

turizm aktüel



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OTİ HOLDİNG
CELEBRATED ITS 30TH
ANNIVERSARY WITH A
MAGNIFICENT GALA... ITS
NAME WAS CHANGED TO
'**CORAL TRAVEL GROUP**'

TÜRSAB
IS 50 YEARS OLD:
AGENCIES PLAY THE
LEADING ROLE IN
THE SUCCESS STORY

53 RESTAURANTS
MAKE IT TO **MICHELIN'S**
1ST İSTANBUL GUIDE

TÜRKİYE'S TOURISM
DESTINATION **47** MILLION
TOURISTS, **37** BILLION
DOLLARS INCOME

ABTA
TO HOLD ITS **2023** TRAVEL
CONVENTION IN TÜRKİYE

UNIQUE HOTELS IN
ANTALYA ON TURKISH
RIVIERA MAKE FOR
TOURISTS' DELIGHT

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AIRPORT IS
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TOURISM
SECTOR STARTS
2023 WITH
MORALE

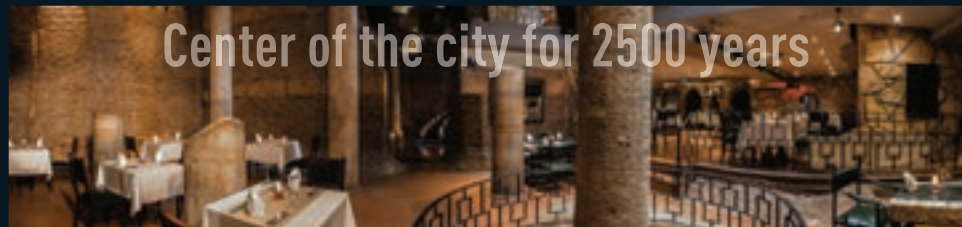
BODRUM
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SUGGESTS WAYS
TO RETHINK 'BLUE
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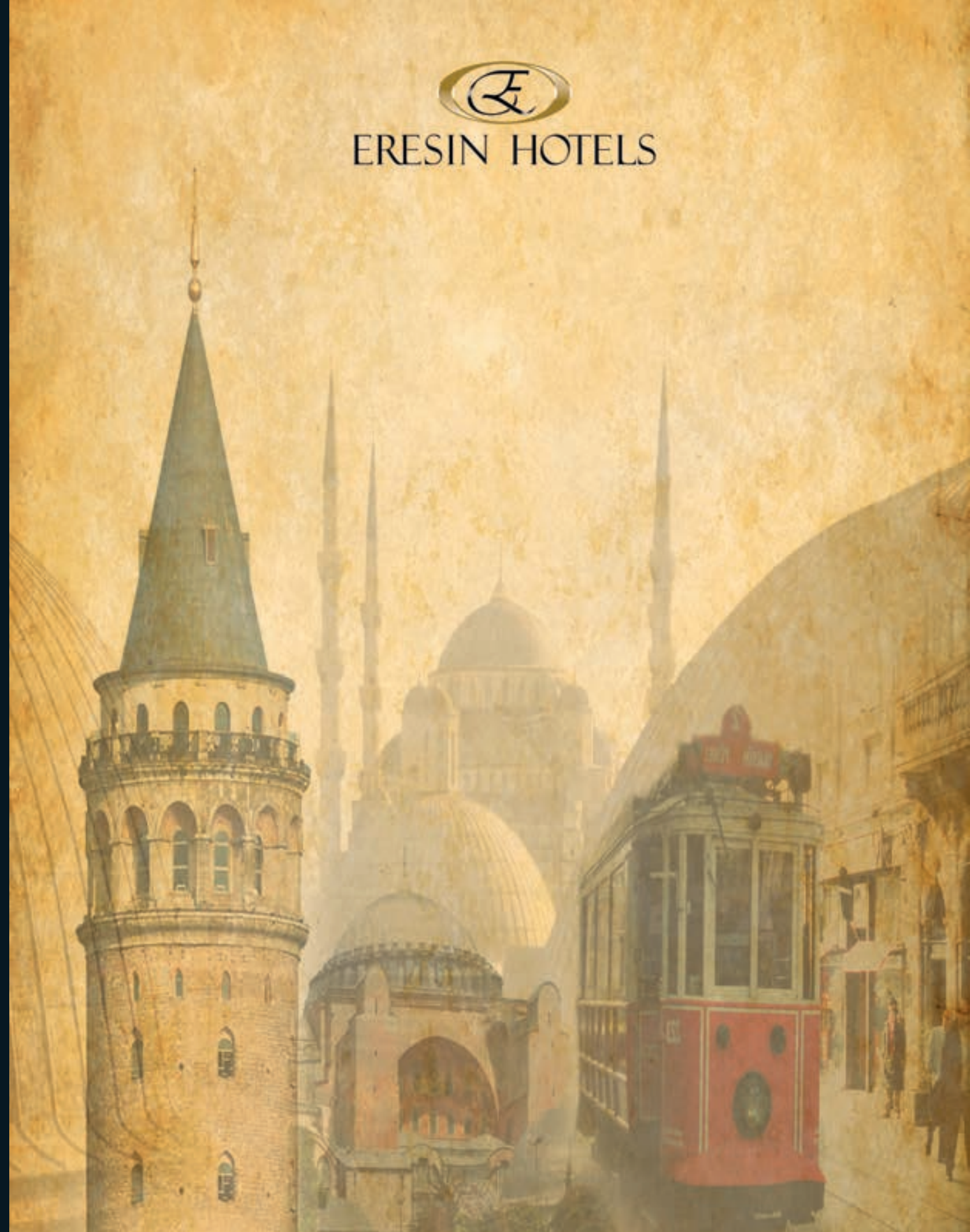
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Again and again...

Greetings from the WTM London special issue of Turizm Aktüel Magazine...

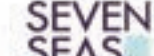
After a challenging but very good season, the fair marathon is starting again. First stop WTM London. This fair has an important feature that distinguishes it from the others: WTM London is an end and a new beginning fair.

Last because: the 2022 tourism season is over. After a tough pandemic. The faces of all tourism professionals started to smile again. It is easier to work and to get tired when everything is going well. The tourism sector, which is preparing to leave all these developments behind, is approaching the end of the season. Now is the time for accounting, learning from the past and preparing for the new season. That's why WTM London has the distinction of being the fair where the season ends and full of hope for the new season. And because every end means a beginning;

Again, this fair will be the fair where the first excitement of the new season is felt, the first clues about 2023 are obtained and the first connections are made. That's why WTM London has both an end and a beginning. Turizm Aktüel Magazine, which participates in fairs that are important in the international tourism arena with its special issues, does not break the tradition this year. We prepared our first special issue for WTM London. You will enjoy reading our WTM London special issue, which includes news that takes the pulse of the sector. Again, we are entering the 2023 season with great excitement. WTM London is a fair where Türkiye both measures the popularity of the new season and finds its morale every year. As both the Turkish tourism industry and the Turizm Aktüel Magazine, we look forward to the 2023 season, when we will set sail for new achievements. Our new issue is full of news as colorful as Türkiye and as lively as our cultural mosaic. In the WTM London special issue of Turizm Aktüel, which has been published for 25 years, you will find interesting interviews, news and research that keep the pulse of the sector. We will prepare our next issue for the Netherlands Utrecht Tourism Fair. See you in our new issue, goodbye..

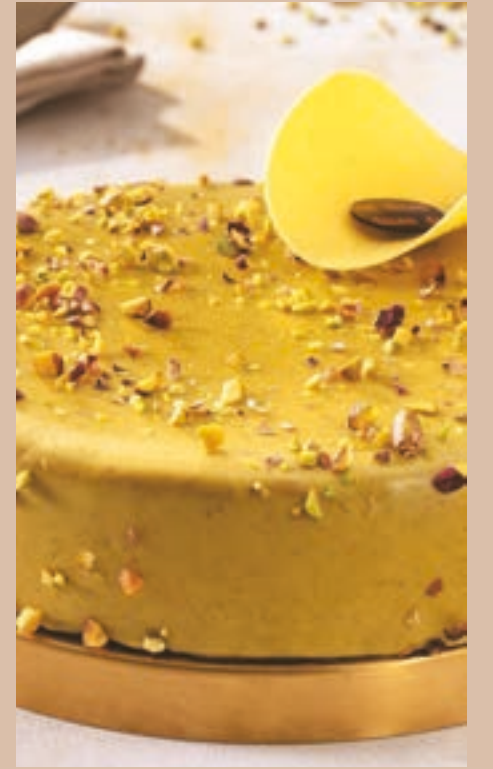
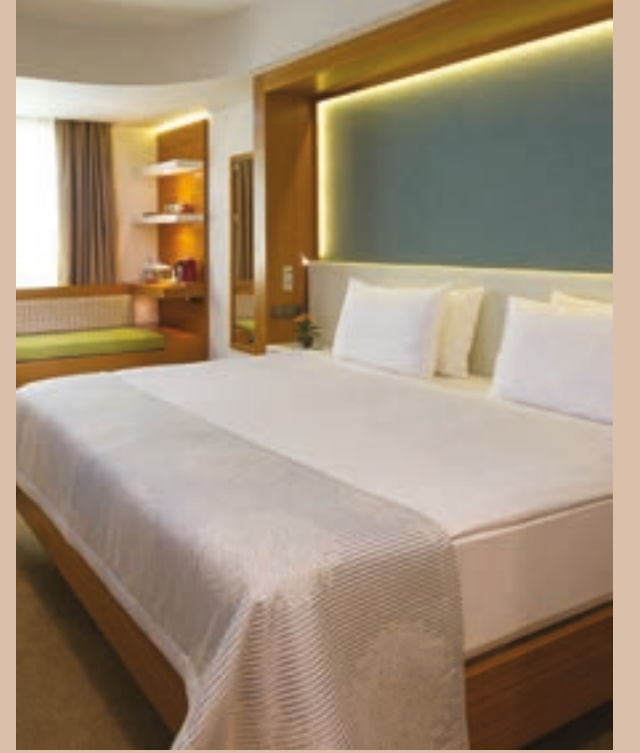
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Türkiye's Tourism Destination **47 Million Tourists, 37 Billion Dollars** Income

Regarding Türkiye's tourism target, Minister of Culture and Tourism Mehmet Nuri Ersoy said, "While everyone expected that we would revise the targets downwards with the conflict environment in the Black Sea, we revised them upwards."

We declared 47 million tourists and 37 billion dollars revenue target. I do not see any difficulties in achieving this goal. Realizations are in this direction" said. First of all, we changed Türkiye's league After answering the questions of the journalists, Minister Ersoy said that they are planning the tourism season in Türkiye as 12 months, upon a question asked about the latest process in tourism. Pointing out that the tourism sector was declared a strategic sector by President Erdogan in Türkiye in 2018, Ersoy continued his words as follows: "First of all, we changed Türkiye's league. We have now targeted the same group as the countries in the Mediterranean region that host high-income tourists. We targeted the same league. In this context, our most important breakthrough is the increase in income per person per night. We all



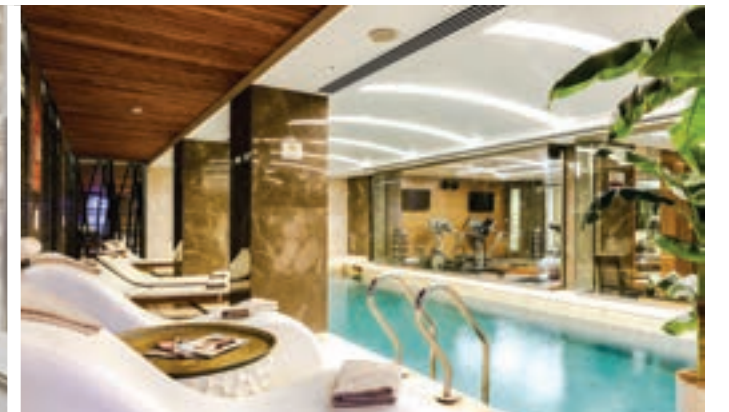
Minister of Culture and Tourism
Mehmet Nuri Ersoy

observe that the per capita income per person, which has fallen a lot during the pandemic period and tended to fall a lot before, has increased very rapidly in these periods. During the pandemic period, the world has faced the biggest crises, especially the tourism sector, as never before. However, with the measures we have taken in this period, the legal regulations we have taken come first. Thanks to these, when we look at the tourism sector, we have become the country that shrank the least compared to our competitors in the pandemic and made the fastest exit after the pandemic." Emphasizing that

they achieved rapid growth both last year and this year, Minister Ersoy said, "At the beginning of this year, Türkiye started with the target of 42 million tourists and an income of 34,5 billion dollars at the beginning of the season. But then, with the conflict environment in the Black Sea, while everyone expected that we would revise the targets downwards, we revised them upwards. We declared 47 million tourists and 37 billion dollars revenue target. I do not see any difficulties in achieving this goal. Realizations are also in this direction. In fact, I think that Türkiye will complete above these targets" said.



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FIRUZ BAĞLIKAYA: TOURIST ARRIVALS MAY EXCEED 2019 LEVEL NEXT YEAR

The number of foreign tourists visiting Türkiye is likely to exceed its 2019 level, says Firuz Bağlıkaya, board chair of the Association of Turkish Travel Agencies (TÜRSAB).

"There is no doubt about it, we will surpass the 2019 level. We are expecting a new record," Bağlıkaya said. In 2019, foreign tourist arrivals increased by 14.1 percent from the previous year to more than 45 million people. "Tourism activity has been going on as expected in 2022. Despite all the challenges from the Russian-Ukrainian conflict, [arrivals from] other alternative markets, such as the Middle East, Germany, and the U.K. have been on the rise, which helps compensate for the losses." The 2023 tourist season will be much better, he said, adding

that the target is to make Türkiye one of the top three countries in global tourism. "Türkiye has a lot to offer...from medical tourism to cultural tourism to cruise tourism and golfing, not to mention the beaches and warm weather. We have the potential to compete [with other countries]," Bağlıkaya said. "I am confident that we can achieve the target of making Türkiye one of the top three countries in the world within the shortest time by working together with tour operators, hoteliers, transport companies and travel agencies."



Firuz Bağlıkaya, board chair of the Association of Turkish Travel Agencies (TÜRSAB)



"The Centennial Taste Pride of Türkiye for 158 years."

The journey of the Hafız Mustafa 1864 brand, which was founded more than a century ago, started with İsmail Hakkızade, who came to Istanbul from the middle town of Çankırı to become a money changer. The journey that started in Eminönü Bahçekapı in 1864 continued with Hafız Mustafa, son of İsmail Hakkızade. Today, the brand is growing rapidly under the management of twin brothers Mr Eren and Mr Emre Ongurlar. The brand, which has a proud history of 158 years, currently has majority of its portfolio in Istanbul with 12 branches while there are also two more in Antalya and Bodrum. Hafız Mustafa 1864 opened its first abroad flagship store in Dubai and more global openings are planned and on the way. The next global market targets of the company, which has 15 branches currently in total, are London and Shanghai."



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ABTA TO HOLD ITS 2023 TRAVEL CONVENTION IN TÜRKİYE

As one of the leading tourist destinations in the world, the Mediterranean resort city of Antalya has hosted more than 14 million visitors for the first time in its history.

Scheduled to be held between 30 October and 1 November, 2023 it will be held at the all-inclusive Bodrum The Lujo Hotel. Plans for next year's convention were announced at the end of this year's Travel Convention, which was held in Marrakech, Morocco after being postponed during the pandemic. Moderator Chris Ship said delegates will be met at the Turkish luxury, beachfront resort by their own



personal 'joy advisors'. In his closing remarks at this year's event, ABTA Chairman Alistair Rowland said: "This has been a standout convention." Mark Tanzerin, ABTA

Chief Executive in his opening speech at ABTA's Travel Convention 2022, Marrakech had said, "I do think that in 2023 there will be renewed focus on how money flows through the travel system. A review of the ATOL scheme is already under way, in addition to the Chancellor's plans, and I know that many travel companies are looking afresh at their payment terms and conditions.

And, finally, I see us having to battle strong economic headwinds for the next year. But we shouldn't be daunted: as the philosopher Nietzsche said - 'That which does not destroy you, makes you stronger'. The travel industry has not been destroyed by COVID-19, and we can face the new landscape with renewed ambition and confidence! ABTA Lifeline raised £32,000 (approx. USD 35,816.16) at the event, including a chunky donation from price comparison site Icelolly. More than £14,000 (approx. USD 15,669.57) was raised by 32 industry colleagues during a charity trek to Mount Toubkal before the convention.



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TWICE AS MANY GERMAN TOURISTS TO TÜRKİYE IN SUMMER

In the first eight months of this year, significantly more foreign tourists travelled to Türkiye than in the same period last year. The number of German visitors rose by 106% – which means that the 2019 level could already be reached again this year.



Around 29.3 million holidaymakers came to the country between January and August, the state-run Anadolu Agency reported, citing the Turkish Ministry of Culture and Tourism. In August alone, the number of foreign visitors rose by 52.3% to 6.3 million compared to the same period last year.

PRE-CRISIS LEVEL ALREADY IN SIGHT

German visitors were the top group in the first eight months with a number of around 3.9 million, they say - this group of visitors roughly doubled (up around 106%) compared to the same period last year. Before Corona, there were more than five million German visitors per year. This figure could be reached again as early as 2022 because the autumn holidays are

still to come. Since travel prices have risen and holidaymakers are booking higher-value holidays this summer, tourism receipts are likely to rise more significantly in any case. According to the ministry, 3.1 million German visitors came in 2021.

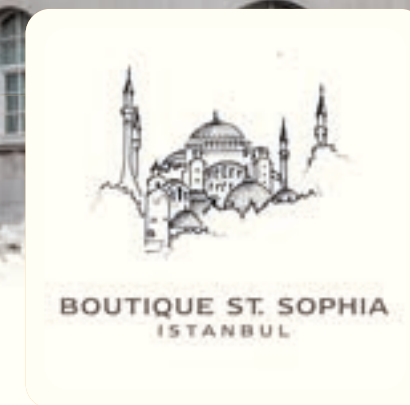
DEMAND FROM RUSSIA DECLINES WITHOUT COLLAPSING

Russia follows in second place with around 3.3 million guests so far. This is a decline compared to the previous year, when Russia was the largest visitor nation. After the start of the Russian war of aggression against Ukraine, however, it had been expected that the flow of visitors would decrease more significantly due to restricted flight connections. Turkish carriers, above all Turkish Airlines, have to a large extent

made up for the restricted flights of Russian airlines due to the Western sanctions. In 2021, 4.7 million Russian holidaymakers had travelled to Türkiye. Before the Ukraine war began, however, Turkish tourism experts had expected a record number of about seven million Russian guests.

LARGE PENT-UP DEMAND IN THE BRITISH SOURCE MARKET

Third place among the source markets is occupied by Great Britain with around 2.4 million tourists. There is a lot of catching up to do for Türkiye as a tourist destination in the United Kingdom because in the two previous years, which were dominated by Corona, it was temporarily almost impossible for Britons to enter the country because Türkiye was on the Foreign Office's "red list" of countries to visit.



