



# turizm aktüel

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## İstanbul's

2024 TARGET IS 20  
MILLION TOURISTS

**OYA NARİN:**  
WE RECEIVE HIGH  
DEMAND FOR  
LONG STAYS

## Jolly's

2024 TARGETS  
WILL BE HIGHER

BRITISH  
ARRIVALS  
TO TÜRKİYE  
EXPECTED TO  
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## Envoy

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**'SUSTAINABLE  
TOURISM'**

TÜRKİYE AMONG WORLD'S  
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## Report

**TOLGA KİLİT:**  
NIRVANA AND CRYSTAL  
HOTELS RESTRUCTURING

Discover  
*Türkiye*



## Cappadocia's

TOURISM HITS NEW HEIGHTS,  
EYEING RECORD-BREAKING YEAR



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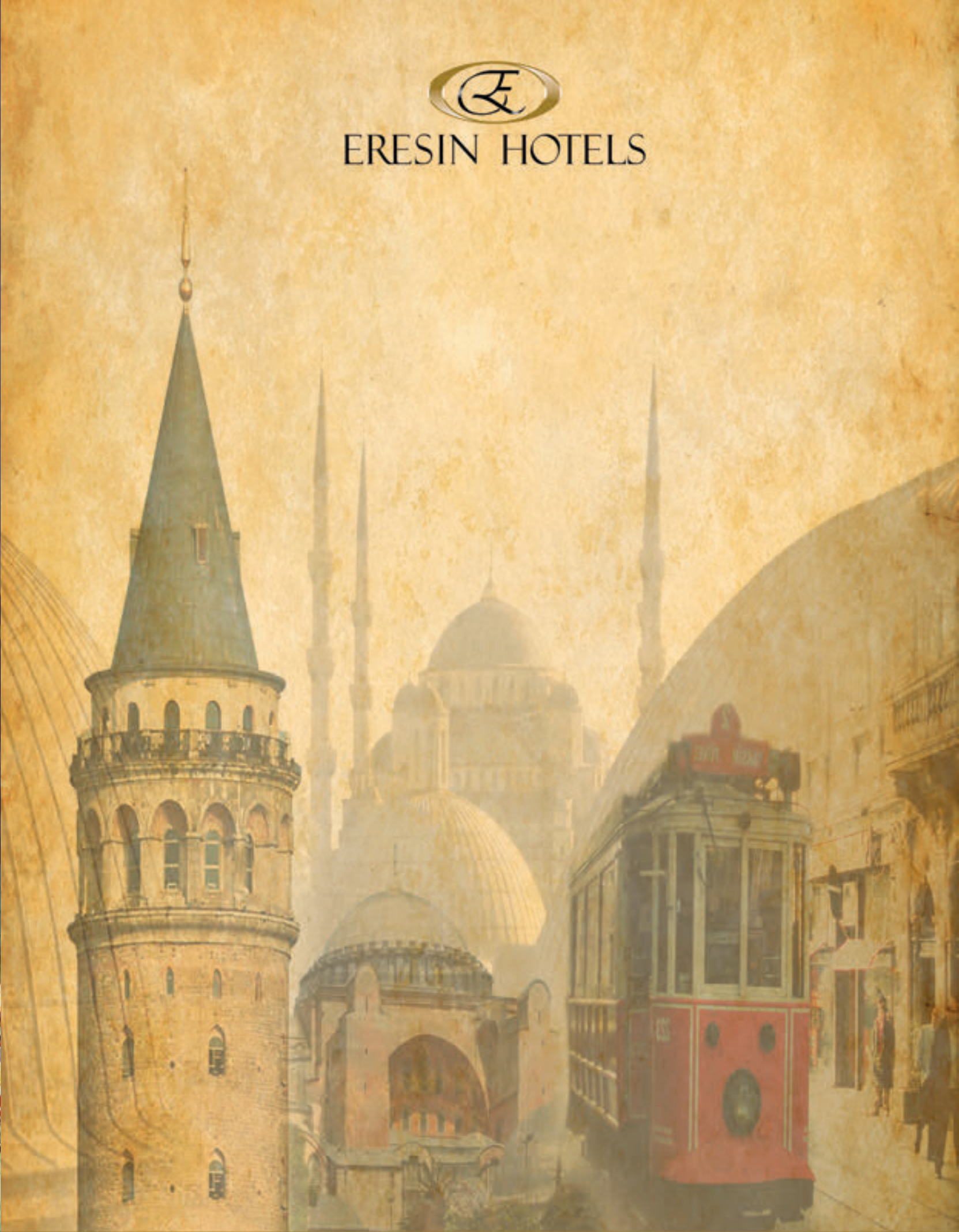
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## TWO IMPORTANT AWARDS FOR BARUT HOTELS

Barut Hotels received two important awards. Acanthus Cennet Barut Collection ranked first in the world on tophotels.ru for its digital hospitality and 100% recommendation rate.

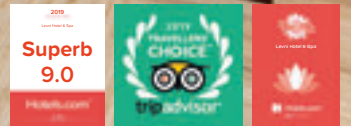
Acanthus Cennet Barut Collection ranked first in the world for digital hospitality and 100% recommendation rate. In the "Digital Hospitality" category, which was added by Tophotels.ru for the first time this year, Acanthus Cennet Barut Collection ranked first among the hundred hotels listed with a score of 5 out of 5 and a 100% recommendation rate. Digital hospitality covers many details such as digital services that start before the

guest enters the hotel, getting quick answers to questions, mobile applications that make it faster to receive service during the stay, in-room technological facilities, and fast ordering.

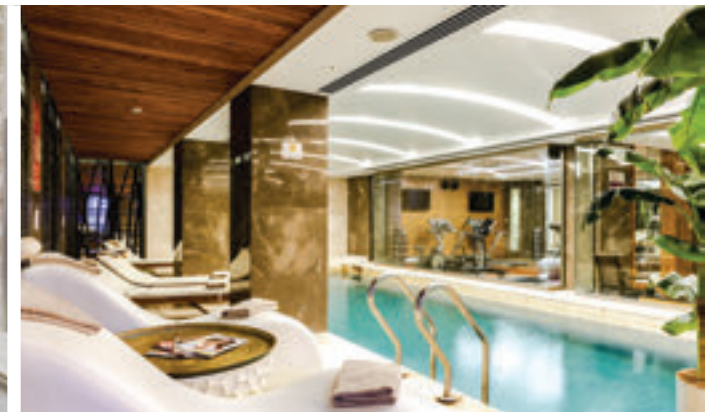
Lara Barut Collection was ranked 5th in the top 100 list of the world's best resort hotels. The hotel welcomes its guests with a large beach, a rich gastronomic variety and all-day entertainment.



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## Divan Pubs renewed their concept

Meeting point for the young generation who enjoy life

Divan Pub is moving to the most vibrant spots of the city with a brand new perspective. The Publicans project, which sets out with the motto 'Our door is open to those who want to have fun, those who know their taste, those who are bored with routine, those who behave as they feel like it', reflects the Divan brand's desire to create a new generation of pub-goers and communities by reaching young audiences through Divan Pubs. "Publicans", one of the most innovative projects of Divan Group, was introduced with a joyful event held at Divan Pub, which was opened in Kanyon, Istanbul's favourite shopping and entertainment centre. Young artist Su Sonia took place in the open area of Divan Pub Kanyon with her songs. Enis Arkan, Şahika Ercümen, Pınar Hotiç and Cem



Gönül Gültekin, Pınar Hotiç, Gonca Karakaş



Şahika Ercümen



Enis Arkan, Murat Tomruk

Pilevneli, as well as famous names from the world of business, art, media and society attended the event which lasted until late hours with DJ performance. Divan Pubs will be a great meeting point for Publicans who want to balance between work and private life during lunch breaks or after work, who

prioritise self-worth and enjoy being together, accompanied by good music and full conversation.

Divan Pubs aim to offer its regulars pleasant moments with its new and stylish designs. Blending a rich bar and signature cocktail menu with brand new flavours and Divan's trademark quality service approach. Divan Pubs will take pub culture to a whole new dimension.

After Bodrum, City's Istanbul and Ataşehir, Divan Pubs to be opened in Kanyon, Caddebostan and soon in Akaretler will be the meeting point of the young generation who enjoy life. They will be the new addresses of all Publicans who are bored of the routine in the fast-paced rhythm of the city and working life, who act as they feel, who take time for good food and who want to enjoy themselves with Divan's attentive hospitality.



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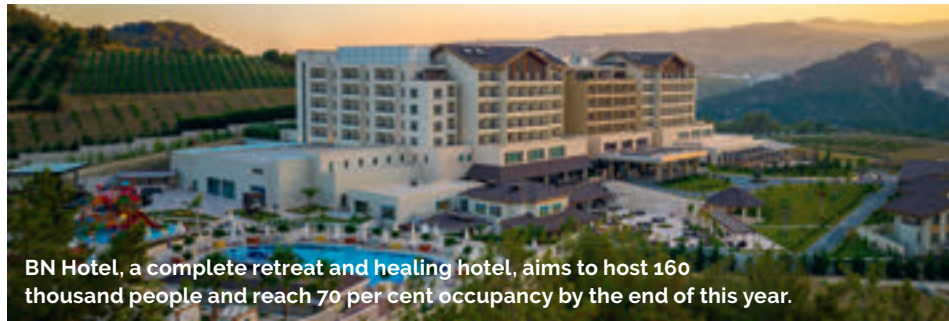


## Pinar Kurt: We will host 160 thousand guests by the end of 2023

BN Hotel Thermal & Wellness, which opened its doors in Mersin İcmeler two years ago, has gained an unshakable place in the sector in a short time. BN Hotel, which provides 100 percent customer satisfaction-oriented service, leads both Mersin tourism and the thermal tourism sector with its different and innovative service concept.

Giving information about the guest portfolio of the hotel, which has the capacity to host approximately 250 thousand people a year, Pinar Kurt, Assistant General Manager of BN Hotel, said: "A large part of our international customer portfolio consists of guests from Europe, the Middle East and Russia.

We are constantly making new investments and adding new services to our concept in order to attract the interest of every age group, to increase our service quality day by day and to increase customer satisfaction rates close to one hundred per cent." Stating that Türkiye's nature combined with mineral values and the value it adds to health tourism are not sufficiently promoted abroad, Kurt said, "We aim to introduce Türkiye's thermal tourism to the world with the 'Lifestyle thermal' concept, which we have created with the aim of extending the tourism season to 12 months, creating added value and creating tourism diversity. We are constantly making new investments and adding new services to our concept in order to attract the interest of every age group, to increase our service quality day by day and to increase customer satisfaction rates close to one hundred per cent." She continued: "The yoga workshop is just one of these investments. We will have a source of physical or spiritual healing that will appeal to everyone who enters our door. We plan to host yoga groups



BN Hotel, a complete retreat and healing hotel, aims to host 160 thousand people and reach 70 per cent occupancy by the end of this year.

in the workshop throughout the year and to host various workshops and talks in the spiritual field. BN Hotel is a complete retreat and healing hotel." BN Hotel Thermal & Wellness, which aims to host 160 thousand people and reach 70 per cent occupancy by the end of this year, aims to increase the number of foreign tourists it hosts to 50 per cent with the commissioning of Mersin Airport.

### SERVICE FOR PEOPLE OF ALL AGES 12 MONTHS OF THE YEAR

Stating that BN Hotel is a special hotel focused on health and well-being, where people of all ages can enjoy a holiday at any time of the year, BN Hotel Assistant General Manager Pinar Kurt said, "From the Prophet Danyal to St. Paul, from Şahmeran to the Ancient Roman road, witnessing 9 thousand years of history, BN Hotel Thermal & Wellness, located in Mersin, one of Türkiye's tourism values with its nature, history and gastronomy, has brought Türkiye's most valuable thermal spring with a mineral value of 6268 mg/lit

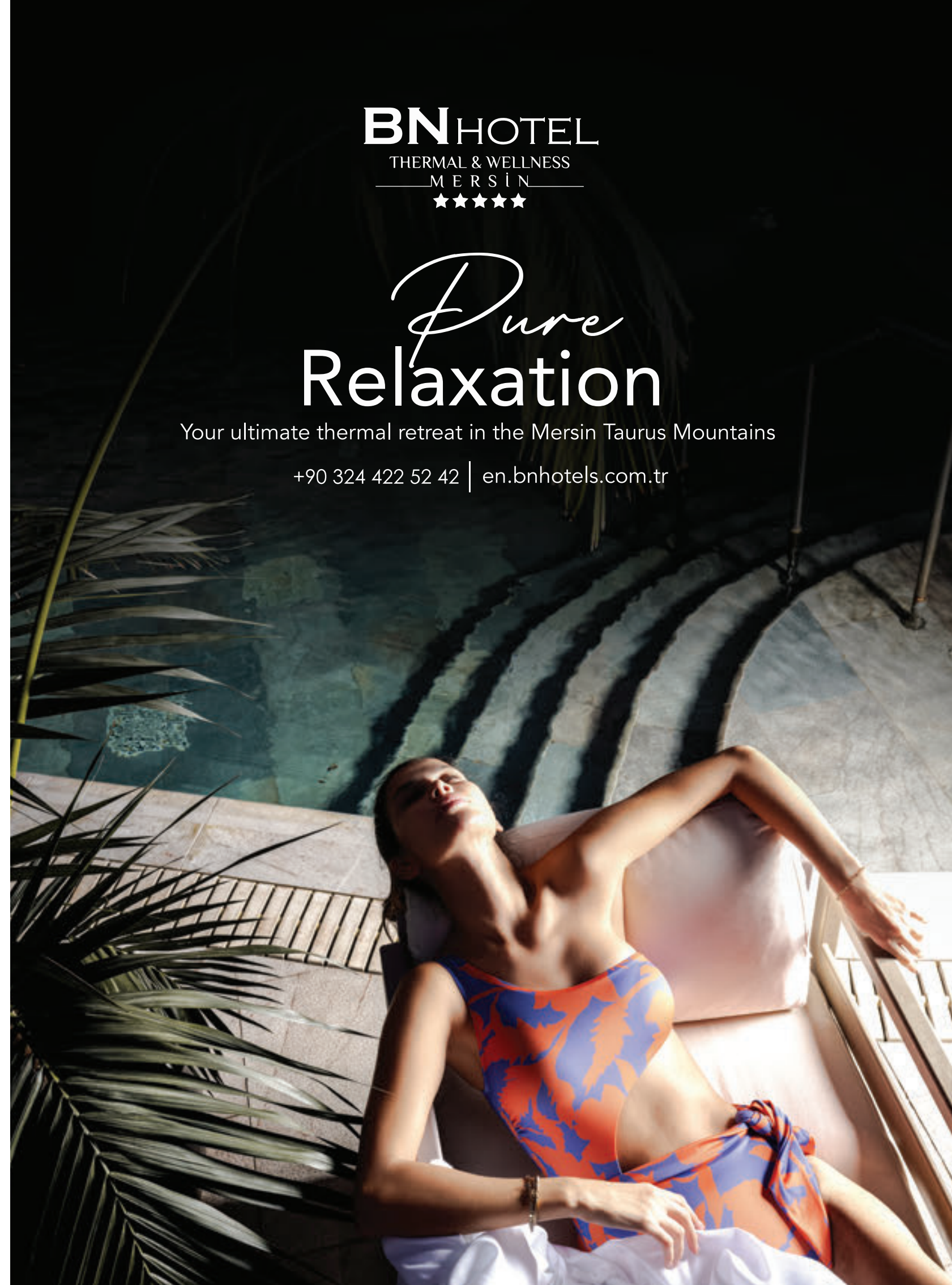
originating from the İcmeler region to tourism with the concept of 'Lifestyle thermal'. Rising on 450 acres of land, 348 acres of which is used for agricultural activities and 102 acres as a hotel campus, BN Hotel is a health and well-being-oriented special hotel that combines resort and thermal hotel services, meets different holiday expectations with the services it provides, and where people of all ages can enjoy a holiday every month of the year. Türkiye's most equipped SPA has 35 different thermal pools. Hotel Thermal & Wellness provides alternative accommodation for different needs with 249 rooms, 3 villas, 644 bed capacity in 9 different room categories. The hotel, which has many firsts with its many features, is also the first and only hotel that provides family and child-friendly services especially in thermal tourism. In the Baby SPA, which is unique in Türkiye, bath and massage services are provided to babies between 0-18 months and the little bodies of the little ones are relaxing with health."

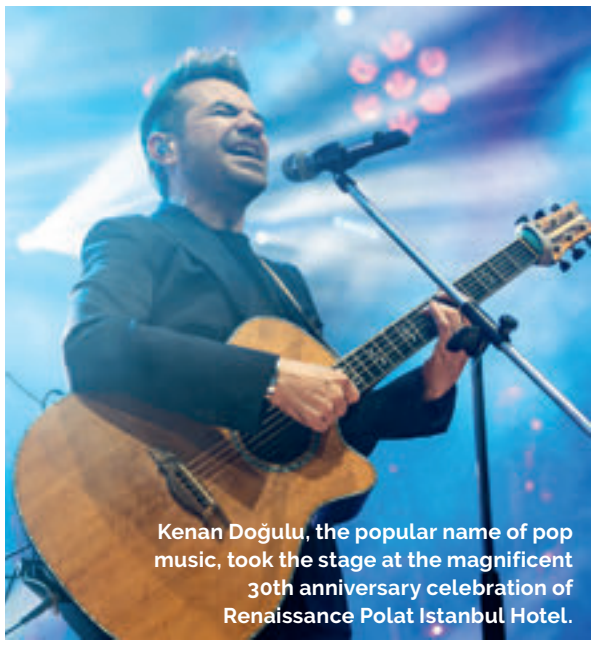
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Kenan Doğulu, the popular name of pop music, took the stage at the magnificent 30th anniversary celebration of Renaissance Polat Istanbul Hotel.



