

turizm aktüel



YEAR: 25 • NUMBER: 2023/1 • MARCH 2023 • YIL: 25 • SAYI 2023/01 • MART/2023 • ISSN: 1301-4587 • FİYATI: 250 TL



ITB
BERLIN

İSTANBUL AMONG MOST POPULAR
DESTINATIONS TO TRAVEL IN 2023

FİRUZ BAĞLIKAYA: WE STARTED THE YEAR
2023 WITH IMPORTANT TARGETS IN TOURISM

MÜBERRA ERESİN: OUR OPTIMISTIC
EXPECTATIONS FOR 2023 CONTINUE

SERHAD USLAN: THE PREDICTED
NUMBERS ABOUT THE NUMBER OF
FOREIGN TOURISTS WILL BE ACHIEVED

VOLKAN ÇAVUŞOĞLU:
WE EXPECT TO HOST A
RECORD NUMBER OF
GUESTS IN THE 2023
TOURISM SEASON

CORAL
TRAVEL
GROUP
TARGETS
1.8 MILLION
TOURISTS
TO TÜRKİYE
FOR THE 2023
SEASON

TOURISM
PROFESSIONALS
ARE HOPEFUL
FOR THE **2023**
SEASONS

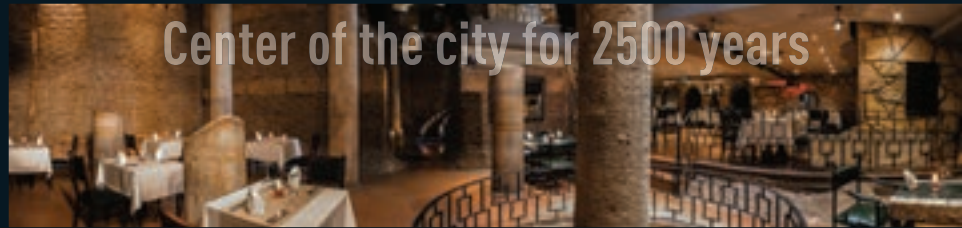
THE PENINSULA
WILL BRING
THE WORLD
TOGETHER IN
İSTANBUL

Relaxing
Türkiye





"Comfort, Serenity & Gastronomy"



Center of the city for 2500 years



0542 331 48 74

Ordu Cd. Sekbanbaşı Sk. N°6 Beyazıt 34130 İstanbul TR
T : 0212 638 58 58 • F: 0212 638 58 65
E: info@antikhotel.com



AntikHotel.com

antikhotelistanbul

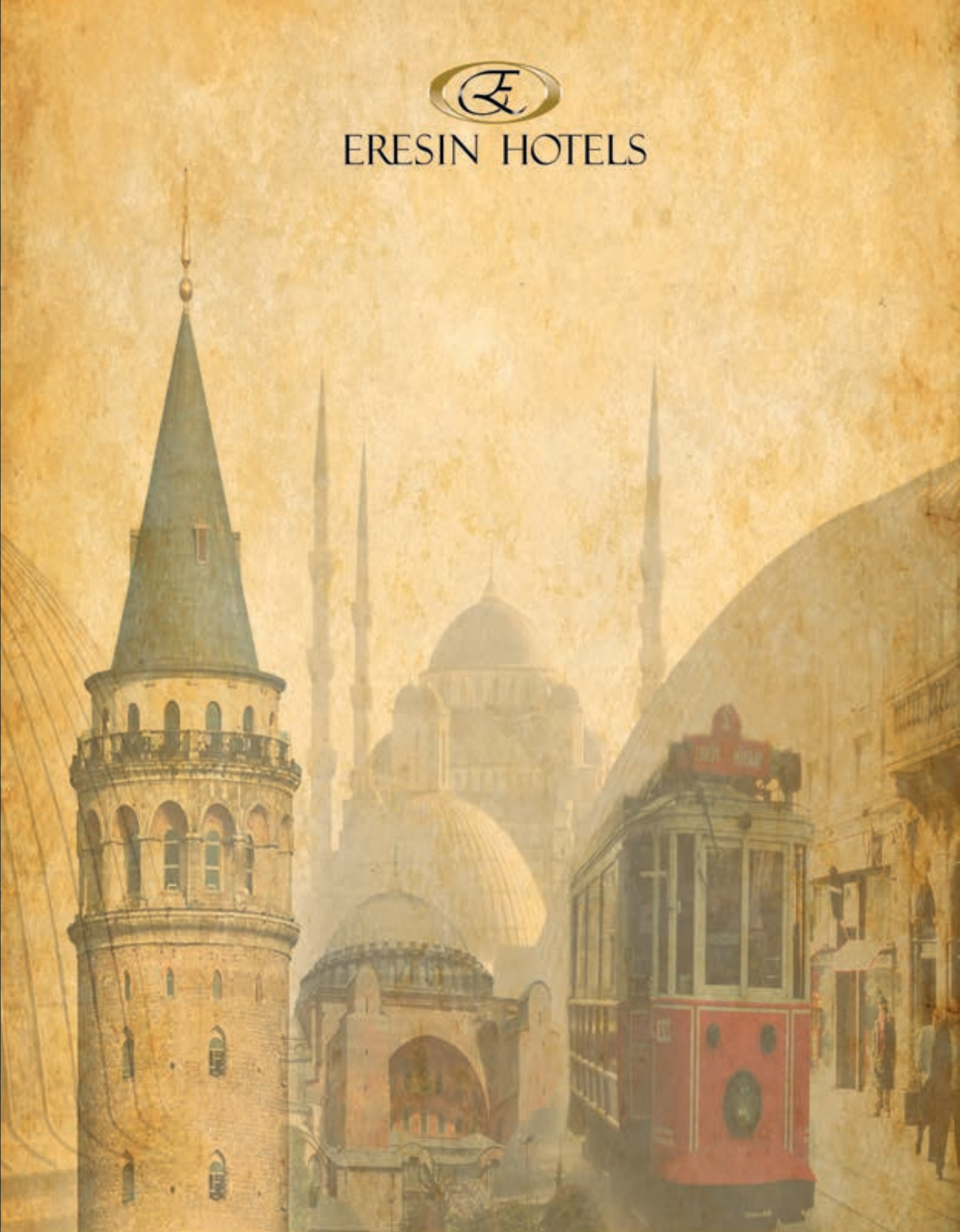
antikhotelistanbul

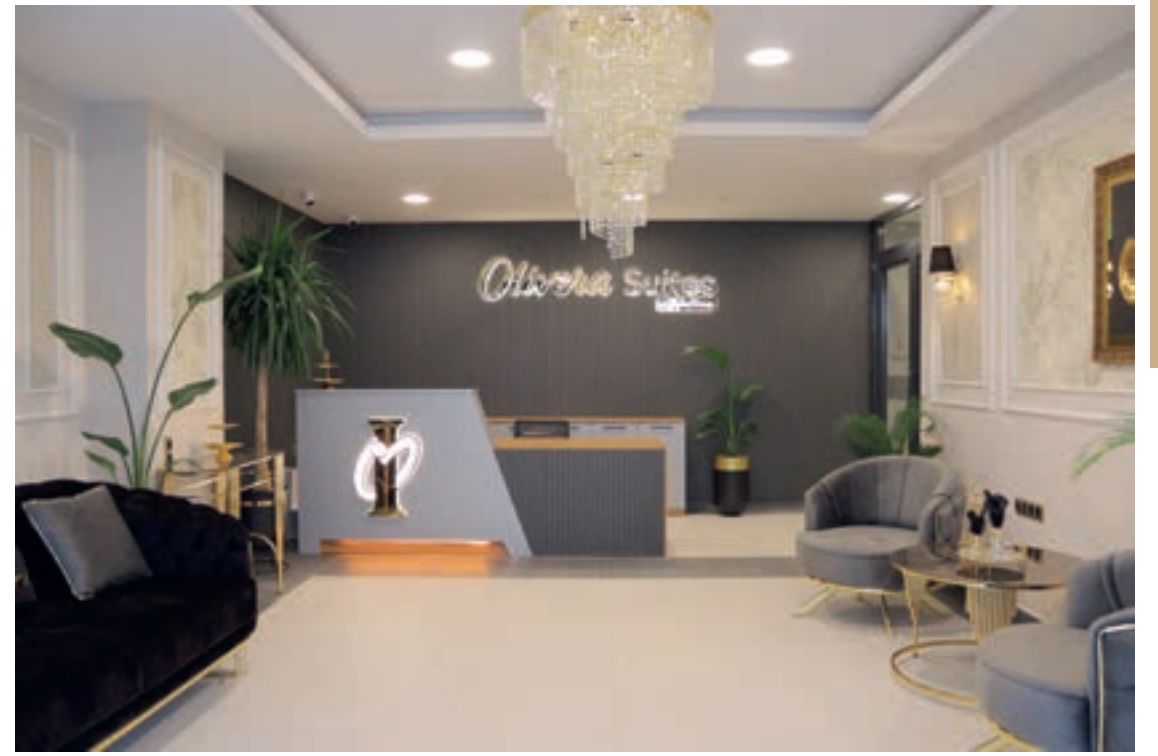
antikhotelist

antikhotelistanbul

www.eresinhotels.com.tr | info@eresinhotels.com.tr

ERESIN HOTELS





Olivera
♦ SUITES ♦
by Irmak Group

OLIVERA SUITES YOUR
HOME IN ISTANBUL

Olivera Suites İstanbul should be one of your top choices, not only for its superb comfort and quality service, but also for its advantageous location. Our hotel is located in Zeytinburnu. It is also very close to major business centers and conference halls. Our hotel can also organize convenient airport transfers to and from both of Istanbul's international airports. The glorious Istanbul continues to fascinate visitors and locals alike with its vibrancy and great variety.

If you require any further information or wish to book a room, please do not hesitate to contact us.

Seyitnizam Mh. Balıklı Çırpıcı Yolu Sk. No:1/A1
34015 Zeytinburnu - İstanbul - Türkiye
Tel: +90 212 916 19 66 • Whatsapp: +90 533 280 79 45 • [Olivera.Suites](#)
info@oliverasuites.com • www.oliverasuites.com





LAST CALL FOR **AIR ANKA** BANGKOK FLIGHT NUMBER TAH-164

Türkiye's favorite airline company, AIR ANKA, starts its reciprocal flights between Istanbul and Bangkok. AIR ANKA, which will be the first private airline to operate flights between Türkiye and Thailand and also the second Turkish registered airline, will carry out all its operations with Airbus A330 model aircraft in its fleet with non-stop flights.

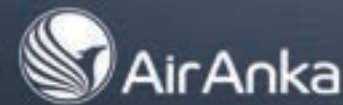
AIR ANKA will operate 2 flights in a week from Istanbul Airport (IST) and Sabiha Gökçen Airport (SAW) to Bangkok Don Mueang Airport (DMK) for the first month and 4 flights in a week starting from June. The reservations and sales have started for the flights that will be on April and these flights will be operated with flight numbers TAH-164, TAH-165, TAH-166, TAH-167. In September, after the flights start, Phuket flights will also be included in the program. With this charter program, AIR ANKA plans to carry a minimum of 130 thousand passengers until the end of 2023/24 March. In addition, with the

CodeShare agreement to be made with AIR ASIA (www.airasia.com), passengers will be transported from BANGKOK to Singapore, Bali, Australia, Hong Kong, Laos, Cambodia, Taiwan, Philippines, China Indonesia and Malaysia. With the agreement with THAI SMILE AIR (www.thaismileair.com) there will be domestic flights to Phuket, Chiang Mai, Chiang Rai, UbonRatchathani, UdonThani, KhonKaen, Surat Thani, Krabi, Hat Yai, Narathiwat, Chiang Mai, Chiang Rai, UbonRatchathani, UdonThani, KhonKaen, Surat Thani, Krabi, Hat Yai and Narathiwat. AIR ANKA will directly or indirectly connect to 47 countries and

152 airports between Europe and Asia. AIR ANKA will simultaneously transport passengers from Kuala Lumpur (KUL) and Kuching (KCH) to Jeddah (JED) and Medina (MED) with its AIRBUS A330 type aircrafts in its fleet directly, without any stops, again by cooperation with ATA JET.

FLIGHTS WILL START AS OF APRIL

ATAJET, which is the only sales representative of AIR ANKA for Bangkok-Istanbul flights in Türkiye (www.flyairanka.com), has offices in both Thailand and Istanbul. (info@atajet24.com)



FLY NON - STOP Between
İSTANBUL and **BANGKOK**

Atajet
The Exclusive Partner of AirAnka on
All Flights Between Turkey and Thailand

PUBLISHING CENTER

YAYIN MERKEZİ

**KENT TURİZM ARAŞTIRMALARI
VE YAYINCILIK**Hüdavendigar Cad. No: 22 Kat: 5
Sirkeci- Fatih / İstanbul
Tel: +90 212 511 25 61
e-mail: info@turizmarktuel.com
www.turizmarktuel.com**OWNER AND
MANAGING EDITOR**

Sahibi ve Sorumlu

Yazı İşleri Müdürü

Hasan Arslan

harslan@turizmarktuel.com

**CORPORATE COMMUNICATIONS
COORDINATOR**

Kurumsal İletişim Koordinatörü

Hakan Metin

hakan@turizmarktuel.com

GENERAL COORDINATOR

Genel Koordinatör

Özcan MUTLU

ozcan@turizmarktuel.com

**MEDITERRANEAN
AREA MANAGER**

Akdeniz Bölge Temsilcisi

Halil ÖNCÜ

info@turizmarktuel.com

ENGLISH TRANSLATION

İngilizce Çeviri

Nazlı Ece Mutlu

ece_demirbag@hotmail.com

PRINTING PRESS

Birinci Baskı

Matbaacılar Sitesi. Mahtepi Mah.
Davutpaşa Çifte Havuzlar Sk. No: 2/61
Zeytinburnu / İstanbul
Tel: 0212 612 00 88**PUBLICATION TYPE**

Local Periodical - Monthly Magazine

YAYIN TÜRÜ

Yerel Süreli Yayın - Aylık Dergi

© TURİZM AKTÜEL DERGİSİ

T.C. YASALARINA UYGUN OLARAK
YAYIMLANMAKTADIR. DERGİDE YAYIMLANAN
YAZI, FOTOĞRAF, HARİTA, İLLÜSTRASYON VE
KONULARIN HER HAKKI SAKLIDIR. İZİNSİZ
KAYNAK GÖSTERİLEREK DAHI ALINTI YAPILAMAZ.© TURİZM AKTÜEL, BAŞIN MESLEK İLKELERİNE
UYMAYA SÖZ VERMİŞTİR.

ISSN: 1301 - 4587

Greeting from the ITB Berlin 2023 Special Edition of Turizm Aktüel...

ITB Berlin, one of the world's largest and most important tourism fairs, which wasn't organized neither 2020 nor 2021 and was organized online in 2022, finally happening in 2023.

Turizm Aktüel Magazine participates to ITB Berlin 2023, where tourism professionals from all around the world meet, the tourism trends of the new season are showcased, the road map of the season drawn, with its Special Edition in English.

We asked to the tourism professionals about their thoughts and expectations from the new season just before the 2023 season that the world tourism gets ready to erase the bad influence of pandemic. Tourism professionals, who got over from lots of 'shake' by being stable, devoted, patient and unending perseverance of working, get ready for the season 2023 with hope.

The common opinion of the sector is that this is will be a good one. The 2023 season, which is also the year of 100th anniversary of our Republic, has a significant importance for the tourism. The sector passed over the 2019's numbers with last year's numbers and prepares to break new records this season.

While Türkiye's tourism income reached to 46 billion 284 million 907 thousand dollars by increasing 53.4% in 2022 compared to the previous year, the number of the visitors who departed from the country reached to number of 51 million 369 thousand 26.

The target of 2023 is to have 60 million tourists and it is 90 million tourists for 2028. We aim to have 56 billion dollars of income in 2023 and 100 billion dollars of income in 2028. The records of whole Republic period have been broken on the total income and per night income for per person. In 2022, the per night income for per person was 87,5 dollars. We'll carry this income to 95 dollars in 2023 and 118 dollars in 2028.

İstanbul, one of the most important tourism destinations of Turkish tourism and world tourism, reached to the number of 16 million 18 thousand 726 tourists in 2022. The number of the tourists who visited the city in 2022 has been increased 6 million 993 thousand 722 more when we compare with the previous year which the number of the visitors was 9 million 25 thousand 4.

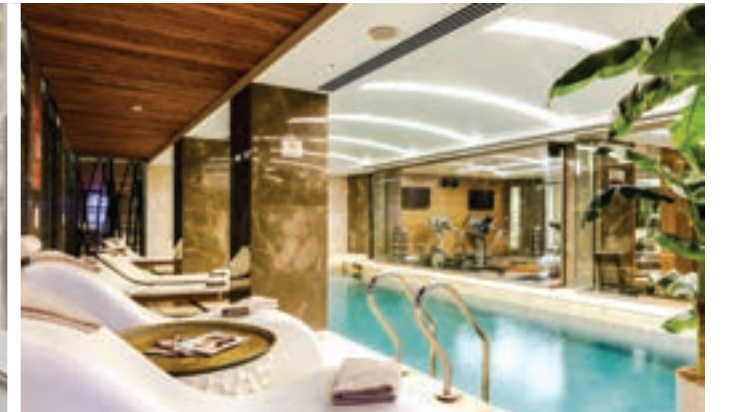
Antalya, one of the capitals of world tourism, has visited by 13 million 508 thousand 647 tourists. The city had 49% increase in 2022 while it had had 9 million tourists in 2021. It had been visited by 15 million 280 thousand 647 tourists in the same period of 2019.

The number of the tourists which visited Türkiye between January-December 2022 is 44 million 564 thousand 395. Türkiye, that gained a significant momentum in tourism by increasing each year, takes firm steps towards its targets in tourism each year.

Looking forward to meet you with our next edition, Arabian Travel Market (ATM)...

HASAN ARSLAN
harslan@turizmarktuel.com

Your new gate to the old times



Main Entrance: Ankara Caddesi No: 12 Sirkeci-İstanbul
Back Entrance: Ebussud Caddesi No: 31 Sirkeci-İstanbul
P: +90 212 519 10 19 / F: +90 212 519 10 29
info@levnihotel.com / www.levnihotel.com

EXCLUSIVE HOLIDAY OFFERS FOR YOU!

**TURKEY & CYPRUS
HOTELS**

**OUTGOING
TOURS**

**TURKISH
CULTURAL
TOURS**

**CRUISE
TOURS**

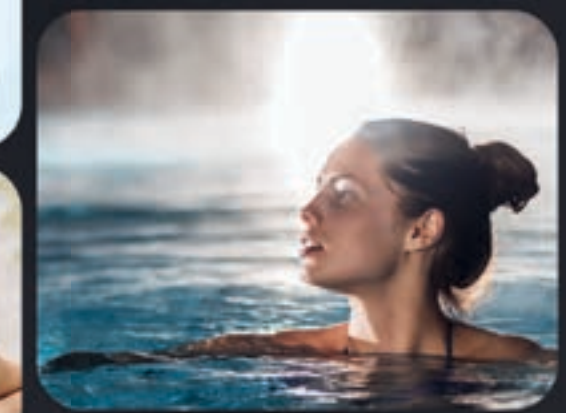


2000 YEARS OF WELLNESS AWAIT YOU AT ESKİŞEHİR, TURKEY

UNWIND WITH THE HEALING **PROPERTIES OF HOT SPRINGS**



Questa
Thermal & SPA Hotel
★ ★ ★ ★ ★



The healing thermal water from Kızılınler village in Eskişehir has been discovered and utilized by people for thousands of years. Throughout history, thermal water sources have been used for health and wellness practices. During the ancient Roman era, thermal water sources were utilized for relaxation and treatment. Today, thermal water sources are actively used for health and wellness practices as well. The healing thermal water can have beneficial effects on various physical and mental conditions such as arthritis, back pain, osteoarthritis, stress, depression, and nervous disorders.

Questa Thermal Spa Hotel takes advantage of this healing thermal water source to offer you an unforgettable holiday experience.



jollytur.com (+90) 444 0 644 our agents

Orhangazi Street Kütahya Road No:308 Odunpazarı, Eskişehir

+90 222 211 04 44 & +90 506 354 41 79

www.questahotel.com

Instagram Facebook Twitter YouTube Questa Hotel

Tourist nights in Türkiye hotels



According to the data compiled by the Tourism Databank, the tourism statistics center, from the accommodation statistics of the Ministry of Culture and Tourism, in the 12-month period of 2022, the overnight stays of foreign tourists in hotels with operating licenses increased to 122.5 million.



Tourism set to return to **pre-pandemic levels** in some regions in 2023

After stronger than expected recovery in 2022, this year could see international tourist arrivals return to pre-pandemic levels in Europe and the Middle East. Tourists are nonetheless expected to increasingly seek value for money and travel closer to home in response to the challenging economic climate.

Based on UNWTO's forward-looking scenarios for 2023, international tourist arrivals could reach 80% to 95% of pre-pandemic levels this year, depending on the extent of the economic slowdown, the ongoing recovery of travel in Asia and the Pacific and the evolution of the Russian offensive in Ukraine, among other factors.

ALL REGIONS BOUNCING BACK

According to new data UNWTO, more than 900 million tourists travelled internationally in 2022 – double the number recorded in 2021 though still 63% of pre-pandemic levels. Every global region recorded notable increases in international tourist numbers. The Middle East enjoyed the strongest relative increase as arrivals climbed to 83% of pre-pandemic numbers. Europe reached nearly 80% of pre-pandemic levels

as it welcomed 585 million arrivals in 2022. Africa and the Americas both recovered about 65% of their pre-pandemic visitors, while Asia and the Pacific reached only 23%, due to stronger pandemic-related restrictions which have started to be removed only in recent months. The first UNWTO World Tourism Barometer of 2023 also analyses performance by region and looks at top performers in 2022, including several destinations which have already recovered 2019 levels. UNWTO Secretary-General Zurab Pololikashvili said: "A new year brings more reason for optimism for global tourism. UNWTO anticipates a strong year for the sector even in the face of diverse challenges including the economic situation and continued geopolitical uncertainty. Economic factors may influence how people travel in 2023 and UNWTO expects demand for domestic and regional

travel to remain strong and help drive the sector's wider recovery."

CHINESE TOURISTS SET TO RETURN

UNWTO foresees the recovery to continue throughout 2023 even as the sector faces up to economic, health and geopolitical challenges. The recent lifting of COVID-19 related travel restrictions in China, the world's largest outbound market in 2019, is a significant step for the recovery of the tourism sector in Asia and the Pacific and worldwide. In the short term, the resumption of travel from China is likely to benefit Asian destinations in particular. However, this will be shaped by the availability and cost of air travel, visa regulations and COVID-19 related restrictions in the destinations. By mid-January a total of 32 countries had imposed specific travel restrictions related to travel from China, mostly in Asia and Europe.



ORIENT COLLECTION HOTELS

EAST MEETS GLITZ

www.orientbankhotel.com

www.boutiquesaintsophia.com

www.orientoccidenthotel.com



Redefining luxury in the heart of Istanbul...

Located in the heart of Istanbul, CVK Park Bosphorus Hotel, offers a unique experience to its guests with its atmosphere that combines comfort with luxury, its personalized service approach and its ambiance that makes your special days unforgettable, by preserving the cultural heritage from its past.

