, "The rooms are ergonomically used with smart designs. These interconnected and shared rooms also appeal to crowded groups." He stressed that a competitive policy will be followed at Motto. He added that the brand will be opened simultaneously in some of the world's leading tourism cities, including Istanbul, which holds a very important place for the brand.

He further explained that the brand's first hotel will be opened in Karaköy, which will be operational in 2021 provided that construction starts this year. Announcing that Hilton opened 63 hotels in Turkey and signed on for 25 which are still under construction, Temel said they currently operate in the country with five brands, including 13 Hiltons, 17 DoubleTrees, 19 Garden Inns, 13 Hampton and one Conrad. "We have recently signed for our Curio brand. We will open three hotels, two in Istanbul and one in Bodrum," he continued. "We are opening the first Curio in Sultanahmet this year, thus reaching six brands in total. Our seventh brand will be Motto. We also have a brand called Canopy and it is located in the market as Hilton and above. We are still in talks for our plans to bring this brand to Istanbul." Stating that they do not have a number in mind for Motto, Temel noted that

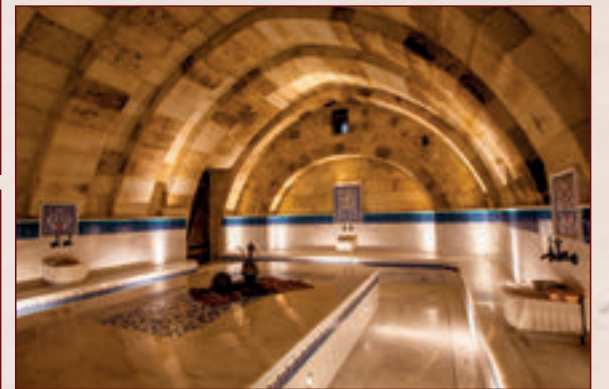
they plan to open the hotels in touristic areas in Istanbul, like Taksim, Nişantaşı, Kadıköy and Sultanahmet. "Motto's investment and operating costs are much more affordable," he said. "As a powerful alternative for investors who want to take part in city centers, Motto provides great efficiency in small areas with its ergonomically designed and shared rooms. Since the rooms are operated effectively, the profitability margin is high, and competitive prices also offer a powerful alternative for tourists." Temel said 2018 was a very productive year for Hilton Turkey, adding their hotels significantly increased their revenues compared to 2017. "Profitability varies in each province. For example, the revenues of our hotels in Istanbul increased by 30 percent in terms of foreign currency compared to 2017. For this year, the indicators point to a very positive direction as well," he added



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## TURKEY'S CAPPADOCIA HOSTS OVER 440,000 VISITORS IN Q1

*Number of tourists visiting world-famous scenic region surges 14.5% year-on-year in January-March period*

Turkey's world-famous scenic Cappadocia region attracted 440,686 visitors in the first quarter of 2019, reaching six-year peak. Cappadocia is famous for its unique "fairy chimney" volcanic cones, valleys, underground cities, boutique hotels and houses carved into rocks, churches, chapels, and shelters used during the early years of the Christian faith. It also allows tourists to enjoy a bird's-eye-view of the historical sites with hot air balloon trips. The region, located in Central Anatolia's Nevsehir province, is preserved as a UNESCO World Heritage site. Provincial Directorate of Culture and Tourism figures revealed that the number of tourists visiting Cappadocia surged 14.5% year-on-year in January-March period. In the three-month period, the top three touristic



sites in the region were Goreme Open Air Museum, Kaymakli Underground City, and Derinkuyu Underground City. Mustafa Durmaz, head of the Goreme (a historical town in the region) Tourism Development Cooperative, said Cappadocia saw one of its busiest seasons in the first quarter of 2019 compared to the past years. "The active period through the end of 2018 gave hints that the intensity would continue this year," Durmaz said in an exclusive interview with Anadolu Agency. Durmaz noted

that sector representatives made all preparations in advance to provide high quality of touristic services. "In this period, Cappadocia hosts foreign visitors mostly from the Far East and Europe," he said. He said as soon as the weather becomes warmer, the current accommodation capacity will reach its limits. Durmaz also said the student groups across Turkey should prefer day-trips to visit the region in the spring months, as there is an accommodation shortage due to the high hotel occupancy rates.



Cappadocia - Türkiye

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# Jolly Tour invites us to the Mediterranean's paradise Northern Cyprus

*Jolly Tour, entering this year renewed with their motto "Let's Go!", with their new campaign Jolly Tour invites us to discover Mediterranean's paradise island Northern Cyprus's unknown values along with its beauties that take place in legends.*



Erkan Yağcı - Mete Vardar

In the night for Northern Cyprus campaign launch the Chairman of the Board of Jolly Tour Mete Vardar said, "As Jolly Tour we serve tourism sector wholeheartedly for 33 years, this time in our journey; we await all our guests to Northern Cyprus to witness the best state of sea-sand-the Sun, the historical feeling where fun and shopping combine together, with their local flavors and the sight of Spring's colorful and lively aspects."

**JOLLY IS INVESTING TO LIVEN UP NORTHERN CYPRUS' TOURISM**



Fikri Ataoğlu- Mete Vardar

Vardar, continued his speech: "As Jolly, we see Northern Cyprus as a part of Turkey and to liven up and improve the tourism, we will continue our invests in 2019. This paradise island, which we can travel with ID only, is a domestic destination for us, to share this with our guests and to invite you to this paradise island we are proud to share this advertising campaign about Northern Cyprus for the first time." To the night hosted by Mete Vardar at Bellapais Monastery; Turkish Republic of Northern Cyprus Tourism Minister Fikri Ataoğlu, Turkish Republic of Northern Cyprus Foreign Minister