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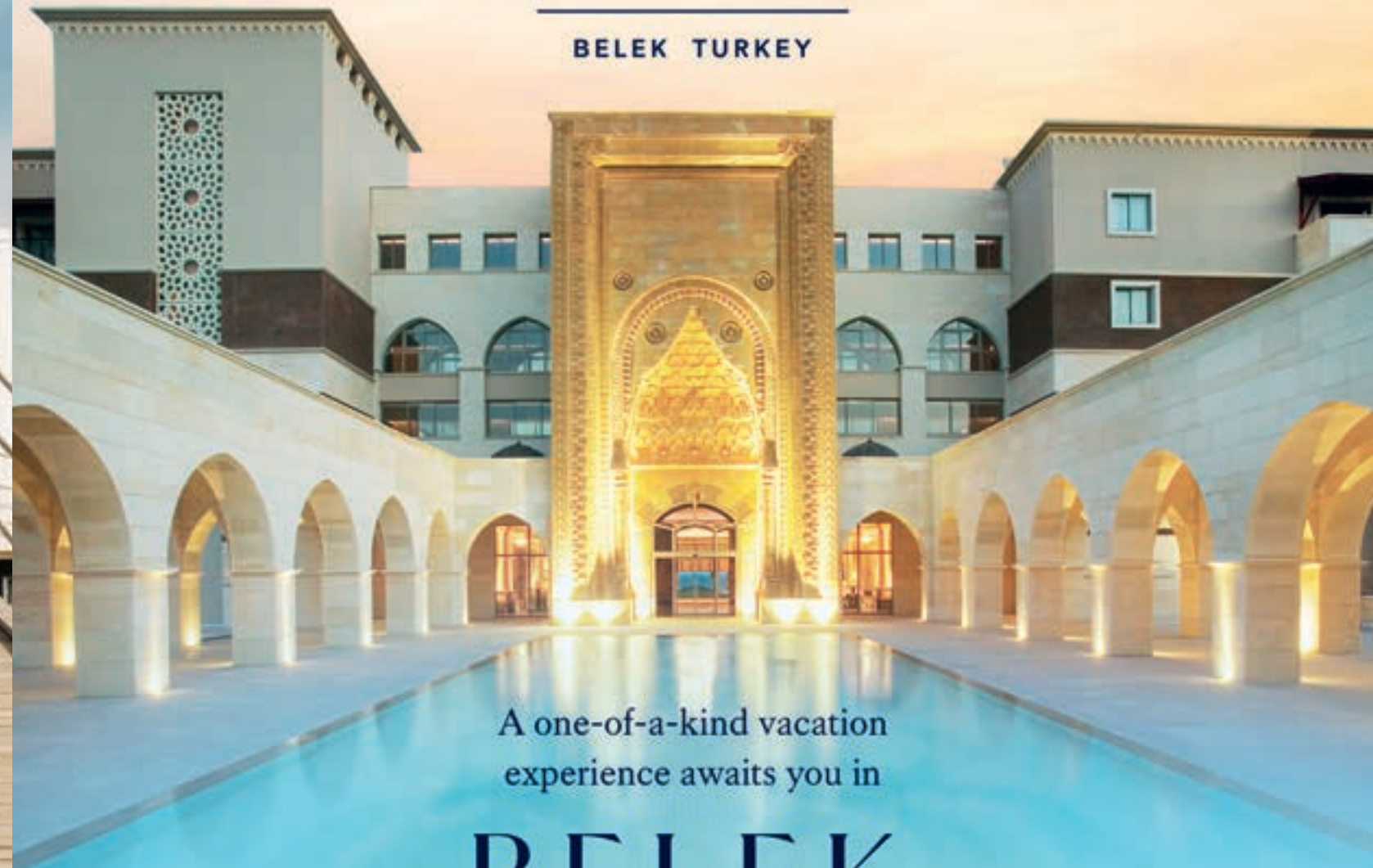
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TÜRSAB IS 50 YEARS OLD: AGENCIES PLAY THE LEADING ROLE IN THE SUCCESS STORY

Celebrating its 50th anniversary this year, the Association of Turkish Travel Agencies (TÜRSAB), which brings tourists to Türkiye from all over the world, came to the spiritual presence of the Great Leader Mustafa Kemal Atatürk with a large delegation in Anıtkabir.

Signing the Anıtkabir Special Book on September 14, the anniversary of TÜRSAB's founding, President Firuz B. Bağlıkaya wrote in the memorial book, "We will always be the protectors and guardians of your guiding principles, while promoting our country's tourism, developed by peace and tranquility,

to the whole world, in the light of the Republic you have entrusted to us," he said.

BAĞLIKAYA SIGNED ANITKABIR SPECIAL BOOK
Signing the Anıtkabir Special Book on September 14, the anniversary of TÜRSAB's founding, President Firuz B.

Bağlıkaya wrote in the memorial book, "We will always be the protectors and guardians of your guiding principles, while promoting our country's tourism, developed by peace and tranquility, to the whole world, in the light of the Republic you have entrusted to us," he said. The TÜRSAB Delegation attended the lunch at Ankara City Council after

visiting Anıtkabir. Delivering a speech about the meaning and importance of the day at the dinner, TÜRSAB President Firuz B. Bağlıkaya said:

TOURISM HAS JUMPED INTO THE AGE

"Our Association of Turkish Travel Agencies, which was founded exactly 50 years ago on September 14, 1972, has been serving our country's tourism for half a century with works that go far beyond being a professional organization. During this 50-year period; As a result of the work of travel agencies, Turkish tourism has managed to become one of the most important destinations in the world. In 1972, the number of visitors to Türkiye was 1 million, and the income our country earned from tourism was only 103 million dollars. Today, we have



succeeded in reaching more than 50 million visitors and approximately 35 billion tourism revenues.

VISIT TO ŞENTOP

Bağlıkaya said, "The upcoming period imposes brand new responsibilities on our Association. We are aware of the need to focus on new targets and prepare our travel agencies and Turkish tourism for the changing era. I sincerely believe that we will carry out works that will carry tourism to a better tomorrow with the experience

and knowledge of half a century, and I greet you all with respect." The TÜRSAB Delegation, within the scope of its Ankara contacts, later visited the President of the Turkish Grand National Assembly (TBMM) Mustafa Şentop in his office. During the meeting with the Speaker of the Grand National Assembly of Türkiye, views were exchanged on the necessity of updating the existing Law No. 1618, which no longer meets the needs of the age, in line with the demands of travel agencies.



METE VARDAR ANNOUNCES HIS CANDIDACY FOR TGA

Jolly Chairman of the Board Mete Vardar announced that he will be a candidate for the 'Travel Agencies Representative' position of the Turkish Tourism Promotion and Development Agency (TGA).

Jolly Chairman of the Board Mete Vardar announced that he will be a candidate for the Travel Agencies Representative position of the Turkish Tourism Promotion and Development Agency (TGA). Making a written statement about his candidacy, Vardar drew attention to the problems in the tourism sector: "At the point we have reached today, tourism has become the heart of our country with its contributions to the economy. The main vessels that feed the heart in tourism in Türkiye are tour operators, and capillaries are agencies. When this artery is clogged, the heart will not

work properly, there will be no tourism. However, as we have all witnessed, serious blockages have been experienced in this vein, especially in the last three years. In order for the heart to work more healthily, it is imperative that our agencies make their voices heard more strongly. One of the areas where we can do this is the Turkish Tourism Promotion and Development Agency (TGA), established by the Ministry of Culture and Tourism, which we believe will improve the country's tourism." Emphasizing that travel agencies cannot be represented correctly,

Vardar stated that he is a candidate for the solution of the problems: "It is not possible to bring back the time we have lost or the resources we have wasted. However, the opportunity to shape the future together is in our hands. Let's open the clogged veins so that the heart of tourism can beat healthier. From this point of view, I, as Mete Vardar, am a candidate in the new term of TGA with the favor and support of you, my esteemed agency friends. Here, I am ready to work with all my might to protect the rights of our agencies and make their voices heard more strongly."



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53 RESTAURANTS MAKE IT TO MICHELIN'S 1ST İSTANBUL GUIDE

The first selection of the Michelin Guide İstanbul 2023, one of the most prestigious restaurant evaluation systems in the world, was announced at the ceremony held at Zorlu Performing Arts Center.

MICHELIN STAR REVELATION 2023 İSTANBUL



While 53 restaurants were included in the first selection of Michelin Guide İstanbul, Turk Fatih Tutak was awarded 2 Michelin Stars, while Araka, Mikla, Neolokal and Nicole restaurants were awarded 1 Michelin Star.

Speaking at the ceremony, Minister of Culture and Tourism Mehmet Nuri Ersoy pointed out the importance of İstanbul's inclusion in the Michelin Guide and said, "İstanbul is one of the few eating and drinking capitals of the world in the field of gastronomy with its

multicultural cuisine and rich restaurant portfolio. Our new generation Turkish chefs, He creates creative and original menus by blending Anatolian food culture with world flavors in his kitchens that bring the local and the universal together."

I BELIEVE THAT İZMİR, BODRUM AND ÇEŞME WILL ALSO PARTICIPATE

Expressing that this special interest shown by Michelin to İstanbul and Turkish cuisine is only the beginning, Ersoy said that he believes that İzmir,

Bodrum and Çeşme will also join the Michelin family in the future.

İSTANBUL HAS A GREAT POTENTIAL

Michelin Guide's International Director, Gwendal Poullennec, stated that

53 restaurants, including 5-star establishments, were selected by the inspector teams. Emphasizing that İstanbul is an important cultural and touristic destination, Poullennec said, "Our selection of 53 restaurants sheds

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Matbah Restaurant, Maitre d'hôtel Muharrem Güldemir, Matbah Restaurant Chef Kadir Yılmaz, Ottoman Hotels Group General Manager Serdar Balta.



light on the diversity of this talented cuisine, which is proud of its identity and traditions, and is open to the world at the same time. With the Michelin Guide, both local and international gourmets can visit the same city as this city. We hope to show that it is an important gastronomic destination at the same time." Among the restaurants in the selection, Pandeli, Karaköy Lokantası, Alaf, Aheste, Tershane, Cretan, Calipso, Cuma, Simple Five Seas Cuisine and Aman da Bravo were awarded with Bib Gourmand. Neolokal received the Green Star as well as the Michelin Star for its pioneering approach to sustainable gastronomy. Awarded by Michelin Guide inspectors, the Michelin Young Chef and Service Awards reward



Minister of Culture and Tourism Mehmet Nuri Ersoy- Michelin Recommended Matbah Restaurant Chef Kadir Yılmaz.

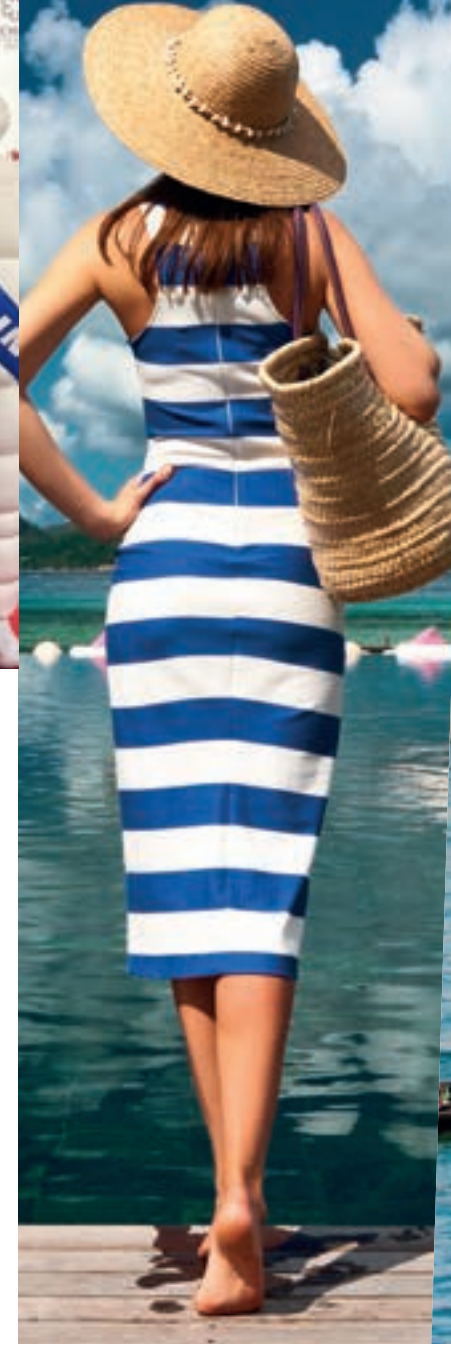
professionals for their expertise and talent. While Mevlüt Özkaya from Mürver Restaurant won the Michelin Young Chef award, the Michelin Service Award presented by Mastercard went to the Sunset Grill & Bar team. Among the restaurants recommended by the Michelin Guide are Doğu Group's Zuma, Nobu, İnari Omakase Kuruçeşme, Çok Çok Thai, Banyan, Glens, 1924 İstanbul, Spago, St. Régis Brasserie, Azur, Khorasani, Deraliye, Octo, Ocak, New Restaurant, Eleos Beyoğlu, Sofia 9, Domed Lounge, Restaurant 1741, Matbah, 1924 İstanbul, Atelier, Topaz, Tatbak, Aqua, Ailla, Feriye, Seraf, Park Fora, Chance, 29, Beyti, Kıyı, Balıkçı Kahraman, Kiss the Frog, Tuğra, Mürver and Rumelihisarı İskele took place.

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Istanbul's entry into Michelin's guide to boost tourism

Istanbul's 53 restaurants making it to Michelin's culinary guide will have positive effects not only on gastronomy but also on tourism, a sector representative told Turizm Aktüel Magazine.

The Turkish metropolis' entry into the Michelin Guide, considered the world's most prestigious, was the result of the efforts carried out by the Culture and Tourism Ministry and the Türkiye Tourism Promotion and Development Agency (TGA), said Müberra Eresin, the head of the Hotel Association of Türkiye (TÜROB).

Istanbul became the 38th international destination in the Michelin Guide, she also pointed out. The guide announced in April that it added İstanbul to its distinguished list of covered cities, while the Aegean province of İzmir is also expected to be included in the list in a few years. Fatih Tutak's "Turk" was the only place to receive two stars for its "exceptional cuisine."

Located in the Şişli district on the European side, Turk "offers a modern and sophisticated stage for gourmets looking for typically Turkish flavors," the guide said.

"The culinary preparations, which often feature delicate sour and smoked notes, the chef's signature,



Müberra Eresin, the head of the Hotel Association of Türkiye (TÜROB).

are forthright, precise and more importantly, express the chef's fondness of his region and his roots," it added. Four other restaurants, which share an attachment to Turkish products and flavors, received one Michelin star.

Located in the neighborhood of Yeniköy, Araka proposes an escapade away from the hustle and bustle of the city, according to the guide. "On the menu, chef Zeynep Pınar

Taşdemir creates a highly personal and audacious cuisine with a focus on seasonal vegetables and herbs." Taşdemir was the only female chef to receive a star. The Michelin Guides have been published since 1900 by the French tire company of the same name.

The guide conveys its restaurant reviews through two to three-line short summaries and a system of symbols, the most revered of which are its globally renowned stars. Restaurants may receive zero to three stars for the quality of their food based on five criteria: Quality of the ingredients used, mastery of flavor and cooking techniques, the personality of the chef in his cuisine, value for money and consistency between visits.

According to the Michelin Guide's website, restaurant inspectors do not look at the interior decor, table setting, or service quality when awarding stars. These are instead indicated by the number of "covers" it receives, represented by the fork and spoon symbol.



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OTİ Holding celebrated its 30th anniversary with a magnificent gala... ITS NAME WAS CHANGED TO 'CORAL TRAVEL GROUP'

OTİ Holding, which was established in 1992 and continues its activities with 37 companies in 22 countries, celebrated its 30th anniversary with a magnificent gala at Antalya Xanadu Resort Hotel Belek.



Ahmet Bektaş, Board Member of Coral Travel Group. Ayhan Bektaş, Chairman of Coral Travel Group. Coşkun Yurt, Vice Chairman of Coral Travel Group.

OTİ Holding, which operates in many countries of the world, especially in Russia and CIS countries, was founded in 1992 and continues its activities with 37 companies in 22 countries, celebrated its anniversary with its business partners with a magnificent gala held at the Xanadu Hotel in Belek, which belongs to the group. Speaking at the night held in Antalya Xanadu Resort Hotel Belek, which belongs to the group, Ayhan Bektaş, Chairman of the Board of Directors of OTİ Holding, said that they will grow in Europe, especially in the field of operation. Expressing that there have been great changes in the world and in the sector in the past 30 years, Bektaş emphasized that as a company, they both keep up with

the changes and invest in the future. "We did not compromise on customer focus and quality. We took care to be a good team. We are a team that looks to the future with a young and dynamic spirit by drawing strength and lessons from the past, and is open to innovation, change and different understandings, committed to family and national universal values," said Ayhan Bektaş, emphasizing that his main principles are sensitivity to the world and the environment, research and development. Bektaş said, "We tried to do whatever we could for the sustainability of our business, our employees and our industry. We operate in the fields of tour operator, accommodation, aviation, destination services, communication

technologies and security with 37 companies in 22 countries. We are a big family of 4 thousand 300 people. We serve 3million people annually, excluding years with restrictions. We have served 30 million guests to date, we have 1,500offices."

"WE ARE OPENING UP TO 3 MORE COUNTRIES IN EUROPE"

Explaining that they will continue to restructure and make new investments, especially in the field of tour operators, Ayhan Bektaş said, "This year, we include Czechia, Romania and Switzerland among the countries in which we operate. We will not stop in 2023 either. We will expand to new countries in Europe."



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Expressing that a country and the world cannot be imagined without tourism, Ayhan Bektaş continued his speech as follows: "We see tourism as a mortar that keeps the past alive, adds vision to the future, and brings humanity, cultures and differences together. Tourism also plays a major role in maintaining world peace. If tourism is developed in a country, it means that there is life in that country. The course of the world shows that nothing will ever be the

same again. The world is changing and we have to change too. We cannot build a good future without describing a sustainable tourism. Because tourism is the carrier of the deep-rooted heritage we will leave to the next generations. As OTİ Holding, we do not hesitate to take responsibility in order to do more for our industry and to add power to the power of all our stakeholders. We will continue to work to carry the strength of our industry even higher.

WE ARE RENAMING OTİ"

We have a way to go and dreams that always want to achieve better. We are changing the name of OTİ Holding, which represents the group. Starting today, we will use the name Coral Travel Group, which we think will better carry us into the future." Antalya Governor Ersin Yazıcı, who attended the evening, congratulated OTİ Holding, which celebrated its 30th anniversary.

Over 1,000 cruise ships to visit Turkish ports this year

Some 1,052 cruise ships are expected to visit Türkiye's ports this year, bringing around 1.5 million visitors as seaborne tourism activity that suffered from the pandemic starts to pick up.



