

turizm aktüel

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TURKEY'S 2022 TOURISM TARGET IS **42 MILLION TOURISTS**, 35 BILLION DOLLARS INCOME

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SUNEXPRESS: TOGETHER WE WILL ACHIEVE TURKEY'S TARGET OF 42 MILLION TOURISTS IN 2022

Turkish Colourful

MÜBERRA ERESİN IS THE PRESIDENT OF **TÜROB** AGAIN

TURKISH TOURISM PROFESSIONALS LANDED AT THE BRITISH MUSEUM

METE VARDAR: AS JOLLY, WE ARE IN FAVOR OF THE GROWTH OF THE SECTOR

EXPULSION OF THE TURKISH REPUBLIC OF NORTHERN CYPRUS BY **TÜRSAB**



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Are you ready to see the beauties of Turkey on site?

Hello from the ATM Dubai Tourism Fair special issue of Tourism Actual Magazine... After a difficult pandemic, the fair marathon is starting again. First stop is ATM Dubai Tourism Fair. This fair has an important feature that distinguishes it from the others: ATM Dubai Tourism Fair, an end and a new beginning fair...

After about two years, we are again in Dubai as the 'Tourism Actual Magazine'. It's show time and, it's time to make our name heard again. Turkey has achieved a great success in the world tourism arena, especially in recent years. It will continue like this. Bringing the world tourism industry together, Arabian Travel Market (ATM) Fair is of great importance for the tourism industry. This gigantic podium, where exhibitors and visitors introduce themselves, exhibit their products, showcase new trends, determine new season trends and create strategies for the future, is also of great importance for Turkish tourism.

Now we are at the ATM Tourism Fair, which is considered the largest tourism fair in the Middle East. We will see together that Turkey will come to the fore in this tourism fair as well. Turkey has achieved a great success in the world tourism arena, especially in recent years. It started to be mentioned frequently in the world tourism arena.

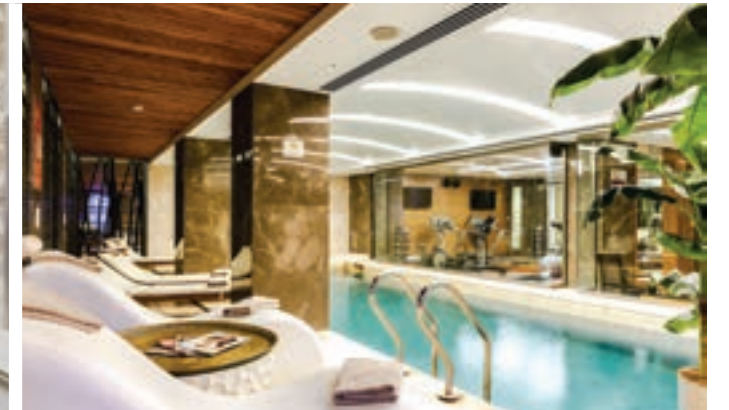
The important thing is to be included in people's good holiday memories. To host their best moments. To enable them to live with the dreams of the Mediterranean and the Aegean until the next summer vacation. Istanbul, Antalya, Bodrum, Cesme, Marmaris, Cappadocia, Bursa, Kusadasi, the Black Sea should not be missing from their dreams. The favorite name of the Mediterranean region should be Turkey again. Only a pandemic should be able to prevent people from coming to Turkey. Otherwise, what can prevent a Turkey holiday, this unique pleasure? Here's the thing. It has to be told abroad. The Mediterranean region is the address of the youngest and most stylish facilities. Antalya. With its nature, sea and sun, the indispensable address of the holiday, Turkey's most enjoyable brand. Istanbul, Antalya, Cappadocia, Cesme, Bodrum dream holiday city... And Turkey, with its Antalya, Istanbul, Bodrum, Cappadocia, other touristic centers and all its cultural motifs, will now repeat its show of strength again at ATM Dubai.

In this issue, you will read with interest our new issue, which includes the freshest news from the tourism industry, interesting interviews, information about the latest hotel investments, the latest developments in world and European tourism, and tips from the new pre-season industry. Hope to meet you in our next issue...

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"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 13 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 16 branches currently in total, are Doha, London and Shanghai."



Müberra Eresin is the President of TÜROB again

Müberra Eresin became the President of the Turkish Hoteliers Association (TÜROB) for the second time. The 24th Ordinary General Assembly Meeting of TÜROB, one of the most rooted and largest representatives of the tourism industry in Turkey, was held at Swissotel The Bosphorus Hotel.

Thus, the second Eresin period at TÜROB began. Armin Zerunyan, Hediye Güral Gür and Taner Yallagöz will continue to serve as vice presidents, and İsmail Taşdemir will continue to serve as the professional Secretary General. Murat Tomruk, General Manager of Divan Turkey, also became TÜROB Board of Directors Coordinator.

TÜROB BOARD OF DIRECTORS CONSISTS OF:

Müberra Eresin (Başkan) – Eresin Hotels/Eresin Turizm
Armin Zerunyan – Hilton Türkiye

Ayhan Hacibektaşoğlu – Barın Hotel
Banu Dedeman – Dedeman Türkiye
Hediye Güral Gür – NG Otelleri
Kasım Zoto - Armada Hotel
Levent Erdoğan – My Dora Hotel
Murat Tomruk (Yönetim Kurulu Koordinatörü) -Divan Türkiye
Mustafa Topaloğlu – All Seasons Hotel
Nuri Kalyoncu – Point Türkiye
Recep Arifoğlu – Radisson Otelleri
Taner Yallagöz – Yaşmak Otelleri
Temel Aygün – Titanic Türkiye
Uğur Talayhan – Swissotel The Bosphorus
Uygar Koçaş – Le Meridien Etiler
Ziya Cihan – WOW İstanbul Hotel

While the election was held with a single list in the general assembly, the board of directors of TÜROB was determined as a result of the voting. The Board of Directors, which convened after the General Assembly, re-elected Müberra Eresin as the Chairman of the Board of Directors.





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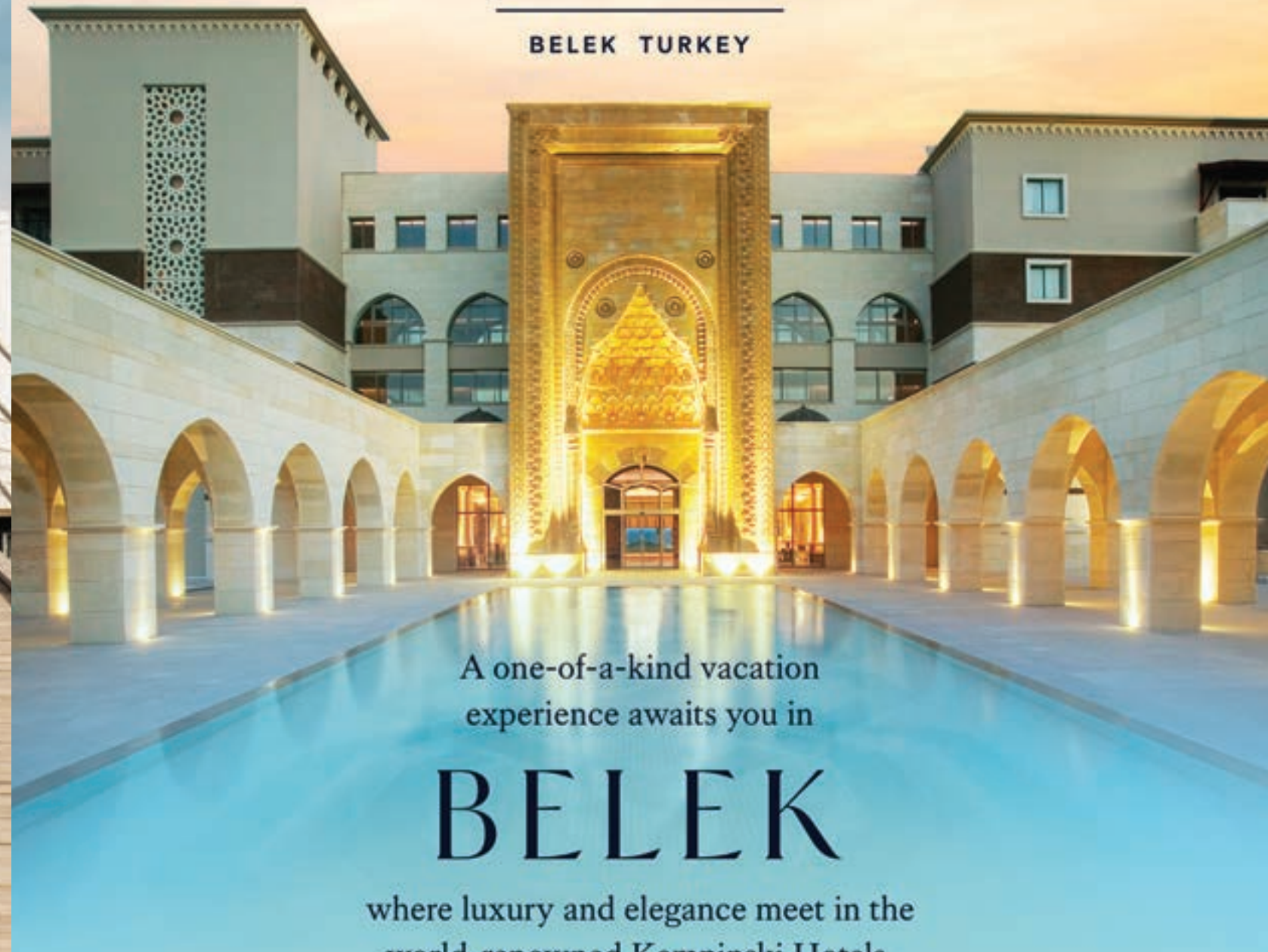
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SunExpress: Together we will achieve Turkey's target of 42 million tourists in 2022



SunExpress, a joint venture of Turkish Airlines and Lufthansa, welcomed tourism professionals at the 'Sunny Future for Turkish Tourism' event in Antalya, aiming to increase cooperation across the industry to support the recovery of Turkish tourism after the pandemic.

Max Kownatzki, CEO of SunExpress, said: "Turkey welcomed around 30 million tourists in 2021 despite the pandemic, reaching 60% of pre-pandemic levels. We have done our share at SunExpress by flying 6 million passengers in 2021 with a seat load factor of 75 percent for the year. As a firm believer in the immense potential of Turkish tourism, we have been a stable and reliable partner in the sector for more than 30 years. We will continue to do our part to support Turkey's 42 million tourist target this year by increasing connections between Turkey and Europe and bringing European holidaymakers to top destinations in beautiful Turkey. Undertaking the largest network expansion in its history, SunExpress will add a total of 25 new destinations and an additional 16,250 flights to its network in the summer of 2022.

SunExpress aims to become the number one Turkish tourist airline bringing the highest number of tourists to Turkey, while maintaining its position as the airline carrying the highest number of tourists to the Mediterranean and Aegean regions with direct scheduled flights. Kownatzki stated, "Guests look for not only safety, flexibility, and great value for money but also for hospitality, warmth and friendliness and Turkey excels in all of these categories. We aim to expand tourism beyond beach holidays and position Turkey as a year-round holiday destination. We at SunExpress, see even higher demand than in pre-pandemic years for international air travel, and we are already evaluating solutions for additional capacity to meet this demand. This summer, we are flying tourists from more than 50 international destinations to the Turkish Riviera with 33,000 flights via Antalya,

Izmir, Dalaman, and Bodrum/Milas. We also support Anatolia with new routes in 2022. With 18 European cities being directly connected to 14 Anatolian cities, we strive to create an alternative gateway beside the Riviera and help European tourists discover the true diversity of Turkey. As the number one Turkish tourism airline, we are ready to support the incoming traffic flow and meet the demand for seats by our tour operator partners." Adding that Turkish tourism will gain significant momentum and emerge even stronger from the pandemic, Kownatzki said, "Turkey tourism is destined for growth with its unique natural beauty, culture and history, culinary experience, sports opportunities, and safe tourism standards. As a leading partner for the industry, SunExpress will always be ready to support and collaborate in these areas."



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Istanbul Airport among world's busiest: Report

Istanbul Airport was the second busiest in the world last year in terms of international passenger traffic, according to the Airports Council International (ACI).



Turkey's mega airport served 26.5 million passengers last year, up by a strong 66 percent from 2021, but the number of passengers, who went through Istanbul Airport, was 33 percent less compared to 2020, when the COVID-19-related restrictions hit global air

travel and tourism industries. The airport at the popular holiday destination in Antalya, on Turkey's Mediterranean coast, ranked eighth on the ACI's "The top 10 busiest airports in the world" list. International passenger traffic at Antalya Airport leaped more than 160 percent last year from 2021 to 172 million people. Turkey's airports served 128 million people last year, up more than 57 percent compared to 2021, with the international passenger tally increasing by a strong 87 percent to 59.7 million people. Domestic passenger traffic at the airports grew 38 percent to 68.7 million. In the first quarter of 2022, passenger traffic at Istanbul Airport rose by 106 percent to 11.4 million, while the number of international travelers

increased by 107 percent to 8.5 million, the latest data from the General Directorate of State Airports Authority (DHMI) showed. In the international traffic category, Dubai Airport topped the ACI's list with 29.1 million passengers, while in terms of total passengers, Atlanta Airport claimed the top spot with 75.7 million. The ACI World passenger traffic rankings tell the story of an encouraging trend of recovery, with most of the recurrent busiest airports pre-COVID-19 back at the top, ACI World Director General Luis Felipe de Oliveira said. "Although we are cautious that recovery could face multiple headwinds, the momentum created by reopening plans by countries could lead to an uptick in travel in the second half of 2022," he added.



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Ahmet Bolat

THY to expand international network with new routes

Turkey's flag carrier plans to expand its network of international destinations and kick start a restructuring of its low-cost carrier brand AnadoluJet, according to Ahmet Bolat, the chairman of the board of directors and the executive committee of Turkish Airlines.

to increase the number of planes in its fleet, mostly through leasing. Already, seven Boeing 737MAX8 have been leased, which are expected to be delivered in the next two months. THY flies to more than 330 destinations in nearly 130 countries. It had 372 aircraft in its fleet as of end-February. Last year, the carrier served 44.8 million passengers, including 24.6 million international and 20.1 million domestic travelers.

Bolat, who took the helm at the carrier earlier this year, also has plans for AnadoluJet. More aircraft, mostly fuel-saving, will join the low-cost carrier to be used both on domestic and

international routes.

As part of Bolat's plans for Anadolu Jet, a Boeing 737MAX8 with 189 seats and an Airbus 321Neo with 240 seats will initially be added to the low-cost carrier's fleet. More seat capacity and fuel-saving planes will help the company boost its profitability. "Since 2003, THY has always posted profit except for two years: In 2016 when terror attacks took place and in the first year of the COVID-19 pandemic. There were also problems with 737MAX. The executives of Turkish Airlines have weathered all those problems and passed the stress tests," Bolat said.


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THE LEGEND OF THE 90'S THE ENGLISH PUB IS BACK



Offering one of the most comfortable and magnificent accommodation experiences in the Historic Peninsula, The English Pub, one of the symbolic venues of the 90s, offers its guests an experience of nostalgia with the difference of Radisson Hotel President Beyazit Istanbul. The English Pub, which opened its doors with a special event, took its guests back to the 90s. Elvis Presley show was performed at the event, which featured unique songs and special surprises. Arif Kavaklı, the only person who played Elvis Presley in Turkey, gave an unforgettable show to the audience with the Elvis outfit Porthole he wore. Arif Kavaklı relived the rock'n roll storm of the past by performing exactly the same as the original of the dress, which was sewn by Elvis Presley's tailor. Radisson Hotel President Beyazit Istanbul General Manager Menderes Karaküçük used the following statements regarding the reopening of The English Pub: "Radisson Hotel President Beyazit Istanbul and The English Pub are landmarks that

Turkey's only original English Pub, "The English Pub" within Radisson Hotel President Beyazit Istanbul, has reopened its doors with a special event.

have taken their place as legends in the Turkish tourism market and are symbols of the good old days. After a long time, we are excited to return Radisson Hotel President Beyazit Istanbul and The English Pub to the good old days. In this direction, we came together with our tourism friends and aimed to enter the new season with a high morale and more energetic." While The English Pub makes its guests feel comfortable with its friendly atmosphere and decoration, it also offers the opportunity to easily relieve the tiredness and stress of the day with its delicious plates prepared by masters and a wide selection of drinks. Radisson Hotel President Beyazit Istanbul is appreciated by both local and foreign guests with its institutionalized service tradition, its proximity to Sultanahmet Square and the Grand Bazaar, and its magnificent sea view. The 201-room hotel draws attention with its pool and terrace restaurants in addition to its breathtaking views of the islands and the sea.

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As **MERCAN DMC**, we bring a significant number of tourists and foreign currency inflows to our country



While the global tourism industry constitutes one of the indispensable fields of activity for the macro and micro economies of countries, it is an important service sector that has a positive effect in many areas such as political, social, environmental, social and health.



DR. CUNEYT MENGÜ

The main goal that countries expect from businesses operating in this

industry is to increase the number of foreign tourists coming to the country within the scope of optimum use of the capacity and to increase the income obtained from various tourism services. It is known that tourism revenues are an important source of foreign currency in the balance of payments of all countries and an undeniable contribution in terms of employment. Organizations that can put the current tourism values of our country, which is a tourism paradise in every corner, to the service of our economy should be constantly encouraged. In this context, in addition to the comprehensive and continuous promotional activities required by the public on a macro basis, Travel Agencies, DMC Tour Operators, especially the accommodation and airline sectors,

envisage the efficient work, planning, implementation, marketing and production required in their own specialization departments. As MERCAN DMC, we bring a significant number of tourists and foreign currency inflows to our country. We see that the capacity and efficiency of our agency are constantly increasing due to the importance and sensitivity that our agency has adopted as a principle in the realization of these goals, and the importance and sensitivity it attaches to the concepts of loyalty in its work. Our company, trying to represent Turkish tourism in the best possible way, hopes to achieve greater goals for the future. On this occasion, we wish all stakeholders of the tourism industry a good season.

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KADİR UĞUR: COMPETITORS USE THE SOLUTION MECHANISMS WE FOUND



Bentour Chairman of the Board of Directors Kadir Uğur made evaluations about the 2022 season. Due to the Russia-Ukraine war there will be serious losses in these countries, Uğur noted that if necessary steps are taken, a significant part of the loss can be compensated by European countries.

Noting that the tourism professional should be optimistic rather than pessimistic, the experienced tourism professional said, "We are definitely finding a way out. There was cholera in the 70s, there were coups and we continued to bring tourists. The current situation is the way out for western tourism. Of course, Russia has made a great contribution to Turkish tourism. Many hotels were built thanks to the Russian market. But if you asked me, "Russian tourist or western tourist?" my answer would be western tourist. Because Russian tourists come during the full months of summer and not in winter. But the high average age in the west ensures that winter tourism is lively. They escape from the cold air of the place to the beautiful climate of the Mediterranean. I made the first charter flight to Antalya in winter. The year was 86 or 87," he said.