# GRAND CELEBRATION FOR THE 30TH ANNIVERSARY OF RENAISSANCE POLAT İSTANBUL HOTEL

Renaissance Polat Istanbul Hotel in Yeşilköy, Istanbul celebrated its 30th anniversary with a special night. The 30th anniversary of Renaissance Polat Istanbul Hotel was celebrated with a special event organised by the pool. Kenan Doğulu, the popular name of Turkish pop music, took the stage at the magnificent celebration.

Songül Sel, Deputy Chairman of the Board of İbrahim Polat Holding, which owns the hotel, and Anil Boydaş Tınaz, Tourism Group President, welcomed the guests. İbrahim Polat, the founder of İbrahim Polat Holding, also attended the event.

## THE HAPPINESS OF CELEBRATING THE 30TH YEAR OF ESTABLISHMENT IN THE 100TH YEAR OF THE REPUBLIC

Tourism Group President Anil Boydaş Tınaz said in his speech: "I don't get very excited at such organisations. But tonight is very special. I am very happy and proud to be able to celebrate our 30th anniversary on the 100th anniversary of our Republic." Tınaz also briefly touched upon the hotel management story of Polat Tourism Group, which continues its tourism activities with three hotels in Turkey. Sharing his pride that Renaissance Polat Istanbul Hotel is the first hotel of Marriott International



in Turkey, Tınaz underlined that Polat Palandöken, which was put into service in 2000, is his favourite hotel. Tourism Group President Anil Boydaş Tınaz said in his speech, "My friends should not be jealous. They know. With

the tremendous renovation work we have done in the last three years, we have created a product that you will all be proud of just like us. We are waiting for all of you. I am sure that you will all be as proud as we are," he said.



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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 Hotels &Resort - 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 805m<sup>2</sup> 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 m<sup>2</sup> 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



# Hafız Mustafa 1864 placed 2nd among the 150 best dessert shops in the world

Türkiye's famous dessert maker Hafız Mustafa 1864 placed 2nd among the top 150 dessert makers worldwide. The Portuguese company Lisbon's Pasteis de Belém placed first in the list.

Taste Atlas, a website known for highlighting traditional recipes, announced the list of the world's best dessert makers. 2 companies from Türkiye are in the top 10 of the list which includes 150 brands from all over the world. Portugal's Lisbon's Pasteis de Belém placed first in the list and Türkiye's famous dessert maker Hafız Mustafa 1864 placed second.

Austrian Café Central placed third in the list, Mexican Pastelería Ideal placed fourth and US Café Du Monde ranked fifth. The sixth place in the list was again a brand from Türkiye. Karaköy Güllüoğlu was placed as the sixth best dessert maker in the world. Argentina's Rapanui placed seventh, Brazil's Confeitaria Colombo placed eighth, Argentina's Café Tortoni placed ninth, and Spain's Chocolatería San Ginés placed tenth.



Fatih Construction and Culture Association President Naci Polat presented a plaque to Avni Ongurlar, Chairman of the Board of Hafız Mustafa 1864, for the 'World Second Prize' he brought to Türkiye. Hasan Gözen, Deputy Governor of Istanbul, Ahmet Deniz, Chief Inspector of Civil Administration, former governor of Manisa, Müfit Yetkin, Head of IETT Department and many tourists were present at the plaque ceremony.



Plaque from IBB: Istanbul Metropolitan Municipality (IBB) Tourism Branch Director Hüseyin Gazi Coşan presented a plaque to Avni Ongurlar, Chairman of the Board of Hafız Mustafa 1864, for the 'World Second Prize' he brought to Türkiye. Former Governor of Manisa, Chief Inspector Ahmet Deniz, Fatih Construction and Culture Association President Naci Polat, Levni Hotels Chairman Aydın Karacabay, Best Western Empire Palace Hotel Chairman Alihan Akkoç, Levni Hotels General Manager Enis Akcan, journalists Recep İncecik, Vasfi Pakman, Hasan Arslan and other friends were present at the plaque ceremony.



*"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."





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Nirvana Hotels

# TOLGA KİLİT NIRVANA AND CRYSTAL HOTELS RESTRUCTURING

Tolga Kilit, Board Member of Kilit Hospitality Group, gave information about the new structuring process that the hotels of the group have entered. Emphasising that Crystal Hotels is a brand that currently includes 17 facilities, Kilit said, "Just as all foreign group brands make their own segmentation, we need to create this within Crystal."

Stating that they have gone for a new segmentation in their hotels, Kilit said, "Crystal Hotels is a brand that currently has 17 facilities. It needs to balance its own hotel segmentation accordingly. Yes, they are all Crystal, they all have very good recognition. Because the name Crystal itself has a recognition. But we also need to make a segmentation within ourselves. Just as all foreign group brands, whether Hilton or Marriott, make their own segmentation, we need to create this within Crystal. We should not only look if it is luxury or medium. Factors such as the location of the hotel, the size of the land, the facilities offered at the hotel, whether there is an aquapark or not are important. Because some of our hotels have very serious aquapark facilities. Some of our hotels do not

have the same. I need to segment this. Because it is one of the reasons for preference. So what do we mean by segmenting? We have made a very serious breakthrough with Nirvana. In this breakthrough, we have introduced good concepts and brought differences. We have acquired a vegan restaurant, an animal-friendly hotel image. We added Nespresso, Starbucks. When you look today, Nirvana has nearly 6 thousand members. There are people who only come to the vegan restaurant and fitness centre. There has been such a circulation that we have looked at how much of these concepts and projects we can integrate into Crystal in the right way. Therefore, we will make some updates to some of our hotels in terms of concept. This is what I am talking

about segmentation. Crystal will remain the same Crystal, but we will achieve a good result by making small touches and marketing it to the guests correctly. "Crystal is a very good brand, but we need to offer stronger things to people. When you say tourism, you need to take a continuous step. When you stand still, unfortunately you will be on the losing side," said Tolga Kilit, Member of the Board of Directors of Kilit Hospitality Group. "That's why we need to innovate. We need to put the right concepts. The investment never ends in both Crystal and Nirvana. But we need to ensure the transformation of this investment with different concepts." Tolga Kilit said that they had received various offers to open a city hotel and that they had considered doing

so for a while, but later their priorities changed to consolidation in existing facilities. Kilit said, "Our biggest goal is to achieve the same standard in 90-95 per cent, if not 100 per cent, in all our hotels. This is very important for us. We provide the hotel equipment that can meet this standard within our own structure.

We provide industry, in terms of animal husbandry, we produce our own meat only for our own hotels, we distribute fruit and vegetable products only for our own hotels, we distribute and coordinate our own textile products in terms of textiles. There is such a structure that city hotel management will not be of any additional benefit to us in the current structure.

Because when we look at pricing and diversification, we cannot see the rates we want. If a group like us is going to build a city hotel in Istanbul, it needs to do it in the right place. If the right offer comes in the right location, why not? We will reconsider"

## SINCE 2014, WE HAVE BUILT THE SYSTEM ON THIS

Stating that they produce most of the products used in their hotels, Tolga Kilit said, "Making our own production gives us a great advantage. We act according to the unit-cost rule. This was one of our golden rules. Since 2014, we have built the system on this. We have established an information processing structure accordingly. In our central office, we carry out all management including purchasing, sales and marketing, IT, human resources and accounting. There is only one thing we expect from our hotel managers and fellow managers: Guest satisfaction. The system is already built on this."

## WE PROVIDE EDUCATION TO OUR STAFF

Informing that 3,500 people working in their hotels are main staff, Kilit said, "It is impossible not to have personnel problems. As in the whole sector,

we are struggling with the same problems. There is a serious personnel circulation. We have a main staff of approximately 3,500. The sector is going through such a process that the sector is currently experiencing great difficulties in terms of personnel, both in terms of quality, number and finding the right personnel at the right time. What are we doing? Since the company started to work in the field of tourism, it has made a serious development in terms of training.



Tolga Kilit, Board Member of Kilit Hospitality Group



Communication directorate, training activities, training seminars, we take all our personnel to a camp every year in the winter period. We provide operational trainings to the staff within the hotels themselves. We select training ambassadors from these friends. We choose friends who have received the training in the right way and who can provide training to other friends as training ambassadors. These friends also give these trainings to our friends during the season. We are progressing in such a model."

Tolga Kilit, Member of the Board of Directors of Kilit Hospitality Group (KHG), who stated that they have switched to single price policy in the hotels belonging to the group, made the following statements about the new price policies:

"In order to become a global company, we need to have global prices. I am against having separate prices for

Russia, separate prices for Europe and separate prices for the Middle East, so we have switched to a single price policy. In the single price policy, we took a step back in our pricing that we thought was high. We have taken further steps forward in pricing that we think is low. But we did it all by considering our cost balance. For the moment, we have reached a point where all our prices are equal. How will this benefit us?

Since it is something that cannot be done much in Antalya tourism, there may be problems in the first stage in large companies of our scale, but I think these will be very small scale. This will seriously ensure our credibility. Now everyone is aware of what is sold on the internet and at what price. The guest is very smart, very experienced, very conscious. Because of this awareness, I think that the prices being single price will give me a great advantage."



# OYA NARİN: WE RECEIVE HIGH DEMAND FOR LONG STAYS

Martı Hotels & Marinas continues its successful season. The group's boutique hotels, resorts and marinas have high occupancy rates and are in high demand for long-term accommodation.

Oya Narin, Chairman of the Board of Martı Hotels & Marinas, said: "As Martı Hotels & Marinas, we are successfully realising the season in parallel with the sector. In addition to the occupancy rates we have achieved in our boutique hotels, resorts and marina, the intense demand we have encountered in long stay is a source of meaning and happiness for us in terms of revealing our service quality."

Oya Narin, Chairman of the Board of Martı Hotels & Marinas, emphasised that Türkiye is one of the most important tourism destinations in the world with its unique historical and natural beauties, colourful culture, unique geographical location and rich gastronomy. Narin said, "Türkiye's tourism sector has a strong and competitive structure with its hotels, restaurants, service sector and touristic activities, bed capacity and know-how. Tourism, which is among the locomotive sectors of the country's economy, also makes significant contributions in the fields of export and employment. Last year, tourism accounted for approximately

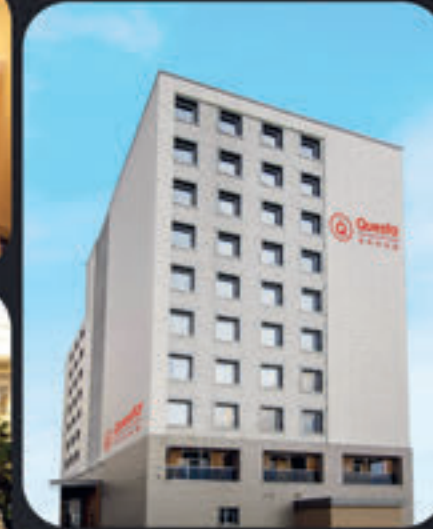
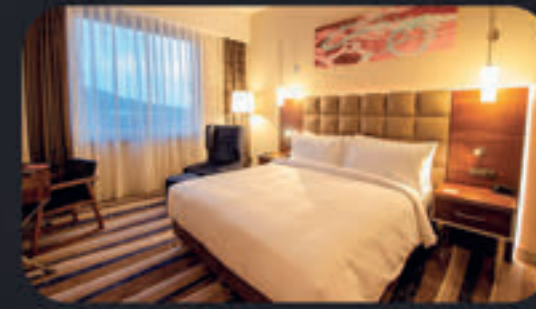


50 billion USD of the 90 billion USD of service exports. In the medium-term projection, the tourism sector assumes an important responsibility with the target of reaching 100 billion dollars in tourism revenues by 2028. Our sector, which is focused on achieving these targets and utilising Türkiye's tourism potential in the most ideal way, needs all support and contributions." Oya Narin stated that Martı Hotels & Marinas, one of the well-established groups of Turkish tourism, will continue to contribute to the country and the sector and lead the way as it has done so far, and added: "We entered the season with high expectations by carrying out a significant renovation

in Martı Resort, Martı Myra and La Perla, which are high-capacity hotels other than our boutique hotels. The updates we carried out in these three hotels with a brand new holiday understanding were appreciated and appreciated by our guests. As Martı Hotels & Marinas, we are successfully realising the season in parallel with the sector and we foresee and hope that it will continue in this way. In addition to the occupancy rates we have achieved in our boutique hotels, resorts and marina, the intense demand we have encountered in long stay is a source of meaning and happiness for us in terms of revealing our service quality."

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# Jolly's 2024 targets will be higher

As we expected, we will achieve our annual targets with the increasing demand in the last period. With the recent attacks, the 2023 season will close successfully and our 2024 targets will be much higher.



Mete Vardar, Chairman of the Board of Jolly, said: "We believe that we will start a new era with the digital transformation we have undergone. With the last period movements, the 2023 season will be closed successfully and our 2024 targets will be much higher."

Mete Vardar, Chairman of the Board of Jolly, the company with the most widespread agency network in Turkey and attracting attention with its strong growth performance, said: "We believe that we will start a new era with the digital transformation we have undergone. The 2023 season



Mete Vardar

Mert Vardar

will be closed successfully with the last period movements, and our 2024 targets will be much higher." Mete Vardar, Chairman of the Board of Jolly, said: "Holiday opportunities in the southern regions are still

continuing and the occupancy rates of the hotels are going quite well. As we expected, we think that we will reach our annual targets with the increasing demands in the recent period. We will exceed our targeted budget in our M.I.C.E. departments known as international tours, Cyprus tours, tickets and congress tourism."

## WE ARE STARTING A NEW ERA WITH DIGITAL TRANSFORMATION

Stating that they started to reap the fruits of their long-standing investments in the field of technology in 2023, Mert Vardar said, "With the technical investments we have made, we now enable different companies to offer Jolly products seamlessly on their own platforms. We believe that with the digital transformation we have undergone, we will open a new era first in Türkiye and then abroad. We have assumed a pioneering role that will change the traditional approaches in the sector. In the light of all developments, we will keep our targets high again for 2024."



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# PRONTOTOUR HAS STARTED TO THE CAMPAIGN OF 50% DISCOUNT ADVERTISING WITH FAMOUS ACTORS



Prontotour, Turkey's leading tour operator brand, launched the first period of early booking with a 50 percent discount on international, domestic and cruise tours, saying "Tour at the price of an airline ticket!". For the early booking promotional film, the company came across the camera with Turkish TV series and cinema actors Ali Yağcı and Didem Balçın.



Prontotour  
the chairman  
Ali Onaran

Travel enthusiasts who dream of going on holiday while starting an intense winter marathon are already booking their places for the 2024 season. Holidaymakers who want to save money by taking advantage of the early booking period can already book their place for next summer with 50% discounted tours within the scope of the early booking campaign. Those who make early bookings at home or abroad will be able to take advantage of instalment opportunities and buy tours in foreign currency without maturity difference.



Actress Didem Balçın

Actor Ali Yağcı

## "HOLIDAY IS A NECESSITY"

Stating that having a holiday is not only a fun activity but also a need, Prontotour Marketing Director Eda Özsoy Onaran said, "Having a holiday is very important for both physical and mental health of people. Always aware of this situation, we offer our guests the opportunity to travel at the most affordable prices in every early booking period. I must say that we have thought of every detail for travel lovers with the advantages of instalment and P Easy payment. P With the Instalment Payment Facility, they can purchase the international tour in instalments without any maturity difference over the foreign currency amount. For all international tour packages with a total basket amount of more than one thousand euros or dollars, we pay at least 25% of the total amount in advance and the rest in instalments up to 30 days before the tour. As Prontour, we always stand by our guests and continue our efforts to provide them with the best service. I invite everyone to take advantage of the opportunities in this first period of early booking. Our commercial film, which we shot with our successful Turkish actors Ali Yağcı and Didem Balçın to announce the early booking period, will be published in digital media in the coming days."

## "THE ADVANTAGES OF EARLY BOOKING INCLUDE MANY OPTIONS"

Eda Özsoy Onaran said that during the early booking period, holidaymakers can find holiday options suitable for both their budgets and tastes, and explained the details of their campaigns as follows: "Those who make early reservations can buy their holidays at more affordable prices. They can also choose from more tour options. They can benefit from instalment opportunities before going on a tour. During this period, they can have Cappadocia, Lycia, Black Sea and Batumi tours with up to 50% discount. In addition to the most preferred tour routes such as Central Europe, Balkans, Spain, Benelux, Egypt, exotic and distant continents, North Africa, Dubai, America, visa-free geographies, it is possible to reach magnificent ship and sea travels with a 600 euro discount with the advantage of early booking."

## ACTRESS DIDEM BALÇIN: MY DESIRE TO DISCOVER NEW PLACES HAS MOTIVATED ME AT EVERY MOMENT OF MY LIFE

My dreams, my curiosity, my desire to meet new people and discover

new places have always motivated me at every moment of my life. When I became a Prontotour Star, I think I was most happy about this. By planning my holidays months in advance thanks to Prontotour, I can research the places I will visit in more detail and provide a more organised life order for myself and my family. This is why I enjoyed the campaign promotion we shot for early booking. I would like everyone watching to experience this chance.

## ACTOR ALI YAGCI: TRAVELLING IS AN IMPORTANT PART OF MY LIFE

Travelling occupies an important part of my life. Holidays are a necessity and I identify with new cultures as much as possible during my travels. Experiencing different geographies adds a different vision and perspective to people. We are going on a long adventure with Prontotour. As one of the Pronto Stars, I will have the opportunity to see the places I could not discover. In this way, I will share all the routes I have dreamed of and will go to with my lovers. I am also happy to take part in the early booking campaign promotional film, entertaining content awaits us.