CVK Park Bosphorus Hotel Istanbul, one of the most popular venues in Istanbul with its location in the heart of the city, its perfect service understanding and fascinating atmosphere, combines luxury accommodation with a unique Bosphorus view. Consisting of 382 rooms and luxury suites in the hotel building plus 68 well-appointed suites ranging from studio to four-bedroom alternatives in the adjacent CVK Park Prestige Suites building, CVK Park Bosphorus Hotel unites luxury and comfort. CVK Park Bosphorus Hotel offers its guests rooms with panoramic Bosphorus view and with its bars and restaurants all the services you need ranging from taste to entertainment, from accommodation to sports, from spa to Turkish Hamams, and from meetings to personal organizations. The bars and restaurants of the hotel such as Izaka Terrace, Stella Lounge & Bar, Hezarfen S. Lounge, Gümüşsuyu Restaurant, and Park Patisserie Lounge & Bar bring you menus prepared with the recipes of worldwide famous chefs and the distinguished flavors of the world cuisine, accompanied by a rich variety of cocktails. Izaka Terrace highlights the beauty of Istanbul in an endless



and unique way and is located on the terrace floor of CVK Park Bosphorus Hotel, which combines the elegance of history with the magnificence of the present. Tastes prepared with a renewed decor, privileged service concept and experienced kitchen team meets creative flavors. Izaka Terrace's menu, consisting of ingredients that are suitable for both adventurous and traditional flavor palettes as well as appealing to refined palates, is complemented with a special wine collection and exclusive drink and cocktail alternatives. CVK Park Bosphorus Hotel Istanbul allows meetings and congresses to be held comfortably with its 15 meeting rooms, 4 of which can be divided, equipped with high technology and the Istanbul Ballroom with spacious foyer areas. Istanbul Ballroom with a size of 805m²

and a ceiling height of 6 meters stands out with its advanced technical equipment and special flavors in addition to the spacious foyer area and a street that provides special access to this area. Bosphorus Terrace, the largest terrace in Istanbul, breathtaking with its panoramic Bosphorus view, offers the opportunity to hold productive meetings and enjoyable events all year round with an area of 1500 square meters and a retractable ceiling, accompanied by the unique blue of the Bosphorus. Safira Spa & Fitness with an 8,500 m² big area offers unique experiences with massage rooms, relaxation areas, VIP treatment rooms, and fitness and spa - Hamam areas, both unisex and available exclusively for women. Safira Spa & Fitness, the address of a healthy and active life, offers services to its guests as the largest spa area in Istanbul.

REDEFINING LUXURY IN THE HEART OF ISTANBUL





ISTANBUL AMONG MOST POPULAR DESTINATIONS TO TRAVEL IN 2023

Istanbul is among the top 10 trending destinations in 2023 in the world, according to American Express.

American Express released its 2023 Trending Destinations list, which features the 10 most popular destinations for travel next year. Türkiye's megacity ranked third globally in the list after Copenhagen and the Florida Keys. Lisbon and Mexico City came fourth and fifth, while Paris ranked seventh.

TOP 10 DESTINATIONS

These are the top destinations along with what American Express Travel Consultants recommend if you happen to take the trip there.

- 1. Copenhagen, Denmark:** Take a stroll through the charming streets of Nørrebro, stepping into the early 17th century at the Rosenborg Castle, and discovering the essence of Danish design.
- 2. Florida Keys:** Lively Duval Street with shops, restaurants, museums, and pubs as well as adventures on the water including a private boat cruise at sunset and snorkeling with Florida dolphins.
- 3. Istanbul, Türkiye:** A stop to the Grand Bazaar, The Blue Mosque, and the Hagia Sophia are some of the must-see destinations not to mention

having a bite of Baklava, the national dish of Türkiye.

4. Lisbon, Portugal: Lisbon is a sightseeing wonder of historical, cultural, and culinary highlights with picturesque landmarks.

5. Mexico City, Mexico: From modern to ancient cultural experiences Mexico City will wake up all your senses. This includes festivals, bazaars, and everyday life in the city.

6. Montenegro: From pristine beaches and lakes to centuries-old monasteries located on sheer cliffs Montenegro offers some of the most breathtaking views.

7. Paris, France: From fashion to food, art, architecture, and much too much to list Paris is one of the most visited cities in the world for a reason. It has everything and one trip would not do it justice.

8. Sydney, Australia: From the Sydney Opera House to Bondi Beach, Sydney offers fun and cultural attraction along with world-class eateries.

9. Woodstock, Vermont: If you are looking for a laidback vacation, Woodstock provides a leisurely escape with quaint adventures and culinary experiences.

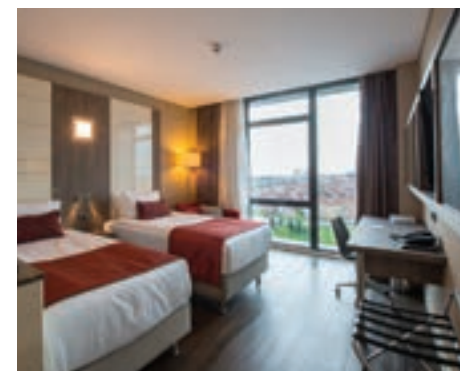
10. Yakuve Island, Fiji: Beyond lounging on the iconic crystal clear beaches you can also go on a boat trip and snorkel around the reefs and take part in learning about local traditions.

LOCAL EXPERIENCES ALSO POPULAR

A large majority said they want to travel to destinations on their wish list, with 70% agreeing that they already had an idea of where they want to go next year. Interestingly, 73% said they would be willing to spend more for their ideal travel itinerary. It is not all about traveling around the globe though, as a huge 88% said they would also like to find local experiences to enjoy as well as learn about different cultures while traveling.

POPULAR DESTINATIONS AROUND THE WORLD

The top destinations around the world include some well-known travel hotspots such as Paris in France and Lisbon in Portugal. Other European destinations on the list include Copenhagen in Denmark and Montenegro, as well as the Europe and Asia-straddling city of Istanbul in Türkiye.



0 212 480 07 07- 0541 799 67 01 info@ramadaencorebayrampasa.com ramadaencoreistanbul_official

Yenidoğan Mah. Şehit Naci Çakar Sk. No:11 34030 Bayrampaşa / İstanbul / Türkiye
www.ramadaencorebayrampasa.com

Kempinski Hotel the Dome Belek has been choosen as the 'Best Golf Hotel in Türkiye'

The World Golf Awards, which rewards excellence in golf tourism, was held for the 9th time at Abu Dhabi Rixos Premium Saadiyat Island. At the ceremony held, Kempinski Hotel The Dome Belek in Antalya Belek received the "Türkiye's Best Golf Hotel" award.



At the ceremony attended by tourism and golf professionals from all over the world, golf tourism and first class golf courses were awarded, while Kempinski Hotel The Dome Belek was awarded the "Best Golf Hotel in Türkiye". Bringing history and nature together in its architecture, Kempinski Hotel The Dome Belek is the only facility in the region with PGA approved sites. Antalya Golf Club, which has the only PGA approved The PGA Sultan and The Pasha Course courses, welcomes world-famous golfers and golf lovers every season at Kempinski Hotel The

Dome Belek, accompanied by its natural beauties and the unique view of the Taurus Mountains.

AHMET ÇAĞIL: IT RAISED OUR AIM HIGHER

Antalya Golf Club Director Ahmet Cagil, who attended the ceremony, said, "As a PGA certified course, we always keep ourselves ready to offer our guests PGA standards and not to encounter any bad surprises when they come to the game. To be honored with this award by the professionals of this sector has raised our aim higher.

VOLKAN ÇAVUŞOĞLU: WE'RE PROUD OF RECEIVING THIS AWARD

Volkan Çavuşoğlu, Sales and Marketing Director of Kempinski Hotel The Dome Belek, Sirene Belek Hotel, Sirene Davras Hotel, Sirene Luxury Bodrum Hotel and Antalya Golf Club, said "We, as Kempinski Hotel The Dome Belek, are proud of receiving this award. We contribute to the progress of tourism and golf sector. On the behalf of our team, i would like to thank everybody who think we deserve to be the 'Best Golf Hotel in Türkiye'.



"The Centennial Taste Pride of Türkiye for 159 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 159 years, currently has majority of its portfolio in Istanbul with 12 branches while there are also two more in Antalya and Bodrum. Hafız Mustafa 1864 opened its first abroad flagship store in Dubai and more global openings are planned and on the way. The next global market targets of the company, which has 15 branches currently in total, are London and Shanghai."



*A different hotel
within a different
entertainment and
shopping world*




VIALAND
PALACE HOTEL

Yeşilpınar Mh. Girne Cd.
34065 Eyüp - İstanbul
T : +90 212 809 01 00
F : +90 212 809 00 99
info@vialandpalacehotel.com
vialandpalacehotel.com



ERHAN ÇAKAY: IT WILL BE A HOPEFUL YEAR FOR TOURISM IN 2023

As of the end of 2022, the number of accommodation facilities in our country has exceeded 21.100 and the number of the beds has exceeded 1.9 million. The tourism sector, which received 51 million tourists and 46 billion dollars of income last year after the pandemic, prepares to break a record this year.

Erhan Çakay, The General Manager of Akgun Istanbul Hotel said "If we can't have well-educated employees, the tourists will choose other destinations to go." In his statement to Turizm Aktüel Magazine, Çakay emphasized that the most effective factor in increasing the quality of service in tourism is to work with well-educated employees.

Could you tell us about the future aims of tourism sector on the 100th anniversary of our Republic?

Tourism sector, which earns the most foreign currency to our country, has very big aims. While 65 dollars of every 100 export we make as a country goes to import, the foreign dependency rate in tourism is around 4-5 per thousand. The tourism sector makes a great contribution to our country's economy by earning foreign currency, directly affecting 54 sub-sectors (such as food, energy, textile, transportation, construction), creating employment, spreading employment throughout the country and reinforcing friendship between countries. The Final of The Championship League, that will be organized in Istanbul in June, will have an additional positive effect on Istanbul. As of the end of 2022, the number of accommodation facilities in our country has exceeded 21.100 and the number of the beds has exceeded 1.9 million.



Erhan Çakay, The General Manager of Akgun Istanbul Hotel

The tourism sector, which received 51 million tourists and 46 billion dollars of income last year after the pandemic, prepares to break a record this year. It is planned to be visited by 60 million tourists and having 56 billion dollars of income in 2023, which is the year of 100th anniversary of our Republic. As being one of the most popular destinations in the world, it is highly believed that 90 million tourists will visit Türkiye in 2028.

In your opinion, what is the biggest problem of tourism?

Sustainability is very important in flueless industry-tourism sector which is the cure for current account deficit. One of the biggest problems in tourism is the shortage of well-educated employees. If we can't have well-educated employees, the tourists will choose other destinations to go. It is highly urgent to solve the problem of not having well-educated employees in tourism.

2023, as being the year of 100th anniversary of our Republic, will be a year in which records will be broken in tourism. We keep on receiving reservations from all around the world, from USA to Europe, from Far East to Middle East. But, there is an important

shortage of well-educated employee resource in our sector. If this problem doesn't solve, tourists might choose other destinations to go.

What can be done to protect the quality of service in tourism?

As of the end of 2022, the number of accommodation facilities in our country has exceeded 21.100 and the number of the beds has exceeded 1.9 million. Our sector affected badly from pandemic. It has become almost impossible to find well-educated employees in almost every field, from the front desk to the banquette, from the housekeeping to the food and beverage. This is a risky situation for our sector and needs to be solved immediately. To sum up briefly, if Türkiye's tourism has a problem about the quality of service, we face the risk of losing the tourists to the other destinations. We are in the industry of service, we must strictly maintain the quality of our service. As The Management of Akgun Istanbul Hotel, we have continued to do our business without losing anyone from our staff and we've lots of employees who had their first job in our hotel and finally retired from our hotel after working for many years.



Adnan Menderes Bulvarı Vatan Cd.
34093 Topkapı-Fatih/Istanbul
T: +90 212 534 48 79 (Pbx)
F: +90 212 534 91 26
W: www.akgunhotel.com
E: info@akgunhotel.com



51.4 Million Visited Türkiye in 2022

Turkish Culture and Tourism Minister Mehmet Nuri Ersoy announced Türkiye's tourism statistics for 2022. Ersoy said, "Türkiye reached 51.4 million tourists and 46.3 billion dollars in revenue in 2022."

Minister Ersoy shared the 2022 data and 2028 targets in tourism at a press conference held at Istanbul's Atatürk Culture Center. Ersoy said that their 2023 target in tourism is 60 million tourists and 56 billion dollars in income, and in 2028 they aim for 90 million tourists and 100 billion dollars in income. "Everywhere Turkish Airlines flies is our target market. We have created new focus markets within the scope of product diversification. We will see very serious increases in these markets. The USA is the leading among them. We have exceeded 1 million visitors from the USA this year. Our target next year is to host 1.7 or 1.8 million visitors." In addition, we will focus on South America, Scandinavian, Gulf, and Far East countries. Another advantage of these countries is that they leave more money in per capita income since they come from distant destinations and their average stay is long." Pointing out that Türkiye is by far the country that makes the most intense and most effective

promotion in the world, Ersoy said, "We achieved this with the establishment of the Turkish Tourism Promotion and Development Agency (TGA). We focused on our promotions on television channels and digital in more than 200 countries. Thus, our tourism products and destinations will turn into the most well-known brands in the world." used the phrases.

NEW DESTINATION BRANDS & PROMOTIONAL VIDEOS

"We have created various destination brands such as Istanbul is the new cool, TurkAegean, Turkish Riviera, Taş Tepeler. In the 2023-2028 period, we will introduce a total of 20 newly branded products more intensely around the world by including 9 more main promotional brands into the system. The most important thing here is to create content. We had a promotional film in 2018. In 2022, this figure has increased to 300. In 2028, we aim to achieve this figure as 900 commercials.

INTRODUCING NEW PUBLIC BEACHES

Ersoy said that 7 more public beaches will open in 2023. They are Bodrum Türkbükü, Torba, Koyunbaba, Küçük Çaltıcak, Hatay Piringlik, Giresun Güre, and İstanbul Şile. Minister added that 7-8 more beaches will be added each year and spread 5-star comfort public beaches to all Turkish coastal cities.

CULTURAL ROAD FESTIVALS

In 2023, Cultural Road Festivals will be held in 11 cities. "From now on, by adding 5 cities every year, festivals will be held in 36 cities in 2028. Our new cities are Adana, İzmir, Nevşehir, Trabzon, Erzurum, and Gaziantep," informed Ersoy.

MICHELIN GUIDE

Minister of Culture and Tourism Ersoy stated that they will add at least one more destination to the Michelin Guide in 2023, besides Istanbul, and said that they aim to increase the number of cities added to the guide to 5 in 2028.



Rayess
chocolate

RAYESS IS BEST DELICIOUS CHOCOLATE PRODUCER

Because we're proceeding by targeting the world famous belgian chocolate, produced from real cocoa butter rayess chocolate became the preferred brand of chocolate lovers in a short time

Store Concept



OUR SPECIAL SERVICES

- Corporate Chocolate
- Corporate Madlen
- Personalized Chocolate
- Wedding Chocolate

PRODUCTS

- PREMIUM GIFT BOXES
- LEAF CHOCOLATE & MADLEN
- CASE SIDE PRODUCTS
- TABLET CHOCOLATE
- SPECIALS
- WRAPPED CHOCOLATE
- WRAPPED SPECIALS
- DRAGESS
- BEYOĞLU BULK CHOCOLATE
- ROCH BULK CHOCOLATE
- CHOCOLATE FOUNTAIN

FOR ALL OUR PRODUCTS AND SERVICES

☎ 0850 888 0 797 www.rayess.com.tr

ALL OUR PRODUCTS ARE MADE WITH BELGIUM CHOCOLATE.
100% COCOA OIL IS USED IN ALL OUR PRODUCTS



RYS Çikolata Gıda San. Tic. A.Ş. Beşkavaklar Mahallesi D-100 Karayolu Caddesi No: 9/B - Merkez-Bolu/Türkiye
Business Registration Number: TR-14-K-003837 Menşei Ülke, Country of Origin: Türkiye, Made in Turkey.
kurumsal@rayess.com.tr - bilgi@rayess.com.tr

☎ 0850 888 0 797
rayesscikolata
www.rayess.com.tr





SIRENE BELEK HOTEL — ANTALYA —



A holiday beyond perfection awaits you at Sirene Belek Hotel

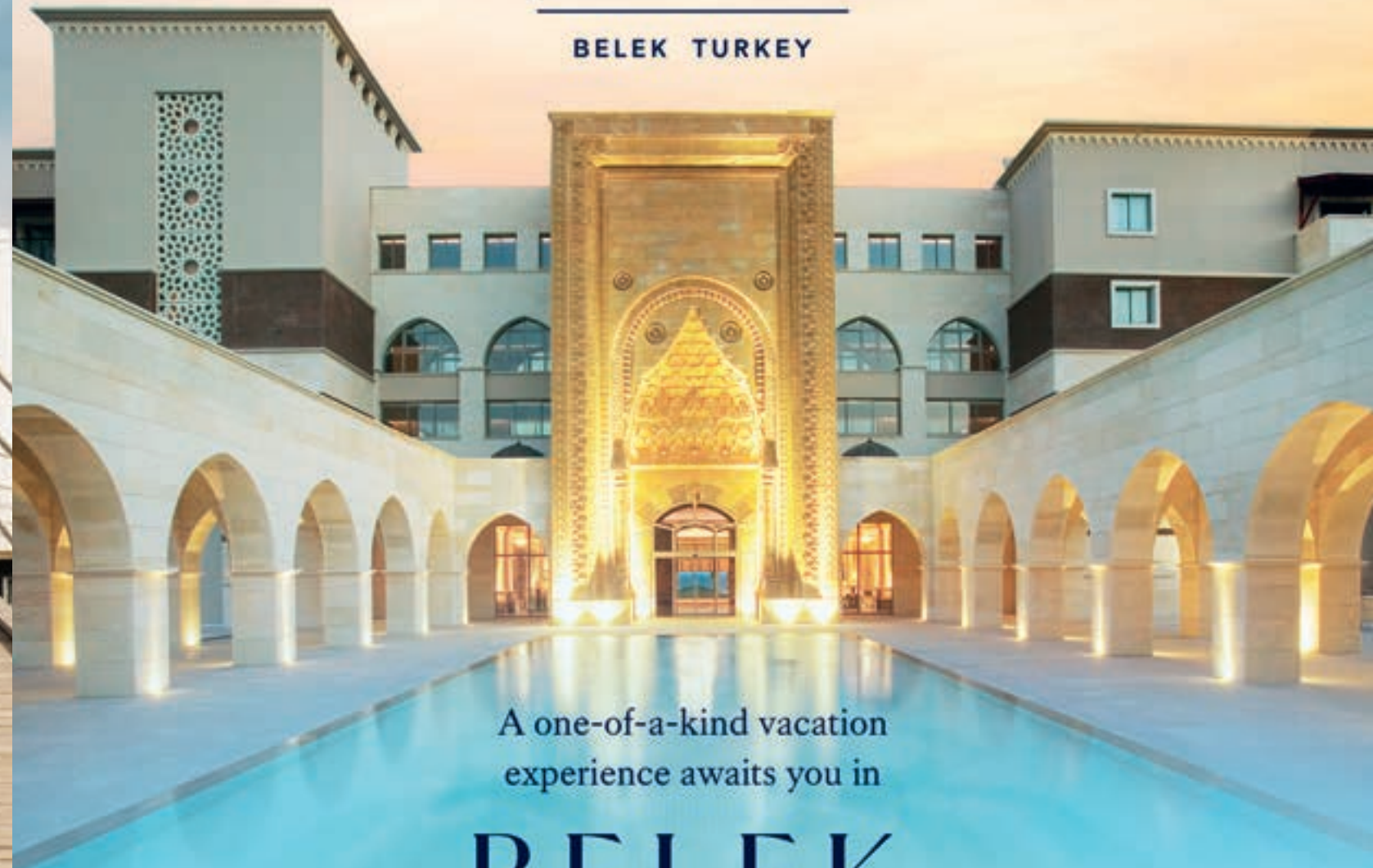
How about a journey where comfort and fun meet in one of the most beautiful places of the Mediterranean with its unique beach and rich cuisine?

T: +90 242 710 08 00 · F: +90 242 725 45 27
belek@sirene.com.tr | www.sirene.com.tr



Kempinski Hotel The Dome

BELEK TURKEY



A one-of-a-kind vacation
experience awaits you in

BELEK

where luxury and elegance meet in the
world-renowned Kempinski Hotels.

P +90 242 710 1300 F +90 242 725 5575
reservations.thedome@kempinski.com
kempinski.com/belek

Kempinski
HOTELIERS SINCE 1897

TOURISM PROFESSIONALS ARE HOPEFUL FOR THE 2023 SEASON

The 2023 season, which is the year of 100th anniversary of Republic of Türkiye, is also has a particular importance for the tourism sector. The sector, that exceeded the numbers of 2019 last year, is getting prepare to set new records this season. The representatives of the tourism sector, who are excitedly preparing for the 2023 season, shared their views and predictions about the 2023 season with Turizm Aktüel Magazine.



Yakup Dinler, Kayakapı Vice Chairman of the Board: 2023 is going to be the best year of Türkiye's tourism.

Contrary to the expectations of many people in the industry, 2022 has been one of the Türkiye's best years in tourism by gaining a serious acceleration especially after the first 3-4 months. Despite many negative situations in the world and especially in our nearby geography, our industry contributed very seriously to the country's economy and played a role in closing the current account deficit. As we live 2022 behind us, of course, the expectations for 2023, the 100th anniversary of our Republic, have become very high. Regarding these expectations, our operators renewed

their hotels, made new additions, increased their prices along with the service quality and became ready for the new season. I hope 2023 is going to be the best of Türkiye's tourism.



Ali Onaran, Chairman of Prontotour: Turkish Market made a good start to 2023

I wish 2023 to be a successful year. Considering the preliminary demands from abroad, I can say that 2023 will be a good year for Türkiye and we'll break a record by surpassing 2019. Of course, all these assumptions are based on the continuation of normal conditions and the foresight of not having any significant regional problems. Turkish market made a good start to 2023. Domestic demands on early booking exceeded 2019 by 30% and international demands also caught

up. We see that travel requests, which were postponed during the pandemic period, continue to increase this year, as they did last year. I can say that the interest in new products and new destinations has increased. Our sales for Egypt are very high this year; also there is a high demand of local travelers for classic routes such as Italy, the Balkans, Central Europe and Spain.



Murat Toktaş, President of Black Sea Touristic Operators Association (KATİD): We'll approach to the number of 60 million tourists

I think the increment we had after pandemic in 2022 will continue to increase in 2023 unless an unexpected negative situation happens. I believe we'll approach to the number of 60 million tourists.



Murat Arslan, General Manager of CVK Park Bosphorus Hotel: The increase will continue in 2023

The year 2022, which came after pandemic period, has become a good year for tourism. Remarkable increases were also achieved on ADR and Rev-Pars by having high occupancy rates throughout the year. The reopening of the Saudi Arabian market in the middle of the year and the spread of bookings from this market throughout the year also contributed positively to this process. Additionally, the increase of demands in Russian market was also one of the remarkable developments. I highly believe that, with the new hotels that

have been built to Istanbul and Antalya which provide more capacity for accomodation and with the right price policy, the increment of the last year will continue to increase in 2023 and our sector will go back to its old vibrant days.



Serdar Balta, General Manager of Ottoman Hotels Group: 2023 tourism season will be even better than 2022

I think the 2023 tourism season will be even better and more productive than 2022. This is what we are expecting and planning for. The season of 2023 is being expected to have great number of visitors and provide high incomes and it seems possible. As a country, it is possible to achieve this with stability in every field.