WE MAKE UP FOR SOME OF THE LOSS IN RUSSIA WITH WESTERN TOURISTS

Stating that the absence of Russian tourists will not destroy Turkish tourism, perhaps there will be a chance and more Western tourists will come. Kadir Uğur said, "You have a field, you planted the field, but you did not fertilize it. Can you get yield? You can't. But if you give your manure, you will get yield. The fertilizer of tourism is advertisement, it is to stay on the agenda. There is nothing negative politically in the country, but we do not have advertisements. If we do that, we can cover some of the loss of western and Russian tourists."

IT IS DIFFICULT FOR HOTELS THAT ONLY WORK WITH THE RUSSIAN MARKET.

Of course, there are hotels that only work on the Russian market. It takes years to introduce them in Europe. But Europe easily fills the Russian capacity in hotels with national diversity. In other words, hotels that provide market diversity are more fortunate in the current situation. I always say that hoteliers should not be tied to a single

market. Because our hotels are not 50-100 rooms, but 500-600-800 rooms... If you connect such a hotel to a single tour operator or a single market (as in the case of Thomas Cook), you will falter for several years."

COMPETITORS USE OUR RESOLUTION MECHANISMS

Stating that Turkish tourism, faced with crises, abandoned the solution mechanisms it created/found, and that these mechanisms are now being used by rival destinations, Kadir Uğur cited Egypt's fuel support for charter flights as an example. Uğur stated that similarly, competing destinations also contributed to the advertisement.

WORKING WITHOUT PROFIT WOULD BE A BUFFOON

Saying that the sinking Turkish tourism companies caused great damage to the market, Uğur said that Bentour grew cautiously. "We never want to lose money from the work we do. It's not like a drum and mallet. The damage done to the market by the bankrupt Turkish companies is huge. Why did this occur? Greed. I will bring a million people, I will bring 2 million people out of greed. Let's bet I'll bring 1 million people next year.



Kadir Uğur



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EXPULSION OF THE TURKISH REPUBLIC OF NORTHERN CYPRUS BY TÜRSAB

The Association of Turkish Travel Agencies (TÜRSAB) visited the Turkish Republic of Northern Cyprus with the members of the board of directors as the invitation of the Cyprus Turkish Tourism Travel Agencies Association (KITSAB). TRNC President Ersin Tatar, TRNC Prime Minister Dr. Faiz Sucuoğlu, TRNC Deputy Prime Minister, Tourism, Culture, Youth and Environment Minister Fikri Ataoğlu and TRNC Deputy Prime Minister, Public Works and Transport Minister Prof. Dr. The TÜRSAB delegation, which came together with Erhan Arıklı, signed a cooperation protocol with KITSAB.



TÜRSAB Chairman of the Board of Directors Firuz B. Bağlıkaya and the Members of the Board of Directors visited the President of the Turkish Republic of Northern Cyprus, Ersin Tatar, in his office during his visit to the TRNC. At the meeting held at the Presidential Residence, it was stated that the work with TÜRSAB continues uninterrupted for the development

of the Turkish Republic of Northern Cyprus not only in games of chance, but also in all areas of tourism.

"WE DON'T WANT TO BE KNOWN WITH GAMES OF LOT"

Stating that they want the Turkish Republic of Northern Cyprus to come to the forefront not only with its games of fortune, but also with its sea, gastronomy, historical and cultural riches, President Ersin Tatar said, "Our guests come from all over the world, but our brothers coming from our homeland make up the most tourists. The increasing tourism costs in the world are known, and in this context, I think that those who want to go abroad from Turkey will evaluate the TRNC. We want our sea, gastronomy, historical and cultural richness to come

to the fore, not only with games of fortune," he said.

"GO TO THE TURKISH REPUBLIC OF NORTH CYPRUS FIRST"

Calling on Turkish citizens to spend their holidays in Cyprus, TÜRSAB President Firuz B. Bağlıkaya said, "Today, we developed and updated the existing KITSAB-TÜRSAB cooperation. Tourism is not just a holiday, if tourists come, more food is eaten, if tourists come, more tomatoes are planted. If we want to develop this place in every field, we should evaluate the TRNC during our holidays. Is there a better place abroad than here? If you are going abroad, first go to the Turkish Republic of Northern Cyprus. "Don't be left without seeing Northern Cyprus" he said.



"TOGETHER WE HAVE A LOT OF THINGS TO DO"

Baglıkaya; "We are in an effort to both bring our colleagues together and increase the mobility between Cyprus and Turkey by visiting our equivalent organization, KITSAB, together with the travel agencies working in the Cyprus destination. Our aim is to bring more tourists to the Turkish Republic of Northern Cyprus and to improve traffic from Turkey. We are evaluating the question of whether traffic can be provided not only to Turkey but also to

Cyprus through Turkish tour operators abroad. We have a lot to do together. Because everyone has their own problems. Companies are in trouble. There is a struggle for existence. We came here to be the voice of travel agencies in both Cyprus and Turkey."

PROTOCOL SIGNED BETWEEN KITSAB-TÜRSAB

The Cyprus Turkish Tourism and Travel Agency Union (KITSAB) and the Association of Turkish Travel Agencies (TÜRSAB) signed a protocol for the comprehensive recognition of the Turkish Republic of Northern Cyprus (TRNC) in Türkiye. The Cyprus Turkish Tourism and Travel Agency Union (KITSAB) and the Association of Turkish Travel Agencies (TÜRSAB) signed a protocol for the comprehensive recognition of the Turkish Republic of Northern Cyprus (TRNC) in Türkiye.

The protocol signed between the Head of the Cyprus Turkish Tourism and Travel Agency Union Orhan Tolun and Chairman of the Association of Turkish Travel Agencies Firuz Bağlıkaya will pave the way for the tourism potential of the TRNC to be more exclusively promoted in Türkiye.

The protocol will enable the establishment of a working group for the development of sporting tournament organizations and marketing strategies in the field of alternative sporting tourism. During the signing ceremony it was emphasized that alternative tourism areas in the TRNC will also be promoted. Meanwhile Parliamentary Speaker Zorlu Töre who received the delegation of the Association of Turkish Travel Agencies said that tourism in the TRNC could be just as it is in Antalya, Türkiye.



Burak Tonbul: There is a very serious demand for Turkey



Burak Tonbul

Burak Tonbul, Chairman of Touristica and Diana Travel, said that Turkey should turn the positive atmosphere it creates in diplomacy into an opportunity. Stating that some markets in Europe were neglected due to the high demand of the Russian and Ukrainian markets in previous years, Tonbul said, "We must turn the positive atmosphere Turkey has created in diplomacy into an opportunity. We always need the European market. We can regain the markets we neglected during this period."

WE CAN TURN THE POSITIVE MOOD INTO AN OPPORTUNITY

Burak Tonbul said that while the war between Russia and Ukraine continues, Turkey's positive image in diplomacy should be turned into an opportunity. Tonbul made the following statements: "The pro-peace stance and the effort to bring Russia and Ukraine together brought Turkey to an admirable position. We should evaluate this situation in tourism. We ignored the markets such as France, Italy, Spain, Scandinavia, Belgium and the Netherlands, which we lost due to various reasons before, or whose numbers decreased significantly, partly thanks to the intense demands of our Russian and Ukrainian guests. In order to revive these markets, we can turn the positive atmosphere created by Turkey into an opportunity in international diplomacy. We have to inflate our sails. Turkey is a well-known and customer-oriented country in these markets."

WE ARE HAVING A GOOD EARLY BOOKING PERIOD

The experienced tourism operator also evaluated the domestic market, which has always come to the fore, especially in the last 5 years: "As we all know, the Domestic Market has recently found a very important place in holiday destinations in Turkey. The domestic market consumer has really started to use the benefits of early booking. Today, each of our customers wants to get the maximum benefit from early booking. We cannot ignore the effect of inflation. The expectation that prices will fall will not come true. Turkish guests are particularly interested in early booking in order not to suffer from inflation. Inflation effect and currency pressure show that today's sales figures will not be available later. The installment and repayment options we offer to our guests also provide great advantages. We are having a good early booking period."

Burak Tonbul stated that tourism professionals are focusing on the European and British markets in order to close the gap that will arise from the Russian and Ukrainian markets, and said that there is a serious demand from the UK market to Turkey. Tonbul: "The UK market is normally our third largest market. In the first year of the pandemic, the UK market was one of the markets that saved us. Unfortunately, we could not benefit from the blessings of this market last year, for obvious reasons. With the effect of not being able to come to Turkey last year, there is now a very serious demand from England to Turkey," he said.

Expand your point of view



ERESİN:

It will be a much better season than 2021

The ongoing war between Russia and Ukraine, one of Turkey's biggest markets in tourism, has led tourism professionals to turn to alternative markets for a good season.



Müberra Eresin, President of the Turkish Hoteliers Association (TÜROB), said that they are hopeful that if the current conditions do not worsen, they will be able to have a good season with the tourists expected to come from alternative markets this year. "We are hopeful to reach pre-pandemic figures this season, despite the potential risks of tensions between Ukraine and Russia." Said Eresin, "But of course, we feel compelled to say if everything happens as we expect. These are the expectations that will be valid if the current conditions do not get worse, but at least get a little better." "I can definitely say that it will be a much

better year than 2021," she said.

WE NOW CLOSED THE PANDEMIC PROCESS

Eresin said, "There are positive signs in the American and European markets. We expect our tourist arrivals from Spain and Latin America to increase noticeably as in previous years," said Eresin, adding, "The Iranian market is also doing very well. We expect nearly 2 million tourists from Iran this year," she said. "We have now closed the pandemic process, we are preparing for a much more intense season," said Eresin, and continued: "The existence of savings that cannot be spent by citizens of developed countries such as the USA and Europe, who cannot travel

during the pandemic process, rapidly increases their appetite for vacation and travel. We also see the demand for Turkey. That's why we have positive expectations from the second half of 2022."

6.6 MILLION COME FROM RUSSIA AND UKRAINE

Last year, the country that sent the most visitors to Turkey was Russia with 4.6 million tourists; The number of Russian visitors to Turkey increased by 120.5 percent annually in 2021. In 2021, Ukraine was the third country that sent the most visitors to Turkey. The number of tourists from Ukraine exceeded 2 million in 2021 with an annual increase of 106.4 percent.



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Orientbank Hotel Istanbul Autograph Collection... The magnificent transformation of the 130-year-old historical bank



Would you like us to introduce you to one of the most special hotels in Istanbul? Orientbank Hotel Istanbul Autograph Collection emerged with the magnificent transformation of a 130-year-old historical building that previously served as a bank. Engin Eryilmaz, General Manager of Orientbank Hotel Istanbul, one of the Autograph Collection hotels serving in the premium segment of the Marriott chain, talked to Turizm Aktüel.



Could you explain the Orientbank Hotel Istanbul Autograph Collection with its main lines?

Orientbank Hotel Istanbul, one of the Autograph Collection hotels affiliated with the Marriott chain, with unique, inspiring, different designs, and more than 240 in the world with the motto "Exactly Like Nothing Else", is one of the Autograph Collection hotels. After many years of great work, it started to host its guests in the 130-year-old historical bank building. Our facility has 36 wonderfully designed rooms,



a restaurant on the Lobby floor, and a Gastro Jazz Club in the vault. Carefully selected for their unique and distinctive perspectives on design and hospitality, Autograph Collection hotels offer enriching experiences that leave a lasting impression.

What are the most important features of your hotel? What are the main factors that make your hotel different from other hotels in your area?

Orientbank is a facility serving in the premium segment. However, it serves at higher prices than many facilities that we know as luxury. The most important element of this is the experience we provide to our guests from the moment they choose us. Since the day we opened, we have ranked first among all the hotels in our country in Marriott.com according to guest satisfaction. However, among all the 'Premium Segment' facilities we



are affiliated with, we continue to be the first in all categories in the EMEA region on a yearly basis.

Can you tell us about the rooms of

your hotel? What kind of rooms did you offer to your guests?

We have 36 rooms in 4 categories in total. Considering the historical atmosphere and today's needs in the room, we produced a wonderful result. Thanks to our acoustic consultants who worked with us during the construction in order to ensure guest satisfaction, we created really quiet rooms with excellent sleep quality right next to the Spice Bazaar. Again, we have a tea menu that we create according to the daily mood of our guests, capsule coffee options and edible natural cosmetic products made only from oils. In addition, we offer points where you can meet today's technological needs, such as a wireless charging unit, a wired charging unit for Android or Apple devices, and a bluetooth speaker, in each of our rooms.



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

As Gregor by The Badau, we host our guests to adapt the aesthetics and local symbols of the period to the present and to offer a unique "Gastro Jazz" experience. This is a Jazz Club with a monthly program as well as a Fine Dine Restaurant serving great food and cocktails. It is also available in a restaurant located in the lobby area, where we serve the All Day Dining menu. However, I would also like to inform you about "The Seal", a special service in the world just for us: When our guests arrive at our facility, we present them with a hot wax and stamp seal, in reference to the bonds used by the 'Historical Bank' during the period in which a fee is determined, arranged in their name. If you wish, you can use these bonds within the facility or keep them as souvenirs.

Who does your guest profile mostly consist of? What kind of reactions have you received from your guests since the opening of your hotel?

In our historical building, which has a phenomenal structure, we offer our guests a very different hospitality experience by preserving international standards that have not been tried before in the region. This has found its reward all over the world. So far, we have hosted our guests from 47 different countries, led by the United States and European countries. In addition, although we are in a cultural tourism destination on the historical Sultanahmet Peninsula, we have had 4th, 5th and 6th reservations from our guests that we call repeat guests.

What did you pay attention to when creating your professional team? Do you have a message as Orientbank Hotel Istanbul Autograph Collection?

While forming our team, we prefer to

work with multifunctional, creative, young teams if possible. We formed our team with 20% staff 12 weeks in advance, 50% 8 weeks in advance, and 100% 4 weeks before the opening. Afterwards, we prepared for the opening with very intense orientation and role-play applications. For example; We made presentations to the members of the relevant department to consume all of the products we offer for active sales within the facility. We have seen very positive effects of this. For example, a teammate who knows all the menus offered at the facility during the check-in and knows the taste of those dishes, achieved more successful results while selling the product. Of course, we support them with continuous training. For example, in addition to the routine training program of each of our employees, daily training documents are sent to their mobile phones. There are some important training topics in its content and you can take this training on the road, at home, every hour of the day by taking only 5 minutes. In most of the comments we receive on online platforms, our guests honor us with sentences such as "The facility where I had the best, most different and unforgettable experience in my life". I invite everyone to our hotel to experience this experience through the reliable Turizm Aktüel, which I follow fondly.



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There certainly won't be any empty rooms in the top hotels

Turkey is facing a difficult summer season with two of its top source markets virtually disappearing due to the Russian attack on Ukraine. But this does not automatically mean lower prices for German tourists, Songül Göktaş-Rosati, head of specialist tour operator Bentour Reisen, told fw|TravelTalk in an interview.



Songül Göktaş-Rosati, CEO of German tour operator Bentour.

An experienced tour operator manager who previously headed Öger Tours, was generally optimistic about the destination's prospects for summer 2021. But she also urged hoteliers to diversify their source markets more than in the past. Russia is the top tourism source market for Turkey with 4.7 million visitors in 2021, according to official Turkish figures. Germany is the second-largest market with 3.1 million visitors, followed by Ukraine with nearly 2.1 million arrivals last year.

The Ukraine war is not just a human catastrophe. The economic consequences are also severe, especially for Turkey. With Russia and Ukraine, two top source markets are collapsing. What is the situation in the Turkish tourism centres?

Songül Göktaş-Rosati: The German-speaking market as well as the Russian and Ukrainian markets are

immensely important for Turkish tourism. Overall, however, the picture is cautiously optimistic in terms of tourism, as travel is increasingly in demand again this year.

For those hoteliers who previously diversified their source markets, the situation is therefore certainly not easy, but definitely manageable. It will be more challenging for businesses that have relied very strongly or entirely on the Russian and Ukrainian markets.

What signals are you getting from your hotel partners?

Overall, we are seeing hopeful signals for a good summer season 2022 with growth on both sides. We are getting more requests for joint marketing activities from hotels which have tended to rely on the affected source markets in the past.

Are hoteliers getting so nervous about filling their properties that prices will drop?

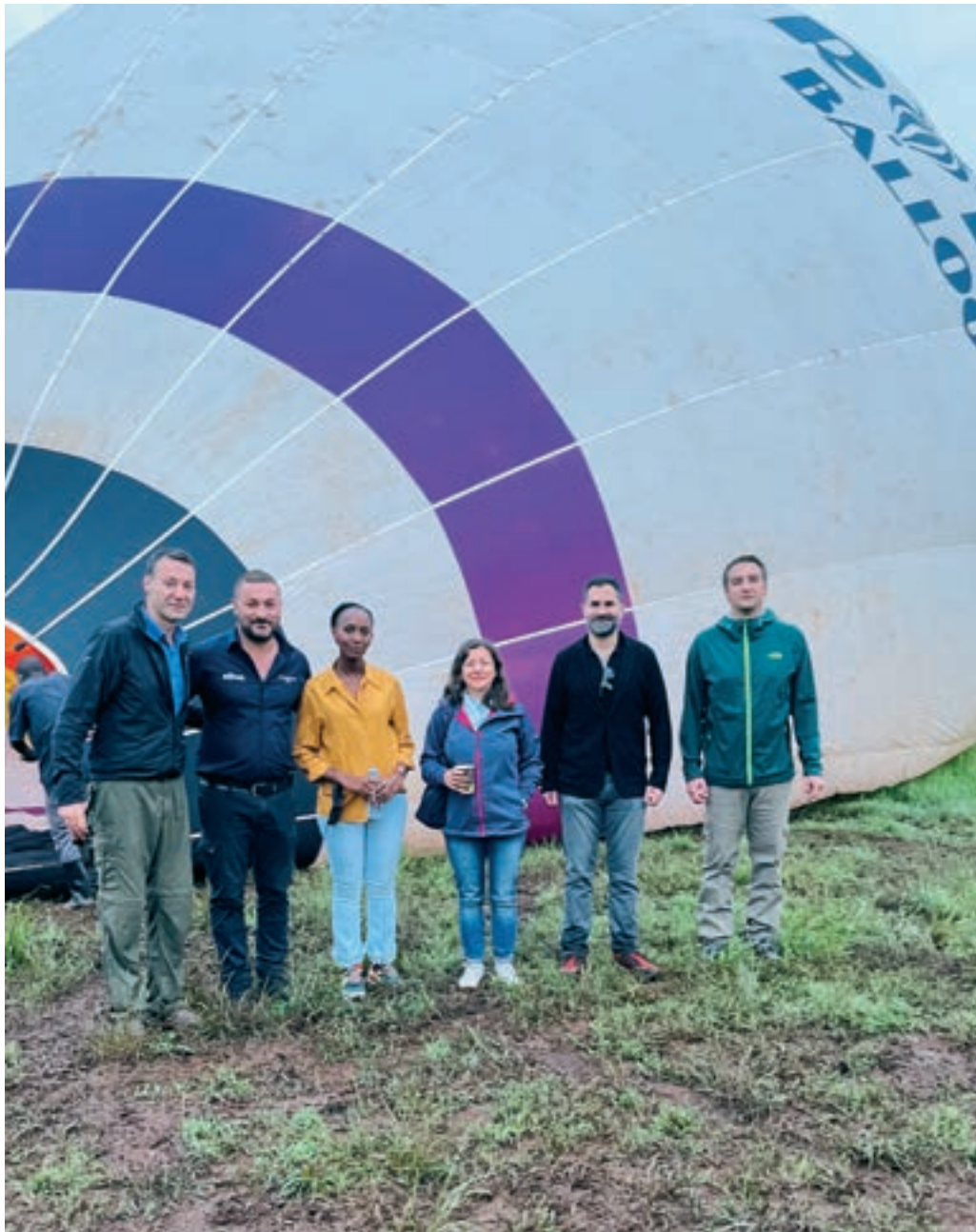
Currently, it cannot be assumed that prices will fall in the summer season. Energy and food prices have risen immensely, while the high inflation rate is greater than the exchange rate effect and therefore cannot compensate for the increased prices. In addition, demand from Western European markets is definitely there.