The country's ports welcomed 78 cruise ships with 45,400 passengers on board in 2021, but only five cruise ships with 1,800 travelers visited Türkiye in 2020 when the pandemic broke out, data from the Transport and Infrastructure Ministry showed. Back in 2013, a record number of 2.2 million cruise passengers visited the country. Cruise ship traffic, however, started to revive again this year as nations



relaxed most of the COVID-19-related travel restrictions. From Jan. 1 to May 19, 130 cruise ships with around 81,500 passengers on board docked at Türkiye's ports, with the famous holiday resort town of Kuşadası taking the lead with 68 cruise ship visits. İstanbul, the country's cultural and financial center, ranked second as it received 26 liners during the same period. In 2022, 490 cruise ships are expected to visit Kuşadası, while the cruise ship visit forecasts for İstanbul, Bodrum and Çeşme are 200, 138 and 77,

respectively. Cruise ship tourism in Kuşadası began in the 1960s and became an important destination, said Aziz Güngör, Global Ports Holding East Med Ports regional director. "Cruise tourism generates some \$200 million in revenues a year at the Kuşadası Port. The spending of a transit cruise passenger is \$115 on average in the world, but this figure is estimated to be around \$200 for Kuşadası, which is also a 'shopping paradise,'" he said. Haluk Hızlan, general manager of Bodrum Cruise Port, also noted that each passenger spends around 150

euros. "This is a large number. If 200,000 passengers visit the port, this means 30 million euros in revenues for Bodrum." İzmir, on the Aegean coast, and the southern province of Antalya, another major holiday destination, will welcome 34 and 26 cruise ships this year, respectively. Türkiye aims to host 15 million cruise passengers but this target may be exceeded and 2023 will be better for cruise tourism, said Aydın Erdemir,

head of the Port Operators Association of Türkiye. "Large cruise companies' ships have started to visit Türkiye, which is an important country in the Mediterranean Sea in terms of cruise tourism," he added. Experts agree that Türkiye has advantages over the other Mediterranean countries due to its geographical location, historical sites and cultural heritage. The Mediterranean is second to South America as a cruise destination with some 20 percent of global cruise tourism activities taking place there.


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CULTURAL TOURISM IN TÜRKİYE EXPECTED TO GAIN MOMENTUM IN FALL

Cultural tourism in Türkiye is expected to flourish in the fall, sector representatives have stated, predicting İstanbul and the iconic touristic place of Cappadocia are to attract the most foreign tourists.

Following the summer season, sector representatives are preparing for a fruitful period in terms of cultural tourism, which covers everything from historical and cultural heritage to gastronomy. Spring and fall stand out as the most intense periods for cultural tourism for domestic tourists in Türkiye. Accordingly, with the second tourism period of the year kicking off with fall, tours will be organized for local tourists mainly to the southeastern provinces such as Gaziantep, Şanlıurfa, Adıyaman and Mardin, which will be followed by Black Sea tours. Soner Bacaksız, a member of the board of directors of the Association of Turkish Travel Agencies (TURSAB) and a tourism professional in the southeastern province of Gaziantep, stated that they expect increasing participation of foreign visitors on the tours based in the southeastern provinces.



Pointing out the increasing demand to Black Sea vacations, Mustafa Gümrukçuoğlu, another official from TURSAB, said additional runs were provided to foreign and domestic flights to handle the extra demand. In addition, Teyfik Ölmez, the head of the Cappadocia Touristic Hoteliers and Operators Association, stated that the region is mostly visited by South Americans, while Italians' visits to Cappadocia still continue even though the season normally ends around Sept. 15. Ölmez also pointed out that domestic tourists prefer to visit the iconic place at the weekends, adding that they expect high occupancy rates until the end of November. Koray Küçükylmaz the director of a private tourism portal noted, Cappadocia, the southeastern provinces and Black Sea stand out in domestic tours while the visits to Europe, far East and Dubai are also favorite vacation routes abroad.



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All-Time Record In Cappadocia Pleased Tourism Professionals

In Cappadocia, which is on the UNESCO World Cultural Heritage List, the visitor record of all time was broken in 8 months, which made tourism professionals happy.

The number of visitors to the museums and ruins in Cappadocia, which stands out with its natural, historical and cultural riches, is the "golden year" for 8 months of the year. Cappadocia, which attracts tourists with its fairy chimneys, valleys covered with natural rock formations, historical monasteries carved into the rocks, cave hotels, hot air balloon tours and various activities, has reached 2 million 545 thousand 33. Pandemic days before 19.

THE NUMBER OF TOURISTS REACHING 2 MILLION 545 THOUSAND 33

In the same period of this year, the number of tourists in the region, which increased by 98 percent compared to the January-August period of last year and reached 2 million 545 thousand 33, made tourism professionals smile. Talip Aldemir, Head of the Cappadocia Regional Representative Board of the

Association of Turkish Travel Agencies (TÜRSAB) told. Stating that they had a productive tourism season and that they expected more intense processes in 2023 and 2024 thanks to the expanding market spectrum, Aldemir said, "2019 is breaking records. We expected more visitors in 2020. Unfortunately, the pandemic also affected Cappadocia. Like the whole world, 2022 We left 2019 behind in the number of visitors according to numerical data. We are waiting for our Japanese guests next year. If there is a pandemic like abroad, it's okay. We think that we will reach more tourists from the Balkans, Far East, South America and Europe. The feature that distinguishes it from other tourism destinations is its natural formations. You can find beautiful beaches in all of them. You can find ruins. Having been home to different civilizations in many parts of the world, but the natural formation

Cappadocia is one of the most special regions of the world that has hosted many civilizations.

BIG INCREASE AFTER PANDEMIC

Muzaffer Büyükbaş, the owner of the company that provides agency services to local and foreign tourists, said that after the last two years of the Kovid-19 measures, there has been an increase in the rate of travelers and that Cappadocia is one of the most important tourism centers in the world. most requested places. "We are approaching the end of the year. We continue to host guests in the period we call the third quarter. We have left behind the golden year of 2019, which we targeted after the pandemic. Currently, reservations are very good. A busy period continues until the beginning of November. After that, reservations for the New Year and Christmas celebrations follow" said.

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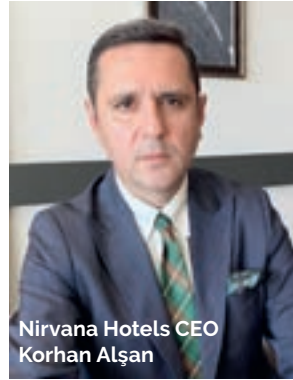


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Korhan Alşan: A bright 2023 year awaits us in tourism

Nirvana Hotels CEO Korhan Alşan said that unless there is a bad situation, a bright 2023 year awaits Türkiye in tourism.

Korhan Alşan, in his statement, emphasized that we are experiencing the most lively October month in these days when we are about to enter the winter season. "As of the end of September, Antalya has exceeded the number of 11 million tourists. By the end of the year, it will exceed 13 million. We will be relatively close to the number of 15 million in 2019. This is an important achievement. The number of tourists coming to Antalya last year was 9.5 million, the previous year was 3.5 million," he said. Pointing out that it is necessary to exclude 2020 when we look at the last 4 years, Alşan said, "When we look at the years 2019-2021 and 2022, there has been a very important return in



Nirvana Hotels CEO
Korhan Alşan

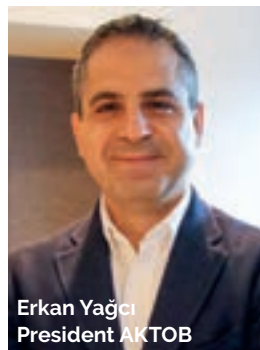
the European markets. Especially in the markets of Germany, Belgium and the Netherlands, there were significant increases. There were also significant increases in Scandinavian countries. A separate page must be opened for the UK market. Perhaps the most important aircraft planning in the history of the British market was made. This reflected positively on the numbers. Some guests in Europe are just discovering Türkiye's tourism potential. I think that the dynamic increase in the European market will continue in the coming years," he said. Alşan mentioned that Türkiye's advantage has increased more than its competitors since we are in the age of digital marketing. Today, no matter what sector it is, the advertisement of a good thing spreads

very quickly, in the same way, if it is a bad product, its advertisement spreads very quickly. He stated that Türkiye has great advantages as a tourism country in general. Unless there is a special situation in the summer of 2023, the signs of 2023 are very bright in tourism. This should be underlined. In the following years, Türkiye's future is very clear in 2023-2024 and 2025. There is no reason why we should not move our 6th position in tourism in the world in 2019 to the top 3. Our beds are amazing. The environment is beautiful. Our natural resources are beautiful. Holiday, sea, sand, the Sun are out of those trilogies. Now our gastronomy, cultural tourism, health and sports tourism are very good. Seasonality, which is our only problem, seems to be somewhat remedied with these arguments. Our goal is to spread the season over 12 months. For this, football, golf and meeting tourism are very important.

Erkan Yağcı: Antalya reached 90 percent of pre-pandemic tourist numbers

Erkan Yağcı, President AKTOB, said that Antalya had reached pre-pandemic tourist numbers.

He stated that the tourism movement was interrupted due to the pandemic experienced after the 2019 tourism season, which was very good. Erkan Yağcı said, "After the pandemic, tourism started to recover. While Europe reached only 74 percent of the pre-pandemic tourist figures, Antalya reached 90 percent of



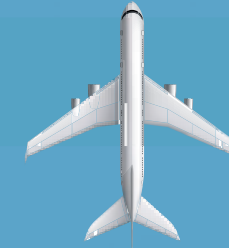
Erkan Yağcı
President AKTOB

the pre-pandemic tourist figures. We would be in a much better position today if it were not for the crisis between Ukraine and Russia. The number of tourists coming to Antalya has exceeded 12 million. I believe this number will exceed 13 million. Russia is a very important market for Antalya. Despite the war, a significant number

of Russian tourists came to Antalya and they continue to do so. Unfortunately, we lost our Ukrainian market, which is important. However, the tourist numbers from Europe are pleasing. The number of tourists coming from Germany, Belgium, Netherlands, Poland and especially the UK market exceeded the figures of 2019. The UK is on its way to becoming our third market. "It has crossed the one million mark," he said.

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SIGNED FOR DEDEMAN ADANA

Dedeman brand was chosen as the operator of the hotel built by Nev Solar Energy in Adana. The hotel, which will be operated as a franchise, is planned to be opened in the second quarter of 2023.

To the signing ceremony held in Dedeman Bostancı by Banu Dedeman, Chairman of the Board of Dedeman Hotels & Resorts International, and Ali Ringcu, the representative of Nev Solar Energy; Dedeman Holding Chairman of the Board Rifat Dedeman, Nev Solar Energy officials Kenan Şenbayrak, Burç Şenbayrak, İsmail Yüzükü, Dedeman Hotels & Resorts International Board member Murat Özmeşçi and Dedeman Tourism Group executives

attended. In his speech at the signing ceremony, Nev Solar Energy official Ali Yüzükü, who continues his activities in the energy sector, said Adana, which has a 160 km coast to the Mediterranean, is an important transportation routes connecting Europe to Asia. We are happy to bring together the potential of Adana, which has a history of thousands of years and has been a center of trade and culture throughout history with its strategic location, with the privileges of

the Dedeman brand." Banu Dedeman: We will increase the number of hotels to 50 in 2 years Speaking at the ceremony, Banu Dedeman claimed that they will increase the number of hotels to 50 with new brands by 2024. With 160 rooms, Dedeman Adana will have a 1000 square meter ballroom, 3 meeting rooms, an indoor swimming pool, Turkish bath, SPA and fitness room. Located in the city center, the hotel is within walking distance of Taşköprü and Merkez Park.



ARKAN KERİM: THE WORLD'S BEST HOTELS ARE LOCATED IN ANTALYA

Arkan Kerim, Chairman of the Travel Agencies, Hotels, Passenger Carriers and Restaurants Chamber within the Union of North Macedonian Chambers of Commerce, Chairman of the Tourism Promotion and Support Agency, General tourist Rooted Travel Agency and Chairman of the Board of G Hotels in Skopje. He told the tourism of North Macedonia and the hotel he was the manager of, to the Tourism Actual Magazine.

First of all, can we learn from you, how is the tourism season in North Macedonia this year?

The tourist season in North Macedonia is going very well. Sector is revived as it used to be. A serious movement started as incoming and outgoing. In the first 9 months, North Macedonia reached a total of 500 thousand tourists, including 275,000 foreign tourists and 212 thousand domestic tourists. It seems that an estimated 1 million tourists will be reached in the 12-month period covering January-December. In North Macedonia, 30 percent of the hotels were closed due to the pandemic. Currently, the number of hotels is 30 percent less. We need to open new hotels as soon as possible. The opening of new hotels is inevitable. Also, with the pandemic, we are experiencing a staff shortage. We are urgently looking for staff for our hotels. That's why we made a request to the government for our need for nearly 5 thousand personnel. This request was met with incredible interest in the Balkans and we received support from all hoteliers.

Can you tell us about the G Hotels you own?

G Hotels is a 4-star hotel located in a quiet area in the city center of Skopje. We are a hotel that is particularly popular with business travelers because of its exceptional service and convenient location. Our hotel is located just a 2-minute walk from Boemska Street with its famous restaurants and a 5-minute walk from the main business center in the city. G Hotels has 23 wonderfully furnished,



Arkan Kerim



fully soundproofed and centrally air-conditioned rooms, equipped to the highest standards. Two of the rooms are deluxe junior suites. We have a breakfast restaurant serving open buffet breakfast in our hotel. We offer an assertive, different and rich breakfast with regional pastries of our region, bagels, pastries, quinces and local cheeses, which we offer to our guests especially for breakfast. Our guests coming to North Macedonia can taste the local wines besides the natural dishes in our country. They can also see historical inns, churches, bridges and Roman artifacts and have a good time.

I guess G Hotels got its first award too?

Yes, our hotel was deemed worthy of the 'The friendliest hotel in the Balkans' award within the scope of the Balkan Tourism Industry Awards. The awards were presented to the winners at the award ceremony held in Sofia, the capital of Bulgaria.

How did the idea to work in Macedonia come about?

The tourism community of North Macedonia has invited me to come to this post. I accepted this invitation and started my job. They were invited to build bridges with the EU. I normalized the old relations with tourism. I took initiatives for funding aid from the EU. For this, I am working with a very experienced staff in Türkiye. Our goal is to expand the G Hotels chain in the capitals of all Balkan countries. Finally, I would like to express the following: They say the best hotels in the world are in Las Vegas. I personally went to Las Vegas. I had the chance to stay in many hotels. But, the world's best hotels are in Antalya. Antalya is the capital of world tourism.

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Museum Hotel; a unique cave hotel with a unique living-museum concept

Situated in a very special geographic region in Cappadocia, Museum Hotel has been designed and created from a distinctive combination of the land and historical features and ruins, some intact and some beautifully restored to their original glory. The hotel features 30 rooms & suites—each of them exceptional in their own inimitable way. No room can be alike, with each bringing its own special ambiance, contributing to Museum Hotel's evident character and charm. Steeped in thousands of years of history, there is a magical feel to the hotel. Our unusual 'living museum' concept means our cave rooms and specially restored traditional rooms are all decorated with priceless antiques and feature stunning views of Cappadocia—just some of the elements

that go to make Museum Hotel... well, unique! As evidence of this, Museum Hotel is the only hotel in Türkiye invited

into the family of luxury hotels and special dining establishments that comprise Relais & Châteaux.



Istanbul ranks first in Europe as its tourism rebounds

Recording a 2 percent increase in flight arrivals compared to the pre-pandemic period, İstanbul has been the best performing city in Europe this summer, according to the data of travel data analysis company ForwardKeys.

It was followed by Athens, 7 percent down, Reykjavik and Porto, both 8 percent down, and Malaga down 13 percent. Türkiye and Greece, the two largest air travel destinations, have both exceeded pre-pandemic levels for international visitor arrivals by 9 percent and 2 percent respectively. Air travel to Albania, a relatively small destination with less than 1 percent market share of European flight arrivals, was also up by 28 percent. While no other major country destinations recovered to the numbers seen in the pre-pandemic period (2019), Slovenia, just 7 percent down, Iceland, 8 percent down, and Portugal at 10 percent down came close. Major factors driving the strong performance of Türkiye include an ongoing decline in the value of the Turkish Lira and its openness to the Russian market, from where direct flights to most of Europe have been banned, according to the company. In the summer of 2019 Russians

accounted for 4 percent of all arrivals to Europe, whereas in 2022, this dropped dramatically. Greece has performed strongly as a destination throughout the pandemic by implementing relatively visitor-friendly COVID-19 travel restrictions, ForwardKeys said. European destinations could have attracted more visitors during the summer months if the aviation industry had been better able to cope with the surge in demand for travel during late spring and early summer, said the company, adding that if there had been no disruption, the recovery in intra-European flight bookings would have been five percentage-points higher. The strongest extra-European market, on the other hand, was the U.S. just 5 percent down on 2019. It was followed by Colombia and Israel, both 9 percent down, South Africa, 10 percent down, Mexico down 12 percent and Canada and Kuwait, both at 13 down.

OVERALL, EXTRA-EUROPEAN ORIGIN MARKETS WERE 31 PERCENT DOWN.

Meanwhile, Müberra Eresin, the head of the Hotel Association of Türkiye (TÜROB), anticipates this upward trend will continue throughout the year, adding that August will probably be one of the best months of the year. The diversity of visitors' nationalities will increase as of September, according to Eresin.

FROM SEPTEMBER ONWARDS, THE FOCUS WILL BE ON EUROPEANS

"We expect remarkable increases in our tourism markets such as Russia, Iran, the U.K., the Balkans, Bulgaria, Latin America, the U.S. and Azerbaijan," she said. Eresin added that Türkiye would be in an advantageous position in 2023 unless there is an extraordinary situation.

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Hilton to boost hotel portfolio in Türkiye, says regional head

Int'l hotel chain plans to hire 3,000 more personnel over next couple of years as number of hotels reaches 100 in Türkiye.



Jochem-Jan Sleiffer, Hilton's area president for the Middle East, Africa, and Türkiye.

Hilton plans to increase the number of its venues and staff in Türkiye, the hotel chain's area president for the Middle East, Africa, and Türkiye said on Friday. Türkiye "is a fantastic region for us. This is the fourth-largest region outside of the US," Jochem-Jan Sleiffer told Anadolu Agency in an interview, noting that Hilton had recently signed its 100th hotel in the country.

"We're going to have 100 hotels in the pipeline and operating," said Sleiffer. "Currently, we operate more than 70 hotels and we have 30 more coming." As the number of its establishments rises, the company will need to boost the number of its employees -- currently at about 5,000 -- by roughly 3,000 in the next couple of years, he added. Underlining the wide variety of jobs that the hotel offers recruits, including positions "in front desk, in event management, in food and beverage and in engineering," Sleiffer said a lot of travel was also involved in the work at Hilton.

MORE HOTELS TO COME

As the first international hotel brand in Türkiye, the chain's Hilton İstanbul Bosphorus has been open for over 55 years, Sleiffer said. "This was the first place where Hilton, Mr.

Conrad Hilton, opened internationally a hotel," he added, stressing that this is "a very important market for us." Hilton has venues across Türkiye, including in the capital Ankara and the Mediterranean resort city of Antalya, as well as Dalaman and Bodrum overlooking the Aegean Sea, said the executive, pointing also to plans to open a new hotel in the southeastern province of Sanliurfa.

