

turizm aktüel

Türkiye

YEAR-YIL: 26 • 2024/02 • MAY-MAYIS • FİYATI: 250 TL • ISSN: 1301 - 4587



Colorful Türkiye

2024 TRENDS

IN THE HOSPITALITY INDUSTRY

ANTALYA

DRAWS RECORD NUMBER OF FOREIGN TOURISTS

CORAL TRAVEL

'STARWAY WORLD BEST HOTELS' AWARDS WERE DISTRIBUTED WITH A CEREMONY

TOURISM CENTURY PROJECT FROM TÜRSAB

DOMESTIC AND FOREIGN CHAINS ARE IN THE RACE TO OPEN HOTELS IN

Türkiye

Mete Vardar:

WE ARE ONE OF THE WORLD'S BEST TOURISM COUNTRIES

TÜROB AND TUGEV SELECTED THE CHEFS OF THE FUTURE

Kaan Kavaloğlu:

ANTALYA IS EXPECTED TO SURPASS 17 MILLION TOURISTS THIS YEAR

Oya Narin:

WE AIM FOR A NEW TOURISM RECORD THIS YEAR

Erkan Yağcı:

WE ALWAYS WANTED TO GET AWAY FROM THE CHEAP IMAGE

A VIBRANT SEASON AWAITS US IN

BODRUM

Ömer Faruk

Dengiz:

WE ARE TARGETING 1 MILLION TOURISTS IN BODRUM THIS YEAR

ISSN 1301-4587

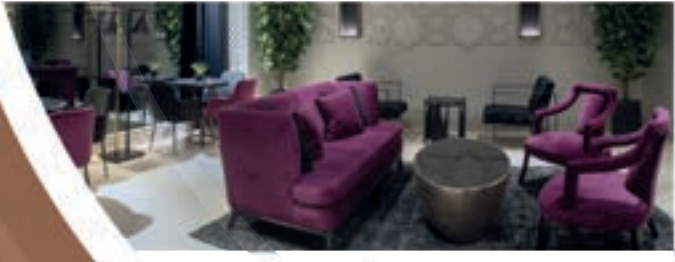


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HOTEL

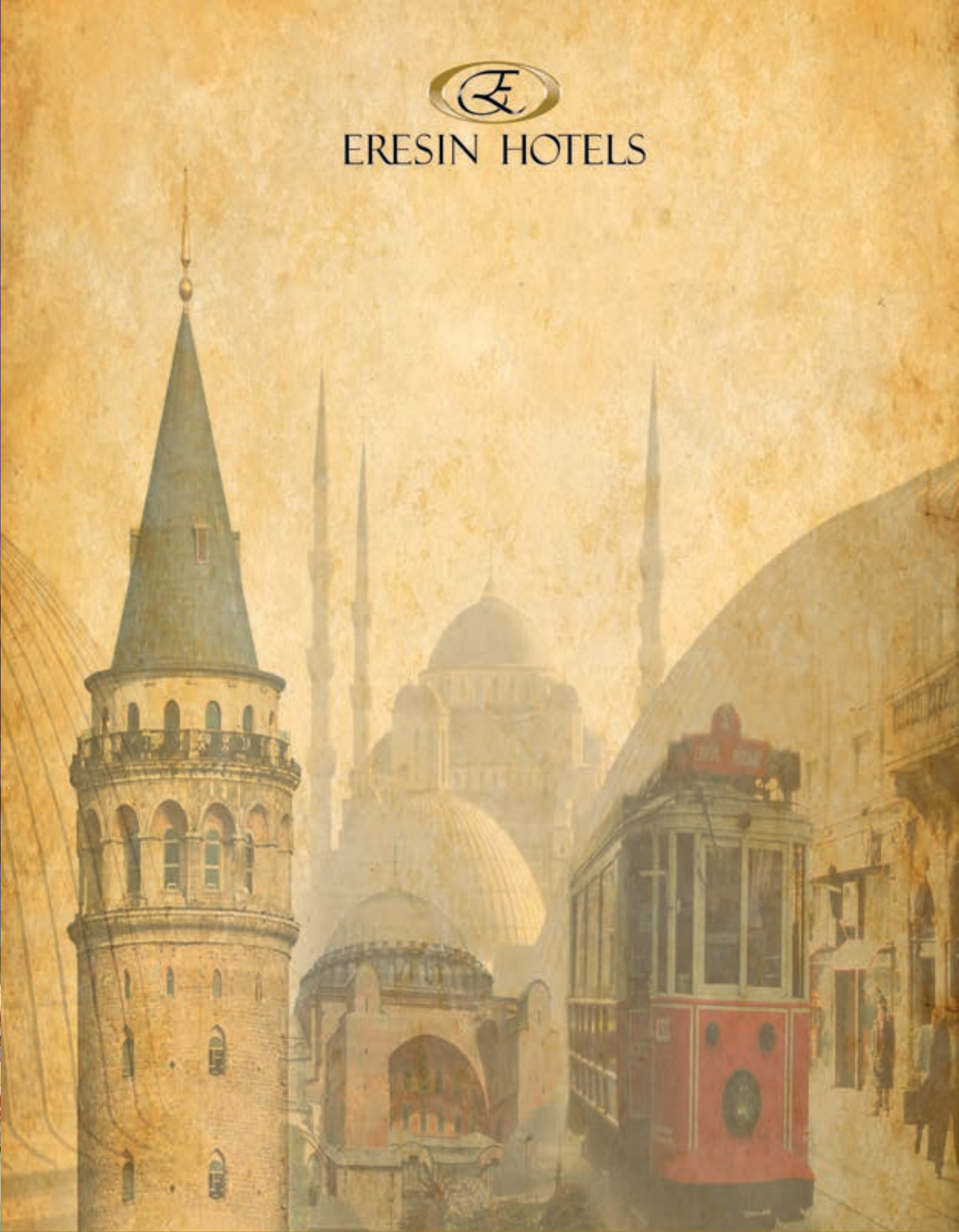
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HİZMETLERİ LİMİTED ŞİRKETİ**
Hüdavendigar Cad. No: 22 Kat: 5
Sirkeci- Fatih / İstanbul
Tel: +90 212 511 25 61
e-mail: info@turizmarktuel.com
www.turizmarktuel.com