Baturalp Bozkurt - Fikri Ataoğlu - Esra Bozkurt - İsmail Tiralı - Görkem Aydın

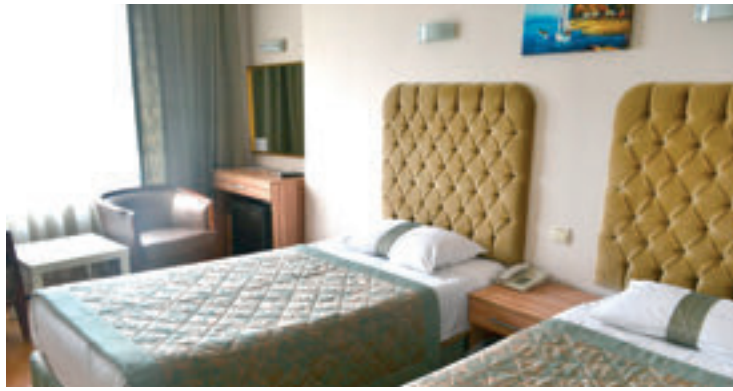
Kudret Özersoy, Head of UBP (National Unity Party) Ersin Tatar, along with UBP Kyrenia deputy and old Tourism Minister Ünal Üstel joined the night. The speech Turkish Republic of Northern Cyprus Tourism Minister Fikri Ataoğlu gave during the night stated "We are glad to see the increase of visitor count in Turkish Republic of Northern Cyprus. It is important for us that the guests coming from Turkey to see here as a domestic destination. We are sharing the same currency and

culture after all, the increase of flight numbers of airline companies, the increase of tours of travel agencies prove the increase of visitor count. I would like to thank especially to Mete Vardar and the Jolly family, and all the travel agencies that organize tours to Northern Cyprus, airline companies which increased their flights, the hotelkeepers who invested in Northern Cyprus tourism and to all our tourism stakeholders" As Mete Vardar stated, Northern Cyprus is a favorite destination for who want

to spend their holiday opportunity in the best way, Mete Vardar also said "Northern Cyprus is the first destination that we suggest to our guests who have come here for special trips, each season has its own beauty, the opportunity to benefit the sea for 9 months, along with its magnificent nature Cyprus is a paradise island. There are people who have traveled abroad but yet they didn't see Northern Cyprus, whereas there are lots of things to discover in Northern Cyprus"



Türker Yüksel - Sezer Kızgın - İsmet Esenyel - Mete Vardar - Fikri Ataoğlu - Erkan Yağcı - Ekrem Barlas



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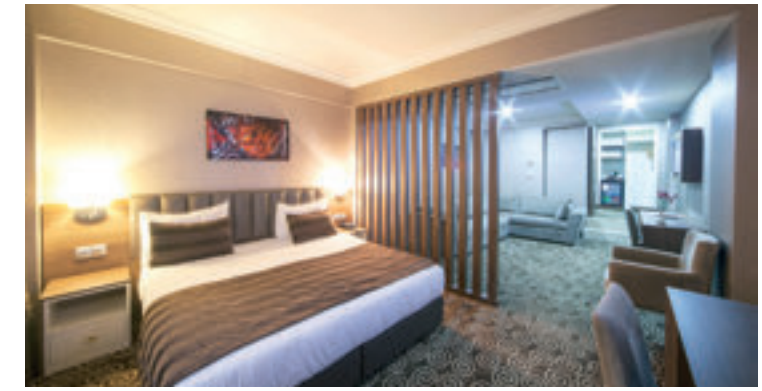
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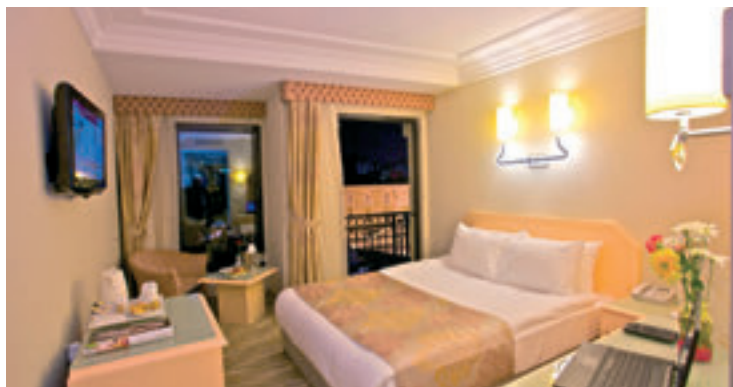
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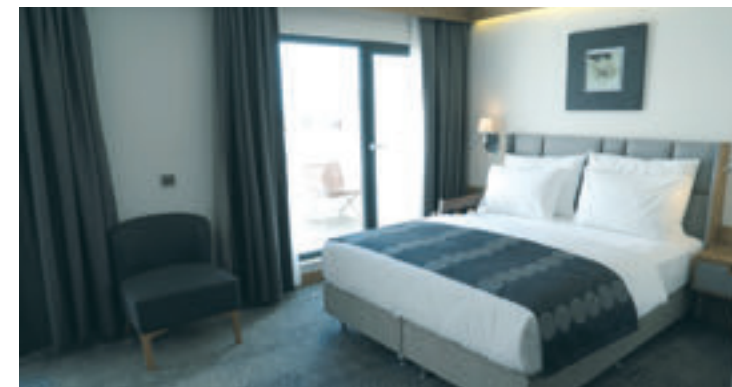
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## HESTOUREX fair to gather health, sports and alternative tourism professionals in Antalya

*As a key platform where health, sports and alternative tourism professionals meet, the HESTOUREX fair will gather concerned parties from all over the world in Antalya under the theme of 'Sports Tourism' this year*

The HESTOUREX 2019 Health, Sports and Alternative Tourism Fair, which is organized under the auspices of the Turkish Presidency, will bring together people from all over the world at the Antalya EXPO Center between April 4 and April 7. It is Turkey's first and only multidisciplinary platform established with the aim to introduce Turkey's potential in health, sport and alternative tourism by developing bilateral cooperation between countries at global professional business meetings. Having opened with "Camp Caravan" and "Gastronomy" themes in the last two years, the theme of "Sports Tourism" will be covered this year. Last year's fair was