Aydın Karacabay, Chairman of the Board of Levni Hotels: I still have my optimism for 2023

I started to the year 2023 with a very positive perspective. We expect from tourism activity to keep on going positively in 2023 such as it did in 2022 right after the pandemic. Although the earthquake had some temporary negative effects, I think it won't effect the tourism season regarding that the earthquake area is far from tourism centers and tourism areas didn't get any damage from the earthquake. Our country has very important structural advantages on costs and the quality of facilities when we compare with the other competitors of the region. Related to that, I think the 2023 season will broke a new record by passing the numbers of 2019, which was the last normal season of ours before pandemic. We still keep our optimism for 2023 despite the earthquake.



Hüseyin Kurt, President of International MICE Industry Association (I-MICE): It is very important for our industry to keep the qualified employee source.

We live in a period where the direction of exchange rates is uncertain. This situation makes us tired and challenged when calculating the budget for the future. At the same time, we are in a period neither the employee nor the employer are happy about the minimum wage. Sadly, we're in a period that the blue collar workers and white collar workers are intertwined. It is important for our government to both protect the rights of the employees and also develop the supportive politics for the employee to be able to keep the qualified employees in the sector. The war between Russia and Ukraine, the possibility of its spreading to the other countries in the region, the energy and food crisis and their impact on costs and inputs, the accommodation tax and the earthquake disaster happened on 6th February are on our agenda as the situations that we will follow in the coming period. It is also known that we're on the eve of the election. The election period will also affect public events and organizations.



Recep Arifoğlu, Tourism Investments Coordinator of Artaş İnşaat A.Ş.: Reservations have a strong growth with 20% increase compared to 2022

Reservations made in B2C sites were observed to have a strong growth, with an increase of 20% compared to 2022. This indicates that tourism will be better in 2023 all around the world. The domestic tourism increased 112% in the 3rd quarter of 2022 compared to 2021 and it will continue to increase in 2023 too.



Korhan Alşan, CEO of Nirvana Hotels: Türkiye is unrivaled in the world in terms of price-quality balance.

I expect a performance that will exceed 2022 both nationally and regionally. I foresee that the increasing demand in the European market will continue. The plans on aircraft capacity in UK market is noteworthy in a positive sense. Despite everything else, Türkiye is an unrivaled country in the world in terms of price-quality balance. Alternative product diversification efforts, new concepts, a wide product range and the intense interest of consumers in Türkiye will definitely reflect positively on 2023 figures. In terms of annual tourist numbers, I think Antalya will reach the number of 175 million tourists whom have foreign passports and whole Türkiye will reach the number of 65 million.



Savaş Bulut, Operator of Konyalı Restaurant: I expect 25% of increase compared to last year

I expect a busy season. South America and Asia markets will be very active especially after March. Cruise ships will have more travel than last year. I also expect the currency to appreciate. With all these, I think tourism will come to high levels. The intensity and sincerity of the helps that have been made to my country make me to think that tourism will be very busy. The tour operators that we've been talking to also take a completely supportive position. Lots of foreign agencies are agreed to be supportive to Türkiye's market. As a result, I think tourism will increase 25% compared to last year.

Fidan Güldür Tetik, General Manager of Memento Hotels: Reservations give us hope for the next season

We received a small amount of cancellations after the earthquake. But the reservations we've been making for the future period show that the next season will go well. I wish to have a season above expectations in 2023 such as we had in 2022.



JUST IMAGINE... IN A STANDARD HOTEL ROOM

JAKUZI & STEAMBATH, CONDITIONING CYCLE, KITCHEN

WORKING TABLE & INTERNET ACCESS, PARQUET FLOORING

WELCOME TO A NEW CONCEPT, WELLNESS...

YOUR DREAMS BECOME REAL ONLY IN



Lamartin Cad. No:18 Taksim/İstanbul/Türkiye
Tel: +90 212 313 4040 (Pbx) Fax: +90 212 313 4039
E-mail : info@thecentralpalace.com
www.thecentralpalace.com



Ali İmdat Uçar, General Manager of Ramada Istanbul Taksim: The dynamism of the sector will start with Ramadan Festival

A person needs to be an oracle to be able to give an opinion about the tourism season of 2023 in a country like Türkiye. I haven't had a comfortable season three years in a row during my professional life that can be count as a long one. Leaving aside the geography, the social-economical structure of the country cannot completely meet the criteria for hosting high-spending guests. You simply need to be a state of "law" to be able to have the preferred guests. Just by providing this criterion, you can have the biggest advertisement. If you can't, your position of running forward in a train which goes backward will continue. I think the dynamism of the sector will start with Ramadan Festival.



Erol Çelik, General Manager of Zeynep Sultan Hotel: 2023 will be the year of tourism in Türkiye

We can say that 2023 will be a good year for tourism by looking at the 2022 season. I have no doubt about that the increasing

demands on tourism destinations of our country have been increased and will continue to rise and our country's tourism will come to a very high level. My expectations for 2022 had come true and i have the same ones for 2023. High demands for 3-4 months later have been started on January and we try to respond to those demands since then. I recommend to the all tourism professionals to be ready for a very busy April and do not have a low price policy. 2023 will be the tourism year of Türkiye and we'll work for it all together.



Mert Okan, CEO of The Kailyn Hotels: I trust our richness in tourism products and competitive prices

After the pandemic, there have been many changes in the world and in our country. The world economy has shaken and the cost and prices of everyting are going up day by day depending on energy. We feel this enough in our daily lives. It become impossible to be sustainable at these prices because of the energy costs and absent employee costs. The increase on the costs of flight tickets for the foreigners who want to go to holiday are very high. These negative situations are also affect our competitors. In this situation, i trust to my colleagues who are accustomed to crises management and can come up with practical solutions.to our tourism infrastructure, our richness in tourism products and our competitive prices. 2022 was a

productive year for tourism after the pandemic. Even though we have a some decrease in the first half of 2023, i hope that the second half will be below 5-10% last year by regarding the year which goes with changes. I hope the European and Far East markets that we lost in the past will slowly gain momentum. Demand on the Middle East market will increase on the summer period, again. Besides cultural tourism and nature tourism-glamping, health tourism will come into prominence.

Deniz Dikkaya, Sales Director of Divan Hotels: Tourism professionals are a rare community that has survived all crises

Tourism professionals are the most patient people of the world. Especially we, the Turkish tourism professionals, by being patient about all the bad situations that happen to us and finding alternative solution ways , are a rare community that has survived all crises which happen in every couple of years. We overcame the pandemic and had a great season in 2022, but while waiting for new season with great hope, the earthquake disaster happened. 2023 will be hard year for us. We were dreaming about breaking records, now we should motivate ourself again for good and start to introduce our tourism places, we should attend to the fairs to do that.



**TAKSİM SQUARE
HOTEL**
by hotel management co.



Gümüşsuyu Mh. Sıraselviler Cd. No: 7
Taksim 34437 Beyoğlu, İstanbul / Türkiye
T: +90 212 292 64 40 • F: +90 212 292 64 41
info@hoteltaksimsquare.com

www.hoteltaksimsquare.com

**PERFECT STAY
IN THE CENTER
OF ISTANBUL**





Burhan Sili, Board Member of Türkiye Hotelier Federation (TÜROFED): The tourism season in 2023 will be much more better than it was in 2022

I think that the tourism season in 2023 will be better than 2022. Our present reservations prove that. We had a very remarkable performance on the numbers and income on per person in the 2022 season. I foresee that we'll pass over those numbers of 2022 in this season.



Emrullah Yabanigül, Board Member of Rast Hotel: Türkiye will be the rising star in the 2023 season

The expected intensity in tourism season of 2022 after pandemic can be seen all around Türkiye, especially

in Istanbul and Antalya. The number of the visitors of our country has been remarkably increased and this rise will be more in the 2023 season. Türkiye, because of having lots of advantages, is one of the first countries can be chosen by European and Middle Eastern markets. Türkiye will be the rising star in the 2023 season with its affordable prices, easily accessible location, cultural diversities and high standard services. I think the season of 2023 will be busier than 2022.



Ali Öztürkmen, Hotel Manager of Golden Crown Hotel: We made a very hopeful start to the 2023 tourism season

We made a very hopeful start to the 2023 tourism season. Unfortunately, the earthquake disaster happened. We had some cancellations around 20-30%. Moreover, the booking demands reduced a lot. I think this situation is temporary. The earthquake disaster in Türkiye is still the main news even on the international press. I think the sales will go back to normal starting from March and i think it will be a busy period. The news we received from our overseas partners also confirms this situation. My expectation is that we will have a season that will be over 2022. Our increasing market options increase our optimism especially for Istanbul.



Tarkan Akyüz, President of Old City Hoteliers Platform: The season will go back to normal starting from May

The European tourists don't make reservations till the end of the elections. I believe that we'll work with our 50-60% capacities till the end of the elections. After the elections, if everything goes well, i believe that we will work with our 80-90% capacities. The cancellations for March have been started cause of March is a very close period. We'll probably have cancellations around 10-20% because of the earthquake disaster till May. Everything will go back to normal starting from May.



Engin Eryılmaz, General Manager of Orientbank Hotel Istanbul Autograph Collection: 2023 season will be busy

Following the 2022 season that went great, our country's performance become even better in January and February. The demands, which decreased because of the earthquake, continues to increase starting from March and i think we'll have a very busy season again this year.



“ PREMIUM CAVE HOTEL OF CAPPADOCIA ”



Kayakapi Mahallesi, Kuşçular Sokak No:43, 50400, Ürgüp / Cappadocia / Türkiye

+90 384 341 88 77 +90 384 341 25 77 contact@kayakapi.com www.kayakapi.com



/KayakapiPremiumCaves



/Kayakapi



/Kayakapi



is a subsidiary of





Ali Mürşit Yağmur, President of Dalyan Hoteliers Association: Our reservations for the summer period still continue

In the international fairs that we attended, we've seen that the early booking requests had been going on with an increasing momentum. The earthquake that happened in 6th February by having its center in Kahramanmaraş made a big impact all around the world. Even if there are some cancellations because of the uneasiness, our reservations for the summer period still continue. We expect for a 70% increase comparing to last year with this year's reservations for the whole summer period starting from May. I guess that 2023, the year of 100th anniversary of our Rebuplic, will be a successful year.



Orhan Genceli, GNC Hospitality Consulting Chairman: Have reached the business potential we targeted for 2023

We, as GNC Hospitality Consulting, have reached the business potential we targeted for

2023. In Türkiye, we have projects in Istanbul, Bodrum, Ardahan, Mersin, Karaman, Kayseri and some other cities where negotiations are ongoing. We also have ongoing projects in Azerbaijan, Iran, TRNC, Russia. Hotel investments and brand integrations continue intensively in Türkiye. New projects and investments come up every day. Intensive investment projects are planned especially in the new airport region. Many hotel and tourism facility investments planned in Anatolia continue. Investors were encouraged by the increasing demand for tourism in 2022.



Burak Atilla, General Manager of Antik Hotel: A risky and hard year of 2023 awaits for tourism

We already knew that tourism would have some difficulties in 2023. This year is the election year and this is the head reason of being a difficult year. Because we have experiences from last years. On the other hand, we have some other hardships cause of the increases on expenses and revised costs to higher points related to unavoidable inflication. The countries that has a stable tourism policy continue to their work with the fixed prices. Whereas, we always have challenging years cause of the changing prices all the time. If we have a stable tourism system, which is a little hard to have, we can achieve. A hard and risky year of 2023 awaits for tourism.



Cumali Balpetek, Chairman of Istanbul Chambers of Commerce (ITO) 16th Group Hotels Committee: Istanbul will have a high demand in 2023 without any doubt

Our Istanbul, as proving its power in tourism sector by its broken records and achievements happened after pandemic, especially in 2022, has shown us about the high demand that will occur on the following years. Our city has broken its own record last year and hosted more than 16 million visitors. When we examine that globally, it passed the number of Rome that had 15 million visitors and it made to the Top 10 on most of international lists. In 2023, 31 international congresses that will have participants in the number of 300 to 25.000 for each, will be organized in Istanbul that we've been supporting. Istanbul, which is a powerful tourism destination internationally and gets attention with being an attracted point with its historical and cultural texture, will have a high demand in 2023 without any doubt. The returns that we've been getting from the fairs we attended, the number of the visitors of Istanbul will increase more starting from 2023 in middle and long term. We continue to work all together to make Istanbul as a world wide brand, especially with concantreting the subjects on getting digital, having sustainable and 'green'



RAMADA
BY WYNDHAM
ISTANBUL TAKSIM

Receppaşa Cad. No: 15
34437 Taksim, Beyoğlu, İstanbul, Turkey
Tel +90 212 238 54 60 Fax: +90 212 23851 51

www.ramadaistanbultaksim.com

The recently renovated Ramada By Wyndham Istanbul Taksim is your top business hotel in Istanbul, offering 4 star and an ideal city centre location, perfect for both business and leisure travellers alike. Situated in the heart of Beyoğlu, our Taksim Hotel is not only close to the square by the same name, but also allows quick and easy access in and around the city centre, to some of Istanbul's favourite attractions including the Blue Mosque and Pera Museum.

SAY HELLO TO RED

92 STANDARD ROOMS, 7 SUPERIOR ROOMS,
2 SUITES, 176 BEDS, 4 MEETING ROOMS, ZEN SPA,
COLOR RESTAURANT, TERRACE CAFE BAR & BAR



Ali Can Aksu, President of TUROYD: There is a high demand to Türkiye for the 2023 season

There is a high demand to Türkiye for the 2023 season. It can be seen that the EB sales reached to higher levels than 2022 even if it is just February. The demand on sea costs such as Ege are very high, especially for Antalya. It is highly believed that it will be very busy for Istanbul and Anatolia starting from May. We observe that Istanbul will be very busy in 2023 especially by looking at the demands of congresses that start from Nevruz period.



Elif Bursalı, General Manager of Ramada Encore Istanbul Bayrampaşa: The season will be very active

Since we live in a geography whose agenda can change very rapidly, it is very difficult to predict how the season will go. However, i think that the summer season will be very active in a metropolis like Istanbul.



İhsan Türkus, General Manager of Erboy Hotel: The hope never run out for a tourism professional

The tourism sector had a good performance after pandemic, from the middle of 2021 till the end of 2022. It stayed in good condition even if the collapse in general economy. The interests that followed by each other and the increase on expenses didn't change the way of our look to the year 2023. We've entered to year 2023 with hope, even with a little bit more hope than we had for 2022. Although the number of the reservations decreased after the earthquake, it has become stable lately. The hope never run out for a tourism professional.

THOUSANDS OF HOTEL OPTIONS

istediğiniz oda
odafiyat.com
uygun fiyata



HEALTH, PEACE AND NATURE HOLIDAY AWAITS YOU WITH **ESILA TERMAL HOTEL**,
YOU CAN FIND THE MOST SUITABLE ONE AMONG ADVANTAGEOUS PRICE OPTIONS BY
CHOOSING **ODAFIYAT.COM**



BEST ADDRESS
IN ISTANBUL



Hocapaşa, Ebussuud Caddesi,
No:18, 34110, Fatih, İstanbul, Türkiye
+90 212 513 3750
info@erboyhotel.com
www.erboyhotel.com



ESILA TERMAL
HOTEL & SPA

NON-ALCOHOLIC THERMAL HOTEL



MÜBERRA ERESİN: OUR OPTIMISTIC EXPECTATIONS FOR 2023 CONTINUE

We foresee an increase in both occupancy and room prices in each segment of tourism in 2023. There is no reason not to hit the targeted numbers.

As referring that 2023 will be good year for tourism, TÜROB President Müberra Eresin says: "We still have our optimistic expectations for 2023 even if we had a stable start. 2023 will be a good year for tourism. This idea is being supported by the news we got from the fairs that hold in London, Cannes, Madrid and Tel Aviv. We foresee an increase in both occupancy and room prices in each segment of tourism in 2023. By emphasizing the strategical importance of tourism on country's economy, Eresin said: "The tourism sector, that has a great contribution to country's economy and is a real exporter due to being a sector where imports are almost zero, is one of the most important sectors that should be supported all the time. We work with this awareness."

"According to the formal records of Ministry of Culture and Tourism, Türkiye reached the numbers of 51.4 million of tourists and 46.3 billion dollars of income. By regarding the formal expectations and aims of the Ministry, we, as TÜROB, aiming to have the number of 60 million tourists



TÜROB President Müberra Eresin

and 56 billion dollar of income for this year and continue to our work with this perspective. There is no reason to reach to these numbers." The President of TÜROB, Müberra Eresin continued to her words with: "People want to travel after the pandemic period and we are one of the safest countries to have holiday since the beginning of the pandemic

with our safe tourism certificates. Nowadays, we work on sustainable tourism which designed by considering the needs of the world. As Türkiye Otelciler Birliği (The Hotel Association of Türkiye), we lead to all our facilities to make them get their sustainable tourism certificates. This is why, i think Türkiye will be a priorty choice for the sensitive travelers."



facebook.com/PointTaksim



twitter.com/Point_taksim



instagram.com/pointtaksim



foursquare.com/point_taksim

Expand your point of view



TOPÇU CADDESİ NO: 2 TAKSİM - İSTANBUL
T: +90 212 313 5000 F: +90 212 313 5030
www.pointhotel.com



Türkiye raises bets as foreign arrivals near record, tourism revenues boom

Türkiye raised its tourism estimates on Tuesday, encouraged by fresh data that indicated a complete rebound from a pandemic fallout, as foreign arrivals in 2022 neared a record and revenues hit an all-time high.

Foreign visitors arriving in Türkiye surged 80.33% year-over-year to 44.6 million in 2022, just shy of the peak of 45.1 million in 2019, the Culture and Tourism Ministry said. The arrivals saw a rise compared to the 24.71 million foreign visitors in 2021 and 12.73 million in 2020.

Separate data showed tourism revenues jumped 53.4% year-over-year to a record \$46.3 billion last year, blowing past the previous high of \$38.4 billion in 2019 before the pandemic hit. The figure stood at \$30.2 billion in 2021 after the outbreak more than halved it to just \$14.8 billion in 2020. Culture and Tourism Minister Mehmet Nuri Ersoy said foreign arrivals are expected to reach 60 million in 2023, before hitting 90 million in 2028. For the income, Ersoy said they see it rising to \$56 billion this year and \$100 billion five years from now.

COVID-19 restrictions all but dissipated in 2022 and Russians came in droves partly due to flight restrictions imposed by Western nations over Moscow's invasion of Ukraine. Hundreds of thousands of Russians are also estimated to have moved last year to Türkiye, seen as a safe haven for investment in homes and other assets. Arrivals were also backed by a surging demand from European countries, spearheaded by Germany and the United Kingdom.

At 5.7 million, Germans topped the list among nations in 2022 and made up some 12.7% of all visitors, the Culture and Tourism Ministry data showed. They were followed by Russians at 5.2 million, Britons at 3.3 million, Bulgarians at 2.9 million and Iranians at 2.3 million. The number of foreign tourists arriving in Türkiye in December alone rose 27% from the same period in 2021 to 2.4 million, the Culture and Tourism Ministry data showed. The tourism revenue climbed 22.2% year-over-year to \$11.37 billion in the fourth quarter, the Turkish Statistical Institute (TurkStat) said.

RECORD IN SPENDING

The foreign exchange it brings in makes tourism income vital to Türkiye's economy, as the government's new economic program focuses on flipping the current account deficits to a surplus, prioritizing exports, production and investments while curbing rising inflation.

A depreciation in the Turkish lira was one of the main drivers for European and Arab tourists last year, sector officials said. The lira weakened some 44% against the U.S. dollar in 2021 and nearly 30% in 2022 but remained stable in the last quarter.

Unveiling five-year targets at an event in Istanbul on Tuesday, Ersoy touted Türkiye's success given

that it managed to go through the coronavirus pandemic with less damage than other countries around the world.

Ersoy's presentation suggested that foreign arrivals in Türkiye fell 69% after 2019 due to the outbreak that halted global travel and confined people to their homes, versus a 72% drop in the world. He said the world had reached 65% of pre-pandemic levels, whereas Türkiye rebounded to numbers seen before the outbreak.

Istanbul, Türkiye's most famous city and its largest by population, remained the top draw for foreign visitors, welcoming more than 16 million tourists in 2022. It was followed by the Mediterranean resort city Antalya with 12.8 million visitors. Edirne, a city in northwestern Türkiye bordering Bulgaria and Greece, sat third with 4.6 million tourists.

The average expenditure per night for overnight visitors reached \$87.50 in 2022, a record that Ersoy said is expected to jump to \$95 this year and \$118 in 2028.

The average expenditure per capita came in at \$901 in 2022, the TurkStat data showed.

The number of Turkish citizens traveling abroad soared 165.4% to 7.3 million, with their average expenditure reaching \$589 per capita, the data showed.

ROYAL
BALLOON
CAPPADOCIA



ROYAL
BALLOON
JORDAN

ROYAL
BALLOON
OMAN

ROYAL
BALLOON
RWANDA



A DINLER GROUP COMPANY

www.royalballoon.com

royal@royalballoon.com

@ f t RoyalBalloon



MUSEUM HOTEL; A UNIQUE CAVE HOTEL WITH A UNIQUE LIVING-MUSEUM CONCEPT

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

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

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



MEDITERRANEAN CROSSIA TOURISM IN 2022

Spain and Greece were ahead of Türkiye in the number of cruise tourists among the 4 destinations in the Mediterranean that received the most tourists in 2022.



Spain and Greece were ahead of Türkiye in the number of cruise tourists among the 4 destinations in the Mediterranean that received the most tourists in 2022. According to an analysis by the tourism statistics center Tourism Databank, in 2022 Spain received more than 8 million cruise passengers and Greece more than 4 million cruise passengers and tourists. Türkiye followed them with 1 million. On the other hand, Türkiye caught the highest increase. Italy is also probably at par with Spain.

HOTEL EXPENDITURES MADE BY CARD IN 2022

Card hotel accommodation expenditures made with credit and debit cards in Türkiye reached 5.6 billion dollars in 2022. According to the data compiled from the Interbank Card Center BKM; Card hotel accommodation expenditures made with credit and debit cards in Türkiye reached 5.6 billion dollars in 2022. In 2021, it was \$3.2 billion.