On the effects of the coronavirus pandemic, Sleiffer said business in Türkiye picked up "really quickly" when the outbreak subsided as locals resumed leisure travel. "But now, you see the foreigners coming, as well, for leisure travel again. So, our hotels in Antalya, in Bodrum, in Dalaman are doing extremely well," he said, praising the "good mix of international travelers, including Turkish travelers."

HE ALSO SAID THAT NOW, CONFERENCES ARE ALSO STARTING TO BOOKED.

Holiday resorts are particularly popular among foreigners, who Sleiffer said are coming to Türkiye "because they want to experience the hospitality" for which the country is known "for all these years." Hospitality is "in the culture, it is in the genes of the Turkish people," he added. "So, we want everybody to come and experience that."



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BODRUM TOURISM FORUM SUGGESTS WAYS TO RETHINK 'BLUE ECONOMY'

In the first meeting of the Bodrum Tourism Forum held on Friday, participants suggested ideas for the future of sustainable tourism and making Bodrum the leading tourism destination in the Mediterranean region with a particular focus on the concept of a "Blue Economy."

Hosting pioneering names on the issue from Türkiye and the world in the southwestern Muğla province's tourism hub Bodrum, the forum suggested ways to preserve the Mediterranean region with sustainable development in the field of tourism. In the forum, aimed at achieving balanced tourism that protects the planet and at the same time increases welfare, panels and think-tank meetings were held under the title of "Rethinking the Blue Economy."



Bodrum Mayor Ahmet Aras

The concept of the Blue Economy focuses on ensuring the environmental sustainability of the seas and coastal areas while supporting economic growth, development and the protection of the livelihoods of seafarers. Sustainable tourism, climate change, protection of the Mediterranean,

strengthening the local economic potential with local elements, investment opportunities created in the light of the Blue Economy, changing European Union regulations and their impact on tourism were discussed in the forum, where the experiences and practices of the Mediterranean countries were shared, ideas were exchanged, and new perspectives

and the development of sustainable projects were pioneered. While rediscovering the Blue Economy, tourism decision-makers, opinion leaders, transportation experts, environmentalists, industry stakeholders and journalists from European Union institutions and Mediterranean countries participated in the forum.

Bodrum Mayor Ahmet Aras, in his opening speech, stated that they want to provide strong support to the development of sustainable tourism that will increase the welfare of people and the country.

"Very important participants from all over the world come to Bodrum Tourism Forum. In the panels, symposiums and roundtable meetings to be held all day at the Kempinski Hotel, it is not just the Blue Economy; Bodrum, the Mediterranean, peace,

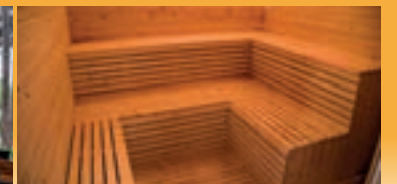
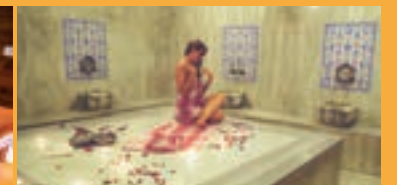
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democracy and brotherhood will be discussed. Our goal, together with the Bodrum Promotion Foundation and the Mediterranean Tourism Foundation with which we cooperate, is to make Bodrum the leading tourism destination in the Mediterranean," Aras said.

Muğla Metropolitan Mayor Osman Gürün pointed out the regional and global risks that affect tourism. "We are not disconnected from the world. All countries are affected by what is going on in the world. For example, Ukraine is going through an important process. If we cannot achieve peace and unity in the world and our country, these efforts can't reach their goals. It is not possible to do tourism in places with conflict, and it is not possible to attract tourists here. People want to travel peacefully and get to know new places and cultures."

He added that the Mediterranean geography in is one of the most important focal points of this conflict

and there is a great migration drama in the Mediterranean. "It is necessary to establish peace in the Mediterranean and make this a sea of peace, to get to know each other, to know and promote our values, to love and understand each other more. It is not possible to achieve this by thinking only about Bodrum and the Mediterranean and making an effort about it. We need to evaluate what we need to do globally." "As the Mediterranean Tourism Foundation, we think that we make a very important contribution to the economy, and we are happy to do this together. We are here to make Bodrum the leading tourism destination in the Mediterranean. For this, sustainable tourism and the Blue Economy are of great importance. Blue Economy is now the biggest pillar of Mediterranean tourism," said the foundation's Secretary-General Andrew Agius Muscat said. Süleyman Uysal, the chair of the

organizing committee of the Bodrum Cup Yacht Races, which will start after the Bodrum Tourism Forum, also underlined that they have combined the Bodrum Tourism Forum with the organization.

"We think that Bodrum Tourism Forum will make a great contribution to Bodrum's brand value, international recognition, regional economy and country tourism," he said.

A large part of the countries around the Mediterranean, including Türkiye, are among the countries that attract the most tourists in the world today. Tourism continues to grow as the most important sector for many countries in terms of economic mobility, employment and investment opportunities. At this point, it is important to protect the Mediterranean, which opens the door to all these opportunities, and to direct the touristic development correctly, the forum underlined.



DRV: WHY 2023 COULD BE A GOOD YEAR FOR TOURISM

The Capital Congress of the German Travel Association (DRV) is just around the corner. DRV President Norbert Fiebig is up for re-election. What drives him, what he plans, how he sees the future, he reveals in an interview with fvw.



DRV President Norbert Fiebig

The travel industry is currently sliding from one crisis to the next: the Corona pandemic is now followed by a possible recession with the Ukraine war. Where is the positive perspective?

Norbert Fiebig: The development of business in the current summer is positive. People want to travel and still have a lot of pent-up demand for travel. This makes us optimistic for the future, because the desire to travel is at the top of the list. Nevertheless, we must not close our eyes to the horizon.

What does this mean for winter?

Due to the pronounced late booking behaviour, it is challenging to give reliable forecasts for the winter of 2022/23 already now. The Ukraine war has many effects – on the inflation rate, price development and energy costs. We have to wait and see how much money is left in the wallet and what it will be spent on – travel

will be higher on the list.

What does this mean in concrete terms for tourism in 2023? Will consumers still have money left over for travel?

Especially those who have saved something and are afraid that it will be eaten up by inflation are likely to treat themselves. In addition, I assume that holidaymakers will be even more price-sensitive in order to fulfil their travel wishes. Destinations with a very good price-performance ratio could benefit from this. Despite everything, 2023 could be a pretty decent year.

Which destinations will benefit?

Spain is still number one on the popularity scale of German holidaymakers. Other destinations, however, are currently moving forward a little more strongly. This summer, for example, Türkiye is coming back very strongly. Overall, the eastern Mediterranean – including Greece – was somewhat better than the

western Mediterranean.

During the Corona crisis, travel companies benefited from state aid. How resilient are the companies now?

During the crisis, many used the time to make their companies leaner and more efficient. The restart in the summer was successful for many, and the companies are largely on a sound footing. But no one was able to put on the winter fat that would be helpful now. The group travel business in particular continues to be difficult.

Which companies are particularly at risk?

In these times it is important to have a somewhat broader product portfolio and not to be too dependent on one product or one destination in order to be able to better balance out fluctuations. At the moment, tour operators specialized in Russia and Eastern Europe are facing major challenges.



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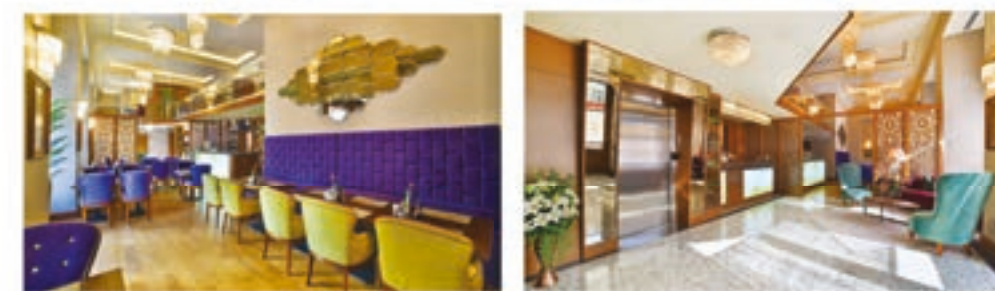
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Türkiye became the country that made the most effective promotion in world tourism

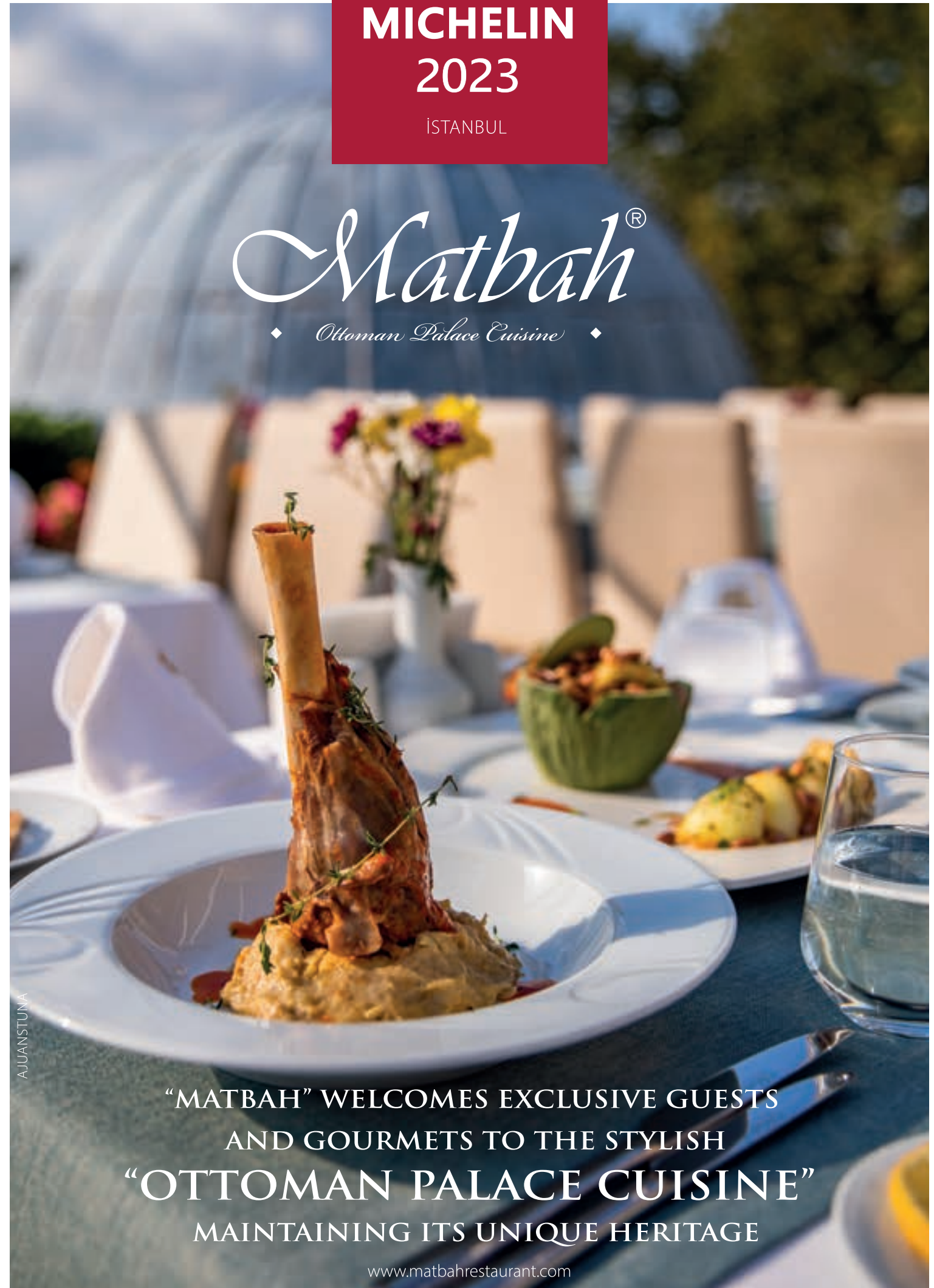
Turkish Hoteliers Association (TÜROB) 'Monthly Information Meeting and Traditional Lunch' event was held in İstanbul. To the meeting; Culture and Tourism Minister Mehmet Nuri Ersoy, İstanbul Governor Ali Yerlikaya, TÜROB President Müberra Eresin, TÜROB members and sector representatives attended. In the event, information was given on Türkiye's tourism revenues and the number of visitors.



Making a statement at the event, Minister of Culture and Tourism Mehmet Nuri Ersoy, said "At the beginning of the year, it was thought that there might be a process full of uncertainties. We have determined our roadmap by closing our ears to all these negative scenarios. We started to work by increasing our promotions, taking our precautions and not reducing our targets. Through the Turkish Tourism Promotion and Development Agency (TGA), we promoted our Türkiye on national television channels of 33 countries and global news channels and digital channels of 200 countries. Minister Ersoy also gave information about the number of visitors in Türkiye this year. He said "Thanks to the intense promotional campaigns, we increased our target of 42 million visitors to 47 million, and our revenue target of 35 billion dollars to 37 billion dollars, which was announced at the beginning of the

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year. The figures reached in the first 9 months of 2022 indicate that Türkiye is one step closer to its revised targets. Forward bookings are also pretty good. I believe that the revised targets will be passed by the end of the year. We aim to increase the accommodation income per person, which decreased to \$ 62 in 2016, to \$ 83, with an increase of 35 percent compared to 2016.

YERLIKAYA: THE OCCUPANCY RATE OF OUR HOTELS IS VERY HIGH

Istanbul Governor Ali Yerlikaya said, "We had bad days in 2020 and 2021

due to the pandemic, we could not get together. During this period, global tourism revenues turned upside down. Tourism revenues decreased by 70 percent. We hosted our guests safely in our hotels with the Safe Tourism Certificate program. İstanbul is a city that was the capital for 16 centuries. Our museums can not be visited in a month. Our hotel occupancy rates are very high. After Kovid, Türkiye and İstanbul made history in every aspect of tourism. İstanbul reached 10 million 181 thousand visitors in the first 8 months. We aim for 16 million," he said. Providing information about current

occupancy rates and room prices, TÜROB President Müberra Eresin said, "The hotel occupancy rate in İstanbul in August 2022 was 87.5 percent. When we look at August 2019, this rate was 86.7 percent. When we look at the first 8 months of this year, the occupancy rate in İstanbul was 72.7 percent. In the first 8 months of 2019, this rate was 73.3 percent. Throughout Türkiye, August 2022 hotel occupancy rate was 79.5 percent. When we look at August 2019, this rate was 78.8 percent. In 8 months, the occupancy rate in Türkiye was 65.4 percent. In the first 8 months of 2019, this rate was 66.9 percent.



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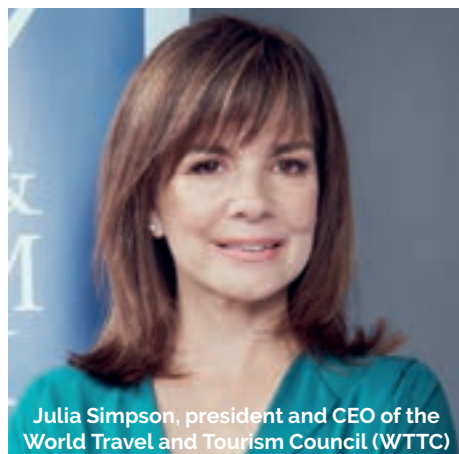
HOT TOURIST SPOT TÜRKİYE DRAWING IN DROVES FROM KEY EUROPEAN MARKETS

Türkiye's tourism, travel sector rebounded significantly this summer thanks to its support for tourism throughout pandemic, improving infrastructure along with rich history and natural beauty.

Shaking off the coronavirus fallout even as many other countries face air travel woes, Türkiye continues to be an attractive destination for international tourists this summer, mostly from key European source markets, top tourism officials told. Zurab Pololikashvili, secretary-general of the World Tourism Organization (UNWTO), stressed that tourism's restart and recovery is well underway.

"Türkiye has been among the destinations to experience a marked upturn in international arrivals during the peak summer season," thanks to pent-up demand for travel being unleashed with the lifting or easing of travel restrictions, he said.

According to the latest data from the Culture and Tourism Ministry, Türkiye attracted over 23 million foreign visitors in the first seven months of the year, an annual surge of over 128%.



Julia Simpson, president and CEO of the World Travel and Tourism Council (WTTC)

TÜRKİYE DID ITS HOMEWORK

He also underlined that Türkiye is "well-placed" to welcome visitors back as it has been supporting its tourism sector throughout the coronavirus pandemic.

Praising Türkiye's investments in tourism infrastructure and labor, Pololikashvili said: "Coupled with the country's rich history, and its many attractions, including coastal

destinations, Türkiye is an attractive option for tourists, most notably from key European source markets." Citing the latest figures, he said international tourism saw a strong rebound in the first five months of 2022, with arrivals reaching almost half (46%) the levels of the same period of 2019. Arrivals more than tripled (up 221%) this January-May compared to last year, but remained 54% below 2019 levels.

By region, Europe and the Americas continued to lead the recovery where most of the travel restrictions have been lifted, but arrivals there remained 36% and 40% below 2019 levels, respectively.

"Strong tourism demand during the Northern Hemisphere summer season is expected to consolidate these positive results, particularly as more destinations ease or lift travel restrictions," he said.

But Pololikashvili stressed that ongoing geopolitical insecurity – the Russia-Ukraine war – along with rising interest rates in most countries and pressure on consumers could hurt tourism's growth during the remainder of this year.

"Mounting economic and geopolitical challenges continue to pose a risk to recovery," he added.

Pololikashvili emphasized that as Ukraine and Russia together accounted for 3% of all global tourism spending in 2020, the World Tourism Organization projects that a long, drawn-out conflict could cause a loss of \$14 billion in tourism receipts.

TÜRKİYE'S TRAVEL AND TOURISM SECTOR 'JUST AS POSITIVE'

Julia Simpson, president and CEO of the World Travel and Tourism Council (WTTC), told Anadolu Agency that the outlook for global travel and tourism is bright, with strong growth figures. Travel and tourism are set to reach pre-pandemic levels by next year, Simpson said, adding the sector is projected to grow to nearly \$8.4 trillion by the end of this year, only slightly behind 2019 levels.

"Travel is going to be one of the driving forces behind the global recovery,



Zurab Pololikashvili, secretary-general of the World Tourism Organization (UNWTO)

creating nearly 126 million jobs over the next decade. In fact, one in three of every new job created will be in our sector," she said. Simpson highlighted that the travel and tourism sector of Türkiye, "an incredibly popular destination," is "just as positive."

Türkiye's travel and tourism gross domestic product is projected to grow twice as fast as the national economy over the next decade and will reach near-pre-pandemic levels by next year, she stressed. "It's not surprising that Türkiye has become one of the world's most

popular tourism destinations, with its breathtaking natural beauty, historical and archaeological sites, constantly improving hotel and tourism infrastructure, and a tradition of hospitality and competitive prices," she said.

Simpson pointed to the new Istanbul Airport's role in improving connectivity between Türkiye and key international markets, saying it will help drive more visitors. Citing World Travel and Tourism Council figures, Simpson said the country's travel and tourism sector saw a massive jump in its recovery, contributing more than 526 billion Turkish liras (\$59.2 billion) to the national economy in 2021, when the US dollar/Turkish lira parity exchange rate averaged 8.88.