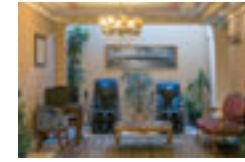
very successful; it created a huge remarkable platform for B2B (business to business) meetings. This year, it is intended that the fair will continue the success that it achieved in 2018 and double the potential business opportunities. A press meeting was held in the capital Ankara to publicize the fair. Speaking at the meeting, HESTOUREX Consultative Committee President Emin Çakmak said that health tourism has gained speed in the last 15 years and contributed to the country's economy. Çakmak noted that the same potential can be shown in sports tourism. Some 25 sports federations are expected to participate in HESTOUREX 2019. Çakmak stressed that sports tourism is a sector that will

bring in \$10 billion in the coming years. Sports Tourism Union Association President Şamil Yaşacan also remarked that HESTOUREX is Turkey's brand and is an example to the world. "International federations that will come with the theme of sports tourism will have the opportunity to see the sports tourism opportunities of our country," Yaşacan said. Emin Çakmak continued talking about the health sector in Turkey. "The bilateral talks that were conducted within the body of HESTOUREX have contributed TL 20 billion to the health tourism economy. This year, our target is to reach TL 30 billion and to provide a record level of new business potential to our country," he explained.



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## İSTANBUL WILL BE ADVERTISED IN SOCIAL MEDIA

*#oneistanbul Instagram contest award ceremony held in Çırağan Palace Kempinski for the purpose of making Istanbul more visible in the world.*



With the cooperation of Istanbul Metropolitan Municipality, Istanbul Chamber of Commerce, TUGEV and Istanbul Congress and Visitors Bureau (ICVB), Oneistanbul is started in 2015 in social media to make Istanbul, along with its history, culture, and beauties, more visible in the world. This year Oneistanbul Instagram contest held by Turkish Airlines, the winners announced in a ceremony in Çırağan Palace Kempinski. With the campaign carried out by @oneistanbul account, it is aimed to get Istanbul highest rate in social media regarding to picture

sharing among the other cities. With the #oneistanbul and #istanbul, 610 thousand pictures are being shared and @oneistanbul account reached to 100 thousand followers. With the theme of "Share the Istanbul and fly" Oneistanbul contest' juries, Deputy governor of Tourism İsmail Gültekin, Vice president of the Istanbul Chamber of Commerce İsrail Kuralay, Istanbul Metropolitan Municipality Artistic Director Hüseyin Karaca, Turkish Airlines Marketing and Sales President Emre Menevşe, Turkish Airlines Head of Corporate Communications Seda Kalyoncu, Dean of Istanbul Ticaret University Faculty

of Communication Prof. Dr. Celalettin Aktaş, chose the most liked pictures of the theme of "Share the Istanbul and fly." The most liked pictures' contestants' rewards were given in a ceremony in Çırağan Palace Kempinski with the participation of the names from the business and art world.

### THE WINNERS OF ONEİSTANBUL TOOK THEIR REWARDS

The competition organized in two different periods by Turkish Airlines, with the theme of "Share the Istanbul and Fly", had an intense interest, the winners are; first period 3rd Begüm Serra Üstün, second period 3rd Cihan Çorak, first period 2nd Abdullah Bilgiç, second period 2nd Soner Akan, first period 1st Rıdvan Aras and second period 1st Aydın Sertbaş. The 3rd place rewards presented by world famous social media phenomena Mikhail Tenezas from the Philippines and Thiago Correa from the Brazil, 2nd place rewards presented by Turkish Airlines Head of Corporate Communications Seda Kalyoncu, 1st place rewards presented by Istanbul governor Ali Yerlikaya and Chairman of the board of directors of Istanbul Chamber of Commerce Şekib Avdagiç.





## German Tourist will return to Kemer

*With the invitation of World Sister Cities Association general secretary Hüseyin Baraner, Political Chairman of the German Travel Association Volker Adams came to Kemer and he got amazed with Kemer.*

**A**mazed by Kemer's sea, beach, mountains, Adams visited Kemer's Harbor Street, he took a break in Kemer's famous brand Kemer Patisserie and met with artisans. He become the guests of KESDER's (Kemer Artisans and Tourism Association) chairman Abdullah Çilengir and artisans.

### **KEMER IS A MAGNIFICENT PLACE!**

German Volker Adams wandered in Kemer and met with artisans said "It is my first time in Kemer. It is a magnificent place. A wonder of nature. As we learned today Germans are not frequently coming to Kemer. Any tourism destination cannot live with 4-5 months season only. With the coming of Germans this place could live up to 8 months at least. From now on Germans will frequently come to Kemer.