# Türkiye becomes center of attraction in yacht tourism

Türkiye's influence on the yacht sector continues to expand as the country has both become a top destination for the most famous mega yachts in the world and a yacht production hub that exported \$500 million worth of yachts this year.

Securing its place among the top 10 countries in terms of yacht manufacturing, Türkiye's success in the field is rapidly climbing. In 2022, \$1.45 billion worth of exports were realized in the ship, yacht and services sector and exports worth \$550 million were recorded in 2023 as of mid-June. Sharing the information that there are a considerable number of mega yacht projects currently in the production phase, Turkish manufacturers state that several customized yacht orders are expected to be delivered to customers

this year. Pointing out that the success of Turkish yacht manufacturers is known worldwide, especially in the "custom-made" mega yacht category, Murat Bekiroğlu, board member of the Yacht and Boat Industry Association (YATED), told daily Milliyet that the advantages in labor cost and manufacturing quality make the country's name prominent in European markets, and the annual growth in the market is 20 percent on average. Meanwhile, the country's southern coasts also attract great interest from foreigners in terms of

cruises and boating holidays. Bodrum and Göcek bays are hosting many vacationers with a wide range of yacht models, from small boats to mega yachts exceeding 100 meters in length. The production, design, and renovation of all these yacht groups are carried out in the nation as well. Greece, another nation with an ambitious maritime industry, has taken notice of the fact that yachts from all over the world visit Türkiye's marinas. It was reported that BFG Provisions, a famous yacht service company based in Greece, decided to open its first office in Bodrum. Sector professionals believe that cruise tourism is also experiencing its golden season, as cruise trips are becoming more attractive given the soaring hotel prices and transport costs. According to the latest statistics of Transport and Infrastructure Ministry on cruises and cruise passengers arriving at Turkish ports in the first seven months of 2023, a total of 43,716 passengers have arrived on the nation's coasts on 574 cruise ships.



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Coral/Ferien Touristik also organised the "Emotions of Marsa Alam" event in Berlin in September.



## Coral/Ferien Touristik brought travel agents and hoteliers together in Germany

Coral/Ferien Touristik in Germany, one of the tour operators of Coral Travel Group (CTG), brought together 210 travel agency owners and managers and hoteliers from various regions of Türkiye at the "Emotions of Türkiye" event in Düsseldorf.

The event, which also included a workshop and an exhibition, ended with a fun dinner at Cafe de Sol. The guests were welcomed by Ender Karadağ, Sales Manager and Marika Schmidt and Çağdaş Arda, Assistant General Managers from Coral/Ferien Touristik. Coral/Ferien Touristik will organise the "Emotions of Marsa Alam" event in Berlin at the beginning of September.

From Türkiye; Coral Group Hotels, Club Blue Waters, Royal Group, Crystal Hotels, Kirman Hotels, Akra Hotels, Gloria Hotels, Flora Garden Hotels, Granada Hotels, Club Hotel Letoonia, Duja Hotels, Royal Diwa Resort, Turquoise Resort, Barut Hotels, Kirman Belazur Resort, Limak Hotels, Ela Excellence and Trendy Hotels participated to the event.



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# 50 TOURISM GIANTS OF 50 COUNTRIES CAME TOGETHER AT İSTANBUL TOURISM FAIR

Istanbul Tourism Fair (ITF) brought together world tourism giants on 4-5 October. 13,500 industry professionals visited the fair, where 200 exhibitors with booths took part.

250 international buyers from 50 countries from America to Japan, Africa to the Middle East, Europe to Asia, Baltics to Eurasia made 6500 B2B meetings. New products and services were introduced to the participants consisting of agencies and operators who send the most tourists and groups from their region to Türkiye, and the road map of 2024 in tourism was drawn on a wide platform. Major players of world tourism came together at Istanbul Tourism Fair (ITF). On 4 October the fair was opened by Dream Project CEO and Board Member Volkan Ataman, World Travel & Tourism Council Regional Director Andrew Brown, Turkish Tourism Investors Association (TTYD) President Oya Narin, Turkish Hoteliers Association (TÜROB) President Müberra Eresin, Turkish Travel Agencies Association (TÜRSAB) President Firuz Bağlıkaya,

Istanbul Chamber of Commerce (ITO) President Şekib Avdagiç, Ministry of Culture and Tourism General Director of Promotion Timuçin Güler, Turkish Airlines Domestic Sales President Aşkın Cantimur, Istanbul Metropolitan Municipality Mayor Ekrem İmamoğlu, Istanbul Deputy Governor Özlem Bozkurt Gevrek, TRNC Deputy Prime Minister and Minister of Tourism Culture Youth and Environment Fikri Ataoğlu.

## TÜRKİYE WILL HAVE GLOBAL POSITION

Volkan Ataman, who stated that Türkiye's tourism has taken off in recent years and that it is among the world's remarkable countries in terms of domestic and foreign tourists, said: "We have accelerated our initiatives to carry the achievements in tourism further. Istanbul is the capital of world tourism. We decided to hold

this fair because we think that this beautiful city needs a magnificent and prestigious organisation. We bring together national and international sector professionals in the centre of Istanbul. Although our fair is named Istanbul, it is a fair that will position and cover Türkiye in the field of tourism on a global scale."

## 250 BUYERS IN İSTANBUL

Volkan Ataman emphasised that they attach great importance to market diversity as ITF and said, "In this direction, we host 250 international buyers from 50 countries from America to Japan, Africa to the Middle East, Europe to Asia, Baltics to Eurasia in Istanbul within the scope of our fair. Our hosted buyers consist of agencies and operators who send the most tourists and groups from their region to Türkiye. Participants will sign new collaborations with the B2B meetings we organise."



## NEW YEAR EXPECTATIONS WERE DISCUSSED

At the Tourism Summit held within the scope of the fair, which attracted great interest of the participants, new trends in the tourism sector were determined with national and international speakers, the 2023 season was evaluated and the expectations for 2024 were discussed. In addition to the presidents of TÜRSAB, TUROB, AKTOB, TTYD and leading senior officials of the tourism sector, Merve Dizdar, who made a name for herself with the award she received at the Cannes Film Festival, award-winning director Cem Karıcı, Onur Güvenatam from the Board of Directors of OGM



Pictures, Netflix Original Content Director Pelin Diştaş, World Tourism Council Director Andrew Brown, DRV Germany Travel Agencies Association President Nobert Fiebig, Kazan and Serbia Tourism Office Presidents also took part as speakers at the conference. Within the scope of the fair, which attaches importance to the development of the sector and innovations, 57 different speakers shared their experiences on 12 different topics. Within the scope of the panels with intensive participation; International brands and Türkiye, 2023 season evaluation and 2024 expectations (Hotels, Associations-

Unions, Domestic Tourism, Tour operators), The role of cinema and TV series sector in tourism, Tourism relations between Germany and Türkiye, The effects and importance of artificial intelligence in tourism, From past to future tourism, The soft power of the economy: Service exports, Countries session, Congress decision processes, The Future of Medical Tourism. Hosted Buyer group of 250 people discovered the beauties of Istanbul with a boat trip on the Bosphorus. In addition, industry professionals had fun and had the opportunity to develop their networks at the Cosmos Theatre By Itf Gala Party held at Swissotel The Bosphorus.



Hilton Istanbul Maslak, one of the most preferred hotels in Istanbul, celebrated its 5th anniversary with a very special event.

## 5TH ANNIVERSARY CELEBRATION FROM HILTON İSTANBUL MASLAK

Hilton Istanbul Maslak, which has been serving since 1 August 2018 in Maslak that is known as being the heart of Istanbul, offers luxury accommodation in the comfort of home to the business world, art lovers and Istanbul fans.

Since 1 August 2018, the hotel, which has been the favourite of those who visit Istanbul for both business and travel, has signed a night that will crown its achievements in the past five years. While the management of Darüşşafaka Lassa Basketball Team, with which the hotel continues to cooperate in the 2023-2024 season, also attended the event with the participation of business partners and important names of the tourism sector, the famous radiobroadcaster Doğançan Özadlı added colour to the night with his fluent presentation. Hosted by Summa Hospitality Group Director and Hilton Istanbul Maslak General Manager Özkan Alkan and Hilton Istanbul Maslak Hotel Manager Ayla Türedi Özkılıç, the evening was attended by business partners and important names of the tourism sector, as well as the management of Darüşşafaka Lassa Basketball Team, with which the hotel continues to cooperate in the 2023-2024 season, and many guests. The



evening was hosted by the famous radiobroadcaster Doğançan Özadlı. Doğançan's fluent presentation was accompanied by the unique music of the Lounge Orchestra and dance performances, while the guests had an unforgettable night.

### "WE HAVE GONE BEYOND BEING AN ACCOMMODATION CENTRE"

Summa Hospitality Group Director and Hilton Istanbul Maslak General Manager Özkan Alkan, who congratulated the hotel managers who completed their 5th year by inviting

them to the stage, said: "Since 1 August 2018, we have worked and continue to work with all our sensitivity to offer luxury accommodation in the comfort of home to the business world, art lovers and Istanbul fans in our hotel located in Maslak, the heart of Istanbul. We have adopted the principle of contributing to Turkish tourism, sports, art and the promotion of our country with all the steps we have taken and all the collaborations we have made. In line with this principle, we hosted many local and foreign exhibitions and auctions in the gallery in our hotel, while we hosted valuable teams and athletes in many sports branches from basketball to tennis with first-class service quality.

It is a source of pride for us to see that in the five years we have left behind, we have managed to carry our hotel beyond being just an accommodation centre, contributed to many events supporting arts and sports, and turned it into a structure that has sustainability at its centre in every field."

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# CRUISE SHIP JOURNEY'S 3RD STOP HAS BECOME İSTANBUL

Celestyal, the cruise company that regularly visits Turkish ports, came to Istanbul after Thessaloniki and Athens with its new ship 'Journey', which underwent renovation and technical renewal with an investment of 16 million Euros, and organised a special launch for the ship at Galataport Port.

Celestyal is celebrating the launch of its new ship Journey with launches. Immediately after the launch in Athens and Thessaloniki, Celestyal Journey turned

Vassilakos and Celestyal Turkey Director Özgü Alnitemiz, Özgü Alnitemiz said, "When we look at the ship, it is a ship with premium features in the upper category of the medium-

its route to Istanbul and anchored at Galataport Port. The event, which brought together the regional authorities of the tourism and cruise world, industry and media representatives, emphasised Celestyal's commitment to offering its guests extraordinary experiences intertwined with



Celestyal Turkey Director Özgü Alnitemiz

culture and comfortable unforgettable journeys. With an investment of 16 million euros, Journey underwent renovation and technical refurbishment, representing an important milestone for Celestyal and its economic contribution to the cruise market was emphasised.

## ONE THOUSAND 260 PASSENGER CAPACITY

Speaking at the launch hosted by Journey Captain Mr. Angelos

other hand, especially when we look at Türkiye and Greece, we are talking about a product that can combine the best points in Türkiye and the best points in Greece in one programme. Especially when you look at foreign guests coming from distant destinations, they have a perfect combination cruise route where they can spend time in Türkiye and travel by ship.

It is 220 metres long, has 630 cabins and a passenger capacity of 1,260. Although it is medium-sized, it is a ship where the usage areas are quite large in terms of square metres per person. It is a fully equipped ship with approximately 80 per cent exterior cabins, 148 suite cabins with balconies, 8 bars, 7 restaurants, 2 outdoor pools, 2 conference halls."

## COMMON DESTINATION PERFECT FOR FOREIGNERS

Özgü Alnitemiz, emphasising that they are the cruise company that organises the most regular and uninterrupted cruises to Türkiye, said: "Even when the cruise ships withdrew from our ports, Celestyal never gave up on the Turkish market. Because we are aware that we must first protect our own seas. On the

## THE NUMBER OF SHIPS DEPARTING FROM TURKEY SHOULD INCREASE

In order to develop the practice in cruise in Türkiye, the number of ships departing from Türkiye needs to increase. In order to increase these numbers, the number of passengers to be provided by what we call local markets, that is, the markets that the ship has visited, is important. Today, there are ships with up to 5 thousand passengers and if a certain capacity can be filled from local markets, of course, the company feels safe and invests in that market. As such, when the ship comes to Türkiye, it means that more foreign passengers come to Türkiye. Therefore, the more we fill these ships with Turkish passengers, the more we can develop the ship habit, these will return to us with higher added value."





## CORAL TRAVEL TÜRKİYE STARWAY TOURISM AWARDS 2023 WERE GIVEN

"Coral Travel Türkiye Starway Tourism Awards 2023" ceremony was held in Antalya, Sueno Hotels Beach Side between 26 - 29 October 2023 with the participation of over 100 agents.

In the organisation held with the participation of the best agencies of Coral Travel Türkiye, awards were presented in the Best and Perfect categories according to the successful performances of the teams throughout the year. In the Grand Prize category of the Starway Tourism Awards, Aladağ Tourism from Bursa was awarded as the "Most Successful Authorised Sales Agency", Baturay Tourism from Diyarbakır as the "Most Successful Sales Office" and Mozzo



Travel from Bursa as the "Most Successful System Sales Agency". On the day of the meeting where the evaluation of the 2023 season and 2024 targets were shared with the agencies, plaques were awarded to Aladağ Tourism from Bursa, Baturay Tourism from Diyarbakır, Tur Index Tourism from Kocaeli and Nayino Tours from

Trabzon for their contributions to guest satisfaction. 100th Anniversary Republic Ball

celebrated with enthusiasm. In the organisation where agency officials had the opportunity to have one-to-one meetings with Coral Travel Türkiye department managers, activities for the 2024 season were also carried out. The agency officials also had the opportunity to participate in rafting and buggy safari tours specially organised for them. On the evening of the second day of the event, Coral Travel Türkiye's authorised agencies from all over Türkiye celebrated the 100th anniversary of our Republic with enthusiasm at the 100th Anniversary Republic Ball.



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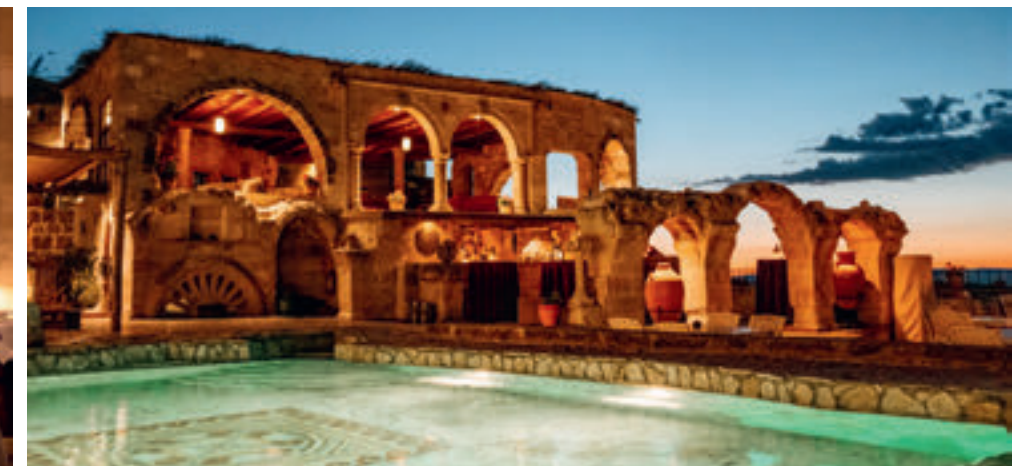
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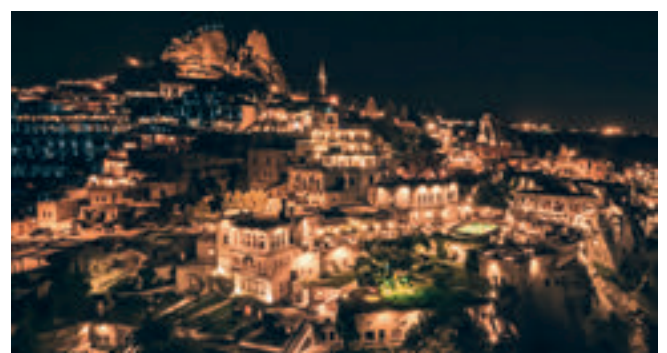
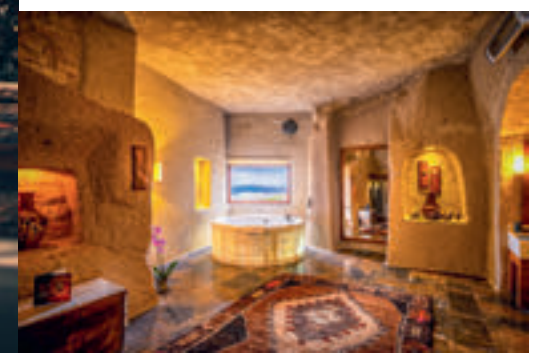


# Museum Hotel; A unique cave hotel with a unique living-museum concept

Situated in a very special geographic region in Cappadocia, Museum Hotel has been designed and created from a distinctive combination of the land and historical features and ruins, some intact and some beautifully restored to their original glory. The hotel features 34 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.



# TURKISH TOURISM EXPERT FIRUZ BAĞLIKAYA ENTERS THE GERMAN TOURISM MARKET

TÜRSAB President Firuz Bağlıkaya took over the company named SITALIA GmbH operating in Germany. Changing the name of the company to SPICA TRAVEL GmbH, Mr Bağlıkaya plans to carry its activities in the German tourism market to a different dimension with the concept of 'new generation tourism'.