Is that really so? Are customers not reluctant to book?

Turkey is once again one of the top 3 'sun and beach' destinations on the German market this year and is seeing good booking figures. We're happy to say that daily booking volumes are higher than in 2019. People want to travel again at last and have definitely more than earned it. We have not observed that the Ukraine war is playing a particularly important role during travel agency consultations when it comes to choosing a holiday in Turkey.



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Royal Balloon starts operations in Rwanda

Royal Balloon launched Rwanda's first commercial hot air balloon business. The company, which started its establishment studies in 2019, made its first flight with a ceremony held on February 18, 2022.

Making a statement about the hot air balloon operation of Royal Balloon in Rwanda, Mehmet Dinler, the chairman of the board of directors of the company, said, "Dear friends; Another dream that makes us happy and excited has come true. Royal Balloon Cappadocia, which we established in 2010, now has a sister business in East Africa. By crowning our efforts since 2019, Rwanda's first hot air balloon

commercial enterprise with 100% Turkish capital started operating and we were proud to hold the opening ceremony on February 18, 2022. We have started commercial balloon operations over Akagera National Park. I would like to express my gratitude to our biggest business partners Atilla Türkmen, Coşkun Harun Güllük, Nihat Karayazı, to Ms. Burcu Çevik, our Kigali Ambassador who has supported us since the beginning of the process, to

the Rwanda Development Agency, Rwanda Civil Aviation Authority, Akagera National Park Management, to our fleet with local and national balloons, Mehmet Halis Aydoğan, Chairman of the Board of Pasha Balloons. We are extremely happy and excited to move our brand to Rwanda, where we believe in its international potential and future. We will try to represent our country in the best way possible," he said.

*Fly Royal
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THE CHARM OF CAPPADOCIA, A GAME CREATED BY GEOGRAPHY

Cappadocia: the site of nature's wonderful formations, a central Anatolian and world heritage with a history dating back to 3000 B.C

This awesome geography where history and nature intertwines has been host to many civilizations throughout the centuries. The unique volcanic landscape of the region took shape as a result of the erosion of the volcanic layers which spread through the area with the eruption of Erciyes, Hasandag and Güllüdag mountains about 60 million years ago.

Cappadocia, which means "land of beautiful horses," in Persian language, has been the hub of many civilizations and a gigantic shelter and center for Christians who fled from the Roman Empire during the Hittite period and hid in the houses and churches carved

inside of rocks.

With the formation of fairy chimneys in time, the local communities carved houses and churches into these rocks and made frescoes inside of these structures connecting the past with the present.

A district of Nevşehir and one of the key points of the Silk Road, Cappadocia is inscribed in the UNESCO World Heritage list. If you are ready to go on a journey to dreamland, Cappadocia is waiting to introduce you to all of its mysteries!

ATTRACTIONS

Cappadocia, one of the most generous regions of Anatolia, was formed by

nature's magic hand.

Cappadocia and its surrounding area began to take shape 60 million years ago when the volcanic layer of lava and ashes covered the landscape upon the eruption of the volcanic mountains Erciyes, Hasandag and Güllüdag. The volcanic landscape took its final shape within time due to erosion caused by wind and rain. The fairy chimneys of Cappadocia took form over millions of years and are among the most beautiful examples of nature's own design. The fairy chimneys and the houses and churches carved by settlers out of these rocks have been preserved for centuries with great care. The fairy

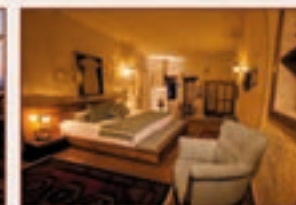
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chimneys and magnificent frescoes carved inside are among the must-see sites.

The Goreme Open Air Museum, has a large collection of relics and structures of the Christian culture that presided in Cappadocia over a long time.

Especially the churches carved into the rocks are monumental structures and forerunners of natural architecture. More than 250 churches, such as the Tokali Kilise (Church of the Buckle), Rahibeler Manastırı (Monastery of Nuns), Yılanlı Kilise (the Snake Church) and the Chapel of St. Barbara wait for their visitors.

Ortahisar Castle carved into the rocks at an altitude of 1200 meters during Hittite period was built to protect the city but also used as a settlement. It is possible to take amazing pictures of Cappadocia from this height.

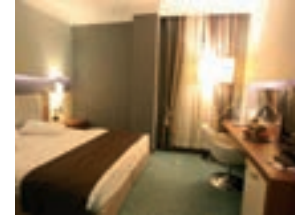
Çatalhöyük is another historical site



worth seeing. It is close to Cappadocia and one of the first pro-city settlements of the world. The mound with the world's oldest landscape painting sheds light to the Neolithic period when the transition to settled life occurred.

Populated with, underground cities and caves the region harbors a great variety of artifacts and ruins that

provide invaluable information on all historical epochs dating from the prehistoric periods. Mounds such as Alacahöyük and Karahöyük as well as seven-layered underground cities such as Derinkuyu, Kaymaklı, Mazi and Civelek Cave are among the witnesses of history located in this region. Additionally, Cappadocia has many relics belonging to Seljukian and



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The Unique Beauty of Cappadocia Cave Hotel

Ottoman cultures. The tomb of Hacı Bektas Veli, Balım Evi, Cuma Mosque are among the structures worth visiting.

One of the most popular and enjoyable aspects of Cappadocia are the spectacular balloon flights undertaken in the area. The balloon cruises start early in the morning and offer awesome views of the landscape populated with fairy chimneys. You will experience unforgettable moments observing the ever-changing colors of the sunrise illuminating the historical beauties of the region.

Cappadocia has a variety of specialties identified with the Nevşehir cuisine. Especially Testi Kebabi, a unique local dish will leave an unforgettably delicious taste in your mouth with its juicy soft meat cooked in special, covered crocks. Once the meal is cooked, the crock is cracked to get the meal out. Apart from that the region is also known for its large vineyards and

tasty wines. Visitors who want to explore the history and natural wonders of ancient times are more than welcome in Cappadocia.

EVENTS

Cappadocia, the site where nature and history harmonize, organizes various festivals and events to entertain its guests all the year round. Hacı Bektas Veli Memorial is held in August every year and offers entertaining activities to participants from many countries of the world. Sports enthusiasts show great interest in the Cappadocia Cycling Tour organized with the participation of contestants from all over the world every year in June. Both competitors and the audience have a great time. Organized annually in September, the Avanos International Tourism and Crafts Festival is another important event promoting the touristic assets of the region.

Cappadocia offering many activities, natural wonders and historical sites is surely worth the visit.

HOW CAN I GET THERE?

Cappadocia is located in the Central Anatolian region and easy to reach. One way to get to Cappadocia is to take a direct flight from any of the major airports in Turkey to either Kayseri Airport or Nevşehir Cappadocia Airport both of which are quite close to the region. The shuttles and other transportation vehicles stationed outside of the exit gate will take you to the right destination in a short time. Alternatively Cappadocia can be reached via highway. Nevşehir is located at the intersection point of highways and offers regular transportation between any city of Turkey and Nevşehir. The shuttles and similar transportation devices leaving from the Nevşehir Central Bus station will take you to Cappadocia shortly.

Moonscapes and fairy chimneys – experience the indescribable.

Set in the heart of Cappadocia, the Gamirasu is an intimate and exquisitely restored Byzantine monastic retreat with a well deserved reputation of being one of the best hotels in the region. Here the focus is on exceptional service, attention to detail and the warmth of a home away from home. Comprised of six beautifully restored and integrated cave houses, all 35 rooms in the Gamirasu are designed in harmony with the natural fairy chimney surroundings, but with all the comforts of a modern hotel.



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TURKEY SET FOR SUMMER TUI BOOST

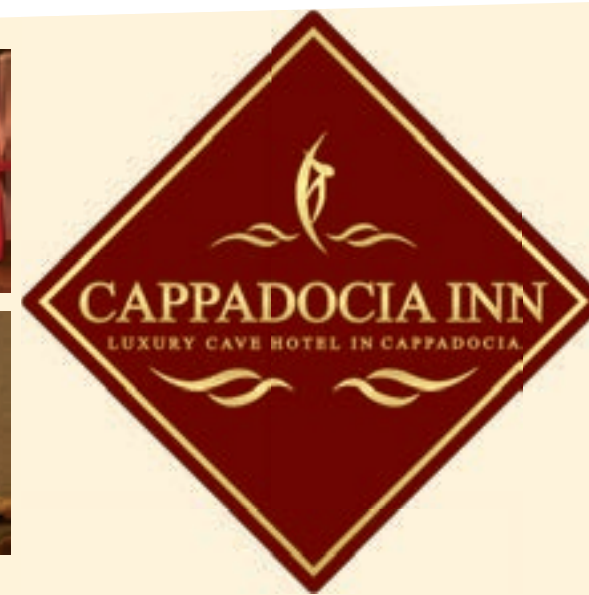
This summer TUI plans to bring around 1.5 million customers to Turkey – increasing its capacity across all markets compared to 2019 levels. One million of these customers will be travelling to Antalya and as a key destination to TUI's growth strategy, it's naming one of its newest aircraft Antalya.



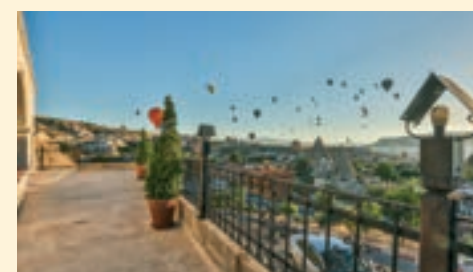
The official name-giving ceremony took place at Antalya airport today, with World Champion gymnast, Ayşe Begüm Onbaşı selected as godmother of the aircraft. Travelling from Amsterdam as flight OR8903, the aircraft with the registration PH-TFO touched down at 12:45. The naming ceremony was addressed by local TUI representatives and TUI Netherlands Managing Director Arjan Kers, who accompanied the guests from the Netherlands on the naming flight. Vice-Minister of Culture and Tourism of the Republic of Turkey, Mr. Nadir Alparslan, the Vice-Governor of Antalya, Mr. Suat Seyitoglu and Mayor of Antalya Mr. Muhittin Böcek were at the airport to greet the plane, together with other representatives of Turkish

tourism and hotel associations, TUI's hotel partners and local media. "We have been bringing holidaymakers to Turkey for over 40 years." Arjan Kers, Managing Director of TUI Netherlands said. "With its fantastic mix of beaches and culture, Antalya is popular with TUI customers across all markets. We're delighted to be increasing our capacity this summer, so even more customers can enjoy the delights that this destination offers." TUI is modernising its airline with new aircraft and to emphasise its long-term partnerships with tourist destinations, is naming its new Boeing 737- 8 aircraft after destinations. "I've flown to Antalya many times before, but today's flight is special" said TUI Captain Robbert Gijbertse, who flew the aircraft to Antalya. "It is so great to be back again and all passengers

and crew on-board were excited to experience Turkey as a holiday destination again after two years." Alessandra D'Angelo, Head of Turkey, Tunisia & Morocco, TUI Musement said: "Today's name-giving event is another example of TUI's commitment to tourism in Turkey. A big thank you to all our partners who helped organise and joined our event, to mark this important occasion." TUI offers over 600 hotels in Antalya. Across whole of Turkey TUI has 26 properties in its Hotels & Resorts portfolio – including TUI Blue, Robinson, and TUI Magic Life. 16 of these Hotels & Resorts properties are in Antalya. Hasan Öztürk, Senior Purchasing Manager, TUI Group said: "TUI has many long-standing relationships across Turkey. As our capacity increases, we will be looking to grow our exclusivity working with new and existing partners, to continue offering customers holidays that can only be booked with TUI." TUI announced this week its global hotel brand TUI Blue is again focusing on expansion and aims to grow to 300+ hotels. Antalya is one of the regions where TUI hopes to expand the brand and an important driver for the future growth strategy are international partners who will operate TUI Blue hotels under management and franchise agreements.



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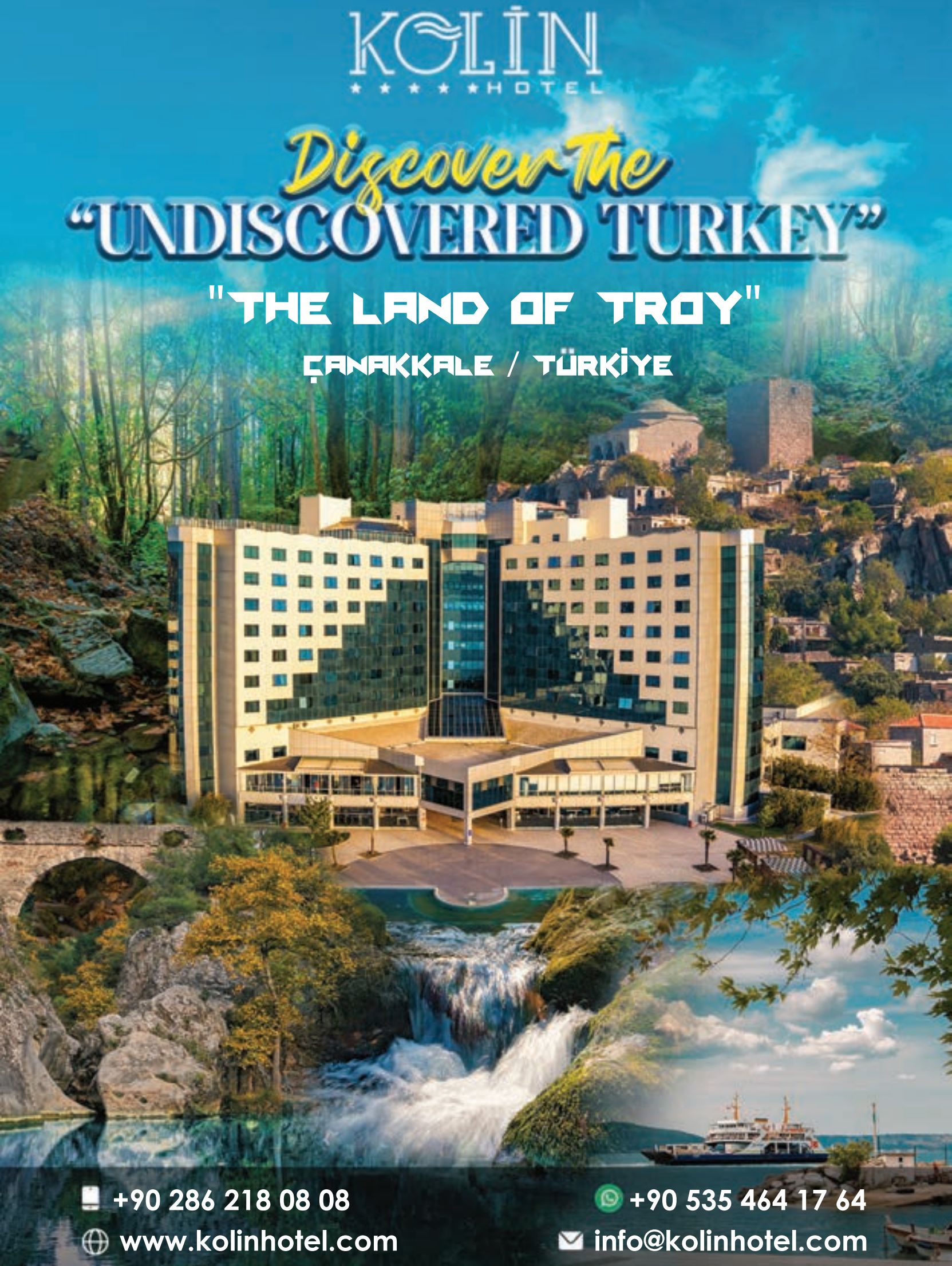
Museum Hotel; a unique cave hotel with a unique living-museum concept

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 Turkey invited

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





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Fly Royal - Feel Royal

Royal Balloon - Cappadocia was established in the year 2010 by the Cappadocian Dinler Family who are Tourism Professionals with over 30 years of experience.

Royal Balloon is an ISO 9001 Certified Ballooning Company that operates Luxury & High-Quality Balloon Flights in Cappadocia which separates them from the other Balloon companies. Royal Balloon is not a "mass" Balloon company with large passenger capacity operate with the minimum number of Hot Air Balloons to provide passengers more Personalized, Comfortable and Royal Class Flight Service.

Royal Balloon - Cappadocia operates with the minimum amount of Hot Air Balloons, built by the Most Prestigious Hot Air Balloon Producers in the World: Cameron Balloons & Lindstrand Balloons (made in the

United Kingdom). These Balloons are one of the only new generation Hyperlife Silver Coated Balloons (assuring highest security due to the material used) which operates in Cappadocia.

Royal Balloon's Pilots are one of the best known, Highly Reputed and Experienced Hot Air Balloon Pilots in Cappadocia. Passengers are insured with the Highest Rate of Policy among all the companies in Cappadocia. Full Open Buffet Breakfast in their HQ's. The First Hot Air Balloon Company to serve Open Buffet Breakfast in Cappadocia. Royal Balloon - Cappadocia the First Hot Air Balloon Company in Turkey which is accepted

to the prestigious "American Express Selects" Program. Memberships in ASTA (American Society of Travel Agents - the only Hot Air Balloon Company from Turkey), BFA (Ballooning Federation of America - the only Hot Air Balloon Company in Turkey which is accepted as Corporate Member), BBAC (British Ballooning and Airship Club) and KAPTID (Cappadocia Touristic Hoteliers and Operators Association). A hot air balloon flight over Cappadocia is a unique experience of our lives and Royal Balloon is ready to give an unforgettable experience to distinguished and special passengers with the Royal standards.

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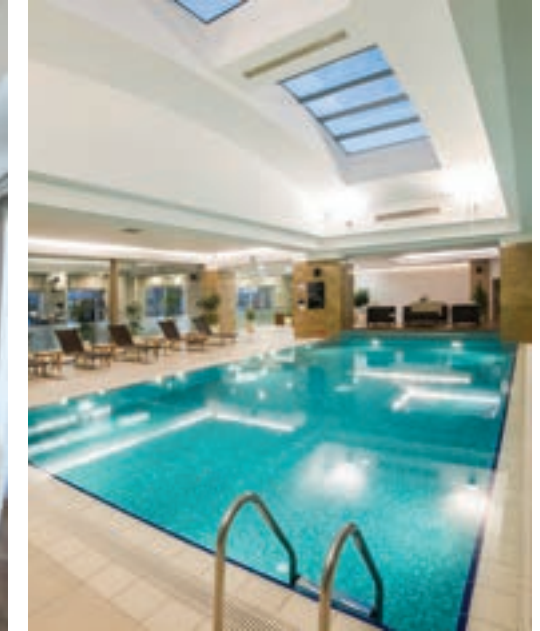
Radisson Hotel Group accelerates its development targets in Turkey to reach over 50 hotels by the end of 2023 instead of 2025

Radisson Hotel Group is accelerating its development pipeline targets in Turkey to reach 50 hotels by 2023 instead of 2025. In 2022, the Group plans to grow its presence in the country with 10 additional hotels and to introduce two new brands, Radisson Individuals and Radisson RED, to the Turkish market. The Group is also allocating additional resources with the expansion of its local support team to drive further growth and reinforce its close relationship with its owners and partners.