**OWNER AND
MANAGING EDITOR**

Sahibi ve Sorumlu

Yazı İşleri Müdürü

Hasan ARSLAN

harslan@turizmarktuel.com

**CORPORATE COMMUNICATIONS
COORDINATOR**

Kurumsal İletişim Koordinatörü

Hakan METİN

hakan@turizmarktuel.com

GENERAL COORDINATOR

Genel Koordinatör

Özcan MUTLU

ozcan@turizmarktuel.com

**MEDITERRANEAN
AREA MANAGER**

Akdeniz Bölge Temsilcisi

Halil ÖNCÜ

info@turizmarktuel.com

ENGLISH TRANSLATION

İngilizce Çeviri

Nazlı Ece MUTLU

ece_demirbag@hotmail.com

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Greetings from the ATM Dubai Tourism Fair special issue of Turizm Aktüel...

Another year has passed and as 'Turizm Aktüel' we are here in Dubai. It is again time for the show, time for making an impression. Türkiye, especially in the recent years, has made a breakthrough in the tourism arena.

And this will continue in the same way. Bringing the world tourism industry together, Arabian Travel Market (ATM) Fair has a great significance for the tourism sector. This huge platform, where exhibitors and visitors introduce themselves, exhibit their products, new trends make a debut, and even the tendencies of the new season is determined and future strategies are formed, has great significance also for the Turkish tourism.

In 2023, many things have changed both in Türkiye and in the world. It was inevitable that such a dynamic sector like tourism would remain uninfluenced. We, as a sector, had challenges again but we managed to ride out the storm. 2024 will be a different year in many aspects. But it will be a year which values and balances will change...

Now we are at the ATM Tourism Fair, which is considered as the biggest tourism fair of the Middle East. We will see altogether that Türkiye will come into prominence also in this tourism fair. Türkiye, especially in the recent years, has made a breakthrough and it has often become a byword in the world tourism arena.

The important thing is to leave a mark in people's pleasant holiday memories. Hosting their most pleasant moments... Enabling them to cherish the memories of the Mediterranean and Aegean until the next holiday... They should be dreaming of İstanbul, Antalya, Bodrum, Çeşme, Marmaris, Kapadokya, Çanakkale, Bursa, Kuşadası, Yalova and the Black sea. The most favorite name of the Mediterranean basin should be Türkiye again. The only reason that prevents people coming to Türkiye should be a volcano. Otherwise, what could possibly restrain a holiday in Türkiye, such a unique pleasure?