Firuz Bağlıkaya, President of the Association of Turkish Travel Agencies (TÜRSAB), took over the company named SITALIA GmbH, which has been operating in Germany since 2009. Changing the name of the company to SPICA TRAVEL

GmbH, Mr Bağlıkaya appointed Yasemin Akladious, a well-known name in the German tourism sector, as General Manager. SPICA TRAVEL, whose operation centre is located in Munich, Germany, will start working with its experienced staff,

international experience, strong, fast and new generation digital technology infrastructure as of the second half of 2023. Entering the sector with the concept of new generation tourism, SPICA TRAVEL plans to go beyond the classical travel agency concept with the personal service, individual support and qualified, attractive offers it will offer to its customers. With this perspective, it aims to stand out in the market with direct solution support instead of complex solutions to the problems that customers may experience.

## TÜRKİYE WILL BE THE PRIORITY DESTINATION

SPICA TRAVEL's primary destination will be Türkiye. In addition, it will focus on tourism centres in the Mediterranean basin, including Egypt, Greece, Spain, the Canary Islands, Majorca, Italy and Croatia. General Manager Akladious said, "We have established an experienced team and in this sense, I can say that our strength is our team. We have known each other for years, we have staff with different specialities in each unit and we have a perfectly functioning reservation technology." SPICA TRAVEL will include in its portfolio hotels with high ratings for holidays in the upper segment. Firuz Bağlıkaya stated that "we always aim to provide the best service to our customers by working with the highest quality facilities and to be at the top level in terms of quality."



TÜRSAB President Firuz Bağlıkaya

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# TÜRKİYE AMONG WORLD'S TOP TOURISM EARNERS: REPORT

Türkiye was one of the world's top 10 tourism earners in 2022, according to a recent report published by the U.N. World Tourism Organization (UNWTO), looking at the impact of the pandemic on international tourism.

Türkiye ranked seventh globally last year, with international tourism receipts amounting to more than \$41 billion, rising from \$26.6 billion in 2019. It was also one of the top 10 destinations in the world last year. With 50 million visitors, it ranked fifth in 2020, climbing from the sixth spot in the previous year's list. The U.S. was the top earner with \$135 billion in

2022, followed by Spain at \$73 billion and the U.K. at \$68 billion. Revenues of the United Arab Emirates and France stood at \$61 billion and \$60 billion, respectively. Italy ranked sixth with \$44 billion in tourism revenues. France was the top destination last year, attracting 79 million travelers. Spain came second at 72 million, followed by the U.S. at 51 million. In the first eight months

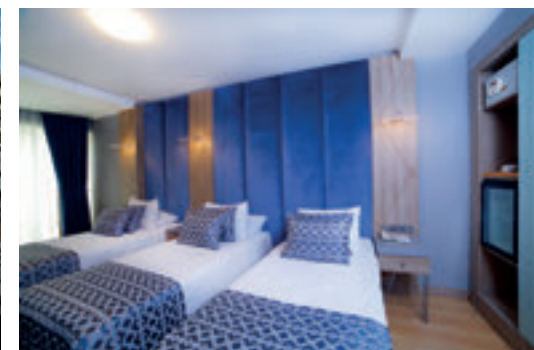
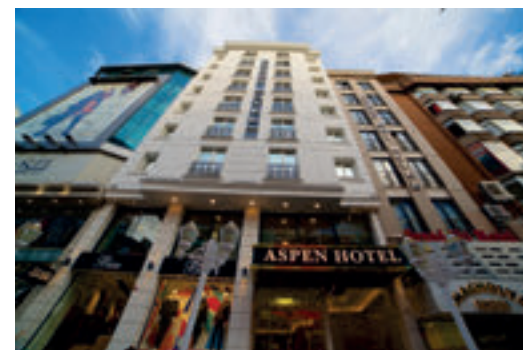
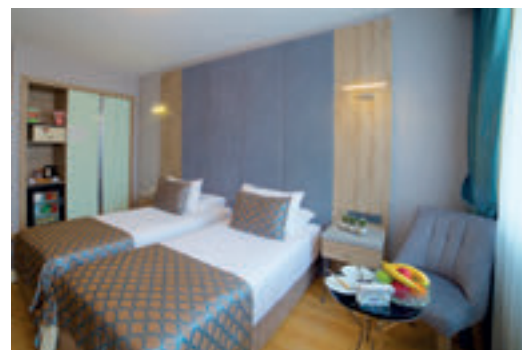
of 2023, 33.4 million foreign tourists visited Türkiye, marking a 14 percent increase from a year ago. Türkiye aims to host 60 million tourists and generate \$56 billion in tourism revenues this year. International tourist arrivals globally fell by 34 percent in 2022 from 2019 to 963 million, while export revenues from tourism were down 34 percent to \$1.3 trillion, according to the U.N. report. In 2021, revenues stood at \$0.8 trillion, while international tourist arrivals were 456 million. The rebound in 2022 was driven by large pent-up demand and the lifting or relaxation of travel restrictions in a large number of countries, the report said. The total loss in international tourism revenues is estimated at \$2.6 trillion for the years 2020, 2021 and 2022. International tourism receipts (revenues excluding passenger transport fares) followed a similar trend, dropping from \$1.5 trillion in 2019 to \$0.6 trillion in 2020, a 63 percent decline, according to the report.



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# We renovated our hotel for 8 million dollars, we reached our target

8 million dollars was spent to renovate Miracle Resort Hotel. The facility, which has been completely renovated and turned into a luxury hotel, has met its targets this season with its constructive and accessible price policy.



Ahmet İllez, General Manager of Miracle Resort Hotel in Antalya

Ahmet İllez, General Manager of Miracle Resort Hotel in Antalya, said that they renovated Miracle Resort Hotel for 8 Million Dollars and that they achieved the targets although the targets were high with the renovated hotel. Ahmet İllez said in a statement that they spent 8 million dollars to renovate the Miracle Resort Hotel and that the hotel has become a luxury hotel. Explaining that they renovated the hotel from A to Z, İllez said, "We renovated the hotel without closing it. We renovated customer-oriented areas such as the main restaurant, Lobby, Bar, a la carte restaurants,

Spa, Sauna, Fitness. We are currently receiving very serious applause for the renovation. The exterior unit of the hotel was illuminated with LED. A visual feast is presented outside the hotel," he said. Pointing out that although their targets were high after the renewal, they have already achieved their targets, Ahmet İllez said the following:

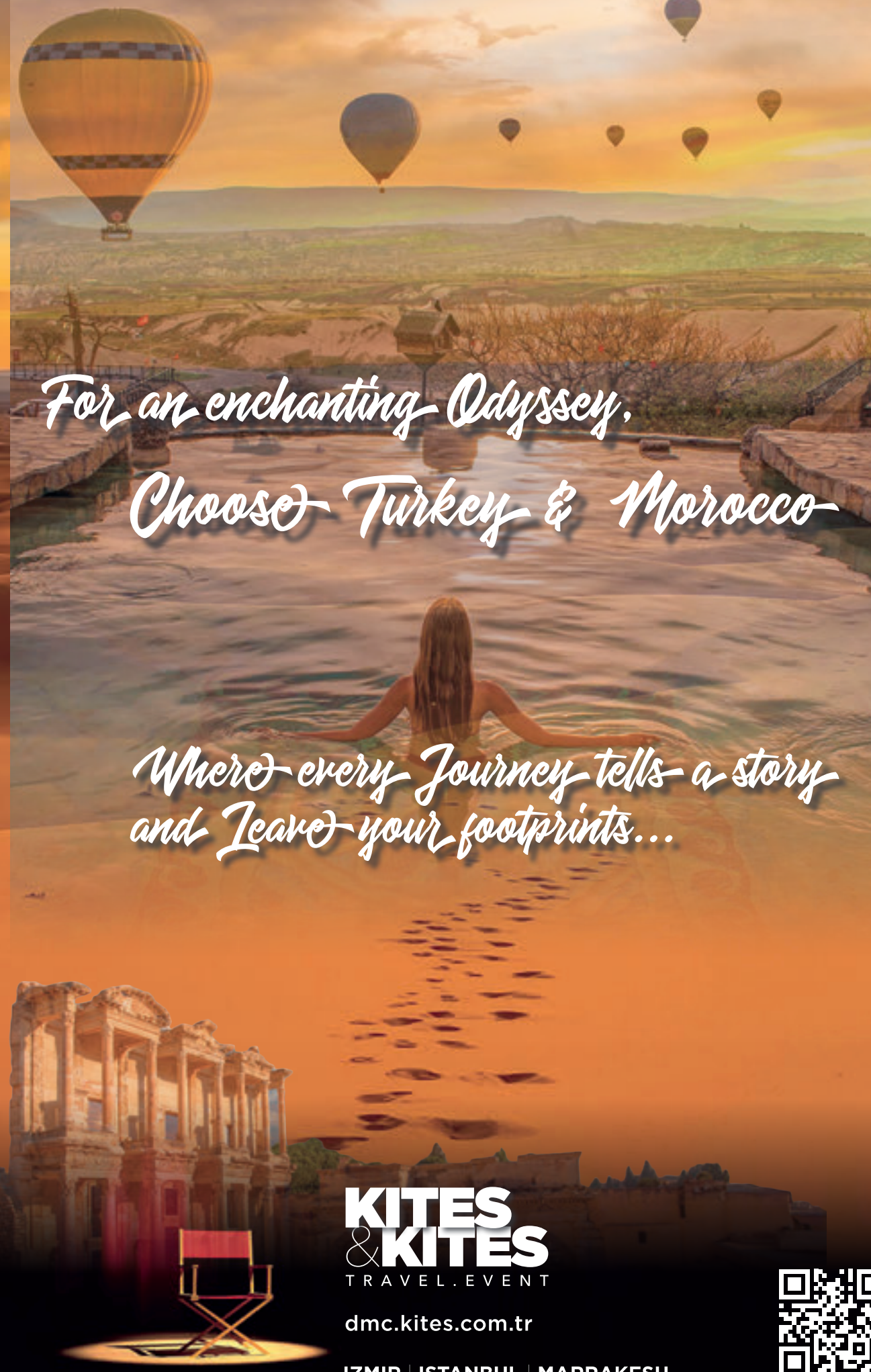
## THERE IS A POSITIVE MOOD

"This positive atmosphere will continue until the end of this year. The reason for our success while the tourism sector is experiencing difficulties is the luxury investments we have made. In addition, rational, constructive and

accessible price policies also brought this success. One should be aware in tourism. You should be sure about what you do. What you do should be worth to do it.

## OUR TARGET MARKET IS EUROPE

We also have a wide range of markets. We can see how correct our decisions are in this regard. It has also been proven how safe our marketing structure is. In addition to guest satisfaction, the extraordinary performance seriousness of our sales and marketing department has brought success."



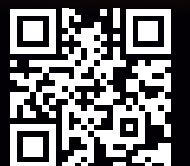
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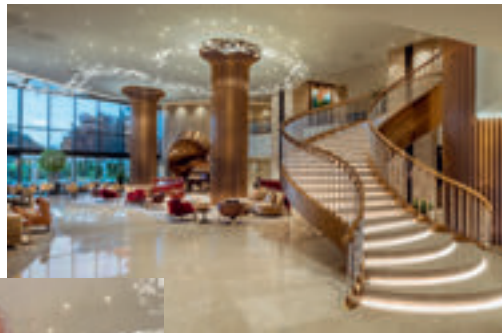
# Renovation completely changed the concept of our hotel

The renovation works at InterContinental Istanbul Hotel, which started in 2017 and planned to cost 50 million dollars, are still continuing. The renovated parts of the hotel are being opened one by one.

InterContinental Istanbul Hotel's renovated lobby and garden were inaugurated with a reception organised yesterday evening. Providing information about the extensive renovation work the hotel was undergone, General Manager Fatih Şenuslu said, "A total renovation package of 50 million dollars is being implemented for the hotel. Started in 2017, the renovation process will continue. The concept of the hotel has completely changed."

## 50 MILLION DOLLARS RENOVATION BUDGET

Fatih Şenuslu stated that a total renovation package of 50 Million Dollars was applied for the hotel and said, "10 Million Dollars of this has been used so far in the renovation of the lobby and exterior spaces. The rooms will be next for renovation. The concept of the hotel has completely changed. We brought everything from A to Z to a completely different dimension with a new design. A bar was added to the lobby. A winter garden was added. There were works in the garden section. The stairs were renewed. In short, the lobby has changed from top to bottom. In the rooms, we are going to renew both in terms of technical infrastructure and design. In other words, the air currently felt in the lobby will continue in the rooms. The lifts are about to be completed. One of them is finished,



Fatih Şenuslu,  
InterContinental Istanbul  
Hotels General Manager

and within a month, the cabins and doors of all lifts will be compatible with the lobby. Our guests and business partners appreciate the changes we have made in the hotel. InterContinental Hotels Group liked it very much. We are already carrying out the renovation process together with them.

We can say that it is currently the best lobby among InterContinental hotels in Europe.

## OUR ROOM RATES WILL RISE SIGNIFICANTLY

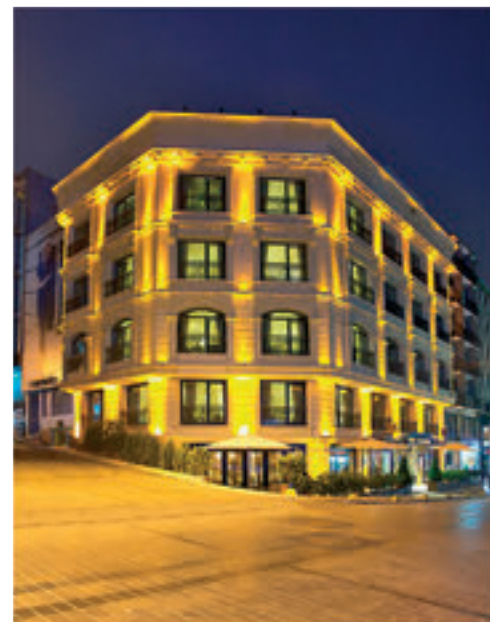
2024 seems to be better than 2023. We have started to receive good bookings for distant dates. When the entire renovation of the hotel is

completed, this will be reflected in the prices. We are reducing the number of 390 rooms to 350. We will increase the number of suite rooms. We will increase the number of suite rooms from 54 to 100. As such, room prices will increase significantly. Our renovation has been going on in a planned manner since 2017. General venues, restaurants, our bar above, meeting rooms and spa area were renovated before the pandemic. Last time we renovated the lobby. Now we continue with the rooms. In a working hotel, we carry out the renovation process carefully without disturbing the customer. In the renovation of the hotel, we worked with Aslı Arıkan Dayıoğlu, winner of the IF Design Awards 2022. She is a name who has worked in different hotels in Türkiye and abroad. She is a very successful architect, we are very satisfied."



## TIME TO DISCOVER

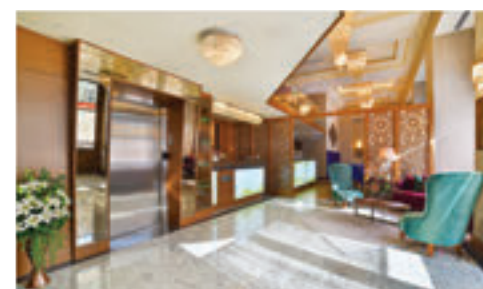




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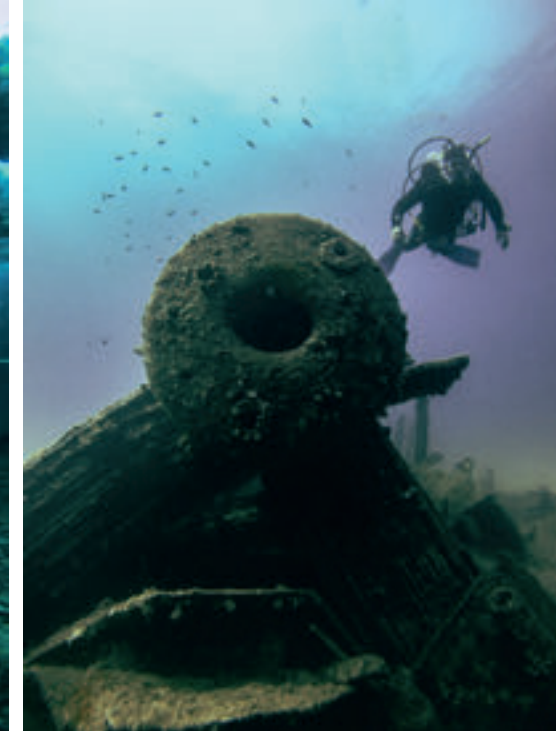
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# FIRST WORLD WAR-THEMED UNDERWATER PARK IN ÇANAKKALE

The warships that sank 108 years ago in the Historical Gallipoli Peninsula, where the Çanakkale Wars took place, were brought to tourism with the "Gallipoli Historical Underwater Park".



The epic shipwrecks of Çanakkale, which hides many stories, is the first underwater park with a World War I theme. The mysteries of 14 sunken ships, including the British Royal Battleship 'HMS Majestic' sunk 108 years ago off Seddülbahir Castle, await diving enthusiasts.

## CONTRIBUTES TO THE NATIONAL ECONOMY WITH DIVING TOURISM

The shipwrecks from the World War I and Çanakkale Battles could not be utilised for sports or tourism purposes as they were previously under a no-diving zone. Aiming to



bring these underwater treasures to both tourism and sportive diving, the Çanakkale Wars Gallipoli Historical Site Presidency took the first step by removing the area where the wrecks are located from the no-diving zone with the support of the Ministry of Culture and Tourism, Çanakkale Governorship and the General Staff. In order to create both a diving centre and a historical underwater park here, projects were carried out with scientific

support from TÜBİTAK. The Presidency of the Historic Site had recorded all the shipwrecks and historical objects under the sea and prepared an environment suitable for diving in the region with the work carried out with the TÜBİTAK-MAM ship in Çanakkale. In order to obtain all these data and complete the project in the light of science, 14 shipwrecks from World War I, 43 different ecosystem diversity and 3 shipwrecks from the ancient period were identified in a period of 25 months with 25 technical equipment from seismic scanning systems to oceanographic cranes, side scan sonars to GPS systems and a scientific team consisting of more than 30 people.