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In 2021, Radisson Hotel Group announced the goal to reach 50 hotels in Turkey by 2025. In that year alone, the Group signed six new hotels and opened new properties in key locations, including Bodrum, Mount Erciyes, and İzmir Aliaga. Since the start of 2022, the Group has confirmed 40 hotels and is on track to reach its target of 50 hotels by the end of 2023, supported by the launch of Radisson Individuals and Radisson RED in Turkey, and the expansion of Radisson Blu, the largest upper upscale brand in Europe. Radisson Individuals is a key brand to support the Group's growth locally as it appeals to independent hotels which represent over 75% of the existing hotel supply across the country. Radisson Hotel Group will open its first Radisson Individuals property in Turkey, Royan Hotel Hagia Sophia

Istanbul, a member of Radisson Individuals this month. Located in the heart of the historic peninsula within walking distance of many attractions, including the Hagia Sophia, the Topkapı Palace, the Blue Mosque, and the Grand Bazaar, the hotel will offer 48 comfortable and elegant rooms and suites and two restaurants with views on the Bosphorus. The Group has also secured five new projects located in Assos, Gure, Yalova and Eskisehir which will be Radisson Individuals properties and are all scheduled to open within six to eighteen months. Radisson Hotel Group will continue cementing its position as one of the leading operators in Istanbul with almost 20 hotels in operation and under development with the opening of two new properties. In addition to the opening of Royan Hotel Hagia

Sophia Istanbul, a member of Radisson Individuals, Radisson Hotel Group will welcome Radisson Hotel Istanbul Harbiye to its portfolio in the coming weeks. A stone's-throw away from the lively Taksim district, known as the city's center for cultural, arts, and entertainment, the hotel will feature 90 comfortable guest rooms and be within walking distance of the city's popular historic sights and public transport. In line with increased demand for leisure travel, Radisson Hotel Group will also expand its footprint in Izmir with the opening of new Radisson Blu and Radisson RED hotels. Radisson Blu Hotel, İzmir Bornova will offer 220 guest rooms and Radisson RED İzmir Point Bornova will represent the introduction of the Radisson RED brand with 106 guest rooms aligned with the brand's DNA of fashion, art, and music.

Radisson® enables guests to feel at ease throughout each stay –with relaxing spaces, thoughtfully considered details and unexpected delights. From our Yes I Can!™ service philosophy to consistently delivering on the essentials to offerings that help guests experience the local area we're committed to delivering memorable moments to every guest.

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123 YEARS OF FLAVOR STOP KONYALI RESTAURANT

Located in Topkapı Palace, where the unique view of Istanbul can be watched, Konyalı Restaurant is among the best museum restaurants in the world. Konyalı Restaurant, which has received numerous awards since its establishment, takes its guests on a delicious journey to the depths of history with the tastes of Turkish and Ottoman cuisine. Having a very rich portfolio of guests, from Atatürk to Queen of England, Elizabeth II, American presidents to world-famous athletes and artists, Savaş Bulut who is Konyalı's owner introduced its business to Turizm Aktuel Current readers.

How many years ago was Konyalı Restaurant established? Can you tell us the story of the brand?

Hacı Ahmet Doyuran, who emerged from Doğanbey district of Konya in 1895, opened a modest cook shop in Sirkeci with the name of 'Konya Taste Restaurant' in 1897 with four tables and 16 chairs. After a while, he handed over the restaurant to his son-in-law Mustafa Doğanbey. The restaurant, which is known as a representative of taste and cleanliness in a short time, has become one of the first names that come to mind when it comes to Istanbul cuisine. After the 1940s Konyalı's fame spread to Turkey with the efforts of Nurettin Doğanbey. It is visited by local foreign statesmen, kings and queens and artists. "Konyalı", which started to serve with a new restaurant in the Topkapı Palace

Museum in 1969 upon the orders of the state elders, became the first museum restaurant of our country.

Konyalı Restaurant, which takes its guests on a delicious journey to the depths of history with the tastes of Turkish and Ottoman cuisine, does not have a mission of representing traditional cuisine in this sense?

Yes, we definitely carry this mission. This year is 123rd year of our brand. It is very difficult to find a brand that has been serving in gastronomy for so many years and such an annual brand in any sector. Numerous masters are trained from our business and represent Turkish Cuisine in many distinguished businesses of our country. In addition, many flavor

masters who have grown up with us maintain this profession in America, Canada, Japan, Qatar, Saudi Arabia and introduce our culinary culture to these countries.

How many branches of Konyalı Restaurant, which is an important part of the city's memory as a centuries-old flavor stop, have? Are you planning to open a branch abroad?

We have a branch established in Sirkeci in 1897 opposite the train station and restaurants that have been serving in the Topkapı Palace Museum since 1969. Offers from abroad are coming from time to time. We have efforts to implement a few of these projects in the short term.

You seem to be the continuation of the historical atmosphere offered by Topkapı. Actually, it's not just food, it's a culture. Turkey's most valuable museums, ranging from taking place in one of the advantages, challenges



in terms of the responsibilities imposed if necessary. Can you tell us about them?

We started our activities in Topkapı Palace in 1969 with the order of the state elders. Of course, tourism was not so intense at that time. Our restaurant, which started its activities here for the purpose of serving the delegations from abroad, now welcomes guests from all over the world. State protocols, world-renowned major figures are among our guests almost everyday. This is a source of pride and pride for us. Hosting protocol guests from almost every unit of our state and abroad is also considered a bit of a public service. Here, we introduce our culture and cuisine to the foreign statesmen and famous figures in the best way possible.



Events Period dishes, Topkapı Palace Kitchens opening section 16-17-18 YY dishes, Baklava procession in Ottoman, Mersiye Ashura activities.

Which flavors do your foreign guests like most from traditional Turkish cuisine?

Ottoman Palace Sherbet, Orange

What is the secret of this success of your brand?

First of all, to work. Training staff from the kernel, using good raw materials during the season. In addition, it is very important to set standards in production and service and to maintain and maintain this.

Can you tell us about the awards you received?

The appreciation of its customers, which is the biggest reward for Konyalı, has been a great honor for Konyalı and has whipped its desire to work and find the better. That is why it has been able to survive for more than a century.



Are the tastes you offer from traditional Turkish and Ottoman cuisine prepared by adhering to their recipes, or do you offer them by modernizing them?

We have presentations in both types. We have about 2 thousand recipes and recipes used in Selçuk-Ottoman and Turkish Cuisine. Of course, we make them suitable for today and present them in a contemporary way. But essentially it will be carried to the next generations according to the same flavors and necessity of the age. In our special events, we also apply and serve period meals without changing recipes. For example; Mevled Somedi, Examples from Turkish Cuisine from Central Asia to Anatolia, Pantry in Old Turkish Houses, Dishes from Seven Regions and One Table, Baklava and Halva, 81 Types of Rice from Anatolia, Evliya Çelebi 500 Years

Baklava, Konyalı Lamb Tandır Kebab, Olive Oil varieties, Keşkekli İncik, Piruhi, Terkibi Çeşidiye are the most popular traditional tastes of our foreign guests.

Your guest audience is mostly foreigners. Can you tell us about your important and famous guests?

We host the delegations of foreign state guests coming to our country. Kings, queens, however, famous movie stars, famous athletes, are our guests from time to time. From the great leader Mustafa Kemal Atatürk to the Queen of England Majesty Elizabeth II, from Pakistani President Benazir Bhutto, former American presidents; Richard Nixon, George HW Bush, Bill Clinton, George W. Bush, Kareem Abdul-Jabbar, Pele, Japanese Emperor Naruhito and Frank Sinatra, many state elders from all over the world, famous artists, kings and we have the honor to welcome the queens.

KONYALI;

- "17th International Trophy for Tourist, Hotel Catering Industry" from Spain in 1993,
- International Grand Collar Gastronomico" again from Spain in 1995
- Golden Europe Award" from France in 1996,
- In 2005, he was awarded with the "New Millenium Gold Award".
- The Best Authentic Cuisine of the Year 2005 by the Union of Guides
- IRO 2007 Hospitality Award
- TUREB 2011 Hospitality Award
- Konyalı Kanyon received the "Best Turkish Restaurant" award at the Timeout Istanbul / Miller Eating and Drinking Awards competition, where the first place was determined with 6000 votes of the public.

Konyalı's main prize is the appreciation of its guests, which has helped us to be able to survive for a century.

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Radisson Opens First Winter Sport Hotel in Turkey

Radisson Hotel Group announced the extension of its Turkey footprint with the opening of its first ski hotel in Mount Erciyes and a second hotel in the Kayseri province.

Radisson Blu Hotel, Mount Erciyes is located just off the slopes in the center of the Mount Erciyes ski region with direct access to all the best mountain lifts, ski slopes and après ski facilities. Radisson Blu Hotel, Mount Erciyes features 60 spacious rooms including premium rooms with balconies, and suites with incredible mountain views. All rooms are equipped with large LED TV screens, complimentary minibar, Nespresso machines, and a private corridor when reserving three connecting rooms. The hotel is designed for ultimate comfort – after a day on the slopes, guests can cozy up by the open fireplaces or enjoy a relaxing dip in the indoor and outdoor pools with beautiful views of Mount Erciyes. The hotel can also host meetings for up to 40 people. Find the best deal, compare prices, and read what other travelers have to say at Tripadvisor

The hotel will offer a range of traditional Turkish and international dishes, as well as delicious drinks. The Breakfast Room buffet presents a wide selection of international breakfast options, while the Main Restaurant welcomes guests with its cozy, all-day indoor dining overlooking the mountains. Guests can also enjoy the fresh mountain air at the hotel's outdoor Ski Lounge, a self-service restaurant with unparalleled views of the slopes and surrounding mountains. Yılmaz Yıldırım, Area Senior Vice President, Central & Eastern Europe, Russia and Turkey at Radisson Hotel Group, says, "We are delighted to open our first ski hotel in the Kayseri province. Radisson Blu Hotel, Mount Erciyes is the perfect addition to our growing brand umbrella as we continue expanding our Turkey footprint. We would like to thank the owners for their trust in Radisson Hotel Group." In addition to being one of Turkey's best winter-sport areas, Kayseri is also a popular spot for mountain climbers with trails reaching up the volcanic mountain to an elevation of 3916 meters. From the top of the mountain, hikers can enjoy a stunning view of the

area stretching from Cappadocia to the Taurus Mountains. Cappadocia is a world-renowned World Heritage Site that doubles as an open-air museum and is located adjacent to Aladaglar National Park, where visitors can enjoy a picnic besides one of the seven scenic Kapuzbasi Waterfalls. The hotel is also conveniently located just half an hour from Kayseri Erkilet Airport. Artaş Group Tourism Investments Coordinator Recep Arifoğlu said, Mount Erciyes says, "The hotel is a perfect spot for winter sports and ski lovers. Our experienced team is excited to welcome our guests for the perfect choice for ski, snowboarding, and other mountain sports with our Yes I Can! service ethos." With the health and safety of guests and team members as its top priority, Radisson Blu Hotel, Mount Erciyes is implementing the Radisson Hotels Safety Protocol program. The in-depth cleanliness and disinfection protocols were developed in partnership with SGS, the world's leading inspection, verification, testing and certification company, and are designed to ensure guest safety and peace of mind from check-in to check-out.



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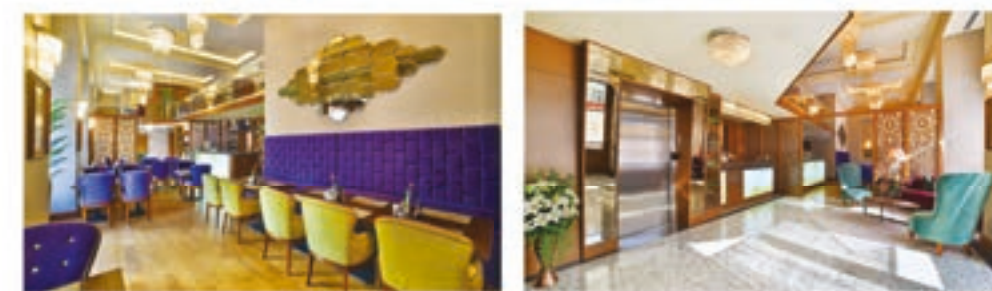
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Hotel Momento will make difference with its modern style and luxury. Our Rooms have been decorated in consideration of our guests comfort and accommodation.

Furthermore, Our guests have the opportunity to be benefit from our lobby bar, conference hall, Cafe-restaurant and airport shuttle service.

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Gastronomy and tourism fair from TÜRSAB to Diyarbakır

Mesopotamia Tourism and Gastronomy Fair, hosted by Diyarbakır Governor's Office between 24-27 March, witnessed colorful scenes. Nearly 20 thousand visitors showed interest in the fair.



The opening ceremony of the fair were realised by Turkish Republic of Northern Cyprus (TRNC) Deputy Prime Minister, Minister of Tourism, Culture, Youth and Environment Fikri Ataoğlu, Diyarbakır Governor Münir Karaloğlu, Erbil Governor Omid Xosnav, Bursa Yenişehir Mayor Davut Aydın, TÜRSAB

Chairman Firuz B. Bağlıkaya, Oya Narin, President of the Turkish Tourism Investors Association, and Mehmet Kaya, President of Diyarbakır Chamber of Commerce and Industry. Hosted by the Governorship of Diyarbakır, with the main sponsorship of the Metropolitan Municipality, with the support of Diyarbakır Chamber

of Commerce and Industry, TÜRSAB Fuarçılık Hizmetleri A.Ş. and Diyarbakır Fairs and Trade Inc. Organized by the "Mesopotamia Tourism and Gastronomy Fair" took place. The "Mesopotamia Tourism and Gastronomy Fair", which was held with the aim of making Mesopotamia stand out with its history, culture, nature,

wildlife and delicacies and adopting special lands as a unique tourism destination, was the scene of colorful images at the opening.

B2B MEETINGS WITH TOUR OPERATORS AND TRAVEL AGENCIES WERE HELD

Top-level buyers from domestic and

international tour operators and travel agencies were invited to the fair, and through B2B bilateral meetings to be held, it was possible to get to know the tourism riches of the region, establish cooperation with companies, and sign important agreements for regional development and sustainable tourism. In addition to the sessions titled

Mesopotamian Faith Tourism, Archaeological Excavations Directing Science in Mesopotamia, Mosaics Road, Mesopotamia's Secret Routes, Gastronomy in Gastrotourism and Cultural Tours, delicious gastronomy workshops were held at the fair with the participation of both local chefs and well-known names throughout Turkey.



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

Radisson Individuals expands to Turkey with its first property nestled in historic Istanbul

Radisson Hotel Group is delighted to announce the opening of Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals, the first Radisson Individuals hotel in Turkey.



of Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals introduces a fifth Radisson Hotel Group brand to Turkey and brings the Group's portfolio across the country to over 40 hotels in operation and under development.

Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals, features 49 standard and superior rooms and suites equipped with a wide range of amenities such as in-room coffee and tea facilities, bathrobes and slippers, and free high-speed Wi-Fi to make guests feel at home with bespoke personal touches. Guests can enjoy rooms with views onto the gardens or onto the stunning Marmara Sea. The hotel has two restaurants, the Lobby Lounge which serves lunch and dinner in a warm and relaxing atmosphere, and the Rooftop Restaurant which offers breakfast and a sumptuous international culinary experience.

The hotel is located in the heart of the historic peninsula within walking distance of many attractions, including the Hagia Sophia, the Topkapı Palace, the Blue Mosque, and the Grand Bazaar. The opening

Ramsay Rankoussi, Vice President, Development, Africa & Turkey at Radisson Hotel Group, says: "We are delighted to announce Radisson Hotel Group's further expansion in Turkey with the signing and opening of our first Radisson Individuals hotel in the country. Our newest brand is aimed at individual hotels with strong service scores and existing hotel identities that wish to remain independent or may be considering over time transitioning to one of the group's core brands. The hotel will benefit from Radisson Hotel Group's global network and capitalize on the Group's strong presence in the country where we aim to reach over 50 hotels in operation and under development by 2025 but also to further cement our leadership in Istanbul. We thank our partners for their trust and support."

Firat Gedikli, General Manager of Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals comments: "It is a great pleasure to announce this exciting project in collaboration with Radisson Hotel Group as we open the first Radisson Individuals in Turkey. Radisson Hotel Group has demonstrated a pragmatic approach to support the integration of our hotel into their network in a rapid time and we are looking forward to further expanding our partnership in the future while leveraging the Radisson name. With its unrivalled location, distinct architectural and historical design, and Radisson Individuals branding, we are confident that the Royal Hotel Hagia Sophia Istanbul, a member of Radisson Individuals will be a great success."



Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals is located in the heart of Istanbul, historical Sultanahmet district where both the Byzantine and Ottoman spirit congruously blend. The Hotel offers Old City's one of the most convenient location: close by the Marmara Sea, surrounded by and in walking distance to 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 still allows guests to feel the historical atmosphere with Byzantine ruins inside. All the rooms and suites are comfortably appointed with furnitures and soothing colors. Private marble bathrooms have luxury toiletries, and the suites have a jacuzzi and hammam. A generous buffet breakfast is available with seasonal and delicious local products which make Turkish breakfast famous worldwide.

From the Yes I Can! service philosophy to consistently delivering on the essentials that help guest experience the local area, Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals committed to delivering memorable moments to every guest.

Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals

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Corendon Airlines celebrates its 18th anniversary

Corendon Airlines, which has become an international holiday airline with flights from many European countries such as the Netherlands, Belgium, Germany, England and Poland to popular holiday destinations in the world, especially Turkey, is celebrating its 18th anniversary today.



Established within the Corendon Tourism Group, Corendon Airlines made its first flight on April 12, 2005, with flight code CAI 855, from Sabiha Gökçen to Amsterdam with 136 passengers and 6 crew members. Since its establishment, Corendon Airlines has grown its fleet and flight network regularly; Today, it carries more than 10 million passengers a year with its fleet of 38 aircraft and three airline companies, one of which is Turkish and two are European flagged. Offering direct flights to many European countries from the most popular holiday destinations such as Turkey, Spain, Greece, Italy, Portugal, Egypt, and Morocco, Corendon Airlines is also among the airline companies that bring the most tourists to Turkey.



WE HAVE BECOME AN INTERNATIONAL AIRLINE WITH 10 MILLION PASSENGERS A YEAR

Stating that 17 years have passed since their first flights on the Sabiha Gökçen - Amsterdam route, Corendon Airlines Co-Founder and Chairman of the Board Yıldırım Karaer said, In the congratulatory message he

shared with Corendon Airlines staff, "We made our first flight on April 12, 2005. From our first flight with the Boeing 737-300 that took off with the TC-TJA tail code, we have become an international airline that carries 10 million passengers a year by flying to 165 airports in 65 countries. I would like to thank all my teammates who have helped us achieve this success in our 17-year adventure, whether they are with us or not; I wish our 18th season to be beneficial and auspicious for our company and our country." Corendon Airlines; After the success it achieved by being among the big competitors in the markets of Germany, Austria, Switzerland, the Netherlands and Belgium, it is now making a name for itself with its successful operations in the UK, Poland and Denmark markets.