FLIGHT TICKET PURCHASES WITH CARD

Domestic flight ticket expenditures made with credit and debit cards reached 7 billion dollars in 2022. Flight Ticket Purchases with Card in 2022

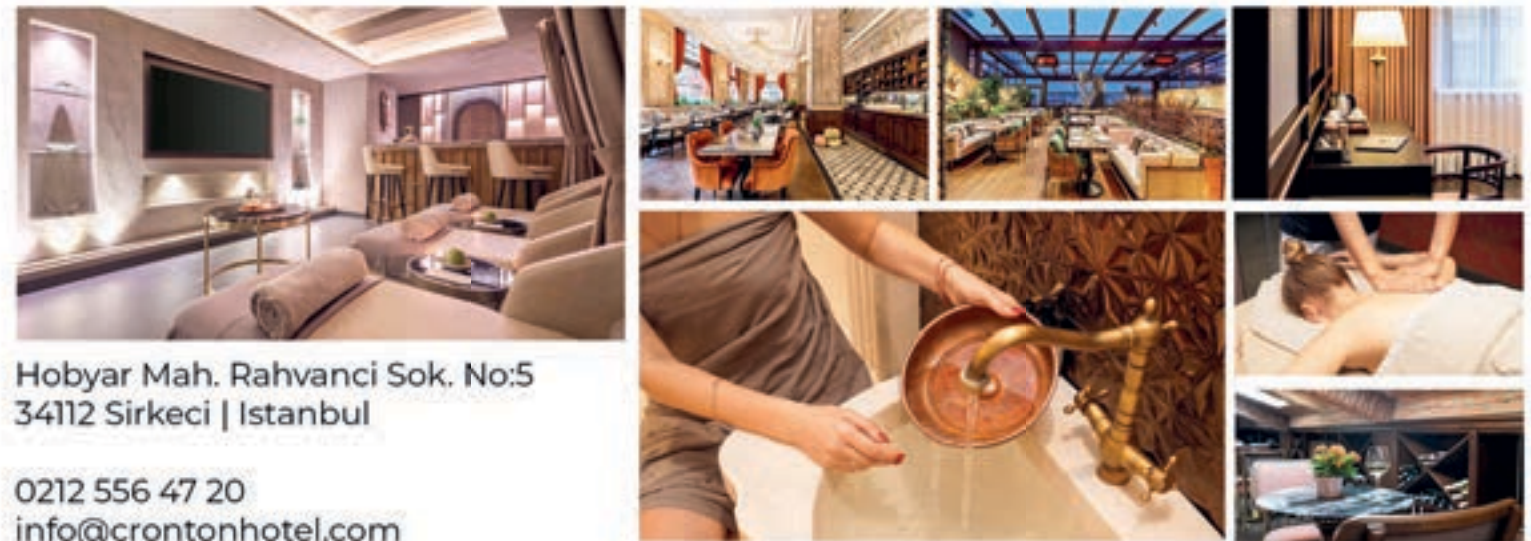
According to the data compiled by Tourism Databank, the tourism statistics center, from the Interbank Card Center BKM; Domestic flight ticket expenditures made with credit and debit cards reached 7 billion dollars in 2022. It was \$4.0 billion in 2021.

Cronton

DESIGN HOTEL

The only heirloom of the historical peninsula, the 1st Vakıfhan, was opened in the Cronton Design Hotel Sirkeci with its 39 rooms specially designed in accordance with its history.

With our Sirkeci Restaurant, Cronton Roof & Terrace, Turkish Bath, Sauna, Spa & Wellness and Beauty Room services, you will not only relieve the tiredness of the day, but also make your spiritual and physical energy worthy of your Istanbul trip.



Hobyar Mah. Rahvanci Sok. No:5
34112 Sirkeci | Istanbul

0212 556 47 20
info@crontonhotel.com



Luxury tourism facilities set eyes on 2023

Focusing on increasing its tourism income with its market and tourism diversity, Türkiye, on the one hand, is healing the wounds it received from the pandemic in 2022, while on the other hand, strengthening its brands in the world's luxury tourism routes.



In this respect, Bodrum hosted the world jet set in its ultra-luxury group throughout the season. Antalya, meanwhile, added increased bookings in the last two months of the year to its increasing occupancy rates. Some of the coastal hotels, which closed the summer season between June and November with high occupancy, continue to host guests by staying open throughout the winter. Preparations for the 2023 summer season in the regions also started quickly. The ultra-luxury brands, which closed as of the end of November, have high expectations, for the next season. Six Senses Kaplankaya General Manager Adnan Yücel, who explained that they met

with demand far above their positive expectations for 2022 and completed the season, said that they had an intense booking process from all channels, including boutique luxury travel agencies. "Visitors mainly from the United Kingdom, the United States and Russia spent the season at our resort," Yücel said. "In addition to this, we saw an intense flow from our Turkish guests, the Middle East and Europe. We expect the war to end as soon as possible to return to normal. We will spend the winter period with preparations to maintain the highest quality of service and service quality." Speaking on behalf of Gural Premier Tekirova/Gural Premier Belek, deputy chairman of the board, Prens Gural,

said that they reached the level of 2019, a record year in tourism, on the basis of turnover. "Due to the excessive increase in exchange rates, domestic market prices have increased significantly in the last two years," he said. "Despite the price increases, the demand for Gural Premier hotels has not been interrupted. We have been attaching great importance to market diversity for many years. We can say that we have reaped the fruits of this, especially in times of crisis." The hotels will complete their preparations before the season starts in April, Gural added. "We will continue our marketing activities in about 20 countries during the winter months," he said.



Bekdas Hotel Deluxe Istanbul
a waits you in
the heart of the old
city with its 97 re-
cently renovated
luxury room sand
an experience of
over 19 years.

Be sides being the most
well known hotel of the area
Bekdas Hotel Deluxe Istanbul
has also elegantly renovated
both interior and exterior by
2013 SPA & Wellness Center
has been re-created by
September 2013 for your
utmost comfort...

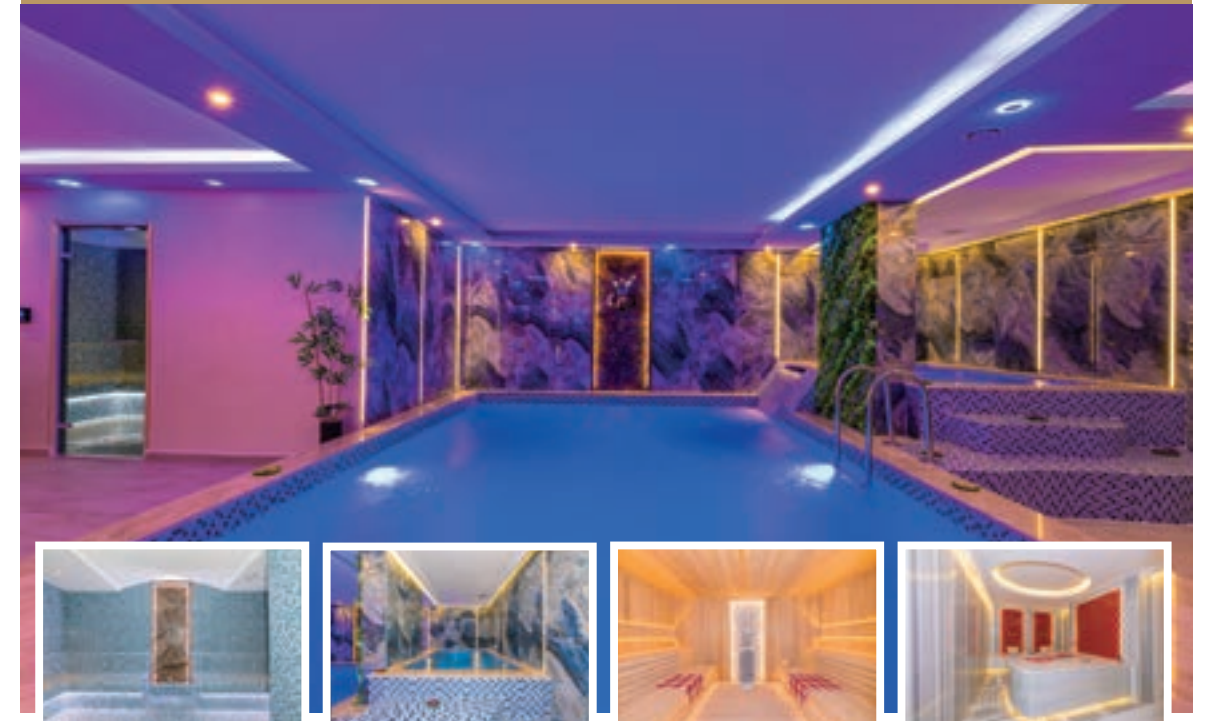
The fine dining restaurant
"Panorama" invites you to taste
the delicious Turkish Cuisine with
a breath taking view of the
Bosphorus & Old City.
We invite you to enjoy the tra-
ditional Turkish Hospitality with
luxury standards of Bekdas Ho-
tel Deluxe Istanbul, in the middle
of hundreds years of culture,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

bekdashoteldeluxe

BekdasHotel



www.bekdashoteldeluxe.com



Adres: Mimar Kemalettin Mah. Derinkuyu Sk.
No: 4 34130 - Laleli - Fatih - İSTANBUL

+90 212 638 36 82
+90 212 518 46 39

+90 552 223 53 27
info@bekdashoteldeluxe.com



THE FIRST RADISSON BLU HOTEL OF SAKARYA WAITS FOR ITS GUESTS

As put into service in 2020, Radisson Blu Hotel has 139 modern rooms and suits that provide a pleasant accomodation with its peaceful atmosphere and elegant design in Sakarya.

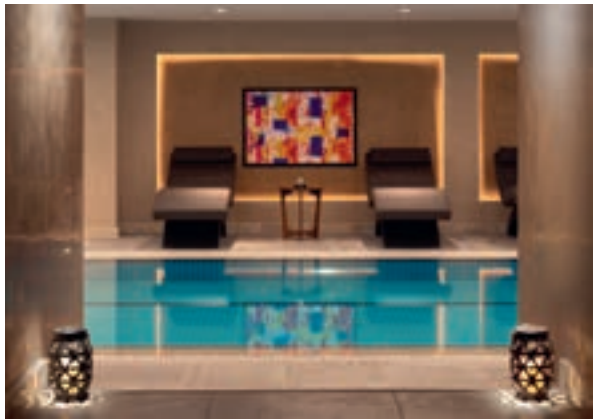
Enjoy a calming rest in Sakarya with Radisson Blu Hotel where you can reach city business centers easily. Designed with high 5 star standarts just for you , Radisson Blu Hotel is 112 km from Sabiha Gokcen Airport, 12 km from Lake Sapanca, 30 km from Kartepe Ski Center and only 7 km from Sakarya city center.

We have 139 rooms for your business trips and vacations, offer you a restful ambience and a stylish design. Our hotel has 132 standard rooms and 7 suites where you can use high- speed free wifi spots all over the hotel, you can always stay connected to the world. All rooms at Radisson Blu Hotel Sakarya have a safebox, TV, minibar, hairdryer , welcome tray with tea, coffee and kettle.

We assure that you can find appetizing dishes which are mouth- pleasing prepared by our chefs and served with a warm smile. Radisson Blu provides perfect service options with its elegant and sophisticated style and distinction with its 'Yes I can' service ethics. Alcoholic drinks are also available at the Cafe, which has a rich menu of drinks. The products that will be offered to our guests will cheer you up. The cafe on the ground floor of



our hotel is one of the most preferred places to have a good time. Radisson Blu Hotel Sakarya will host all kinds of events for up to 350 people. We are at your service for your meetings and dinner parties with our meeting rooms in 5 different sizes equipped with the latest technology and equipped with daylight. We also have a ballroom of 500 m², which will host glorious weddings, galas, private parties and social nights. The Ballroom has a private entrance separate from



the main entrance of the hotel and the foyer area in front of the hall offers guests great comfort. Even when traveling, your fitness routine will be continue. Stay fit by using our fitness area equipped with latest technology. You can also benefit from our indoor swimming poll, Turkish bath, Steam bath, sauna and personal care programs.



**FEEL THE DIFFERENCE IN SAKARYA
DISCOVER LAKE SAPANCA AND KARTEPE SKI CENTER**

2023 trends of European vacationers

The European Travel Commission (ETC) has published a new study that explores the attitudes of travelers and their future prospects.

Concerns about the war in Ukraine are high: 2 out of 5 people stated that they would avoid visiting countries neighboring the conflict zone. 7% indicated that they would generally avoid traveling to Eastern Europe.

SURVEY RESULTS

According to interviews with consumers from European markets (France, Germany, Italy, the Netherlands and the United Kingdom) and long- distance markets (Australia and the United States), 94% of people are satisfied or very satisfied with their European vacation in the summer of 2022. While 91% of them perceived Europe positively as a tourism destination, the cultural diversity of the region, geographical proximity to touristic places and destinations were effective.

However, concerns about the war in Ukraine are high: 2 out of 5 people stated that they would avoid visiting countries neighboring the conflict zone. 7% indicated that they would

generally avoid traveling to Eastern Europe. 22 percent are still in a state of concern about Covid. He prefers some pandemic habits, such as improved hygiene and social distancing, to remain in the future. It wants continued flexibility for last- minute cancellations, refunds, or changes.

About 3 out of 4 respondents said that inflation will affect their future travel, so they do extensive research before booking, and they will use their travel budgets more wisely. At the destination, they can also reduce their expenses, such as eating out. Among the interviewees, there is also a tendency towards more environmentally friendly initiatives. Europe experienced a strong travel recovery in the summer of 2022, as people sought to make up for lost experiences due to the pandemic. But the industry has faced other major challenges this year, including staff shortages, rising living costs and the energy crisis caused by the Russia-Ukraine war.

Key features to look for when choosing the next destination:

Interesting Culture. Price Geographical Proximity. Discover New Places .Available Locations. Weather forecast. Transportation Options. Sanitary Concerns. Nature Or Seaside Crowded. Travel insurance.

Vacationer's suggestions for changes in tourism products:

Reducing waiting queues, To prevent cancellations and reduce the possibility of delays, Solving the labor shortage crisis, Increasing the number of flight routes

Expected changes in the industry:

Increasing flight routes. Elimination of labor shortages, Incentives for more sustainable travel, To encourage the use of public transport, Developing a single website for destinations and attractions. More environmentally friendly travel options To be able to see the emission and carbon level, Investing in a better infrastructure for trains, accessible train stations, To establish a tourism fee that contributes to the conservation of nature.

a unique
DINING

experience in the

Topkapi Palace Museum

'KONYALI'



KONYALI 1897

www.konyalilokantasi.com

+90 (0) 212 513 96 96 saray@konyalilokantasi.com

YÜZYILLIK
MARKALAR
DERNEĞİ

TASTE OF CENTURY 120. yıl



TÜRKİYE'S ANTALYA READY TO BREAK RECORDS IN TOURISM

Türkiye's Mediterranean gem of Antalya, which hosted approximately 141,000 people in January 2019, was on the holiday route of 219,647 foreign tourists in the same period this year.

The city, which continued to host tourists with the Safe Tourism Certificate program during the global pandemic that affected the world and closed last year with 13.5 million foreign visitors, started 2023 with high expectations. According to the data of the Provincial Directorate of Culture and Tourism, some 91,762 foreign tourists arrived by air in the city on Jan. 1-31, 2018, and it hosted 140,856 foreigners in the same period in 2019 when records were broken in tourism. In 2020, the city, where 185,485 foreign guests came in January when the pandemic effects had not yet been felt. It hosted 49,841 foreign tourists in 2021 and 138,604 foreign tourists last year in the shadow of the pandemic. In the city, where a hopeful atmosphere for the 2023 season is blowing, the number of foreign tourists arriving by air in January reached

219,647, an increase of 58% compared to the previous year. In the ranking of the countries sending the most tourists, Russia took first place in every period. Some 71,752 guests came from Russia in January. Germany, with 35,214 tourists, the U.K. with 13,512 tourists, Poland with 8,086 tourists and Israel with 7,570 tourists followed by Russia. Kazakhstan, Ukraine, the Netherlands, Jordan and Belgium took place in the top 10. Antalya Governor Ersin Yazıcı told, that 45-holiday villages and 401 hotels in 5-star concept operate in Antalya, which has a total bed capacity of 643,051, 392,097 of which are 5-star. Explaining that the activity in the city in the last spring continues in the winter season, Yazıcı said the numbers make the tourism sector and its stakeholders happy. Yazıcı noted that the "12 months tourism" goal, which has been tried to be made in the city for years, has started to enter its accomplishment

phase. Pointing out that Antalya is a convenient destination not only for the summer season but also for alternative tourism areas, Yazıcı said they also prioritize alternative tourism elements such as congresses, fairs, sports and health apart from the summer season, and that they invest in these areas. Ülkey Atmaca, Head of the Professional Hotel Managers Association (POYD), said that last year was a very good year and they started 2023 with promising figures. Emphasizing that the January figures surpassed the January figures of 2019 when tourism was at its brightest, Atmaca said: "The ongoing early reservation has an effect on both the domestic and international markets, and at the same time, most of the passengers who have not been able to leave their homes for the last two winters are trying to travel."



Where Taste Turns into Feast



Hocapaşa Mah. Hüdavendigar Cad. No 25 Sirkeci, Fatih, İstanbul - TR
Phone: +90 530 489 15 45 • ziyafetkuzucevirme.com



HOTEL MOMENTO
İSTANBUL

**VERIFIED
SAFE
TOURISM**
TURKEY

www.momentohotelsistanbul.com



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.

Mimar Kemalettin Mah. Mithat Paşa Cad.

Küçük Haydar Efendi Sk. No: 14

34310 Beyazıt - Fatih | İSTANBUL | TÜRKİYE

Tel: +90 212 518 60 00 Fax: +90 212 518 60 10



/momento.hotel



hotelmomentoistanbul



HOTEL MOMENTO
GOLDEN HORN

TERŞANE

A SCENERY OF THE
HISTORICAL PENINSULA
Enjoy Istanbul with the
flavors of "Tersane"

www.momentohotelsistanbul.com

[tershanekarakoy](https://www.instagram.com/tershanekarakoy)

**VERIFIED
SAFE
TOURISM**
TURKEY



Arap Cami Mah. Tersane Cad. Perşembe Pazarı No: 24

Karaköy | İSTANBUL | TÜRKİYE

P. + 90 212 653 50 50 F. +90 212 436 36 70

E. info@momentohotelsistanbul.com

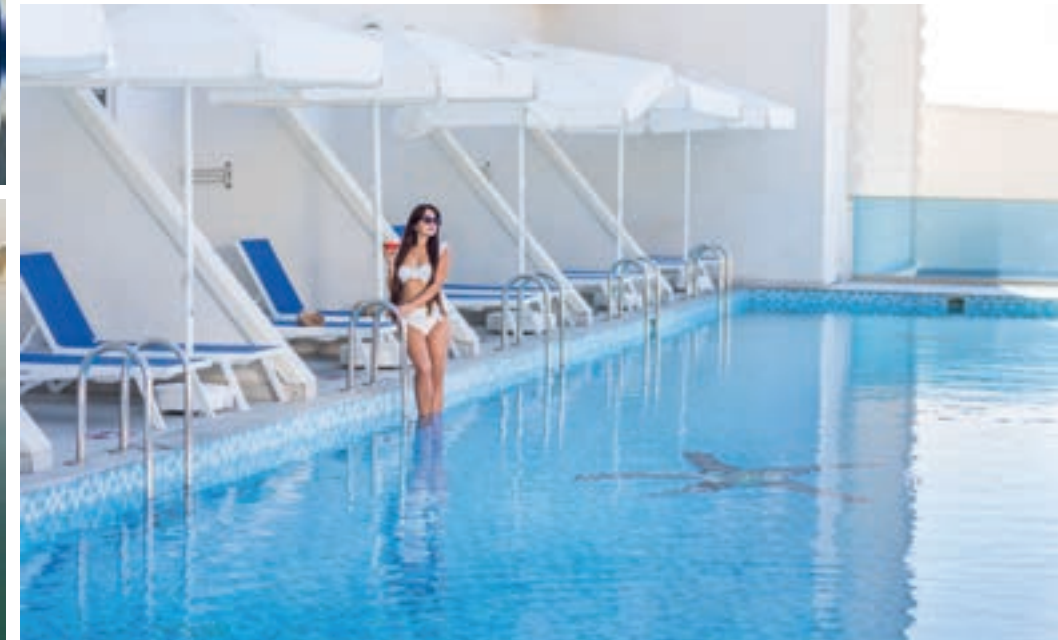


/momento.hotel



hotelmomentogoldenhorn





The shining star of Didim tourism: **MAXERIA BLUE DIDYMA**

Maxeria Blue Didyma Hotel, located in the holiday resort of Akbük in Didim, Aydın, has a stylish atmosphere that combines luxury with comfort and offers guests a beautiful environment to both refresh and have fun with its ultra all-inclusive concept during the summer season and all-inclusive concept during the winter season.

The hotel's private beach with its shallow and fine sandy can be accessed through an elegant underpass. The hotel features both indoor and outdoor pools for adults and children. In April and October, our hotel serves with a huge aquapark of 6.000 m² with 12 water slides and Food- beverage units, which has a heating feature. Our aquapark, relax outdoor pool, and children's outdoor pool are heated depending on weather conditions in April and October. Our

hotel, which is open all year round, also provides services with a heated indoor pool and a SPA center covering over 1.000m². Maxeria Blue Didyma offers comfortable accommodation experience with its stylish rooms decorated with modern details. Delicious dishes are served in the main restaurant with an amazing view of the Aegean Sea and in the a la carte restaurants with its modern design. Guests staying at the hotel can enjoy

entertainment activities, games, and animations throughout the day. We invite you to taste the Cheesecake, one of the most beautiful flavors of our hotel, accompanied by Austria's famous Shiller bean coffee, at Incir Coffee Patisserie with a unique Aegean sea view. Our hotel is located 45 km from Bodrum Milas Airport, 120 km from İzmir Adnan Menderes Airport and 20 km from the center of Didim. In Akbük, where green and blue intertwine with



the sun and shadow, the resort offers not only all the beauty that nature provides to those who live there but also offers a serious treatment opportunity for asthma patients with its oxygen-rich air that challenges the chronic illness. When combined with the iodized air breeze from the sea, the high-oxygen air has a miraculous effect on asthma patients, making

Akbük indispensable in the field of health tourism. If you are an asthma patient, smelling this wonderful air in Akbük will definitely be a unique experience for you. You can reach the Antique cities dating back to 3.000 BC in a very short time and experience these beauties

of history to the fullest. Some of our Antique cities close to our hotel; The Temple of Apollo is 20 km. & Iasos Antique City 21 km. & Miletos Antique City 25 km. & Miletus Museum 25 km. & Priene Ancient City 43 km. & Herakleia Antique City 51 km. You can reach it by public transport. As Maxeria Blue Didyma family, we invite all our guests to this unique town of Aegean, Akbük.

Uğur Ofluoğlu: The target of 60 million visitors is an achievable one

I believe that, after a long time, 2023 will be a peak year for Türkiye. I think the target of 60 million visitors is an achievable one.

Uğur Ofluoğlu, General Manager of Radisson Blue Hotel Sakarya, says that although it became a stable start on the first month of the year after setting a record number as a target, it is possible to reach to the target of 60 million visitors and he adds: "According to the formal records of Ministry of Culture and Tourism, 51.5 million visitors came to Türkiye and 46 billion dollars of income earned last year. Even if it became a stable start on the first month of the year after setting a record number as a target, I think the target of 60 million visitors is an achievable one. If there won't be any situation which blocks traveling such as pandemic, I believe that 2023 will be a peak year for Türkiye after a long time."

THE ROOM PRICES WILL INCREASE SIGNIFICANTLY

Ofluoğlu, who refers to the significant increase in average room prices in direct proportion to the increase in labor and energy costs, says: "Unfortunately, since the increase of expenses and the increase of room prices are not on the same level, this leads to a serious decrease in profitability. Additionally, the Accommodation Tax that started to be taken this year, will add an additional burden to the facilities which has room+breakfast+VAT system. Even if the number of the tourists who visited our country has been more than the numbers of the other countries such as Spain and Greece, the increase on income couldn't be equal with the



Uğur Ofluoğlu, General Manager of Radisson Blue Hotel Sakarya

increase on fullness. This fact puts the facilities under hard conditions with the increasing expenses. If we can struggle against the inflation of cost this year, our increase on income will

be permanent with the help of fullness. Increasing the diversity in tourism and turning it into a sector which lasts for 12 months will carry us to the point that we want to be."



GLOBEMEETS & GIS CONSULT PARTNERSHIP

Tourists around the world are in your hands

Globemeets &GIS Consult is a strategic partnership offering tourism networking and event management services to create visibility and develop relationship with tourism shareholders in Turkey and in the region.