## YOU'VE NEVER SEEN WAR FROM THIS ANGLE

The first diving point in the Gallipoli Historical Underwater Park, where the struggle in the Çanakkale Victory, which has been told on land until today, is also revealed under the sea, is the wreck of the 120-metre-long British battleship 'HMS Majestic' sunk by the German U-21 submarine off Seddülbahir on 27 May 1915. At a depth of 24 metres, unexploded artillery shells and gunpowder on the sunken ship attract the attention of diving lovers. The sunken ships Andrea Massena, named after one of the most important marshals of the French Revolution, and Saghalien, which went

on its last mission with him, are waiting for the visits of diving lovers at depths of 5-7 metres in Ertuğrul Bay. The ships, which still preserve their form, create the impression that time has stopped under the sea.

## UNIQUE HISTORY UNDER WATER

Tekke Bay (W Beach) wrecks, Arıburnu barges, Küçük Kemikli barges, Arıburnu Layteri, Lundy wreck, HMS Louis, S.S Milo and Tuzla wrecks can also be seen in the Gallipoli Historical Underwater Park; The Submarine Mania Net, which stopped dozens of submarines during the Çanakkale Wars at a depth of 10 metres in Akbaş Bay,

draws attention as a unique historical beauty that underwater photographers must see. The British ship HMS Triumph, which sank with 73 crew members on 25 May 1915, is also waiting for its visitors at a depth of 70 metres in Kabatepe as a mausoleum. Bebek rocks, which hold hundreds of species together and are the first place where Halley's comet was seen in history, are also located within the borders of Gallipoli Historical Underwater Park. Offering hundreds of colours and species together to divers who want to experience current diving, Bebek rocks are a candidate to become an indispensable point for diving lovers around the world.



You've never seen the war from this angle!

# Gallipoli Historical Underwater Park



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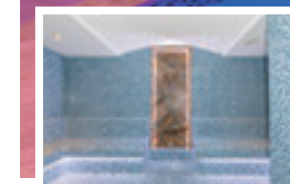
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## SIGNATURES WERE SIGNED FOR NEW COLLABORATIONS AT GLOBEMEETS

Organised for the first time this year, GlobeMeets B2B Networking event brought a breath of fresh air to the tourism sector. The event, which eliminated borders, paved the way for new collaborations.

GlobeMeets B2B Networking Event, which was opened by TÜRSAB President Firuz Bağlıkaya, brought together more than 100 hosted buyers from 25 cities and TRNC and DMC, Airlines, tourism offices, cruise companies and sponsor business partners from 33 countries. Hüseyin Kurt, Founding Partner of GlobeMeets, said that with the organisation held for the first time this year, they gave a new impulse to the tourism sector and eliminated the borders. Speaking at the event held at JW Marriot Hotel Istanbul Marmara Sea on 22 September, TÜRSAB President Firuz Bağlıkaya drew attention to the importance of collaborations in the MICE and Leisure segment to increase Türkiye's tourism income. Mr Bağlıkaya said, "We foresee that the place of the tourism sector in the world economy will increase much more in the coming years. We think that B2B events are very effective and important in terms of capturing synergy between stakeholders. GlobeMeets B2B Networking Event prepared the ground for new collaborations."

### WE GAVE A NEW IMPULSE INTO THE TOURISM SECTOR

Hüseyin Kurt, President of GlobeMeets, underlined that the sense of unity in the sector is very important and stated that they brought the right buyer and the right service provider together in the organisation. Kurt said, "This event is a very important step that will shape our future. We are the stakeholders of the sector who are always holding on to each other and getting stronger despite every obstacle. Thanks to our competitiveness and our perspective and vision that quickly adapts to the world, we have crossed borders. Thanks to our organisation, we gave a new impulse into the tourism sector and eliminated borders. We ensured the establishment of collaborations and partnerships that will continue in the future. We exchanged ideas about new destinations and cultural experiences. Agencies from 25 cities and the TRNC participated in the event, which brought together DMC, airlines, cruise

companies and sponsor business partners from 33 countries, and bilateral meetings were held all day long in the appointment system.

### MORE THAN 700 AGENCIES PARTICIPATED

GlobeMeets B2B Networking Event, which was held with the participation of more than 700 agencies from Istanbul, brought together agencies sending honeymoon and holiday guests, fair and congress participants, agencies organising corporate travel, dealer and distributor trips, agencies organising cultural tours abroad, congress and fair organisers and DMCs, airlines, cruise companies and many other sector representatives from all over Türkiye under the same roof. During the event, where more than 100 hosted buyers from 25 cities and Northern Cyprus were hosted, new tourism collaborations were signed in bilateral meetings held by appointment. After the organisation, the participants had a pleasant time at the Networking Party held at Fişekhane.



# Fair to accelerate Balkan tourism

The 1st Istanbul Balkan Tourism Exchange Fair, organised by TÜRSAB at Lütfi Kırdar International Convention and Exhibition Centre in order to increase cultural cooperation between countries and to contribute to the sector in terms of promotion and marketing, hosted exhibitors, procurement delegations and visitors from 20 countries.

The Association of Turkish Travel Agencies (TÜRSAB) has launched a new fair. The 1st Istanbul Balkan Tourism Exchange Fair, which was held at Lütfi Kırdar International Convention and Exhibition Center between 20-22 September 2023 in order to strengthen and develop tourism relations between Turkey and the Balkan countries and to further stimulate the existing potential, was organised by TÜRSAB Fuarcılık Hizmetleri Ticaret A.Ş. in cooperation with IBB Kültür A.Ş.

## BUYING DELEGATIONS MET IN ISTANBUL

The fair, which was organised mainly as a B2B event, brought together the purchasing delegations from the target countries with exhibitors and visitors from many parts of the world in a strategically important city such as Istanbul. Exhibitors from many countries including TRNC, Albania, United Arab Emirates, Bulgaria, Bosnia and Herzegovina, China, Croatia, India, Italy, Montenegro, North Macedonia,

Kosovo, Malaysia, Poland, Romania, Serbia, Uganda, Jordan and Greece, as well as purchasing and selling delegations from different countries and many visitors attended the fair.

## FIRUZ BAĞLIKAYA: TARGET IS TO INCREASE MUTUAL VISITORS VOLUME TO 12 MILLION

Speaking at the opening of the fair, TÜRSAB Chairman Firuz Bağlıkaya said: "Türkiye is a bridge between Asia and Europe due to its location, noting that the 1st Istanbul Balkan Tourism Exchange Fair increases the cooperation between the Balkan countries and Türkiye and strengthens social and economic relations. Tourism flows between Türkiye and the Balkan countries, which are geographically very close



Firuz Bağlıkaya

to each other, have not yet reached the expected levels. While 5.6 million visitors travelled from the Balkan countries to Türkiye, the number of visitors from Türkiye to the Balkans is around 2.1 million. Accordingly, it is possible to talk about a tourist mobility of around 7.7 million between the Balkan countries and Türkiye. This fair, which we organise in cooperation with Istanbul Metropolitan Municipality Kültür A.Ş., is a stock exchange in order to increase the sectoral volume and business quality in tourism."



Fikri Ataoğlu

## FİKRİ ATAĞLU: AS NORTHERN CYPRUS, WE EXPECT MORE TOURISTS FROM THE BALKANS

TRNC Deputy Prime Minister, Minister of Tourism, Culture, Youth and Environment Fikri Ataoğlu said in his speech that the number of visitors

to the country caught up with the pre-pandemic period. Pointing out that most Europeans visit the TRNC after Türkiye, Ataoğlu stated that they expect more visitors from the Balkans. Ataoğlu said, "Wide-bodied aircraft will also be able to land at the new airport". Drawing attention to the new tourism investments in Kyrenia and Famagusta, Ataoğlu invited investors to the TRNC in the fields of health, sports and alternative tourism.

## RECEP GÜRKAN: WE ARE READY TO BE A BRIDGE FOR THE DEVELOPMENT OF RELATIONS WITH THE BALKANS

Edirne Mayor Recep Gürkan reminded that Edirne is a transit point between Türkiye and the Balkan geography and stated that they are ready to provide all the contribution they can for the mutual development of tourism.

Gürkan reminded that Edirne hosted 2 million visitors in 2014 and this number reached 5.5 million in 2019 as a result of the works carried out with TÜRSAB and said that they aim to increase this number to 10 million in the coming period.



Recep Gürkan



## MÜBERRA ERESİN: WE WILL CONTINUE TO CO-OPERATE

Müberra Eresin, President of the Hoteliers Association of Türkiye (TÜROB), said: "The United Nations World Tourism Organisation has been emphasising the development of tourism movements between close destinations for many years. I am confident that this fair will also improve tourism between close countries. Türkiye is a country that not only receives tourists but also sends them. As TÜROB, we will continue all kinds of support and co-operation."

## OYA NARİN: DEVELOPMENT OF TOURISM INVESTMENTS IS ALSO VERY IMPORTANT

In her speech, Oya Narin, President of the Turkish Tourism Investors Association, drew attention to the B2B aspect of the fair and said,

"I would like to thank both IBB and TÜRSAB for bringing together the rich culture of the Balkans. In this B2B organisation, we are making a move to both develop tourism and develop the ties of the past. It is very important for new generations to be a part of this cultural diversity and to provide mobility because this is not only an economic movement."

## MUSTAFA OSMAN TURAN: THE BALKANS ARE VERY VALUABLE AND IMPORTANT FOR US

Mustafa Osman Turan, Foreign Affairs Advisor to the Mayor of Istanbul Metropolitan Municipality, reminded that Istanbul Metropolitan Municipality attaches great importance to the Balkan geography and within this framework, they hosted delegations from Balkan countries in Istanbul and noted that they continue to cooperate with these countries.

# ERKAN YAĞCI: AI SHOULD BE USED TO LURE TOURISTS TO TÜRKİYE

As global competition intensifies, Türkiye should think about how to use AI applications, such as ChatGPT, to lure more tourists to the country, says Erkan Yağcı, the president of the Türkiye Hoteliers' Association (TÜROFED).

"The use of AI is spreading, which also has consequences for the tourism industry. The global tourism sector has entered a new era where AI will affect how people chose holiday destinations," Yağcı said, noting that some tour operators are already using this technology. In an environment where the competition among countries to attract holidaymakers is increasingly intensifying Türkiye should focus on how to use AI, he said. "When travelers ask ChatGPT where they should go for holiday, the answer they get should not be Greece or Spain but Türkiye. We need to get ChatGPT to say it." Consumers' preferences are fast changing when AI is widely used, and



Türkiye should adapt to this changing environment. "Renting houses during holiday instead of staying hotels is part of it. We cannot resolve this problem by introducing bans. Creating conditions for a fair competition should be enough to deal with it." Yağcı cited other reasons as to why hotel occupancy rates remained low

in the past months. Türkiye's hotels, accommodation facilities have 1.5 million bed capacity, which is too high, he said. "We should not talk about how to increase the bed capacity but rather how to attract tourists to destinations, such as Antalya and Muğla during low seasons." Global recession and inflation in source markets also had an impact as people started to prefer shorter holidays, he said. "Room prices rose in Türkiye last year, but it did not stop tourist from coming to Türkiye because there was this phenomenon called 'revenge travel.'" The positive effects of revenge holiday died away in 2023, while at the same time other strong competitors, such as Spain, Greece, Italy were back in the game, Yağcı explained.



## Solomon's Mansion Hotel opened

Solomon's Mansion Hotel, which opened its doors in Suleymaniye, the historical peninsula of Istanbul, offers its guests an unforgettable culture and history. The hotel offers its guests luxurious rooms and a good breakfast service.

Solomon's Mansion is a luxury hotel that offers its guests an unforgettable stay experience. Our hotel stands out with its hospitality, quality service, and elegant design. We take great pleasure in welcoming our guests and ensuring their utmost

satisfaction. Over the years, we have been delighted to welcome many loyal guests, thanks to our customer-centric approach and commitment to delivering high-quality service. It is our pleasure to serve and accommodate our valued guests who have shown

trust and loyalty in choosing our hotel. Our hotel has embraced a sustainable business approach by placing importance on environmentally friendly practices. We strive to implement eco-friendly initiatives and contribute to the preservation of the environment.



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



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# ACCOR, FENIX GROUP SIGN DEAL FOR HOTEL PROJECT IN TÜRKİYE

Hospitality group Accor has partnered with Fenix Companies Group for a hotel project in Türkiye that is scheduled to open in 2025.

The deal was signed on the sidelines of the three-day Future Hospitality Summit in Abu Dhabi.

"Swissotel Antalya Kalkan will offer relaxing panoramic views as well as a private beach stretch, harmonizing perfectly with beautifully landscaped hotel grounds that capture the essence of tranquility and an elevated sense of comfort," according to a statement. The 39,625-square-meter Swissotel Antalya Kalkan hotel will be built along the bay of Kalkan, an important tourist destination on the Mediterranean coast, and will feature 245 rooms, two restaurants, a Cafe Swiss, two bars, a private beach, a swimming pool, and a 900-square-meter fitness and spa facility.

"We are proud to be working together to bring Swissotel Antalya Kalkan to Türkiye to be able to showcase the



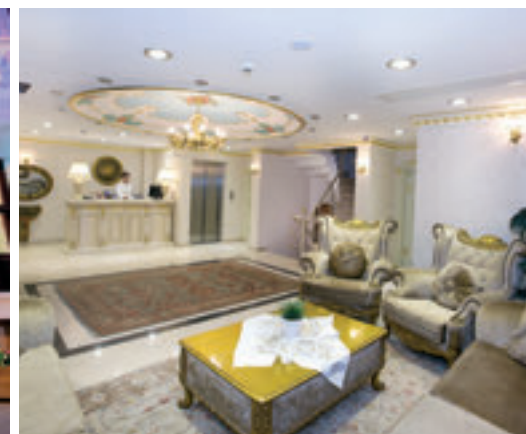
natural beauty and hospitality that our country has to offer. This partnership represents an exciting venture that capitalizes on Fenix's expertise and Accor's global reputation to elevate the hospitality landscape in the

Mediterranean region," Eyup Mavi, group chairman of Fenix Companies Group, said. The statement said the hotel will feature unique and innovative spaces while taking a holistic approach to the overall lodging experience by incorporating interior and exterior landscaping and natural vegetation on-site. "We are confident that this resort will become a premier destination for travelers seeking enriching experiences that deliver the good life," said Paul Stevens, the chief operating officer for Premium, Midscale, and Economy Division, Middle East, Africa, and Türkiye at Accor.



# 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.





## COOPERATION BETWEEN İSTANBUL AND BERLIN FOR 'SUSTAINABLE TOURISM'

The "Sustainable Destination Management" panel, organised in cooperation with Istanbul Metropolitan Municipality Culture Department Tourism Branch Directorate and Şişli Municipality Destination Management Office, was held at Grand Cevahir Hotel with the wide participation of tourism professionals.

In the first part of the event, which was held in two parts, Firuz Bağlıkaya, President of the Association of Turkish Travel Agencies (TÜRSAB), Hediye Güral Gür, Vice President of the Hotel Association of Türkiye (TÜROB), Ali Güreli, Vice President of the Turkish Tourism Investors Association (TTYD), Nuri Şapkacı, President of the Association of Shopping Centres and Investors (AYD), Hüseyin Özgür Özalton, President of the Istanbul Chamber of Guides (İRO), Mahir Polat, Deputy

Secretary General of the Istanbul Metropolitan Municipality (İBB) and Muammer Keskin, Mayor of Şişli Municipality, who hosted the panel, took part as speakers.

### MAHİR POLAT: İSTANBUL SHOULD TELL ITS OWN STORY TO ITS GUESTS

In his speech at the event, Mahir Polat, Deputy Secretary

General of Istanbul Metropolitan Municipality (İBB), emphasised that the

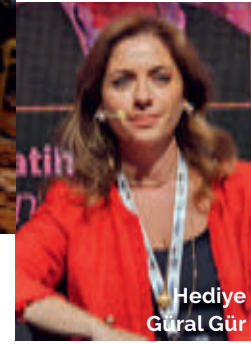


Mahir Polat

idyllic areas in a city's promotional film are the tourism values of that city and said: "Rumeli Hisarı, Galata Tower, Maiden's Tower, Salacak are the prominent brand values of this city. For the basic potential of tourism, it is necessary to put boredom at the



centre. People want to go to pleasant, fun, cheerful geographies. How cheerful is Istanbul, how much can it disperse boredom? The story you offer to the tourists coming to the city is important. Istanbul has this story. But Istanbul is losing its stories. Istanbul is already generous to us for tourism. It is up to us to make the best use of it."



### HEDİYE GÜRAL GÜR: THE SIGNATURE THAT PUTS TÜRKİYE AT THE FOREFRONT IS SUSTAINABLE TOURISM

Hediye Güral Gür, Vice Chairman of the Board of Directors of TÜROB,

said: "The Ministry of Culture and Tourism has put into effect the 'Türkiye Sustainable Tourism Programme' for the process of compliance with the Global Sustainable Tourism Council (GSTC) criteria. The signing of the agreement constitutes an exemplary step towards sustainability as Turkey is the first state in the world to develop a mandatory national programme with the GSTC."

### FİRUZ BAĞLIKAYA: IT IS ESSENTIAL NOT TO SPOIL TOURISM

TÜRSAB Chairman Firuz Bağlıkaya said, "Sustainability is the first principle not only in tourism but in almost every field. What is essential is the sustainability of life. When we say more tourists, more foreign currency, we may miss the balance and destroy tourism with the deteriorating texture. This danger requires planning and caution in the steps taken in relation to tourism. Bringing common sense to the forefront, co-operation and cooperation are essential in order not to spoil tourism and not to be spoilt by tourism," he warned.



Mahir Polat, Muammer Keskin, Firuz Bağlıkaya

### ALİ GÜRELİ: ŞİŞLİ IS İSTANBUL'S MOST IMPORTANT SOFT POWER CENTER

In his speech, TTYD Vice Chairman Ali Güreli said, "The increase in art fairs brings energy to this city. Şişli is the most important soft power of Istanbul. Istanbul maintains its capacity to be an unrivalled destination, but are we able to use it? In my opinion, not really."

Valley. Our works and projects will continue for a sustainable urban life that respects nature."

### THE STORY OF BERLIN'S BRANDING IN TOURISM WAS SHOWN AS AN EXAMPLE

The speakers of the Sustainable Destination Management Panel, moderated by Özcan Mutlu, President of Turkish-German Sister

### MUAMMER KESKİN: WE WERE THE FIRST MUNICIPALITY

### TO SIGN THE GSTC CRITERIA

Stating that they are the first municipality from Türkiye to become a member of the Global Sustainable Tourism Council (GSTC), Şişli Mayor Muammer Keskin



Firuz Bağlıkaya



Muammer Keskin

Cities Federation, were Hüseyin Gazi Coşan, İBB Tourism Branch Manager, Özcan Biçer, Chairman of KENTHAŞ, Burkhard Kieker, CEO of Visit Berlin and Markus Facklam, International Coordinator of Berlin Partner.

### BERLIN EARNED 13 BILLION EUROS FROM TOURISM LAST YEAR

Speaking at the panel, Visit Berlin CEO Burkhard Kieker stated that Visit Berlin was established when East and West Berlin united in order to build a brand. Kieker said, "Visit Berlin was established 30 years ago when the Berlin Wall collapsed. As you know, Berlin was a wounded city. It was divided into East and West, but we had goals. We thought 'what can we do for both the guests and the people living there'.



# ELITE WORLD HOTELS & RESORTS IN VAN WITH ITS NEW BRAND

Elite World Hotels&Resorts has added its second franchise hotel Elite World Go Van to its chain. Elite World Go Van will start welcoming its guests in the last quarter of this year. It will offer a comfortable and peaceful stay with a unique view of Lake Van.

Elite World Go Van will serve to its guests in Edremit district of Van, which hosts local and foreign tourists every year with its 32 rooms, 70-person restaurant and meeting hall, and is famous for its beaches and coasts. Elite World Go Van, which will offer a great advantage for those travelling to the district with its easily accessible location to the airport and city centre, is also the first hotel of the Elite World Go brand.



Elite World Go Van, which is being prepared for serving to its guests in Edremit district of Van, is also the first hotel of the Elite World Go brand.

## “FRANCHISE AND MANAGEMENT MODEL OPPORTUNITIES FOR INVESTORS”

Emel Elik Bezaroğlu, Member of the Board of Directors Responsible for Sales and Marketing at Elite World Hotels&Resorts, said: "In line with our strategy of sharing our nearly 50 years of hospitality experience with investors, we offer franchise and management model opportunities to investors with our brands. While spreading the power and quality of the Elite World brand to 7 regions of our country with our hotels that meet different accommodation needs, we also aimed to contribute to the development of tourism in our country." Orkun Petekçi, COO of Elite World

Hotels & Resorts, said, "With ELITE WORLD GO Van, which we plan to open in the last quarter of this year, we will add a total of 4 new hotels to our chain by the end of the year, 2 of which have been signed and 2 of which are in the signature phase. We plan to open 32 more hotels by 2030 with the franchise management model, and we foresee employment for 3 thousand people thanks to these hotels. While providing entrepreneurs with the opportunity to become tourism investors with a brand that gives them confidence and specialises in its sector, we play an active role in increasing the quality of accommodation in every region of our country."

## “WORKING TOGETHER WITH ELITE WORLD BRAND IS AN IMPORTANT STEP”

Ali Süer, Chairman of the Board of Süerler Group, said, "In the 1990s, the number of European tourists visiting our province was very high. Currently, the interest in the region, which receives tourists especially from Iran, Iraq and Azerbaijan, is increasing day by day, but our goal is to host the European tourists who visited our province in the 1990s again and to introduce all these beauties of Van to everyone. In this context, working together with the Elite World brand is an important step and I sincerely believe that this beautiful business partnership will be successful."



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



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# To Life The Atmosphere Of The Historic Peninsula: **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. 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."



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# Marriott Strengthens Expansion Plans in Türkiye with the Announcement of 13 Deal Signings

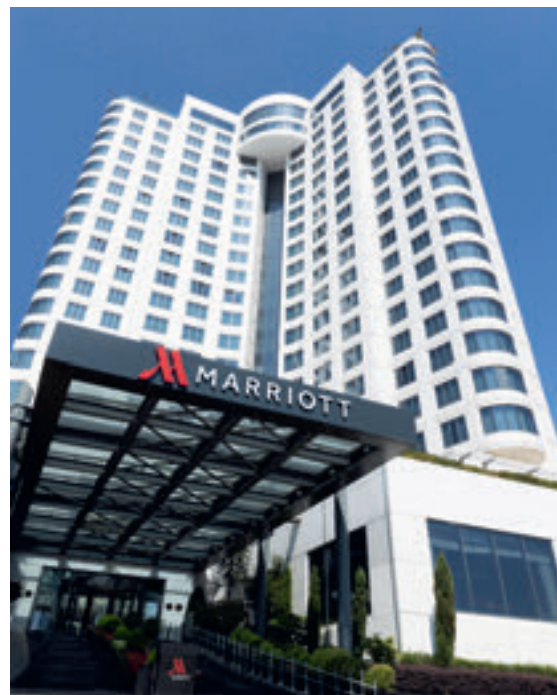
Marriott International, reinforced its long-term commitment to Türkiye with the announcement of 13 deal signings comprising over 2,000 rooms. The signings are expected to further enhance the company's footprint in the country where it currently has a portfolio of 48 properties and nearly 8,000 rooms across 21 brands.

“As one of the most sought-after tourist destinations in the world, Türkiye continues to provide the company with opportunities to further diversify its portfolio across primary, secondary, and tertiary markets in the country,” said Marriott International Chief Development Officer – Europe, Middle East & Africa Jerome Briet. “These deal signings are a testament to the trust owners and franchisees have in Marriott International and the strong demand for our captivating portfolio of brands in the Turkish market.”

The projects announced by Marriott International include the introduction of Fairfield Inn by Marriott in Türkiye with the signing of the 192-room Fairfield by Marriott Istanbul Yenibosna. Plans for the property include an effortlessly relaxed and efficient hotel design paired with a contemporary aesthetic. The project will be a part of a mixed-use development in the Yenibosna district, which will also feature the 90-room Residence Inn by Marriott

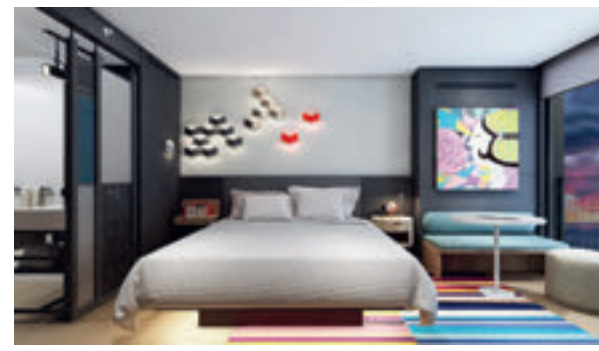
Istanbul Yenibosna. Both properties are projected to open in 2025. Residence Inn by Marriott continues to meet demand for longer-stay accommodation in the country. The company also signed Residence Inn by Marriott Istanbul Piyalepaşa, which will form part of Piyalepaşa Istanbul, a 450,000sqm mixed-use development in downtown Istanbul. Plans for the development also include the Courtyard by Marriott Istanbul Piyalepaşa. Both properties

combined will offer 329 rooms when they open in 2026. Following the recent debut of Marriott Executive Apartments in Türkiye with Marriott Executive Apartments Istanbul Fulya, Marriott International announced the signing of two additional properties under the brand to further cater to the rapidly growing demand for upscale residential apartments in Istanbul. Marriott Executive Apartments Vadistanbul is slated to



open in the sought after Vadistanbul community with 202 rooms. Marriott Executive Apartments Istanbul Tema is anticipated to comprise 208 rooms and will be a part of the upcoming mixed-use Tema Istanbul development in Küçükçekmece. Both properties are expected to open in 2024. The company's plans in Türkiye saw the expansion of its flagship brand, Marriott Hotels & Resorts, following the signing of the Istanbul Marriott Hotel Pendik. The hotel recently

opened following a conversion from existing property. Sheraton Hotels & Resorts, which currently represents the company's largest brand portfolio in the country, also plans to further grow its footprint with the signing of Sheraton Hotel & Thermal Spa Usak. Slated to open in 2024, the property will mark the company's entry into Usak. Marriott International announced the expansion of Delta Hotels by Marriott, Aloft Hotels, and Moxy Hotels in the country. Delta



Hotels by Marriott provides guests with a seamless travel experience in downtown Karakoy with the signing of the 78-room Delta Hotels by Marriott Istanbul Karakoy slated to open in 2024. Aloft Hotels expects to open its second property in Türkiye following the signing of Aloft Istanbul Karakoy, which will add 100 rooms in the market by 2024. Moxy Hotels plans to bring its playful, bold, spirited hotel experience to Izmir by 2025 with the signing of Moxy Izmir Turan.



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

## Appetite for hotel investments still strong: Association

The latest data for incentive certificates issued by authorities show that appetite for hotel investments remained strong in the first half of 2023, says Müberra Eresin, the president of the Hotel Association of Türkiye (TÜROB).

From January to September, 131 hotel projects with 23,725 rooms in the country's 29 of all 81 provinces received investment incentives, according to Eresin. "The size of those investment incentives amounts to 17 billion Turkish Liras (\$637 million)," Eresin said. When those investments materialize, they will create around 7,000 jobs, she added. In the same period of last year, investment incentives worth 75 billion liras were issued to 75 hotel projects with more than 14,000 rooms, Eresin said. "Despite the decline in hotel occupancy rates, which is due to the combination of several factors, hotel investments are showing signs of recovery," she added.

### HOTEL OCCUPANCY RATE DECLINES

The occupancy rate at Türkiye's hotels declined from 71.2 percent in July 2022

to 67.3 percent in the same month of this year. The occupancy was much higher at 75.6 percent in July 2019 but plunged to 31.4 percent when the COVID-19 pandemic took its toll on the tourism industry. In Istanbul and Antalya, two major tourist destinations in the country, the occupancy rate was 73.3 percent - down from 80 percent a year ago - and 70.5 percent, respectively. The occupancy rates at Antalya's hotels were 74.6 percent last July and 77.4 percent in 2019. The average daily rate at Istanbul hotels rose 2.7 percent year-on-year to 163 euros, while it was 313 euros in Antalya, up nearly 13 percent compared with July 2022. People from the tourism industry mostly blame short-term rental houses for the low occupancy rates. The soaring demand for short-term rentals is gravely affecting the hotels, necessitating the need

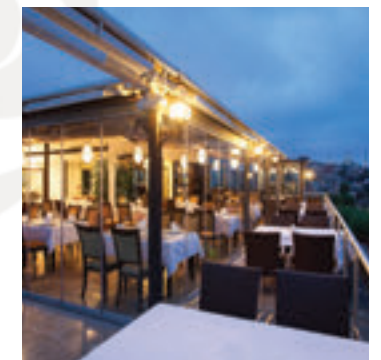
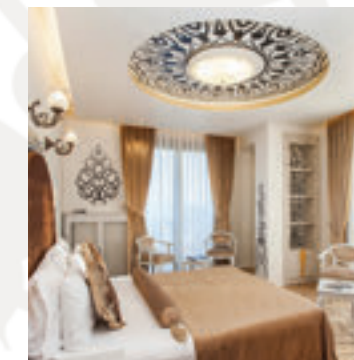
for new regulations, Association of Mediterranean Touristic Hoteliers and Operators (AKTOB) President Kaan Kaşif Kavalıoğlu said last month. Other players in the industry have also joined the discussion, making proposals to resolve the problem. All countries, which are Türkiye's competitors, such as Spain, have this short-term rental system, noted Mehmet Gem, the president of the Travel Agencies Managers' Association (SAYD). "But what we have [in Türkiye] is wrong altogether... There are some 45,000 registered Airbnb users in Spain, but in Türkiye, there are only about 3,000 to 4,000 users. What we demand is that travel agencies should be responsible for short-term rentals. Real estate agents should be excluded from this system," he said, adding that the association has presented its proposal to the Tourism Ministry.



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## Cappadocia's tourism hits new heights, eyeing record-breaking year

Known for its fairy chimneys and hot air balloon rides, Cappadocia, one of the most popular tourist destinations in Türkiye, is expecting to welcome a record number of visitors by the year-end, particularly owing to tourists arriving from China, which allows package tour arrangements.

Listed on the UNESCO World Heritage List since 1985, the famed region in central Türkiye draws tourists from every corner of the globe with its natural rock formations, underground settlements, rock-cut historical monasteries, boutique hotels and hot air balloon tours. According to data from the Ministry of Culture and Tourism, in the period from January to September of last year, museums and archaeological sites in Cappadocia hosted some 2,544,909 visitors, while 3,053,827 visitors were hosted in the sites in the same period this year.

Industry representatives predict that a new record in number of visitors could be achieved, thus surpassing the record of 4,192,070 visitors set in 2022. In his recent interview with, Yakup Dinler, the general secretary of the Turkish Hoteliers Federation (TÜROFED), stated that the interest



**Yakup Dinler,**  
the general  
secretary of  
the Turkish  
Hoteliers  
Federation  
(TÜROFED)

of both domestic and foreign tourists in Cappadocia has been increasing yearly. Noting that tourism in the region gained momentum following the COVID-19 pandemic and that arrivals of tourists from Latin America contributed to this end, Dinler expressed the belief that many businesses will achieve their

goals by the end of the year. "We host tourists from every country in Capadocia. There is growth in some markets despite declines in others. There have been new investments in the region. (while) domestic and regional brands work on renewing and developing themselves based on the needs of the arriving tourists," Dinler explained. Dinler also mentioned that China's approval of opening package tours is expected to boost tourism in the last three months of the year. "If we can reach approximately 50,000 Chinese visitors and revise the year-end figures, we can have an even better closing of the year," Dinler said. He also conveyed the aim of reaching 350,000 visits from China in the upcoming year, achieved already in 2019, stating they believe this will contribute significantly to regional tourism along with other tourists from the Far East.



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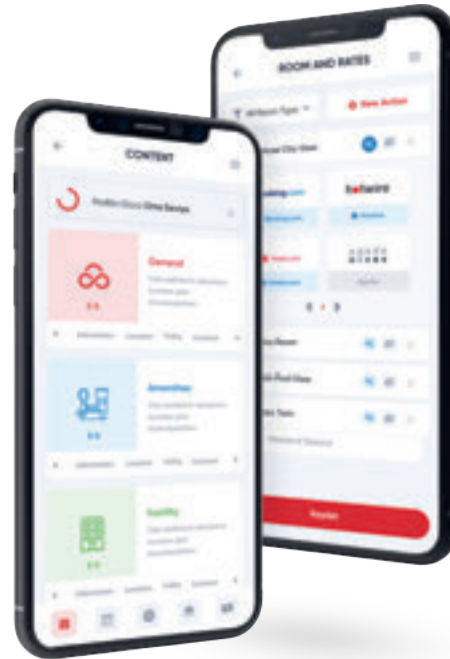
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BestStartup.eu. Onur Yavuz has been acknowledged as a dynamic influencer in the tourism industry, earning a

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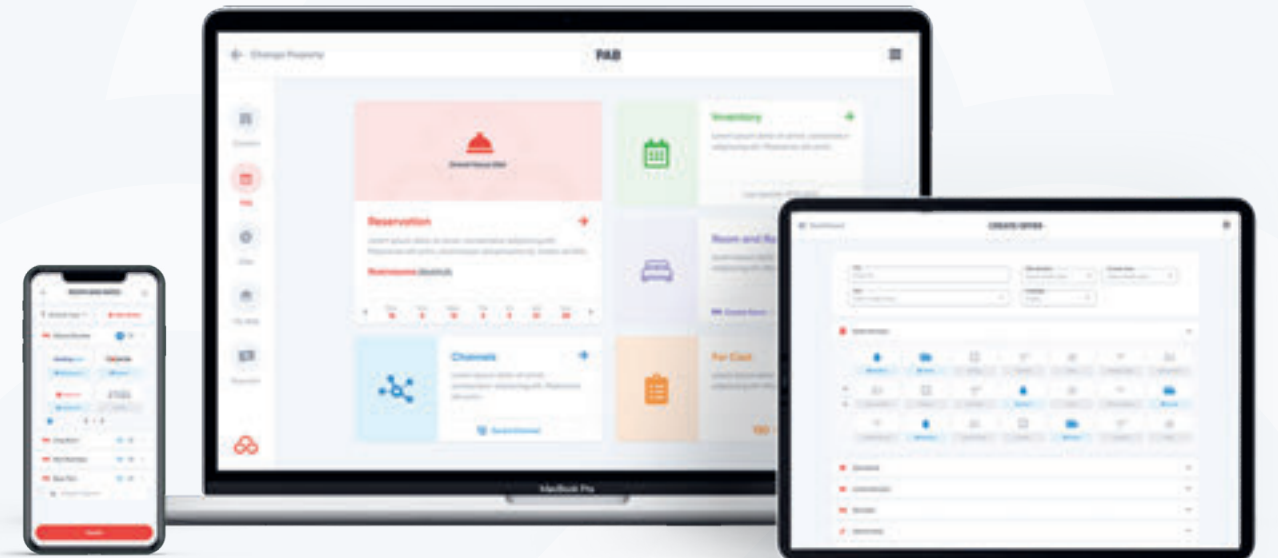


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# EKREM İMAMOĞLU: İstanbul's 2024 target is 20 million tourists

Looking at this year's data, it is seen that Istanbul will have more than 17 million foreign visitors. In 2024, we expect and aim for this number to exceed 20 million.

Stating that according to 2023 data, it is calculated that more than 17 million tourists will visit Istanbul, IBB Mayor Ekrem İmamoğlu said, "Of course, we expect and aim for this number to exceed 20 million in 2024." Ekrem İmamoğlu, Mayor of Istanbul Metropolitan Municipality (İBB), spoke at the opening ceremony of "28th Routes World 2023", which is considered one of the most important events of the global aviation industry, organised in cooperation with Istanbul Airport operator İGA and Türkiye Tourism Promotion and Development Agency (TGA). Emphasising that Istanbul is one of the world's leading tourism centres, Mayor İmamoğlu underlined that Istanbul has not yet reached its real potential in terms of tourism. Pointing out that the airports in Istanbul have reached the capacity to serve 125 million passengers a year, Ekrem İmamoğlu said, "When we look at this year's data, our Istanbul will have more than 17 million foreign visitors. In 2024, we expect and aim for this number to exceed 20 million. The airports in Istanbul have reached the capacity to serve 125 million passengers a year. As it is known, Türkiye's strategy as a tourism country and brand is being carried out by our ministry and related institutions. However, as Istanbul Metropolitan Municipality, we, of course, have added our responsibility to this process and we have focused on 'what more we can do and how we can design a journey with the vision of making our Istanbul one of the three most visited cities in the world."



## WE BROUGHT THE FORMATION OF 'TOURISM PLATFORM' TO OUR İSTANBUL

Stating that during their 4.5-year term of office, they carried out important works in terms of transport, accommodation, cultural and historical heritage protection, İmamoğlu said, "I can state that we have taken very strategic steps to improve the infrastructure of Istanbul, to grow the sector and to increase the potential of our city. In order to manage these steps with democratic participation and common sense, we have established the 'Tourism Platform' in Istanbul.

This platform, which brings together all the components of the tourism sector and the scientific world in our city, has made our cooperation more effective by continuing to plan and work with our management team. After completing our strategic plans, when we put forward our cooperation in executive activities, we have actually brought a sustainable methodology to our city."

**İmamoğlu summarised the works they carried out within the scope of**

**contributing to the tourism of the city and the country with the following words:**

"Important steps are being taken regarding transport in Istanbul. At this point, apart from our Ministry of Transport, we are a municipality that has taken superior steps in facilitating Istanbul's transport with 10 metro lines that we are actively carrying out. This is also a world record. I would like to announce to all our guests that when our ongoing metro lines are completed in 2025, our city will have a widespread metro network of more than 450 kilometres. Moreover, let me also state that this is not the goal, reaching higher numbers and higher kilometres is the indispensable goal of Istanbul. Secondly, we have initiated an investment process that will bring the thousands of years of history and heritage of our city to its feet. In 4.5 years of our administration, we have improved the historical heritage of our city with the construction, maintenance and restoration of 16 museums and galleries, 180 historical fountains, 420 historical cemeteries, 13 historical tombs, 18 monuments and 42 historical belief centres."



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# BRITISH ARRIVALS TO TÜRKİYE EXPECTED TO FURTHER RISE: ENVOY

Türkiye has everything for international tourists, with its offerings going far beyond sun, sea, and sand, said the United Kingdom's envoy to Ankara highlighting the increasing number of British arrivals to the country.

Ambassador Jill Morris, who took up her new post in January wrapped up her weeklong tour of the country's Aegean and Mediterranean coast in the famed resort of Antalya. She said her first impression of Türkiye has been of the wonderful Turkish hospitality, diversity, and the many varieties of tourism. Over 3.8 million British tourists visited Türkiye last year, making British visitors the third-largest group in Türkiye, following Russians and Germans. A 20% increase was expected this year (2023), bringing the number of British visitors to 4.5 million.

According to British tour operators, this would mean a whopping 200% increase in interest from British tourists since 2018, Morris told in her interview with.

Morris said she started her tour of the Turkish Riviera – a tradition for British envoys – on the Aegean coast with Izmir, then visited Aydın, Bodrum, Marmaris, Muğla, and Fethiye, and finished in the resort city of Antalya to visit U.K. consulates and consular staff in the region, which serve a growing number of British expats and tourists each year.

The visit was also an opportunity to thank Turkish authorities for their hard work and collaboration to ensure that the millions of British tourists who visit every year have a "very happy and safe holiday" year after year.

"There is, of course, the sun, sea, and sand tourism that is so much loved, but we also have historical and archaeological sites and varied cultural tourism highlights. There is a really rich, diverse offer, as I have said many times, there is everything here," she said. "And on this tour, I have seen



exactly why British people love to come to Türkiye." She stressed that the Muğla province itself attracts 46% of British visitors but added that Antalya is becoming increasingly popular and poised to become a top destination soon. "Already this year, 1.2 million British tourists have come to Antalya. And the

work that is being done here, like the airport expansion, for example, will make this area an even more attractive tourism destination." Türkiye is ranked fourth globally among tourism destinations in 2022, according to a report by the World Tourism Organization (UNWTO), after France, Spain, and the U.S.



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# A success story: Kazım Akkuş



Kazım Akkuş, who has been operating Efes Restaurant in London, the capital of England, since 1974 and has made great contributions to the recognition of Turkish cuisine in the country, continues to be the number one place for local and foreign guests. Kazım Akkuş said in his statement, "There are dozens of Efes Restaurants throughout the UK. If you don't see my portrait on the wall, you are not in the real Efes Restaurant."



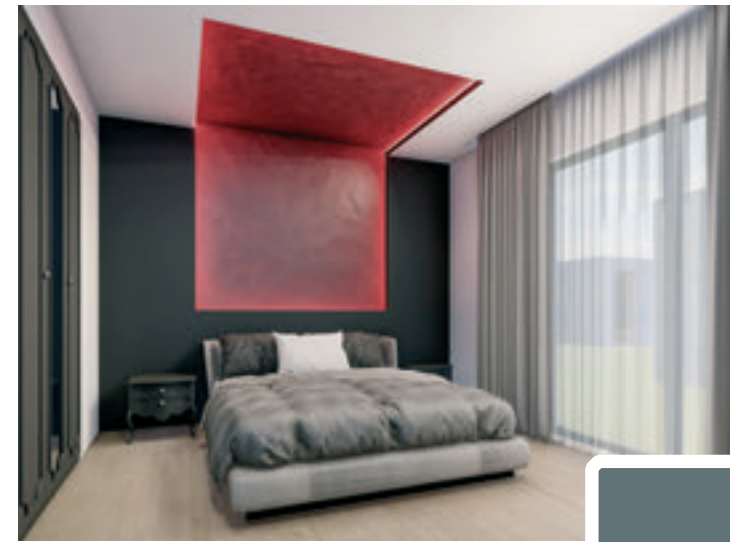
Which evaluated the new branch of Efes Restaurant in central London, which opened last year, the hospitality, delicious food, desserts and presentation in the restaurant received full marks. The warm atmosphere of the restaurant was also praised in the article, and it was stated that the employees were very knowledgeable about the food and they made excellent presentations. The management of the restaurant is the legendary master of Ephesus (EFES) Kazım Akkuş and his nephew Ergin Akkuş. Kazım Akkuş, 72, received nearly 20 awards from many institutions, especially the BBC, ITV,

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

## IF THERE IS NO PORTRAIT ON THE WALL...

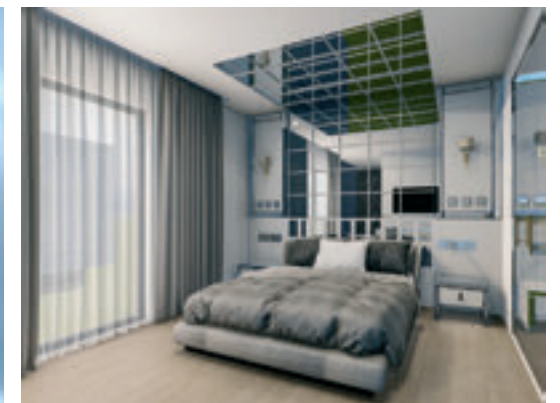
In the news of the magazine, it was stated that the appetizers and

kebabs in the restaurant were very delicious, while the steak, which was kept for 60 days, was defined as 'legend'. It is noted that various desserts, from baklava to künefe, are also a great complement to steak. Speaking to the magazine, Kazım Akkuş said, "There are dozens of Efes Restaurants across England. If you don't see my portrait on the wall, you are not in the real Efes Restaurant." Efes, one of the iconic restaurants of London, has also witnessed the history of the city since 1974 when it was opened. It hosted hundreds of celebrities, from heads of state to artists, from athletes to the world of literature.



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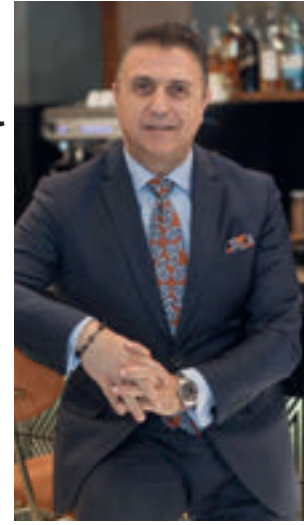


Superior comfort at the heart of Canakkale



### New general manager for Sofitel Istanbul Taksim

**B**ozkurt Atabek has been appointed as the General Manager of Sofitel Istanbul Taksim Hotel. Atabek had previously served as General Manager at M-Gallery the Artisan Istanbul, one of the Accor hotels.



### Kamile Sezgin appointed as Rixos Egypt Hotels Sales Director

**K**amile Sezgin, who has served as Sales Director of Rixos Türkiye for many years, will be the Sales Director of Rixos Egypt Hotels as of September 2023 and will carry out Sales and Marketing activities in the Middle East and Gulf countries, especially in Türkiye.

### Taner Yildiz appointed as Global Director of IHG

**T**aner Yildiz has been appointed as the Global Director of the Operations Planning and Performance department at the London head office of Intercontinental Hotels Group (IHG), one of the world's largest hotel groups.



### Great success of Turkish hotelier

**S**uccessful tourism professional Koray Gençkul has been appointed as Vice President of Human Resources responsible for global hotel operations at Mandarin Oriental Hotels Group, following his successful 22-year career at Hilton Hotels.



### Sanasaryan Han A Luxury Collection Hotel opens for business

**S**anasaryan Han a Luxury Collection Hotel Istanbul will open its doors in the historical Sansaryan Han in Sirkeci in November. The hotel, which will serve its guests with 51 rooms and 12 suites, will have a terrace restaurant and 8 shops on the front facade.



### Istanbul's luxury hotels will be introduced in Kazakhstan

**T**he traditional 'The Istanbul Workshop Almaty' organised by Leisure Business Travel (LBT SERVICE) will take place in Almaty, Kazakhstan on Wednesday 22 November. At 'The Istanbul Workshop Almaty' Workshop, officials from approximately 120 travel agencies will come together with hoteliers from Istanbul.



### 'Europe's Best Employer' award to Akra Hotels for the second time

**A**kra Hotels, a subsidiary of BHM, managed to be included in the Europe Best Workplaces List prepared by Great Place to Work, the global authority on workplace culture, in 2023, demonstrating that it has created a great workplace culture based on trust and fairness.







### German tourists in Antalya

Allianz Association of Independent Agents (ASR), which represents 3500 travel agencies and tour operators in Germany, held its annual ordinary member meeting between 02 - 05 November at Papillon Hotels in Antalya.



### Gürok Group celebrated its 75th anniversary

Gürok Group, which continues its activities in sectors such as industry, tourism and construction, celebrated its 75th anniversary with a gala organised in Istanbul. Gürok Group Chairman Rıza Güral, Gürok Group Vice Chairmen Erol Güral and Esin Güral Argat and Gürok Group executives attended the gala.



### THY and China Eastern Airlines signed a cooperation agreement

Within the framework of the international aviation forum North Bund Forum 2023 held in Shanghai, China, a memorandum of understanding was signed between Turkish Airlines (THY) and China Eastern Airlines.



### Announced its growth plan in Türkiye with 13 new hotels

Marriott International strengthened its long-term commitment to Türkiye with 13 new agreements signed. Within the scope of the agreements, Fairfield Inn by Marriott will enter the Turkish market for the first time within the scope of the agreements where more than 2 thousand new rooms will be added to the company's portfolio all over Türkiye.

### Fatih Günkent became the general manager of Şanlıurfa's first 5-star hotel



Fatih Günkent was appointed as the general manager of DoubleTree by Hilton, the first international 5-star hotel in Şanlıurfa. Günkent will contribute to his new position with his 19 years of tourism experience and knowledge in the fields of service quality.

### New general manager for The Artisan Istanbul MGallery

Eylem Atalay, who has made a name for herself in the hospitality industry with her success, has started her duty as the new General Manager of The Artisan Istanbul MGallery. Atalay is preparing to achieve new successes at The Artisan Istanbul Mgallery, the hotel of MGallery Hotel Collection, the pioneer of changing travel and accommodation trends, in Gümüşsuyu, Istanbul.



### New general manager for Anda Barut Collection

Cem Karacan became the general manager of Anda Barut Collection, the new investment of Barut Hotels in Didim. Cem Karacan, who was previously the general manager of Lara Barut Collection in Antalya, became the new manager of Anda Barut Collection, which is planned to open in 2024.



**SERPINA HOTEL**

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**GÜMBET - BODRUM  
TURKEY**



### The Ritz-Carlton organized 22nd anniversary celebration event in Istanbul

The Ritz-Carlton Istanbul hotel welcomed its 22nd anniversary with a special celebration. Süzer Holding Honorary President Mustafa Süzer, Süzer Holding Vice President Baran Süzer, The Ritz-Carlton, Istanbul General Manager Ela Ergin and the hotel team came together to celebrate the special day.

### Top level appointment at Radisson Hotel Group

Yeşim Doğukan, who has been working as Regional Marketing and Communications Manager at Radisson Hotel Group, has been appointed as Senior Marketing and Public Relations Manager responsible for Türkiye, Georgia, Azerbaijan, Libya, Lebanon and Iraq in the same group.



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# YOUR LUXURY PLEASURE

### Ramada Hotel Muğla's opening date has been announced



Novada Outlet Muğla, which is expected to be the new attraction centre of the region, is planned to start its operations in the third quarter of 2024. The project, which costs approximately 600 million TL, will include a shopping centre and Ramada Hotel. It was announced that the hotel will be put into service with a capacity of 180 beds.



### New general manager to Kaya Palazzo Belek

Kaya Palazzo Golf Resort, located in Belek, Antalya's favourite tourism centre within Kaya Hotels & Resorts, has made a senior appointment. Fethi iz became the new General Manager of Kaya Palazzo Golf Resort.

### Dedeman continues new hotel investments in Kazakhstan



Dedeman Hotels & Resorts International has accelerated its momentum in overseas hotel investments. In addition to its international hotel experiences in the past years, the company is preparing to open its third active hotel abroad with "Park Dedeman Almaty" located in Kazakhstan.

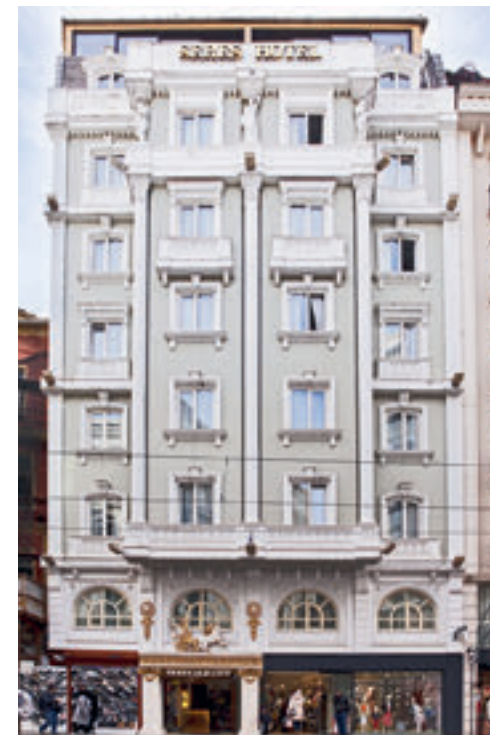
### Rotana will open 30 new hotels in Türkiye

UAE-based hotel management company Rotana announced its expansion plan. The company will open new properties in the Middle East, North Africa and Türkiye within three years. In the last quarter of 2023, Riviera Rayhaan by Rotana in Doha, Qatar and Bomonti Arjaan by Rotana in Istanbul, Turkey will open.



### New general manager to Aydınbey Gold Dreams

Murat Abdullahoğlu became the General Manager of Aydınbey Gold Dreams, the facility of Aydınbey Hotels in Alanya. The experienced tourist will utilise his 35 years of experience in the tourism sector for Aydınbey Gold Dreams.



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## Hotel occupancy rates of the Mediterranean region announced



Croatia recorded the highest hotel occupancy in 2023 among competing destinations in the Mediterranean. In the 7th month of 2023, the highest hotel occupancy in 2023

among the competitor destinations in the Mediterranean was recorded in Croatia with 89%. It was followed by Greece with 78%. Spain with 74%, Italy with 71% and Türkiye with 70%. France was in last place with 60 per cent.

## Vakko brings Swiss hotel management school to Istanbul



Vakko added a new one to its pioneering initiatives in the field of education with Vakko ESMOD Fashion Academy and signed a cooperation agreement with EHL Group, the world's leading training and consultancy centre in hospitality with 130 years of experience. Trainings at the school in Istanbul, which will be named Vakko School of Hospitality and Service, will start in January 2024.

## With Jet2, Kemer will continue its promotional attack in the UK

Jet2 officials, one of the largest tour operators in the UK, visited Kemer Mayor Necati Topaloğlu and evaluated the data related to the Kemer promotion agreement. At the meeting, a consensus was reached to continue the Kemer promotion campaign with Jet2 in the 2024 tourism season.



## Cooperation between TÜRSAB and WhatsGO

The Association of Turkish Travel Agencies (TÜRSAB) has added a new one to its steps towards digitalisation in the tourism sector. The cooperation protocol signed between TÜRSAB and the technology company WhatsGO will allow travel agencies to manage their social media channels much more effectively to increase their business volume.



## New General Manager for Martı Resort and Martı La Perla

Martı Hotels & Marinas

has made a senior appointment to two important hotels. Melih Ayhan, an experienced name in the sector, was appointed as General Manager of Martı Resort and Martı La Perla, the group's hotels in Marmaris.

## New Sales and Marketing Director for BN Hotel

Alexandra Şencan is the new Sales and Marketing Director of BN Hotel Thermal & Wellness. Şencan will focus her efforts on promoting the thermal value of the hotel and the region to the countries in Europe, the Middle East and the Commonwealth of Independent States.



## Onur Özdiğer becomes the new general manager of Rixos Sungate

Onur Özdiğer has been appointed as the new general manager of Rixos Sungate, the giant resort of Rixos Hotels in Kemer. Onur Özdiğer, who has been appointed as the general manager of Rixos Sungate, was lastly the general manager of Rixos Water World Aktau in Aktau, Kazakhstan.



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### Anemon Karabük put into service

Anemon Hotels, operating in the Black Sea region with 3 hotels, Anemon Kent Ordu, Anemon Grand Samsun and Anemon Kent Trabzon, is expanding its hotel chain with Karabük. The hotel was put into service on 18 October. It will serve with 99 room capacity.



### New hotels in Cyprus and Bodrum from Limak

Stating that approximately 1 million 850 thousand people have stayed overnight in the hotels of the group, Kaan Kavaloglu, President of Limak Tourism Group, said, "This shows our sales-marketing power. This year, we will exceed our 2019 profitability".

### New role for Deniz Dikkaya at Divan Hotels

Since December 2019, Deniz Dikkaya, who has been working as Sales Director of Divan Hotels Group, has been appointed as Divan Hotels & Banquet Units Marketing Director.



### Bilgen B. Gazi becomes the manager of Four Points by Sheraton Izmir

Bilgen Bayazit Gazi, who continued her career as sales manager and then sales and marketing director in the opening staff of Four Points by Sheraton Izmir Hotel, has been appointed as Four Points by Sheraton Izmir Hotel Manager.



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

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

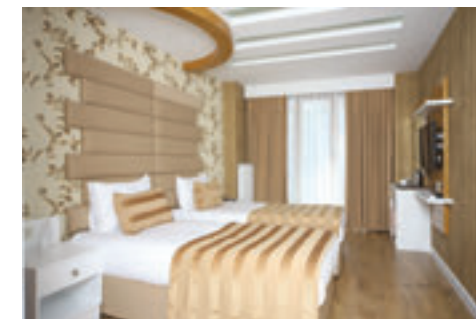
**Facilities:** Coffee shop in lobby (breakfast only), bar, Turkish Bath, sauna, lift.

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

**Transfer:** 20 minute transfer from Istanbul airport.



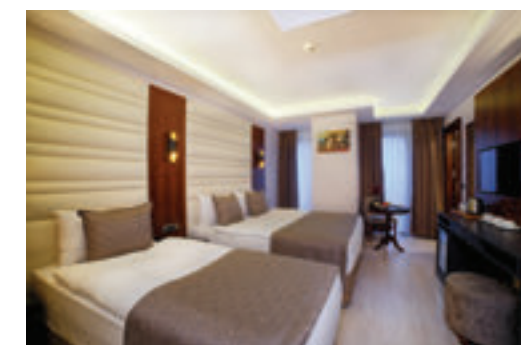
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# MEET YOUR WHITE-COLLAR COLLEAGUE: GENRPA REDEFINING RPA IN THE HOSPITALITY AND TOURISM SECTOR

Firat Gedikli, Co-Founder of GenRPA, is shaping the automation journey of the business world. Firat Gedikli, as a founding partner of GenRPA, established by a team equipped with years of extensive experience, announced their mission to meet the high automation needs of the business world.

Since its inception in 2020, GenRPA has been playing a significant role in the transformation of the business world by collaborating with programmers with over 15 years of in-depth knowledge in artificial intelligence products.

## WHAT IS RPA (ROBOTIC PROCESS AUTOMATION)?

RPA is a technology used to automate business processes. GenRPA aims to use this technology in the hospitality and tourism sector to enhance efficiency in sector-specific processes and optimize the customer experience. Firat Gedikli: Shaping the Automation Vision of the Business World  
Firat Gedikli evaluates the success of GenRPA with these words: "Meet your white-collar colleague! At GenRPA, we make the power of automation felt in every aspect of the business world. With our innovative approaches and experienced team, we make the business world smarter, more efficient, and more productive."

## WHERE IS RPA USED IN TOURISM?

### 1. Reservation and Customer Relationship Management:

- Room reservations and cancellations in hotels can be automated.
- Customer requests and feedback can be managed automatically.
- Rectifying missing information and merging duplicate guest profiles.

- Ensuring swift and error-free transfer of profiles to a new platform during PMS changes.
- Conducts rate parity, price checks, and price matching.
- Performs discrepancy checks (e.g., comparing room status in-house to front office) - for example, if the front desk changes a room during the day but forgets to update it in the PMS, it can detect such cases.
- Can respond to virtual POS payment requests and enter payments into the respective folio.

### 2. Invoice and Payment Processes:

- Invoices sent to customers can be automatically generated and tracked.
- Payment processes and account reconciliation can be automated.

### 3. Staff Management:

- Staff schedules and leave management can be automated.
- Staff performance evaluations and training plans can be automated.

### 4. Customer Experience and Feedback:

- Customer feedback can be automatically analyzed.
- Customer experience surveys can be automatically sent and results can be evaluated.

### 5. Inventory Management and Supply Chain:

- Stock levels of materials used in hotels can be automatically monitored.
- Material orders and supply management can be automated.

### 6. Marketing and Advertising:

- Marketing campaigns targeting your audience can be managed automatically.
  - Performance data from social media and other advertising platforms can be automatically analyzed.
- The automation of these processes can enable businesses in the tourism sector to operate more efficiently and allow employees to focus on more strategic tasks.

## ABOUT GENRPA

GenRPA is a company dedicated to providing the automation solutions that the business world needs, specializing in artificial intelligence technologies. Our experienced team of programmers has come together to develop industry-leading RPA solutions.



Firat Gedikli, Co-Founder of GenRPA



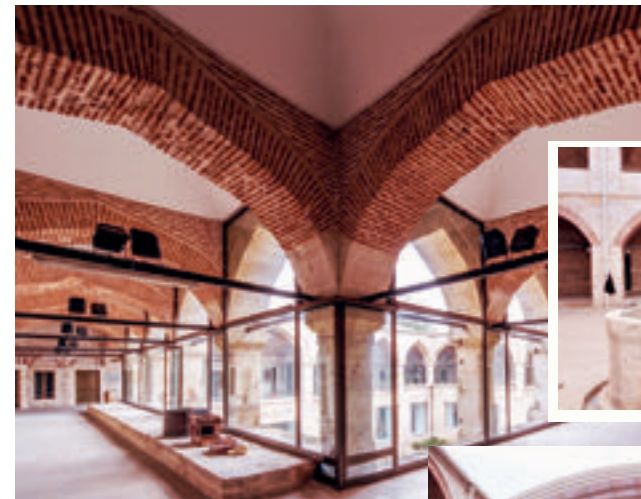
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houses, including a Greek one which is 200 hundred years old. Our visitors may prefer to stay in our caves or traditional stone rooms, wake up to a delicious home-made breakfast in the shade of a chestnut tree and enjoy an unforgettable dinner with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

# Hediye Güral Gür: 50 Billion USD of service exports belongs to tourism sector



Hediye Güral Gür, Chairman of the Board of NG Hotels

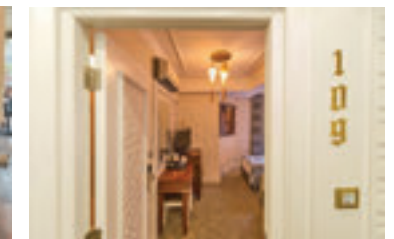
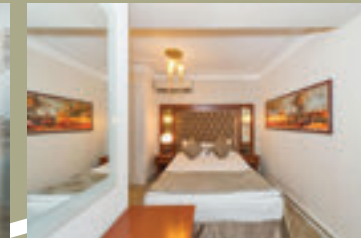
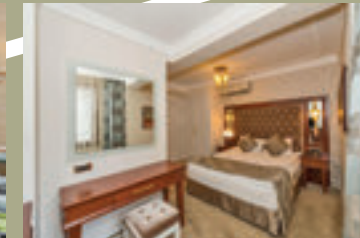
Service Exports increased from 61.4 Billion Dollars in 2022 to 89 Billion Dollars. 50 Billion Dollars of service exports belong to the tourism sector.

Hediye Güral Gür, Chairman of the Board of NG Hotels, who moderated the session "2023 Season Evaluation, 2024 Expectations" held within the scope of the Istanbul Tourism Fair held at the Istanbul Congress Centre on 4-5 October, also took part as a speaker in the session "Soft Power of the Economy: Service Exports" session at the Istanbul Tourism Fair. Stating that 50 Billion Dollars of the service exports which reached 89 Billion Dollars belong to the tourism sector, Hediye Güral Gür said: "Service Exports increased from 61.4 Billion Dollars to 89 Billion Dollars in 2022. We have provided \$ 50 billion of this from the tourism sector. In this sense, we come together with many

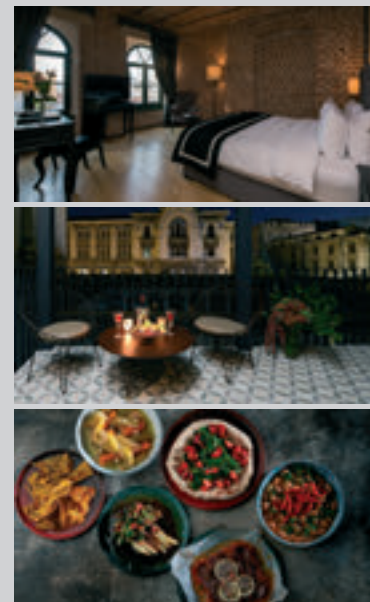
sectors and carry out studies by utilising synergy." Referring to the contribution of the series sector to tourism, Gür said, "We also host series shootings in our hotels from time to time. Both in this way and in our travels abroad, we had the opportunity to see the contributions of the series to our sector much more closely. We had the opportunity to see how the series promoted our country abroad and how our artists attracted attention there. In the past months, we travelled to Panama, Mexico and Venezuela. We witnessed first-hand that our artists who travelled with us could not really walk on the street. Our producers are the brains behind this achievement."



## Where the history meets



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# GNC HOSPITALITY MANAGEMENT, CONTINUES CONTROLLED GROWTH IN THIRD-PARTY HOTEL MANAGEMENT



Experienced Hotel brand, investment and management consultant Orhan Genceli, in an interview with "Turizm Aktuel", explained the company strategies and consultancy services they provide.

**Dear Mr. Orhan Genceli, which consultancy areas did you focus on as a company in 2023 and 2024?**

As you know, our projects usually take a long term. Our brand consultancy process takes 6 months, investment consultancy processes take 2 years, and our hotel management consultancy processes take minimum 5 years and we usually make 10-year agreements. For this reason, we are meticulously maintaining about 10 projects in Turkey and neighboring countries. But in general, our company strategy is to prioritize the projects that come as a Third-party Management Company.

**So what does third-party management consulting mean?**

Third-party hotel management refers to the practice of outsourcing the management of a hotel to a third-party company. This means that the owner of the hotel hires a hotel property management company (also called a white-label operator in this case) to handle 360-degree operations & management. This includes but is not limited to the day-to-day operations of the property, including staffing, marketing, revenue management, finance management and guest services.

**What are the benefits to the investor or property owner?**

One of the primary benefits of hiring a hotel property management company for third-party hotel management is that it allows hotel owners to focus on other aspects of their business while leaving the management of the property to experts. This can be particularly beneficial for owners who have multiple



Orhan Genceli, Chairman of the Board of GNC Hospitality Consulting Management Company

properties or who have other business interests that require their attention. Another advantage of third-party hotel management is that it can lead to improved efficiency and profitability. A hotel property management company offering third party management has access to specialized expertise and resources that may not be available to individual hotel owners.

**What advantage do you offer as a company? Why should an investor ask you for consultancy?**

As one of the Third-Party Hotel Management Companies, GNC Hospitality Management helps hotel owners with the management aspect of the hotel by taking charge of the 360-degree operations. We ensure the deployment of human resources at different operational levels and an able General Manager to ensure flawless management. We work like any other

global brand (Hotel Operations Management Companies) would do for you, however, we are reasonable with our terms and conditions. Unlike many hotel property management companies that have unfair or hidden term & conditions. With us being involved, owners can focus on expansion and recreation and not feel the burden of hotel operations at all. As an experienced White-label hotel management company (or Third-Party Hotel Management Companies) we understand that your hotel's story needs a strong brand to do its best. Hence if needed, our well-knit network can help you to find a franchisor who loves your property and gives the best brand value to the asset. We deploy our widespread network

of Hotel Management Consultants in Türkiye and neighboring countries and beyond to provide assistance in terms of negotiating franchise contracts on your behalf, to help you avoid any problematic situation in the long-term. We provide our services for hotels across Türkiye and neighboring countries and beyond.

in the other hand, unlike many top hotel management companies in Türkiye and neighboring countries, we encourage our clients to build and/or continue with their own brand rather than putting a franchisor in place- if that aligns better with the client's vision. The main reason behind this is to ensure the owner's interests are kept at the center of everything.

**What are the advantages of Third-Party Hotel Management in general headings?**



- Lower and performance-based fee
- No or very low PIP (Property Improvement Plan) cost.
- Absolute transparency regarding fees (no hidden professional fee)
- Potential for investors to build their own brand.
- Freedom to design your own property instead of according to other brand requirements.
- Custom-made brand standards/SOPs for your product
- Larger control remains with investors/owners instead of brand/management.
- Shorter and flexible agreements as compared to other brands.
- Support provided while accessing exit strategy (no unrealistic demands)
- Shorter and realistic lock-in periods

**Can you tell us a little about your management strategies?**

GNC Hospitality Management manages all the six key stages of your hotel asset on your behalf and also manages an impeccable balance between all three stakeholders (represented above) making it one of the most sought-after Hotel Property Management Companies. Over the course of the management contract, even the best hotel management companies in Türkiye

and neighboring countries miss out on performing regular audits that disables longer product life value that ultimately results in a decreased market value. **Why should hotel owners work with you and pay you an additional service fee when they can manage their hotels by building a team?** GNC Hospitality Management Hotel Management Company makes the hotel do its optimum revenue while keeping quality of assets and operations at the center; this approach helps the hotel appreciate its market value. That leaves the hotel owner in the most ideal



situation to even plan an exit as a future option. Know more about the service by calling our experts now (call now) or by clicking any of the buttons below. **Finally, do you have anything to add?** GNC Hospitality Management remains one of the first Hotel Management Companies in Türkiye and neighboring countries to begin Third-Party Hotel Management in its truest sense- making it fair and sustainable for all stakeholders. We are rapidly growing to be one of the best hotel management companies in Türkiye and neighboring countries.







# FARUK OKUDUR: WE WERE REBORN IN İSTANBUL

Biblio Globus, Anex Tour, Russian Express, IZI Tour, Kompas Tour, Air Bel Service, a total of 16 tour operators diversified the market and reached a higher volume.

Antalya-based Akay Travel Group, which has a 51-year history in the tourism sector, was restructured in Istanbul to provide incoming services upon the planning and demand of its partner Biblio Globus in Russia after the pandemic. Akay Travel Group Istanbul Regional Manager Faruk Okudur evaluated the first year of reorganisation in Istanbul. "On the 14th day of our re-launch of Istanbul operations under the FIT Holidays brand, our first planes started landing in Istanbul. In a short time, we reached a capacity of around 1,000 pax per week."

## I WOULD LIKE TO THANK TÜROB AND MÜBERRA ERESIN

While we were trying to create a product portfolio for the operation we planned in Istanbul, we organised workshops for hotels at two different points on the same day in October 2022 under the leadership of TÜROB, together with our executives from Antalya. Today, we receive direct prices

from more than 500 hotels, but we are able to perform much better with our mutually focussed hotels.

## WE STARTED OUR ADVENTURE WITH 1 OPERATOR AND WE CONTINUE WITH 16 OPERATORS

When we decided that we were permanent in Istanbul, we left our ready-made office and moved to our own property. Today, we have diversified the market and reached a higher volume with a total of 16 operators, including Biblio Globus, Anex Tour, Russian Express, IZI Tour, Kompas Tour, Air Bel Service, adding Istanbul to our operations in Antalya. In the summer season, the intense

pace of the incoming agencies in the Istanbul-oriented winter season is naturally slowing down due to the shift of the tourists' interest to the southern parts of the country and the increase in the online sales of Istanbul hotels. When non-routine factors such as elections and earthquakes are added to these factors, we can say that the 2023 summer season was not very good for the incoming agencies operating in Istanbul. With the arrival of October, our winter charter capacities started to become clear. We are making our necessary plans accordingly, unlike last season, we will minimise the number of hotels we will work with and focus on a small number of hotels where we can increase our operational profitability.



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