We hosted tourists in our country beyond your expectations As TravelshopTurkey family, in the first quarter of 2022.

We have arranged with the different destination packages, I'd like to point out that we have started to reap the fruits of our efforts to spread tourism over 12 months.

I believe that we will heal the wounds we received during the covid period as soon as possible with our tourism stakeholders

Our country to receive the income it deserves from the world tourism income, As tourism stakeholders, we should work harder and try to bring our country among the countries that provide the best service in tourism.



16-19
May
2022

HIGH POTENTIAL DESTINATION WEDDING PLANNERS OF THE WORLD WILL MEET IN BODRUM!

TravelshopTurkey chairman Mr. Murtaza Kalender was initiatives, the 2022 annual event of the international Destination Wedding planners association will be held in Bodrum.

The creator of this success Murtaza Kalender said; I am very glad to bring the leading professionals of the sector to Turkey.

Hereby, We will take place in Turkey between 16-19 May 2022 this special event, We have invited our all tourism stakeholders and We expect everyone in this industry to attend the event. All our colleagues can participate our International Wedding Professional Association event with peace of mind.

Union makes strength. Thusly, we will grow as we share As we grow, we will develop new job opportunities.

Travelshop Turkey Chairman
The International Ecotourism Society Vice President
International Association of Destination Wedding Professionals
Eurasia President
Murtaza Kalender





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BARUT HOTELS' EMPLOYEE POLICIES HAVE BEEN REGISTERED BY INTERNATIONAL INSTITUTIONS

BHM, which received the Best Employer Award and a Great Workplace Certificate, continues its activities with the half-century old philosophy of "happy employee - happy guest" of Barut Hotels.

Two awards were given to BHM from the Great Place to Work Turkey Institute, which runs the most prestigious recognition program globally. At the award ceremony held at Wyndham Grand Istanbul Levent Hotel on the evening of March 30, BHM's Akra, Akra V, Barut Sorgun, Barut Fethiye, The Residence Barut Fethiye and Kemer Barut Collection hotels were certified as "A Wonderful Workplace" in January. Another award given to BHM was Turkey's Third Best Employer in the 500-1,000 employee category.

AT BHM, SEEING EACH OF OUR EMPLOYEES AS A TALENT IS AMONG OUR BASIC PRINCIPLES.

İbrahim Hakan Yılmaz, Director of Human Values of BHM Group, said, "Our teams and the employees who make it up are the source of all our success in our corporate development journey, which we continue with confident steps. To make them feel that they are a part of BHM as a result of the value we place on our employees, who produce the service and value that are the basis of our business and

are the most important element of guest satisfaction and ensuring their satisfaction is essential to us. With our people-oriented approach, it is among our basic principles to see each of our employees as a talent and to carry them to the future at BHM. We train the managers and leaders of the future with our programs structured to offer our employees development opportunities without preconditions or conditions. We aim to increase employee loyalty with sustainable practices in areas such as cooperation, effective communication and a culture of appreciation. As BHM, we owe our success to our vision of continuing to be an innovative and respected group of companies, powered by local values, and to our success in realizing a fair, reliable and sensitive working environment in our companies, to the dedication of our employees and to protecting our culture. We will continue to prioritize our employees and we will achieve many more successes together with all our employees.



To the best of time



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Turkey's 2022 Tourism Target is 42 Million Tourists, 35 Billion Dollars Income

Minister of Culture and Tourism Mehmet Nuri Ersoy stated that promotions were made in 140 countries in the field of tourism and said, "This year, we aim to catch the 2019 figures in Germany, Netherlands, Belgium, Nordic, Baltic and Eastern European countries. Again, we aim to close 2019 with numbers above the UK, Israel, the Middle East and the Gulf countries" said.

In his speech at the DER Touristics Group Meeting in Antalya, Ersoy said that they set a target of 2022 million tourists and 42 billion dollars in revenue for 35, but that the Russia-Ukraine war has begun. Expressing that their primary wish is to achieve a ceasefire as soon as possible and to prevent loss of life, Ersoy said that President Recep Tayyip Erdoğan and Minister of Foreign Affairs Mevlüt Çavuşoğlu showed a superior performance in this regard, and that they are working diligently to establish peace. Explaining that they carried out important works as the Ministry despite the crises, Ersoy said: "As of last October, we have already implemented our strategies and action plans regarding alternative

markets and market diversity. For this reason, while the Turkish Tourism Promotion and Development Agency was organized in 2 countries in the last 22 years, it started very intensive promotion in television advertisements and digital programs in 140 countries as of this year, while making television advertisements. We are currently promoting very heavily in 140 countries. Again, we have launched promotional campaigns with 26 large and medium-sized tour operators in 137 countries for the time being. This is by far the biggest campaign in the history of tourism in Turkey. We are starting to get the results. This year, we aim to reach 2019 figures in Germany, Netherlands, Belgium, Nordic, Baltic and Eastern European countries. Again,

we aim to close 2019 with numbers above the UK, Israel, the Middle East and the Gulf countries."

MARKET DIVERSITY CALL FROM MINISTER ERSOY

Minister Ersoy emphasized that they did not give up on their 2022 goals by taking refuge in excuses. Ersoy, who said that they will join hands with the state as an industry, and that they will push the targets and achieve them in this period, as they did in the Covid-19 process. "Now Turkey is the old Turkey, the ministry is the old ministry, nor our industry is the old sector" said. Pointing out that they do not foresee any problems in Istanbul and all of Anatolia except Antalya, Ersoy stated that the figures for the first three

months in Antalya are positive. Stating that there may be a stretch in April in Antalya, with the effect of war and the month of Ramadan, but the numbers will rise rapidly as of May, Ersoy noted that normalization in the region can be achieved completely in mid-June. Expressing that the priority target for Antalya is to exceed the 2021 figures, Ersoy pointed out that he believes this target will be achieved in cooperation with the sector, as in the epidemic. Calling on the industry to take the necessary steps for market diversity, Ersoy continued his words as follows: "As a state, our Ministry, Turkey Tourism Promotion and Development Agency, has been working very hard for the last 2 years on market diversity, but it is not enough to be done by us alone. This needs to be embraced on a regional basis, even on a hotel basis, so that we can reach the result more quickly. That's why you have a big job, let's not run 100 meters all the time, let's

know that we have to run a marathon. Of course, running a marathon is a bit tiring and costly, but the results are very, very good in the medium and long term. If you live in a geopolitical environment like Turkey, you had crises in the past, you have crises today, and you will unfortunately face crises in the future. There is only one solution to this, we need to learn to be immune to crisis. There is one vaccine for being immune to crisis, market diversity. So let it act as a vaccine for us in this latest crisis."

Emphasizing that Turkey has become an important destination in the world, Ersoy said, "Now, Turkey is rapidly advancing towards becoming the first destination by raising its standards and increasing its investments with the work it has done. This is noticed in all kinds of products of the sector, and necessary steps are taken by the major players of the sector. We also have to keep our future goals and vision broad. We need to achieve these goals with everyone by collaborating with rapid steps." he said.

Minister of Culture and Tourism Mehmet Nuri Ersoy stated that the Safe Tourism Certificate program will be transformed into a Green Tourism Certificate program by the end of the year, and said, "In order to establish this strategy, we signed a 3-year protocol with the Global Sustainable Tourism Council (CSTC), the highest specialized authority in the world, as the Ministry" said.

Ersoy reminded that 2019 was a record year for tourism, 52 million tourists and 34,5 billion dollars revenue target were realized.

Stating that as Turkey, these figures were achieved by making a strategy change in 2018, Ersoy said, "In 2019, we established the Turkish Tourism Promotion and Development Agency. In fact, it is an organization that has been established in many countries for a hundred years, but has come to life as of 2019 in our country. When we look at the management structure, it



consists of managers elected by the votes of tourism professionals. All of the employees are experts in professional advertising and communication, they are selected, willing and their main job is this." he said.

Pointing out that they set a new record target in 2020, but faced with the Covid-19 process, Ersoy stated that the number of 52 million tourists decreased to 16 million.

Explaining that in this process, the government and the sector joined hands and acted very quickly and prepared the Safe Tourism Certificate system, which is an example to the world, Ersoy stated that they also used the Tourism Promotion and Development Agency effectively. Stating that they focused on promotional activities, Ersoy noted that during the pandemic period, very intense promotion was made on 22 international televisions and in 81 countries on the digital platform, and they brought thousands of editors and social media fans to Turkey from many parts of the world.

Emphasizing that the target of 30 million tourists and \$24,5 billion in revenue was achieved last year with the work done, Ersoy said, "While rival tourism countries shrank, we shrank less, and while we were growing, we grew faster and better than all of them" said.



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Hera Cave Suites Hotel in Cappadocia



Hera Cave Suites Hotel in Cappadocia

WE WANT TO ADD VALUE TO OUR LANDS WITH OUR INVESTMENTS

Cemal İmamoğlu, owner of Zeynep Sultan Hotel in Istanbul and Hera Cave Suites Hotel in Cappadocia, is a tourism investor who has set out to add value to the lands he was born in. Despite the difficulties experienced by the tourism sector, Hera Cave Hotels Board Member İmamoğlu, who has never lost faith in the sector, does not hesitate to make new investment plans. Saying that the tourism sector should undergo a structural change in order to host more tourists, Cemal İmamoğlu explained Hera Cave Suites Cappadocia and the group's new investment plans, which came into service last year, to Turizm Aktüel Magazine.

Why did you choose Cappadocia and Istanbul to invest in hotels?

We made our investments in Hera

Cave Suites-Cappadocia and Zeynep Sultan Hotel-Sultanahmet boutique hotel concept with the belief that it will add value to our country. I would like to emphasize that Cappadocia and Istanbul are always an intriguing cities. We are pleased to open a hotel at a point that embraces the history of a historical city like Istanbul and an ancient region like Cappadocia. Istanbul offers its visitors both the mysticism of the East and its important historical values, and the modernism of the West.

Could you introduce Hera Cave Suites Hotel, which you opened in Cappadocia last year, to the current readers of Tourism?

Hera Cave Suites Boutique, is a rock-carved hotel. Our hotel in Göreme has a total of 28 suite rooms. We do our

best to make the travel of our traveler guests immortal and unforgettable in Cappadocia. The guests we host at our hotel start the day by watching the dance of hot air balloons in the sky in the morning. While visiting the unique valleys of Cappadocia and churches, monasteries, fairy chimneys that smell of history, they actually need this energy. While our guests enjoy the day's tiredness by watching the sunset accompanied by drinks on the terrace of our hotel, we are happy to make their Cappadocia holidays unforgettable. The terrace of Hera Cave Suites Boutique Hotel also draws attention as the most pleasant address where our guests celebrate your special days. We have prepared a place suitable for the texture of the region from the natural stone material

of the region, for the purpose of resting and touring, where they can spend extraordinary time to make the moment special for travelers, families, groups of friends of all ages. We believe that we will make every moment of our guests unforgettable at Hera Cave Suites - Cappadocia Cave Hotel.

What are the main factors that distinguish your hotel from other hotels in Cappadocia?

We define Hera Cave Suites Hotel as 'Unique'. Because you cannot find another hotel in Cappadocia where you can watch the wonderful Güvercinlik Valley with its suite rooms and all rooms carved into the rock. Each room of our hotel opens onto the terrace.

What are the features of the rooms of Hera Cave Suites Boutique Hotel?

Hera Cave Suites Boutique is very different from other hotels with its magnificent location, unusual rock-carved room concept. The decor and comfort of the rooms of our hotel

Cemal İmamoğlu, owner of Zeynep Sultan Hotel in Istanbul and Hera Cave Suites Hotel in Cappadocia



in different sizes are the same. The rooms with rock-carved high ceilings serve with the Honeymoon Suite, Family Suite, Suite and Deluxe Room types. Our honeymoon suite includes a Turkish Bath and a fireplace. The ceiling height of almost all our rooms is more than 3 meters. Therefore, it does not have claustrophobic effect on our

guests. We are one of the few hotels in Cappadocia with a ceiling height of more than 3 meters of rock rooms. **What kind of reactions have you received from your guests since the opening of your hotel?**

After opening Hera Cave Suites Boutique Hotel, we had bitter-sweet problems like every other hotel. We



tried to overcome the problems by analyzing the complaints of our guests well. We still look at our customers as guests, and we try to learn from their complaints and maximize our service quality. Ultimately, the goal is to host guests and provide the best service. Our goal is to see our happy guests after a holiday full of pleasant memories.

Can you tell us about your guest profile?

Our guest profile; it consists of guests from almost every segment and age

group. Although it is our second season yet, we host guests from all over the world. Our guests from Europe, America, South America, China, Russia, India and, of course, our local travelers are among the guests of our hotel that we are very happy to host.

Can you inform us about your group's new investment plans?

Although the tourism sector is currently affected by the "Corona" virus that occurs in China, this does not affect our investment plans. We have tourism investments in Istanbul

and Cappadocia region and they will continue to be. Istanbul hosted 15 million tourists last year. It increased the number of tourists with a 10 percent increase compared to last year. As a sector, we expect this increase to continue. We believe that we have contributed to this rise by opening our Zeynep Sultan Boutique Hotel in Sultanahmet, one of the most attractive regions of Istanbul. We can uncover the true tourism potential of Istanbul, by opening hotels in boutique hotel concept.



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All Seasons Suites also provides 24-hour security and reception services for its guests. Stating that they are the only facility in the region, All Seasons Hotels Board Member Mustafa Topoğlu said, "We serve our guests 24 hours a day. These services include cleaning service. We serve as a boutique hotel and the visitors



All Seasons Hotels Board Member
Mustafa Topoğlu

leave gladly from the hotel. As a sign of this satisfaction, they make their next reservations for a long time. In our facility, which provides service with the residence-suite logic, visitors make a minimum 7 and 10-day reservation. . All Seasons Suites stands out among other facilities in our region with its service quality. We are the only family hotel that serves as a corporate."

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TURKEY AIMS TO BOOST GASTRONOMY TOURISM: MINISTER

In a bid to boost gastronomy tourism, Turkey is extending efforts to popularize its cuisine and local delicacies, bring awareness about culinary traditions and attract food enthusiasts worldwide, the country's culture and tourism minister has said in a gastronomy event.



"We want to bring Turkish and world cuisines together," Mehmet Nuri Ersoy said in the fourth Pearl Awards, affiliated with the Pearl Gastronomy Guide, an annual guide presenting local Turkish restaurants and venues. At a ceremony held in Istanbul's Beşiktaş district, dozens of local taste spots were awarded "pearls." The Pearl Gastronomy Guide committee awarded six venues - Maça Kızı, Mikla, Neolokal, Od Urla, TURK Fatih Tutak and Sunset - with five pearls this year. Some 75 restaurants bagged four pearls. TURK Fatih Tutak drew attention by winning five pearls while entering the guide for the first time. "The ministry is actualizing several projects to promote Turkish cuisine to the world," Ersoy said. "We will show to those going to

London, Paris, or New York for fine dining that Turkey will be an important route for them too." He also named "Istanbul, Bodrum, İzmir and Çeşme" as nominees for Turkey's gastronomy cities. A movie promoting Istanbul with gastronomy has been aired in some 125 countries worldwide, the minister said, adding a "Turkish Cuisine Week" will be conducted between May 21 and 27 this year. The annual Pearl Gastronomy Guide lists restaurants presenting local and global delicacies in Turkey for the last four years. This year's guide included around 594 restaurants and 453 eating spots across the country. The first three guides have listed venues in Istanbul, the capital Ankara, the western province of İzmir, the southern province of Antalya, the

northwestern province of Bursa and the world-renowned tourism hot spot Bodrum. The southeastern province of Gaziantep, which recently entered UNESCO's Creative Cities Network, has also been added to the guide's 2022 edition. "We worked with 300 volunteer inspectors who are food and beverage experts. They dined and evaluated restaurants in the last 18 months. They are the real heroes," Müge Akgün, the project's coordinator, said in her speech. "This will be a guide to all food and beverage aficionados throughout the year," she noted. Ece Aksoy, a female chef and business manager, and Teoman Hünel, a food and beverage columnist, received honor awards in the ceremony for their contributions to the local catering sector.

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Mete Vardar: As Jolly, we are in favor of the growth of the sector

Mete Vardar, Chairman of the Board of Jolly, made an evaluation about the Mesopotamia Culture and Gastronomy Fair, which was held for the first time in Diyarbakir.

Emphasizing that they always attend such events in order to contribute to tourism, Mete Vardar said, "I am very happy as a company and family trying to contribute to its country. We have sent thousands of guests to the region for about 25 years, and a tourism fair is held here for the first time. I would like to thank everyone who contributed in this sense. As Jolly, we wanted to be at such an important fair. We are here with all our teammates. We see our business not only as a trade, but also as a social responsibility. That's why we are participating in the fair in Antalya, the one in Izmir, and the one in Istanbul... Today we are in Diyarbakir."

EVERYONE SHOULD DO FULFILL THEIR DUTIES

Noting that they, as Jolly, are in favor of the growth of the sector, Vardar said, "I would like other representatives in the sector to attend this fair as well. Because the intense participation in these types of fairs both increases the interest of the public and ensures the development of such fairs. Today, unfortunately, we see the loneliness we see here in other fairs as well. We, as Jolly, are in favor of the growth of the sector. Travel agency growth alone is like running the 100m. If we are going to run a marathon, we need to grow together as a whole sector. If everyone fulfills their duties with the service they provide and with the trust of the customer, the biggest share will be taken anyway. We show that Jolly is not just a commercial institution

with campaigns covering the whole of Turkey, such as 'This Land is Ours' and 'My Heritage Turkey'."

THIS IS JUST A BEGINNING

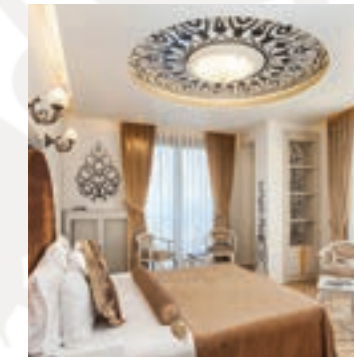
Vardar, who also evaluated the future of the fair, said, "This fair is being held for the first time in Diyarbakir. Tenth visit to Diyarbakir in 20 years. The last time I came for a workshop 1.5 years ago, we expressed many things there and today is a start. It looks like it will start well, it will improve further. It should not be thought of as Diyarbakir only. If we can hold this meeting at Mesopotamia and even the entire GAP Region I think we can grow with the participation of other travel agencies and our hotelier friends from other regions of Turkey in the coming years."