### **KEMER SHOULD TAKE PLACE IN REAL MARKETS!**

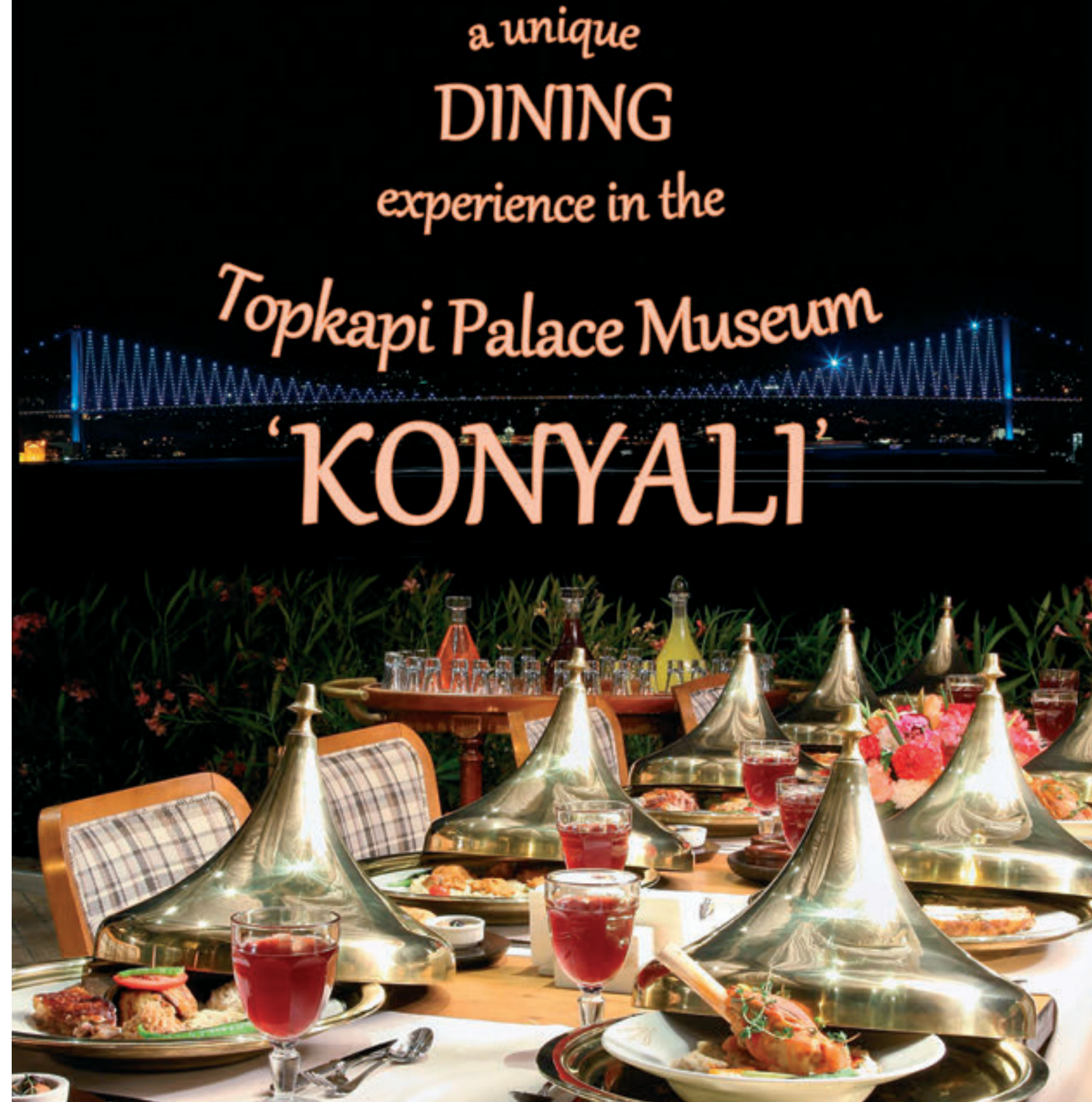
World Sister Cities Association general secretary Hüseyin Baraner said that he knows Kemer's 45 years old history

and also stated that Kemer has an important place in Turkish Tourism, "Our goal is to bring German tourists to Kemer once more. We came to Kemer with DRV German Travel Association chairman Volker Adams. It is his first time in Kemer. Our goal is to bring more German to Kemer, because Kemer has changed a lot. Along with Kemer's magnificent natural beauty, Kemer has gained substructure. Kemer is being wasted. Kemer needs to be active again. Kemer should take place in real markets. It should be marketed better and submit to higher guests. And this need more effort than before. You cannot bring those tourists with only advertising yourself one or two times in newspapers. You cannot achieve this with only going a fair and giving out some brochures. You need to be institutional and consistent." Said Baraner.



### **WE WANT TO SEE GERMANS IN KEMER!**

KESDER's (Kemer Artisans and Tourism Association) chairman Abdullah Çilengir stated that "We are awaiting European tourists to Kemer, and said we want to see more German tourists in Kemer. We are proud to host World Sister Cities Association general secretary Hüseyin Baraner and DRV German Travel Association chairman Volker Adams. Hopefully, in the near future, we would be happy if we help to bring German tourist back in Kemer. We definitely need market diversity. Germans used to come to this area and they were liking it. Especially in Europe market, we want the German tourists in Kemer.



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## WE AIM FOR LEADERSHIP IN CULTURAL TOURS

*Prontotour is going to have an impact on the domestic tourism market. Within the total turnover of the company, the domestic tourism market share, which is currently 5 percent will triple its share to 15 percent.*

Prontotour organized its 25th year at the Ramada Kazdağları Hotel.

Prontotour set out to become the leader in domestic culture tours within the scope of its new strategy. Prontotour Chairman Ali Onaran explained that they have achieved a 300 percent increase in the cultural tours in the first quarter of the year. Ali Onaran met with journalists at the press invitation which they made in Kazdağları and shared his predictions about both last year and 2019. Onaran said that they had achieved 10 percent growth in turnover despite the decrease in the number of people in 2018. "Last year we took 100 thousand people on holiday and gained a turnover of 250 million TL. In some markets, we have grown to double digits. We continued to diversify our products and expanded our goals in domestic tours. Cultural Tourism helps to protect the cultural heritage while it is helping to the economy" said Onaran.

### FROM VILLAGE TO FESTIVAL

In 2019, Onaran said that they went on to create alternatives for the local tourist especially against the increasing prices in

tourism. Reminding that the domestic culture tours accounted for 5 percent of Prontotour's turnover, Onaran stated that they would increase the rate to 15 percent in 2019, then they would be one of the two leading companies in this tour. Ali Onaran, "Our main business is both abroad and domestic cultural tours. Now we have made it much more special. Of course, we are going to Cappadocia, the Black Sea, and Mardin, but we also going to natural life and village tours like Urla Artichoke Festival, roses, and lavender in Isparta. We do campaign packages with airplanes, buses, trains. There are also tours of İzmir, Ankara, Bursa, Eskişehir, Adana, Mersin, Aydın, and

Gaziantep." said Onaran.

### SEA VACATION IS OUTSIDE

He said that they set out to build their seaside holidays with the 'World Seas' tour and they saw an important opportunity to make many of the new products with TL. Onaran said "This year the prices for the sea holiday are too high for local tourists. 6 thousand TL holiday in Bodrum is not better than our holiday campaign in Italy, Tunisia with the price of 3 thousand TL." Onaran stated that the same opportunity will be started for Cyprus and they would start selling on June 3.

### A DAY AT THE MUSEUM

Prontotour CMO Gürkan Erol stated that travelers have made significant progress at the point of buying forward overseas tours and that early purchase went from 35 days to 90 days. Mr. Hakan Öksel, Deputy General Manager in charge of Prontotour Domestic Tours said that the tourism type which is famous among the world 'A Day in Museum', can be changed into 'One Day in Excavation' if they can get the necessary permits within the scope of the diversification of domestic culture tours.