With more than 20 years of experience in the field, Globemeets & GIS Consult provides international B2B tourism events, roadshows, PR, marketing, digital activities, and supports tourism offices, agencies and tourism brands to fully cover their target markets.

globemeets.com

gisconsult.com.tr





Firuz Bağlıkaya, President of Association of Turkish Travel Agencies (TÜRSAB)

Firuz Bağlıkaya: We started the year 2023 with important targets in tourism

"We started the year 2023, which is the year of 100th anniversary of our Republic, with important targets in tourism. So far, the activity in our main tourism markets progresses as we expected."

Firuz Bağlıkaya, President of Association of Turkish Travel Agencies (TÜRSAB) stated that Türkiye started the year 2023, that is the year of 100th anniversary of our Republic, with important targets in tourism and so far, the activity in the main tourism markets progresses as being expected. By revealing his thoughts and expectations on the 2023 tourism sector, he said: "The year 2022 has been a recuperating year for the whole world after the

pandemic. We expect this recuperating to continue in 2023. But there are lots of decisive factors such as the economical improvements and the war between Russia and Ukraine.

WE CONTINUE OUR WORK TO INCREASE BOTH THE NUMBER OF THE VISITORS AND THE INCOME OF TOURISM

On the other hand, there are predictions on people to have shorter

holiday periods and reduce their budget for traveling because of the worldwide increase on inflation and propensity to save in household expenditures after the pandemic. A season awaits us in which many countries that have lost their market since 2020, return to the race with more competitive price policies in order to get a bigger share of the pie. Despite all these ambiguities, we started the year 2023, that is the year of 100th anniversary of our Republic,

with important targets in tourism. So far, the activity in our main tourism markets progresses as we expected. As TÜRSAB, we continue our work nonstop to increase both the number of the visitors and the income of tourism."

TOURISM WILL PAY A MAJOR ROLE IN RECOVERING AFTER THE EARTHQUAKE

President Bağlıkaya made some explanations about the effects of the earthquake that happened in our country to the tourism sector and he pointed out that tourism will pay a major role in recovering after the earthquake. Bağlıkaya said: "First of all, I wish mercy of God on those who lost their lives in the earthquake and a speedy recovery to the injured and patient to the survivors. I would like

to thank all the countries that being supportive with Türkiye by sending their rescue teams or other helps. It's very important to see our friends by our side on such difficult times.

THE PLACES THAT HAVE BEEN AFFECTED FROM THE EARTHQUAKE HAVE A VERY BIG IMPORTANCE ESPECIALLY FOR DOMESTIC TOURISM

The places that have been affected from the earthquake have a very big importance especially for domestic tourism. Unfortunately, the indispensable destinations for gastronomy and cultural tours have been affected badly from the earthquake. We'll work for bringing the area to its old times. Tourism will pay

a major role in recovery and our cities that have affected from the earthquake will come alive again. This is our aim and we work for it very hard.

THERE IS NO PROBLEM WITH THE DESTINATIONS THAT WE HAVE DEMAND ON TOURISM FOR SUMMER PERIOD

There is no problem with the destinations that we have demand on tourism for summer period. In fact, lots of facilities in tourism regions have opened their gates to the earthquake victims as being secure areas with the campaign that TÜRSAB contributes as well. There is no condition for any of our visitors that will come in summer period to be concern about. We wait for host our guests with the hospitality we always have.



Hyatt Regency Opens in Izmir, Türkiye

Hyatt Hotels Corporation announced the opening of Hyatt Regency Izmir IstinyePark, located in Balçova, adjacent to the city's newest and most luxurious shopping mall.

Marking the sixth Hyatt branded property in Türkiye, and the second Hyatt Regency hotel in the country, its opening demonstrates Hyatt's intentional brand growth in destinations that matter most to its guests and World of Hyatt members.

The hotel's 160 spacious guestrooms and suites feature timeless interiors and memorable views over the Gulf of Izmir. Guests have access to premium meetings and event spaces, an on-site spa, 24-hour fitness center, and outdoor pool. For those looking to enjoy authentic Aegean and Mediterranean cuisine, Hyatt Regency Izmir IstinyePark also features an all-day dining restaurant with a partial sea view, and an airy bar and lounge. Located next to the IstinyePark Shopping Mall, which is also one of the finest shopping and dining venues in Izmir, the hotel provides



Zafer Canbaz,
General Manager
of Hyatt Regency
Izmir IstinyePark

convenient access to the city's rich and fascinating points of interest, including the region's healing thermal springs, Konak Square, the main square of the city, and incredible aerial views from the Balçova Cable Car. Hyatt Regency Izmir IstinyePark also offers a central location to the city's metro, tram, bus stations and the airport, for



stress-free connectivity. Commenting on the opening, Zafer Canbaz, the hotel's general manager said, "This is a monumental day – we are excited to welcome guests and World of Hyatt members to the culturally rich port city of Izmir. Overlooking the tranquil waters of the sunlit Gulf of Izmir, and situated in the thriving heart of Balçova, Hyatt Regency Izmir IstinyePark is an ideal gathering space for everything from productive meetings to energizing vacations."



WORLD LUXURY HOTEL AWARDS

WELCOME TO OTTOMAN HOTEL IMPERIAL ISTANBUL.
TRADITIONAL TURKISH HOSPITALITY, COMFORT,
ELEGANT PREMIUM SERVICE, AN UNBEATABLE VIEW OF
HAGIA SOPHIA MUSEUM AND SULTANAHMET SQUARE AND
A BLEND OF OTTOMAN AND PALACE CUISINE IS WHAT YOU WILL
EXPERIENCE AT OTTOMAN HOTEL IMPERIAL.



HAGIA SOPHIA MUSEUM

Caferiye Sokak No. 6/1 Sultanahmet İstanbul - TÜRKİYE T. +90 212 513 6150 F. +90 212 5127628
www.ottomanhotelimperial.com info@ottomanhotelimperial.com


ESER
PREMIUM
HOTEL & SPA
***** İSTANBUL


ESER
DIAMOND
HOTEL & CONVENTION
CENTER
***** İSTANBUL


THE CITY
HOTEL
FATİH / İSTANBUL


THE CITY
PORT
HOTEL
YENİKAPI / İSTANBUL


HuQQabaz
BÜYÜKÇEKMECE


HAREM
KEBAP
İSTANBUL




ESER
HOTELS

*“You will miss
when you leave”*

Rezervasyon

www.eserhotel.com.tr

T. 0212 867 70 00 • 0530 524 91 13 / 16

 eserpremiumhotel

 eserhotels

 eserpremiumotel

 eserdiamondhotel

 eserdiamond



Sidar Uluer, The General Manager of Cronton Design Hotel: OUR FRIENDLINESS AND HOSPITALITY ARE OUR MOST VALUABLE TREASURES

Our building, which is known as the oldest foundation building of Türkiye with its 111 years of history, has been turned into a concept hotel in accordance with its rich heritage and texture. We host our local and foreign guests by adopting the historical atmosphere of Sirkeci, The Historical Peninsula of Istanbul.



Sidar Uluer, The General Manager
of Cronton Design Hotel

Sidar Uluer, The General Manager of Cronton Design Hotel that located in Sirkeci-Istanbul, talked to Turizm Aktüel Magazine about Cronton Design Hotel, which has been opened at the beginning of 2022 on the 111 year-old-building that is known as the oldest foundation building of Türkiye.

What is the exact date of your hotel to be opened? Could you give more information about the hotel?

Cronton Design Hotel started to host its guests in January 2022. Our building, which is designed by The Architect Kemalettin in 1912 and is known as the oldest foundation building of Türkiye with its 111 years of history, turned into a concept hotel in accordance with its rich heritage and texture. We host our local and foreign guests by adopting

the historical atmosphere of Sirkeci, at the entrance of Spice Bazaar. We provide a good experience on taste with our Sirkeci Restaurant and Roof Bar Restaurant in addition to our impressive location. We respond to the request of our guests with our professional, creative, young and energetic staff. Our friendliness and hospitality are our most valuable treasures.

What kind of services does your hotel has for the guests?

In addition to has two restaurants named Sirkeci Restaurant and Roof Bar Restaurant, it has hamam (bath), sauna and massage services. We serve rich Turkish cuisine and selections from world cuisine in Sirkeci Restaurant that our guests can also witness to the history by its decoration. Meanwhile, we welcome our guests who want to experience an unique feast with the breathtaking view of Bosphorus in our Roof Bar Restaurant, which located on the 5th floor. It is possible to listen, feel and live Istanbul city by drinking coffee on our

terrace. Relieving the tiredness of the day by getting a massage at the spa, using the hamam or sauna, is the key of starting to a new day with full energy. **Could you give us information about the room types of the hotel?** We have 39 rooms in total and have three different types; Deluxe, Premium and Executive Suit Rooms. Our rooms have been designed in accordance with its historical texture. The comfort of our guests is always our priority. Our guests can be prepared for the new day with peace comes with sunlight that effects inside even without opening the curtains and with the rooms which every part has been detailedly thought.



Could you tell us about the architecture of the hotel?

Our building was designed by the architect Kemalettin as the first of five foundation inns. The writing on the entrance of the building that says "pearl" is the proof of that this building is the one of the most important works of Architect Kemalettin. It is an example of the First National Architectural Movement. At the intersection of two streets, the building surface is rounded, emphasizing the importance of the corner. We're proud of to be the host of this rich heritage.

What kind of comfortable options your guests can get in your hotel, what do you offer for your guests?

Our guests, who have high standart service in the hotel, have the opportunity to continue their pleasant holiday even out of the hotel because our hotel is located in the historical peninsula so it is very easy to reach the historical places. Therefore, easily being able to socialize and visit touristic places can be provided by our hotel to our guests.

2022 Türkiye Announced Aviation Statistics

Minister of Transport and Infrastructure Adil Karaismailoğlu stated that the number of passengers served at the airports in 2022 increased by 42.1 percent compared to the previous year and reached 182 million 334 thousand. Explaining that the aircraft traffic increased to 28.4 million 1 thousand with an increase of 88.3 percent in the same period, Karaismailoğlu pointed out that they hosted a total of 95 million 256 thousand passengers at Istanbul Airports last year.



Kayseri's Tourism Favorite Erciyes Is Flooded by Ski Lovers

Kayseri Metropolitan Municipality Mayor Dr. Memduh Büyükkılıç, Kayseri Erciyes A.Ş. met with local and foreign tourists at Erciyes Ski Center managed by President Büyükkılıç stated that ski lovers from all over Türkiye come to Erciyes and said, "All our tracks are full. Erciyes Ski Center deserves this." President Büyükkılıç visited the Erciyes Ski Center, which is one of the most important centers of Türkiye with its 112 ski tracks of 41 kilometers in the field of mountaineering and winter sports, and 19 mechanical facilities, which is a tourist attraction in Kayseri.



Cruise Tourism and İzmir's City Hotels were Discussed at TTI İzmir

Various interviews are also held as part of the 16th TTI İzmir International Tourism Trade Fair and Congress. On the first day of TTI İzmir, with the participation of sector representatives, "How is the pulse of city hotels in İzmir?" and "Cruise Tourism in İzmir and the Aegean Region". Participants gave information about İzmir's tourism potential and expectations from 2023. Moderated by İzmir Metropolitan Municipality Tourism Branch Manager Melih Kayacık, "How is the pulse of city hotels in İzmir?" Swiss Hotel Grand Efes General Manager Rıza Eliböl, Hyatt Regency İzmir General Manager Zafer Canbaz, İzmir Palas General Manager Aydın Tokbaş, Marriott İzmir General Manager Sercan Korkusuz and Boyalık Beach Hotel General Manager Orhan Belge took part as speakers.

'Digital Airport of the Year' Award to Sabiha Gökçen

Istanbul Sabiha Gökçen Airport was selected as the "Digital Airport of the Year" by the Bluesky Awards 2022. Türkiye's second largest airport, Istanbul Sabiha Gökçen (İSG), was selected as the "Digital Airport of the Year" in the Aviation Achievement Awards category of the Bluesky Awards 2022, which confirms the success in the aviation industry.



Philippines Delegation Came to Türkiye to Strengthen Tourism

A Filipino delegation came to Türkiye to bring more Filipino tourists to Türkiye and to host Turkish travelers in the Philippines. In the delegation, Director of Product and Market Development of the Ministry of Tourism of the Philippines, Dr. Paulo Benito S. Tugbang, government representatives of Bohol and Cebu in the Philippines and Orientours Company Ltd. President Joebert Oplencia took part.



A sparkle in Istanbul

White House Hotel Istanbul is located in the heart of the historical peninsula and it is within walking distance to Hagia Sophia, Blue Mosque, Topkapı Palace, Archeology Museum, the Basilica Cistern, Grand Bazaar, Spice Bazaar, the Millennium Stone and Byzantine Hippodrome, which are the most important landmarks of the city. White House Hotel Istanbul is the ideal starting place for exploring this Ottoman capital city's endless historical sites, museums, restaurants, clubs and shops.



Exceptional atmosphere blended with superior nature location and comfort by Dardanelles Canakkale



President Soyer Explained Izmir's Tourism Action Plan

Mayor of Izmir Metropolitan Municipality Tunç Soyer, said that the reason for Türkiye's inability to reflect its real tourism potential lies in the lack of planning and common sense. Attending the Presidents Session of the 16th TTI Izmir International Tourism Trade Fair and Congress and the 2nd TTI Izmir Outdoor Camping, Caravan, Boat, Outdoor and Equipment Fair, Soyer said, "The state should not be a trader. The government should listen. We are trying to build a common mind and we listen to the industry by gathering together. We try to make decisions together. That's why we're opening Izmir offices abroad," he said.



Tourism in Ordu Spread to 12 Months

Metropolitan Mayor Dr. Started under the leadership of Mehmet Hilmi Güler, winter tourism has come a long way in Ordu, and tourism has spread to 12 months by evaluating Ordu's potential resources. Expressing on every platform that Ordu has offered important opportunities in eco, nature and winter tourism since the day he took office, and that this potential should be unleashed, Mayor Güler made the city a place to live for 12 months with the works he started. President Güler, who made Ordu, which is an inactive city especially in the winter months, flock to the springs where the snow finds 50-60 cm in places, showed that the city is a place to live for 3 months, not 12 months, and succeeded in spreading tourism over 12 months.



Turkish Airlines and IndiGo Airlines Sign A Lease Agreement

Within the framework of the warm relations between Türkiye and India, Turkish Airlines and IndiGo Airlines decided to expand their existing cooperation and signed a wet lease agreement. Part of this lease agreement between Türkiye's flag carrier Turkish Airlines with India's leading airline company IndiGo is to meet the increasing travel demand in India. IndiGo has added a Boeing 777 aircraft to its operation, which will operate on the Delhi-Istanbul route as of today.

TAV Wins Ankara Esenboğa Airport Operation Tender

TAV Airports submitted the best bid in the tender held for the capacity development of Esenboğa Airport and the right to operate it covering the years 2025-2050. TAV Airports, as well as Cengiz Construction and Limak Construction-Limak Energy partnership participated in the tender, which was held at the General Directorate of DHMI in Ankara today. In the auction section, where TAV and Cengiz İnşaat stayed, the final bid was determined at the end of five rounds.



ANZAC
HOTELS
CANAKKALE

ANZAC ANZAC ANZAC
CANAKKALE GRAND COMFORT

Superior comfort at the heart of Canakkale

Phone: +90 (286) 217 77 77

Web: anzachotels.com





Turkish Airlines and IndiGo Airlines Sign A Lease Agreement

Within the framework of the warm relations between Türkiye and India, Turkish Airlines and IndiGo Airlines decided to expand their existing cooperation and signed a wet lease agreement. Part of this lease agreement between Türkiye's flag carrier Turkish Airlines with India's leading airline company IndiGo is to meet the increasing travel demand in India. IndiGo has added a Boeing 777 aircraft to its operation, which will operate on the Delhi-Istanbul route as of today.



YOUR LUXURY PLEASURE

Antalya Port Will Become Prominent With Cruise Tourism In 2023

Consultation Meeting for the Improvement of Cruise Ship Operations was held at Ortadoğu Antalya Port Management, hosted by QTerminals Antalya. To the meeting; In addition to QTerminals Antalya officials, Antalya Metropolitan Municipality, Antalya Chamber of Industry and Commerce, Antalya Free Zone Directorate, Antalya Chamber of Craftsmen and Craftsmen, Corendon and Pegasus Airlines Antalya Operations, Antalya Customs Directorate, Antalya Regional Port Authority, Western Mediterranean Development Agency and Antalya Promotion Officials from the Foundation attended.



Cappadocia attracts record number of visitors in January

Cappadocia – a well-known tourist destination in central Türkiye famous for its surreal landscape with intricate rock formations – attracted a record-breaking number of visitors in January this year, with 174,222 tourists visiting the region. Known for its rich history, culture and natural beauty, the region continues to be a popular destination for both local and foreign tourists.



Hudavendigâr Cad. No: 25 Sirkeci, Fatih, 34420 İstanbul, TR
Tel: +90 (212) 519 30 20 • www.sereshotel.com • info@sereshotel.com



Anda Barut Collection will be open in 2024

Barut Group has been announced that the five star hotel in Didim which is still under construction will be opened in 2024. Built on 147 decares of land, Anda Barut Collection will bring Barut Hotels' understanding of quality and service to the region with its luxury concept. The facility will also contribute to both the bed supply and employment in the region. As in all hotel investments, Barut Hotels will include large green areas and large gardens in its new investment, Anda Barut Collection. Anda Barut Collection, which stands out with its modern architecture in harmony with nature, privileged location and unique villas, will also offer the opportunity to reach many historical sites in a short time with Izmir and Bodrum international airports.



We are at your service in all four seasons with our four hotels...



THE BACK YARD OF ISTANBUL,
OUR NATURE HOTEL
THE SIGN SİLE

WWW.THESIGNSİLE.COM



THE SIGN DEĞİRMEN, IN THE CENTER
OF SİLE IN ISTANBUL, WITH A VIEW
OF NATURE AND MARINA

WWW.THESIGNDEĞİRMEN.COM



OUR SKI, SPORTS AND NATURE
HOTEL IN BOLU GEREDİ

WWW.THESIGNESENTEPE.COM



THE SIGN KOCAELİ THERMAL SPA
HOTEL & CONVENTION CENTER, THE
CLOSEST THERMAL HOTEL TO
ISTANBUL AND THE ONLY THERMAL
HOTEL OF KOCAELİ

WWW.THESIGNKOCAELİ.COM



TÜRKİYE HOTELS OCCUPATION RATE

In December 2022, the occupancy rate in hotels with operation certificates in Türkiye was 35%. Occupancy rates were 34% in 2021 and 38% in 2019.



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.



Cevatpaşa Mah.Mehmet Akif Ersoy Cad.
No: 2 Merkez - Canakkale / Turkey
P: +90 286 217 10 24
F: +90 286 217 09 03
truvaotel@truvaotel.com
www.truvaotel.com

According to the data compiled from the accommodation statistics of the Ministry of Culture and Tourism, in December 2022, the occupancy rate in hotels with operating licenses in Türkiye was 35%. Occupancy rates were 34% in 2021 and 38% in 2019.

TÜRKİYE HOTELS OCCUPANCY RATE 2022

In this month, occupancy rates in 5-star hotels were 33%, 5 points behind 2019. 4-star hotels also repeated 2019 with 40%. 3-star hotels, on the other hand, increased by 37%, 4 points above 2019.

ANTALYA HOTEL OCCUPATION IN 2020

In December 2022, the occupancy rate of hotels with operating certificates in Antalya was 29%. Occupancy rates were 25% in 2021 and 32% in 2019. In this month, occupancy rates in 5-star hotels were 28%, 5 points below 2019, while 4-star hotels exceeded 2019 by 7 points with 37%. 3-star hotels passed 2019 by 6 points with 33%.

USE OF BANK LOANS BY HOTELS

In the January-December period of 2022, the average increase in cash loans used by hotels from banks in

Türkiye was 2.3 billion dollars. In 2021, there was an increase of \$6.2 billion.

HOTEL USE OF BANK LOANS IN 2022

According to the analysis of Tourism Databank, in the January-December period of 2022, the average increase in cash loans used by hotels from banks in Türkiye was 2.3 billion dollars. In 2021, there was an increase of \$6.2 billion.

FOLLOW-UP LOANS

The amount of non-performing loans, which increased by 78 million dollars in 2021, decreased by 15.4 million dollars in 2022, when the season was good.

SERHAD USLAN: THE PREDICTED NUMBERS ABOUT THE NUMBER OF FOREIGN TOURISTS WILL BE ACHIEVED

We expect an increase on the number of the foreign cultural groups. It is going to be a very productive season on cultural tourism especially for Middle Anatolia and Eagean.

Serhad Uslan, General Manager of Ilos Travel, evaluated his thoughts and expectations about the 2023 season within a few headlines and said that this season the predicted numbers about the number of foreign tourists will be achieved.

Uslan shared his thoughts on the headlines of "Incoming", "International Cultural Tourism" and "Domestic Tourism" and said: "This season the predicted numbers about the number of foreign tourists will be achieved. When we look at to the movements

of tourism all around the world which are being increased, our country take benefit of this situation. The increase can be expected especially in West Europe, Russia and Old Soviet Countries. The capacity of Eagean sea costs and North Eagea (Ayvalık, Küçükkuyu and Çanakkale) might be full with the tourists that will come by themselves by using the highway from Greece, Romania, Bulgaria. Of course, what we talk about is the sea-sun-sand tourism."

MIDDLE ANATOLIA AND EAGEAN WILL HAVE A PRODUCTIVE SEASON ON CULTURAL TOURISM

By evaluating the situation on International Cultural Tourism, Serhad Uslan told: "We expect increase on the cultural groups that will be coming from abroad. It is going to be a productive season on cultural tourism especially for Middle Anatolia and Eagean.

Referring that there might be some decrease in Domestic Tourism, Serhat Uslan said: "It will be decrease for the local tourists to have sea-sun-sand tourism this year because of the earthquake's effects. Even if the earthquake disaster seems like a local one, it affects the big cities regarding the relationships among people. This is why, a decrease can be seen in Domestic Tourism. Of course it is not enough to relate this situation with only earthquake, because the economical situation of our country's citizens also has an effect on this decrease."



Serhad Uslan,
General Manager
of Ilos Travel

SERPINA HOTEL

 SerpinaHotel  serpina_hotel

GÜMBET - BODRUM
TURKEY



ARKAN KERİM: WE ARE VERY HOPEFUL FOR THE NEW TOURISM SEASON, AND WE WILL BE SUCCESSFUL

Along with experienced tourism professionals, the academic community, the chamber I preside over, tourism workers, tour guides, and many others who have built tourism in Macedonia over the years, we will do our best with our work and experience.

Arkan Kerim, the President of the Chamber of Travel Agencies, Hotels, Passenger Carriers, and Restaurants within the North Macedonian Chamber of Commerce Union, the President of the Tourism Promotion and Support Institution, the General Manager of the Established Travel Agency "Generalturist" and the Chairman of the Board of G Hotels in Skopje, spoke to the Tourism Aktül Magazine about tourism in North Macedonia.

Can we get your views and expectations for the 2023 tourism season?

We are very hopeful and have no doubt that the 2023 tourism season will be very successful. We have prepared well and made good promotions. We set goals last year and hopefully, we will have a successful tourism season without any problems.

How prepared is the North Macedonia region for the 2023 tourism season? What kind of promotions and activities are you engaged in?