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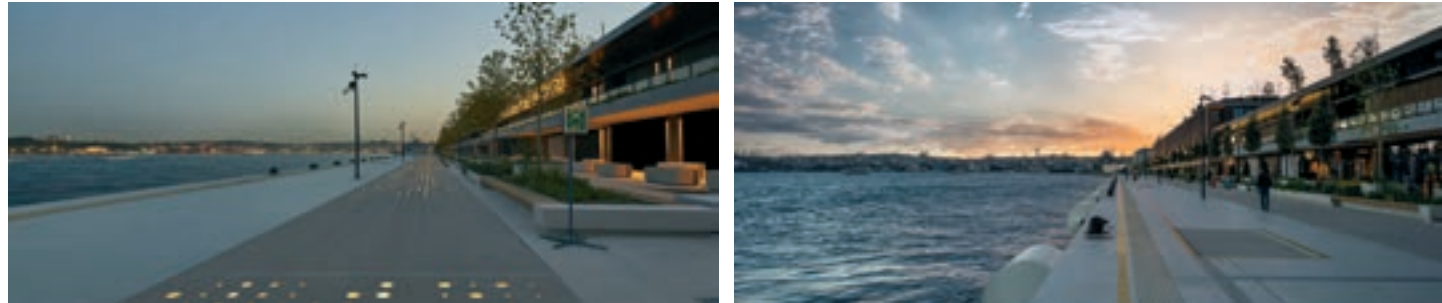
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Turkey expects cruise tourism boom in 2022

Representatives of the Turkish cruise sector are expecting a boom in cruise tourism in 2022, with over 1 million tourists, after world renowned companies have re-added Turkish ports to their routes following the opening of Istanbul's Galataport.



"The start of service in Galataport is a major development for Turkish tourism. Three big cruise ships may harbor in Karaköy port at the same time," Burak Çalışkan, the local manager of MSC Cruises, told Turizm Aktüel. Galataport is a cruise ship port and mixed-use property unit with 1,200 meters of city-center shoreline. The site, which cost \$1.8 billion, was opened in April 2021, after a year's postponement due to the coronavirus pandemic. "Istanbul is one of the most important cruise destinations in the world. We are looking forward to seeing cruise liners in Istanbul," Çalışkan said. According to the Association of Turkish

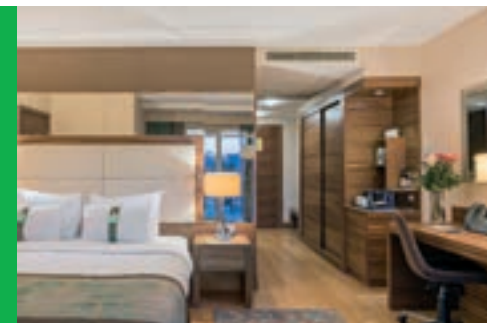
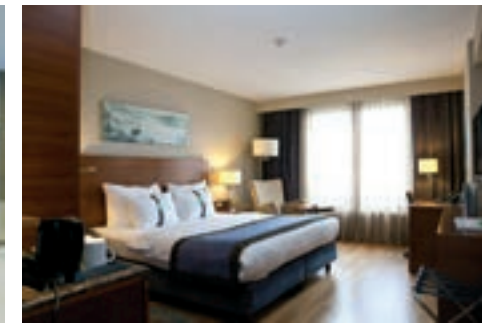
Travel Agencies (TÜRSAB), plans for 2022 have already been done and more than 500 cruise liners are expected to visit Turkey this year. "The sector had a harsh blow in 2020 amid the pandemic. We expect a new era in 2022," Ercan Abitağaoğlu, a TÜRSAB official, said. Cruise tourism in the world started in 1831 with a cruise liner departing from Italy and heading to Turkey. Today, the total economy of cruise tourism is valued at around \$60 billion. Turkey had a record of 2.1 million tourists in 2011 with 1,615 cruise liners' visits. After the nosediving in the tourist numbers in 2020, a slight increase was seen in 2021. Last year, the number of cruise tourists visiting Turkey skyrocketed to some 25,000 from 2,000

after lockdowns and curfews were lifted. We are waiting for around 1.5 million cruise tourists in 2022 that will bring some \$1 billion to our economy," Abitağaoğlu noted. "As Istanbul becomes a popular cruise destination again for international tourists, then the capacities of other ports in the Aegean provinces will increase," Çalışkan added. Özgü Alnitemiz, the local director of Celestyal Cruises, also touched on the importance of Istanbul in the industry. Our cruise liners arrive in Kuşadası [a tourism hub in the Aegean province of Aydın] from Athens. From now on, they will be harboring at Galataport," she said. According to Abitağaoğlu, Galataport is a port with "the best location" among all other cruise ports.



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Where the history meets

Michelin Guide to unveil Istanbul restaurant selection in fall

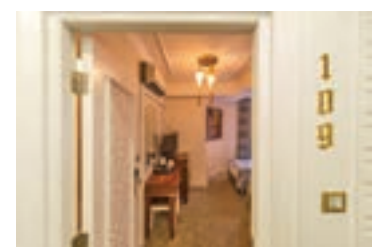
The Michelin Guide has said it will unveil its first restaurant selection for Istanbul in October this year. "Istanbul, which is a first-rate gastronomy destination, impressed our team. Michelin Guide will now introduce this city to gourmets from all around the world," Gwendal Poullennec, international director of the Michelin Guide, told a press conference in Istanbul on April 21.



held at the Atatürk Culture Center. "I strongly believe that beside Istanbul, İzmir, Bodrum and Çeşme, which have their own unique cuisines and restaurants, will end up being added to the Michelin Guide," Ersoy added. The minister noted that Turkey is ranked fourth in the World Tourism Organization (UNWTO)'s 2021 list of most visited countries, adding that the country's eatery industry has played a significant role in that success. "We have been long looking forward to it. This move showed that as we move up in the league of gastronomy, it will help Turkey attract more tourists," said Müberra Eresin, head of the Hotel Association of Turkey (TÜROB). As well as remaining loyal to this still vibrant culinary heritage, Istanbul also offers gourmets that are more daring,

innovative with fusion recipes created by talented homegrown and foreign chefs, brimming with creativity, the Michelin Guide said. Inspection teams will work independently to identify and recommend the city's best restaurants after anonymously appraising the quality of the cuisine offered by these restaurants according to the five criteria: The quality of products, the mastery of cooking techniques, the harmony of flavors, the personality of the chef represented through his/her cuisine and the consistency of the menu between inspectors' visits, the Michelin Guide said. From October 11, the first restaurant selection of the Michelin Guide Istanbul will be available online on the Michelin Guide website.

Istanbul will become the 38th international destination to be added to Michelin Guide. "Michelin Guide's selections will support our efforts to promote Istanbul as a 'Gastrocity.' This move will add to the brand value of Istanbul, which is home to a number of award-winning restaurants," Culture and Tourism's Mehmet Nuri Ersoy said at the event



The Empress Theodora Hotel features 30 Rooms, in 3 Floors with a Fabulous Rooftop restaurants with views of Sultan Zeynep Mosque. It is opposite a tram stop. Excellent Location in the heart of SultanAhmet Istanbul, where most historical places close to such as AyaSofia, TopKapi Palace, Grand Bazaar and more.

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THE BRITISH MUSEUM - LONDON - UK
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Turkish tourism professionals landed at the **British Museum**

The Imagine Turkey event, which was held for the first time this year, started with an intense participation. In the opening speeches of the event, which lasted for two days on 19-20 April, the importance of increasing tourism activities between Turkey and the United Kingdom was emphasized. The event, which started at the British Museum, continued with B2B meetings. In the area reserved for B2B meetings, tourism and health tourism companies had the opportunity to come together with British business people for potential collaborations.

Turkey's London Ambassador Ümit Yalçın, EasyJet Holidays UK Commercial and Procurement Director Paul Bixy, Turkish Hoteliers Federation (TÜROFED) Board Member, Mediterranean Touristic Hoteliers and Operators Association (AKTOB) Vice President, Limak Holding Tourism Group President Kaan Kaşif Kavaloğlu. In his speech, Ümit Yalçın noted that he was very pleased with this great event held after 2 years due to the pandemic.

He said that the relations between Turkey and the United Kingdom have a multidimensional structure with the effect of strong ties from history. Limak Holding Tourism Group President, Kaan Kavaloğlu, in his speech, said that he are happy to be at the opening ceremony of Imagine Turkey on behalf of the Turkish Hoteliers Federation (TÜROFED), which represents over 800 thousand bed capacity in 17 regions, and the Turkish Tourism Investors Association (TTYD), which has a tourism investment of 30 billion USD in our country. He said that he was very happy to see many tourism experts, professionals and representatives of the accommodation sector.

Evaluating the situation of the tourism and travel industry, easy Jet Holidays UK Commercial and Procurement Director Paul Bixy noted that there was an increase in domestic tourism in the UK during the Covid-19 pandemic. He added that Turkey offers the best "all inclusive" holiday in Europe. Bixy; Noting that easy Jet makes about

Turkish and British tourism professionals came together at the Imagine Turkey event held in London, the capital of England.

1500 flights every day, he said that 150 direct flights are made to Turkey per week.

Paloma Hotels Chairman of the Board Ece Tombul stated that it is very important to talk about Turkish tourism in a place such as the British Museum, which has great historical importance after the pandemic, and conveyed her views on the importance of the British market for Turkey.

Making a quick entry into the UK market, Corendon Airlines UK Commercial Representative Paul Riches, Gulet Escapes Director Ahmet Güler and The Health Store Turkey founder Nihal Terzi were among the speakers. Corendon Airlines UK Commercial Representative Paul Riches, on the other hand, said that with its direct flights from England and Scotland, it will accelerate the number of British tourists going to Turkey, adding that it will continue its steady developments in this market by increasing the number of flight destinations and the frequency of flights.



Empire Palace Hotel & Spa

YOU, ALWAYS DESERVE THE BEST

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

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

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

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

Transfer: 20 minute transfer from Istanbul airport.



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OYA NARİN: WE HAVE ONE OF THE RICHEST DESTINATIONS IN THE WORLD

Oya Narin, President of the Turkish Tourism Investors Association (TTYD), said: "We are very lucky to have one of the richest destinations in the world, which takes visitors to a dream world and enables them to experience a historical adventure with its history, culture and geographical structure."



In her statement at the Mesopotamia Tourism and Gastronomy Fair, Oya Narin said, "As Turkey's first destination-oriented regional tourism brand, Mesopotamia, which covers the provinces of Adıyaman, Batman, Diyarbakır, Gaziantep, Kilis, Mardin, Siirt, Şanlıurfa and Şırnak, has been a symbol of human civilization since the Neolithic era. It contains all the splendor and depth of the roots and spiritual heritage of faith. We are very lucky to have one of the richest destinations in the world, with its history, culture and geographical structure, which takes visitors to a dream world and enables them to experience a historical adventure."

THIS FAIR WILL GROW IN THE COMING YEARS

Mesopotamia, with its current structure and richness, already explains itself sufficiently. Good things can be done with 9 cities in this region. We should talk about what kind of investment infrastructure will be integrated with strategic modeling. The bed capacity of 44 thousand

should increase to 150 thousand. Boutique hotel management and unique brands should be revealed. As tourism investors, we would like to be involved in this business. We need common sense. There is a product, but we need to market it well. It should be acted with common sense. Good fiction makes billions of dollars. We need a good plot here. We should get used to Turkish guests here. I see huge potential here.

INVESTOR IS NOT A TRADER

Yatırımcılık uzun soluklu bir yoldur. When tourism started, the return on investments was 6-7 years. Now, according to the size of the investment, this process has taken 20 years. The investor takes a step by calculating the risks. This sector is quickly affected by crises due to the low capacity utilization rate and the fact that it is quickly affected by external factors. Today, there is a problem, but this problem is not an insurmountable problem. Along with tourism, 11 main sectors were affected by the war. For this year, we

were saying that we would catch 33 billion dollars in tourism revenues. For this, our expectation from Russia and Ukraine was 7-8 billion dollars. We are now working to offset this loss. Contributions will come from both the UK and Germany. The most critical issue here is the need for working capital. This need should be somehow supported by KGF loans.

SELLING A HOTEL IS THE INVESTOR'S CHOICE

Anyone can sell their hotel. It should be treated with respect. We have seen that banks are restructuring in matters related to enforcement. In particular, our Minister of Tourism and other ministries are trying to reduce the effects of the crisis. I don't think it will be a very bad season but we also need support. Most of the investments of foreign hotel chains in Turkey are the investors of our country. Therefore, there is a desire to grow there. We say 'Here you go' to them, but we want Turkish brands to be supported as well. We need to support Turkish brands in this sector.



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DEMAND STILL STRONG FOR SAILING HOLIDAYS THIS **SUMMER**



Baran Yılmaz

Renting boats became very popular at the height of COVID-19 for those who could afford it, as it offered isolated vacation, but even though the pandemic situation is improving, sailing holiday has not fallen out of favor, on the contrary, demand for boat rentals is only growing stronger, according to people from the industry.

“Compared to last year, early bookings increased by 43 percent, while our sales volume rose by 72 percent,” said Baran Yılmaz, CEO of yacht charter platform viravira.co. Mostly large families and people who go on vacation with a group of friends show interest in rental boats. Early reservation data for boat rentals suggest that the favorite destination will be the famous town of Göcek in the southwestern province of Muğla. Some 18 percent, who already booked a boat, will be heading to Fethiye, and another 14 percent will set sail for Bozburun this summer. Both districts are in Muğla. Marmaris, Bodrum, Kaş, Izmir and Datça appear to be other favorite destinations for those who choose to spend their

vacation on boats this summer. Yachts, catamarans, sailboats and motor yachts are available to rent at varying prices, depending on the number of passengers and the type of boat. Weekly rental prices per person for a sailboat with the capacity of eight passengers start from 3,000 Turkish Liras (\$200). The fare for a catamaran is around 5,000 liras and for motor yachts is 6,500 liras.

CARAVAN HOLIDAYS

People from the industry expect domestic tourism activity, which took a hit last year and in 2020 from COVID-19, to pick up this summer and boost demand for hotels and alternative vacation venues. For instance, the interest in caravan

holidays, whose popularity also rose over the past two years due to the pandemic, has not disappeared either despite the increasing costs stemming from higher gasoline prices. Travelers are not likely to kick some of the habits they developed during the pandemic, and caravan holidays are one of them, according to Eren Gündüz, deputy general manager responsible for car rentals at Otokoç Otomotiv. “People increasingly turned to caravans, boats and bungalows to keep away from crowds during their vacation in the past two years. In the meantime, the caravan rental business has grown,” Gündüz said. The executive expects the interest in caravan rentals to remain robust this summer.



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



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Tria Hotel Istanbul has been renewed and entered the season with innovations

Located in Istanbul's historical peninsula, Sultanahmet, Tria Hotel Istanbul has been completely renovated this year to make the accommodation experience even more comfortable for its guests. Tria Hotel Istanbul, 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.



Iryna Dolinenco

THE PEACE AND HAPPINESS OF OUR GUESTS IS OUR PRIORITY

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 Istanbul 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 Istanbul has created a pleasant

atmosphere for its guests as part of the renovation works carried out throughout the hotel. The decoration of Tria Hotel Istanbul, 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 Istanbul, dominated by modern and simple lines, will host its guests with refined tastes.

THE HOTEL THAT FITS ISTANBUL ON ITS TERRACE

Tria Hotel Istanbul, 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 Istanbul, Iryna Dolinenco said: "We are excited to introduce it to our guests, including our Tria Hotel Istanbul 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 Istanbul 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.



WE HAVE REACHED 4 HOTELS IN 4 YEARS, WE WILL CONTINUE TO GROW



Honest Holding Chairman of the Board and Paraguay Istanbul Honorary Consul Cengiz Deveci stated that Cappadocia is the pearl of Turkey in terms of cultural tourism and said, "Latin American, Middle Eastern and Asian tourists show great interest in the Cappadocia region." Deveci stated that they expect to provide 36 million dollars of income to the economy in 2022.



Expressing that they have increased the number of foreign tourists coming to the region with their investments in Cappadocia, one of Turkey's most important tourism destinations, Honest Holding Chairman of the Board and Paraguay Istanbul Honorary Consul Cengiz Deveci said that they carry tourists from all over the world to Cappadocia with the tours they organize.

as Cappadocia, which our guests prefer. Deveci said that it makes them happy to see Turkish hospitality and how advanced our country is in tourism. Our goal is to increase the contribution of the region to the country's economy by attracting more tourists to Cappadocia."

OUR INVESTMENTS WILL CONTINUE

Deveci stated that they took the decision to expand the hotel range and make new investments in the region, after receiving positive feedback from customers in the hotel industry, which they started in 2019, and said that they reached 4 hotels in a 4-year period. Deveci said, "We started the hotel business with Signature Hotel&Spa. A 4-star hotel with 61 suites in Ortahisar, Cappadocia. Signature Garden Avanos Hotel & spa, on the other hand, is a 4 plus segment hotel with 178 rooms, intertwined with nature. Our Kalsedon Cave Suites hotel consists of all suites. Our hotel has both cave rooms and rooms we call arches."

WE WILL CONTRIBUTE \$36 MILLION

Stating that as an agency with investments in 5 regions of Turkey and abroad, they have reached a giant family of approximately 1200 people, Deveci said, "As a tourism agency company, we do not only contribute to the economy of our country and region. The number of tourists we bring to Turkey has increased significantly in recent years. This increase is of great importance in increasing the amount of foreign currency entering the country, increasing employment, and increasing the confidence of businessmen who will invest in the sector.

OUR GOAL IS TO INCREASE CONTRIBUTION TO THE COUNTRY ECONOMY

Stating that they have increased the quality standards in the field of hotel management with the investments they made in the Cappadocia region, Deveci said, "Cappadocia is a special region in terms of cultural heritage that can host tourists for 12 months at any time of the year. We transport Middle Eastern, Asian and Latin American tourists to these regions to get to know our cultural heritage rather than sea-sand beach tourism. We are also investing in regions such



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Ayşe Çağlayan

Turkey's showcase adds 'Miniaturk' visitors

Setting out with the slogan of "A Small Model of the Big Country", Miniaturk makes its visitors tour Turkey with miniature models of 136 architectural works reduced by 1/25. Istanbul Metropolitan Municipality Culture A.Ş. Director of Museums Miniaturk Museum Chief Ayşe Çağlayan told Miniaturk to Tourism Actual Magazine.

From Antiquity to Rome, from Byzantium to Seljuk and Ottoman, they ruled and left their marks on these lands; Taking its power and beauty from the 3000-year-old civilizations behind it, Miniaturk welcomes its visitors as Turkey's first and the world's largest open-air museum, featuring miniature models reflecting our culture and history.

A FAIRYTALE LAND FROM THE PAST TO THE FUTURE

In Miniaturk, a unique fairy tale land on the shores of the Golden Horn of Istanbul, on the shores of the Golden Horn, 60 artifacts were selected from Turkey and the Ottoman geography among thousands of historical artifacts, based on their awareness and ability to represent the period. 63 from Istanbul, 13 from Anatolia. Today, there are miniature models of 136 architectural works from the Ottoman geography, which are outside the borders of Turkey, reduced to 1/25. Miniaturk, one of the subsidiaries of Istanbul Metropolitan Municipality, Kültür AŞ, carries the traces of a whole experience in the nearby geography, together with all the values that are not limited to Turkey and Turkish culture,

and that make Anatolia Anatolia. On the one hand, caravanserais, complexes, madrasas, bridges, stations, piers, castles, walls, tombs, mosques, churches, synagogues, palaces, mansions, obelisks, monuments, statues; On the other hand, unique natural formations from Pamukkale to Fairy Chimneys are exhibited. There are also the Temple of Artemis and the Mausoleum of Halicarnassus, which were built in Anatolia and are not in place today, and are considered among the seven wonders of the world in ancient times.