"It is seriously bouncing back, with international visitor spending jumping 104% last year, compared to the year before, reaching just over 249 billion Turkish liras (\$13.7 billion). Bravo to Türkiye," she said.

Touching on the Russia-Ukraine war, Simpson said both Russia and Ukraine's outbound travel accounted for 5.4% of global international trips in 2019, with Russia the larger source market. "Destinations in Eastern Europe will fare worse than other regions due to a greater reliance on travel from both countries," she said.



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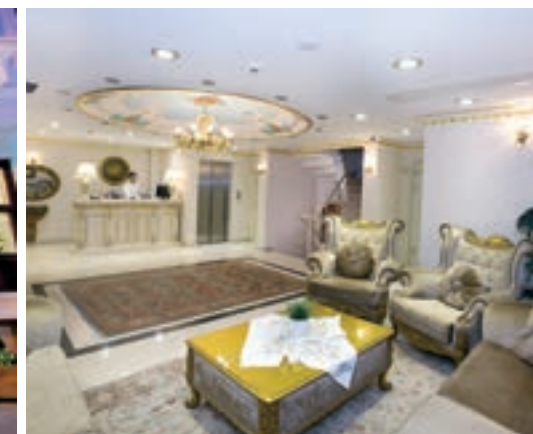


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LEADING REPRESENTATIVES OF TOURISM MEET IN ŞİŞLİ

"Şişli Talks Tourism" meeting organized by Şişli Municipality brought together all stakeholders of tourism. At the meeting held at the Hilton Bosphorus Hotel, the developments in the accommodation sector after the pandemic were conveyed within the scope of the 'Tourism Destination Plan', while the Şişli Sustainable Tourism Framework Program, Şişli Culture Inventory and Travel Guide Routes were also introduced.

The meeting hosted by Şişli Mayor Muammer Keskin; Mahir Polat, Deputy Secretary General of İstanbul Metropolitan Municipality; Firuz Bağlıkaya, President of the Association of Turkish Travel Agencies (TÜRSAB); Oya Narin, President of the Turkish Tourism Investors Association (TTYD); Müberra Eresin, President of the Turkish Hoteliers Association (TÜROB); Özgür Özaltun, President of the İstanbul Chamber of Tourist Guides (İRO); Kaya Demirel, President of the Tourism Restaurant Investors and Gastronomy Enterprises Association (TURİYİD); ITO Tourism 16th Hotels Committee Chairman Aydın Karacabay and International Health Tourism Employers' Union USTIS Secretary General Dr. Mesut Inan participated.



centers, concert facilities, shopping centers, famous restaurants, museums, art centers, health facilities, holy places of different faith groups, festivals, theaters, cinemas, has a unique experience diversity infrastructure. First of all, we are establishing the 'Şişli Tourism Coordination Unit' within our subsidiary Kenthaş, where we can listen to you, take care of your problems, work specifically on tourism, ensure communication and cooperation with the relevant units of the municipality. In this framework, we will jointly develop the 'Destination Management Office' structure, which includes the tourism sector and the municipality in all important cities of the world."

MUAMMER KESKİN: ŞİŞLİ TOURISM COORDINATION UNIT IS BEING ESTABLISHED

Sisli Mayor Muammer Keskin, in his speech, "Şişli's central location; diversity of work areas, historical and cultural heritage, more than 400 accommodation facilities, congress

MAHİR POLAT: INDIVIDUAL EFFORTS ARE INSUFFICIENT

Mahir Polat, Deputy Secretary General of İstanbul Metropolitan Municipality, in his speech, "If Türkiye has such a stylish city to be the capital of the



world today, it must be attracting the same attention in terms of tourism revenues and tourism investments in the world. Despite all the efforts of the actors of the sector, the tourism behavior in Türkiye is behind its development potential and the expected norm," said Polat. He said that individual efforts can create very beautiful spaces, but when the problems of the city are not resolved and investments are not made by the top-level administrations, individual efforts will not find the value they deserve.

FİRUZ BAĞLIKAYA: WE ARE GLAD THAT OUR MUNICIPALITY PAVED THE WAY FOR US

TÜRSAB President Firuz Bağlıkaya said, "TÜRSAB has 980 agencies in Şişli. This number is more than many European countries. 12 percent of the tourists who come to İstanbul stay in the Şişli region. When we evaluate Şişli in terms of tourism and if we want initiatives unique to Şişli, we have to think of our municipality and its units as if they are running a country."



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OYA NARİN: INCREASING DIVERSITY IN TOURISM HAS GAINED IMPORTANCE

TTYD President Oya Narin added the following in her speech in which she stated that

Şişli is one of the leading cultural and artistic centers of İstanbul: "A healthy planning in the new period will support our sector. We are all very happy that our municipality has opened the way for us in this sense. Increasing diversity in tourism has gained importance. Şişli should also be evaluated in this sense."

MÜBERRA ERESİN: ŞİŞLİ HAS A GREAT CONTRIBUTION TO TOURISM DEVELOPMENT

The President of the Turkish Hoteliers Association, Müberra Eresin, emphasized that Şişli has made significant contributions to the development of tourism on the

occasion of the opening of Hilton, one of Türkiye's first 5-star hotels, in this region. Stating that they took over Şişli Kervansaray Tourism Vocational High School as TÜROB 50. Yıl Şişli Vocational High School in order to bring highly educated employees to the tourism of both the country and Şişli, Eresin stated that Şişli Mayor Muammer Keskin was one of the first to visit the school.

ÖZGÜR ÖZALTUN: THE TRAVEL GUIDE FILLED AN IMPORTANT GAP

Özgür Özaltun, President of the İstanbul Chamber of Tourist Guides, stated



that the Şişli Travel Guide prepared by Şişli Municipality fills an important deficiency and emphasized that they are open to cooperation in the preparation of new routes. Kaya

Demirer, President of Tourism, Restaurant Investors and Gastronomy Businesses Association TURYID, also talked about the troubles the industry went through during the pandemic, and underlined that it has recently started to return to its old days.

AYDIN KARACABAY: WE MUST CREATE AN ALTERNATIVE TO OTAS

ITO 16th Hotels Committee Chairman Aydın Karacabay said that the biggest need of the accommodation sector is the personnel problem. Karacabay said, "We lost trained personnel in the pandemic. We must regain the reputation of the hospitality sector and win back the outgoing personnel. We have to create an alternative to international online sales sites that have become the largest partner of the tourism industry and work with commissions of up to 30 percent. We should not leave all our income to OTAs," he said.

ELÇİN ÖNDER: WE ARE THE FIRST MUNICIPALITY TO BECOME A MEMBER OF GSTC

Providing information about the UN Global



Sustainable Tourism Council (GSTC), Şişli Deputy Mayor Elçin Önder announced that Şişli Municipality, as a local government from Türkiye, started the membership application process to the Council, which has a total of 323

members, including 279 organizations and 44 destinations. Önder, who shared the aims and concrete outputs of the council, conveyed the importance of participating in the GSTC as follows: "GSTC ensures the adaptation of the United Nations' 17 Sustainable Principles to the tourism sector. Foreign tourists and conscious visitors will choose destinations that meet these criteria in the near future. Hotels with this certificate will gain many advantages, from insurance to finance at lower rates."

FATMA KALDIRIM AĞÜN: THE FIRST PHASE OF THE CULTURAL INVENTORY OF ŞİŞLİ HAS BEEN COMPLETED

Şişli Municipality Culture and Social Affairs Manager Fatma Kaldırım Akgün, who describes the Şişli Travel Guide and the Travel Route, said that the Şişli Travel Guide Project is to document the cultural heritage of Sisli. Akgün stated that on one side of the map there are regions and structures marked on the district map, and on the other side, short introductory text and visuals are arranged according to the building number references on the front.



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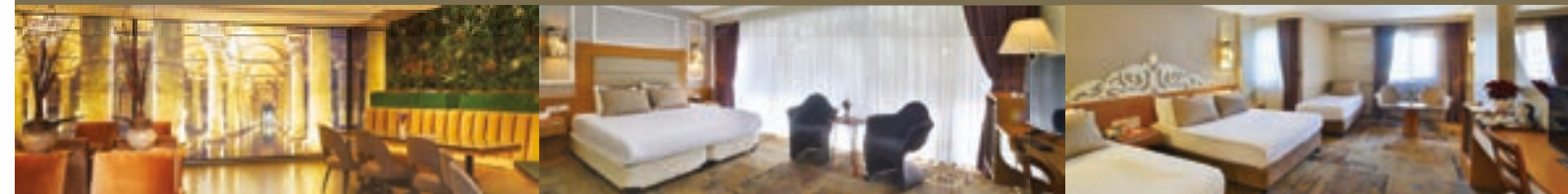
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Turkish Airlines, SunExpress claim top airline awards

Turkish Airlines (THY) and SunExpress have been granted top awards at the World Airline Awards organized by international air transport rating site Skytrax.



The awards come as the travel industry recovers from the slump due to the coronavirus pandemic. Industry leaders gathered in London on Friday for the Skytrax World Airline Awards 2022, marking the first time the event had been held in person since 2019.

Türkiye's national flag carrier won four awards, including Best Airline in Europe title – a highly competitive category while SunExpress, a joint venture of Turkish Airlines and Germany's Lufthansa, has been named the World's Best Leisure Airline. The awards, referred to as the Oscars of the aviation industry, are based on online surveys of more than 14 million customers from over 100 nationalities from September 2021 to this August. An airline that flies to most countries in the world, Turkish Airlines also won awards for the World's Best Business Class Catering and the Best Airline in Southern Europe.



At the awards, Qatar Airways was named the World's Best Airline for the seventh time, winning the prestigious Airline of the Year 2022 title.

Singapore Airlines was the world's second-best carrier, Emirates third, Japan's All Nippon Airways fourth, and Australia's Qantas Airways fifth. Turkish Airlines was named the world's seventh best airline, out of more than 350 airlines included in the survey results. "With our privileged service approach, which distinguishes us from our competitors, we continue to take firm steps toward our goal of making the Turkish Airlines brand the best in the world by building on the unmatched service we offer," said Turkish Airlines Chairperson of the Board and the Executive Committee Ahmet Bolat. Skytrax CEO Edward Plaisted said, "We congratulate Turkish Airlines for their success at the World Airline Awards, and winning the award as the Best Airline in Europe is a

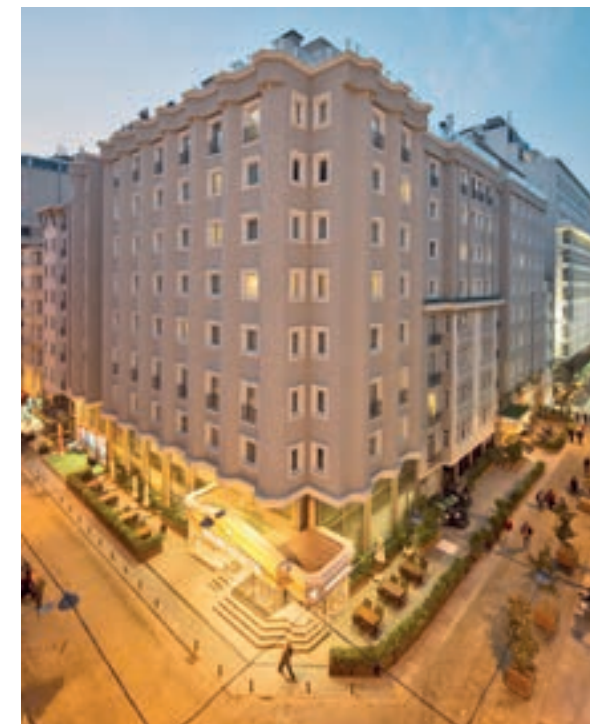
fabulous achievement in what is one of the most competitive markets." Established in 1933, Turkish Airlines has a fleet of 389 passenger and cargo aircraft flying to 340 worldwide destinations – 287 international and 53 domestic – in 129 countries. Boasting international flights to Turkish tourist draws such as the coastal gems of Antalya, İzmir, Dalaman and Bodrum, SunExpress picked up the top leisure airline award for the first time. "We always put our customers at the heart of what we do, and we work hard to deliver the very best experience possible to them at every touchpoint, every day," Max Kownatzki, SunExpress' CEO, said in a statement on Saturday. "Achieving this great success at the World Airline Awards after two of the most challenging years for the aviation industry is testament for our efforts. The fact that the award is based on the direct feedback from passengers is gratifying and a wonderful recognition for our great team." Based in Türkiye's coastal resort of Antalya, SunExpress flies to more than 175 destinations in over 30 countries.

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Avni Ongurlar,
Chairman of the
Board of Hafiz
Mustafa 1864

A 158-YEAR-OLD TURKISH BRAND THAT KEEPS THE CENTURIES-OLD CULTURE ALIVE

Avni Ongurlar, Chairman of the Board of Hafiz Mustafa 1864, who made Hafiz Mustafa one of the oldest businesses in Türkiye, an important confectioner of the Ottoman period and a world-famous brand after he bought it in 2007 with a total of 16 branches, 1 of which is in Dubai, introduces the Ottoman dessert culture to the world and transfers it to future generations. The new branch of Hafiz Mustafa 1864 will be put into service in London, England in 2023.

Stating that only 6 people were employed when they took over the company, Avni Ongurlar underlines that they reached 1,500 people and adds: "We are not just tradespeople, we are cultural ambassadors who preserve traditional flavors



and pass them on to future generations." Hafiz Mustafa 1864, one of the few businesses that managed to survive from the Ottoman Empire to the present, is known as the inventor of the pastry confectioner. Hafiz Mustafa 1864 Chairman of the Board of Directors Avni

Ongurlar stated that when they bought the brand, which is now 158 years old, in 2007, they acquired a deep-rooted history. Ongurlar said "We bought one of Türkiye's second oldest brand. The awareness of Hafiz Mustafa, who has only 6 employees in the store in Eminönü, was not at the level we wanted. Since we know that bringing the brand to the point worthy of its

name depends on the quality of the products, we gave all our strength to production. First, we abolished contract manufacturing. We said that we will produce the product that we sell and we established a large workshop. We have recruited the best masters of Türkiye. We delivered the best quality raw materials to competent masters. We have made all our products organic. Afterwards, it felt like ripping a sock on its own. Today, we have become the determinant of quality in all the products we sell."

WE CAN REACH ANYWHERE IN THE WORLD IN 2-3 WORKING DAYS AT THE LATEST

Stating that they can reach almost anywhere in the world, Avni Ongurlar said, "We even come across an island off the African coast, whose name we haven't even heard of on the order



lists. While providing transportation to France within 20 hours, to other European countries and the eastern states of the USA (New York,

Washington, etc.) within 1 or 2 business days, we can send products to distant destinations in the USA such as Africa and the Far East in 3 working days.

ANTALYA EXPECTS 12 MILLION TOURISTS THIS YEAR

The number of foreign tourists visiting the province of Antalya on the Mediterranean coast may reach 12 million this year, according to a trading group.



More than 9 million foreign holidaymakers arrived in the city by plane between January and Aug. 31, data from the provincial directorate of culture and tourism showed. This marked a strong 71 percent increase from the same period of last year. In the whole of 2021, the popular holiday destination welcomed 9 million visitors from other countries. Germans topped the list of foreign visitors in the first eight months of 2022. Some 1.8 million German nationals vacationed in Antalya.

Despite the ongoing war in Ukraine, Russians continued to travel to the Mediterranean province. According to the official data, nearly 1.8 million Russians have visited Antalya since the start of the year.

Britons constituted the third-largest group of visitors at 805,000. Polish, Dutch, Kazakh, Romanians and Israelis were also on the top visitors' list. Between June and August alone, more

than 6 million foreign tourists arrived at Antalya Airport. In the first eight months, 50,721 airplanes departed/arrived at the airport. Of those flights, nearly 36,000 took place in the summer months. The airport hosted nearly 36,000 international flights in the January-August period. Despite the poor start into 2022, tourism activity later gained momentum, said Ferit Turgut from the Association of Turkish Travel Agencies (TÜRSAB), adding that the number of foreign tourists visiting Antalya may reach 12 million in 2022.

The tourist season may be extended well into Nov. 15, Turgut said, noting that the occupancy rate at Antalya's hotels is at 90 percent. "We were not very optimistic at the start of the season, but the latest numbers are promising."

The industry managed to diversify the markets and services it offers during the COVID-19 pandemic, Turgut noted. Not only Antalya but also other holiday destinations in Türkiye are enjoying a

rebound in tourism activity this season. Occupancy rates at the country's hotels increased from 66.1 percent in July last year to 71.3 percent.

In July 2019, when the COVID-19 pandemic had not yet hit the global travel and tourism industries, the occupancy rate at Turkish hotels was 75.6 percent. The occupancy rate in İstanbul's hotels rose from 69.6 percent in July 2021 to 80 percent.

More than 23 million foreign tourists visited Türkiye from January to July, marking a robust 128 percent increase from a year ago.

In July alone, the country welcomed 6.7 million international holidaymakers, up from 4.6 million people a year ago and only 940,000 visitors in the same month two years ago.

As the global tourism activity gained momentum, Türkiye revised its targets for 2022 from 42 million tourists and \$35 billion in revenue to 47 million tourists and \$37 billion, respectively.



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TÜRKİYE ENJOYS TOURISM BOOM, SAYS MINISTER

The tourism season is going well for Türkiye and the targets revised up mid-year are to be exceeded, Tourism Minister Mehmet Nuri Ersoy has said, particularly highlighting the situation in İstanbul.

After a long hiatus, İstanbul has started to be listed in first place among the must-see destinations by the world's leading tourism mediums," Ersoy said during a visit to daily Hürriyet's Ankara office. "It receives visitors from all over the world, we can say that the city has become like the United Nations. The hotels are at full capacity and there are tourists of all nationalities." The situation in İstanbul is a reflection of the growing interest in Türkiye as a holiday destination, the minister said. "We established the Turkish Tourism Promotion and Development Agency (TGA) in 2019 in order to better promote the tourism potential we have," Ersoy said. "We are currently engaged in promotional and public relations activities, mainly on television and digital media, in 200 countries. For the last three years, we have been the country that has made the most intense and effective promotion in the world, and we get the results of these efforts." Ersoy noted that Russia's invasion of Ukraine has not stopped the tourist flow to Türkiye.