The North Macedonia region is ready for the 2023 tourism season, and we have set new goals for our region. Our leading targets are as follows: a continued growth of 15-20% in Macedonian tourism, tourism contributing over \$500 million to the Macedonian economy, full digitization of the sector by 2025, tourist signage

throughout the region, an international campaign for promoting Macedonian tourism potential in 2023, a beginning for the "50 Tourist Stories for 50 Rural Villages" project in 50 rural villages in Macedonia, development of faith tourism, creation of a new subsidy model for the tourism sector in 2024, tourist branding of the 2024 destination by the Ministry of Culture and Tourism, creation of four Destination Management Organizations (DMOs) to better manage the destination in 2024, and strengthening human resources in the tourism and hospitality sector.

Together with experienced tourism professionals, the academic community, the chamber I preside over, tourism workers, tour guides, and many others who have built tourism in Macedonia over the years, we will do our best with our work and experience.

What are the differences that distinguish North Macedonia from



other Balkan countries? Why North Macedonia?

North Macedonia, located within the borders of Albania, Serbia, Bulgaria, and Greece and without a coastline, has unique nature. North Macedonia, which has hosted dozens of civilizations, is a country that has



been particularly influenced by the Roman and Ottoman empires. Among the places to visit are the cities of Skopje, Ohrid, Struga, Bitola (Manastir), Tetovo (Kalkandelen), Kumanovo, and Prilep. Skopje, which is one of the most popular routes among the places to visit, is a city built on both sides of the Vardar River. The places to visit in Skopje include Macedonia Square, Stone Bridge, Old Bazaar, Mother Teresa House, and St. Kliment Church. It is quite enjoyable to watch the sunset over the Vardar River from the Skopje Fortress in the Old Bazaar. In the nearby Matka Canyon, which you can visit for a day, you won't be able to stop taking photos.

Ohrid is a cute and small city built on the shore of Lake Ohrid. Ohrid, which is also on the UNESCO World Heritage List, is the apple of the country's eye.



Dragor River flows through Manastir, located at the foot of Baba Mountain. Therefore, Manastir is also a city that includes natural beauties. Manastir is also the place where Atatürk came to study at a military high school.



**Best
Western.**

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.



Hocapasa Mah. Hudavendigar Cad. No:19/Sirkeci /Sultanahmet/Istanbul/Turkey

Phone:+90 212 514 54 00 info@hotelempirepalace.com

www.hotelempirepalace.com

TBILISI ISTANBUL
ANTALYA CAPADOCIA TBILISI SEMERKAND CAPPADOCIA BATUMI
BUKHARA BODRUM
CAPPADOCIA TBILISI TBILISI ANTALYA
ANTALYA BATUMI BUKHARA BODRUM
TBILISI BAKU TBILISI ANTALYA
CAPPADOCIA SEMERKAND BATUMI
ANTALYA TASHKENT TASHKENT
BATUMI SEMERKAND BAKU
TASHKENT BAKU TASHKENT BAKU
BUKHARA BATUMI **BATUMI**
TASHKENT SEMERKAND TASHKENT BUKHARA
SEMERKAND BAKU **BUKHARA**
BATUMI CAPPADOCIA TASHKENT
SEMERKAND TASHKENT BAKU
SEMERKAND SEMERKAND
TBILISI BAKU TASHKENT BATUMI CAPPADOCIA TASHKENT TBILISI BUKHARA
CAPPADOCIA TASHKENT SEMERKAND
BUKHARA BODRUM
TBILISI CAPPADOCIA TBILISI ANTALYA
ANTALYA BATUMI BUKHARA BODRUM
TBILISI BAKU TBILISI ANTALYA
CAPPADOCIA SEMERKAND BATUMI
ANTALYA TASHKENT TASHKENT
BATUMI SEMERKAND BAKU
BUKHARA TBILISI TASHKENT BAKU
BUKHARA BATUMI ANTALYA ANTALYA
CAPPADOCIA TBILISI CAPPADOCIA

info@lbt-service.com / www.lbt-service.com

Your reliable DMC partner

TURKEY • GEORGIA • AZERBAIJAN • UZBEKISTAN

LT LEISURE
BUSINESS
TRAVEL

Where your journey begins!



Murtaza Kalender, The Founder and Chairman of the Board of Directors of TravelShop Türkiye

WE'LL BE THE SECOND WELL-KNOWN BRAND OF TÜRKİYE INTERNATIONALLY BY COMING AFTER THY

Murtaza Kalender, The Founder and Chairman of the Board of Directors of TravelShop Türkiye, one of Türkiye's leading travel agencies, told Turizm Aktüel about his company's 2023 aims with his views and expectations for the 2023 season.

By evaluating the 2022 season, could you share your thoughts and expectations for the 2023 season?

The year of 2022 was in inverse proportion with the year 2023. Nobody thought that the year 2022 would go well. That's why lots of the people were unprepared. We were unprepared on both having enough number of employees and equipment. Therefore, lots of tourism professionals had a hardship on finding employees to work with. But having a good season made every hardship to be forgotten. The tourism sector had a year above the expectations in 2022. We've the 2023 season coming. We've an opposite situation on expectations

with last year. Everybody started to explain their expectations on 2023 at the last quarter of 2022 and expressed that they wait for a very good season. But i observed the situation gingerly. Because it was obvious that the holiday prices would be 3-4 times higher. Currently, the earthquake disaster and the elevation period added to this high prices. That's why i observed the situation gingerly but still, i expect for a 25% growth in 2023 comparing with 2022. That's the rate. It is not very possible to have a 50% growth.

What are your plans on growing in 2023?

We plan to continue our growing plans in 2023. We contribute to our country with added value by giving

representation to lots of different countries. I hope the year 2023 will be a good one. I believe that this season will go well if nothing blocks to travel to the touristic regions.

Could you tell us about TravelShop's outlines? When your company was established, what kind of business fields your company in?

TravelShop Türkiye was established in the beginning of 2006. It purchases customers from more than 100 countries. We have organizations especially on cultural tours, MICE and wedding tourism. We brought more than 20.000 travelers to Türkiye last year. In addition to, TravelShop Türkiye does big workshop events, organizes conferences and workshops

internationally.

Besides being Founder and Chairman of the Board of Travelshop Türkiye, i'm also the Vice President of International Ecotourism Association (TIES). We have members from 206 countries. At the same time, i am the President of the International Wedding Professionals (IADWP) and i responsible from the European and Asian Regions.

As a company, we really contribute to our country with a significant added value. We send tourists to nearly all 81 cities with the cultural tours we organize. So we're in communication with 81 cities. What we do as a job has more added value than the other jobs. By organizing cultural tours, we are able to contribute directly to the 56 different sectors and we help to growth the turnover.

As TravelShop Türkiye, we have significant targets on growing. TravelShop Türkiye will be the second highest brand value in Türkiye by coming after THY. We'll be the second well-known Turkish brand by coming after THY. Because there is no other brand that is as well-known as us

except THY. We have an aim on being the second biggest brand of Türkiye in 2025 by coming after THY, we'll purchase added value to our country.

There are two hotels of your company. One of them operates in Cappadocia, the other one will be put into service at the Historical Blacksmiths Inn (Tarihi Demirciler Çarşısı) in Tokat. Could you give us some information about these hotels?

The Hotel that we're going to open in Tokat is where Fatih Sultan Mehmet accomodated. It is on the Historical Silky Way. It is being characterized as the one of the most luxurious hotels with its 650 years of history. Besides, it was a customs house during the Ottoman Period. We aim to open this 650-year-old hotel without losing its historical character. It has 55 rooms for now. But what we want is to have a boutique hotel with more comfort. That's why we will reduce the number of the rooms to 25. There will be also 2 restaurants that will serve local couise inside of our hotel.

We have a nice, small hotel in Cappadocia. The occupancy rate of

it is going well. We want to continue on having investments for boutique hotels. We plan to open boutique hotels first in our own country and secondly internationally.

You take important steps to develop tourism of Tokat. Could you tell us about that?

We want to unite the gastronomy and eco tourism in Tokat. It is so simple to describe, growing the apple is called eco tourism and eating it is called gastronomy. We'll collect tomates, peppers from garden and it will be ecological and we'll make meal from them in our hotel and it will be gastronomy. Therefore we aim to contribute to Tokat because it is a very important city with its history, culture and geographical specialities. We've a history called 900 steps on 900 years. There is a very virgin area in Tokat. By being in cooperation with our government, we plan to open Tokat Airport to international charter flights. Currently, we negotiate with 2-3 big tour operators internationally. We wish to land at least one charter flight to Tokat every week.





Turkish Small Hotels Association (TURKODER) President Ertan Ustaoglu

THE TARGET OF 60 MILLION TOURISTS, 56 BILLION DOLLARS OF INCOME IS NOT A RECORD THAT CANNOT BE BROKEN

The way to achieve success in tourism is about to have sustainable tourism. Making the necessary arrangements to ensure certain standards, especially in our accomodation facilities, will raise our place to higher leves in the world market.

Stating that tourism is a sector that is affected very quickly by every situation, Turkish Small Hotels Association (TURKODER) President Ertan Ustaoglu said "The sector, with the support of the state, will carry the country's tourism to higher levels." By sharing his views and expectations for the 2023 season, Ustaoglu said "We started to 2023 with full of hope but we have deeply affected from the earthquake that happened on 6th February in 11 cities of ours. I wish God's mercy on those who lost their lives in this diseaster and a speedy recovery to the ones who injured. I wish our citizens who were affected badly by the earthquake to be able to establish a better and safer life in a short period. Even if 2022 was the year of the end of pandemic period and the year of the war between Ukrania and Russia, we had a very successful season as country. The success

on the presantation of country has increased the sympathy to our country. Additionally, increasing in the variety of alternative tourism made us to be the 3rd country of the world that has been visited mosty. Having 51,5 million of visitors and 46 billion dollars of income is an indicator of that."

THE WAY TO ACHIEVE SUCCESS IN TOURISM IS ABOUT TO HAVE SUSTAINABLE TOURISM

"For the year of 2023, the target of 60 million tourists, 56 billion dollars of income has been announced by The Minister of Tourism, Mehmet Ersoy and it is not a record that cannot be broken. As long as we introduce our country not only with sea tourism, but also with alternative holiday options by extending the season to 12 months, we can have much more successful seasons" said TURKODER President Ertan Ustaoglu, continuing his words

as follows: "If this targets can be done, not only the visitors from our main markets but also the visitors from many different markets will come to our country. The way to achieve success in tourism is about to have sustainable tourism. Especially, making the necessary arrangements to ensure certain standards in our accomodation facilities (like Sustainable Tourism Certificate) will take our position to higher levels in the world market. Tourism is a sector that is affected very quickly, therefore, it is neccessary to provide quality service, well-educated and trained employees, regular and affordable cost increases, fair tax policies, regular employment, low interest long term loans for renovation and absolute public support against crises for sustainable tourism. The sector, with the support of the state, will carry the country's tourism to higher levels."



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



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

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

The design of the hotel is very modern but the guests can feel the historical atmosphere with Byzantine ruins inside. All the rooms and suites are comfortably attractive with elegants furnitures and soothing colors. Private marble bathrooms have luxury toiletries, additionally the suites have jacuzzi and hammam. A generous buffet breakfast is available at the sea view terrace with seasonal and delicious local products which make Turkish breakfast famous worldwide.

Hotel's restaurant Cisterna Brasserie offers an experience-oriented taste journey surrounded by the Byzantine historical ruins; the chef brings together global and local flavors with experimental and innovative interpretations. From the Yes I Can! service philosophy to consistently delivering on the essentials to offerings that help guests experience the local area, Royan Hotel committed to delivering memorable moments to every guest.

Royan Hotel Hagia Sophia Istanbul, member of Radisson Individuals

Cankurtaran Mah. Yeni Sarayane Sok. N: 18
Sultanahmet 34122 Fatih, Istanbul, Turkey

T:+90 212 892 66 76
info.hagiasophia@radissonindividuals.com
www.radissonhotels.com

TÜRKİYE'S TOURISM INCOME SOARS 53.4 PCT TO \$46.3 BLN IN 2022

Türkiye's tourism income jumped to \$46.3 billion in 2022, the country's statistical authority announced. The figure surged 53.4 percent from \$30.2 billion in 2021, Turkish Statistical Institute (TÜİK) said.

While individual expenditures constituted \$34.5 billion of the total tourism income, \$11.8 billion of tourism income was obtained by package tour expenditures. Tourists visited Türkiye mostly for "travel, entertainment, sportive and cultural activities" in 2022, with 67.1 percent of the visitors coming for the purpose. Some 4.6 percent of the tourists traveled to the country for business.



In 2022, number of Turkish citizens who visited abroad increased by 165.4 percent compared to previous year and reached to 7.3 million, with an average expenditure of \$589 per capita. Their total expenditure increased by 130.9 percent compared to previous year and reached to \$4.3 billion. While \$3.78 billion of it was

individual expenditures, \$523 million was package tour expenditures. Separately, Türkiye attracted some 44.6 million foreign tourists in 2022, a rise of 80.3 percent from a year earlier, according to official figures released yesterday by the Culture and Tourism Ministry. The figure nearly reached the pre-virus level of 45 million in 2019, the ministry data showed. Istanbul, Türkiye's most famous city and its largest by population, was the top draw for foreign visitors, welcoming more than 16 million tourists. It was followed by the resort city of Antalya with 12.8 million visitors, while Edirne, a city in northwestern Türkiye bordering Bulgaria and Greece, welcomed 4.6 million tourists. At 5.7 million, Germans made up 12.7 percent of all visitors, followed by Russians at 5.2 million, Britons at 3.3 million, Bulgarians at 2.9 million, and Iranians at 2.3 million. If Turkish citizens living abroad are added to the count, then 2022 figure goes up to 51.4 million, slightly down from 51.9 million in 2019. In December alone, foreign arrivals in Türkiye were up 26.8 percent year-on-year to 2.4 million. Visitors organise their travel individually or with package tour. While individual expenditures constituted 8 billion 274 million 401 thousand dollars of the total tourism income, 3 billion 99 million 806 thousand dollars of tourism income was obtained by package tour expenditures.

Türkiye's tourism revenue soars 53.4% in 2022

Türkiye's tourism income jumped to \$46.3B in 2022, while the number of arriving visitors stood at 51.4M

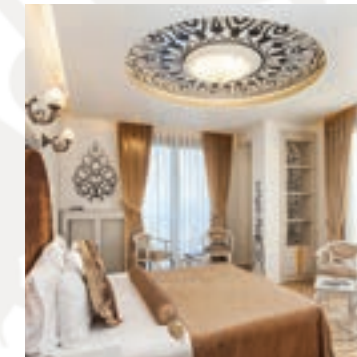
■ NUMBER OF VISITORS (MILLION) ■ TOURISM REVENUE (\$ BILLION)



FEEL THE OTTOMAN STYLE LUXURY IN THE OLD CITY OF ISTANBUL

Ottoman Hotel® PARK

Ottoman Hotel Park is dedicated to perfecting the travel experience through the excellent combination of continual innovation, extensive guest services, in house amenities and exquisitely furnished guest rooms reflecting a postmodern international and traditional design. Ottoman Hotel Park aims to satisfy the needs and tastes of the most distinguished guests visiting Istanbul for leisure and business purposes.



Welcome to Ottoman Hotel Park İstanbul. Traditional Turkish hospitality, Ottoman style luxury, highly personalized elegant service, an exceptional view of the old city of Istanbul and the Sea of Marmara and a blend of Ottoman and international cuisine is what you'll experience at the Ottoman Hotel Park.

Kadınca Liman Caddesi No. 41 Sultanahmet 34122 İstanbul – Türkiye T. +90 212 516 0211 F. +90 212 517 3512

www.ottomanhotelpark.com info@ottomanhotelpark.com

Flora Hotel brand grows in the Black Sea

As intensifying its investments to the Black Sea Region, Flora Hotels take firm steps towards becoming a hotel chain. Flora Hotels, which opened its first hotel in Trabzon and second one in Ordu, will put into service its new hotel Flora Handüzü Hotel & Bungalow in Rize.

Ersin Kalender, who has worked as a senior manager in various international brands of tourism sector for many years, gave information about the new hotel that

he's opened in Ordu and the Flora brand that has grown in a short period. By opening its first hotel in Trabzon last year with the name of Flora Uzungöl Resort, the brand is being talked about

a lot about its new approach to service. Flora Hotels, which opened its second hotel in Ordu a few months ago with the name of Flora Ordu Hotel & Apart & Suite, take firm steps towards becoming a hotel chain.

As intensifying its investments to the Black Sea Region, Flora will put its new hotel into service for holiday lovers in May. The Group will take the number of its hotels in region to 3 by opening Flora Handüzü Resort & Bungalow in Rize. Ersin Kalender, who announced that the travel agency called Flora Tour & Travel will be opened in the center of Rize in 2 months, added to his words that Ordu branch of Flora Tour & Travel will be put into service before the season starts as well.

By giving information about the hotel investments of the Group, Ersin Kalender talked about Flora Uzungöl Resort Hotel in those words: " Our hotel is a multiple functional facility by thinking every detail with its 69 rooms, open and close restaurant, Gloria Jean's Coffee, hookah garden, SPA Center, closed swimming pool



Ersin Kalender



and conference room. Lots of different type of room alternatives have been created depending on guest demands. Our hotel, as being one of the biggest hotels of Uzungöl with its capacity, gets ready for the new season nowadays and will start to host its guests in May."

Kalender, introduced Flora Ordu Hotel & Apart & Suite in those words:

"We opened our Flora Ordu hotel nearly 3 months ago. There are 29 rooms in total in the hotel. We host our guests in rooms that have different concepts such as Deluxe, Apart Deluxe, Comfort Suit, Terrace Deluxe, Executive Suit and Flora Suit. Besides, we are able to connect 4 rooms to each other in each flat and we're able to get 6 Connection rooms

by using this system. There are Flora Restaurant, Gloria Jean's Coffee, meeting room, place for hookah and terrace in the hotel. Additionally, all the rooms of the roof flat that we designed have terraces and some of them have their own jacuzzi and sauna."

FLORA HANDÜZÜ RESORT & BUNGALOW WILL BE PUT INTO SERVICE IN MAY

Ersin Kalender introduced the new hotel of the Group, which will be put into service in May, in those words: "Flora Handüzü Resort & Bungalow will be put into service in May. Our hotel, that located in Handüzü Plateau that on altitude of 1800 and 16 km far from the district Güneysu's center in Rize, has the feature of being on the highest plateau

that can be climbed. In 27 bungalows, where the local motifs of the Black sea are combined with the modern lines, it is possible to have a peaceful and enjoyable holiday in spotlessly clean enviroment with the comfort of a home and safe family zone. We also prepare an arsty facility where the ski lovers can enjoy the winter period with the alternative winter sports." Also by giving information about the other investment of Flora Group, Flora Tour & Travel, Kalender pointed out: " Our travel agency called Flora Tour & Travel will put into service 2 months later in the district Çayeli of Rize. Shortly after we'll open our Ordu branch. We'll provide service on hotel reservation, tour programmes, transfer services and car rental services."

TÜRKİYE SURPASSES PRE-PANDEMIC LEVELS IN JANUARY

Buoyant arrivals of foreigners in the first month of 2023 have helped Türkiye surpass pre-COVID-19 levels, official data showed, making an encouraging start to the new year.



Marking a complete rebound from a pandemic fallout, foreign arrivals neared record and all-time high revenues in 2022 and prompted the government to raise its tourism estimates for this year. The number of foreign visitors arriving in January jumped 56.51% from a year earlier to 2 million, the Culture and Tourism Ministry said Friday.

The arrivals compared with 1.28 million foreign visitors in January 2022, 509,787 in January 2021 and the record 1.8 million in 2020, just before the onset of the pandemic in the country. Visitors from Russia, Bulgaria and Germany, with a combined 587,000 people, topped the list of foreigners who visited Türkiye in January, according to the data. Russians led the way with over 279,818 arrivals, double compared to a year ago. Bulgaria followed with 167,138 visitors (up 52% year-over-year), Germany with 139,955 (up 36.4%), and Georgia with 114,508 (up 190.4%). Istanbul, Türkiye's largest city by population and a top tourist hub,



welcomed 59.3% of all foreign visitors, or 1.19 million. Edirne province on the northwestern border with both Bulgaria and Greece ranked second with a 12.1% share, or 242,615 visitors. The resort city Antalya sits third with 9.1%, or more than 183,338 tourists. Foreign visitors surged 80.33% year-over-year to 44.6 million in 2022, just shy of the peak of 45.1 million in 2019. The figure compared to the 24.71 million arrivals in 2021 and 12.73 million in 2020. Tourism revenues jumped 53.4% to a record \$46.3 billion last year, blowing past the previous high of \$38.4 billion in 2019 before the pandemic hit. The figure stood at \$30.2 billion in 2021 after the outbreak more than halved it

to just \$14.8 billion in 2020. Culture and Tourism Minister Mehmet Nuri Ersoy has said foreign arrivals are expected to reach 60 million in 2023, before hitting 90 million in 2028. For the income, the government sees it rising to \$56 billion this year and \$100 billion five years from now. COVID-19 restrictions all but dissipated in 2022 and Russians came in droves partly due to flight restrictions imposed by Western nations over Moscow's invasion of Ukraine. Hundreds of thousands of Russians are also estimated to have moved last year to Türkiye, seen as a safe haven for investment in homes and other assets. Arrivals were also backed by a surging demand from European countries, spearheaded by Germany and the United Kingdom. The foreign exchange it brings in makes tourism income vital to Türkiye's economy, as the government's new economic program focuses on flipping the current account deficits to a surplus, prioritizing exports, production and investments while curbing rising inflation.



★★★★★
G HOTELS
YOUR HOME IN SKOPJE
SKOPJE • NORTH MACEDONIA

Contact details:
Reception and Booking department
Tel. +389 [0]2 32 96 700
mob.+389 [0]72 244 360
e-mail: booking@ghotels.mk
reception@ghotels.mk
info@ghotels.mk

We expect to host a record number of guests in the **2023** tourism season

We expect to host a record number of guests in the 2023 tourism season. All hotels, which have brought into safety to their guests under all circumstances, will have a busy and pleasant season this year.

Volkan Çavuşoğlu, Sales and Marketing Director of Kempinski Hotel The Dome Belek, Sirene Belek Hotel, Sirene Davras Hotel, Sirene Luxury Bodrum Hotel and Antalya Golf Club, said that they expect to host a record number of guests in the 2023 tourism season. By saying "We, the tourism sector, had a pleasant year in 2022. The sectoral improvements that had been done after 2020 had a positive effect on 2022 and the density of guests reached above the expectations.", he continued his words: "Related to that, we are hopeful for the 2023 season and i think tourism's momentum will be higher than what expected. In the 2023 season, we should move forward with an approach that will strenghten the sectoral investments and keep the natural, historical and social enviroment in the foreground. Our primary aim is to keep guest satisfaction at the highest level with a qualified service approach."