CULTURE, TOURISM AND ENTERTAINMENT VENUE

Offering the visitors culture, tourism and entertainment together with its unique environment, Miniaturk also hosts many national and international

events. In addition, it provides a unique experience to people of all ages with its entertainment venues. Many art activities are organized in the 400-capacity amphitheater, from cartoon and cartoon workshops to movie readings, from clowns to book reading events, from puppet shows to animation.

From the simulation helicopter tour of Turkey-Istanbul to the fairy tale tree, from the excursion train with the simulated coal wagon to the labyrinth area and the Trojan horse, entertaining sections await its visitors at Miniaturk. The restaurant and cafe, where traditional tastes of Turkish cuisine are available, offer special banquets to its guests; In the gift shop located in the entertainment complex, the works of the Istanbul Bookstore and many souvenirs are available.



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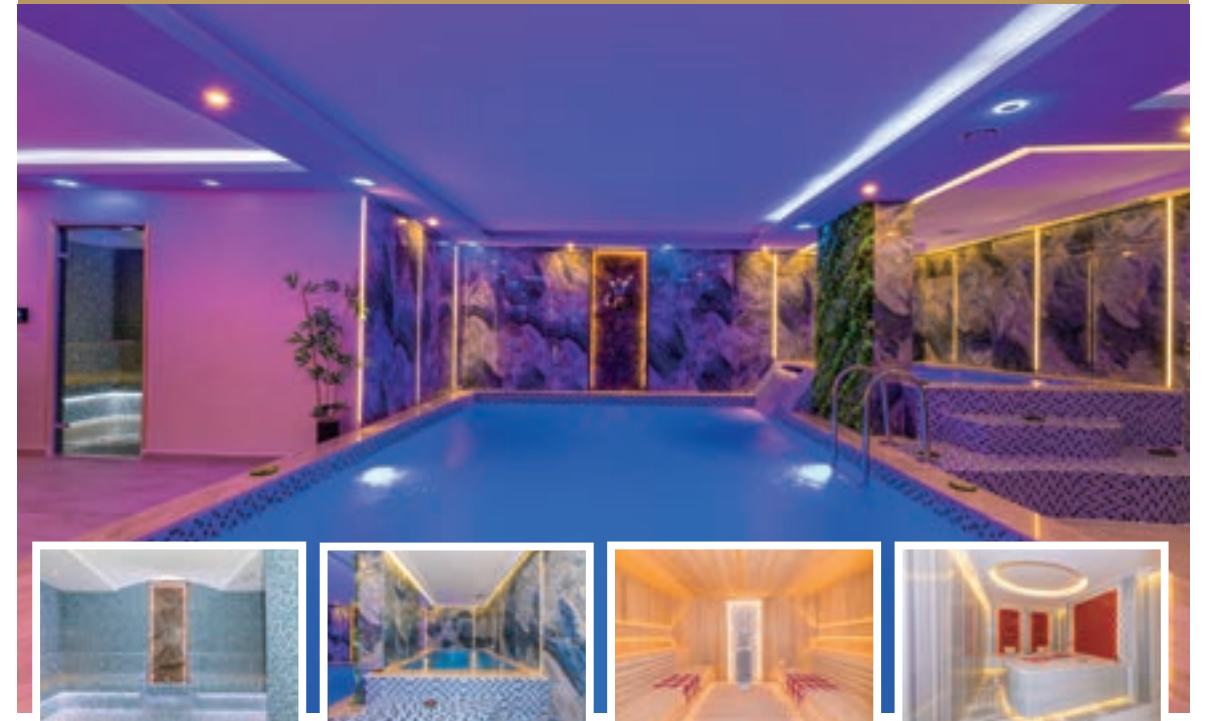
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Şenel Aybek, General Manager of Hima Group, which provides services in the tourism sector with 4 hotels on the historical Sultanahmet Peninsula, spoke to the Tourism Actual Magazine. He gave information about the new investments of the group. Saying that all of the group's hotels are located on the historical Sultanahmet Peninsula, Aybek also underlined the special importance they attach to guest satisfaction.

WE ARE ASSERTIVE IN GUEST SATISFACTION

Can you tell us about the hotels within the Hima Group?

Our hotels within the Hima Group are located on the historical Sultanahmet Peninsula. Our hotels are within walking distance of Hagia Sophia, Sultanahmet, Gulhane park, Topkapi Palace. Our overseas project is located in London, England. The number of active rooms in our total hotel projects in Turkey is 100 rooms. We continue to work on adding 100 more rooms by the end of the year.

Your group has 2 new hotel projects and a different project in London.

Can you give information about these projects?

Our other two projects are in the same location and are within walking distance of the historical cultural areas I mentioned. In one of our hotel projects, there will be units in the luxury segment of 500 square meters, completely embodying the Turkish food and beverage culture. We are planning to open these units together with the hotel during the season. The works are progressing at full speed. We are planning to

open our project in London in June this year. We will serve in the form of Baklava, Turkish Delight, Coffee Patisserie, which will completely reflect the Turkish food and drink culture, focused on production and sales. Our hotel in London is located in the centre. We finally will put this project, which is still in progress, into service.

What are the most important features of your group's hotels? What are the main factors that make your hotel different from other hotels in your area?

Our most basic feature that makes our hotels stand out and different is the importance we give to guest satisfaction. We work by making our guests feel like they are at home. Guest comments and feedback are very important to us. Guest survey scores at our hotels are over 9.3. We are also assertive with our breakfast concept. We also attach great importance to the satisfaction of our staff. We are in the service industry, after all. Another difference of ours as a company is the importance

we attach to the happiness of our employees. We do whatever it takes to keep our staff happy. We take into account their expectations while giving their wages and other rights. Their working happily is our first priority. We provide financial and moral support for the training of our personnel, and we spare our support for their paid training. We offer the equipped conference hall of our hotel free of charge for staff training of neighboring hotels.

All hotels and projects of your group are located in the historical peninsula. Will you have hotel projects in different destinations and cities in the future?

Apart from our current active and upcoming hotels, there were projects we discussed in the country. Our work continues, we meet with all of them, we are interested, we evaluate them. Our first hotel in London will be our first business in Europe. We had a meeting in Paris, we made our way there. We are considering doing projects in different cities. Our talks continue.



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Sultan of the kitchen: Matbah Ottoman Palace Cuisine

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

The Ottoman Empire has reigned over the huge lands for centuries and coexisted with many nations and cultures. By synthesizing all the acquainted cultures in order to produce a unique taste of its own, through the time, the Ottomans have enriched the Ottoman Cuisine. Several cuisines majorly deriving from Middle Asia, the Balkans, the Middle East and the Europe are the main contributors to the Ottoman Cuisine. This cuisine has prevailed mostly in the kitchens of the Ottoman Palace and therefore, the palace has turned out to be a unique place in order to grasp its tastes completely. Unfortunately, since the guilds of the

palace cooks did keep their recipes as professional secrets, this magnificent cuisine has lost some of its unique tastes nowadays. After long and professional researches conducted at the palace libraries, through the books and documents written by palace historians and guild of cooks (who had preferred to share their experiences instead of keeping them as secrets) we, Matbah Restaurant, benefited from all these documents and recipes to prepare a selective and unique menu containing of twenty seven outstanding dishes from Matbah-ı Beray-i (Kitchen of Sultan's Palace) for your exclusive taste. All dishes served are tested,

improved and adapted to the measure which we do use nowadays. Besides, we have noted all the utmost details regarding with the Ottoman-style cooking. After an exquisite exercise and efforts, the stunning recipes have been completed and adjoined to our selective menu. The Ottoman grandeur and hospitality prevailing at "Matbah" is welcoming exclusive guests and gourmets who do delight in the comfort of a vibrant ambiance at different seasons throughout the year. We are more than willing to serve your distinguished agency and special group with the selective menu which we prepared from the stunning recipes.



IGA ISTANBUL AIRPORT TO HOST ROUTES WORLD 2023

As the leading global route development event, Routes World will deliver a platform for decision makers from airlines, airports and tourism authorities to develop strategies that will define the world's future air services. The event has had a tangible impact on global connectivity, with more than half of the world's new air services connected to meetings at the event in the last three years. Speaking at a press conference, Steven Small, Director of Routes, said: "The air transport industry will be critical in enabling global economic recovery following the COVID-19 pandemic. Increased air connectivity delivers substantial economic benefits to a destination – driving trade, tourism, investment, labour supply and market efficiency." Small added: "With a strategy in place to reach over 100 million passengers by 2026, iGA – Istanbul Airport is ready to take advantage of the capacity created by the move to the new airport. By hosting Routes World

2023, the airport will showcase the significant development opportunities for foreign carriers and strengthen the position of Turkish Airlines." "It will be an honour to host this event on our Republic's 100th anniversary. We are thrilled to celebrate the 100th anniversary of the birth of our Republic at the Routes World 2023 event," Kadri Samsunlu, CEO of iGA Istanbul Airport said, adding that being chosen as the event host is a source of pride for both iGA Istanbul Airport and Turkish aviation. Routes World, the world's largest route development conference and a key industry event, will bring over 3,000 senior executives from airport operations, airline companies, tourism businesses, and the media to our city. We look forward to demonstrating the position of iGA Istanbul Airport as "Turkey's gateway to the world". Its characteristic, massive transfer centre, which brings tremendous potential, will reveal Istanbul's hidden qualities and its potential to be the focal point of



Routes World will take place in Istanbul for the first time in 2023, with iGA - Istanbul Airport being selected as the host of the 28th annual global route development forum.

international tourism." Acting as a central hub connecting east and west, Istanbul is one of the most visited destinations in the world. The city has hosted a significant number of prestigious conferences in recent years including the World Energy Congress, the World Congress of Neurosurgery and the World Humanitarian Summit. The Routes World conference will deliver quantifiable long-term economic benefits for Istanbul, from growth at the city's airport to increased tourism activity, that cannot be achieved through a traditional conference alone. With more than 60 capital cities a four-hour flight time, Istanbul's strategic location has often resulted in a perception that the airport solely acts as a transfer point between east and west. A key strategic aim for Istanbul in hosting the event will be to attract new low-cost carriers that will capitalise on the point-to-point potential of the destination.



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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BERK ERCAN BECAME THE AVIATION MANAGER OF DETUR GLOBAL

Berk Ercan has become the global aviation manager of Detur Global, one of the leading tour operators in Europe. Europe's 25-year-old tour operator has restructured its Aviation Department in its Turkey office. Berk Ercan, one of the experienced names in the tourism sector, became the Global Aviation Manager of Detur Global. Ercan will undertake responsibilities such as planning all flights, making flight agreements with domestic and foreign airlines and monitoring operations.



ANIL SÖZEN: THE BRITISH STARTED TO SLIDE INTO TURKEY

While the war between Ukraine and Russia worried the tourism professionals, especially in Antalya, the market change in the region started to give hope to the tourism professionals. There is a noticeable increase in the region, especially in the British market and the European market. Anil Sözen, board member and operation manager of Haydarpasha Palace Hotel, located in Alanya-Türkler, stated that they started the season as of March 15, and said that they have recently attracted great interest from the European market, especially the UK market.

SUSONA BECAME THE BODRUM GENERAL MANAGER

A senior management change took place at Susona Bodrum, the first hotel of Hilton's luxury collection brand LXR Hotels & Resorts in Turkey. Having worked in many luxury brands in different destinations in his hotel management career of nearly 20 years, Kemal Bayık was appointed as the General Manager of Susona Bodrum, LXR Hotels & Resort.



SHERATON ISTANBUL ATAKÖY HOTEL HAS GOT A NEW MARKETING DIRECTOR

Seda İbişoğlu Durak has become, the new Sales and Marketing Director of the 5-star Sheraton Istanbul Ataköy Hotel, under the umbrella of Marriot International, located in the heart of Bakırköy, the central district of Istanbul, within walking distance of shopping, dining and entertainment centers that combine quality and comfort.



ZEKİ ÜNAL: WE WILL SURPASS THE 2019 SEASON

Mehmet Zeki Ünal, General Manager of Mylome Luxury Hotel & Resort in Alanya-Okurcalar, said that despite all the negativities, they will close the 2022 season above 2019. Mehmet Zeki, General Manager of Mylome Luxury Hotel & Resort, said that their expectations for the season are high. Saying that the reservations are going well, Ünal; He stated that they received very good reservations from Germany, Belgium, France, the Netherlands and England, which did not exist last year.

UZAKROTA BRINGS TOGETHER TOURISM PROFESSIONALS IN BERLIN

Having received the award for one of the 10 most influential tourism events in the world for the last 4 years with the events it organizes, Uzakrota brings together tourism professionals from all over Europe at Mercure Hotel Moa Berlin on April 27. 30 speakers and 400 tourism professionals will take part in the event, which will take place on April 27 with the support of the European Turkish Travel Agencies Association (COOP TRR).



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'BIKE FRIENDLY ACCOMMODATION FACILITY CERTIFICATE' TO GRAND PARK LARA HOTEL

Grand Park Lara is located in the Antalya Kundu Hotels Region, 16 kilometers from Antalya city center and 14 kilometers from the airport, operating within Corendon Hotels &

Resorts, a subsidiary of the Corendon Group, which is friendly to sports and athletes, and is located on an area of 35,000 square meters; By expanding its services within the scope of sustainable tourism, it was entitled to receive the "Bicycle Friendly Accommodation Facility Certificate" issued by the Ministry of Culture and Tourism.



TURKEY LIFTS VISA FOR POLISH NATIONALS

Turkey has lifted the visa requirement for Polish tourists and transit passengers through a decree published in the Official Gazette on April 19. The decree signed by President Recep Tayyip Erdoğan stipulates visa-free entry for the Polish nationals on their touristic trips to Turkey and transit pass through the country. The visa exemption will be valid for Polish nationals traveling to Turkey for touristic purposes with a maximum residence period of 90 days per 180 days, according to the decree. Poland is an EU member and in the Schengen area. The Turkish citizens willing to visit Poland require to obtain a Schengen visa to enter Poland.

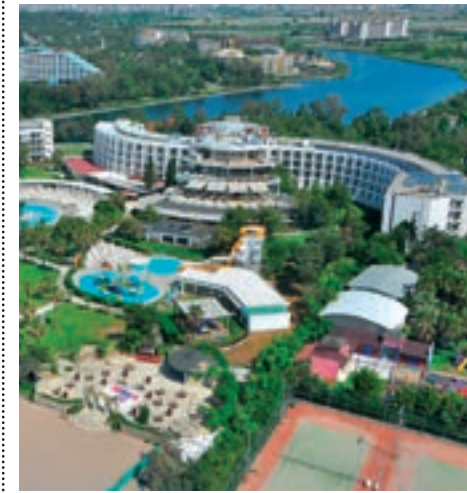


400 PERCENT CAPITAL INCREASE FROM MARTI HOTEL

Marti Otel Business A.Ş., the first tourism company traded in Borsa Istanbul, increased its capital from 120 million lira by 400 percent. After the capital increase, which was also approved by the Capital Markets Board, the capital of the company increased to 600 million TL. The funds to be obtained from the paid capital increase will be used for the modernization of the facilities and promotional activities for target markets, with expenses such as public and financial debts, market debts arising from activities, personnel payments.

DER TOURISTIK TAKES OVER ALDIANA COMPLETELY

With the new sole owner, the club operator has finally found a safe haven after several changes of ownership. In mid-2020, DER Touristik took over a 50% share in Aldiana from the Swiss-Dutch investment company LMEY Investments. LMEY had taken over all shares after the insolvency of tour operator Thomas Cook, which had re-entered Aldiana in 2017. The purchase agreement for the remaining 50% was signed, DER Touristik announced.



LARA BARUT COLLECTION BRINGS BAYOU VILLAS TO LIFE

Lara Barut Collection is launching BAYOU Villas, which consists of 25 private villas on an area of 25 thousand square meters right next to the hotel. The villas will start to welcome their guests on August 15. Stating that they are preparing to offer a different and innovative villa service in Antalya, the hotel management stated that stylish, aesthetic and highly equipped villas have been carefully designed.



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Dalyan will be the first choice of tourists this year

Tourism professionals in Dalyan and Ortaca are hopeful for the new season. While businesses in Dalyan, one of Muğla's most popular tourism destinations, are making their final preparations, Dalyan Tourism Development Platform President Ali Mürşit Yağmur said that they are hopeful for the new season.



In Muğla, which is one of the most important tourism cities in the world in terms of historical values, agricultural diversity, lakes, canals, sea shores, thermal springs and climate, Dalyan, which stands out with its unique nature, welcomes thousands of local and foreign visitors every year. Combining nature, culture and sea tourism with the Dalyan Canal, which resembles a labyrinth of reeds, Iztuzu Beach, which has been selected as the best open area in Europe, and the Rock Tombs, Dalyan has the characteristic of being a seasonal tourism paradise with these features. Tourism professionals in Dalyan spoke hopefully for the summer season, when promotions to England and other European countries are the main markets. Pointing out that they believe that the new season will be better than last year in the sector, which has come to a standstill with the epidemic, tourism professionals

said that the number of cases that decreased with the vaccination has already begun to reflect on the reservations.

RESERVATIONS ARE GOING WELL

Ali Mürşit Yağmur, Head of Dalyan Tourism Development Platform, informed that reservations are going well in the UK market. Yağmur explained that the Dalyan Tourism Development Platform, which was established in Dalyan with the gathering of non-governmental organizations, cooperative representatives and volunteers, aims to carry out joint studies with local governments and public institutions within the framework of the "Master Plan"; "The low number of reservations in the Ukrainian and Russian markets will also affect our region. In the domestic market, Turkish guests are excited to go on holiday."

EUROPEAN MARKET IS IMPORTANT FOR THE REGION

Of course, we do not know at the moment what effect the economic situation will have here. Because the economy has a big impact on tourism. Eid al-Fitr will also shed light on how this summer season will go. In our region, there is also a high density in July and August for the domestic market. We also carried out important promotional activities for the Ukrainian market. There are still people coming here from Russia, but the European market such as Germany, Finland, Norway and England is important for the region," he said. Yağmur stated that people are looking for more boutique, simple and natural destinations with the epidemic process; "Dalyan is one of the rare places with these features. That's why we hope that Dalyan will be the choice of tourists."

NISH CARIA

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historical places such as Zerzevan Castle, Inner Castle, Cemilpaşa, Behrampaşa Mansions, Virgin Mary Church, Surp Girasos Church, and Four-Legged Minaret, Akylı said, "In order to promote our provinces of Diyarbakır, Şanlıurfa and Mardin, which are the golden triangle of Mesopotamia, in the international arena. We invited the DRV delegation to the region. This visit is important for the region," he said.

"WE WANT TO CONTRIBUTE TO THE TOURISM OF THIS PLACE IN A SUSTAINABLE WAY"

Songül Göktaş, who was part of the delegation from Germany and worked as the CEO of a travel company, stated that they came to see the current state of the region and that they were very satisfied with this situation. Göktaş said, "As a delegation of 13 people, we come from Germany. There are travel agencies and tour operators engaged in cultural tourism. We want to contribute to the tourism of this place in a sustainable way. The response for the region is very good. It made a huge impression on everyone. Our region has already won the hearts of everyone very quickly with its hospitality, cultural richness and gourmet richness. Everyone is very happy. Due to its cultural richness, this region has a very good potential. Our goal is to tell people the beauty of this region again in the German market or in the market of German-speaking countries. We have done our work on this. We came with different tours in our catalogue. We look at it positively, we want to contribute to the tourism of this place in a potential sustainable way," she said.