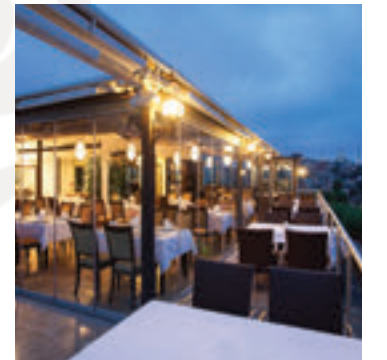
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# EUROPEAN TOURISTS CONTINUE TO RETURN

*Istanbul became the home of the accommodation sector. Turkey's average occupancy fell by 1 percent and İstanbul's increased by 3.1 percent. In İstanbul, where European tourists continue to return, room prices have risen by 8 percent while in Antalya there has been a decrease of 5.7 percent.*

**W**orldwide data and analysis company STG prepared a country performance for the February 2019 for Turkey Hotel Association (TUROB), according to reports that Turkey's February 2019 hotel occupancy recorded as 61.9 percent decreased by 1 percent from the same period of 2018. According to the statement made by TUROB, Turkey continued the rise in prices despite the decrease in average occupancy. The average daily sold room rate, called the ADR (Average Daily Rate), increased by 6.6 percent to 60.3 euros in February 2019 compared to the same month of the previous year, and the revenue generated by the room (RevPAR) rose 5.6 percent to 37.3 euros. In February 2019, the average occupancy rate of European destinations was 65 percent, while the average room price was 101.1 and the price per room was 65.7 Euros. With the return of the European

tourists to İstanbul, the revival of hotels continues. The increase in occupancy in İstanbul held Turkey's average occupancy in 1 percent, meanwhile, the price increases in İstanbul hotel rooms have kept the low drop rate in low in the average of Turkey. İstanbul's occupancy rate, which was 65.1 percent in February 2018, increased by 3.1 percent in February 2019 and measured as 67.1 percent. The average daily sold room price in İstanbul in February 2019 increased by 8 percent and the price become 73.4 euros. In February 2018 this figure was 67.9 euros. The revenue generated by the total number of rooms increased by 11.3 percent compared to the previous year and was measured as 49.2 euros. While the occupancy rate in İstanbul in the first two months, January-February 2019 decreased from 65.3 percent to 64.8 percent according to the same period of the previous year; the average daily sold room cost increased

from 69.5 euros to 75.2 euros, and the revenue per room increased from 45.4 euros to 48.8 euros. February 2019 hotel occupancy rate in Antalya increased by 2.4 percent compared to the same period of the previous year, and become 61.3 percent in total. In February 2018, this rate was 59.9 percent. In February 2019, the average daily sold room price become 42.2 euros in Antalya decreased by 5.7 percent compared to 2018. In February 2018 this figure was 44.7 euros. RevPAR, on the other hand, decreased by 3.4 percent compared to the previous year and was measured at 25.9 euros. In February 2018 this figure was 26.8 euros. In January-February 2019, the occupancy rate in Antalya rose from 57.2 percent to 60.4 percent according to the same period of the previous year. The average daily sold room price decreased from 44.2 euros to 43.14 euros, while the revenue per room increased from 25.3 euros to 26.0 euros.



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## PALACE CUISINE TO BE PRESENTED BY MATBAH RESTAURANT IN JAPAN

The pioneer of concept kitchens in Istanbul and the best representative of the Ottoman Palace Cuisine, Matbah Restaurant continues to attract the attention of foreign guests as well as local guests. This time, Matbah Restaurant welcomes very special guests from Japan, contributed to the promotion of historical flavours across continents. Nippon TV, a well-known TV channel in Japan, filmed a tv program about Turkish gastronomy and food culture in Ottoman Palace Cuisine. The Chef of Matbah Restaurant, Kadir Yılmaz, prepared some recipes that date back from the Matbah-ı Amire (Palace Cuisine) of Topkapı Palace in presence of the production team, in Matbah Restaurant's kitchen: Nirbac, Mutancana, Lamb Shank in the bed of Beğendi, Ballı Gemici Pastry,



Arefe Meatballs, Cherry Leaf Wrap, Hummus, Almond Soup, Honey Halva. The shooting, presented by Tomoyuki Kani, continued with food tasting in Matbah's garden. Waka Matsui accompanied Tomoyuki Kani as translator & guide. Serdar Balta, general manager of Ottoman Hotel Imperial, tells us about this program that will help to promote both Turkey



and Istanbul when broadcasted in Japan, a country that is deeply attached to its traditions and cultural roots: 'This show, performed by Nippon TV, Japan's leading channel since 1952 that always receives good ratings, will greatly contribute to the promotion of Turkish Gastronomy and will be broadcasted the first week of May. Matbah Restaurant, operated by Ottoman Hotel Imperial, contributed to the promotion of both our Country and our Beautiful Istanbul by welcoming many foreign TV programmers & high officials for the past 11 years. Serving as a gastro hotel, the Ottoman Imperial Hotel and its on-site Matbah Restaurant will continue to contribute to gastronomy tourism while continuing to promote Istanbul"



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# Hotelbeds partners with Accor to host MarketHub Europe event in Istanbul

Invitation only, three-day event will be held in Istanbul from 28th to 31st May. 'SHIFTING FUTURES' theme to explore how travel companies can future-proof their technology, distribution, payments and data strategies – whilst tackling the key topic of the complexity of distribution.

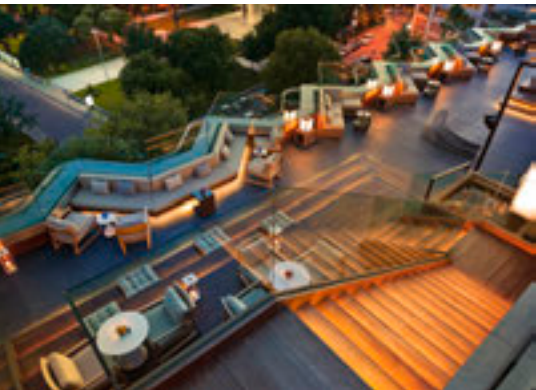
The world's leading business to business bedbank, has joined forces with AccorHotels and has chosen Istanbul in Turkey as the host destination for the Hotelbeds MarketHub Europe event that will take place from Tuesday 28th to Friday 31st May.