WE WILL SPEND THE 2023 SEASON WITH A VERY HIGH OCCUPANCY RATES

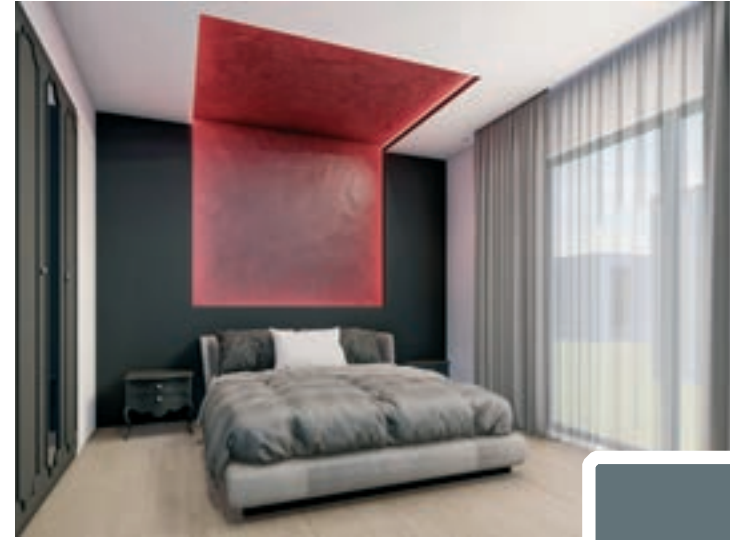
Volkan Çavuşoğlu refers that it is not going to be a surprise to have a increase on the number of guests who choose Mediterranean Region while the variety of the markets are being increase and he continues: "We expect to host a record number of guests in the 2023 tourism season. All hotels, which have brought into safety to their guests under all circumstances, will create an oppurtunity to have a busy and pleasant season in 2023 by covering up for the last hard couple of years.



Volkan Çavuşoğlu, Sales and Marketing Director of Kempinski Hotel The Dome Belek

Snoobism, that makes itself felt more and more each year, will greatly increase the desire of having holiday of both local and foreign tourists this year. Especially by following the social media influencers and thinking about 'i should be trying too', the need of having a holiday won't be a luxury consumption for people anymore, it

will be added to the list of mandatory needs. In additional to, it is possible to say that the 2023 tourism season will reach to very high occupation rates with the right steps to be taken by the hotels such as increasing the budget for advertising and keep on searching the different ways."



FEEL THE COMFORT

Flora Ordu Hotel & Apart & Suite offers a unique accommodation experience to its guests with its location, the largest and the most stylish rooms of the region designed for a comfortable experience and with the tastes from the World and Turkish cuisine carefully prepared in the restaurant of the hotel.



Turnasuyu Mah. Mustafa Kemal Bulvarı 319/A, Gülyalı/Ordu
Phone: 0532 709 08 83 • 0850 440 44 52 • 0452 214 44 44
info@floraordu.com • www.floraordu.com



Hotel that combines history and technology

LEVNI PREMIUM

Levni Premium Hotel, the third hotel of Levni Hotels after Levni Hotel & SPA and Levni Plus Hotel, will be in service at the end of 2023. Inspired by its location and designed to reflect the historical texture, the hotel will have a total of 72 upper segment rooms, 8 of which are executive and 8 deluxe rooms with sea view.

The hotel, which is planned to be open by the end of 2023 and consists of 4 blocks, will have a total of 72 upper segment rooms, 8 of which are executive rooms with sea view and 8 are deluxe. In the decoration of the rooms of the hotel, which was designed to reflect

the historical texture inspired by its location, the products of the high segment valuable brands of our country were preferred.

SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY HOTEL

At Levni Premium Hotel, that designed as being completely sustainable and environmentally friendly, guest comfort was considered at the maximum level by using the latest technology products. Consisting of 4 blocks, established on an area of approximately 3,600 square meters, the hotel has 72 upper segment rooms

in total. One of the blocks of the hotel is a registered historical monument.

IT WILL BE IN SERVICE BY THE END OF 2023

Levni Hotel & SPA, one of the existing hotels of Levni Hotels, which adopts providing guest satisfaction-oriented service as a principle and adopting a comfortable stay to our guests as its first goal, has been at the top of the world's most important review sites for guest satisfaction for years and has won various awards. Levni Hotels, aiming to become even stronger with the Levni Premium Hotel, which will be put into service at the

end of 2023, continues its growth-oriented development with the power and energy it receives from Türkiye's tourism capacity.

THE PRODUCTIONS OF THE LATEST TECHNOLOGY HAVE BEEN USED

In Levni Premium Hotel, which were built by using the latest technology and considering energy saving, presence sensors were used in the rooms. In addition, the entire building is supported by the intelligent automation system, and it is planned that the guests will benefit from it on maximum level.



International travel agencies support Türkiye

The statements of big international travel agencies on supporting Türkiye give hope.



Emel Elik Bezaroglu, Board Member of Elite World Hotels

Emel Elik Bezaroglu, Board Member of Elite World Hotels, pointed out that as tourism sector, they made an optimistic start to 2023 and she continued: "We started to have an increasing period on demands after pandemic and we expected this increase to be continue in 2023. The earthquake happened on 6th February that had its center in Kahramanmaraş caused enormous loses. At this point, both our country's all corporations and our citizens priority is to get well.

It is also our priority to contribute to the process of rebuilding our cities and helping our earthquake victims to hold on life. As being a member of TÜROB, we're one of the

hotels which opened their rooms for earthquake victims. We'll continue to support our citizens and the region with different projects." As hoping for especially the foreign tourist to continue choosing Türkiye during this period, Emel Elik Bezaroglu said: "We believe that this will be achieved with PR and advertisement works of TGA. We'll see more clearly about the economical loses. This is why, all the sectors need to spend effort on protecting their performances."

INTERNATIONAL TRAVEL AGENCIES SUPPORT TÜRKİYE

By indicating that the statements of big international travel agencies

on supporting Türkiye give hope, Emel Elik Bezaroglu said: "Besides, the countries that Türkiye has lots of tourist from, such as Germany, Russia and England, will keep their travels to Türkiye under the influence of their amicable feelings. There is nothing more stronger than solidarity against this kind of very big disasters. We have to put effort especially to Southeastern Anatolia Region for making it to take its old tourism potential back. Of course, right now the most important issue is to provide a healthy and safe life for the citizens who live in those 10 cities. I believe we can come up with quick solutions on employment and economy."



Stay in the heart of Istanbul

With its convenient location, the hotel offers easy access to the city's must-see destinations. At Hotel Black Tulip, every effort is made to make guests feel comfortable. To do so, the hotel provides the best in services and amenities. All 32 rooms provides a warm and pleasant home away from home with modern comforts.

Hüdavendigâr Cd. No:10, 34110 Sirkeci - Fatih / İstanbul
Tel: +90 212 514 05 40 / Fax: +90 212 514 05 46
www.hotelblacktulip.com / info@hotelblacktulip.com
Whatsapp: +90 543 291 60 27



Offers you the satisfaction of your dreams and the unique comfort

Located in the heart of Old Istanbul, in Sirkeci and a step away from the city's attractions. All 48 rooms offers a quality service with many privileges besides modern and chic rooms.

Hüdavendigâr Cd. No:13, 34110 Sirkeci - Fatih / İstanbul
Tel: +90 212 520 20 22 / Fax: +90 212 520 20 23
www.mydreamistanbulhotel.com / info@mydreamistanbulhotel.com
whatsapp: +90 535 564 45 22
instagram: #mydreamistanbulhotel



Tourism Will Have a **Strong Season in 2023**

Stating that Bodrum had a productive summer despite all the crises and adversities, BODER Secretary General and Bodrium Hotel & SPA General Manager Yiğit Girgin said that 2023 was much stronger.

Yiğit Girgin, stating that Bodrum and Turkish tourism have very high expectations from 2023, drew attention to the importance of being prepared for this. Girgin said, "2023 looks very bright after 2022, which exceeded expectations. This brilliance frankly invites me to be cautious. Being cautious and cautious should be like a business plan, not a plan b. After the difficulties in the last period, a very precious 2022 has passed in terms of Bodrium, Bodrum, and Turkish tourism. I think that Turkish tourism has good prices and occupancy rates. There are still productive cities in our metropolitan cities such as Istanbul and Antalya, including the winter period. In line with the figures announced by our Minister, I think that 2023 will be a year that will increase the target of 50 million tourists and increase the income in parallel with this. I just want to draw attention to the importance of keeping our guard and precaution, and of keeping our feet firmly on the ground," he said.

PROFESSIONAL SERVICE QUALITY

Stating that Türkiye is a highly preferred region in 2023 due to its impact on investments made for tourism diversity and its understanding of quality service, Girgin said, "Turkish tourism still does not have a serious service rival. We are now a country that exports professionals to the world in terms of service. After the NPL, diversification in Turkish tourism increased. As a result, all the factors that this geography can offer, from sports tourism to gastronomy tourism, from historical tourism to the sea-sand-sun trio, where quality is combined with diversity, expanded on the table. There is no one producing the innovative work of Turkish tourism in the world. After all, Turkish tourism, which is at a good point in terms of diversity, is doing well."

WE EXPECT DENSITY FOR EARLY BOOKINGS

Emphasizing that it would be beneficial to make decisions about the holiday

plans for 2023 a little earlier, Yiğit Girgin said, "We expect a very serious intensity regarding reservations. At the moment, the works in the hotels are directed towards this. Especially in the British markets, the central European market and the Russian market. If we talk about Bodrum specifically, there are serious preparations. It is useful to say that; The sooner the domestic tourist, who has made a holiday planning during the early booking process, makes a purchase, the more advantageous it will be. I think it will be advantageous in terms of price and finding a place. Because Bodrum's bed capacity is not at a level where everything can be found at any time. Especially in the period from June 15 to September, a very serious increase is expected after the schools are closed. Between September 15-November and May-June 15, it is a period of beautiful and pleasant moments in Bodrum. You can choose a more comfortable place and there are price advantages. It would be much more accurate for those who are considering a holiday in the high season to plan in the early booking period.

MICHELIN
2023
İSTANBUL

Matbah®
♦ *Ottoman Palace Cuisine* ♦

“MATBAH” WELCOMES EXCLUSIVE GUESTS
AND GOURMETS TO THE STYLISH
“OTTOMAN PALACE CUISINE”
MAINTAINING ITS UNIQUE HERITAGE

www.matbahrestaurant.com

AJUANSTUNA

Türkiye's 2023 Target in Health Tourism **1,5 Million** Health Tourists

Türkiye's 2023 target in health tourism is to reach 1,5 million health tourists and 10 billion dollars in health tourism income.



Today, it is mentioned that there is an annual traffic of 30 million people going out of their countries within the scope of health tourism in order to receive quality health services at more affordable prices and in shorter waiting times. Health tourism expenditures in the world are expressed as approximately 500 Billion Dollars. Türkiye has an important geographical position that appeals to approximately 4 billion

people and 1 countries within a 57-hour flight distance. Türkiye is considered the most ideal region for health tourism thanks to its ease of transportation, with a national airline brand that flies to the most destinations in the world (120 countries, 299 cities and 302 airports) like Turkish Airlines. In recent years, Türkiye not only offers the quality health service it deserves to our citizens, thanks to the quality health service delivery it has achieved

through the Health Transformation Program, but also rises to the top among the most preferred countries in the world with its rapidly developing health tourism potential. Our aim is to meet the demands of those who want to receive quality, fast and effective health services in the most successful way, especially in the countries of the region in our close neighbourhood, all over the world. In addition to the highly specialized qualified human resources in the medical staff in our health facilities, its geographical structure, seasonal advantages, quality health care delivery, world-class technological and medical equipment, affordable price advantage compared to Europe, thermal underground resources that are among the first in the world, rapidly increasing in the world We continue our efforts to make Türkiye a shining star in the world with its young and dynamic population compared to the elderly population, and traditional Turkish hospitality in addition to all these, and one of the most preferred countries in health tourism.



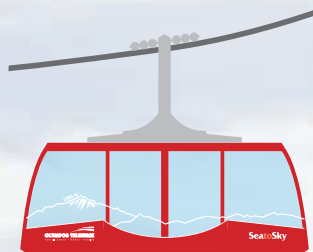
Cher Hotel & Spa Beyoğlu is in the heart of Istanbul, within walking distance of some of the world's most famous squares, convention centers, places and luxury shopping districts. Cher hotel & spa is home to 136 luxury rooms, including 13 suites. Cher Hotel & Spa Beyoğlu's themed rooms inspired by Haute 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.



Haciahmet Mah. Kurtuluş
Dere Cad. No:31
34421, Beyoğlu / İstanbul
+90 212 232 60 60
www.cherhotel.com.tr
reservation@cherhotel.com.tr

OLYMPUS TELEFERIK

Tahtalı 2365 m • Kemer • Antalya



Der Berg Olympos (Tahtalı) im Beydağları-Nationalpark ist mit einer Höhe von 2.365 Metern der höchste Punkt in Meeresnähe der an der Küstenlinie gelegenen Kemer-Region. Dieses Seilbahnabenteuer, das in erfrischender Höhe im einzigartigen Nationalpark angeboten wird, führt Sie über die für diese Region typischen Nadelbäume, Zedern und endemischen Pflanzen. Der einzigartige 360° -Panoramablick unserer Aussichtsterrasse am Gipfel des Berges und die klare Bergluft heißt Sie willkommen.

Sie sind eingeladen, wie ein Vogel durch die Wolken über den Wäldern des Nationalparks und der antiken Küstenstadt Phaselis in Richtung Mittelmeerküste zu gleiten.

Olympos (Tahtalı) Mountain, located in Beydağları National Park, is the highest point in the region with its 2,365 meters high which located on the coastlines of Kemer / Antalya. The cable car journey, which passes from a refreshing height in the unique National Park, will carry you over the common pine trees, cedars and endemic plants that are characteristic to this region. The unique panoramic view of our terraces with a 360° viewing angle at the top of the mountain and a clear mountain air welcomes you.

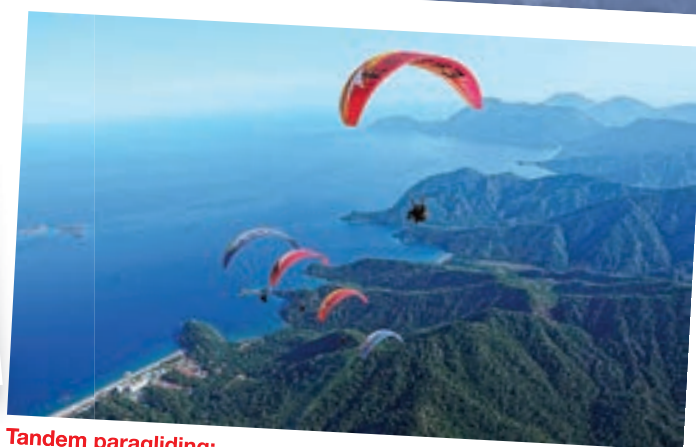
You are invited to the excitement of flying like a bird through the clouds above the forests of the National Park and to glide from the summit towards the Mediterranean coast to reach the ancient coastal city of Phaselis.



RUNtoSKY:

Es ist eines der härtesten Laufrennen in Europa und der Türkei, das rund um den Berg Tahtalı ausgetragen wird und auf dem Gipfel des Berges Tahtalı endet.

It is one of the toughest running races in Europe and Turkey, which is run around Tahtalı Mountain and ends at the summit of Tahtalı Mountain.



Tandem paragliding:

Das Tandem-Gleitschirmfliegen ist ein Erlebnis, das man nicht mit Worten beschreiben kann, deshalb sollten Sie dieses sichere Abenteuer mindestens einmal in Ihrem Leben erleben.

Tandem paragliding is basically something impossible to put into words, so you have to try this safest adventure at least once in a lifetime.



SEAtoSKY Hard Enduro Race:

Ein herausforderndes Autorennen, das an der Küste der von Kemer startet und am vierten und letzten Tag auf dem Gipfel des Tahtalı-Berges endet.

A challenging motor race that starts on the coast of Kemer and finishes on the summit of Tahtalı Mountain on the 4th final day.



Bungee catapult:

Der Bungee-Katapult, auch als Reverse-Bungee bekannt, ist ein Erlebnis, bei dem Sie in der Luft Saltos schlagen und das Gefühl des freien Falls erleben können.

Bungee Catapult, also known as Reverse Bungee, is an experience where you can flip through the sky and experience the feeling of free fall.



Sunrise & Sunset:

Neben unseren üblichen Tagesexpeditionen bieten wir für frühaufstehende Entdecker Sonnenaufgangsprogramme und beeindruckende Sonnenuntergangsprogramme bei romantischem Abendessen.

Apart from our regular daytime trips, we offer Sunrise programs to the explorers who wake up early, and an impressive Sunset program for your romantic evening meals.



SKYtoSEA MTB:

Ein Mountainbike-Erlebnis "Vom Himmel zum Meer"...

Ein einzigartiges Mountainbike-Rennen in der einzigartigsten Geographie der Welt, das sich vom schneebedeckten Gipfel des Olympos (Tahtalı) bis zum Mittelmeer erstreckt.

Mountain bike experience from Sky to Sea... A unique mountain bike race in the most peerless geography of the world, stretching from the snowy peak of Mount Olympos (Tahtalı) to the Mediterranean.



Restaurant:

Im Olympos Teleferik (Schwebebahn) Mountain-Restaurant werden Gerichte aus der beliebten mediterranen Küche, köstliche Snacks und Fast Food serviert.

The popular Mediterranean cuisine, delicious snacks and tasty fast foods are served in the Olympos Teleferik Mountain Restaurant.

SeatoSky

+90 541 814 30 21

olymposteleferik.com

Tekirova Mah. Antalya - Kumluca Anayolu

No:2, Tekirova, Kemer / ANTALYA

The schools of tourism cannot educate enough employees for the sector

Alihan Akkoç, The Chairman of the board of Best Western Empire Palace Hotel, emphasizes that the permanent solution to the well-educated employee problem is to increase the number of the vocational schools.

Alihan Akkoç, The Chairman of the board of Best Western Empire Palace Hotel, drew attention to the shortage of employee in the tourism sector. Stating that the tourism sector lost a significant part of its employees due to the pandemic, Akkoç says "It is natural that the loss of the trained workforce has reflections on the sector. But not every hotel has this problem. Because there are also hotels which take care of their staff to the end.

Unfortunately, some hotels had that kind of loss. Most of the well-experienced employees changed their job during the pandemic period due to the fact that the pandemic period took too long. People had been unemployed for 13 months and eventually they had to change their job and choosed another sector to work. Nowadays, lots of the tourism facilities are not able to find qualified employees and of course it reflects to the service."

EVEN IF WE WANT TO HIRE EMPLOYEES, WE'RE NOT ABLE TO FIND ANY

Alihan Akkoç says "Last year we preserved all of our staff. Our hotels are not very big ones. We kept 10-15 employees of ours in each of our hotels, we didn't lose any work. Since all of our employees are insured, they were able to benefit from the insurance of unemployment. As employers, we also supported our employees as much as we could. We've been continuing to our services without reducing the number of our employees." and he continues " Currently, there is a



Alihan Akkoç, The Chairman of the board of Best Western Empire Palace Hotel

shortage of well-educated employee in the sector. Even if we want to hire employees, we're not able to find any. All the well-experienced employees founded new jobs in other sectors. The biggest deficiency of our country is to not has enough number of tourism schools. The schools of tourism cannot educate enough employees for the sector. I believe it should be a state policy. The government should educate employees for tourism. We have to employ well-educated employees for our services. We attach importance to have well-experienced employees but most of them are being retired. Currently, 45 workers of our staff are being retired. So we need well-experienced employees to replace them. In this point, the employee who does the work is the one who is the professional for me."

THE PERMANENT SOLUTION TO THE WELL-EDUCATED EMPLOYEE PROBLEM

Alihan Akkoç, The Chairman of the board of Best Western Empire Palace Hotel, emphasizes that the permanent solution to the well-educated employee problem is to increase the number of the vocational schools and says " The number of the vocational schools should be increased. TUROB should be more effective on educating employees. The number of the state schools which provide education for tourism should be increased. The high season of tourism has become longer than it used to be, especially on the Mediterranean Part. Therefore, having well-educated employees has become more important in there. The employees work for whole year there. well-educated employee is very important and valued."



Shopping and Family Hotel heart of Sirkeci

Hocapaşa Mahallesi, Dervişler Sokak No: 7 / 1 Fatih/Istanbul/Turkey
+90 212 514 72 22 • WhatsApp: +90 533 048 47 96 • www.senabilhoteloldcity.com



he place of meeting your highest expectations

Hoca Paşa Mahallesi, İbni Kemal Cad. No:20, 34110 Sirkeci-Fatih/Istanbul
+90 212 514 16 29 • info@vivadeluxehotel.com • www.vivadeluxehotel.com



THE PENINSULA WILL BRING THE WORLD TOGETHER IN ISTANBUL

The Peninsula Istanbul, which was put into service in Istanbul Galataport, aims to contribute with a different dimension of luxury. The hotel has the claim of placing Istanbul to the center of the world and placing the world to the center of Istanbul.

The Peninsula Istanbul revealed the innovative, mainly Turkish creators whose craftsmanship have helped to shape the stunning new property. These creative partners, including celebrated interior designer Zeynep Fadilloğlu, art consultant Çağla Saraç landscape architect Enzo Enea, fashion designer Arzu Kaprol, and two-Michelin-starred chef Fatih Tutak, were announced at a press briefing. The event was held in the soaring-ceilinged former 20th-century ferry terminal that has been transformed into the hotel's grand waterfront Lobby. The gathering included a signature Peninsula Afternoon Tea service, an iconic offering at Peninsula properties around the world, and introduced the creative partners, whose work exemplifies the ingenuity and artistic traditions for which Türkiye is legendary. The event was hosted by principals of The Hongkong and Shanghai Hotels, Ltd., parent company



of The Peninsula – including Clement Kwok, Managing Director and CEO; Peter Borer, Chief Operating Officer, and Mark Kobayashi, Senior VP of Sales & Marketing. Also present was Jonathan H. Crook, The Peninsula Istanbul's Managing Director. "This is an important milestone for our group. Istanbul is one of the world's most dynamic cities and truly embodies East meets West. It offers such an incredible blend of ancient and modern," says Clement Kwok, Managing Director and Chief Executive Officer of The Hongkong and Shanghai Hotels, Ltd., The Peninsula's parent

company. "As a company with an exceptional heritage which also looks firmly to the future, we are looking forward to welcoming local guests and international visitors to experience The Peninsula's world-renowned luxury hospitality and service." "It is a great pleasure to have partnered with some of Türkiye's most preeminent creative minds to craft our hotel's distinctive aesthetic," Mr. Crook said at the event. "As well as providing an authentic and beautiful environment for guests, these artists are also carrying on the cultural legacies of their home country."

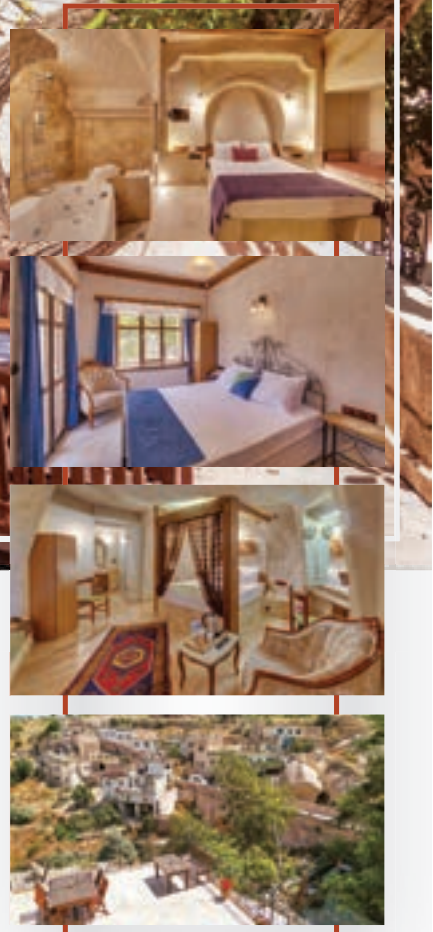


El Puente CAVE

Cappadocia www.elpuentecave.com

Our place "El puente Cave Hotel", situated in the most beautiful part of the ancient Greek town of Ibrahimpasa (Babayan), welcomes you for a pleasant stay in the center of Cappadocia, just within a ten-minutes drive from main touristic attractions like Uchisar, Goreme, the fairy chimneys and Open Air Museum. The family run "El Puente Hotel" which is composed of caves and three stone

houses, including a Greek one which is 200 hundred years old. Our visitors may prefer to stay in our caves or traditional stone rooms, wake up to a delicious home-made breakfast in the shade of a chestnut tree and enjoy an unforgettable dinner with a glass of wine in our garden overlooking the beautiful Babayan Bridge on the Balkan Valley.