Southeastern Anatolia Region of the Association of Turkish Travel Agencies, said that the delegation visited Diyarbakır, Şanlıurfa and Mardin, which are described as the "golden triangle" of Mesopotamia.

"A VERY IMPORTANT VISIT FOR DIYARBAKIR AND THE REGION"

Stating that the delegation visited

Visit to the 'Golden Triangle' of Mesopotamia from German tourism professionals

A visit to the 'Golden Triangle' of Mesopotamia from German tourism professionals The Association of German Travel Agencies (DRV) examined the "golden triangle" of Mesopotamia, which includes Diyarbakır, Şanlıurfa and Mardin.

German Travel Agencies Association (DRV) President Norbert Fiebig, Sunexpress Commercial Director Peter Glade, Ministry of Foreign Affairs Diyarbakır Representative Ambassador İbrahim Mete Yaglı and their delegation visited historical places in the Mesopotamia Golden Triangle upon the invitation of TURSAB Southeastern Anatolia BTK. Mehmet Akylı, Head of the



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TOURISM BOOM EXPECTED IN TURKEY'S SOUTHEAST THIS SEASON

With the pandemic weakening, tourism professionals in Turkey's southeastern region are hopeful of witnessing a tourism boom this year, expecting an influx of both local and international tourists.



According to a feature story in daily Milliyet on April 21, the occupancy rate in region's hotels is around 90 percent as of April. By the time of Eid al-Fitr holidays at the beginning of May, the rate is expected to reach 100 percent.

"It is nearly impossible to find empty rooms in hotels at weekends as of today," Kayahan Köse, one of the owners of travel agencies in the region, told the daily.

Locals mainly come from Istanbul, the capital Ankara and the western province of İzmir, he added.

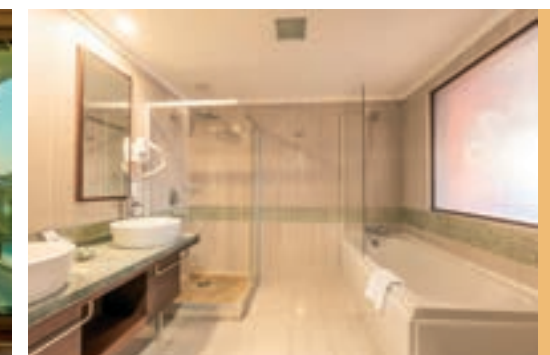
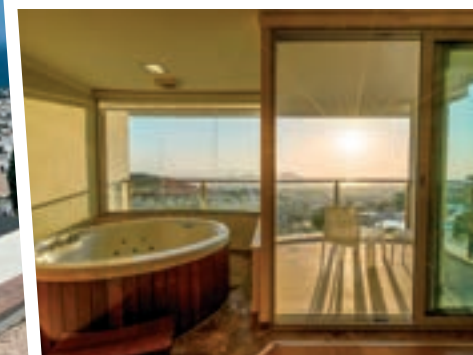
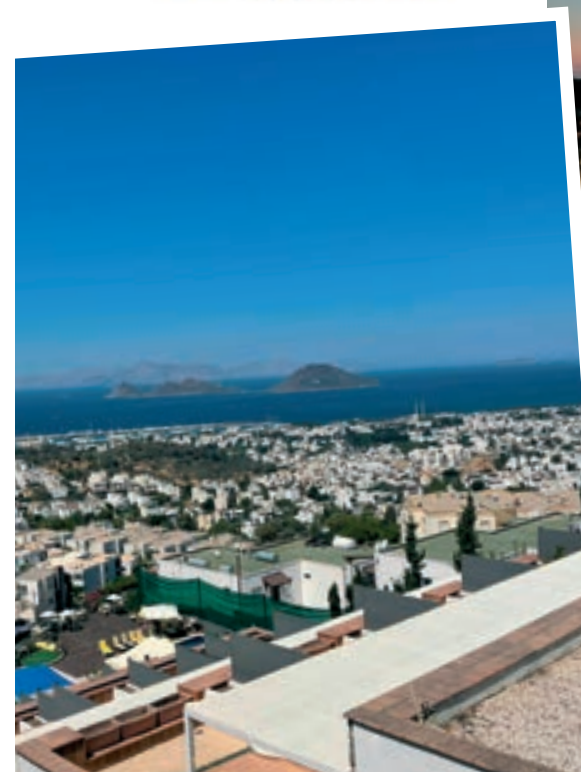
There are two tour packages, short and long, in the region. The short travel package consists of two-day stay in province of Şanlıurfa, Gaziantep and Adıyaman, while the long tour offers a five-day stay with additional visits to the provinces of Mardin and Diyarbakır. "We now see local tourists mostly. But after the end of the pandemic, we are expecting to see international tourists as well," said Soner Bacaksız, board member of Association of Turkish Travel Agencies (TÜRSAB).

The Zeugma Museum in Gaziantep, the ancient site of Göbeklitepe in Şanlıurfa, Mount Nemrut in Adıyaman, the narrow streets of Mardin and the castle walls in Diyarbakır are some of the major tourist attractions. According to official data, the number of visitors to the Zeugma Museum surpassed 125,000 in the first nine months of 2021 despite the pandemic. "In 2019, a year before the pandemic started, there was an enormous demand for tourism in the region. This year, the numbers will pass the ones in 2019," Bacaksız added.



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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 Turkey 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 Turkey 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?



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 Turkey yet. We have planned our company's structuring and career structuring on this system for years.

Although we do not have any projects from Turkey 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 Turkey 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, 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



Orhan Genceli

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, Turkey, Iran and Azerbaijan.





Istanbul is a unique destination and has always been one of the top players of the tourism and meeting industry. Unfortunately, we had some setbacks due to the pandemic but now we are stronger than ever. We have been receiving a lot of attention from all around the world and we ready to host all kinds of prestigious international events in the city."

ABOUT ICVB – ISTANBUL CONVENTION AND VISITORS BUREAU

Established in 1997 The Istanbul Convention & Visitors Bureau – ICVB is a non-profit destination marketing organization working as a branch of Tourism Development & Education Foundation – TUĞEV. ICVB's main goal is to represent Istanbul around the world and to seek international associations and corporations planning to hold high-profile international congresses and events. ICVB has played a key role in Istanbul's rapid rise of popularity as a congress & event destination according to the ICCA statistics. Thus reassuring the significance of Istanbul's 8,500 year of history as well as professional services offered by the city's tourism & MICE industry and professional solutions offered by ICVB's strategies. ICVB members include the leading corporations and associations involved in tourism and MICE industries such as hotels, conference and exhibition centers, DMC & PCOs, airlines and other supplier companies. The ICVB, working in close collaboration with the Turkish Ministry of Culture & Tourism, the Istanbul Chamber of Commerce and Turkish Airlines; designs and implements special events and other marketing strategies to promote Istanbul as a congress and event destination.

ISTANBUL IS CARRYING ON ITS "DESTINATION-ORIENTED CONCEPT" AT TOURISM & MICE EXHIBITIONS

For the first time this year, Istanbul will be attending ATM Dubai and IMEX Frankfurt with its own destination stand focusing on the motto "Experience the Future".

The Istanbul Convention and Visitors Bureau – ICVB has been attending most international tourism and MICE trade shows with Istanbul's very own destination stand since 2019. For the first time this year, Istanbul will be attending ATM Dubai and IMEX Frankfurt with its own destination stand focusing on the motto "Experience the Future". Istanbul's 2022 marketing concept focuses on the city's remarkable

infrastructure and adaptable frame for the new future of meeting industry. ICVB General Manager Cemil Hakan Kılıç commented: "The fact that Istanbul has been participating in its own stand for the last two years is extremely important for the promotion and representation of our city. This concept, which allows our destination to stand out, is very beneficial and we will continue to apply it in other MICE and tourism events of 2022.



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Barnathan Apartment Was Brought to Tourism

The historical Pera District is reviving and regaining its former glory. In this process, Barnathan Apartment which is one of the most important milestones, was restored in accordance with its historical originality and brought to tourism as a boutique hotel.

Barnathan Apartment, which was completed about 130 years ago and is among the first examples of apartment houses built in the Galata region as of the end of the 19th century, was introduced to the press with a press event held in the past days.

WITNESSING HISTORY FROM THE 1890S TO TODAY

Barnathan Apartment, with a history of 130 years, opened its doors in August 2021 after being bought and restored by Nar Investment. İbrahim Özer, the company partner and Chairman of the Board of Nar Investment, which restored the historical buildings in a way that befits Istanbul and brings them to the country's tourism said that they started to collect the shares of the building in 2011. They restored the building which was in a secluded state that did not match with its deep-rooted historical past, by staying true to its original details. He told: "Barnathan Apartment is one of the first 5 apartments built in Istanbul. During the restoration, we saw that the building was completely hand-

ainted. We worked with 22 restorers which are the best of their kind. We have carefully selected materials from all over the world in the process of restoring them to their former glory. For example, we brought the electric switches from Italy, and the old-looking marbles from Spain. In order for the electrical installation to be in accordance with the original, we installed external installations with copper pipes. The dates of 1892 and 1893 and dates 5652 and 5654, which correspond to the Jewish calendar have been written on the stone as construction dates, in one of the two entrances of our historical building. It is my greatest happiness to gain spiritual success on this path we embarked on with my great passion for history. It was not an investment to be made with commercial gain in mind."

FAMILY MEMBER JEAN-CLAUDE BARNATHAN EXPERIENCED STRONG EMOTIONAL MOMENTS

Jean-Claude Barnathan, a member of the first property owner family who built the Barnathan Apartment,

had emotional moments while describing the happiness they felt for bringing Barnathan, the favorite place of the Galata region, back to Istanbul with great efforts. Jean-Claude Barnathan, who came to Istanbul from his hometown Paris for this special day, said, "When İbrahim Özer first contacted us and shared his projects about restoring the Barnathan Apartments to its former glory, we were of course very happy and excited. However, at that time the building was in such poor condition that we could not even imagine its present state. We are grateful to him and his team. Thanks to this place bearing the name of Barnathan, those who visit historical and touristic places in Istanbul will also follow the traces of my family." Jean-Claude Barnathan was doubly moved because İbrahim Özer makes the name of Barnathan live again and also because it re-activates his own personal search for roots and family identity. A symbolic key of the building was handed over to Jean-Claude Barnathan, the great-great-grandson of Nissim Barnathan by İbrahim Özer.



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World of Travel Next Trends

The world is changing. Life is changing. Now there are new trends, and we could follow up on the trends, to be successful. **Dr. Cem Kinay**

The speed of technological developments is making life speedy too. The trends are;

1. EXPERIENCES

There is an Experiential Journey that defines the new way of travel. This form of travel, allows travelers to interact with the country's history, people, culture, gastronomy, music, and environment. Travelers choose immersive experiences rather than usual tourist routes. They want to spend a day with the local community, learn how they live, how to cook a local meal, etc. Travelers want to immerse themselves in the local lifestyle

2. LOCALITY

As the world becomes digital and universal, people's longing for the local also increases! Experiencing, living, and following the local is now the most important trend of today and the future!

3. RESPECT FOR THE ENVIRONMENT

More travelers are choosing eco-friendly habitats, accommodation, and destinations to help protect their

nature. Eco life and tourism are the rising trends. Eco life and tourism not only develop the awareness of responsibility and sustainability but also provide many experiences.

4. TASTE

Taste is the strongest attraction point of life and travels: Delicious food still maintains its difference in an era where almost everything is going digital. Delicious food has an unlimited and unique power in a place to express itself and to be permanent. The local cuisine of a region provides a direct relationship with the history of that region, the spirit of its people, and the rhythm of daily life.

5. WELL+

The new indispensable part of life and holiday is a more active and healthy life.

6. DESIGN

There is a new generation of design of business models, digital travel, branding, hotels, cities, and countries.

7. HOW WE COULD COMMUNICATE IS CHANGING.

365 Days Communication is a



necessity.

What is expected from cities and hotels is to communicate with their guests uniquely. Uninterrupted communication with the guest before, during, and after their stay, 365 days. Messaging

The New Introduction of social media is messaging. 75% of people use smartphones, and the rate is increasing rapidly.

Use of Emojis

Using emojis is far from being a trend but became almost a must.

Videos

Cities, hotels, and people are telling their stories via video.

Everything could be Instagrammable
No Instagram, no branding

8. SMART CITIES

By 2030, 5 billion people, or 60% of the total world population, will live in cities. Cities will become smart cities. These smart cities will require hotels, residences, shopping malls, and office buildings to conserve energy carefully. Smart cities will have "Smart Life Spaces" with "Zero Waste", smart energy, and smart, touchless check-in/ key in the hotels.

9. MICRO HOLIDAYS ARE IN

It relaxes not only the mind after a stressful long month or week of work, but also allows us to explore a new country. Micro-holidays allow us to pack more activities in one trip and see new places that are not usually visited.

10. REMOTE WORKING & DIGITAL NOMADS

will have a huge impact on the style and duration of stays in the hotels.

11. There will be supersonic flights soon.

12. Hybrid Meetings and Events will be the new normal.

13. Airbnb, Uber, and these types of shared economy companies will continue to grow. The fight between them and hotel companies will be much immense.

14. The number of new-age Lifestyle hotels will be growing These lifestyle hotels will consist of art, style, innovation, creativity, local touch, personal attention, service, and technology leading.

15. Socializing & Digitalizing are conquering more and more of our lives.

Digital Experiences include all factettes of our lives with social media like Instagram, Facebook, Apple, Twitter, Google, Tripadvisor, Pinterest, Tiktok, LinkedIn

Artificial Intelligence, is the simulation of human intelligence processes by machines, especially computer systems.

Virtual Reality is the simulation of human intelligence processes by machines, especially computer systems.

Augmented Reality, is an enhanced version of the real physical world that is achieved using digital visual elements, sound, or other sensory stimuli delivered via technology.

Blockchain is a system in which a record of transactions made in bitcoin, or another cryptocurrency are maintained across several computers that are linked in a peer-to-peer network.

Big Data & Cloud

Big data is a field that treats ways to analyze, systematically extract information from, or otherwise, deal with data sets that are too large or complex and we store all of our data in the cloud.

Platforms

Google, Meta, Facebook, Amazon, Apple, and Netflix are the new trendsetters.

Digital Marketing Platforms like Goturkiye.com are the smart promoter of countries with AI and AR...

NFT, Non-Fungible Token, a non-interchangeable unit of data stored on a blockchain, a form of digital ledger, that can be sold and traded.

And now Metaverse:

As more of our lives are spent online, it's becoming harder and harder to distinguish "real" life from a life lived digitally.

Metaverse will be a persistent and user-defined virtual space It is a digital layer of everyday life, a digital twin of the physical world, an interconnected and limitless virtual world, an extension of physical identities

Metaverse will be including the following life spaces:

Learning, Health, Culture, Travel, Entertainment, Meetings/Events, Sport, social media, Gaming, Fashion, Digital art.

The Future is not just technology. The Human factor still matters key element. 65 % of the children starting primary school today will work in occupational groups that don't exist today The future leaders create a community around themselves, new leaders are digital leaders, who can also train robots.

I still believe that travel balanced with human and digital touch is the future.

Autor: Dr.Cem Kinay

With many important hotel investments and international awards, Dr. Cem Kinay is one of the world's most important names in the tourism industry.

As the founder of the Austrian, Vienna-based Gulet Turistik(1987) and Magic Life Hotels(1990) chain, he created the «All Inclusive» hotel experience for European tourists.

He managed the Magic Life Hotels chain, which has a total of 20,000 beds and 23 hotels in Austria, Turkey, Greece, Spain, Egypt, Tunisia and Bulgaria, with more than 8000 teammates, as the fastest growing and most successful hotel concept at that time.

In 1997, he was awarded as "Man of the Year" by Austria's important economy magazine "Trend Magazine".

In 1996, he was awarded as the "Tourism Manager of the Year" by the Hotel and Tourism magazine "Traveller".

In 2006, he was honored by the President of Austria with important and valuable awards such as the «Austrian State Order».





At Skalion Hotel, we gave importance to quality, not quantity

Skalion Hotel & Spa, one of the Kumkapi hotels on the Historical Peninsula, started to welcome its guests with its renewed exterior and new concept after the renovation.

Located in Kumkapi within the Historic Peninsula, where you can experience the spirit of Istanbul's historical riches, Skalion Hotel & Spa stands out among the regional hotels with its renewed exterior and interior architecture that will make a difference. The hotel, which gained a very different structure from its old concept after the renovation, also changed the atmosphere of the region it is located in. In his statement, Skalion Hotel Manager Mutlu Yalçın said, "Within the scope of our hotel's renovation works, we prioritize the "quality" criteria, not the "quantity" criteria.

TO LIFE THE ATMOSPHERE OF THE HISTORIC PENINSULA

The number of rooms was reduced to 67 in order to provide better

quality service, to bring the sea view to the forefront in the rooms, to make the guests experience the atmosphere of Istanbul better, and to have a more enjoyable time in the hotel's common areas besides their rooms. By adding family suites and honeymoon suites to 67 rooms, important steps were taken to offer services in different concepts.

WHAT INNOVATIONS EXPECT GUESTS?

There was no "lobby bar" in the old concept of the hotel. Lobby bar and lobby cafe are included in the new concept. In addition, the meeting room was revised. On the terrace floor, the "cafe bar" was put into service, offering rich tastes of world cuisine and overlooking the sea view on the terrace. It also offers SPA and

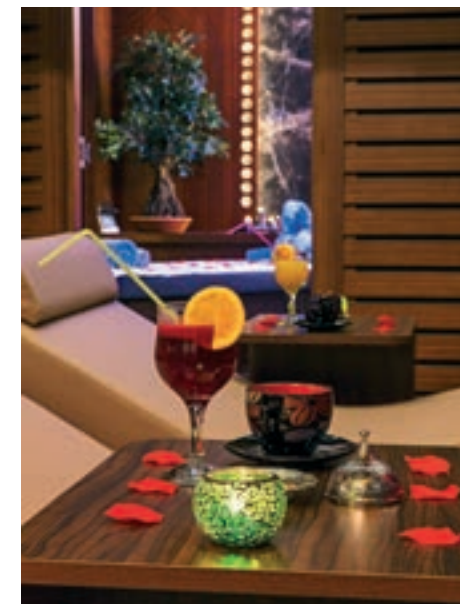
massage services to make guests feel more rested and better. In this context, Turkish Bath and sauna were added.

MORE EFFICIENT MEETINGS

Important revisions were made in the meeting room in order to focus on the MICE sector. In order for the meetings to be held at Skalion Hotel & Spa to be held in a more productive and more spacious environment, the meeting rooms have been positioned to benefit from the sea view as much as possible and have been decorated accordingly.

BOUTIQUE AND PERSONAL SERVICE

Focusing on the customer profile rather than market-based targets and instead of targeting any market, the luxury segment was targeted with their boutique and personalized service approach. The main goal of Skalion Hotel & Spa is to brand the hotel and to make an unusual hotel here. It stands out with its boutique and personalized service approach and aims to host both corporate and individual guests. For this reason, after the renovation, new steps were taken in every field from the training of the personnel, not only to the architecture," he said.



Mutlu Yalçın



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photo by Ömer KILIÇ

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