Taking place under the theme of 'SHIFTING FUTURES', the three-day event will explore how the travel sector should react to the changes and shifts in the industry to better prepare for the future in terms of key topics such as technology, the complexity of distribution, payments, and data. Hotelbeds is proud to confirm that its strategic partner for the event will be Accor, who will host the event in three of its leading Istanbul properties, Swissotel The Bosphorus, Fairmont Quasar and Novotel Istanbul Bosphorus.

A senior leader from Accor will provide a key-note speech at the event. Additionally, guest speakers from the leading industry publication Skift and the renowned industry analysts Phocuswright will be appearing on stage to both give a key-note speech plus host a panel session. Experts



from Amazon, Google and Alibaba will also be appearing on stage and further speakers will be confirmed in due course. MarketHub Europe is an invitation-only event attended by up to 300 of the most important Hotelbeds partners from all the key source markets of Europe, the Middle East and Africa. Attendees include tour operators, airlines, loyalty and reward points schemes, top travel agency chains, and online travel agents. Platinum, Gold, Silver and Bronze partners have also been confirmed. Carlos Muñoz, Bedbank Managing Director at Hotelbeds, commented: "I'm very pleased to confirm that this year's MarketHub Europe will be in Istanbul thanks to the generous



support of AccorHotels as the hotel host partner. Additionally, I am excited to confirm that speakers from both Skift and Phocuswright will be giving key-note speeches on stage – exploring important topics such as the complexity of distribution.

"This MarketHub Europe event will be particularly exciting for us as it will be the first edition as one consolidated company as over the last year we've been working hard to create one new and enhanced business.

"I look forward to thanking in person all our sponsors, and of course clients for their loyalty, as well as their trust in us to continue to deliver them with the best and most exclusive deals available in the market."



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# ERCIYES 2020 SKI SEASON IS OPENED EARLY THIS SEASON

Erciyes Ski Center, which is the rising value of ski tourism in Turkey and abroad, opened 2020 season without closing 2019 ski season.

Erciyes Ski Center, which recorded a rapid rise especially in Russia and Ukraine market, achieved success beyond the estimates as the most popular 3rd Ski destination in Ukraine in 2019. Radisson Blu Hotel Kayseri General Manager Burak Aydın reviewed the improvement in 2019 and said "Erciyes deserves much more with its quality of facilities and its offerings. Looking at the increase in the number of foreign skiers hosted by our hotel in 2019, it is possible to say that Erciyes will be a foreign tourist destination such as Mediterranean and Aegean coasts in a few years." Burak Aydın added that they are hopeful about 2020, even now they are receiving requests from abroad.

## IN UPCOMING SKI SEASON, THE NUMBER OF CHARTER FLIGHTS IS INCREASING

Evaluating the Kiev Tourism Fair, which they attended recently, Burak Aydın continued his speech: "At the UITT Kiev Tourism Fair held in Kiev, Ukraine on March 27-29, 2019, we found that Erciyes was one of the 3 most popular ski resorts,



Radisson Blu Hotel Kayseri  
General Manager Burak Aydın

with a strong reputation in Ukrainian market. The Agencies that we interviewed expressed their satisfaction from the Erciyes Ski Center, the agency officials who organized charter flights to Kayseri stated that they were pleased with Erciyes' interest and they would double the number of charters in the year."

## WE ARE AIMING TO INCREASE THE VISITORS TO CULTURAL TOURISM

Burak Aydın stated that they are continuing to participate in international fairs and workshops for the promotion of Kayseri, Aydın also stated that they will attend to fairs in Frankfurt, Warsaw, and Kiev, "With the services we offer and our quality we managed to get top 5 among 100 hotels in Otelpuan.com. Our hotel, which has a world-class quality, is preferred by guests who expect high quality along with affordable services. In addition to the Cappadocia groups of local agencies, we also receive group bookings from Argentina, Brazil, and Spain for the summer season. Now we can easily say that Kayseri has a tourism potential for 12 months.



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## Turkish hoteliers invest **\$550 million** in 2018 for **167** new projects

report released by the union of Turkish hoteliers showed a rising trend in the tourism sector in 2018 following two tumultuous years.

The Hotel Association of Turkey (TÜROB) report, based on Investment Incentive Certificates awarded by the Ministry of Trade, showed that the applications were made for 167 new hotel projects with 28,661 bed capacity last year. These new investments, which will be carried out through a sum funding of 3.05 billion Turkish liras (nearly \$550 million on average currency rates in 2018), are expected to provide 8,303 additional jobs in the tourism sector.

The number of new project applications dropped by 13 percent compared to 2017, when investment incentive certificates were awarded for 192 new hotel projects with 33,259 bed capacity (bc). However, the total investment amount, TL 3.3 billion in 2017, slightly increased by 0.6 percent per project. While the overall bed capacity dropped by more than 60 percent in the last five years, the investment per bed capacity increased by 63 percent with rising costs. Istanbul, Turkey's largest city and cultural and economic capital visited roughly by one-third of all tourists



arriving in the country, ranked first in terms of new project proposals with 22 facilities (4,333 bc). The southern province of

Antalya, dubbed the Turkish tourism capital, and southwestern province of Muğla, together forming the Turkish Riviera, followed closely behind with 17 and 14 projects (4,128 and 3,413 bc), respectively. The northern Trabzon province, a leading area with a significant number of investments in the past two years, shared third place with Muğla with 14 projects (1,353 bc), followed by western Izmir with 8 (1,265

bc) and eastern Van with 6 applications (535).