Deveciler HANI

900 years of history is coming alive! Deveciler Hani is one of the first luxury hotels in the history from 15th century and know getting ready to host its guests after 650 years. Located on the Silk Way, Deveciler Hani was one of the first and most popular caravanserai and hostelry which hosted very important names in the history such as Murat the Second.



TOUR PACKAGES AND PROGRAMS
ISTANBUL HOTEL BOOKINGS
AIRPORT TRANSFERS
ISTANBUL CITY TOURS
TURKEY TOURS
BLUE VOYAGE
ONLINE BOOKING

AN EXPERT ON
ISTANBUL

WWW.OLBIATRAVEL.COM

D-100 Karayolu Cad. İstilli Köyü Çiçek Mevkii No. 777 Merkez - Düzce
info@olbiatravel.com • www.olbiatravel.com



ALL SEASONS
HOTEL ISTANBUL

“a golden start to the day”

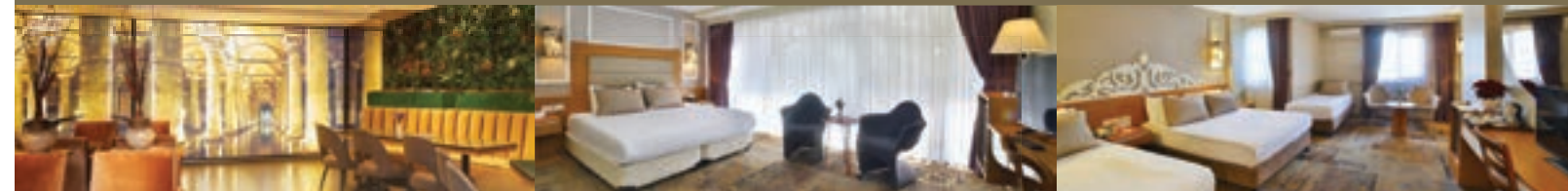
All Seasons Hotel Istanbul is located in the historical Fatih district, close to the touristic and cultural richness of Istanbul, 40 km from the newly opened Istanbul Airport. Findikzade tramway station is 1 minute and 50 m away from the hotel, and you can reach the popular places such as historical peninsula, Grand Bazaar, Spice Bazaar, Blue Mosque, Hagia Sophia, Topkapı Palace, Taksim Square and Istanbul shopping / entertainment centers with a fast and comfortable journey.

Our hotel providing the services to its guests to meet with Turkey's rich history and cultural heritage and to live an unforgettable holiday experience serving with the mission.

While presenting the unique and fascinating beauties of Istanbul to our guests with famous Turkish hospitality, you will find the comfort and comfort you need beyond your expectations.

We are waiting you in All Seasons Hotel Istanbul for an accommodation experience in which you will live Istanbul to the fullest and comfort of your home.

Every new day of All Seasons Hotel Istanbul is wealth.



Molla Gurani Cad. Emin Ali Yasin Sokak.
No:5 Findikzade, İstanbul - TURKEY
www.hotelallseasons.com
+90 212 635 83 83

Takip ediniz / Follow us
  
allseasonsist



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



Ayhan Bektaş, Chairman of Coral Travel Group

Coral Travel Group targets 1.8 million tourists to Türkiye for the 2023 season

OTI Holding, which serves in 90 destinations in 40 countries with its 37 companies in 22 countries, has renamed itself. In the statement made by the group, which will continue its path under the name of "Coral Travel Group," the goals for the 2023 season were shared by evaluating the 2022 season.

Coral Travel Group, which has served more than 30 million tourists worldwide in 30 years since its establishment, hosted 17 million tourists from different markets in Türkiye during this period. The statement made by Coral Travel Group about the 2022 season's evaluation and the goals shared for the 2023 season are as follows: "Coral Travel Group, which serves an average of 3

million tourists annually in times when there are no adverse external factors, closed the year 2022 by serving 2.35 million tourists. Türkiye took the lead among the destinations with 1.4 million tourists, followed by Antalya, the Aegean Region, Istanbul, and ski resorts, which were the most preferred places. When we look at the markets we serve, the markets that send the

most tourists in terms of capacity are realized as Russia, Poland, Germany, the Baltic countries, and Türkiye, respectively, while the countries where we send the most tourists were Türkiye, Egypt, Greece, Spain, and the UAE. 32 weekly flights to Antalya from Russia with THY and PegasusIn these challenging conditions, the most important contribution to reaching

these figures is our group's direct sales offices and 1500 franchise agents. Winter tourism is essential for our goals, and Türkiye is among the leading destinations. Within this scope, the details of our capacity planning for the 2022/23 winter season are as follows: Our block seat flights continue with 32 weekly flights to Antalya from Russia with THY and Pegasus. For ski and cultural tourism, we have four weekly flights to Kayseri and three flights to Erzurum with Pegasus, and a significant portion of

our guests also take accommodation tours to Cappadocia. Our sales from Russia to Istanbul also continue uninterrupted. One weekly flight from five cities in Poland to AntalyaOur block seat flights to Antalya with Sun Express continue from 14 cities in Germany. As Coral Travel Group, we aim to increase our business in all destinations of Türkiye through tour operators in 13 countries, mainly in Europe, in 2023. We plan to allocate 1.8 millions of our total target of 3.2 million seat capacity

for Türkiye in 2023. Countries such as Egypt, Greece, Spain, the United Arab Emirates, and Tunisia are also among the demanded destinations. Hotel activities also occupy an important place among our goals for 2023. We will continue to expand our portfolio of 25 hotels operating under the Xanadu Resort Hotel, Seven Seas, and Otium brands in four countries. In the field of information technology, which is another important business line of ours, we will continue our automation and digital transformation investments. A significant part of the automation needs of our group is provided by Odeon Software and Technology, which is a subsidiary company. We are proudly celebrating our 30 years with all our stakeholders and employees who support us."



The care has been given to quality, not to quantity in **Skalion Hotel**

Skalion Hotel & Spa, one of Kumkapı hotels in the Historical Peninsula, hosts its guests with the renovated exterior and new concept after the renovation.



Located in Kumkapı 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.

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

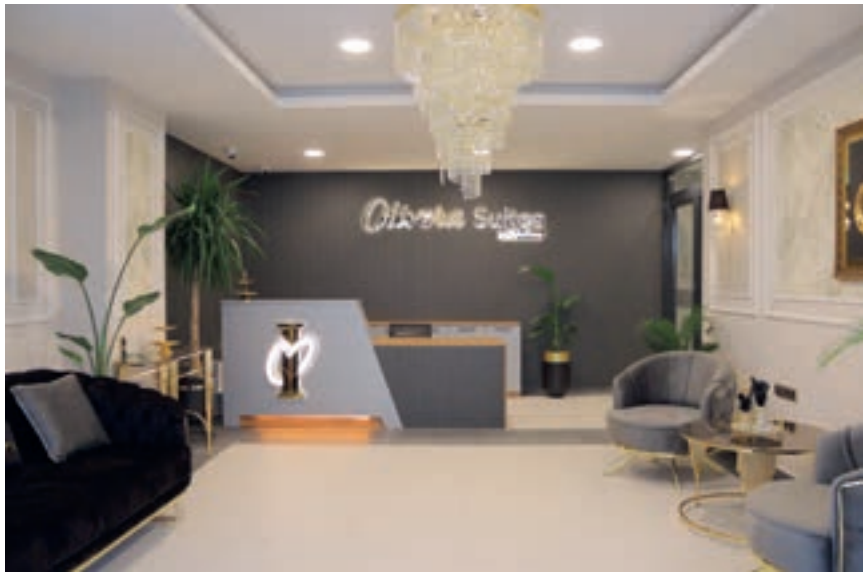
held in a more productive and more spacious environment, the meeting rooms have been positioned to benefit from the sea view as much as possible and have been decorated accordingly.

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."

YOUR NEW HOME IN KONTOSKALI

Mimar Hayrettin Mahallesi, Çifte Gelinler Cad. No:6 Kumkapı - Fatih/İstanbul – TR
www.skalionhotel.com / info@skalionhotel.com / sales@skalionhotel.com
T: +90 212 517 51 35 Pbx. / T: +90 530 049 0376



With a hotel concept, perfect guest satisfaction: **OLIVERA SUITES HOTEL**



Bengi Akti

Olivera Suites Hotel, that put into service on last December by Irmak Group in Istanbul Zeytinburnu, has been started to host the guests. Olivera Suites Hotel, which has a hotel concept, has 5 rooms of 4+1 Suites, 19 rooms of 3+1 and a 2+1 room.

Olivera Suites Hotel, which was brought to life by one of the leading companies in Türkiye, Irmak Group Chairman of the Board Yüksel Akgül and Member of the Board of Directors Nur Akgül, opened its doors to its guests in Zeytinburnu. Olivera Suites Hotel, that started to host its guests in December 2022, has 25 Apart Suites in total. All of the rooms have been designed by considering the comfort of the guests.

IT OFFERS SERVICE WITH A HOTEL CONCEPT

As having elegant and comfy rooms, the most notable thing in Olivera Suites Hotel is to have 5 rooms of 4+1 Suites that each has 160 square meters. There are 4 bathrooms in these rooms. Olivera Suites Hotel, that provides services with a hotel concept, hosts its guests who prefer health tourism, education, long-term stays, visiting shopping malls,



attending congresses, fairs and touristic sightseeings and suitable for large families.

CAREFULLY DESIGNED ELEGANT AND COMFY ROOMS

Olivera Suites Hotel is not only chosen because of its superior comfort and quality service, it is also chosen because of its advantageous location. Olivera Suites Hotel's 5 rooms are 4+1 Suites, 19 rooms are 3+1 and one room is 2+1. In addition, all rooms have underfloor heating system.

IT IS LOCATED IN THE HISTORICAL ZEYTINBURNU AREA OF ISTANBUL

Olivera Suites Hotel is located in the historical Zeytinburnu district of Istanbul. The hotel is located near to the shopping malls, sport halls, conference halls and organizes transfers to the both airports of Istanbul.

EVERY DETAIL HAS BEEN CONSIDERED FOR THE GUESTS

Bengi Akti, who is known as being

well-experienced in tourism, is the General Manager of Olivera Suites Hotel. In her statement, she said: "Olivera Suites Hotel, which has a hotel concept, has 5 rooms of 4+1 Suites, 19 rooms of 3+1 and a 2+1 room. Everything has been considered carefully for the guests. The hotel has Wifi for 24 hours, security, reception, housekeeping, lobby and free parking area. Additionally, our guests can do their breakfast in our restaurant, Manastir. Delicious cuisines wait for our guests in Manastir Restaurant."



Iztuzu Beach

BEST THINGS TO DO IN DALYAN

Dalyan is a hidden paradise. Well, how would you like to discover Dalyan with us? The world-famous Iztuzu Beach, King Rock Tombs, Caretta caretas, blue crab, magnificent delta and everything you wonder about is in Dalyan.

The great desires of travelers, those who want to escape from the chaos of the city, and those who pursue green and blue, are hidden in the word "escape to a small seaside town". Even the thought of finding paths facing the sea through the trees, throwing a towel and an umbrella by the sea can help you sail towards peace. Summer, spring or winter; Türkiye's corners of paradise are beautiful in every season. So is Muğla, which is considered a tourism paradise. Well, how about going on a trip to an old fishing town of Muğla? Yes, we are talking about Dalyan, which is famous for being the home of caretta caretas.

WHERE IS DALYAN? HOW TO GO?

Located in the Ortaca district of Muğla, Dalyan is located at the intersection of the Southern Aegean and Western Mediterranean regions. It is possible to reach Dalyan by road and air.



To reach Dalyan by air, after landing at Dalaman Airport, you can reach Dalyan, which is 30 km away, by either renting a car or using a shuttle service. If you are planning to come from Marmaris, you can prefer boat tours.

HOW TO PROVIDE TRANSPORTATION IN DALYAN?

You can use the minibus line departing from Cumhuriyet Square to visit Dalyan or go to the beach. Minibus services to Iztuzu Beach generally operate between 08:00 and 20:00 in the summer months. You can visit the

paradise stops in the vicinity by using the boats that operate with the logic of dolmuş from the center of Dalyan.

PLACES TO VISIT IN DALYAN

There are many stops to visit in Dalyan, which is a cute little paradise. "What to do in Dalyan?" We answered the question for you and talked about the points you should definitely visit. There it is places to visit in Dalyan, which creates admiration for its healing stops, natural environment and unique geography. Iztuzu Beach is a place declared by The Times newspaper as "Europe's best open space". We mostly know it as the area where the caretta caretas lay their eggs. There is a long beach between Dalyan Lagoon and Iztuzu. In other words, one side of the beach consists of fresh water and the other side of salt water. Dalyan Lagoon and Iztuzu Beach, Kaunos King Tombs, Kaunos Ancient City, Kargicak Bay, Sülüngür Lake, Radar Hill and Sultaniye Hot Springs.



Rast
HOTEL
SULTANAHMET

Unmatched Luxury
hotel in Istanbul



Binbirdirek Mh. Klodfarer Cd. No:4 34122

Sultanahmet / Istanbul -TR

Tel: +90 212 638 16 38 - Fax: +90 212 638 19 99

e-mail: info@rasthotel.com - Web: www.rasthotel.com



WESTIN DEBUTS IN TÜRKİYE WITH NEW ISTANBUL HOTEL

Westin Hotels & Resorts, part of Marriott Bonvoy's portfolio of 30 extraordinary hotel brands, has unveiled the first Westin hotel in Türkiye - The Westin İstanbul Nisantasi in İstanbul's vibrant shopping and entertainment district Nisantasi.

Located in the newly built multi-use complex Lotus İstanbul in the city centre, adjacent to world-renowned designer boutiques, the contemporary property boasts 150 guestrooms and suites including Westin's signature WestinWORKOUT Rooms and interconnecting rooms with balcony or terrace options. Located in the heart of Nisantasi, the hotel is near a wide selection of eateries, bars, art galleries and concert halls with İstanbul's famed attractions within easy reach. The hotel also offers direct access to Osmanbey Metro Station providing convenient transport link to many locations in the city, including New İstanbul Airport and the historical peninsula, as well as the Levent and Maslak business districts.

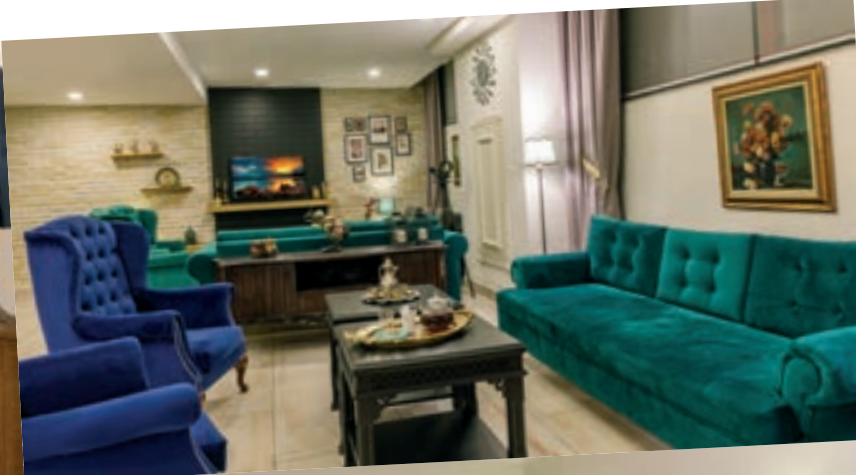


Designed by Tözün Interior Design Studio, the property features an open and refreshing aesthetic that complements the Westin brand's mission to make sure guests leave feeling better than when they arrived. The brand's six pillars of wellbeing - Sleep Well, Eat Well, Move Well, Feel Well, Work Well, and Play Well - come to life in the building with outlets

and amenities designed to ensure personalised comfort for its guests. Haluk Ozdogan, President of Access Hospitality added: "For over 30 years Access has been committed to providing the best solutions for investors and developers. We are proud to have played a role in the development of the very first Westin in Türkiye and are looking forward to the new chapter this debut will bring for the Turkish hospitality industry." The Westin İstanbul Nisantasi participates in Marriott Bonvoy - the award-winning travel programme from Marriott International - allowing members to earn and redeem points for their stay at the new hotel, and at other hotels and resorts across Marriott Bonvoy's extraordinary portfolio of 31 brands.



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



Piyeiöti Äv. No:40 Çemberlitaş - İstanbul / Turkey
P: +90 212 638 1944

www.goldencrownhotel.com / info@goldencrownhotel.com

TRENDS HAVE CHANGED IN HOTEL INVESTMENT AND BRAND CONSULTING

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



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

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

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



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

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

achieved the dynamics of 2018.

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

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

What brands are these? Do we know these brands?

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

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

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

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

Do you only do brand consultancy?

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

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



Orhan Genceli

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

Do you only give consultancy to hotels?

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

Finally, do you have another service area?

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





Dedeman Announces New Hotel in Mersin

Dedeman Hotels & Resorts International, aiming to be present in 81 provinces of Türkiye with its 9 brands, announced its first hotel project in 2023.

A management contract was signed for Dedeman Mersin Yenişehir at the signing ceremony held in Dedeman Bostancı on January 6 between Dedeman Turizm Yönetim A.Ş. and Victor Hotels Turizm İnşaat Sanayi ve Ticaret A.Ş. Scheduled to open in 2026, Dedeman Mersin Yenişehir will serve domestic and foreign guests visiting the region with its 120 rooms, 1000-person ballroom, 380 m² lobby, spa with extensive facilities, sky pool and restaurant on the roof. Speaking at the signing ceremony, Victor Hotels Chairman of the Board İdris Rojhat Balkan said, "Mersin has a very colorful and multi-character demographic just like Istanbul. Our city is a port and tourism city. It is also the largest logistics center connecting the



world. Therefore, we are very open to development; We are a region ready for serious investments, especially in tourism. In this respect, I find the presence of the Dedeman brand in our city very valuable. We are a company in the top 200 according to the Fortune list, and we have operated in 7 different sectors so far. With this project, we are entering our eighth field of activity." President and CEO of Dedeman Hotels & Resorts International said, "In addition to our Dedeman and Park Dedeman brands; We rapidly expanded our chain with our 7 new brands that we launched in 2022, new hotels we opened and new hotel contracts we signed. Now, we are hosting our guests with Dedeman Hospitality with a total of 3,229 rooms and 6,345 beds in our 21 hotels including the recently opened

one in Cizre and in Kayseri, which we will open on January 14. Moreover, we aim to wave the Dedeman flag in 81 provinces of our country. Today, we continue our growth journey with Mersin. Mersin impresses with its nature as well as its history, and, its 321 km coastline. Mersin International Port, which meets a significant part of Türkiye's export volume, has a special importance in terms of industrial and commercial power with Mersin Free Zone, which is the second largest free zone of our country. The "Çukurova Regional Airport" that will be opened in 2023 will add value not only to Mersin but also to the entire region. I wish that our hotel, which we believe will increase the potential of Mersin, will be beneficial to our country and Turkish tourism."

NISH CARIA

HOTEL • RESTAURANT • DALYAN





KNOWS WHERE TO GO IN ISTANBUL



DAILY CITY TOURS

www.shetours.com
shetours@shetours.com

Tel. +90 212 638 50 64
Fax. +90 212 638 50 65

www.istanbulshetours.com
info@istanbulshetour.com

EXPERIENCE THE FUTURE

ESTABLISHED IN 1997 THE
ISTANBUL CONVENTION &
VISITORS BUREAU – ICVB IS
A NON-PROFIT DESTINATION
MARKETING ORGANIZATION.

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 members include the leading corpora-
tions and associations involved in the con-
ference and incentive tourism such as ho-
tels, conference and exhibition centers, DMC
& PCOs, airlines and other companies. The
ICVB, working in close collaboration with the
Turkish Ministry of Culture & Tourism, the Is-
tambul Chamber of Commerce and the Is-
tambul Metropolitan Municipality, designs and
implements special events and other market-
ing strategies to raise Istanbul as a congress
and event center.

ICVB SERVICES

BID SUPPORT
VENUE FINDING
CONSULTING & ADVICE
SITE INSPECTIONS
PROMOTIONAL MATERIALS
DESTINATION MARKETING

If you have any questions or need any help, feel free
to get in touch with us.

www.icvb.org

f IstanbulCVB

cvbistanbul

istanbul_cvb

Istanbul CVB



We love having you

At Maxeria



MAXERIA
BLUE DIDYMA

**ARE YOU READY TO
AWAKEN YOUR SENSES
WITH MAXERIA?**

**FAMILY-FRIENDLY – HONEYMOON COUPLES – SEAFRONT – SWIM-UP ROOM
HEATED AQUAPARK AND POOLS**

- OPEN ALL YEAR ROUND.
- HEATED AQUAPARK IN APRIL – OCTOBER – NOVEMBER.
- HEATED OUTDOOR POOL IN APRIL – OCTOBER – NOVEMBER.
- HEATED INDOOR POOL IN APRIL – OCTOBER AND WINTER MONTHS.
- IT IS A HUGE AQUAPARK WITH A SIZE OF 6.000 M. , WITH 12 BANDS, HEATING, FOOD AND BEVERAGE UNITS.
- 2 CHILDREN AGED 0 – 12 ARE FREE OF CHARGE (THE QUOTA IS LIMITED) ACCOMPANIED BY 2 ADULTS IN STANDARD ROOMS IN APRIL – OCTOBER AND WINTER MONTHS.
- 30% OFF 30-MINUTE BACK MASSAGE AND ALL MASAGE PACKAGES FOR STAYS OF 1 WEEK OR LONGER IN WINTER.
- WIRELESS INTERNET.
- CHILDREN ENTERTAINMENT FOR 4-11 AGES, GAME ROOM.
- ULTRA ALL-INCLUSIVE IN SUMMER, ALL-INCLUSIVE IN WINTER.

- 24/7 BAR THROUGHOUT THE SUMMER.
- RESTAURANT OPEN TILL MORNING THROUGHOUT THE SUMMER.
- SWIM-UP ROOMS WITH DIRECT ACCESS TO THE POOL.
- NEW MODERN LIVING SPACES.
- FAMILY ROOMS UP TO 5 PERSONS.
- FINE SANDY, SHALLOW SEA.
- 3 FREE A LA CARTE RESTAURANTS.
- COFFEE PATISSERIE WITH SEA VIEW, CHEESECAKE, SCHILLER COFFEE.
- HIGH GUEST SATISFACTION AWARDS FROM HOLIDAYCHECK, OTELPUAN, TRIPADVISOR, BOOKING.COM
- MAIN RESTAURANT TERRACE WITH SEA VIEW, BALIK (FISH) A LA CARTE, UPPER AND LOWER LOBBY TERRACE.
- 50 KM TO BODRUM MILAS (BJV) AIRPORT.
- 120 KM TO IZMIR ADNAN MENDERES (ADB) AIRPORT.



Akbük Mh. 5649 Sk.
No.10 PK. 09270
Didim / AYDIN
T Ü R K İ Y E

+90 256 221 22 55



maxeriahotel



info@maxeriahotel.com



www.maxeriahotel.com