That's it. This must be said abroad. The Mediterranean region, the address of the youngest and most elegant facilities... Antalya, the irresistible address of a holiday with its nature, sea and sun, the most pleasant brand of Türkiye... İstanbul, Antalya, Kapadokya, Çeşme, Marmaris, Fethiye, Kuşadası, Karadeniz (Black Sea) and Bodrum dream holiday towns... And Türkiye will repeat the appearance made at the ITB Berlin 2024 among the world tourism giants, now at the ATM Dubai with its Antalya, İstanbul, Bodrum, Marmaris, Kuşadası, Çeşme, Çanakkale, Kapadokya and other touristic centers and all the cultural motifs.

In our recent issue you will read the latest news of the tourism sector, interviews each more interesting than the other, the newest information on hotel investments, latest developments of the world and European tourism and clues from the sector before the new season...

HASAN ARSLAN
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Accor Türkiye Entrusts Senior Management Roles to Female Executives

Accor Türkiye has made four new appointments to its senior management team. Accor takes a significant step in its Turkish operations by appointing female executives to its commercial department. Tuğba Demirel Çakar has been appointed as the Director of Digital for Sahara South Africa & Türkiye Premium, Midscale, and Economy Brands at Accor. Cansu Gürcan Ülgez is appointed as the Director of Revenue Management for Accor Türkiye Premium, Midscale, and Economy Brands. Simge Güzel Öğüt becomes the Marketing & Communication Director for Accor Türkiye Premium, Midscale, and Economy Brands.



Akra Hotels Hosts a Magnificent Event

Akra Hotels hosted a special event at the Moscow Igor Butman Jazz Club & Restaurant to share its new brand image and strategies. They welcomed Russian business partners at the event. The concert, attended by nearly 150 guests, featured the world-renowned saxophonist and jazz ambassador of Russia Igor Butman, along with Turkish jazz artist Eylül Ergül accompanying Fantine as the soloist alongside the Moscow Jazz Orchestra.



Artificial Intelligence Will Shape the Future of Sustainable Tourism

The International Sustainable Tourism Association's (USTUD) 2024 Spring Summit, which brought together stakeholders in the tourism sector to contribute to the development of socially, economically, and ecologically sustainable practices, was held in Istanbul. The summit, attended by representatives from academia, tourism, media, civil society, and the private sector, evaluated the future of tourism in light of technological developments. Experiences and solution proposals were shared under the titles "Smart Tourism Destinations," "The Future of Sustainable Tourism in Light of Artificial Intelligence and Virtual Reality Applications," and "Opportunities and Suggestions for Sustainability Focus for the Upcoming Tourism Season."



"100 Young Tourism Professionals Summit" from Skal Istanbul

Skal Istanbul Club organized the second edition of the "100 Young Tourism Professionals Summit," bringing together industry professionals and tourism students. 52 students from four different universities participated in the second stage of the project aimed at introducing young professionals to the industry. The summit's goal is for young tourism professionals to recognize opportunities and see tourism as an attractive profession in Türkiye.

Göksenin Kürkçü Returns to the Board of Directors of 'TÜROB'

Göksenin Kürkçü, the General Manager of Wyndham Grand Istanbul Kalamış Marina Hotel, has returned to the Board of Directors of the Turkish Hoteliers Association (TÜROB). With the end of Recep Arifoğlu's tenure as a Board Member of TÜROB representing Radisson Hotel President Beyazıt Istanbul, Göksenin Kürkçü became a new Board Member.



Atilla Özdemir appointed as the General Manager of Titanic Deluxe Lara

Atilla Özdemir, an experienced figure in the sector and at the hotel, has been appointed as the new general manager of Titanic Deluxe Lara. Özdemir, who has been with Titanic Deluxe Lara since its establishment, stands out with his deep knowledge of the hotel and guests. Utilizing this experience, he aims to further elevate the service quality of Titanic Deluxe Lara.



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İsmail Çağlar: Antalya, The Capital of Mediterranean Tourism

IC Hotels Green Palace & Residence General Manager İsmail Çağlar said, "Antalya is the capital of Mediterranean tourism. As a facility, no destination in the Mediterranean basin can compete with Antalya. We have no rival in terms of innovation, quality and capacity of our hotels."



IC Hotels Green Palace & Residence General Manager İsmail Çağlar said, "We organised the first fair of the season in England. There is a good demand from the British market. But we will experience a serious increase especially in the German market. Last year we hosted 6.2 million German tourists and we aim to increase this number to 7 million this season. Germany seems to be our first market this season. Western Europe will make us happy. Intensive promotional activities were carried out in the past seasons and we will reap the fruits of these activities this year."