Trabzon's lead was also followed by other provinces in the Black Sea region, mainly popular among Arab tourists, with applications for new projects also made in Samsun (5), Rize (4), Giresun (3), Ordu (3), Artvin (2) and Amasya (1) provinces. Three-star hotels were the leading category with 89 applications, although five-star hotels lead the bed capacity with 9,912 units. Four-star hotels, for which 38 applications were made, are projected to have a total of 8,591 bed capacity. A total of 15 boutique hotels with 1,117 bed capacity were also granted investment incentive certificates in 2018, according to the report.

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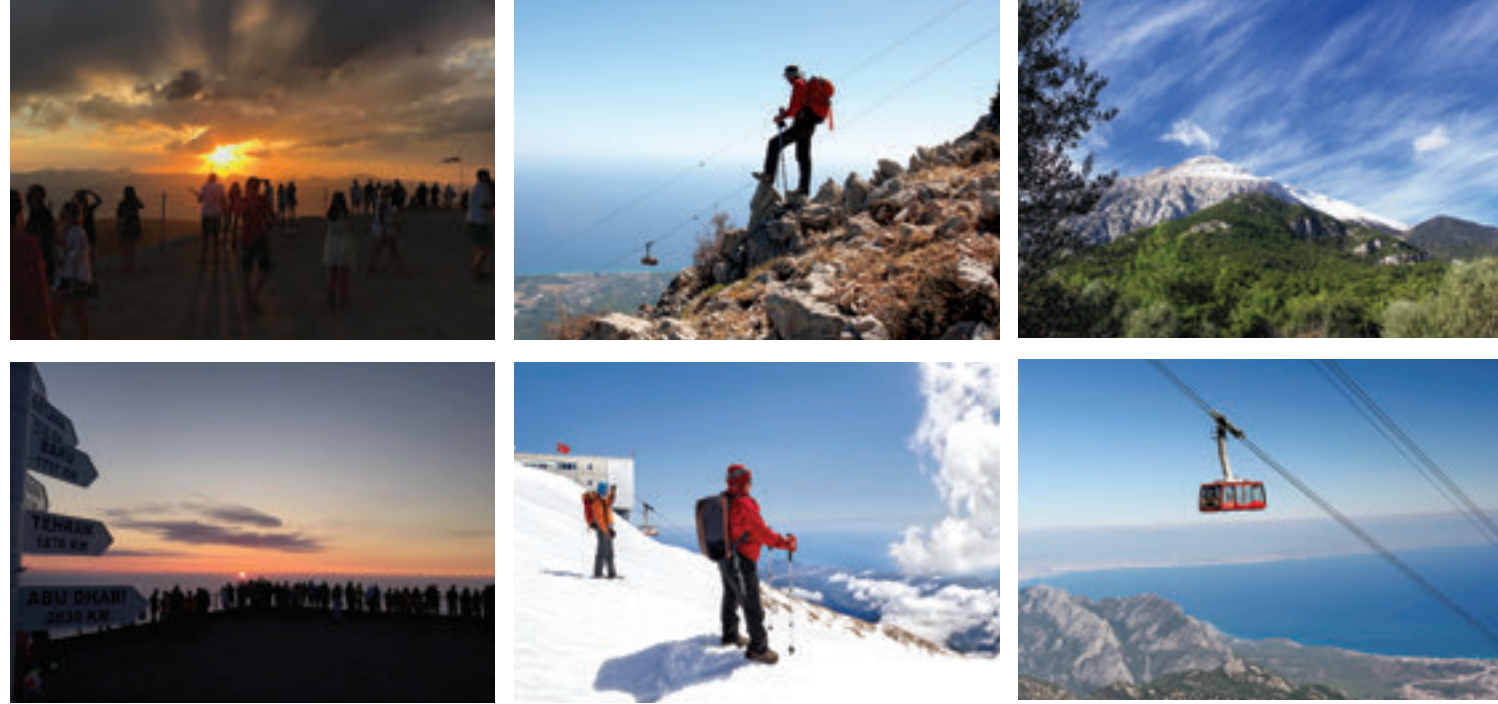
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# Women's Power of Anatolia Emerge with Designs

A thousand women designers participated in a competition called "Women's Power of Anatolia", organized by Anatolia Culture Entrepreneurship, for the purpose of recognition and protection of cultural heritage, the winners of competition's prizes were given to their owner.



The competition started in October and 946 women designers and manufacturers joined from Turkey. Following the competition, which ended on January 31, 2019, the evaluation board pre-selected and assigned 5 names for each category. 25 designs and products from 5 categories left in the final, and reviewed by Fashion Designer Arzu Kaprol, President of KAGİDER and Chairman of Direct Comm. Sanem Oktar, Vogue Magazine Publication Director Seda Domaniç, Designer and Dressbest partner Canan Göknıl, Founder of Anatoli Beyhan Bağış, Turkey Education Foundation Trustee Member Aşkın Asan, Art Historian Kıymet Giray, Anatolia University Fine Arts Institute Director Sibel Sevim, Handicrafts and Stores Operations Manager Gülnur İz Yılmaz, and Attorney Jülide Ertürk. Under the theme "Anatolia" Turkey's cultural values reflected in designs and handicrafts, and the winners of the competition received awards in a ceremony held in İstanbul. The winners of the competition organized in the categories of "jewelry", "textile", "home

and decoration", "coffee set", and "illustration" were rewarded with the purchase of a thousand TL of product. 25 women producers who applied to the competition and were selected by pre-evaluation were recruited to the Anatolian Cultural Entrepreneurship (AKG) supplier group. As a result of the scores of the jury members; in the category of jewelry Işın Çaçur, in the category of textile Burcu Çipiloğlu, in the category of home & decoration Burcu Yürek Uğur, in the category of coffee set Tansel Baybara, in the category of illustration Nazlı Gürkan got the highest score and become the first place. The highest number of applicants to the Women's Power of Anatolia competition was in the category of home decoration with the number of 327. This was followed by the category of jewelry with 249 applications, followed by the textile category with 226 applications.

## WE WILL EXPAND WOMEN'S POOL IN PRODUCTION AND DESIGN

Anatolia Culture Entrepreneurship CEO Halil Korkmaz, in his speech at



the award ceremony, expressed their satisfaction with the interest of the project. Korkmaz stated that women should be a part of the community, "For this reason, we created the Women's Power of Anatolia project with the sense of social responsibility. With this project, we aimed to offer an opportunity to the products that are designed by entrepreneur women by giving them the opportunity to present them at our museums and sales points. Our project attracted a lot of attention from women. Every year we repeat these competitions with different themes and we will support more women entrepreneurs to sell their products to the world through our stores. We will expand women's pool in production and design" said Halil Korkmaz

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## OYA NARIN WAS CHOSEN AS TTYD CHAIRMANSHIP FOR SECOND TIME

*Turkey Tourism Investor Association (TTYD), assembled 16th Ordinary General Assembly and 1st Financial General Assembly. In the election they have made, Oya Narin was chosen as TTYD chairmanship for second time.*

Leaving 30 years behind TTYD, assembled the 16th Ordinary General Assembly and 1st Financial General Assembly in Hilton Istanbul Bosphorus Otel. TTYD's Elective General Assembly reviewed the development in the sector in 2017-2019 and for 2019-2021 elections of board directors and other committees had been made.

### "TRANSFORMATION IN TOURISM WILL BE PRIORITY"

In the next period of TTYD Narin stated that they will work for Transformation in Tourism, "Tourism's infrastructure will be reviewed again and with same urban renewal understanding it will be subjected to physical transformation, variety policy in tourism, different easement arrangements, the necessity to implement "Transformation in Tourism" road map which includes the institutionalization of new tourism routes and a structured promotional move on a global scale. If Transformation in Tourism can be successfully implemented, by the year 2033 we



would reach 100 million tourists count and it is possible to reach thousand-dollar spending by each individual"

### TTYD 2019-2021 PERIOD BOARD DIRECTORS

Oya Narin - Marti Group  
Ali Güreli - The Sofa Hotel  
Naile Göçen Çukurova - Göçtur Tourism Inc.  
Aslı ÇETİNCİVİZ-GÖÇAY - Onur Toursim Inc.

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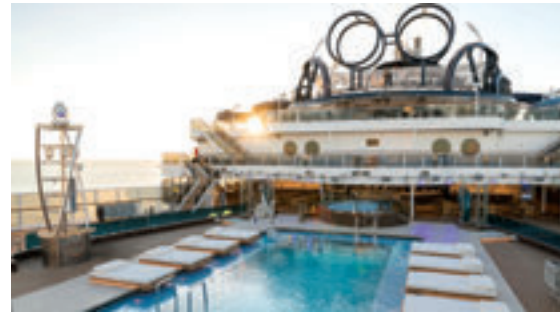
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## Turkey is going to be an important destination in **cruiser tourism**

*HIS travel's head of Turkey Emre Özkur "Turkey is an unmatched country regard to cultural tourism. If we create enough potential, we wish to bring cruiser ships Turkey."*

**T**o liven up cruiser tourism in Turkey HIS travel, with its 7 billion dollars endorsement and being number one in Japan, started Cruise Planet browser in Turkey., 1.9 Billion Dollars investment in 2 years "We want to build the future" says HIS travel head of Turkey Emre Özkur, created by Hideo Sadawa in Japan, HIS travel advertised Cruise Planet in a 1000 square meters office in Şişli İstanbul where 127 workers are working. Emre Özkur stated their 1.9 billion dollars investment in 2 years "Turkey is an unmatched country regard to cultural tourism. Following the creator of HIS travel's motto 'Every crisis is an opportunity' we wish to create a potential to bring cruiser ships to Turkey."



### **WE ARE GROWING IN TURKEY**

HIS travel head of Turkey Emre Özkur says "We are in Turkey since 2005. We grew with tickets and corporate. We increased the success chart with b2b brand called Skyhub in Turkey. Turkey office chose as the most successful in world regard to endorsement and tourist count. Dubai, Iran, Azerbaijan, Qatar, Greece are working under Turkey office, İstanbul and Ankara. In our office, we have a variety of people from different countries and 11 languages are being talked. HIS travel regional sales manager

Çağdaş Polat stated that Cruise Planet which created in 1999 rented ships to conduct their operations. Polat also stated that they sold other ship companies' products "We created the first cruise supermarket in Turkey and we are booking 35 different cruise brands through 13 brands. In 2019 we aim 140 billion dollars in 256 billion dollars market and we are creating 45 million dollars labor force."

### **TURKEY WILL BE AN IMPORTANT DESTINATION IN CRUISER**

HIS travel chairman Onur Ovacık

stated that The World recognizes cruise tourism with the movie The Love Boat and it developed after that, he also stated "Waking up to different country each morning, with budget-friendly voyages, entertainments, and the best chefs make cruiser tourism appealing. The most attractive cruise line in the world is developing in Alaska. As river ships Rhine, Danube, Elbe, Moselle are becoming favorite. Cruise Critics writes that Turkey will be an important destination for Cruise in 2019. Cruiser Tourism will develop even more in Turkey."



Best Western

**CITADEL**  
HOTEL & RESTAURANT



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



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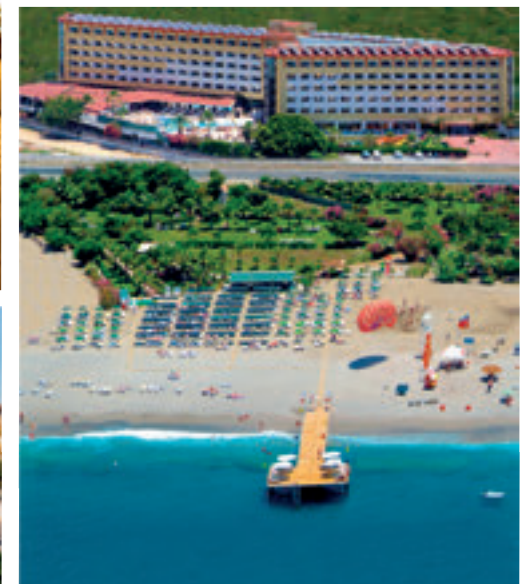
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