"Despite the conflict in the Black Sea region, we revised our target, which was 42 million tourists and \$35 billion in revenues at the beginning of the season, to 47 million tourists and \$37 billion," he said. "The season is going very well, I hope we will exceed these revised targets by the end of the year." Türkiye must diversify its tourism markets and products and focus on "quality tourists" to stay strong in future crises, Ersoy added. One of such efforts is to promote the country's gastronomy. "One of the results of the intense promotional activities of the TGA for İstanbul was to enter the Michelin Guide's radar," Ersoy said, referring to the series of books that awards up to three Michelin stars for excellence to a select few restaurants around the world. "They announced İstanbul as their 38th destination in April and will announce the names of the selected restaurants on Oct. 11," the minister said. "I sincerely believe that this will support our efforts to position İstanbul as a gastro-city. Our next goal is to include Bodrum and Çeşme in the guide." The minister also highlighted the

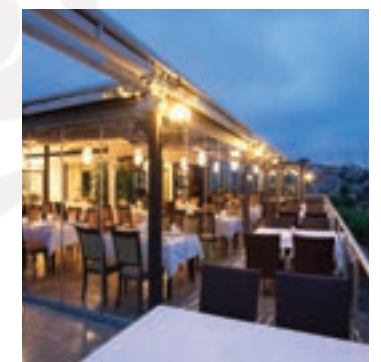
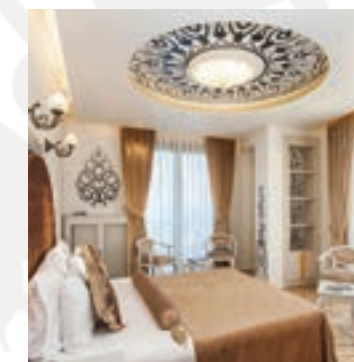
importance of health tourism. "Health tourism is important for Türkiye, necessary infrastructure and hospital investments have been made," Ersoy said. "Those who come for health services come to Türkiye twice, and they also have a companion with them. At the end of the health service, they generally prefer to come for a third time for a holiday." Ersoy also played down recent stories in the media that argued many Europeans would spend winter months in tourism facilities in Türkiye to avoid the high cost of energy in Europe. "It is not realistic to expect many tourists to Türkiye due to the gas problem [in Europe]," Ersoy said when asked about the reports. "Uncertainties and uneasiness are obstacles to tourism. Reports arguing that a lot of tourists will come to Türkiye because of the energy crisis is magazine journalism. If your tourism product is good, the tourists will come. When we promote our country well and provide good services, the number of tourists will always increase."



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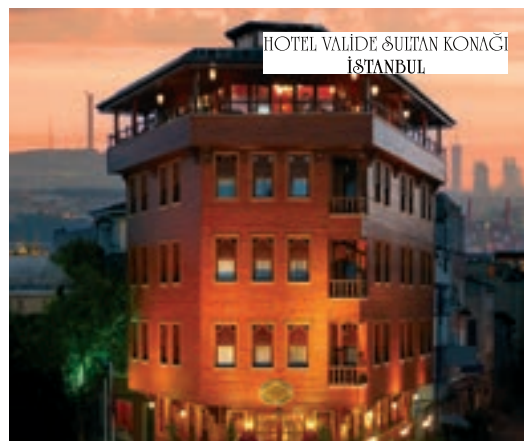
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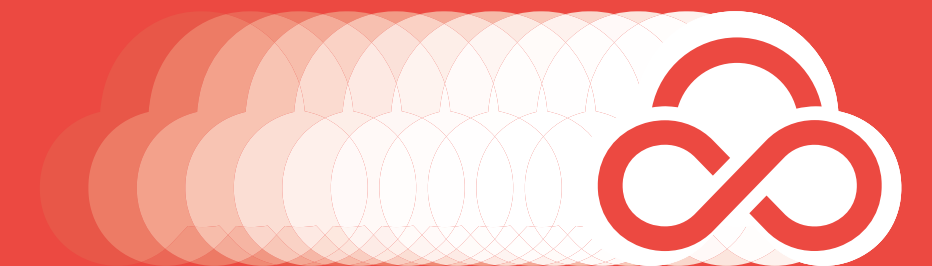
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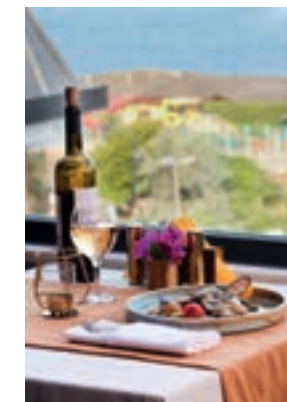
Readers of Condé Nast Traveler, the world-renowned luxury travel magazine based in New York & London, chose İGA İstanbul Airport as the best airport in the world. İGA İstanbul Airport, which was selected second in the list announced by the magazine every year, rose to the first place this year and took over the leadership from Singapore Changi Airport. Condé Nast, one of the most important publishing groups in the world; Condé Nast Traveler, a travel and lifestyle magazine that is a luxury travel guide and inspiration for travelers and has readers from all over the world, announced the results of its annual "Readers' Choice" survey, one of the prestigious awards, on 4 October. As a result of the

survey, İGA İstanbul Airport took over the leadership in the "World's Best Airports" list. According to the survey result determined by Condé Nast Traveler's reader votes, İGA İstanbul Airport; Leaving Singapore's Changi Airport behind, it rose from second place to leader and placed on top of the world. While Seoul Incheon Airport in South Korea ranks third in the list, Zurich Airport in Switzerland ranks fourth, followed by Haneda International Airport in Tokyo, the capital of Japan. Abu Dhabi International Airport in the United Arab Emirates ranked sixth, Hamad International Airport in Qatar seventh and Dubai International Airport eighth. It was announced that Hong Kong International Airport is in the ninth place of the list, while Helsinki

Airport in Finland is in the tenth place. Headquartered in New York and London, Condé Nast is one of the most prestigious media organizations that continues to broadcast in 32 markets around the world. Condé Nast has numerous magazines such as Vogue, GQ, The New Yorker, Vanity Fair and Condé Nast Traveler. The publication, which has 5 million monthly physical readers all over the world, has 16 million monthly readers on the digital side and 16 million users on social media. Hundreds of thousands of readers participate in the Condé Nast Traveler "Readers' Choice" survey around the world. You can access the full list of "World's Best Airports", which will be included in the November 2022 issue of the magazine, from the link below;



AN INVITE FOR A UNIQUE EXPERIENCE IN THE HISTORICAL PENINSULA OF ISTANBUL



Royan Hotel Hagia Sophia Istanbul, member of Radisson Individuals is located in the heart of Istanbul, historical Sultanahmet district where both Byzantine and Ottoman spirit congruously blended.

The hotel offers Old City's one of the premier and convenient location: close by the Marmara Sea, surrounded by and in walking distance to the all the major must see places, historical landmarks, museums, attractions and alluring places to eat, drink and shop. Within a brief stroll of the tram and metro station which makes other city sights so close.

The design of the hotel is very modern but the guests can feel the historical atmosphere with Byzantine ruins inside.

All the rooms and suites are comfortably attractive with elegants furnitures and soothing colors.

Private marble bathrooms have luxury toiletries, additionally the suites have jacuzzi and hammam.

A generous buffet breakfast is available at the sea view terrace with seasonal and delicious local products which make Turkish breakfast famous worldwide.

Hotel's restaurant Cisterna Brasserie offers an experience-oriented taste journey surrounded by the Byzantine historical ruins; the chef brings together global and local flavors with experimental and innovative interpretations.

From the Yes I Can! service philosophy to consistently delivering on the essentials to offerings that help guests experience the local area, Royan Hotel committed to delivering memorable moments to every guest.

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İlimdar Rıza: The secret of our success is the service and trust we provide

Leisure Business Travel (LBT SERVICE) Chairman İlimdar Rıza made a statement to Turizm Aktuel Magazine, "LBT Service, it consists of a young but professional and well-connected team. We have offices in Türkiye, Azerbaijan, Kazakhstan, Uzbekistan and Georgia".



İlimdar Rıza: Our company is a young and experienced agency consisting of experienced professionals, offering a full range of services for travel organization, corporate events (conferences, congresses, meetings, workshops). It is an important proof of the success of LBT, which trusts us and enables us to organize the projects of thousands of our customers.



LBT Service, which mainly provides incoming services and started its activities 5 years ago, has offices in Türkiye, Azerbaijan, Kazakhstan, Uzbekistan and Georgia. LBT Service Tourism's luxury segment hotels, boutique hotels and their partners will attend the Workshop to be held in Uzbekistan in November. **Could you tell us about the workshop in November? Who will attend from Türkiye?**

The workshop was also an organization we planned before the pandemic. On November 22, we will introduce the tourism sector in Kazakhstan with the hoteliers in İstanbul. Hotels in the luxury segment from İstanbul will participate, boutique hotels and our partners will participate. We will organize workshops. İstanbul is very important to us, our priority is that in Kazakhstan, we had not held such a

meeting before. We had good results from the meeting in Uzbekistan. Without a doubt, we are confident that we will get the same results in Kazakhstan.

What do you do as LBT Service?
As LBT Service, we have been operating for 5 years. We have completed our 5th year. We mainly provide incoming service. Our head office is in İstanbul. Apart from that, we have operator service in Taşkent. We provide incoming service in Tbilisi, Georgia region. We have been providing incoming service in Azerbaijan since 2018. We will provide services to the regions that we know very well, from here to abroad, Uzbekistan, Azerbaijan, Georgia. **Could you briefly describe LBT Tourism?**

As LBT Service company, it consists of a young but professional and

well-connected team. Since its establishment, we offer a wide range of services in the field of both private travel organizations and promotion, conference and company meeting organizations of all sizes. Our aim is to stand out with original and new projects instead of price competition. Our priorities are trust, stability and good service.

In which countries do you have offices? How do you run these operations?

As Leisure Business Travel, we currently have offices in Uzbekistan, Ukraine, Azerbaijan and Georgia outside of Türkiye. We operate mainly as an outgoing operator in Uzbekistan. In Ukraine, our team mainly serves in the field of MICE. In Azerbaijan and Georgia, we also provide incoming services to our guests from the CIS region.



UNIQUE HOTELS IN ANTALYA ON TURKISH RIVIERA MAKE FOR TOURISTS' DELIGHT

Turkish tourist hub Antalya shines with hotels built to echo themes of airplanes, ships, palaces, and space bases.

Hosting millions of tourists each year, the famed Turkish Mediterranean resort city of Antalya is distinguished with its 5-star hotels that combine thematic architecture and luxury along with stunning natural and historical beauties. The Topkapi and Kremlin Palace hotels, in Kundu in the city center, echo the architectural characteristics of the palaces after which they are named. The Titanic Mardan Palace Hotel offers its guests a simulated scenic view of

Istanbul through a silhouette formed by architectural features such as the iconic Maiden's Tower. In the Lara region, the Titanic Hotel sports architectural features evoking the legendary luxury liner, and the main building of the Concorde Hotel mirrors the celebrated supersonic jet. The Calista Hotel, in Belek, feels much a "space base" with its rounded glassed-in buildings, while the Transatlantik Hotel in Kemer welcomes its guests with ship-shaped architecture.

Ulkey Atmaca, head of the Professional Hotel Managers Association of Türkiye (POYD), said themed hotels initially gained popularity in the late 1990s and early 2000s. "Since facilities with different concepts attract people's curiosity and interest, they add significant value to tourism and promoting the city," he added. According to latest data from the Culture and Tourism Ministry, Antalya welcomed some 6.4 million foreign tourists in the first seven months of this year.



Cher Hotel & Spa Beyoğlu is in the heart of Istanbul, within walking distance of some of the world's most famous squares, convention centers, places and luxury shopping districts. Cher hotel & spa is home to 136 luxury rooms, including 13 suites. Cher Hotel & Spa Beyoğlu's themed rooms inspired by Haute Couture are one of the largest in the capital city of Istanbul and one of the most highly customized in the world. They are real showcases of Istanbul's heritage and experience.



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SUCCESS STORY FROM TÜRKİYE TO LONDON

Kazım Akkuş and Efes Restaurant, who have been operating a restaurant in London, the capital city of England, since 1974 and contributed greatly to the promotion of Turkish cuisine in the country, received high praise from The Reader's House magazine.

In the article in THE Reader's House magazine, which evaluated the new branch of Efes Restaurant in central London, which opened last year, the hospitality, delicious food, desserts and presentation in the restaurant received full marks. The warm atmosphere of the restaurant was also praised in the article, and it was stated that the employees were very knowledgeable about the food and they made excellent presentations. The management of the restaurant is the legendary master of Ephesus Kazım Akkuş and his nephew Ergin Akkuş. Kazım Akkuş, 71, received nearly 20 awards from many institutions, especially the BBC, ITV, Westminster Municipality, Scotland Yard. Kazım Akkuş, from Bolu, also received the

'Freeman Honor Award' (Certificate of Citizenship and Immunity-First given to Sultan Abdülaziz in 1867) in 1998. It was emphasized that Akkuş spent most of her life in London, where she came 40 years ago, by cooking. It was stated that the famous chef, who opened his first restaurant in 1974, served diplomats and well-known politicians who are regulars here.

IF THERE IS NO PORTRAIT ON THE WALL...

In the news of the magazine, it was stated that the appetizers and kebabs in the restaurant were very delicious, while the steak, which

was kept for 60 days, was defined as 'legend'. It is noted that various desserts, from baklava to künefe, are also a great complement to steak. Speaking to the magazine, Kazım Akkuş said, "There are dozens of Efes Restaurants across England. If you don't see my portrait on the wall, you are not in the real Efes Restaurant."

Efes, one of the iconic restaurants of London, has also witnessed the history of the city since 1974 when it was opened. It hosted hundreds of celebrities, from heads of state to artists, from athletes to the world of literature.



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Royan Hotel Hagia Sophia İstanbul, a member of Radisson Individuals, opened

The first representative of Radisson Individuals, the transformation brand of Radisson Hotel Group, in Türkiye, Royan Hotel Hagia Sophia İstanbul, a member of Radisson Individuals, went into service.



Royan Hotel Hagia Sophia İstanbul, the first representative of Radisson Individuals, the transformation brand of Radisson Hotel Group, in Türkiye, a member of Radisson Individuals İstanbul was opened with the participation of Deputy Governor of İstanbul Özlem Bozkurt Gevrek, Fatih Mayor Mehmet Ergün Turan, Mehmet Gedikli and Fatih Gedikli. Located on the historical peninsula, within walking distance of many tourist attractions including Hagia Sophia, Topkapi Palace, Blue Mosque and the Grand Bazaar, the hotel has 49 rooms with 6 different types with sea view, terrace, Turkish bath and jacuzzi room options. The hotel has a brasserie displaying the Byzantine wall and a terrace restaurant with sea views. Royan Hotel Hagia Sophia İstanbul, a

member of Radisson Individuals, aims to host guests mainly from Russia, America, India, England and the Middle East.

OUR GOAL IS TO OPEN 10 HOTELS ACROSS TÜRKİYE

Fatih Gedikli said, "Our difference is our understanding of service. One hundred percent guest satisfaction is our most basic principle." Fatih Gedikli, member of the Board of Royan Hotels, also said: We want our guests to be in a special place, to feel at home in the comfort and warmth of their home, and not to think of staying elsewhere on their next trip. We definitely shape our understanding of service in this direction, we always keep

hospitality at the forefront. The 'Yes I Can!' Within the framework of the service philosophy, we consider every detail for our guests and try to serve in the best possible way." Stating that they will continue their investments in the tourism sector, Fatih Gedikli said that they aimed to open a culture hotel in Cappadocia and a vineyard hotel in Urla in the first place, and that they have already started their search for new locations, and then they aim to expand abroad. Gedikli; "Our primary goal is to open 10 hotels across Türkiye and then to open up to the world. We want to both invest in our own country and give life to businesses that represent Turkish hospitality abroad."





YOUR LUXURY PLEASURE

Skal International World Congress in İzmir in 2024



Izmir will bring together world tourism professionals in İzmir in 2024 and host the World Skal Congress. Welcoming the İzmir Skal Club executives in his office, İzmir Metropolitan Municipality Mayor Tunç Soyer said that the international congress to be held for the first time in the city has the power to create a leap forward in the travel and tourism sector.

Izmir Metropolitan Municipality Mayor Tunç Soyer hosted İzmir executives of Skal International, who took the rope in the 2024 World Congress race, in his office. It was noted that the World Skal Congress will be held for the third time in Türkiye after 17 years, and for the first time in İzmir. President Soyer congratulated the delegation. İzmir Skal Club Chairman of the Board Güner Güney and club managers thanked President Tunç Soyer for their support.



OPPORTUNITY FOR İZMİR
Stating that hosting the congress will be an opportunity for the city, President Soyer stated that the international organization will create a

leap forward in the travel and tourism sector. Mentioning the contribution of the international event in terms of tourism and culture, Soyer drew attention to the importance of all the dynamics in the city supporting the congress. Soyer said, "The first thing to do is to hold a brainstorming meeting. Tell this story to anyone, make a presentation. Finally, set up a

committee among you." Skal is the most widespread and oldest international tourism non-governmental organization where world tourism professionals work to spread global tourism and friendship. Today, International Skal is represented in 84 countries with 359 members, consisting of 14 clubs and senior executives of tourism. It collects all sectors in the international travel and tourism industry. The İzmir Skal Club, which is a candidate for the 249 world congress of Skal to be held in İzmir, will be in Bucharest from Romania and St. Petersburg competed with Kolkata from India. İzmir, which received 2024 votes in the voting on September 27, where 256 votes were used, became the city that pulled the rope.



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Hotel management giant will bring 4 new brands to Türkiye

Marriott, one of the world's largest hotel chains, is preparing to bring new brands to Türkiye. Saying that there are 18 brands in Türkiye, Marriott International Körfez, Levant and Türkiye Regional Vice President Safak Guvenc, In an interview with Kerim Ülker from Dünya.com, he talked about the current state of the industry and Marriott's new plans.



Explaining that Marriott International currently has more than 40 facilities in 18 well-known brands in its portfolio in Türkiye, Güvenç said, He stated that these facilities provide service with more than 7 thousand rooms. Reminding that Marriott, which has hotels in different regions of Türkiye, operates in Adana, Ankara, Bodrum, Bursa, Cesme, İstanbul, İzmir and Samsun, Guvenc said Türkiye will strengthen its presence in the region.

Emphasizing that Marriott International has recently opened an office in İstanbul, Güvenç says that the US giant will expand its operations. Currently, in the luxury segment of Marriott International in Türkiye; JW Marriott, St. Regis Hotels & Resorts, The Ritz-Carlton, W Hotels, The Luxury Collection, EDITION, in the premium segment; Marriott Hotels, Sheraton, Renaissance Hotels, Le Meridien, Autograph Collection, Delta Hotels by



Marriott International Körfez, Levant and Türkiye Regional Vice President Şafak Güvenç

Marriott, Design Hotels, Guvenc underlined that Courtyard by Marriott, Four Points by Sheraton, Aloft Hotels, AC Hotels by Marriott Residence Inn by Marriott hotels operate in the elite service segment. He also stated that they will meet the target of 10 new hotels planned for this year. Güvenç said, "We have added seven new facilities to the market, such as Residence Inn by Marriott İstanbul Ataşehir, the first example of the Residence Inn brand in Türkiye, JW Marriott Hotel İstanbul Marmara Sea and Sheraton İstanbul Esenyurt. We are now on track to open more properties by the end of the year, including Hotel DeCamondo Galata, a Tribute Hotel and Burdock Hotel İstanbul, Autograph Collection. We will add new ones to 18 brands in Türkiye. We are also planning to bring new brands such as Moxy Hotels, Westin Hotels, Tribute Portfolio and Marriott Executive Apartments to Türkiye."