WESTERN EUROPE IS A RISING MARKET THIS SEASON

Russia is currently in a somewhat uneasy market position. War economy prevails in the country. Last season,

we had a strong hand at the point of early bookings, we were getting good bookings. This season, the expenditures of Russian tourists have also changed, they are going to restrict. Russia is also orientated towards the domestic market.

WE EXPECT BOOKINGS TO INCREASE

We expect bookings to increase in May, but it seems that we will not be able to exceed our targets. There is no direct tourist arrival from Ukraine. Most Ukrainian citizens have already moved to countries like Poland and they come from there. Speaking of Poland, the demand from the Benelux market is also improving. We are also in expectations regarding this market. As our tourists, our expectation is that we will host Turkish guests in the 20-30 per cent band. There are

restrictions on consumer spending due to the known economy, but both early booking and the holiday coinciding with the spring holidays have been a good factor for domestic tourists.

ANTALYA IS UNRIVALLED IN THE MEDITERRANEAN BASIN

Antalya is the capital of Mediterranean tourism. No destination in the Mediterranean basin can compete with Antalya in terms of facilities. We have no rivals in terms of innovation, quality and capacity of our hotels. We have a wide range in terms of tourism diversity. We fully fulfil 12 months of tourism. There is no such chance in the Aegean region. Unfortunately, they have a short 6-month season. They have good products and easy access to airports, but the short season makes it difficult to reach the targets."



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TUNÇ BATUM: WE GOT READY FOR THE SEASON WITH EXCITEMENT FOR THE HAPPINESS OF OUR GUESTS

Stating that they prepared very well for the 2024 season as a whole team, Tunç Batum, General Manager of Mandarin Oriental, Bodrum, said, "As in every season, we got ready for the 2024 season with great effort and excitement."

Tunç Batum, General Manager of Mandarin Oriental Bodrum, said: "It will be a season full of innovations and surprises again for the happiness of our guests and for them to leave with the best memories. This year we are also excited and proud to be celebrating our 10th anniversary. We will always continue to work for the development of Bodrum and our country's tourism."

A VERY SPECIAL HOLIDAY EXPERIENCE IN THE NEW SEASON

Forbes, one of the world's leading and most prestigious platforms, recognised us as the only hotel in the region to receive five stars this year, just like last year. In Conde Nast Traveler Reader's Choice, the most important reader's travel platform, we were shown as the best hotel in Türkiye and among the top 10 resort hotels in Europe. These achievements are honourable, but of course they also bring with them a great responsibility. We will continue

to do our job with great love and commitment with an understanding that always aims for excellence, with the awareness of responsibility given by all these awards and achievements.

CELEBRATING OUR 10TH ANNIVERSARY

Located in harmony with nature in the unique view of Cennet Bay, our hotel offers a holiday experience full of privileges with its rooms with lush gardens and large terraces, eye-catching suites with barbecue corners and infinity pools, carefully designed residence apartments offering home comfort, and exclusive villas with different concepts that combine luxury and comfort. In addition, our hotel will make a name for itself this year with its 10th anniversary celebrations. In our hotel, which has received numerous global awards as the best hotel in the region for 10 years with its perfect and personalised service approach, we have expanded the villa

category this season. We have created an environment that emphasises the perfect harmony of aesthetics and design and aims for guest comfort.

A GASTRONOMIC FEAST WITH THE SIGNATURE OF FAMOUS CHEFS

We have been honoured with many international gastronomy awards with the culinary selection we have created. We have made our restaurants, which attract attention with their concept menus and unique flavours, ready for the new season. Mandarin Bar, Blue Beach Club & Bar, Pool Bar & Restaurant and Sofra, the classic flavour points of Mandarin Oriental, Bodrum, continue to meet with distinguished guests in the new season. Vakko L'atelier, which combines Haute Couture patisserie experience with stylish presentations, turns tea hours into unique and delicious moments at Mandarin Oriental Bodrum."



In the middle of the city, in life



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AT CVK PARK BOSPHORUS HOTEL ISTANBUL, THE NEWEST OF THE CITY: KUMIKO SUSHI & MORE

Inspired by the art of Kumiko and the symbol of Japanese culture, the cherry blossom Sakura, Kumiko Sushi & More invites you to experience the authentic Far Eastern flavors in a sophisticated atmosphere at CVK Park Bosphorus Hotel.

Located at the heart of Istanbul, Gümüşsuyu, CVK Park Bosphorus Hotel's newest venue, