

turizm aktüel

Türkiye

YEAR: 26 • MARCH: 2024/01 • YIL: 26 • SAYI: 2024 /01 • MART • FİYATI: 250 TL • ISSN: 1301 – 4587



ITB
BERLIN

Firuz Bağlıkaya
TÜRKİYE'S TOURISM
CAN RISE MUCH HIGHER
THAN TODAY'S LEVELS

**TURKISH
TOURISM**
PROFESSIONALS
SATISFIED WITH
2023 AND **HOPEFUL**
FOR 2024

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2ND **TÜRSAB** TOURISM
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Antalya

Zeynel Kılıç
WE EXPECT HIGH OCCUPANCY
RATES IN **BODRUM**

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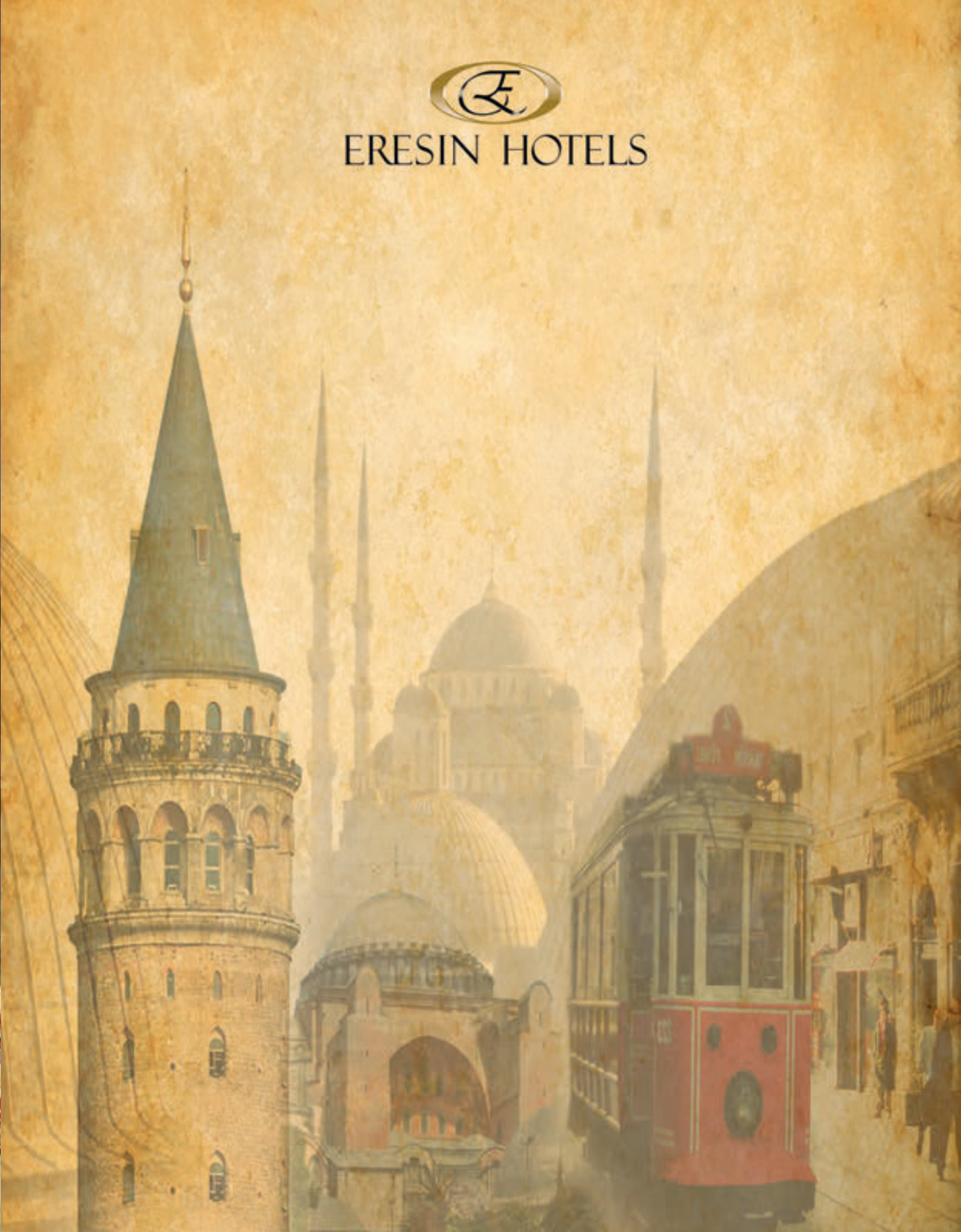
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Türkiye primed to make tourism strides thanks to commitment to diversification

Turkish tourism to continue to go from strength to strength this year, and for years to come, says UN Tourism chief.

Famed for its rich cultural heritage, stunning landscapes, idyllic beaches, crystal-clear turquoise seas, and tasty Turkish cuisine, Türkiye is expected to make even more strides in tourism in the days ahead thanks to its commitment to diversification.

Türkiye's international tourism arrivals shot up over the last two years, with the lifting or easing of COVID-related travel restrictions around the world. The country welcomed 49.2 million foreign tourists in 2023, beating its pre-virus level by 9.3%, according to the Culture and Tourism Ministry. Zurab Pololikashvili, the secretary-general of UN Tourism, the UN agency which promotes responsible, sustainable, and universally accessible tourism, stressed: "We expect Türkiye tourism to continue to go from strength-to-strength this year and for years to come." Beside growing in size, the Turkish tourism sector is growing more and more diverse, with many visitors coming for the country's culture, cuisine, health services, faith-based sites, sea, rural tourism, and more, Pololikashvili explained. "This committed shift to diversification is to be commented on as it will not only build resilience against future shocks but also ensures that the



benefits tourism brings, including jobs and economic growth, are spread more widely across Türkiye, including in rural areas." Citing UN Tourism data, he stressed that Türkiye ranked sixth in international tourism arrivals in 2019 and fourth in 2021, showing a clear upward trend. Julia Simpson, head of the World Travel and Tourism Council (WTTC), underlined that Türkiye's travel and tourism sector has fully recovered across the four key metrics: economic contribution, jobs, and domestic visitor and international visitor spending. By 2033, the council "is forecasting that the sector will grow its GDP contribution to almost 2.2 trillion liras (nearly \$73 billion) and employ over 3.3 million people across the country,"

Simpson noted. According to the Turkish Statistical Institute (TurkStat), Türkiye's tourism income in 2023 surged 16.9% year-on-year to total \$54.3 billion. World tourism Pololikashvili reiterated that the rapid and remarkable bounce back from the pandemic is expected to continue this year, to return to its pre-virus levels.

"According to our data, international tourist arrivals hit 88% of pre-pandemic, or 2019, levels at the end of 2023. Now this momentum will continue throughout the year and we should see 100% recovery globally," he added.

According to the latest World Tourism Barometer, international tourist arrivals reached 1.3 billion last year. "What's more, several destinations and sub-regions are already welcoming more tourists than they did before the pandemic, including Qatar and Saudi Arabia, as well as Central America, Southern Mediterranean Europe, and the Caribbean," he noted. Simpson said tourism will be supported by a strong travel demand this year despite a surging cost of living. "Despite inflation, people are keen to travel and are prioritizing holidays over other spending. This shows the resilience and determination of travelers, businesses, and governments."

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YEAR: 26 - MARCH: 2024/01 - NOVEMBER/ 2024
YIL: 26 - SAYI: 2024/01 - MART/2024 - FİYATI: 250 TL
ISSN: 1301 - 4587

PUBLISHING CENTER

YAYIN MERKEZİ

**TURİZMAKTÜEL MEDYA YAYINCILIK
HİZMETLERİ LİMİTED ŞİRKETİ**
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PRINTING PRESS**Birinci Baskı**

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

PUBLICATION TYPE

Local Periodical - Monthly Magazine

YAYIN TÜRÜ

Yerel Süreli Yayın - Aylık Dergi

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T.C. YASALARINA UYGUN OLARAK
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ISSN: 1301 - 4587

HELLO FROM THE ITB BERLIN SPECIAL EDITION OF TOURISM AKTÜEL...

We are together once again at ITB Berlin Tourism Fair, the most important fair of the tourism industry. ITB Berlin 2024, hosted by Germany, one of Türkiye's most important tourism markets, brought together all stakeholders of the industry once again. ITB Berlin, an industry classic where business contacts are established, market analyses are announced, new season trends are announced, and sectoral relations are further strengthened, has always been and will continue to be of great importance for the Turkish tourism sector.

The tourism sector, which entered the 2023 season carrying the shocking effects of the earthquake, but managed to minimise the traces of this effect by taking action very quickly, is entering the 2024 season with hope and great determination. The sector, which is preparing for new records this season, aims to completely erase the traces of the negativities we experienced as a country last year.

We all know: 2023 was not easy. In 2024, we can say that the tourism sector is more hopeful than last year. However, sector representatives, who evaluate the current situation with a realistic approach and make their plans for the future already, are locked on 2024 targets. Of course, each season creates its own internal dynamics. But it is a fact that representatives of the tourism sector are waiting for the new season with great hope and excitement.

As Tourism Aktüel Magazine, we, representing the tourism sector, took our place at ITB Berlin 2024 in our ITB Berlin 2024 special edition, which includes news that keeps up with the sector, interesting and informative interviews, evaluations of sector representatives regarding the 2023 season and our survey including their expectations from the 2024 season. Following our ITB Berlin special edition, which you will enjoy reading, we will meet you in our Arabian Travel Market (ATM) Dubai special issue between 6-9 May. Goodbye until we meet with the new edition.

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FİRUZ BAĞLIKAYA: TÜRKİYE'S TOURISM CAN RISE MUCH HIGHER THAN TODAY'S LEVELS

Association of Turkish Travel Agencies (TÜRSAB) President Firuz Bağlıkaya said, "We know that we can increase both the number of visitors and our tourism revenues to much higher levels."

Stating that the work carried out by travel agencies and TÜRSAB for more than 50 years has had a great impact on this success, Firuz Bağlıkaya said, "While the number of visitors to our country was 1 million in 1972, when TÜRSAB was founded, the number of foreign visitors reached 50 million as of 2023. When our citizen visitors living abroad are added, our total number of visitors exceeded 56 million."

WE MUST ENSURE DEVELOPMENT WITH STRATEGIC STEPS

Pointing out that the tourism figures for 2023 are important, Bağlıkaya

continued as follows "When we consider the natural beauties, historical and cultural values as well as the tourism infrastructure of our country, we know that we can increase both the number of visitors and our tourism revenues to much higher levels. We are also aware that we should not stay below the development curves of our competitors. We should not ignore that tourism competition in the world has become increasingly sharp, especially in the post-pandemic period. We have to work much harder to catch up and leave behind countries such as Spain, France and Italy, which are our competitors. We are aware of the fact that the average tourism income per

capita and average tourism income per night are far behind the countries we compete with. We must ensure development in these areas with strategic steps." Emphasising that Türkiye's tourism can rise much higher than today's levels with the synergy of working together and in unity within the framework of common sense with all stakeholders of the sector, Bağlıkaya said: "We will continue to work with our experience of more than half a century to achieve the targets set in tourism in accordance with the vision of our President 'Türkiye Century' and to serve our country's tourism as we have done until today."



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MÜBERRA ERESİN: 2024 WILL BE A BETTER YEAR

Our main target is the certification and inclusion of unregistered places in the registry. Our Ministry of Culture and Tourism has taken the necessary measures in this regard and registered all accommodation places.



Müberra Eresin, Chairman of the Board of Directors of TÜROB, said that there was a decrease in the occupancy rates of hotels due to unregistered accommodation as well as many negativities experienced in 2023, but 2024 will be a better year. TÜROB President Eresin pointed out that there was a decrease in the occupancy rates of hotels due to unregistered accommodation as well as many negativities experienced in 2023 and said, "As of April, we hope that 2024 will be a better year." Müberra Eresin, Chairman of the Board of Directors of the Hoteliers Association of Türkiye (TÜROB), drew attention to the decrease in the occupancy rates of hotels due to unregistered accommodation as well

as many negativities experienced in 2023. Eresin said, "There was a 10 per cent decrease in the occupancy rates of hotels. We see an increase in room rates. In 2023, among the reasons for the decrease in occupancy rates in city hotels are earthquakes, international war, many economic reasons and unregistered accommodation.

OUR MAIN GOAL IS THE CERTIFICATION OF UNREGISTERED PLACES

Our main target is the certification and inclusion of unregistered places in the registry. Our Ministry of Culture and Tourism has taken the necessary measures in this regard and registered all accommodation places and issued Simple Certificates and started to

register the remaining accommodation places with the Airbnb law. On a global scale, Türkiye is still one of the top destinations to be travelled to. This is thanks to the devoted efforts of our ministry, TGA and us, the tourism sector."

President Eresin also shared his views and predictions for the year 2024 as follows "As of April, we hope that 2024 will be a better year. Our only wish is to ensure peace in the world, it is very difficult to talk about tourism mobility in an environment where war is talked about. In this environment, 2023 figures are actually a miracle. By the way, one of our biggest supporters and partners is THY. Guests from distant destinations are very important to us. Therefore, I would like to thank THY once again."



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Orientbank Hotel Istanbul Autograph Collection received 3 awards

Orientbank Hotel Istanbul Autograph Collection was the only hotel to win awards in 3 different categories at the 2023 Shining Star Awards, which recognizes the best among all Marriott brands in 2023.

Orientbank Hotel Istanbul Autograph Collection, which won awards in the categories of Shining Star Awards Elite Appreciation Award, The Overall Staff Service Excellence Award for Premium hotels M/F in EMEA, and Operational Excellence Award Franchise Premium Hotels EMEA, impressed with its performance.

INTERNATIONAL PRESTIGIOUS AWARD

Orientbank Hotel Istanbul Autograph Collection has won awards in three different categories at the Shining Star Awards, an international prestige award that recognizes the best among

all Marriott brands in 2023. The hotel, which won awards in the Shining Star Awards Elite Appreciation Award, The Overall Staff Service Excellence Award for Premium hotels M/F in EMEA, and Operational Excellence Award Franchise Premium Hotels EMEA categories, received applause for its performance in the sector.

IT IS A GREAT HONOR AND HAPPINESS TO WIN THESE AWARDS

Engin Eryılmaz, General Manager of Orientbank Hotel Istanbul Autograph Collection, said: "We are very proud and pleased to have won these important awards. This success is a

reflection of the unique experience we offer to our guests, the dedication of our staff and the quality service approach of our hotel. In line with our vision of providing our guests with unforgettable moments, we are committed to continue to serve with the same care and passion in the future. Orientbank Hotel Istanbul Autograph Collection is a hotel in the center of Istanbul, offering its guests a unique experience with luxury accommodation and exceptional service. With its modern design, unique views and comfortable accommodations, Orientbank will continue to contribute to Istanbul tourism with pleasure.

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CVK PARK BOSPHORUS HOTEL
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CVK PARK BOSPHORUS HOTEL CELEBRATED ITS 10TH ANNIVERSARY

CVK Park Bosphorus Hotel aims to reach a total of 14 hotels in Türkiye and abroad in the next 10 years. The brand is also creating the necessary infrastructure for franchising.

CVK Park Bosphorus Hotel Istanbul celebrated the 10th anniversary of its opening on the 100th anniversary of our Republic with the "10th Anniversary and Welcome to the New Year" event. 800 guests attended the spectacular night, where dance performances and live music gave the guests unforgettable moments.

CVK Park Bosphorus Hotel celebrated its 10th anniversary with a sumptuous event attended by sector representatives and many guests from the business and art world. With 800 guests, a special video show prepared to celebrate the 10th anniversary of CVK Park Bosphorus was screened, and the guests were treated to unforgettable moments with dance performances and live music. CVK Park Bosphorus Hotel Istanbul, which offers an accommodation experience to its guests with an atmosphere that combines comfort with luxury while preserving the cultural heritage of its past, celebrated the 10th anniversary of its opening on the 100th anniversary of our Republic with the "10th Anniversary and Welcome to the New Year" event. Murat Arslan, General Manager of CVK Park Bosphorus Hotel Istanbul, said in his speech at the event: "Since the first years of the establishment



of our Republic, we have hosted many valuable statesmen and artists such as Gazi Mustafa Kemal Atatürk, Adnan Menderes and Yahya Kemal Beyatlı in our hotel. We are delighted to keep the glorious heritage of the historical Park Hotel alive successfully and to be the most favourite address of the city for 10 years. I would like to express my gratitude to Mr Çevik Family for bringing this valuable historical heritage to the service of all Istanbulites and Turkish tourism under the name CVK Park Bosphorus Hotel Istanbul. I would also like to thank you, our esteemed guests, for your participation in our invitation."

Murat Arslan continued his speech as follows: "Our target for the next 10 years is to reach a total of 14 hotels in Türkiye and abroad. In this process, we are creating all the necessary infrastructure to become a franchising brand. In addition to a resort hotel investment project that we plan to include in the CVK Hotels & Resorts family, we want to make a difference in the sector with 4 new hotel projects in Turkey and 6 new hotel projects in Western and Eastern Europe. In the near future, we will take the first concrete step of our goals by realising our hotel project located right next to Galata Port in Karaköy."

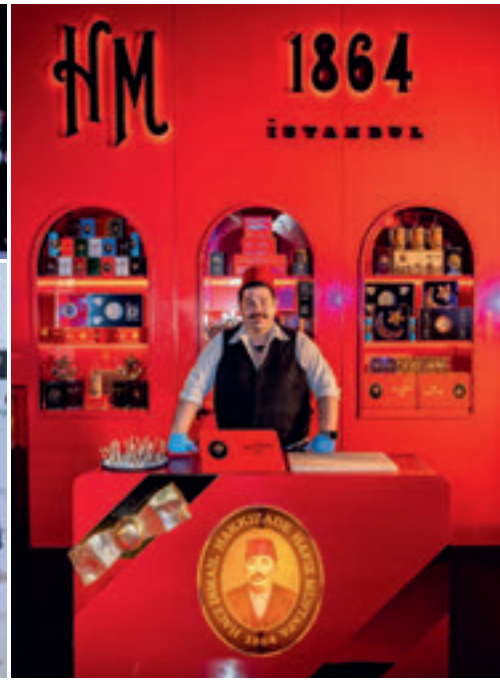
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"The Centennial Taste Pride of Türkiye for 159 years."