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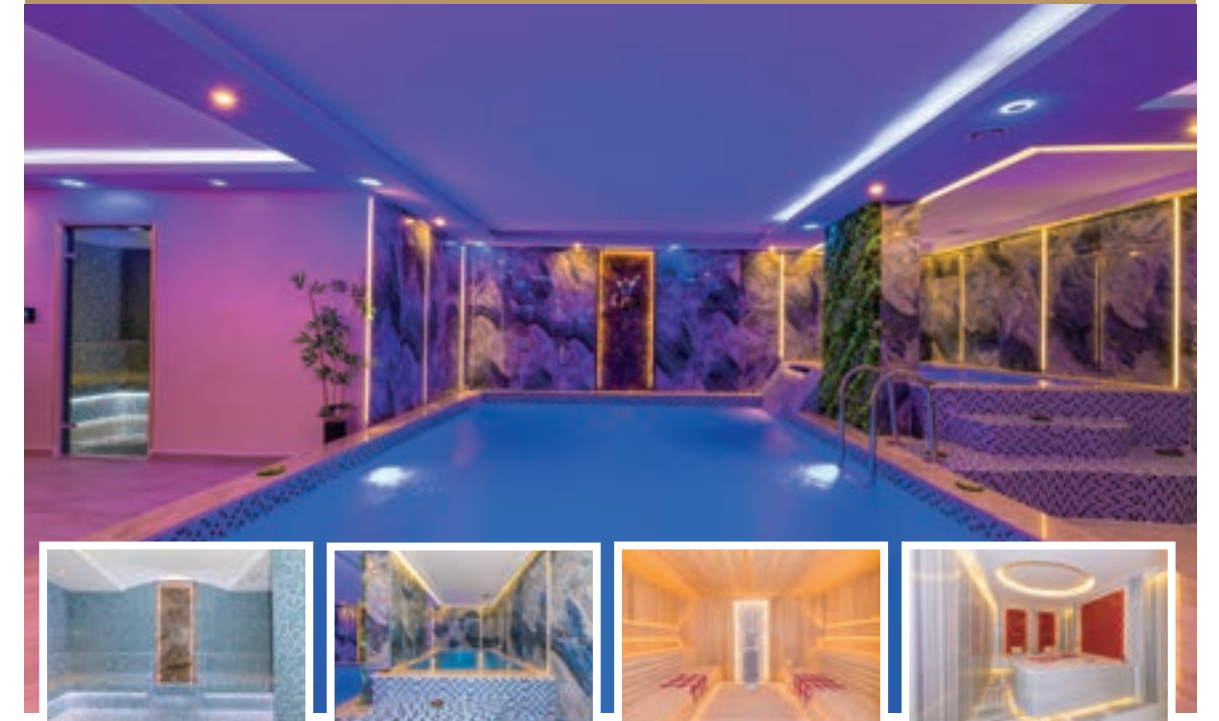
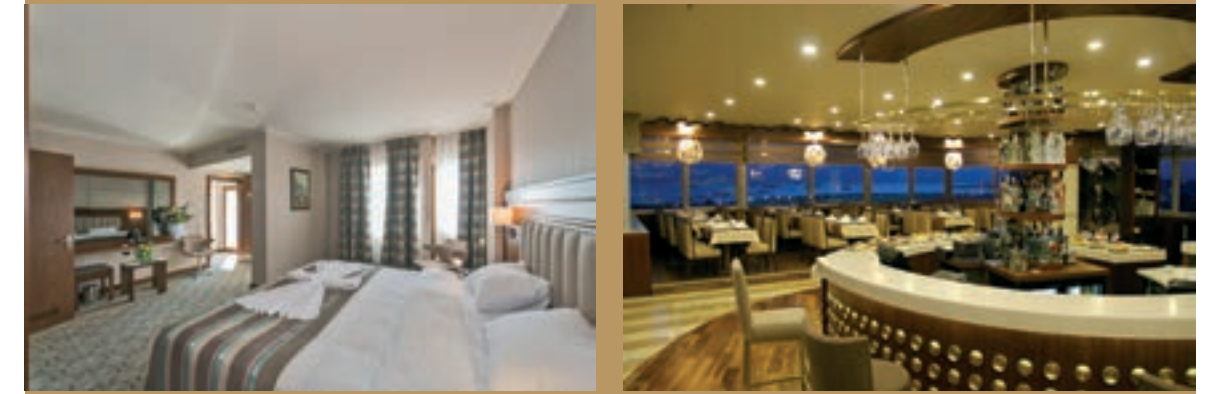
The fine dining restaurant "Panorama" invites you to taste the delicious Turkish Cuisine with a breath taking view of the Bosphorus & Old City. We invite you to enjoy the traditional Turkish Hospitality with luxury standards of Bekdas Hotel Deluxe İstanbul, in the middle of hundreds years of culture, just a few minutes away from the world famous Hagia Sophia, Blue Mosque, Topkapi Palace, Grand Bazaar and so...

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TOURISM SECTOR STARTS 2023 WITH MORALE

Despite the end of the summer season, hotel occupancy in the tourism sector is pleasing. The sector, which is also very hopeful for the winter season, has already started its online sales for 2023.

In order to overcome the costs and expenses, it is expected that all stakeholders in tourism will act jointly and there will be at least 15-20 percent increase in prices. If there is no crisis in the upcoming period, it is predicted that Türkiye will reach 100 million tourists within 10 years. The Turkish tourism sector, which is accustomed to crises and it experiences a crisis every two years on average, recovered in a short time and started a promotional attack with the support of the public. The tourist season, which experienced an intense period in the number of tourists, extended until November with the positive weather conditions. Hotels in Antalya seem hopeful for the winter season as well.



Ulkay Atmaca

Professional Hotel Managers Association (POYD), said that despite the war crisis between Russia and Ukraine, the main markets of tourism, the Turkish tourism sector is experiencing a very good period. Atmaca pointed out that the

occupancy rates in hotels were good despite the end of the summer season and the middle of October. "Even though it is mid-October, the European and Russian markets are doing very well. Our hotels are experiencing high occupancy rates. The winter tourist season is also quite good. We are also hopeful for the winter period. In the winter season, there is a great demand for congress and fair events,

especially sports. 2023 contracts have been made and online sales have already started. If we survive the winter well, 2023 seems to be a better year."

HOTELS WANT TO KEEP THE MONTH OF NOVEMBER OPEN

The President of Kemer Touristic Hotel Operators Association (KETOB) Dinçer Sarıkaya said that during October, 5-star and 3- and 4-star hotels in the second band were full. Explaining that the reservations continue until the 15th of November,

Sarıkaya said, "Due to the weather conditions, the tourism season has been extended until November. We are also very hopeful for 2023. The data show this. Hotels that were supposed to close in October want to stay open until November."



Dinçer Sarıkaya

THE NUMBER OF TOURISTS COMING TO ANTALYA HAS EXCEEDED 12 MILLION

In a written statement made by the Antalya Governorship, it was reported that the increase in 2022 tourism continues in Antalya, which is one of the most important tourism centers in the Mediterranean. According to the statement of the Governor's Office, it was stated that the number of tourists arriving in Antalya by air between January 1 and October 16 exceeded 12 million.

THINGS ARE GOING WELL IN TOURISM

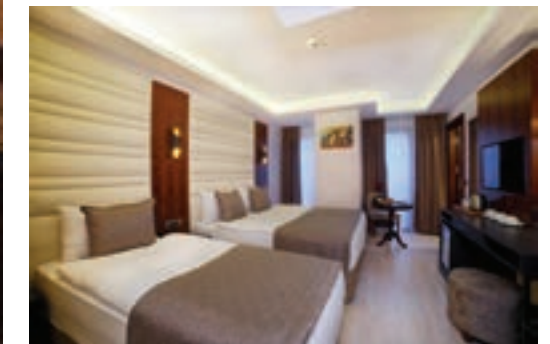
Ulkay Atmaca, President of the



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Istanbul's Galataport named port of the year

Galataport in the metropolitan city of Istanbul is the "port of the year" as per the Seatrade Cruise Awards, the cruise industry's premier award organization.

Spanning a 12-kilometer coastline along the Bosphorus, Galataport, which features the world's first underground cruise ship terminal and revitalizes one of the most prominent historical districts of the city, added another award to its roster of accolades.

Galataport won "port of the year" category at the 2022 Seatrade Cruise Awards, held during Seatrade Cruise Med, the premier cruise trade event on Sept. 14 and 15 in Malaga, Spain. Galataport's innovative approach and innovations applied to operational processes, globally regarded as exemplary, were some of the factors that brought home the prestigious award for which many ports, including major U.S. and the U.K. competed. "It is a great source of pride for us to receive the 'port of the year' award at the Seatrade Cruise Awards, one of the most prestigious awards in the industry, exactly one year after we started our operations," said Figen Ayan, Galataport's deputy general manager and the head of MedCruise,

the Association of Mediterranean Cruise Ports. "We, as Galataport Istanbul, are very happy that our groundbreaking works in the sector and the innovations we have brought operationally have been rewarded in the international arena."

The team representing Galataport at the event where more than 2,000 participants from 70 countries took part, came together with the leading names in the industry with many sessions and meetings held over two days. Meanwhile, the cruise ship named Fantasia docked at Galataport with its 3,500 passengers and 1,200 crew. The 18-floor ship offers various services to its passengers, from playgrounds to pools, from entertainment venues to show centers. The ship has a total capacity of 5,300 passengers, including the crew. Galataport as a cruise ship port and mixed-use property unit, which cost



\$1.8 billion, was opened in April 2021, after a year's postponement due to the coronavirus pandemic. A total of 376,924 international tourists have visited Türkiye on cruise liners in the first seven months of this year, with the Aegean tourism hub Kuşadası hosting the most cruise passengers with some 212,000, the Turkish General Directorate of Maritime Affairs has declared. According to a statement announced on Aug. 10 by the institution, four cruise liners with 1,433 passengers visited Türkiye in January. Some 343 cruise passengers arrived in the country, 270 departed and some 820 were transit cruise passengers.



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Brand new accommodation experience from Lara Barut Collection: Bayou Villas

Lara Barut Collection opened Bayou Villas on October 1, where it added a new dimension to the hotel experience with its meticulous and innovative approach. Innovative, original and beyond dreams, Bayou Villas welcomes its guests with 24 private villas on an area of 25 thousand m². With areas ranging from 250 m² to 1,000 m²; Each of the 1, 2, 3 and 4 bedroom villas has its own private garden, fresh and salt water pools.

Mercan DMC awarded for the 5th time

Mercan DMC was selected as the 'Best Travel Agency' and 'Leading DMC Company' for the 5th time in the World Travel Awards for 2022. Mercan DMC was selected as the 'Best Travel Agency' and 'Leading DMC Company' for the 5th time for the year 2022 at the World Travel Awards, which are accepted as the tourism scores in the world. Mercan DMC General Manager and Chairman of the Board Mehmet Mengü received the award at the ceremony held at the Mallorca Hilton Hotel in Spain. Mercan DMC General Manager Mehmet Mengü said in his statement, "We would like to thank every member of our team and our partners who have supported and trusted us for 37 years."



Timuçin Gündüz has been appointed as the director of Istanbul Marriott Hotel Şişli.

Timuçin Gündüz, with nearly 30 years of experience in the hotel industry, became the operations director of Istanbul Marriott Hotel Şişli. Timuçin Gündüz has been appointed as the operations director of Istanbul Marriott Hotel Şişli, a part of Marriott International Türkiye.

Uygar Koçaş became the General Manager of 2 luxury hotels in İstanbul

Uygar Koçaş, who is the Chairman of the Marriott Türkiye Business Council and is responsible for the General Manager of Le Méridien İstanbul Etiler and Sheraton İstanbul Levent, was appointed as the new General Manager of JW Marriott İstanbul Bosphorus and Sheraton İstanbul City Center, operating within the group, with the job description of Multi-Property General Manager.



Sönmez has been appointed as the General Manager of the Grand Tarabya Hotel.

Merve Kadioğlu Sönmez, one of the experienced names of the hotel industry, was appointed as the general manager of The Grand Tarabya Hotel, which reopened its doors after the pandemic.





Berna Burçin Çakır became the sales and marketing director of Artaş's hotels

Berna Burçin Çakır has been appointed as the new sales and marketing director of Artaş İnşaat ve Turizm, which has 7 Radisson residences, 5 hotels and 2 residences in İstanbul and Kayseri, and 2 Mövenpick Living branded residences in İstanbul. Berna Burçin Çakır, who has been working in the tourism sector for 25 years, will undertake the sales and marketing of the accommodation facilities that Artaş İnşaat has built and managed.



Great favor from Barut Hotels: Holidays for its employees at their hotels

Barut Hotels continues to set an example in the Mediterranean region with the rights and practices it offers to its employees in its hotels. Barut Hemera and TUI BLUE Barut Andız offer their employees, who have completed 10 years, the opportunity to take a vacation at their hotel so that they can relieve the tiredness of the season and spend a pleasant time with their families.



Kılıç Ali Kantar appointed as Hotel Manager at JW Marriott Hotel Marmara Sea

Having made a successful opening as Hotel Manager at Mandarin Oriental İstanbul and proving his importance in the tourism sector once again, Kantar started his career at JW Marriott Hotel İstanbul Marmara Sea.

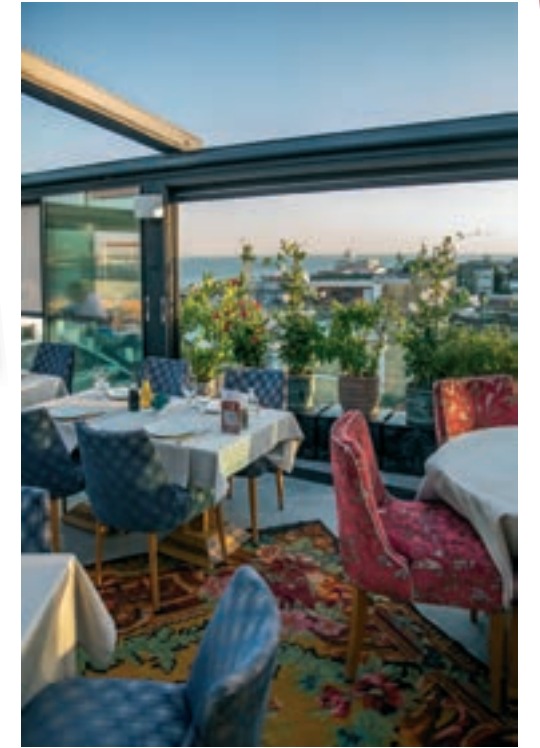
New Director of Conrad İstanbul Bosphorus

Sedat Meşe, who has nearly 30 years of experience in the sector, has been appointed as the new Operations Director of Conrad İstanbul Bosphorus. Sedat Meşe, who has been working as Group, Congress and Banquet Sales Director and then Operations Director at Hilton İstanbul Bomonti Hotel since 2018, Conrad took up the new Operations Director position at İstanbul Bosphorus.



We are living the best season in history

Mehmet Zeki Ünal, General Manager of Mylome Luxury Hotel & Resort located in Antalya Okurcalar, stated that the tourism season went very well and said, "In my opinion, we can say that this season is the best season in the history of the Republic."



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Two new appointments at Radisson Hotel İstanbul Harbiye

Kemal Erim and İsmail Taşkın, who are experienced names in the tourism and hotel management sector, have been appointed to their new duties at Radisson Hotel İstanbul, Harbiye. Continuing his career successfully in the tourism and hotel industry with 11 years of experience, Kemal Erim became the General Manager of Radisson Hotel İstanbul, Harbiye. İsmail Taşkın was appointed as the Sales Manager of the hotel.



Conrad İstanbul Bosphorus is 30 years old

Conrad İstanbul Bosphorus, one of the four Conrad hotels in Europe and the first and only one in Türkiye, was put into service in 1992. Located in the neighborhood of Cihannüma, which means "The Point Seeing the World" in Beşiktaş, the hotel has become one of the landmarks of the city, with its 270-degree Bosphorus view arising from its unique architecture. The bird's-eye view of this unique building inspired the design of the 30th anniversary logo.



3 hotels from Türkiye entered the list of Europe's Best Resort Hotels

In the Conde Nast Traveler 2022 evaluation, 3 hotels from Türkiye were included in the list of Europe's Best Resort Hotels. 26 hotels were ranked in the Readers' Choice Awards, organized by Conde Nast Traveler every year and determined by reader votes. Ranked 15th, Maxx Royal Kemer Resort is at the top of the three hotels in Türkiye included in the list. The other two resorts became D-Maris Bay and Mandarin Oriental Bodrum.

Şenda Barreto Gomez became the general manager of Sheraton İstanbul City Center

Şenda Barreto Gomez is the new general manager of Sheraton İstanbul City Center. Şenda Barreto Gomez, who joined the Marriott International Türkiye group in 2014 as the general manager of the Sheraton Grand Adana Hotel and took an active role in the transition and implementation process to the Sheraton brand, Şenda will continue the tourism career, which she has continued for more than 20 years in domestic and international hotel brands, at Sheraton İstanbul City Center.



The contribution of chain hotels to Bodrum is great

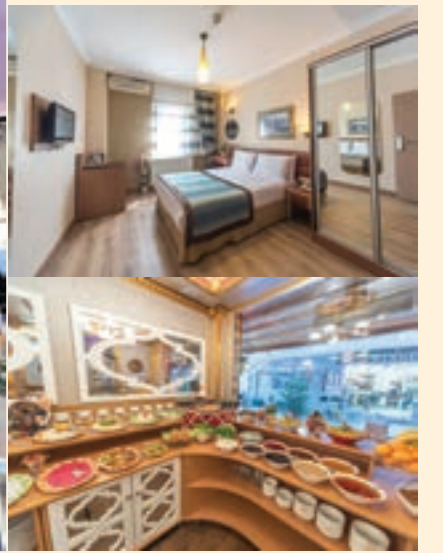
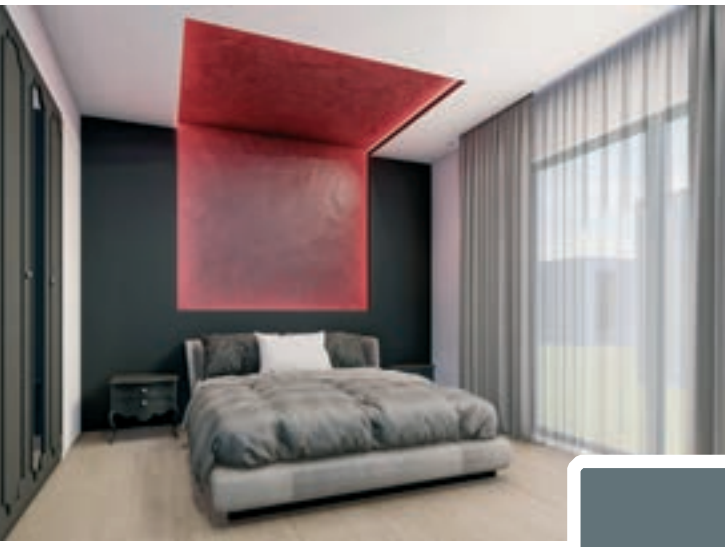
Bodrum Mayor Ahmet Aras said, "Bodrum currently owns the luxury concept hotel chains of the Mediterranean. They come one after another. Nowhere in the Mediterranean does such a large hotel chain come together. The Americans had not been coming to Bodrum for many years," he said.



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IHG announces new hotel signings in Türkiye

IHG Hotels and Resorts that currently operates 28 hotels and has five hotels in the pipeline in Türkiye has announced several recent signings and openings in the country.

IHG, which is one of the world's leading hospitality companies, said new openings included Holiday Inn Trabzon East, Crowne Plaza Ankara and Crowne Plaza İstanbul Tuzla Viaport Marina. The new signings include Holiday Inn Express Ankara Airport, Crowne Plaza İstanbul Ortaköy Bosphorus and Holiday Inn Erzurum. Türkiye is an important growth market for IHG, and it is clear to see that this



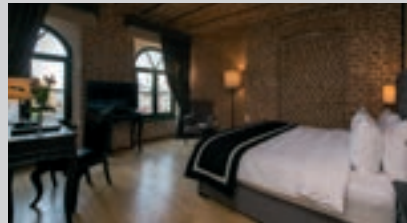
upward trajectory of momentum will only build in the coming months, said Willemijn Geels, VP Development Europe at IHG Hotels and Resorts. "We are also excited to welcome the InterContinental Grand Ankara to our list of openings for 2024," Geels added. The 140-room Crowne Plaza İstanbul Ortaköy Bosphorus with a rooftop restaurant and meeting rooms is due

to open in the summer of next year. Holiday Inn Express Ankara Airport, which will have 122 rooms, will open in December 2022. It is just 4 kilometers from the capital's international airport. The 115-room Holiday Inn Erzurum in the Eastern Anatolian region will open doors to its guests at the end of 2023. It is near the famous Palandöken ski center.

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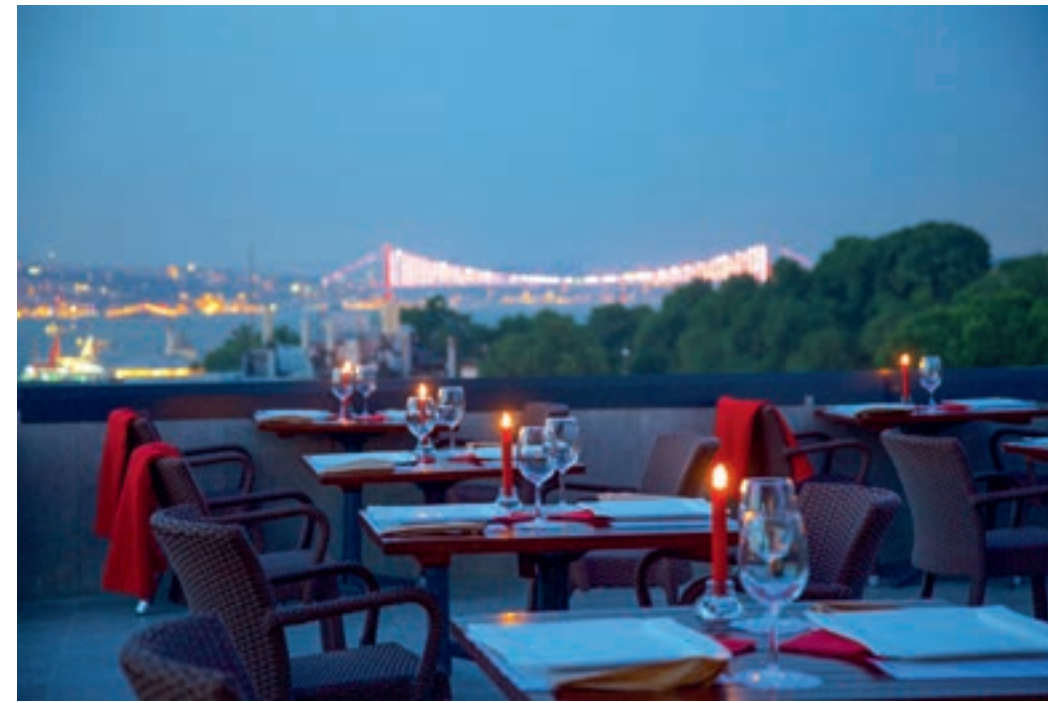
Hüseyin Gazi Coşan became the tourism director of IMM

Hüseyin Gazi Coşan, Secretary General of İstanbul Tourism Platform, was appointed as the tourism directorate of İstanbul Metropolitan Municipality.

Hüseyin Gazi Coşan, one of the experienced managers of the Ministry of Culture and Tourism, was appointed as the tourism directorate of İstanbul Metropolitan Municipality. He was the general secretary of the Platform Secretary General (ITP). Coşan successfully represented Türkiye, the guest country of the ITB Berlin Tourism Fair held in Germany in 2010, where he served as the Berlin Culture and Tourism Attaché. Turkish Hoteliers Association (TÜROB) for its successful work at the ITB Berlin Tourism Fair, Hüseyin Gazi gave Coşan a 'Plate of Appreciation'.



Hüseyin Gazi gave Coşan a 'Plate of Appreciation'. Hüseyin Gazi Coşan, who worked in Frankfurt for 2 years and in Berlin for 2 years, successfully undertook the management of the Guest Country Türkiye organization at the Frankfurt Book Fair in 2008. Coşan, who gained the great appreciation of Turkish tourism professionals with the works he carried out at the ITB Tourism Fair, returned to Türkiye as the Deputy Director of İstanbul Provincial Culture and Tourism after the end of his duty as the Berlin Culture and Tourism Attaché.



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TRENDS HAVE CHANGED IN HOTEL INVESTMENT AND BRAND CONSULTING

GNC Hospitality Consulting-Management, which provides consultancy services to the Tourism Sector on subjects that require expertise such as Brand Communication Consultancy, Hotel Commercial and Marketing Strategy, Hotel Product Development, Digital Marketing and Online Sales Consultancy, Banquet and Meeting Sales. GNC offers all these services and activities in the sector with its experted team of staff.



Additionally, 'hotel investment and brand consultancy' is being served under its range of services. GNC Hospitality Consulting-Management Chairman of the Board, experienced tourism expert Orhan Genceli, told about his thoughts about the future of the sector and the details of the company's fields of activity during this period when the sector started to return to its activities before the pandemic. Experienced tourism consultant Orhan Genceli, who provides investment consultancy to the Tourism Sector, said, "hotel and brand investments has gone better than we expected in 2021."

Mr. Genceli, could you introduce yourself for the public who does not know you?

I have been a manager in the opening or restructuring of many hotels in about 15 different countries, which are accepted from both the regimental and the scholar people with 35 years of experience. I am a fundamental tourism professional who has experience in local and international brands, managed many restaurant brands and businesses among my experiences, and has also experience as a manager for the world's largest cruise company, Royal Caribbean for 5 years. I share these experiences with my colleagues, in my professional consultancy services and in my published articles in various industry platforms and journals.



How was 2021 in terms of hotel investment and Brand integration?

Although investment and brand integration business area were seriously interrupted during the pandemic process, there was a remarkable activities in hotel investments which were stopped or post-planned in mid-2021. In this process, I can say that we have

achieved the dynamics of 2018.

Have there been any changes in your service areas as GNC Hospitality Consulting due to the pandemic?

We, as GNC Hospitality Consulting, have been consulting many global, corporate and local restaurant investments for about 15 years in Türkiye and abroad within the scope of tourism sector since 2002. We created institutional infrastructures. One year before the pandemic, we expanded the service areas of our company by adding hotel investments and brand consultancy and continued to serve investors worldwide. Our company has been accredited as an official consultant in many global and local brands by working closely with brands during the pandemic process.

What brands are these? Do we know these brands?

Yes. In fact, the brands we know and know closely both in Türkiye and in

the international market. We are fully accredited and work closely with major global hotel brands such as Radisson Group, Hilton, Marriott Hotels, Wyndham, Intercontinental, Accor Group and local hotel brands such as Dedeman Hotels International and Anemon Hotels.

When you say working closely, do you represent these brands?

While representing a brand, you can only provide consultancy on one brand. However, as GNC Hospitality, we represent the investor. We are equidistant from all brands. After analyzing the project and completing the feasibility studies, we support the positioning of the most advantageous brand for the investor by receiving offers from suitable brands.

Do you only do brand consultancy?

We provide all the services required for investment, feasibility, management for a hotel investment. We start from the land process, we do pre-feasibility and market analysis, we support the investor in the investment process after brand positioning. We stand by the investor and the integrated brand during the establishment of the hotel team and the pre-opening stages. We support the selection and placement of the general manager and all personnel. We support the investor at every stage until the hotel opening process.

Are your services up to the hotel opening? What are you doing afterward?



Orhan Genceli

we are a team of at least 35 years of local and international brand experience, each of them is an expert in their field. For this reason, by making hotel feasibility in all areas that a hotel will need, marketing, auditing, personnel trainings, business development, development of technological infrastructures, training of the management team, job security, creation of brand standards, marketing to all channels and all segments that a hotel may need, we provide consultancy to all these needs.

Do you only give consultancy to hotels?

Tourism is a big industry. There are various sectors under this umbrella. Hospitality is just one of them. Our service area is valid for the entire tourism industry. We also provide tailor-made services with our expert team members in this field.

Finally, do you have another service area?

We provide consultancy services with our experienced team for Glamping (glamour and camping) investors, which is a new business opportunity and trend in the world and in our country. We support our clients to make their dreams come true by providing real-life advice as well as consulting on setting up and managing their own Glamping sites. We provide consultancy to many new investments in Eastern Europe, Türkiye, Iran and Azerbaijan.

There is a management system called third-party management system in the world. It is a very common system in Europe and especially in the USA. It is not an established system in Türkiye yet. We have planned our company's structuring and career structuring on this system for years. Although we do not have any projects from Türkiye for now, we have made management consultancy contracts for 5-star segment and sub-segment hotel investments in several eastern European countries, Turkic Republics and Iran. We have started negotiations with investors in Türkiye on this issue as well. Many of our negotiations, which are at the contract stage, continue in various cities.

Do you have a consultancy service on revenue generating parts of the hotel?

Me and the friends we work with,





Radisson introduces first Radisson Collection hotel in İstanbul

Radisson Hotel Group announces the introduction of its first Radisson Collection hotel in İstanbul with the re-branding of the previously known Radisson Blu Hotel, Vadistanbul

Radisson Hotel Group announces the transformation and re-opening of Radisson Blu Hotel, Vadistanbul as a Radisson Collection hotel, following an extensive renovation. Located in one of the city's prime residential and commercial districts, Radisson Collection Hotel, Vadistanbul will be the Group's second Radisson Collection property in Türkiye



partner spa, Valley Club & Spa stretches across more than 2,330m2 and includes a heated pool, a Turkish bath, a steam bath, a hammam, and a sauna with five treatment rooms for a selection of massages and treatments.

Yilmaz Yildirimlar, Senior Vice President Central, Eastern Europe, Russia & Türkiye says: "We are delighted to announce the Group's second Radisson

Collection property in Türkiye and the first in İstanbul. The opening of Radisson Collection Hotel, Vadistanbul follows the successful opening of Radisson Collection Hotel, Bodrum this past summer.

Vadistanbul is a modern and dynamic residential area of wider İstanbul, nestled on the foothills of Vadistanbul Park which includes the Ataturk Arboretum, Belgrade Forest, and Göktürk Ponds National Park. Radisson Collection Hotel, Vadistanbul is situated on a main boulevard in Vadistanbul which will be home to the shopping mall with 270 retail shops and offices for 20,000 people. The hotel is located opposite the Türk Telecom Area, one of İstanbul's major sports arenas, near the key business district of Maslak, and 30km from İstanbul's new airport.

Radisson Collection Hotel, Vadistanbul features 193 stylish rooms and suites in a relaxing atmosphere with the choice of either city or forest views

and a relaxed urban vibe. The rooms offer a relaxing atmosphere, a stylish design, and thoughtful amenities like the Nespresso machine, personal device streaming to the TV, as well as the exclusive Radisson Collection bathroom amenities. The property transformation was aimed at improving the facilities and maximizing guest satisfaction by offering exceptional service. Upon entering the hotel, guests will be introduced to a modern design in the lobby area while guestrooms offer upscale, modern comfort. Photographs taken by local artists add a styling element that celebrates the character of the destination. The all-day-dining restaurant serves international delights made with local products, while in Vadi Bistro guests are guaranteed to experience the vibrant pulse of city life in Türkiye.

The hotel offers a fully equipped gym with stunning forest views. The hotel's

Collection property in Türkiye and the first in İstanbul with the opening of Radisson Collection Hotel, Vadistanbul and introduce our Radisson Collection brand to İstanbul. The hotel's strong service standards and our global expertise will bring additional value to its guests looking to travel to İstanbul and enjoy the city's prime location. And we proud to reinforce our presence in İstanbul as the largest brand and with an ambition to become the largest operator in the city."

Nihan Sicakkanli, General Manager of Radisson Collection Hotel, Vadistanbul says: "We are proud of our association with Radisson Hotel Group, which has the right selection of brands to fit our requirements. We look forward to hosting guests under the Radisson Collection brand at this iconic, newly transformed property and welcoming them to the exceptional and deliver globally recognized experiences with a local touch."



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NILGÜN ÖZTÜRKMEN: WE OFFER GUEST SATISFACTION WITH SUPERIOR SERVICE QUALITY

Nilgün Öztürkmen, the operator of the Golden Crown Hotel, located in the historical peninsula in the heart of İstanbul, said in a statement. "It is never a coincidence that our hotel is the best in the region in its class."

Golden Crown Hotel Manager Nilgün Öztürkmen said, "The Golden Crown Hotel, where I have been working since 2003, is the most important place in the rise of my professional career. It is a separate honor to continue my profession, which I value very much, by leasing a business like the Golden Crown Hotel. It is no coincidence that our hotel is the best in its class with high guest satisfaction in the region. We firmly believe that we will always aim for the better with our ongoing renovation works. Golden Crown Hotel, the pearl of the historical peninsula, will continue to provide the most special moments to its guests with its superior service and service quality with all our teammates."

HIGH DEMAND FOR OUR HOTEL MADE US HAPPY

We are extremely happy with the intense interest we have seen in the new season, where we made a strong start. I fully believe that we will have a wonderful season where all my colleagues are prepared with great devotion and great energy, and Golden Crown Hotel's personalized service quality and privileges are at the forefront. We will provide all our guests with a perfect holiday experience in the fascinating atmosphere of İstanbul's historical peninsula." Golden Crown Hotel, which offers a wonderful holiday opportunity for those who want to enjoy their stay in the historical peninsula, it has a great location within a 15-minute walk of the Grand Bazaar and the Blue Mosque. Golden Crown Hotel receives a very good response from the guests with its breakfast and location.



Ali Öztürkmen

Nilgün Öztürkmen

Golden Crown Hotel Manager Nilgün Öztürkmen: We offer all our guests a perfect holiday experience in the fascinating atmosphere of İstanbul's historical peninsula.



Golden Crown Hotel gets the delicious taste of Turkish hospitality with the services of our experienced and friendly staff. By easily reaches to lots of historical places, city center, transporting different centers, see beauties of İstanbul.



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TRIA HOTEL İSTANBUL HAS BEEN RENEWED AND ENTERED THE SEASON WITH INNOVATIONS

Located in İstanbul's historical peninsula, Sultanahmet, Tria Hotel İstanbul has been completely renovated this year to make the accommodation experience even more comfortable for its guests. Tria Hotel İstanbul, which was put into service in 2006 with its high service quality and architecture and experienced staff, was completely renovated and offered to the guests once again.



Tria Hotel General Coordinator Iryna Dolinenco

Tria Hotel General Coordinator Iryna Dolinenco, emphasizing that they attach importance to the peace and happiness of their guests above all, said, "As Tria Hotels, we have always set the happiness of our guests as our priority. We are excited to introduce Tria Hotel İstanbul to our guests by completely renovating it, including our open terrace restaurants, with a point of view where every detail is carefully considered, and we hope to bring our Terrace Restaurant, which we have realized in our hotel and which has made a great impression in the past years, to our guests more intensely this year."

THE ENTIRE HOTEL HAS BEEN COMPLETELY RENOVATED.

Providing service with a total of 20 rooms, six different from each other, Deluxe and 14 standard rooms, Tria Hotel İstanbul has created a pleasant atmosphere for its guests as part of the renovation works carried out throughout the hotel. The decoration of Tria Hotel İstanbul, where the entire hotel has been completely renovated, from the rooms to the Terrace Restaurant, from the common areas to the lobby, includes details reflecting the understanding of luxury in a dose. Colors and furniture suitable for the design language of the rooms, where the concept has completely changed, brought together the details that prioritize the comfort of the guests. Tria



Hotel İstanbul, dominated by modern and simple lines, will host its guests with refined tastes.

THE HOTEL THAT FITS İSTANBUL ON ITS TERRACE

Tria Hotel İstanbul, which has been serving since 2006 and reflecting its quality in all its services, will be the primary address of its guests with its taste performances at the Terrace Restaurant throughout this summer, without compromising on trust and quality. Renewing its restaurant menus with the exquisite tastes of Turkish and World cuisines, the hotel is a candidate to be one of the indispensable taste stops not only for its guests but also for everyone who goes to Sultanahmet. The hotel's terrace restaurant is a place where you can watch the sea view from the Bosphorus Bridge to the islands, the Blue Mosque and Hagia Sophia at the same time. The restaurant also has an open kitchen. A wide variety of kebabs, seafood, Turkish and international cuisine will be included in the menus. Stating that they are excited to host their guests with the renewed face of Tria Hotel İstanbul, Iryna Dolinenco said; "We are excited to introduce it to our guests, including our Tria Hotel İstanbul and Tria Elegance Terrace restaurant, by completely renovating it with a



perspective where every detail is carefully considered."

COMPLETELY RENOVATED AND BACK IN SERVICE

Iryna Dolinenco, "We are the most assertive hotel in the Historic Peninsula. Our hotel has been completely renovated from start to finish. Our goal and priority is to provide high quality service and high satisfaction on the basis of both our guests and colleagues. Although there are some developments in the world, we are happy to say hello to a new season that

we will spend without compromising our priorities in order to reach our goals with our strong financial structure and experienced staff."

"HAPPY EMPLOYEE-HAPPY GUEST"

Tria Hotel İstanbul is also enthralling in the hearts of its employees with its working system based on the happy employee-happy guest philosophy. Based on the positive effect of employee motivation in the service sector, it gives in-house trainings at certain times.



MUSTAFA YAHŞI: WE CHOSE İSTANBUL AS A BASE FOR CITY HOTEL MANAGEMENT

Mustafa Yahşi, Chairman of the Board of Directors of My Myra, My Mira De Lux and Myra Beach hotels in Bodrum, said in a statement that the route of the group's new investment plans is İstanbul.



Mustafa Yahşi, a member of a family that has been investing in the tourism sector for many years, said that they will implement their first investment in the field of city hotel management in İstanbul in 2023. Expressing that the tourism season went very well, Yahşi said that their investments in the sector will continue. Mustafa Yahşi, Chairman of the Board of Directors of My Myra, My Mira De Lux and Myra Beach hotels, stated that the group is planning new investments to increase the bed capacity, and that they chose İstanbul as the first city hotel investment.



Mustafa Yahşi, Chairman of the Board of Directors of My Myra, My Mira De Lux and Myra Beach hotels in Bodrum,



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FIRUZ B. BAĞLIKAYA
TÜRSAB PRESIDENT

Firuz Bağlıkaya