The journey of the Hafiz 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 Hafiz 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. Hafiz 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."

HAFIZ MUSTAFA 1864 CROWNED ITS SUCCESS WITH AN AWARD... 'BBC GOOD FOOD' AWARD TO THE FAMOUS BRAND

The award was presented to Hafiz Mustafa 1864 Board Member Eren Ongurlar and Overseas Management Director Ahmet Halit Demir at a glorious ceremony in Dubai.

Türkiye's leading baklava and confectionery brand 'Hafiz Mustafa 1864' received the 'Baked Goods and Pastry' award at the international BBC Good Food Middle East Magazine Awards ceremony held in Dubai. Türkiye's internationally renowned dessert and confectionery brand 'Hafiz Mustafa 1864,' received the "Baked Goods and Pastry" award at the BBC Good Food Middle East Magazine Awards. Traditionally held in Dubai, United Arab Emirates at the end or beginning of each year as the prestige organisation in the Middle East's Food, Gastronomy and Culinary Arts industry, more than 500.000 people around the world voted this year.

'HAFIZ MUSTAFA, 'PASTRY AND PASTRY' AWARD

'Hafiz Mustafa 1864' received the 'best' award in the field of "Pastry and Pastry" in the 2023 voting in many different categories such as best restaurant, best chef, best new

venue, best dessert and best coffee. In this process that continued for four months, Hafiz Mustafa passed the first, second and third rounds of voting and reached the final with 5 competitors. After the evaluation of the jury and the counting of independent votes, Hafiz Mustafa received this prestigious award on 25 January. The award was presented to Hafiz Mustafa 1864 Board Member Eren Ongurlar and Overseas Management Director Ahmet Halit Demir at a glorious ceremony held in Dubai.

WE WILL CONTINUE TO BUILD THE FLAVOUR WORLD OF TOMORROW

Hafiz Mustafa 1864 Board Member Eren Ongurlar said in his speech after the award, "Dear Hafiz Mustafa team, we are very happy to share with you a success that we can be proud of. At the Middle East Magazine Awards 2023, organised by BBC Good Food, we have won a valuable award in the field of Baked Goods and Pastry, leaving our

valuable competitors behind one by one. The BBC Good Food Middle East Magazine Awards are run solely by the votes of independent voters. More than 500 thousand votes were cast this year in this competition, where chefs and gourmets around the world also vote. This proud picture is the common work of all of us. Hafiz Mustafa 1864 will continue to build the flavour world and achievements of tomorrow with the strength it draws from its past, the excitement and happiness of achieving together. When we look at our past, we see a 160 years of flavour heritage full of awards and medals, and when we look to the future, we are aware that we will encounter dizzying innovations and achievements. We are even more proud to receive this award in our 160th year. There are international achievements and awards awaiting us and we believe that we will tirelessly demonstrate our leadership worldwide. I would like to extend our endless thanks to all of you for your efforts."





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TURKISH TOURISM PROFESSIONALS SATISFIED WITH 2023 AND HOPEFUL FOR 2024

Interpreting the record figures seen in the tourism sector in 2023 as a harbinger that the 2024 season will also be bright, tourism professionals say, "We will experience the real leap in 2024". Leading representatives of the tourism sector shared their evaluations on the tourism figures of 2023.



FIRUZ BAĞLIKAYA: ISTANBUL EYES 20 MILLION TOURISTS

Istanbul is setting a higher target in tourism, aiming to welcome 20 million foreign visitors, says Firuz Bağlıkaya, the president of the Association of Turkish Travel Agencies (TÜRSAB). Tourists from more than 200 countries visit the city, Bağlıkaya said,



adding that most of the international holidaymakers came from Russia, Germany, Iran, the United States, the United Kingdom, Iran, Saudi Arabia, France and Italy last year. "We estimate that more than 17 million tourists visited the city in 2023," he said in a statement. According to the latest official data, foreign tourist arrivals in Istanbul increased by 9 percent in January-November 2023 from the same period of 2022 to more than 16 million people. "Istanbul is the city of culture, arts and gastronomy, attracting a large number of visitors. Some 76 restaurants in the city are listed in the Michelin Guide," he said, noting that in 2022, 86 museums in Istanbul received 5.8 million visits. Bağlıkaya also said that in the first 11 months of last year, 219 cruise ships visited Istanbul, bringing more than 392,000 visitors. "Istanbul has a huge potential in cruise tourism. As TÜRSAB, we are working on projects to realize this potential. For instance, we carry cruise passengers who arrive at the port directly to the historical peninsula with the tram to avoid the traffic jam. This way, visitors save time."



ÖMER FARUK DENGİZ: 2024 WILL BE THE YEAR OF BODRUM IN TOURISM

We have held talks with airlines. There is a possibility of 1.5 million tourists for Bodrum. If agency payments are healthy in a certain period in tourism, hotels will be healthy in this respect. Ömer Faruk Dengiz, President of Bodrum Hoteliers Association (BODER), stated that they expect 1.5 million tourists next season and said that it will be the year of Bodrum in tourism.

Ömer Faruk Dengiz said that the hospitality and success of Turkish tourism will continue to be the centre of attention in global tourism with its understanding of service and rapidly developing technological investments, "There is a possibility of 1.5 million tourists coming to Bodrum. If agency payments are healthy in a certain period in tourism, hotels will be healthy in this respect. When the cash flow is correct, the service is also strengthened, and accordingly, the satisfaction rates increase. Therefore, it is of great importance to make tourism loans available. After all, tourism is the flagship of more than 30 different sectors."



VOLKAN ÇAVUŞOĞLU - SIRENE HOTELS GROUP SALES & MARKETING DIRECTOR: WITH THE EXPERIENCE OF 2023, WE ARE READY FOR 2024

2022 was very productive for the entire sector and we had raised our expectations for 2023 in this direction. However, since tourism is the sector most affected by every event, 2023 was affected by both economic developments and global balances. Despite this, in 2023, we achieved our targets in all our hotels with the strategies we implemented on time by following the developments well. When we look at the organisations we attended for 2024, our meetings with

our partners and our current domestic market and other market demands, we expect a profitable year.



EKREM USTA-FEZ TRAVEL CHAIRMAN OF THE BOARD: WE ARE RECEIVING HIGH DEMAND AND BOOKINGS FOR THE SECOND HALF OF 2024

As a company, we work with overseas countries such as Australia, America, Canada, South Africa. Our markets make bookings 9 - 6 months in advance. In 2024, when we received reservations for the first half of the year, the Israel - Gaza War had started. Our bookings for this period are very low. Currently, we are receiving more requests and bookings for the second half (June and later). The war had a negative impact, but there are other factors in addition to this. Especially the rising inflation worldwide, elections in many countries around the world are other reasons.

AYDIN KARACABAY- CHAIRMAN OF THE BOARD OF LEVNI HOTELS: I THINK WE WILL ACHIEVE RESULTS ABOVE 2023 IN TERMS OF OCCUPANCY AND REVENUE

Türkiye and world tourism managed to heal the wounds of the pandemic disaster to a great extent in 2023. Despite many negativities (Russia-Ukraine War, Israel-Palestine conflicts),

2023 brought a smile to faces. In 2023, our expectations were to exceed the levels realised in 2022 in terms of both occupancy and price. But our expectations were not realised. Especially November and December were well below expectations. 2023 Christmas and New Year's bookings were also much lower than normal. Naturally, this decline led to a decrease in revenues.

Our expectations for 2024 are still very positive. If everything goes well, I expect that we will achieve results above 2023 in terms of both occupancy and revenue. The main reason for this optimism is the good booking flow for the coming months. In



our meetings with OTAs and major tour operators, they also confirm the good outlook. 2024 is expected to be more vibrant compared to the previous year. Hotels in Istanbul, which have very positive expectations with the impact of health and MICE tourism, are trying to overcome their income deficits arising from the increase in foreign currency below inflation by increasing their prices in foreign currency. Of course, if this price increase process is not balanced, it may lead to guest losses. In my opinion, the most important of the main problems threatening the sector is the very high cost increase. It is very difficult to talk about profitability in hotel management until energy, food and personnel salaries are stabilised.



White House Hotel
♦ ISTANBUL ♦



SERDAR BALTA- OTTOMAN HOTELS GENERAL MANAGER: THE COURSE OF THE 2024 SEASON WILL BE DETERMINED BY THE MOBILITY IN THE MIDDLE EAST

We started 2023 with the earthquake disaster. Therefore, we could not enter February and March, the early booking period, as we desired. Since the possible Istanbul earthquake was constantly on the agenda, the first quarter or even half of 2023 did not pass as targeted. The mobility experienced in September and October was replaced by stagnation again when we came to the winter months. As for my predictions for 2024; although not related to our country, the mobility and war situation in the Middle East will be a determining factor in the course of the season. I think that the visa at the door application in the Greek islands will have a negative impact on domestic tourism mobility. In these months, which we are in the first quarter of 2024, the low occupancies in Istanbul are likely to remain this way until the end of Ramadan Feast. Although there are negativities such as the increase in costs in hotels, the pricing of food and beverage venues, the prices of airline tickets, the entrance fees of museums, I think that our Istanbul, whose charm is unique in the world, will be mobilised

by the middle of the season with the settlement of prices in the whole world economy.

FIDAN GÜLDÜR TETİK, GENERAL MANAGER OF MOMENTO HOTELS: DEMAND FOR THE SUMMER SEASON IS AT A LEVEL TO MEET EXPECTATIONS

In 2023, expectations were high compared to the previous year. However, due to the negativities we experienced at the beginning of the year, we spent a year below our expectations. If we look at 2024; there is currently a stagnation in the hotels brought by the winter season. However, the demands for the summer season seem to be in a position to meet the expectations for the coming period. I hope we have a year with plenty of sales.

C.KORKMAZ BÜYÜKÇALIK-RAMADA PLAZA BY WYNDHAM SILIVRI SALES AND MARKETING DIRECTOR: IN 2024, THE TOURISM SECTOR WILL GROW BY 20 PER CENT IN OUR COUNTRY

In 2023, the rate of foreign tourists coming to our country showed a growth of more than 15 per cent compared to the previous year. Especially Istanbul became the tourism capital of our country.



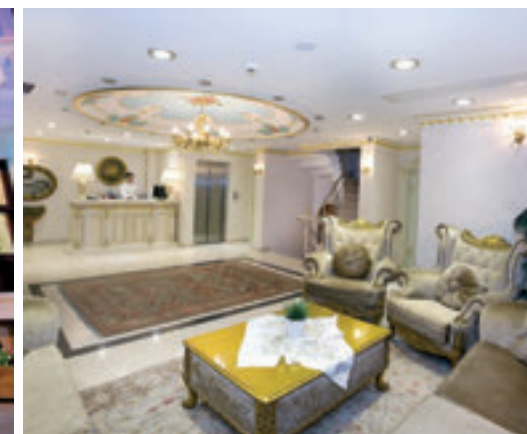
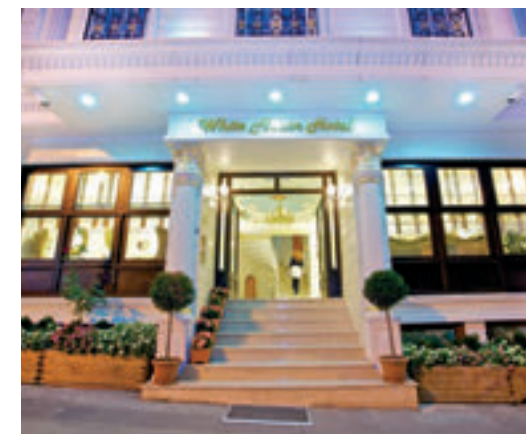
Afterwards, Antalya, Izmir and Muğla provinces received intense holiday demands. Especially tourists coming to our country from Russia and Germany are leading this increase. Russian tourists show great interest in other provinces besides Antalya region. The 2023 tourism season was a positive year with an increase in growth rate despite the negativities experienced. Ramada Plaza By Wyndham Silivri, where I am currently working, was opened in December 2022. Our hotel met its targets in the first year it was opened, so 2023 was a good year for us. In 2024, the interest of Bulgarian groups in our hotel continues.

As you know, Türkiye, as the only country in Europe where flights from Russia are not banned, will continue to host tourists from this country in 2024. In 2024, I think that the number of Russian tourists visiting our country will increase by at least 30%. This year, especially Pamukkale, Cappadocia, Göbeklitepe and Ephesus will continue to attract tourists. In 2023, the Chinese market did not have international departures because the airfields were closed. In 2024, with the start of the Chinese market, I predict that there will be a significant increase, especially Pamukkale. Visiting museum sites at night may also be attractive for tourists. I predict that 2024 will grow by 20% from 2023.



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.



ERKAN YAĞCI: 2024 WILL BE A TEST YEAR FOR US

World tourism reached 2019 figures. Türkiye has surpassed it. We left 2019 figures behind in 2023.

Erkan Yağcı, Chairman of the Board of Directors of TÜROFED, stated that 2023, which was stagnant until June, was a difficult but good year, and 2024 will be a test year. Erkan Yağcı, Chairman of the Board of the Hoteliers Federation of Türkiye (TÜROFED), said, "Although 2023 started very well, it showed stagnation until June with many sad events. In fact, we started to rise as of June. When we look at the figures, 2023 was a difficult year, but a year that ended well. As for 2024, this year will be a test year for us."

Yağcı said, "Although 2023 started very well, it showed stagnation until June with many sad events. In fact, we started to rise as of June. When we look at the figures, 2023 was a difficult but good year. World tourism caught the figures in 2019. Türkiye has risen



above it. We left 2019 figures behind in 2023. As for 2024, this year will be a test year for us. It is very important for us to maintain both income and number of people this year.

I FIND THE 2024 TOURISM TARGETS VERY REALISTIC

It will be a year in which the acceptance of price increases in the world market will be tested. As you know, 2024 Tourism Target Figures have been announced. I find these figures extremely realistic. We are the biggest driving force of Turkish tourism in terms of civil society. Türkiye is one of the countries with the best price/service balance. As long as we maintain our belief in tourism, I predict that both tourism movement and tourism revenues will increase. We are in a period when we can create a common mind towards the sector. This renaissance period will be long. Digital transformation and artificial intelligence have been added to market, product diversity and perception studies. The transformation in Turkish tourism forces us to think about this issue. Just as sustainability is important, these practices are also very valuable for the sector."



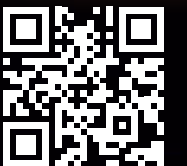
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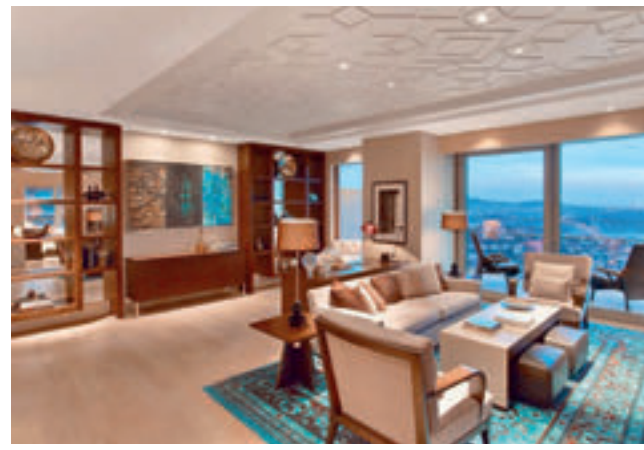
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TÜRKİYE'S HOTEL SECTOR CONTINUES TO GROW

Türkiye's hotel industry continues to grow with new players joining the market, the Hotel Association of Türkiye (TÜROB) has said in a recent report.

The number of chain and group hotels in the country increased from 57 in 2019 to 67 last year, including 46 local and 21 international chains, showed the report. The 722 accommodation facilities operated by those chains and groups had a total of 157,495 rooms. Of those facilities 321 were franchises and 257 were operated by owners. Some 221 of those hotels were in Istanbul, followed by Antalya, another major tourist destination on the Mediterranean coast, at 155 and the province of Muğla in the Aegean

region at 73, according to TÜROB's "Chain and Group Hotels 2023 Research." Wyndham Hotels captured the top spot on the list with 105 hotels operating across Türkiye with 15,368 rooms. Hilton Worldwide ranked second at 77 with 13,873 rooms. Accor Group came in third at 62 hotels with 13,233 rooms, followed by Marriott at 44 hotels with 7,674 rooms. Radisson Group had 33 facilities with 4,876 rooms as of last year. The Turkish accommodation sector has always been appealing to local

and international investors, said Müberra Eresin, the president of TÜROB, commenting on the result of the study. "Despite all challenges, the sector continues to lure investors. In addition to the increase in investments, the fact that domestic and foreign chains increased the number of their hotels is an indication of this," she added, singling out Istanbul as one of main locations in the world for hotel investments. More than 17 million foreign tourists visited Istanbul last year, accounting for 35 percent of all foreign tourist arrivals in Türkiye. Antalya welcomed nearly 15 million international holidaymakers in 2023. The number of foreign tourists visiting the country increased by 10.4 percent last year from 2022 to 49.2 million.

Including Turkish citizens residing abroad, the number of total visitors reached 56.7 million last year, marking a 10.3 percent increase compared to 2022. As tourist inflows into the country picked up, tourism revenues, which are one of the main sources of hard currency, also rose last year. According to the data from the Turkish Statistical Institute (TÜİK), tourism revenues amounted to \$54.3 billion in 2023, increasing by 16.9 percent from the previous year.



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2ND TÜRSAB TOURISM CONGRESS WAS HELD IN ANTALYA

Organized by the Association of Turkish Travel Agencies (TÜRSAB), the "2nd TÜRSAB Tourism Congress" was held in Antalya. The sessions in the 3-day program, which brought together more than 800 representatives of the sector, attracted great interest.

Under the organization of the Association of Turkish Travel Agencies (TÜRSAB), the "2nd TÜRSAB Tourism Congress" was held at the Royal Seginus Hotel in Antalya between 16-18 February 2024. In the congress organized under the main sponsorship of İşbank, valuable names came together with travel agency representatives in 11 different panels. The 2nd TÜRSAB Tourism Congress, organized in Antalya with 34 speakers,

attracted great interest from tourism professionals. In the organization, where many topics from 2024 targets to digitalization were discussed, the future of the tourism and travel industry was discussed.

FİRUZ BAĞLIKAYA: WE HAVE A BIG CONTRIBUTION TO THIS SUCCESS

Speaking at the opening ceremony of the congress, TÜRSAB Chairman Firuz

Bağlıkaya said, "Our travel agencies and TÜRSAB, which is the representative of our travel agencies in every situation and condition, have a great role in creating and developing Turkish tourism. Tourism is the organized form of travel. Travel agencies are the essential elements of tourism as those who make travel necessary and possible and organize it. To ignore us is to ignore tourism. To think that we will disappear is to think that tourism



will disappear. Therefore, as long as we exist, there will be tourism, and as long as tourism exists, there will be travel agencies. As long as travel agencies exist, their professional organization TÜRSAB will also exist.

THE SUPPORT OF OUR COLLEAGUES GIVES US STRENGTH IN OUR STRUGGLE

Tourism cannot be viewed only in terms of foreign exchange, income and numbers. Although tourism is primarily considered as an economic activity by the public and some actors in the sector, its contribution to societies understanding each other and respecting their differences is as valuable and important as its economic contribution. Tourism

needs peace and peace needs tourism. Tourism can be one of the most effective activities to protect the world. For this, we cannot only look at tourism in terms of foreign exchange, income and numbers. Tourism should be utilized in the fight against war and environmental disasters that make the world uninhabitable. For this reason, we are excited to listen to our speakers who will approach tourism from different perspectives in our congress."

FOREIGN PANELISTS WERE ALSO AT THE CONGRESS

On the first day of the organization, "World tourism in 2024 and Türkiye's place" was also evaluated. Moderated by TÜRSAB Honorary President Talha Çamaş, the speakers in the program were ICCA Europe Regional Director Efi

Koudeli, GAINING EDGE Analysis and Research Director Milos Milovanovic and UNTWO Technical Cooperation Director Jaime Mayaki. In the program, Türkiye's position in global competition was interpreted with data.

TOURISM WORLD CAME TOGETHER

In the 'How Tourism can be Developed with Media Power' Panel moderated by Mesut Kanat, Head of Information Technologies and Media Communication Group of TÜRSAB, Journalist Writer Emrullah Erdinç, Economist Selçuk Geçer and Kanal D News Reporter İbrahim Konar made evaluations on the place of tourism in mainstream media and digital media, and the relationship between media and tourism.



"a golden start to the day"



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



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All Seasons Suites is located on historical peninsula which is done the honours to rich cultural heritage of Istanbul that is the capital of ancient civilizations. All Seasons Suites offers to our valued guests the opportunity to experience both luxury and comfort. All Seasons Suites offers to you modern and comfortable accommodation in the historic center of the city. All Seasons Suites is adjacent to Fenari İsa Mosque (Konstantin Lijas Convent) which is one of the oldest buildings of Istanbul. All Seasons Suites provides services with 9 apartment which includes 2 room and 1 saloon which combines traditional Istanbul texture with modern interior architecture.



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

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

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The date of **GlobeMeets 2024** organization has been announced

The date of GlobeMeets 2024, recognised as one of the most important meetings of the tourism sector, has been announced.

The date of GlobeMeets B2B Networking Event, which is eagerly awaited by the tourism sector, was announced at a press conference held at Sheraton Hotel Levent in Istanbul today. At the press conference attended by GlobeMeets founders Hüseyin Kurt, Serdar Söyler and Emrah Tırpan, it was announced that the event will be held on 12 and 13 September at Rixos Tersane Istanbul, the highly anticipated tourism investment of Istanbul.

GLOBEMEETS WILL BE 2 DAYS THIS YEAR

Explaining that they decided to organise the event for two days this year in line with the demands from the sector, Hüseyin Kurt, Chairman of the Board of GlobeMeets, said the following about their new targets "Our event, which we organised for the first time last year, filled an important gap in our sector as it was effective, collaborative, benefit-oriented, closed event and not open to everyone, achieved the goal of bringing the right buyer and the right service



provider together and was the first in this field in our sector. The event we organised last year received almost full points from all participants. The very high level of satisfaction and kindness has led us to roll up our sleeves to realise a much better event.

RIXOS SHIPYARD WILL BE REALISED IN ISTANBUL

This year, we moved our organisation to the centre, Rixos Tersane Istanbul, and extended it to 2 days. We want to provide much more benefit to all stakeholders and create much more cooperation. This year, we will host 125 Hosted Buyer agencies from 26

cities in Türkiye and 40 Hosted Buyer agencies from 20 countries. At the same time, we will host 700+ buyer agencies from Istanbul as visitors. For 2 days, we will bring together our potential buyer (Buyer and Hosted Buyer) agencies, which we will host as visitors and guests, in the lounge and bistro area where they can meet with DMCs where they can receive local agency services in 50 different countries, tourism offices, airlines, marketplace business partners from around the world, hotels, insurance and visa service providers from abroad and a limited number of prestigious hotels in Türkiye."



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Coming Soon...

A hotel that combines history and technology

Levni Premium

Levni Premium Hotel, the third hotel of Levni Hotels after Levni Hotel & SPA and Levni Plus Hotel, will be in service in mid-2024. Inspired by its location and designed to reflect the historical texture, the hotel will have a total of 72 upper segment rooms, 8 of which are executive and 8 deluxe rooms with sea view.



The hotel, which is designed by Interior architect "Mrs. Burcin Hazinedaroglu Sahin" and is planned to be open by mid-2024 consists of 4 blocks and will have a total of 72 upper segment rooms, 8 of which are executive rooms with sea view and 8 are deluxe. In the decoration of the rooms of the hotel, which was designed to reflect the historical texture inspired by its location, the products of the high segment valuable brands of our country were preferred.

SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY HOTEL

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



the hotel has 72 upper-segment rooms in total. One of the blocks of the hotel is a registered historical monument.

IT WILL BE IN SERVICE MID-2024

Levni Hotel & SPA, one of the existing hotels of Levni Hotels, which adopts providing guest satisfaction-oriented service as a principle and adopting a comfortable stay to our guests as its

first goal, has been at the top of the world's most important review sites for guest satisfaction for years and has won various awards.

Levni Hotels, aiming to become even stronger with the Levni Premium Hotel, which will be put into service in mid-2024, continues its growth-oriented development with the power and energy it receives from Türkiye's tourism capacity.

THE PRODUCTION OF THE LATEST TECHNOLOGY HAS BEEN USED

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



Rixos Hotels opening flagship property in Istanbul

Accor's Rixos Hotels is set to open its thirteenth hotel in Turkey, with the unveiling of Rixos Tersane Istanbul. Set in the historical Tersane district, the new Rixos opening is part of a development transforming the former Ottoman naval shipyards into the beating heart of Istanbul once more. An eclectic fusion of cultural heritage and cosmopolitan urban lifestyle, the property embraces the brand's signature Turkish hospitality across 432 rooms, many with views of the Golden Horn, and 67 suites, 55 of which will have their own outdoor terraces.

An all-day dining restaurant will be home to an open kitchen with Italian and Asian influences, and a heated outdoor terrace catering for up to 500 guests. A Cigar Lounge meanwhile will serve a selection of light bites and sharing plates, paired with whiskey, cognac, bourbon, brandy and wine. Framed by panoramic views of the Haliç, a 2,027m² ballroom will be a sophisticated venue for events,

accompanied by adjacent pre-function areas. Further meeting and event spaces include a 1,600m² outdoor area, 929m² ballroom foyer and four meeting rooms. "It's a privilege for the Rixos brand to open what will be the flagship hotel of Istanbul's revived Tersane district," says Murat Alpman, Senior

Vice President of Sales & Marketing, Rixos Hotels. "This development marks a brand new concept and offers guests an unforgettable experience in a vibrant city location with access to superb luxury facilities, exceptional service, signature hospitality, gastronomy and world-class entertainment."



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STUDY TRIPS



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EVENTS



EMRE NARİN: WE PLAN TO ACHIEVE HIGH TARGETS IN 2024



We plan to reach our new and higher targets in 2024 by increasing market diversity and extending the operation time of our facilities.

Emre Narin, Vice Chairman of the Board of Martı Otel İşletmeleri A.Ş., said that they plan to achieve higher targets in 2024 by increasing market diversity and extending their operation time. Emre Narin, Vice Chairman of the Board of Directors of Martı Otel İşletmeleri A.Ş., announced his views and expectations about the 2024 tourism season. Narin said, "Despite the fluctuations caused by factors outside the sector in 2023, which started with hope with the decrease in the global pandemic effect, we achieved our goals in the season we entered by completing an important renovation covering our 3 hotels. In 2024, we plan to reach our new and higher targets by increasing market diversity and expanding the operation time of our facilities."

WE HAVE SUCCESSFULLY COMPLETED 2023, WE ARE READY FOR HIGHER TARGETS IN 2024

Emre Narin said, "In 2023, which started with hope with the decrease in the global pandemic effect, we experienced the earthquake disaster on 6 February. On the one hand, while continuing our renovation works covering our 3 hotels, on the other hand, we hosted our earthquake victims. Despite all the fluctuations caused by factors outside the sector last season, we, as Martı Hotels & Marinas, achieved high occupancy rates both in our hotels and in our marina and served our guests with the highest level of satisfaction. In 2024, we plan



to reach higher targets by increasing our market diversity and expanding the operational period during which our hotels remain open."

I DON'T THINK WE'LL STRUGGLE AS MUCH AS LAST YEAR

Responding to a question about whether the cost-price increase-competition equation experienced by Turkish hoteliers last year will also occur this year, Narin said, "The same equation continues this year, but I anticipate it will continue on a slightly smaller scale. When we consider the end-of-year exchange rate forecasts and inflation data, I don't think we'll struggle as much as last year. But it wouldn't be unrealistic to foresee that we will experience difficulties in the inflation-exchange rate gap again."

Emre Narin mentioned the possibility of reevaluating urban investments, saying, "If there is an opportunity in the coming period, we may try urban hotel management again. But the most important issue for investors is that the investment environment is predictable and foreseeable. From the 2015 season to now, for 8-9 seasons, except for 2018-2019, we haven't had a season that we can reference. We're not used to something happening in six out of eight years. If the waters calm geopolitically, I think investments will increase even more. We left Istanbul in 2016. It was a commercial decision at the end of the day. We entered with a commercial decision, and we left with one. But that doesn't mean the door is completely closed; if an opportunity arises, we will reconsider."

Emre Narin expressed that they expect a 40% growth in overnight stays, saying, "2023 was better than 2022. In 2024, we expect about a 40% growth compared to 2023. As the Martı Group, we have increased our market diversity. We have extended the opening hours of our hotels. Martı Resort is open all year round. We keep Martı Myria open until November. Last year, we had some investments in our facilities. The return on these investments takes time. This year, we expect a 40% growth in overnight stays. We also have a marina, which operates at full capacity. Since the pandemic, the number of boats has increased significantly, but the number of marinas to accommodate these boats is not increasing rapidly. It is not so easy to obtain permits for marinas everywhere in the world."

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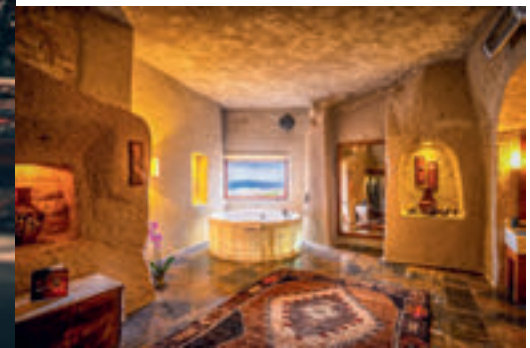


Museum Hotel; A unique cave hotel with a unique living-museum concept

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.





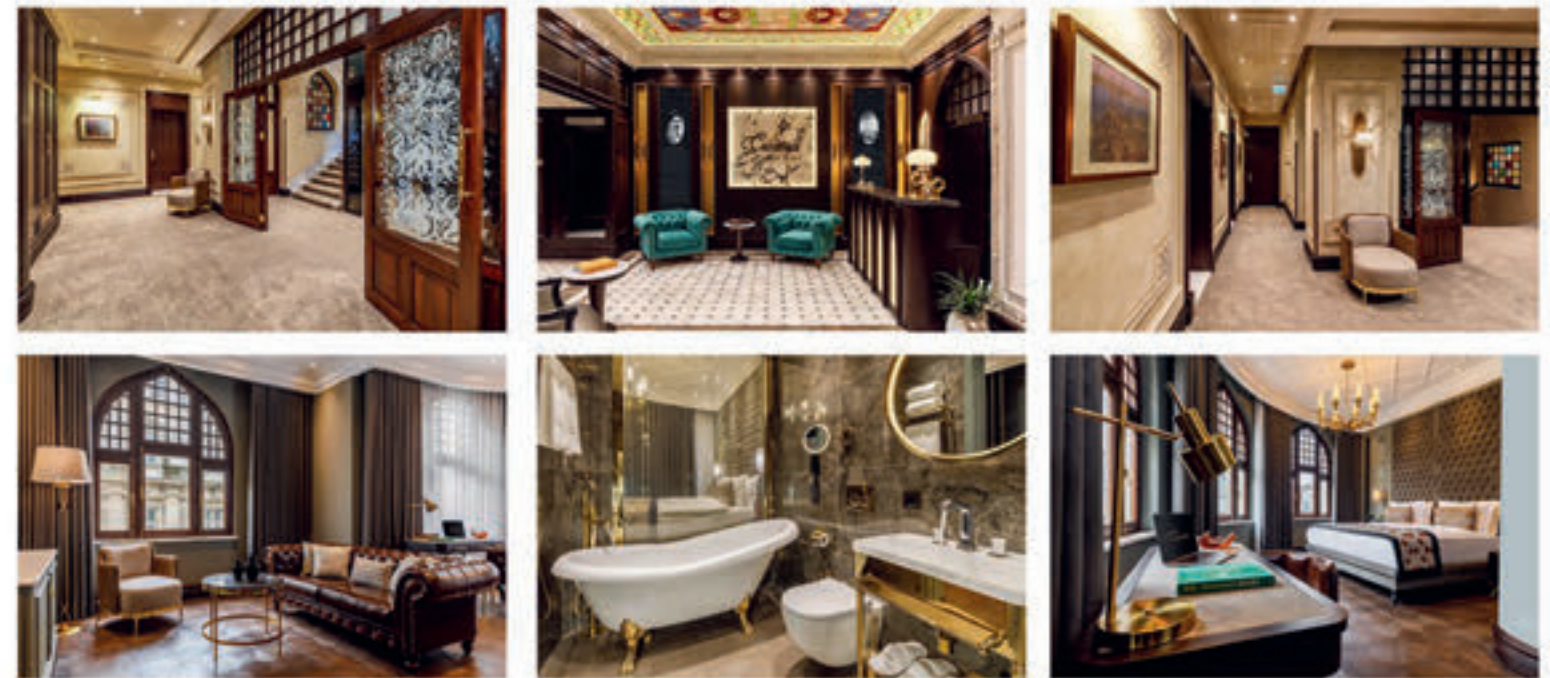
Türkiye sets sights on \$100B revenue in thriving tourism sector

Türkiye continues to move steadily toward its tourism goals and starting this year, it plans to take firm steps toward an ultimate revenue goal of \$100 billion (TL 2.98 trillion).

Culture and Tourism Minister Mehmet Nuri Ersoy stated that despite various global instabilities, negative developments in the surrounding areas, wars and last year's devastating earthquakes, dubbed as "disaster of century," Türkiye continues to progress steadily toward its tourism goals. Driven by arrivals from Russia and Germany, Antalya attracted a significant amount of tourists from the United Kingdom and Poland throughout last year, which sector officials found promising for the upcoming season as well. "Despite many global instabilities, negative developments in its environment, wars and the 'disaster of the century,' Türkiye continues to steadily advance toward its goals in tourism," Ersoy said. "Starting from this year, we are taking firm steps toward

our ultimate goal of \$100 billion in tourism by breaking records and increasing the number of visitors and income every year." Tourism revenue climbed 53.4% to a record high of nearly \$46.3 billion in 2022 as the lingering effects of the pandemic dissipated and Russian arrivals skyrocketed after Moscow invaded Ukraine on Feb. 24. Income rose over 20% from a year earlier to \$42 billion in first nine months of 2023. Furthermore, the minister expressed the importance of a well-planned effort involving various stakeholders to achieve the ambitious target. Ersoy underscored the necessity for collaboration among all stakeholders, not just the ministry, to improve tourism. He highlighted the responsibilities of local authorities in fulfilling infrastructure investments in

line with the set goals. The minister pointed out that significant emphasis is given to the infrastructure efforts in Antalya, which is a tourism city, including capacity expansion at Antalya Airport and the acceleration of highway construction between Antalya and Alanya. He highlighted the importance of improving urban transportation to make it easier for tourists to explore beyond their all-inclusive hotels. Ersoy concluded by noting Türkiye's and Antalya's significant progress in obtaining Blue Flag certifications for facilities and beaches in recent years. He mentioned ongoing efforts to launch a wastewater treatment facility in the district of Kemer and affirmed the ministry's commitment to intervene in necessary areas to ensure environmental standards are met.



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LBT Service brought together 125 foreign tour operators with hoteliers in Istanbul

Leisure Business Travel (LBT Service) brought together more than 125 agencies and tour operators serving in many countries including Uzbekistan, Kazakhstan, Kyrgyzstan, Russia, Azerbaijan, Ukraine and Georgia with Istanbul's leading luxury 27 hotels within the framework of 'The Royal Experience 2024' Workshop event.



Leisure Business Travel (LBT Service) brought together the leading travel agencies of the Turkic Republics and 27 hotels serving in the upper segment in Türkiye at 'The Royal Experience 2024' workshop held at CVK Park Bosphorus Hotel Istanbul. The workshop was attended by more than 125 tour operators and travel agencies serving in many countries, especially Uzbekistan, Kazakhstan, Kyrgyzstan, Russia, Azerbaijan, Ukraine, Georgia. İlimdar Rıza, Chairman of the Board of Directors of Leisure Business Travel, said in his speech at the event, "Our customer portfolio we serve prefers 5-star hotels that serve mostly in the VIP segment. We organise mostly personalised, Istanbul and Istanbul-bound tours."

THE NUMBER OF PARTICIPANTS INCREASES EVERY YEAR

Stating that they started to organise workshops before the pandemic, İlimdar Rıza said, "In 2019, we organised an event called 'The Istanbul Workshop' in Uzbekistan-Tashkent. Only hotels operating in Istanbul participated in this organisation. In 2022 and 2023, we organised workshops in Almaty, Kazakhstan. In 2024, we will hold workshops in Almaty, Kazakhstan, and Uzbekistan-Tashkent.



İlimdar Rıza,
Chairman of the Board
of Directors of LBT

Every year the number of hotels participating in this workshop increases. We started with 10 hotels, now there are more than 20 hotels. The Royal Experience 2024 event we are organising today is different. In 2023, we invited our best-selling agencies to Istanbul and brought them

together with our hoteliers. We plan to hold this organisation every year and expand it and move it abroad." İlimdar Rıza, explaining that they have established a platform called The Royal Experience Club, said: "We are very deficient in promotional activities related to Istanbul. The average stay is 2.5 nights. We aim to extend this to 1 week. We have a VIP programme called The Royal Experience Club. We have gathered the customer, agency and hotel on a platform. This platform is a common platform that brings together those who provide this service to guests who prefer special services. It is a common platform where everyone can get a common denominator. I hope it will be beneficial for everyone. I think we have taken a strong step towards 2024 with this organisation."





divan

DISCOVER THE WORLD OF DIVAN

DIVAN GROUP INVITES GUESTS TO UNPARALLELED DISCOVERIES

Since 1956, Divan Group, a cornerstone of Türkiye's hospitality landscape, has consistently pursued a sustainability approach across its array of hotels situated in 9 distinct locations and at its 3 event venues to deliver impeccable service, unforgettable stays, and unique culinary experiences, all while contributing to a more sustainable future for generations to come.

Divan Group provides guests with an unparalleled accommodation experience across its 11 hotels spanning from Istanbul to Erbil, offering a blend of modernity and sophistication, cultural richness, and gastronomic delights at privileged locations where culture, art, and history converge. Divan Group ensures every guest feels truly special with exquisite flavors and impeccable service. Not forgetting the discerning palate, our experienced Divan chefs meticulously curate menus featuring a fusion of local and international cuisine at each hotel and event venue, creating the ultimate destination for those seeking to savor delightful moments throughout the day as well.

DIVAN ISTANBUL AND DIVAN ISTANBUL CITY

The two hotels of Divan Group in Istanbul are located at the very heart of the city, filled with historical and cultural riches. Divan Istanbul, situated in bustling Taksim, and Divan Istanbul City, set in Gayrettepe,

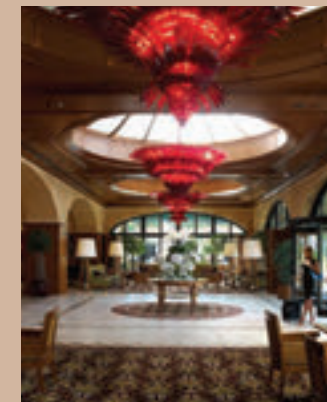
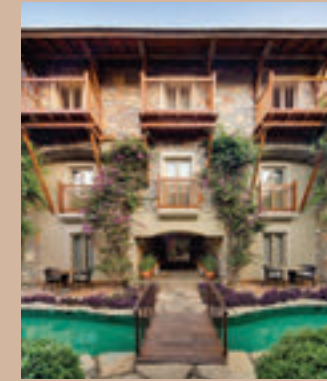
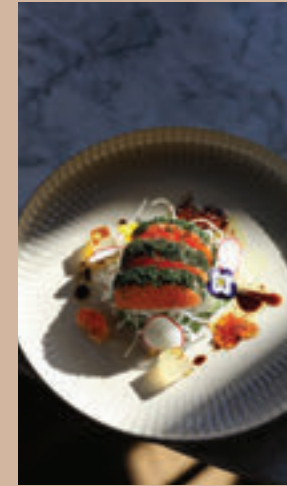
offer a comfortable and functional accommodation experience for business travelers, while also serving as an excellent starting point for guests eager to explore the city. Moreover, the award-winning dining destination Lokanta within Divan Istanbul and the popular Asian cuisine hotspot Maromi Istanbul offer guests an unparalleled culinary delight.

DIVAN ANKARA AND DIVAN ÇUKURHAN

Divan Group continues to offer its exceptional service in Ankara, at the capital's bustling center of commerce and politics. Divan Ankara, with its striking modern design and central location in Çankaya, emerges as the perfect choice for both business travelers and city explorers alike. Meanwhile, Divan Çukurhan, which stands out among Ankara hotels with its unique historical texture and boutique hotel concept, hosts delightful gatherings with its proximity to the city center, distinct atmosphere, and impeccable service approach.

DIVAN BODRUM

In the jewel of the Aegean, Bodrum, Divan Bodrum is the go-to destination for those yearning to bask in the harmony of sea, sun, and leisure. Nestled in the unique atmosphere of Türkbükü, Divan Bodrum opens the doors to a dream-like vacation for its guests. Divan Group invites guests to indulge in pleasurable accommodation experiences across a variety of destinations: Divan Adana, located at the heart of the flavorful city of Adana in southern Türkiye; Divan Bursa, offering breathtaking views of Bursa's captivating natural beauty; Divan Çorlu, conveniently situated near Istanbul in the industrial city of Çorlu; Divan Mersin, standing out with its seafront location in the Mediterranean gem of Mersin; Divan Gaziantep, promising a culinary journey in Türkiye's gastronomy capital, Gaziantep; and Divan Erbil, presenting a unique concept for guests in the commercial and cultural hub of northern Iraq.



ELITE WORLD HOTELS & RESORTS



Elite World Hotels & Resorts aims to reach 50 hotels

Elite World Hotels & Resorts, which has nearly 50 years of experience in the tourism sector, will contribute to its strategy of expanding the chain by creating diversity in tourism with the new hotels it will open. The Group's target is to reach a total of 50 hotels in Türkiye and abroad by 2030.

Elite World Hotels & Resorts is taking its 50 years of experience one step further. Deciding to expand the chain with the franchise business model, the group will add 4 new brands to the group in line with its growth strategy. The group aims to contribute to Turkish tourism without compromising on quality and increase the number of hotels to 50 by 2030. It has 4 brands in the mid-segment, luxury segment, Elite World Grand, Elite World, Elite World Comfy and Elite World GO, which appeal to different guest groups. Operating in the Marmara, Aegean, Black Sea and Eastern Anatolia regions with a total of 11 hotels, Elite World Hotels & Resorts acts with the vision of creating value in tourism both domestically and

internationally, especially in Türkiye's 7 regions.

WE WILL BE IN ALL 7 REGIONS OF TÜRKİYE

Emel Elik Bezaroğlu, Member of the Board of Directors of Elite World Hotels & Resorts, said, "We believe that diversification is an important criterion in tourism. Based on this, as Elite World, we want to provide this diversification and be present in 7 regions of Türkiye with our hotels. While we contribute to this diversification with our hotels, we also care about the diversity in the tourist markets coming to our country from abroad. For this reason, we are focusing on our promotional activities in global markets this year.

We believe that we will get to where we want in tourism with the right target audience, the right budget and targets."

INVITES INVESTORS TO GROW IN TOURISM

In his speech, Orkun Petekçi, CEO of Elite World Hotels & Resorts, said, "As Elite World Hotels & Resorts, which rapidly adapts to the changing trends in tourism, we aim to increase diversity in tourism by creating 4 new brands that will appeal to different categories. We will realise this growth together with investors who want to contribute to the growth of Turkish tourism with the franchise business model, mainly 3 and 4 star hotels in line with the demands received."



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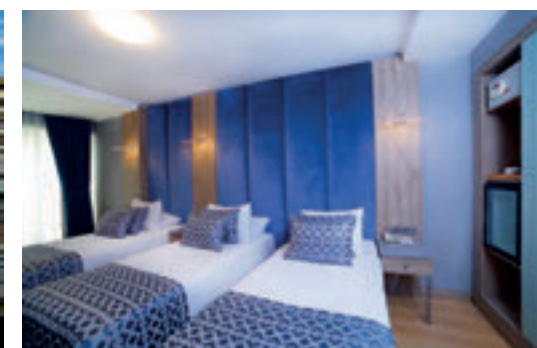
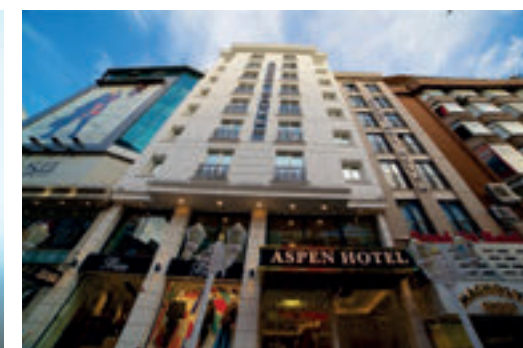
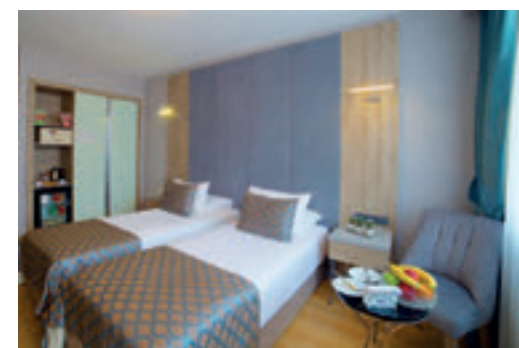
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İsmet Öztanık: How can there be so few local hotel brands in a country with 52 million tourists?

İsmet Öztanık, Founder of Avantgarde Collection / Lucis Initiative and TGA Executive Board Member, made remarkable statements regarding the new investments of the group, the business lines they operate in, their new brands, TGA and other hot agendas of the sector.

We separated brands as urban and refined
Öztanık, who operates five hotels under the Avantgarde Collection umbrella (three in Istanbul, and one each in Bodrum and Cappadocia) as Founder of Lucis Initiative, stated that they respond to the growing luxury trend in the market by dividing their hotels into two brands. İsmet Öztanık mentioned that they will operate under Avantgarde Urban in city hotels and under Avantgarde Refined in luxury hotels in exceptional locations.

We set out to be an alternative to international hotel brands
Öztanık noted that their second area of concentration is Lucis Hospitality Management, which currently houses two properties not owned by themselves. He stated, "In our accommodation sector journey that started in the 1990s, we used to operate our own properties, but we set out to be an alternative to international hotel brands that cover almost every segment in the market. We have a business model that offers a more empathetic approach with investors, taking into account the investor's trust and income expectations in this field."

Opening a luxury 'tourism complex' in Cappadocia
Öztanık expressed that they have acquired another plot of land next to the old Alfina Hotel, one of the oldest cave hotels in Cappadocia. "We embarked on this project with a highly successful architect in the field, Efe Haydar. The facility is more than just a hotel. Because



it is a complex with 12 separate sections within it. The facility includes 50 cave rooms, 3 dining areas, a large wellness area that is much needed in Cappadocia, various event spaces for hosting events, and a bar and lounge area. Additionally, we are turning one of the stone structures into an open-air gallery by working with reputable curators and artists."

We completely renovated Avantgarde Yalıkavak

İsmet Öztanık announced that they also underwent a significant renovation at the Yalıkavak facility in Bodrum. He explained that the renovation at this facility was managed by Erdal Dalkılıç, the General Coordinator of Avantgarde Hotels, and that they worked with Wangan Studio. Reminding that they opened Avantgarde Yalıkavak in 2012, Öztanık said, "Taking into account the growing demand for high-level luxury products, we set out thinking, 'What can we add to Avantgarde's service?' One of our goals was to differentiate our hotel in Cappadocia and Yalıkavak from our other hotels as a brand positioning. Therefore, in both Cappadocia and Yalıkavak, we gathered our hotels under the Avantgarde Refined brand. In Avantgarde

Yalıkavak, we worked with a Turkish architectural office named Wangan, which won the Reddot award. Last year, we completely renovated our rooms, and this year, we are renovating all the common areas of our hotel, including the exterior and lobby. We will also enter into brand partnerships for three different dining venues inside."
But Türkiye, that hosts 52 million tourists, how can there be so few hotel brands? International brands bring a know-how from abroad and include you in the international reservation network. They promise an advantage in this regard. There is nothing else. There are also approaches by brands to make this business more complicated than it actually is. On the other hand, do they promise more income to the investor? No. I, who have a dynamic structure and have experienced various crises in Türkiye, know very well what the investor needs both in good times and in force majeure situations. In other words, I must be able to make the investor earn something even in the worst conditions and meet their risks and expectations. So, as Avantgarde, I am sitting at the table with a revenue model, even if it is minimal. This is a model that none of them have. All things are expressed with word 'percentage' in their business model. Foreign chains continue to receive their shares even in the worst conditions. The investor also says, 'I'm taking all the risk, when are you going to bare your neck?' Right now, the biggest expectation of the investor is for something to enter their pocket even in the worst conditions, and we guarantee that.



TIME TO DISCOVER





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Chinese tourists do not come to Cappadocia because.. Flights to Türkiye are limited and expensive

We have new investment plans. We renovated Dinler Hotel, our first hotel, last year. At the same time, we bought our places in Ortahisar and Göreme regions. In summary, we have 2 new renovations and 2 new investments.



Yakup Dinler,
Chairman of the
Board of Kayakapi
Premium Caves

Yakup Dinler, Chairman of the Board of Kayakapi Premium Caves, announced his views and expectations for Cappadocia in 2024. Dinler pointed out that the reason why Chinese tourists do not come to Cappadocia is that flights to Türkiye are few and expensive, and also stated that Cappadocia does not have enough capacity to host 1 million Chinese tourists.

PEOPLE REVISED THEIR PLANS WHEN WAR BROKE OUT

Yakup Dinler, who informed that the Israeli-Palestinian war affected Cappadocia bookings very seriously, said, "The numbers went well, everything was fine. On 7 October, the start of the Israeli-Palestinian war seriously affected the beginning of the year tours. Latinos and Americans who came to Cappadocia at that time do not only come to Türkiye and Cappadocia. Since they come from far away, they usually plan to visit three countries, Greece, Türkiye and Israel. When the war broke out in Israel, people revised their plans and many plans were cancelled. Among the Latinos who came, there were many people belonging to the Jewish religion. We were not hosting many Israeli tourists, but there were many tourists of the Jewish religion. The effect of this is still continuing. January 2024 went down in history as perhaps the worst January in Cappadocia."

I THINK BOOKINGS WILL ACCELERATE VERY SERIOUSLY

Dinler said that this year's bookings are behind 2023 and said, "In Cappadocia, there is no distinction of early booking or pre-booking, there is direct booking. When I talked to both my own facilities and my friends who have a few facilities, this year's January bookings are 15-20 per cent behind the January of 2023. But this does not mean that this year will be worse than last year. I think that the bookings will accelerate very seriously, especially with the opening of the Chinese market," he said.

FEW FLIGHTS TO TÜRKIYE AND HIGH PRICES IN CHINA

"Unfortunately, problems continue in markets such as China, Korea and Japan. These countries hardly opened after the corona. They are not fully open yet. Problems with package tours and insurances are still continuing. They come on an individual basis, but group bookings are still at a minimum level. In addition, the number of aircraft is low and the flights are very expensive. Many tourists were voicing this. THY has become an expensive airline now. I think they should reduce the prices a little more to reasonable levels. Because Türkiye is no longer a cheap country, and when the plane is expensive, people make their preferences accordingly. The impact of the opening of the Chinese market on Türkiye is very minimal. There is nothing very serious at the moment. In my opinion, one of the main reasons for this is the low number of frequencies. It is also said that there is still a problem in package tours. Yes, there is an opening, but that opening has not been a complete opening. Whatever the state says happens there. There is a demand, Türkiye is wanted, but the price is said to be expensive, there is a problem with insurance, there is a problem with

aeroplanes. We would normally open the season in Cappadocia in April."

WE HAVE NO CHANCE TO HOST 1 MILLION CHINESE TOURISTS

Stating that Cappadocia is not yet capable of hosting 1 million Chinese tourists, Dinler said, "There has been a discourse of 1 million Chinese tourists for years. This has a calculation and



Yakup Dinler,
Chairman of the
Board of Kayakapi
Premium Caves

a book. In order to host this many Chinese tourists, you must have a certain aircraft and bed capacity. We do not have the chance to host 1 million Chinese tourists when there are not enough planes. Cappadocia currently does not have the capacity to host 1 million Chinese tourists. In the period when there are so many Chinese tourists, other markets will definitely increase. We will not have the chance to host it. But we saw the number of 364 thousand Chinese tourists in 2019. If he threw a needle somewhere in the stock market or in a currency, it means that he will get

back there. For this reason, of course, we have the potential to exceed this figure in the Chinese market, but we expect some dynamics to fall back into place. We still have not been able to overcome that problem in the corona."

2 RENOVATIONS AND 2 NEW HOTEL INVESTMENTS

Giving information about new investment plans, Dinler said, "We have

new investment plans. We renovated Dinler Hotel, our first hotel, last year. We continue this year as well. We are doing it piece by piece, without closing it. There will be some new developments in Kayakapi. We are waiting for the new period in terms of local administration. Because we had some problems with this local administration. At the same time, we have taken our places in Ortahisar and Göreme regions. We have given the project for the one in Göreme. We are waiting for it to come out. In summary, we have 2 new renovations and 2 new investments."

B2B NETWORKING EVENT II 2024

ABOUT EVENT

Launching with the mission of connecting the right buyer agencies with the appropriate service providers, the GlobeMeets B2B Networking Event held its first-ever organization last year and achieved full marks from all participants.

We are overjoyed to have organized an event that not only was prestigious and effective but also business-oriented, beneficial to all participants, and succeeded in creating added value.

Fueled by the satisfaction and positive feedback from the industry and participants, we are highly motivated to deliver an even better event this year.

Based on the feedback we've received, we've decided to extend this year's GlobeMeets B2B Networking Event to two days, aiming for a more productive environment. This will enable all participants to initiate more new contacts and collaborations, and enhance existing ones over the two days.

The high levels of satisfaction and increased demand for our event have also led us to evolve into a larger organizational structure and move to a much larger venue.

This year, our event will be hosted at Rixos Tersane Istanbul, set to become one of Istanbul's most distinguished venues and hotels soon.

Last year, we had the opportunity to host 109 Hosted Buyer agencies from 26 cities, and also welcomed over 700 agency representatives from Istanbul as buyers and visitors.

We managed to bring together buyer and visitor agencies from 38 countries with 52 DMCs, 7 airlines, 3 different tourism offices, hotels from abroad, 2 insurance companies, cruise companies, and our business partners.

We are excited and preparing to elevate our event to even greater heights this year.

To share our preparations with you: we are pleased to be hosting 125 Hosted Buyer agencies from 26 different cities across Turkey (covering accommodation, flight tickets, transfers, and participation in the event). Unlike last year, this year we also plan to welcome 40 Hosted Buyer agencies from 20 different countries.

Additionally, we will be hosting over 700 buyer agencies from Istanbul as visitors.

Throughout the two days, we will facilitate networking among our buyer and visitor agencies with DMCs that can provide local agency services in 50 different countries, tourism offices from around the world, airlines, our supplier partners, international hotels, insurance and visa companies, and a select number of hotelier friends from within the country.

We hope that our event, which we will be holding for the second time, will generate benefits for everyone involved and create added value. We extend our heartfelt thanks to everyone who has joined us on this journey and wish them success.

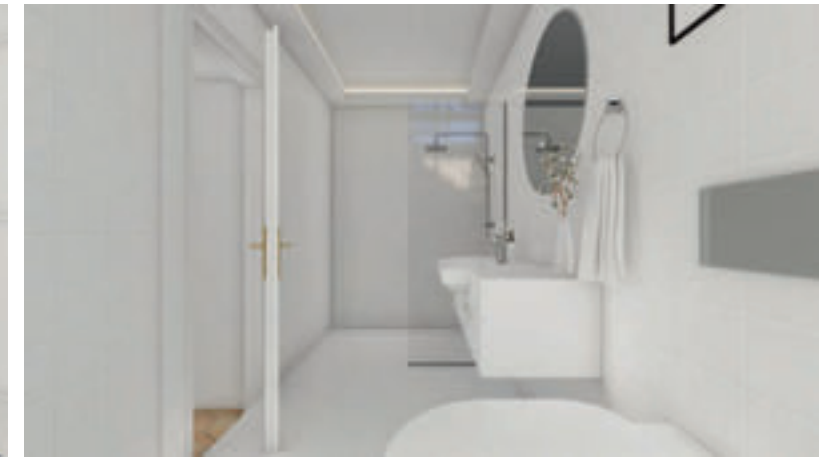


B2B NETWORKING
EVENT II 📅 **12-13 SEPTEMBER 2024**
📍 Rixos Tersane İstanbul



A marvellous transformation story... 650-YEAR-OLD INN BECOMES A BOUTIQUE HOTEL

TravelShop Turkey is transforming a 650-year-old historic inn in Tokat into a charming hotel. With this innovative project led by Murtaza Kalender, Tokat's historical heritage comes to life again.



A PLACE WHERE CULTURAL HERITAGE IS KEPT ALIVE

The restoration of the Deveciler Inn is not only an architectural renovation, but also the preservation and transfer of a cultural heritage to future generations. While the inn contributes to the social life of the city with various cultural events organised, it has become a place where its historical texture intertwines with modern life. The art exhibitions and cultural events organised at the Deveciler Inn offer visitors an experience where history and art are intertwined. While the inn inspires artists with its historical structure, it also gives visitors the opportunity to build a bridge between the past and the present.

FASHION AND HISTORY TOGETHER

Deveciler Inn, preferred by the leading names of the fashion world, hosts unforgettable fashion shows with its historical texture and unique



atmosphere. These fashion shows combine the rich history of the inn with modern fashion designs, offering a unique visual feast to the audience. After a long and meticulous restoration process, Deveciler Inn has breathed a new life. The inn now serves as both a historical monument and a lively social space where various events are organised. The restoration preserves the historical texture of the inn while giving it a modern functionality. The unique atmosphere of the Deveciler

Inn has become an ideal venue for modern events. While preserving its historical and cultural heritage, the inn offers innovative experiences to its visitors with contemporary art shows, fashion shows and exhibitions. Deveciler Inn functions as a cultural bridge by hosting today's dynamic events with its historical structure bearing the traces of the past. With its rich historical past and modern use, the inn has an important place in the cultural life of the city.

TravelShop Turkey, as one of Türkiye's leading companies in the travel industry, continues to firmly adhere to its growth targets in 2024. Founder and Chairman of the Board Murtaza Kalender announced that they have revitalised a 650-year-old historical inn in Tokat as a hotel and will bring it to the tourism sector very soon. Kalender emphasised that this project is a reflection of their deep commitment to Tokat.

THE REBIRTH OF THE DEVECILER INN

Deveciler Inn is a building located in the heart of Tokat and has held an important place in the historical scene for centuries. This historical inn, which was carefully protected during the restoration process, had reached today by carrying the traces of the past. The restoration works were carried out by remaining faithful to the original architectural features of the inn and

this process fascinated both history and architecture enthusiasts. Deveciler Inn has turned into a meeting point of culture and art with the events organised after the restoration. Especially by hosting prestigious fashion shows of the fashion world, it allowed modern designs to be exhibited in its historical texture. These events created a unique atmosphere blending the history of the inn with modern art.

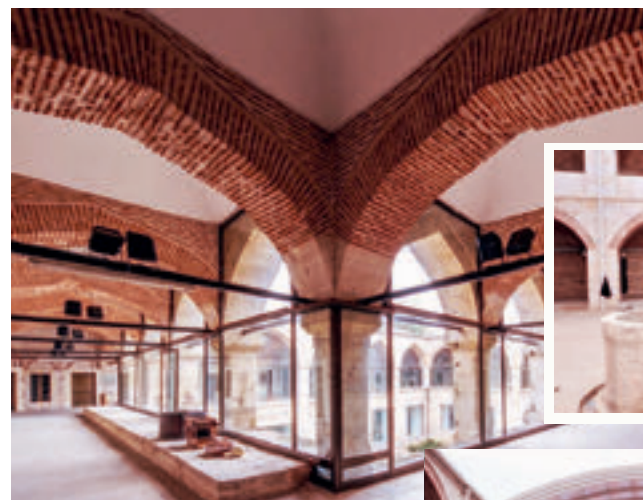
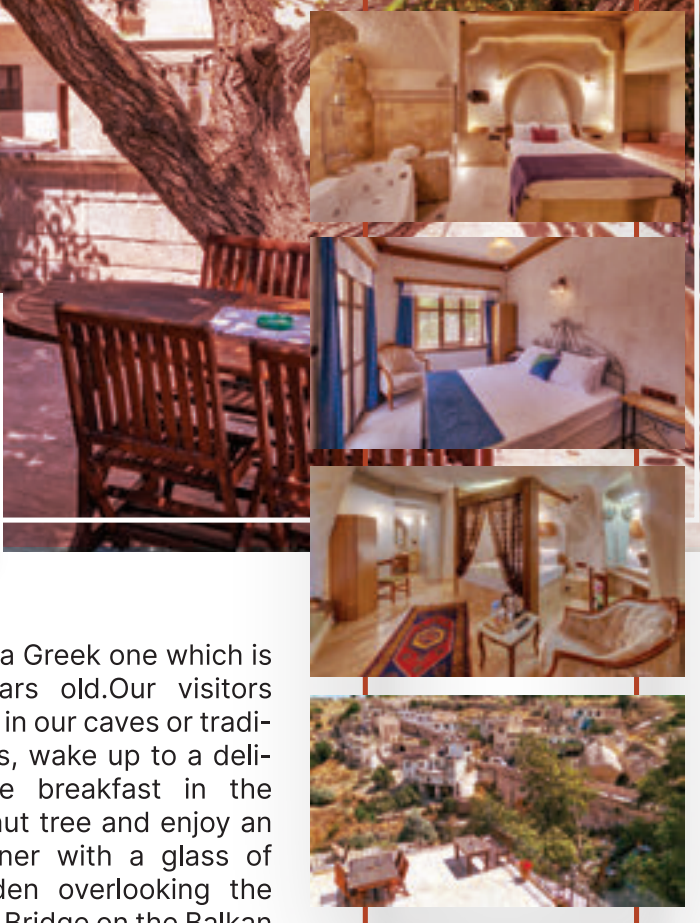


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Cappadocia www.elpuentecave.com

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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

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Türkiye, Sri Lanka unveil mutual tourism potential at **Istanbul** event

In a tapestry of global tourism and numerous destinations, a captivating narrative emerges as industry representatives from Türkiye and Sri Lanka, two bastions of cultural heritage and natural splendor, seek to forge a path toward excelling in their mutual touristic potential.



In this context, a promotional event was held at the Association of Turkish Travel Agencies (TÜRSAB) headquarters in Istanbul on Wednesday, where the respective representatives from two countries gathered to present Sri Lanka's tourism potential.

The event titled "The Sri Lanka Destination Promotion" was organized in cooperation with Jazeera Airways and the leading tour operator of the island country, Aitken Spence Travels. Primarily targeting the tourism sphere, it hosted Sri Lankan Ambassador to Türkiye Saranya Hasanthi Urugodawatte Dissanayake, who gave a detailed introduction to the country, covering aspects of its geographical location, top destinations, UNESCO-listed heritage sites and rich biodiversity. The Embassy of Sri Lanka in Türkiye has initiated "a robust and aggressive

campaign" and action plan to increase tourism, investment, cultural ties, people-to-people contacts and the trade volume in upcoming years to benefit people and business community in both countries, according to Sri Lanka's mission in the country. Now in their 76th year of diplomatic relations, the two nations have enjoyed amicable relations, while the Sri Lanka-Türkiye Joint Commission for Economic and Technical Cooperation (JCETC) was established to enhance trade, investment, tourism and technical and cultural cooperation between the two countries.

According to the Turkish Statistical Institute (TurkStat), bilateral trade peaked between the two countries in 2018, rising to a volume of \$220 million. Delving into historical data and the origins of the name Sri Lanka, the ambassador in her speech touched

upon the words of Venetian traveler Marco Polo, who described the island in a short but memorable way: "This, for its actual size, is better circumstanced than any other island in the world."

She also highlighted the multi-religious atmosphere dominating the South Asian nation, recognized for its Ceylon tea, undying heritage, year-round favorable weather and superb natural sites and waterfalls, along with rich wildlife and a healing method called Ayurveda.

As a prominent tourist destination in the Asia-Pacific region, Sri Lanka was named Asia's Leading Adventure Tourism Destination by the World Travel Awards each year in the period 2017-2020. Similarly, it was also crowned as the top country in the world to visit in 2019 by Lonely Planet - titles the ambassador touched upon in her presentation as well.



SERPINA HOTEL

 SerpinaHotel  serpina_hotel

**GÜMBET - BODRUM
TURKEY**



Bekir Kaya, the co-founder of Tariria, says that the project is a multinational venture encompassing culture, art, and gastronomy.

Tariria's architectural design belongs to award-winning architect Kay Ngee Tan, the founder of Kay Ngee Tan Architects and partner of Tariria alongside Homage Hospitality and the Kaya on Coast brands.



Tariria welcomes visitors in Van's Kadem-basti, where the historical Menua Irrigation Canal is located.

Tariria: The New Meeting Point For Tourism, Culture, And Gastronomy in Van And its Surroundin

The Tariria project, implemented under the Homage Hospitality umbrella and encompassing culture, art, and gastronomy, prepares to revive Van's rich heritage with a modern perspective. Aiming to make the region a national and international destination through tourism, culture, and gastronomy activities, the project appears as a new reference centre that will lead to sustainable local development.

The Tariria project is inspired by a legendary love story dating 2800 years ago in the lands of Van. Rumour has it that the 51 km long Menua Irrigation Canal, a wonder of Anatolian and world water engineering, was built by King Menua to immortalise his love for his wife, Tariria. The area of the Tariria project, named after this legend, is Kadem-basti, where the historical canal is located and which means "the place where one steps with good luck".

VERSATILE SUSTAINABILITY

One of the most significant features of the Tariria project is its design as a tourism destination that combines the region's local culture, history, and natural beauty in a modern and

sustainable approach. The project aims to bring a fresh take to Van and its surroundings while maximising the region's tourism, culture, and gastronomy potential to the fullest extent.

The basis of Tariria's environmental sustainability principles is its net zero goal and energy efficiency-oriented approach. The key element of this goal and approach is the solar energy field designed to meet the project's needs. Taking a step towards a sustainable future with infrastructure based on renewable energy sources, Tariria also focuses on preserving the region's nature and culinary traditions. Tariria, aiming to sustain the fundamental ingredients of the Van cuisine,

seeks to establish a convivium (local community) affiliated with Slow Food in Van and its surroundings to promote traditional and regional cooking styles and meals. This Slow Food alliance, where local producers and gastronomy enthusiasts from various sectors will join, aims to popularise the use of traditional foods and ensure that the products of the Tariria kitchen are obtained from ingredients grown in Van. Another important priority for Tariria is to register Van's traditional products on the Ark of Taste list created by Slow Food. This list is a kind of International Catalogue of Flavours designed to contribute to the promotion and protection of low-produced local products.

TOUCH OF AWARD-WINNING, SINGAPOREAN ARCHITECT, PROJECT PARTNER

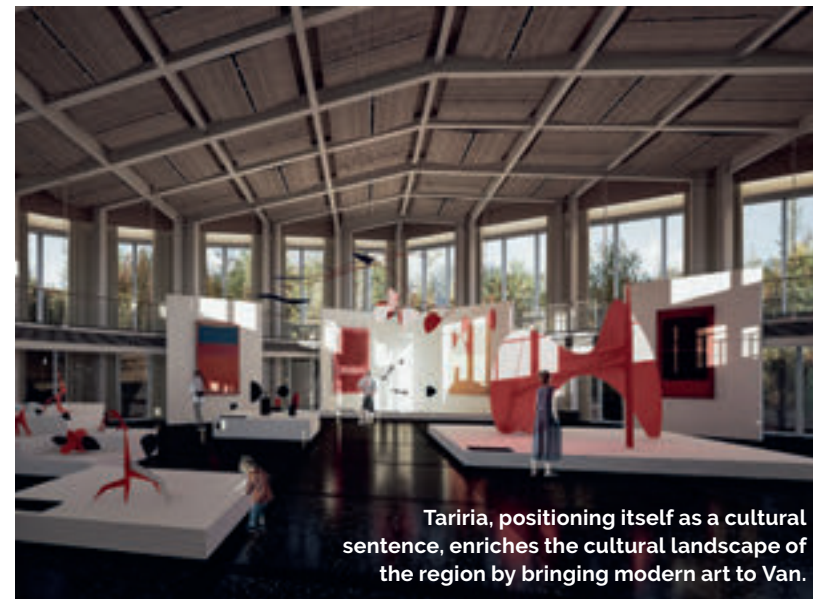
Tariria, attracting with its unique architectural design, offers visitors a visual feast with its entirely glass-covered and column-free steel structure. The most significant feature of the Tariria building is that it has been constructed without cutting down a single tree, demonstrating an environmentally friendly approach. The project's architectural design belongs to award-winning architect Kay Ngee Tan, the founder of Kay Ngee Tan Architects and partner of Tariria

alongside Homage Hospitality and the Kaya on Coast brands.

MINIMALIST STRUCTURE WITH FOUR SECTIONS

Standing out with its minimalist design, Tariria consists of four sections that can be designed according to its purpose. The Entrance Hall is a multipurpose area that can accommodate 120-150 people and function as a lounge, restaurant, café bistro, and foyer. Tariria's Main Hall is designed to accommodate 750-800 people. Including the ground floor and mezzanine storeys, this hall is equipped to host multipurpose events.

Another section of the building, Menua Restaurant, offers gastronomic experiences reflecting the traditional cuisine of Van and its surroundings, accompanied by views of Lake Van and Mount Süphan. The main restaurant hall, with its capacity of 60 people, provides an ideal environment for exclusive events, while the open kitchen area, featuring a Chef's Table, can accommodate up to 20 people for experimental flavours. Tariria, which will be a significant milestone in making Van a unique tourist destination, awaits visitors with its extraordinary architecture and versatile experiences.



Tariria, positioning itself as a cultural sentence, enriches the cultural landscape of the region by bringing modern art to Van.



Tariria's Entrance Hall can function as a foyer, providing guests with a spacious welcoming area and elegant design for memorable experiences.

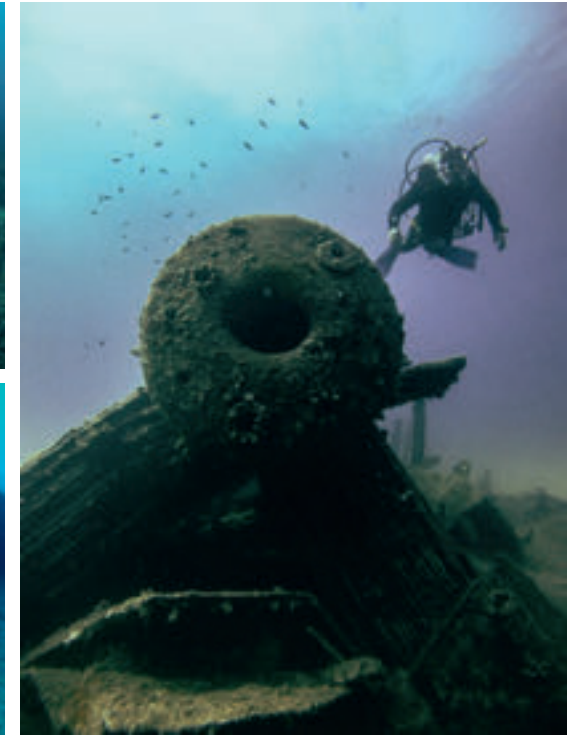


President of Çanakkale Wars and Gallipoli Historical Site Ismail Kaşdemir



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.

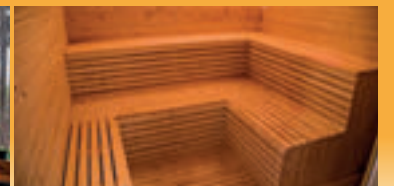


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Dedeman Hotels Announces Major Expansion and Leadership Changes

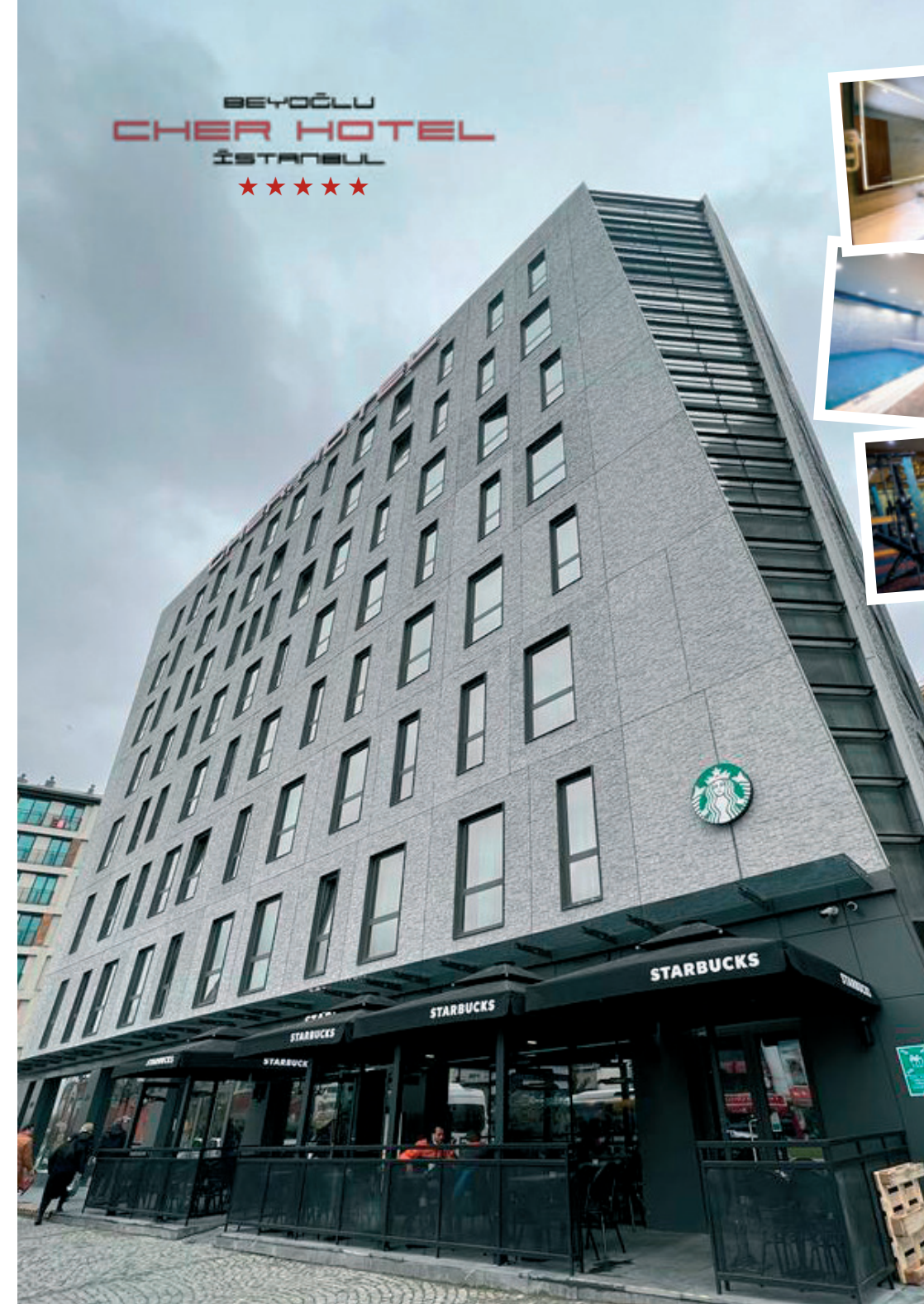
Dedeman Hotels & Resorts International, with a history spanning 58 years, has announced the beginning of a new phase of expansion and change at a press conference.

This event also marked the first public appearance of Ergün Demiray, the new Chairman of the Board of Directors for Dedeman Tourism Management, where he shared details about the ongoing processes. At the press conference held at Dedeman Istanbul, Banu Dedeman, a partner of Dedeman Holding, revealed that a significant management change, a crucial part of the new era strategy, has been made. Ergün Demiray, one of the industry's seasoned professionals, has been appointed as the Chairman of the Board of Directors for Dedeman Hotels & Resorts International. Banu Dedeman stated that she and her brother, Rifat Dedeman, would now serve as board members. "Under the leadership of Ergün Demiray, the Dedeman brand will continue to serve. My son, Murat Özmestçi, will act as the Vice Chairman of the Board. I am confident that these two individuals will achieve great success," she said. Ergün Demiray, taking over the chairmanship from Banu Dedeman, emphasized that the Dedeman brand is among Turkey's most important brands. He highlighted that the projects initiated in 2024 would lead to exemplary growth and change. "Currently, we operate with a total of 9 main brands, 29 hotels open for service, and 24 signed projects, making up a total of 53 hotels, serving with approximately 1700 employees. By the end of 2025, we aim to increase the number of hotels open for service and those in the signing stage to 100 and expand our service to 10 countries. Our end-of-year goal is to host 2.5 million guests with the addition of new



hotels to our brand," Demiray shared. "We started 2024 with the opening of 2 hotels and the signing of 6 new projects," stated Ergün Demiray, highlighting a fast start to the growth strategy for 2024. "We opened our Almaty and Karabük hotels at the beginning of the year. In January, we signed our Sapanca hotel, and at the beginning of February, we signed our Çanakkale and Istanca

(Kırklareli) hotels. On February 15th, we said 'three signatures in one day'; signing franchise agreements for Baku, Batman, and Kemer. Park Dedeman Baku is particularly important as our fourth hotel abroad. The Mesopotamia Managed by Dedeman in Batman will be our third hotel under the 'Managed by Dedeman' brand. With Dedeman Kemer Resort, we will fly our flag in Antalya again."



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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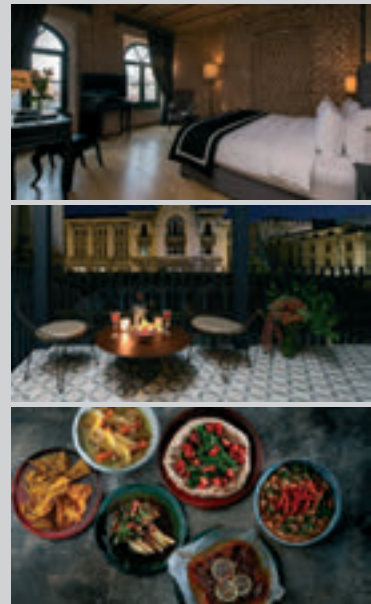
Hüseyin Ayaksız, Food and Beverage Manager, Mustafa Garipcan, Food and Beverage Manager and Kemal Çelik, Head Chef, continue to dazzle with their exquisite flavours and excellent service and presentation to the guests of the hotel, which stands out with their

successful work since the opening of Levni Hotels. Under the leadership of Hüseyin Ayaksız, experienced in the field of food and beverage in Türkiye and abroad, Mustafa Garipcan and Kemal Çelik continue to serve their guests since the opening of the hotel.

Hüseyin Ayaksız, Mustafa Garipcan and Kemal Çelik have worked together in different hotels in the past years. But they have never been separated from each other. Hüseyin Ayaksız, Food and Beverage Manager Hüseyin Ayaksız, Food and Beverage Manager Mustafa Garipcan, Food and Beverage Manager Mustafa Garipcan and Head Chef Kemal Çelik have been successfully carrying out their duties for 35 years, 30 years and 25 years respectively. Hüseyin Ayaksız, Mustafa Garipcan and Kemal Çelik will take on the duties of Levni Premium Hotel, which belongs to the same group and will soon be put into service, and will continue their success in their new hotel. These 3 experienced Hüseyin Ayaksız, Mustafa Garipcan and Kemal Çelik will continue to make a difference among the hotels in Türkiye.



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To Life The Atmosphere Of The Historic Peninsula: **Skalion Hotel**

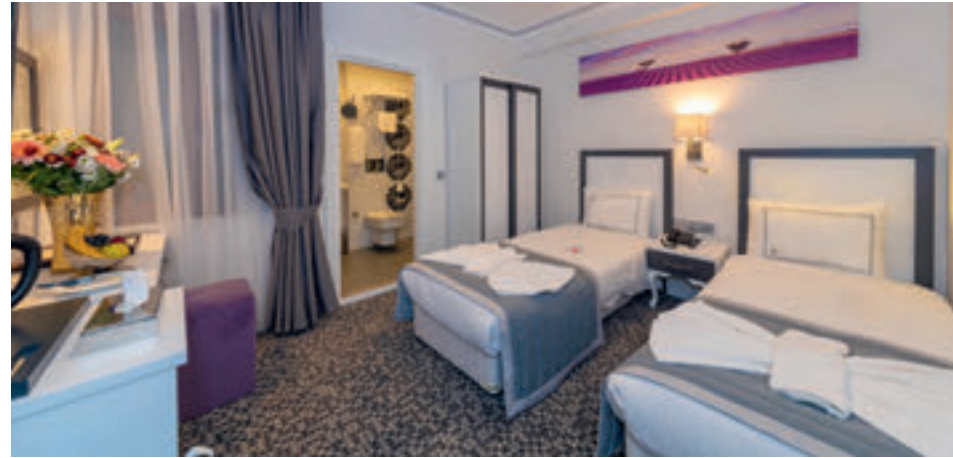
Skalion Hotel & Spa, one of Kumkapı hotels in the Historical Peninsula, hosts its guests with the renovated exterior and new concept after the renovation.



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,



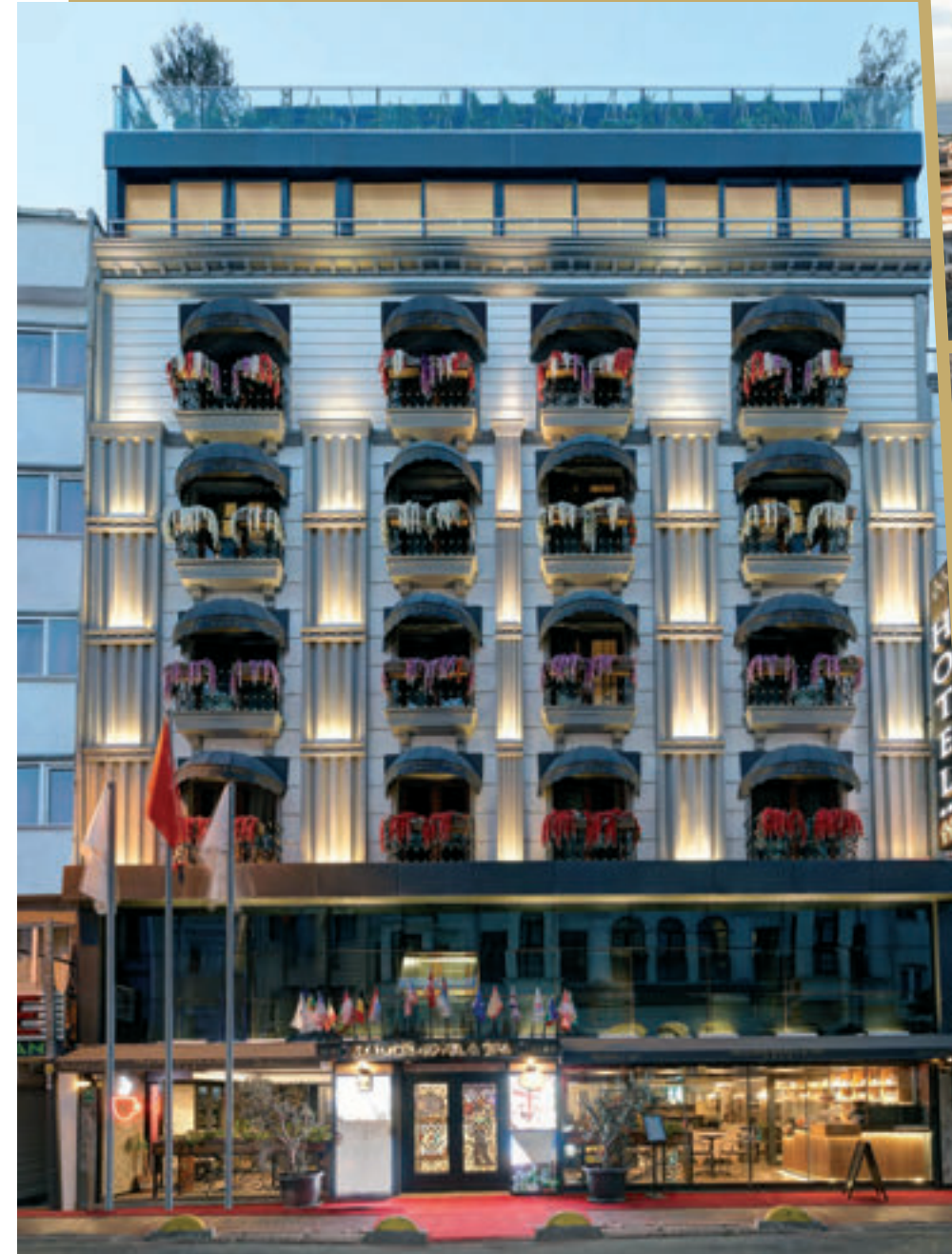
the "cafe bar" was put into service, offering rich tastes of world cuisine and overlooking the sea view on the terrace. It also offers SPA and massage services to make guests feel more rested and better. In this context, Turkish Bath and sauna were added.

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."



Historical Sense and Turkish Hospitality...

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Golf extends Antalya tourism to 12 months

While 460,000 rounds were played on golf courses in the Belek tourism region of the southern province of Antalya's Serik district in 2023, a general manager of the golf club, has emphasized that golf is a tool that spreads tourism to 12 months, considering that players are active for eight months.

Speaking about golf tourism, Cahit Şahin, the general manager of a 5-star hotel's golf club, said that golf courses were opened in the Belek region in the 1990s and today there are 16 courses in the region.

Stating that the number of hotels, which was around 15 in the first years with the spread of golf courses, has reached 50, Şahin said, "The biggest contribution of golf tourism to the Belek tourism region is that it has become a region where tourism is practiced for 12 months without interruption. Considering that players are active for eight months, golf is a tool that spreads tourism for 12 months."

The general manager mentioned that they see Spain and Portugal in particular as competitors in golf tourism.

"Portugal has about 350 golf courses and Spain has about 450 golf courses and they make huge budget inputs. Their number of golf courses is much higher than ours," he said.

"There are 16 golf courses in the Belek region and around 550,000 rounds

are played annually. This is equivalent to about 120,000 people per year," he added.

Noting that Germans are the first to come to the region, followed by the British, Şahin said, "Then we see Russian golfers in December and January. Tourists from Korea, China and Eastern European countries are constantly coming to our country."

"The added value that golfers provide through accommodation and playing expenses is higher than that of a normal

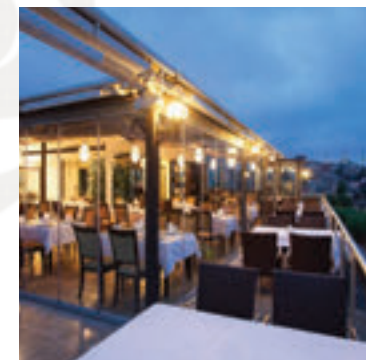
tourist, but the money earned from a golfer coming to the course for a week is in the range of 1,400 euros and varies depending on the season," he said. Stating that golfers prefer an environment where they will not be disturbed especially after the game, Şahin said that when they want to go shopping in the city, they want to see areas without rush hour traffic and local restaurants, and that this situation attracts the attention of golfers in terms of promoting the region.



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TAV aims for 100 million passengers this year

Airport operating company TAV Havalimanları aims to serve at least 100 million passengers this year, said Serkan Kaptan, noting that the company's growth in 2023 was above their targets.



The airports TAV operates served 96 million passengers last year, a 22 percent increase compared to 2022. The revenues of the company grew 25 percent to 1.3 billion euros. "We are forecasting the passenger traffic to be between 100 million to 110 million, while we expect EBITDA to reach 490 million euros this year," Kaptan told reporters in a meeting on the company's performance last year and expectations for 2024.

TAV HAVALIMANLARI OPERATES 15 AIRPORTS IN 8 COUNTRIES

"We already made a good start into 2024," Kaptan, adding that the numbers in January were strong.

Despite all the challenges and risks, 2023 was "a good year" for TAV, he said. Almost all the airports TAV operates saw



Serkan Kaptan

double digit growth in passenger traffic.

"The number of international passengers increased by 25 percent to 63 million. Despite the adverse effects of the Russian-Ukraine war, the passenger traffic from Western Europe and the Middle East rose significantly," Kaptan said. Passenger traffic from Russia fell 40 percent compared to 2019, but the number of travelers from Germany and the U.K. rose 24 percent and 58 percent, respectively, according to the CEO. TAV is currently making investments worth a total of 1.2 billion euros at the airports in Antalya, Ankara and Almaty (in Kazakhstan), said Kaptan. The company's EBITDA was 385 million euros last year, up 19 percent. TAV increased its net profit by 104 percent in 2023 from the previous year to 249 million euros.



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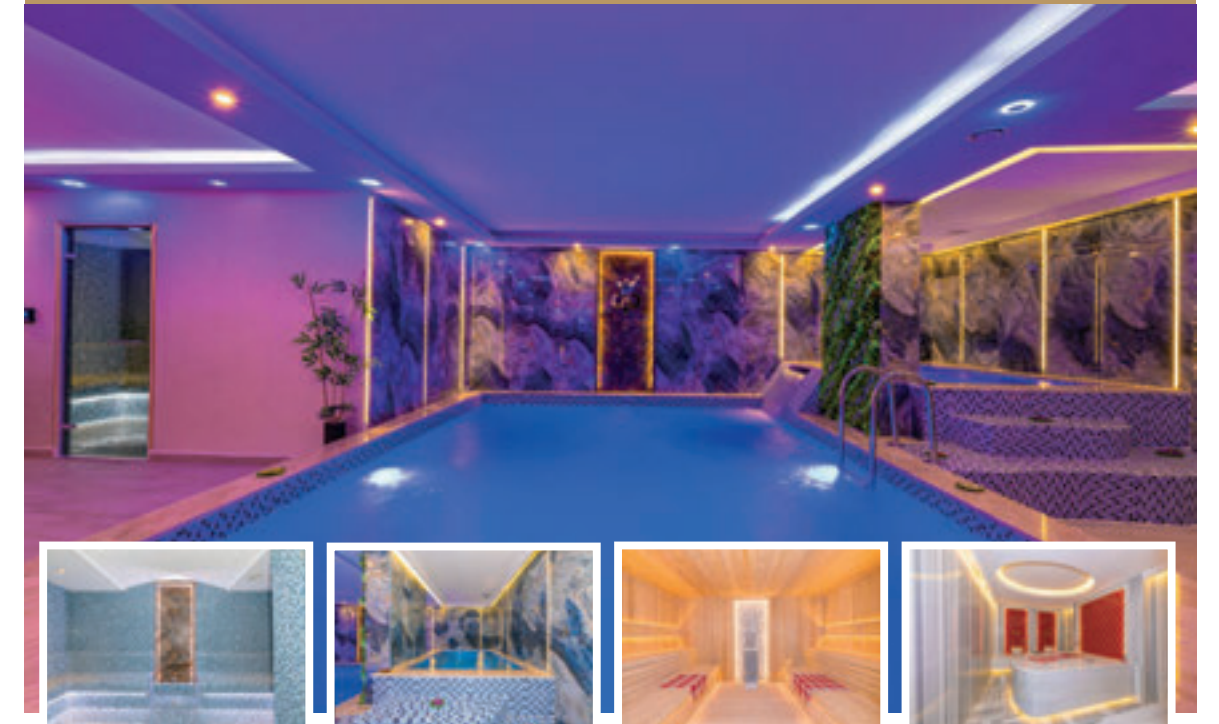
The fine dining restaurant "Panorama" invites you to taste the delicious Turkish Cuisine with a breath taking view of the Bosphorus & Old City. We invite you to enjoy the traditional Turkish Hospitality with luxury standards of Bekdas Hotel Deluxe Istanbul, in the middle of hundreds years of culture,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

 
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ANTALYA, ISTANBUL AMONG MOST VISITED CITIES IN WORLD: **DATA**

Data from the "Top 100 City Destinations" index for 2023 by Euromonitor International reveals Antalya and Istanbul as two of the world's most visited cities, with the British Broadcasting Corporation (BBC) describing the southern city as a hidden gem.

The data analysis by BBC's Stacey Leasca, highlights Türkiye in the global tourism landscape, identifying Antalya as an unexpected hero. In 2023, Istanbul topped the list with a 26 percent increase in international visitors compared to the previous year, followed by London with a 17 percent increase and Dubai with an 18 percent increase. According to the report, Antalya experienced a 29 percent increase in international visitors in 2023 compared to 2022. While Istanbul's leading position on the list wasn't surprising given its status as Europe's largest city by population, the fact that Antalya managed to attract 16.5 million international visitors, surpassing the populations of major



cities such as Paris, Hong Kong, and New York, left many astonished. BBC referred to Antalya as the "hidden gem" in this context. Highlighting Antalya's long-standing popularity among Germans, Russians, and Britons as a travel destination, the BBC analysis also invoked the words of Mustafa Kemal Atatürk, the founder of the Republic of Turkey, who famously said, "There is no doubt that Antalya is the most beautiful place in the world." Additionally, BBC emphasized Türkiye's readiness to welcome even more international tourists this year, citing

the growing health tourism sector as another factor attracting visitors. According to data from the Turkish Statistical Institute, approximately 1.2 million people traveled to Türkiye for health tourism in 2022, marking a staggering 308 percent increase compared to 2021. In light of these developments, Antalya emerges as not just a coastal city but a beacon of Türkiye's growing prominence in the global tourism industry, leaving the world to wonder what other surprises this Mediterranean gem holds.



ROYAN HOTEL HAGIA SOPHIA ISTANBUL



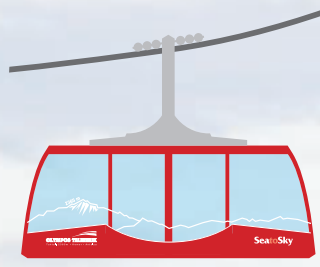
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Der Berg Olympos (Tahtalı) im Beydağları-Nationalpark ist mit einer Höhe von 2.365 Metern der höchste Punkt in Meeresnähe der an der Küstenlinie gelegenen Kemer-Region. Dieses Seilbahnabenteuer, das in erfrischender Höhe im einzigartigen Nationalpark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

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

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

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



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

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



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

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



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

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



SKYtoSEA MTB:
Ein Mountainbike-Erlebnis "Vom Himmel zum Meer" ... Ein einzigartiges Mountainbike-Rennen in der einzigartigsten Geographie der Welt, das sich vom schneebedeckten Gipfel des Olympos (Tahtalı) bis zum Mittelmeer erstreckt.

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Armağan Aydeğer: The locomotive of Çanakkale tourism is cultural tourism



Armağan Aydeğer, the owner of Troia Tusan Hotel and Grand Anzac Hotels in Çanakkale, said that the locomotive of Çanakkale tourism is cultural tourism. Emphasising that cultural tourism is one of the most important building blocks of sustainable tourism understanding, Aydeğer stated that the tourists with the highest overnight expenditure and added value are cultural tourists.

and cultural values and intangible cultural heritage. The historical Gallipoli Peninsula is a very important open-air museum and welcomes guests from all over the world, especially our country. As it is known, Troy is stated as the second most recognised brand in the world by Korfmann, who was the head of excavations here in the past. In this context, it has a great recognition in the

seven continents of the world. We are talking about a geography where many different ancient values such as Troy, Troias Region, Assos, Alexandria Troias, Apollon are located. Some sources talk about nearly three thousand ancient settlements here, some of which have been unearthed, some of which have not been unearthed."

TROY IS THE SECOND MOST RECOGNISED BRAND IN THE WORLD

Armağan Aydeğer said, "The locomotive of Çanakkale tourism is undoubtedly cultural tourism. Çanakkale tourism has risen with the axes of Troy, Martyrs' Monument and Assos. Later, it became more recognised all over the world with other types of tourism. The Ministry of Culture and Tourism and the World Tourism Organisation are in agreement on sustainable tourism. One of the most important building blocks of sustainable tourism is cultural tourism. Çanakkale offers a very important treasure to the world with its ancient



CULTURAL TOURISTS HAVE THE HIGHEST OVERNIGHT EXPENDITURE AND ADDED VALUE

Stating that the tourist with the highest overnight spending and added value is the cultural tourist, Armağan Aydeğer said, "The resources of both our country and the world are limited. We need a quality of tourist that does not consume too much of our resources, but also adds value and gives value while consuming this consumption. We should no longer talk about the numerical majority, but about the qualified majority. "Cultural tourism creates a very valuable value for both our region, Çanakkale, and our country," he said.



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TÜRKİYE CROWNS 2023 WITH RECORD 49.2M TOURISTS, \$54.3B IN REVENUE

Türkiye welcomed around 49.2 million foreign tourists in 2023, a year officials dubbed the best year ever for the industry, a critical revenue source for the country seeking to curb its chronic current account deficit.

Spearheaded by arrivals from Russia and Europe, the figure marks a new peak and is up 10.4% from 44.6 million foreigners who arrived in 2022, the Culture and Tourism Ministry data. Combined with nearly 75 million Turkish citizens living abroad, the number of visitors rose to 56.7 million. Culture and Tourism Minister Mehmet Nuri Ersoy held a news conference to announce the data. The figure is up from 51.4 million in 2022.

Tourism income also climbed 17% year-over-year to an all-time high of \$54.32 billion, according to separate data by the Turkish Statistical Institute (TurkStat). The tourism industry's previous record was \$46.48 billion in 2022.

Ersoy said foreign arrivals are expected to reach 60 million in 2024 before hitting 90 million in 2028. For the income, the minister said they see it rising to \$60 billion this year and \$100 billion five years from now.

Revenues stood at \$38.4 billion in 2019 before the pandemic, which more than halved it to just \$14.8 billion in 2020 before rebounding to \$30.2 billion in 2021. "Due to its successful management of the pandemic, Türkiye experienced significant leaps in the tourism sector in 2022, making it a highly successful season," said Ersoy. "In fact, when looking at the sectoral perspective, Türkiye was among the first countries in the world to reach pre-pandemic figures."

Ersoy said the 2023 record came despite the devastating earthquakes that razed the country's southeastern



region last February, as well as the geopolitical conflicts in the Middle East. Russians topped the list among nations arriving in Türkiye in 2023, mostly due to flight restrictions imposed by Western nations over Moscow's invasion of Ukraine.

Arrivals were also backed by a surging demand from European countries, spearheaded by Germany and the United Kingdom. At 6.3 million, Russians made up 12.8% of all visitors, rising 20.7% from the previous year.

They were followed by German tourists at 6.2 million (up 9% annually), Britons at 3.8 million (up 12.8%), Bulgarians at 2.9 million (up 0.4%) and Iranians at 2.5 million (up 7.4%). Ersoy indicated the aim for growth in the North American market, specifically in the United States and Canada, as well as in the Scandinavian countries of Sweden, Norway, Denmark and Finland. Additionally, he said they are targeting growth in the Asia-Pacific region, focusing on the markets of China, India and Australia.

Istanbul, Türkiye's most famous city and its largest by population, remained the top draw for foreign visitors, welcoming 17.4 million tourists in 2023. It was followed by the Mediterranean resort city Antalya, which had 14.8 million visitors. Edirne, a city in northwestern Türkiye bordering Bulgaria and Greece,

sat third with 4.7 million tourists. Treasury and Finance Minister Mehmet Şimşek said 2023 marked the best performance ever in tourism. "According to the Medium-Term Program, we expect the number of visitors to reach 59.4 million this year and tourism revenue to increase to \$59.6 billion, continuing the strong trend in tourism." Şimşek wrote on social media platform X, formerly known as Twitter. Our target for the year 2028 is to achieve 82.3 million visitors and \$100 billion in tourism revenue."

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

The data showed the per capita overnight income reached \$99 in 2023, higher than the government's expectation of \$95 and up from \$87.50 in 2022. The figure is estimated to reach \$118 in 2028. The overall average expenditure per capita reached \$952, up 11.1% from \$901 in 2022, according to the TurkStat data. "With 56.7 million visitors, \$99 per capita overnight income, and a total revenue of \$54.3 billion, 2023 was a record year in tourism," said Ersoy.



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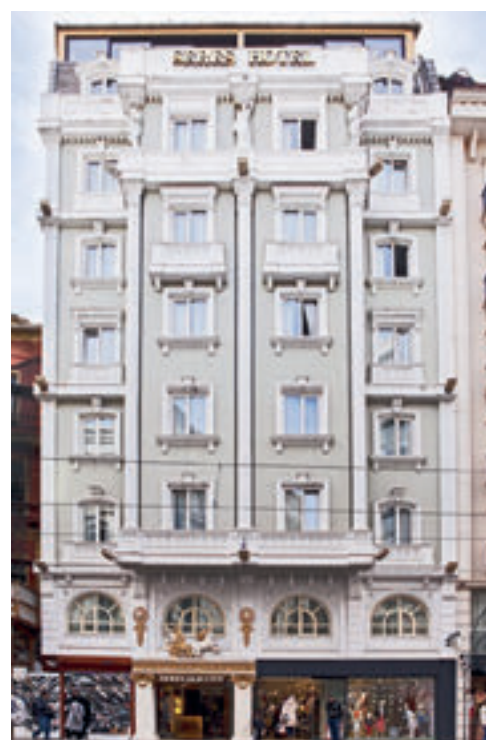
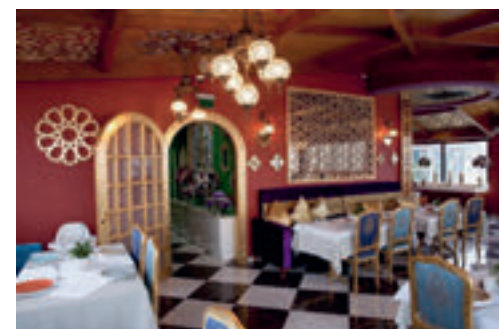
YOUR LUXURY PLEASURE

Istanbul attracts record 17.4M tourists in 2023

Turkish sprawling metropolis Istanbul, one of the most visited cities in the world, broke an all-time record in the number of foreign tourists with nearly 17.4 million individuals arriving in 2023, according to the official data shared. The Provincial Culture and Tourism Directorate said some 17.37 million visited the vibrant city straddling Europe and Asia throughout last year, indicating an 8.44% increase compared to the same period a year earlier. Leading the list of arrivals to the city were visitors from Russia with 1.99 million, followed by arrivals from Germany with 1.28 million, while Iran came in third with 1.05 million. Adding to the momentum, besides the top three countries whose tourist counts surpassed the 1 million figure were notable arrivals from the United States (853,766), the United Kingdom

(701,361), Saudi Arabia (604,509) and France (589,149). Türkiye welcomed around 49.2 million foreign tourists in 2023, a year officials dubbed the best year ever for the industry, surpassing the figure of 44.6 million foreigners who arrived in 2022. At the same time, it achieved an all-time high tourism revenue amounting to \$54.32 billion, a 17% rise year-over-year. The foreign exchange it brings in makes tourism income vital to Türkiye's economy, as the government focuses on flipping the current account deficits to a surplus, prioritizing exports, production and investments while curbing inflation. Arrivals via air contributed the most to the booming figures in Istanbul with a total number of foreigners who arrived this way at 16.96 million, according to the data. Looking at share among air hubs, it was observed that the new mega Istanbul

Airport emerged as the frontrunner, attracting 71.78% of tourists, equivalent to 12.17 million. The remainder of 28.12% or 4.77 million tourists arrived at the city via Sabiha Gökçen Airport, situated on the city's Anatolian side. Meanwhile, the number of foreign visitors arriving in Istanbul by sea last year was 405,598. Accounting for nearly a third of all visits to the country in 2023, the culturally rich metropolis and major commercial hub emerged along with the Mediterranean gem Antalya as one of the 10 most visited cities in the world last year, according to a recent report by British Broadcasting Company (BBC) Travel service. The report, which cited growing travel demand due to the easing effects of COVID-19, listed Türkiye as a prospective destination that is likely to welcome even more tourists in 2024.



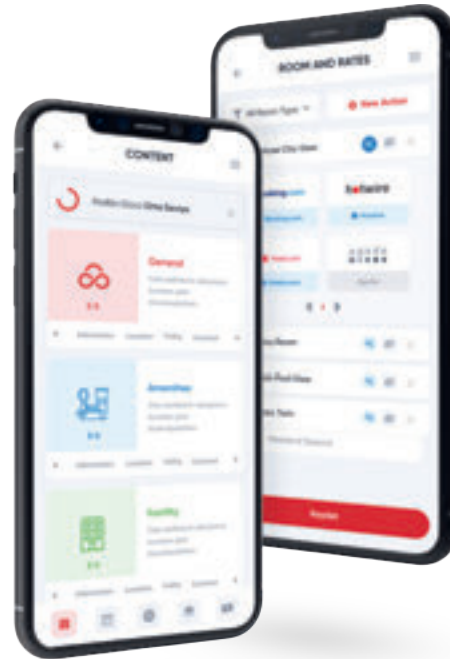
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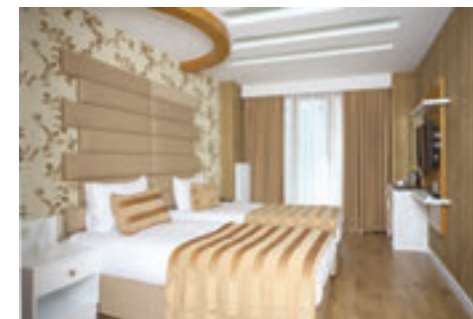
Facilities: Coffee shop in lobby (breakfast only), bar, Turkish Bath, sauna, lift.

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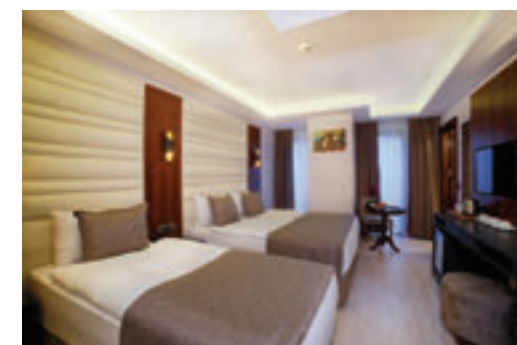
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ZEYNEL KILIÇ: WE EXPECT HIGH OCCUPANCY RATES IN BODRUM

Oligark Istanbul, Hotel Ambrosia Chairman of the Board and ISTTA Board Member Zeynel Kiliç underlined that they expect a positive picture in tourism for 2024. Kiliç said that he expects the occupancy rate in hotels in Bodrum to reach 90 percent in 2024.

Zeynel Kiliç, one of the leading figures in the tourism sector, said in a statement to Turizm Aktüel: "This year, some input cost items have increased by 600 percent, while personnel costs have increased by nearly 300 percent in the last two years. On the other hand, the euro exchange rate increased by 0.84 percent until July 2023 and 62 percent on a yearly basis. In order to cover these costs, the entire sector inevitably increased its prices in Euro terms.

REACTION IN THE FOREIGN MARKET

For this reason, there were reactions in the foreign market, and due to these reactions, especially in the upper segment hotels, the desired occupancy could not be achieved. There were declines in the luxury vacation segment in Bodrum and Antalya. The expected 2023 targets could not be fully achieved. Looking at Bodrum in general, this year we have surpassed 2019, when we hosted the highest number of tourists in tourism. We hosted 1.5 million tourists in Bodrum and 3.5 million tourists in Muğla on a yearly basis.

IN SUMMER 2023, BODRUM'S FIGURES WERE BELOW EXPECTATIONS

Electricity was increased by 420 percent and labor costs by 300 percent. The whole sector increased prices to cover the costs. For example,



Hotel Ambrosia Chairman of the Board and ISTTA Board Member Zeynel Kiliç

a business that sells a room for 100 Euros had to inevitably raise its price to 200-250 Euros. Although there were difficulties in explaining the reasons for this in response to the reactions of the European market, which was not used to these 100-150% increases, the tourism dynamics of our country compensated for this situation.

IN 2024 WE WILL ACHIEVE THE TARGETS

Although we were able to explain this situation in price increases to domestic tourists, there were difficulties in

explaining it to foreign guests and agencies. For instance, a British tourist going on vacation to Spain, Portugal, Greece and Türkiye bought a holiday in Spain, Portugal and Greece around 1150 pounds in 2023, while in Türkiye he bought a holiday around 1700 pounds. During this transition period, there were marketing problems in the European market, but over time we can see that these price policies have settled down. In 2023, we can see that we will be able to achieve the expected targets in 2024, based on the bookings made for 2024 and the increase in early bookings after Christmas.

90 MILLION TOURISTS, 100 BILLION DOLLAR REVENUE TARGET WILL BE EASILY ACHIEVED

We are strongly seeing the results of Türkiye's tourism promotion drive launched by TGA (Tourism Development Agency) all over the world. We will achieve the target of 90 million tourists and 100 billion dollars, which is the 2028 expectations of the TGA, which has been left to professionals. The per capita tourist expenditure, which is 2600 dollars in America, 2000 dollars in England, 1300 dollars in Spain, is to increase to 1300 dollars in the first stage and then to 1500 dollars in our country.

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ANTALYA ENDS 2023 WITH NEARLY 15.7M TOURISTS RECORD

One of Türkiye's favored destinations, Antalya, marked its best year in tourism ever as it welcomed nearly 15.7 million foreigners in 2023, according to official data.

The provincial culture and tourism directorate said the Mediterranean gem welcomed about 15.69 million tourists from January through December, surpassing its earlier peak set in 2019 at 15.28 million. The record came despite the devastating earthquakes that struck Türkiye's southeastern region in early February and the stagnating bookings at the beginning of the year. Emphasizing the immediate impact of any adverse event, Professional Hotel Managers Association (POYD) head Hakan Saatçioğlu noted that worldwide economic crises, wars and other kinds of tensions are keenly felt by those in the tourism industry. Despite the challenges, Saatçioğlu said they witnessed robust bookings, especially after July 15. This year's momentum has been driven by an influx of tourists from Europe, particularly Germany and the United Kingdom, besides arrivals from Russia, partly due to flight restrictions imposed by Western nations over Moscow's invasion of Ukraine.

Overall, the number of foreign tourists arriving in Türkiye rose 10.82% year-over-year to a record high of 46.7 million in the first 11 months of the year, according to the Culture and Tourism Ministry data. Visitors from Russia topped the 2023 list among nations arriving in Antalya at 3.46 million, marking a 14.1% increase compared to the previous year. Following closely behind, Germans comprised the second-largest group of visitors at 3.36 million, a rise of 19% year-over-year. Antalya also proved to be a significant attraction for tourists from the U.K. as it welcomed 1.32 million Brits, a 14.85% increase from 2022. Poland was a surprising contributor to the surge, as nearly 1.1 million Polish citizens chose the city as their holiday destination in 2023. The figure marked a 39.6% increase compared to the previous year. "The Polish and U.K. markets have made a surprise this year. They are important markets in terms of tourism; we think these will grow even more," Saatçioğlu said. The Culture and Tourism Ministry also

noted arrivals from the Netherlands, Kazakhstan, Romania, Czech Republic, Israel and Ukraine. Tourism is a critical source of revenue for Türkiye as President Recep Tayyip Erdoğan and his government focus on reducing the current account deficit to tackle stubborn inflation. The January-November arrivals surpassed 2022, when some 44.6 million tourists arrived, an 80.3% year-over-year increase and just shy of the earlier peak of 45.1 million in 2019. The government anticipated a total of 60 million arrivals this year. Tourism revenue climbed 53.4% to a record high of nearly \$46.3 billion in 2022 as the lingering effects of the pandemic dissipated and Russian arrivals skyrocketed after Moscow invaded Ukraine on Feb. 24. Income rose over 20% from a year ago to \$42 billion this January-September. Tourism contributes about 10% to Türkiye's gross domestic product (GDP). In addition, around 1.7 million people worked in accommodation and food services in 2022 – about 5% of total employment.



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EKREM DIŞÇI: WE BROUGHT A DIFFERENT INTERPRETATION TO THE CLASSIC CULTURAL TOURS

Our philosophy that does not compromise on quality and prioritizes customer satisfaction has carried us from success to success every year.



Ekrem Dişçi, Chairman of the Board, explained Merke Tour

Founded in 2007 as a Class A travel agency, Merke Tour continues to make a difference with the innovations it brings to the sector. Ekrem Dişçi, Chairman of the Board, explained Merke Tour, which stands out with its philosophy that does not compromise on quality and prioritizes customer satisfaction, to Turizm Aktüel.

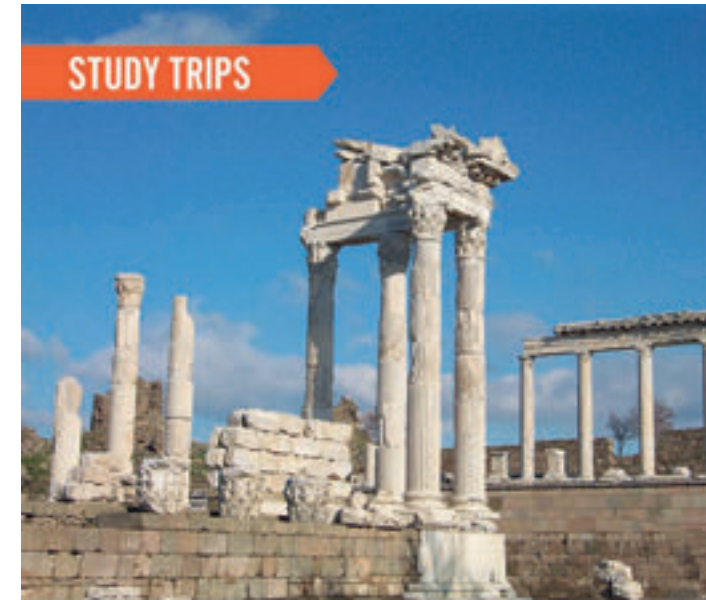
Can you tell us about Merke Tour? Merke Tour was established in 2007 as a class A travel agency. Since 1988, coming from the core of tourism and knowing the European market customer mentality very well, we have

prepared our best tours by combining our knowledge and experience. Of course, the most important factor here is that I am a professional tourist guide who knows our country very well with its history, geography and archeology. The cultural tours, faith tours, agricultural tours, caravan tours and train tours we have prepared have made us well known in Europe. Our philosophy, which does not compromise on quality and prioritizes customer satisfaction, has carried us from success to success every year. Today, we are successfully working with agencies that offer the largest and

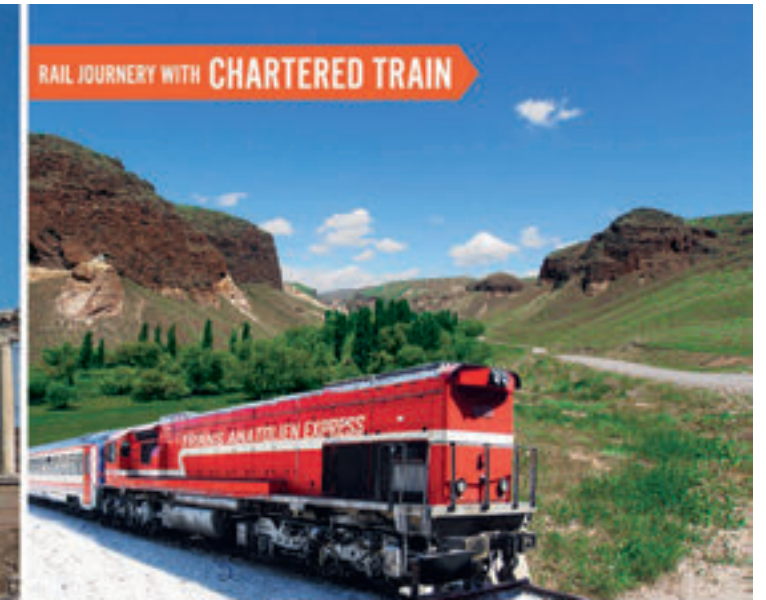
highest quality tours in Germany.

What kind of facilities does Merke Tour offer to its guests? The opportunities we offer are airplane - transfers - daily, weekly and 2-week cultural tours. Apart from these, we also offer sea-sand-sun tours. Apart from our group tours, we also have VIP tours. We offer our guests who travel with us the opportunity to get the best impression of our country. While doing this, we keep the real Anatolian hospitality alive in villages and towns, apart from commercial hospitality.

What innovations has Merke Tour brought to Turkish tourism?



STUDY TRIPS



RAIL JOURNEY WITH CHARTERED TRAIN

One of the most beautiful things we have done is that unlike the classic and stereotypical cultural tours, we have developed very different tours that no one else has. We have opened doors that have never been opened in tourism and cultural tours. We organize hiking and cultural tours to untouched regions of Anatolia. We ensure that tourists integrate with the people. We organize mutual conversations both in the Faculties of Theology and in village mosques.

Why are you among the privileged agencies in Türkiye? What are the main elements that make Merke Tour different?

What makes us different is to destroy the image of Türkiye as a cheap country abroad, especially in cultural

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HIKING TOURS

PILGRIMAGES

CAMPER TOURS

CITY BREAK TOURS

EVENTS

tours. With the very high quality tours we offer, we bring both high quality and high spending customers and we take our guests to places in Anatolia that have never been visited.

Apart from Antalya, Merke Tour also has offices in Uzbekistan and

Montenegro. Why Uzbekistan and Montenegro? Will you open new offices abroad?

We are thinking of opening agencies in Albania or North Macedonia. Because the Balkan countries are among the most sold destinations in Europe.

Who is Ekrem Dişçi?

I completed my pre-university education in Konya. Then I graduated from Marmara University, Department of German Language and Literature and started working in the tourism sector in 1988. After university, I worked as a professional tourist guide for 30 years. After establishing my own company in 2007, I devoted myself to creating new products and producing alternative tours in tourism. Today, we make tours that no one even thinks of.





CORENDON INCREASES SEAT CAPACITY IN 2024

Corendon, which brought approximately 2 million tourists to Türkiye in 2023, will offer a seat capacity of 2.4 million to the country this year.

The number of tourists coming from Europe, one of Türkiye's main markets, continues to steadily increase. Corendon, one of the leading players in the European market, brought around 2 million tourists to Türkiye in 2023. The company aims to increase this number by 20% next year. Yıldırım Karaer, Chairman of the Board of Corendon Airlines, stated that they brought approximately 2 million tourists to Türkiye in 2023, saying, "Both in terms of tour operator and airline sides, the figures are close to those of the previous year. We started the year expecting higher numbers, but the major earthquake in February caused a period of stagnation in demand for Türkiye. Even though the season started later because of this,

demand reached expected levels in July and August."

"HIGH EXPECTATIONS FOR 2024"

Referring to the tourism sector, Karaer said, "2024 is a year with high expectations, and plans are being made accordingly. However, the impact of the global economic situation, which has been unstable for a while, is significant. We foresee that the demand for popular holiday destinations, especially Türkiye, will be higher than in 2023. We have shaped our plans and investments accordingly. In 2024, we will offer a seat capacity of 2.4 million to Türkiye."

Karaer continued, "As an airline, despite the increasing competition in Germany in 2024, we aim to maintain our market

share with our variety of direct flights and service quality. On the other hand, we will continue to grow in the UK and Poland markets, where our operations are relatively new but successful."

BENELUX'S LARGEST HOTEL

Karaer also provided information about hotel investments, saying, "We have 3 hotels in Amsterdam, including the largest hotel in Benelux, 2 in Curaçao, one of which is our own investment, and 2 in Türkiye, one in Antalya and one in Kemer. We had a good season in 2023."

He added, "We continue to renew and rejuvenate our fleet with new technology aircraft. We have also opened our second investment in the Caribbean, The Rif at Mangrove Beach in Curaçao."



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Accor will reach to 100 hotels in Türkiye

Accor, one of the world's leading tourism groups, which plans to complete the number of hotels in Türkiye to 100 in 5 years, will expand new brands such as Handwritten Collection and Ibis brands.



Sinan Köseoğlu, Vice President of Accor Türkiye Operations

Accor, which has more than 5,500 hotels in more than 110 countries around the world and 68 hotels in Türkiye, will continue to bring new brands and increase the number of hotels. Sinan Köseoğlu, Vice President of Accor Türkiye Operations, gave information about the investment strategies in Türkiye and the region and said the following: "We are evaluating factors such as market demand and trends for tourism in Türkiye, the number of international visitors, the growth of domestic tourism and the potential for extended stays. Türkiye has a huge potential and Accor wants to capitalise on this opportunity. In the future, our growth will also be fuelled by our brands in the accessible lifestyle segment, which have not yet entered the Turkish market. Based on this understanding,

we are planning to invest in 14 hotels in Türkiye in the first phase until the end of 2024 and we aim to complete the number of hotels in Türkiye to 100 within 5 years. This includes expanding our existing hotels and holiday villages, as well as bringing new brands such as Handwritten Collection under our umbrella and expanding our brands under the ibis family. We have 30 more brands that have not yet come to Türkiye and may come to Türkiye."

WE HOSTED 1.9 MILLION GUESTS IN TÜRKİYE IN 2023

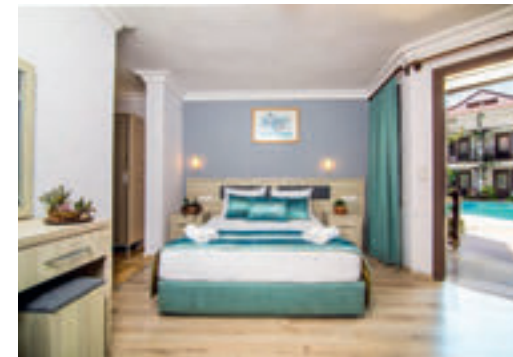
Emphasising that the occupancy rates of hotels are based on several different criteria, Köseoğlu gave information about the occupancy rates of the hotels within Accor in 2023. Köseoğlu continued as follows: "We have

achieved important milestones in our portfolio with important investments such as Swissôtel Çeşme Resort and Spa, Swissôtel Uludağ Bursa and Mövenpick Diyarbakır. In 2023, we welcomed a total of 1 million 930 thousand guests in our hotels in Türkiye. 40 per cent of this figure was domestic and 60 per cent was foreign guests. The interest of domestic holidaymakers in tourism activities and the increase in domestic tourism were effective in the preference of domestic tourists for our hotels. Among the main factors attracting foreign guests are Türkiye's rich history, cultural heritage, natural beauties, beaches, gastronomy and touristic activities. In addition, increasing investments, increasing quality and improving service standards also attract foreign guests."



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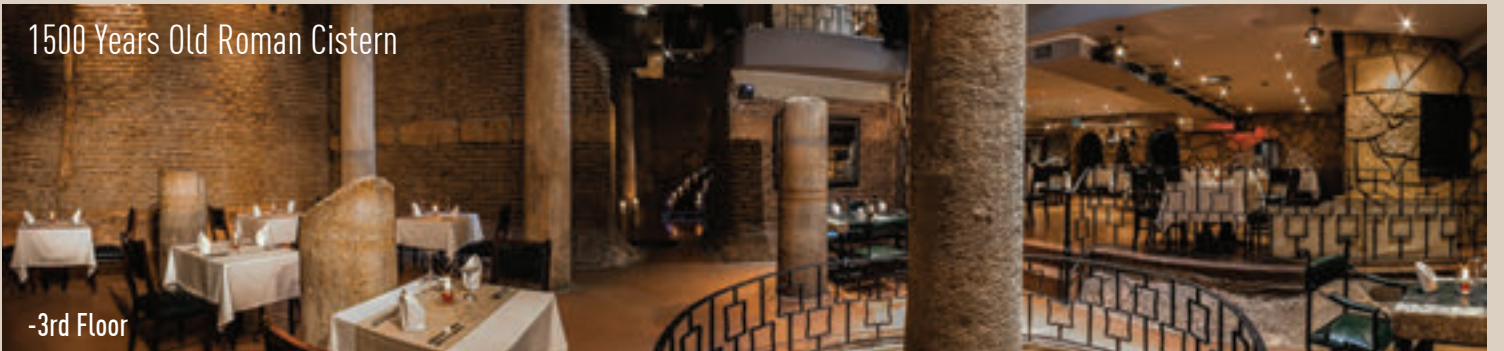
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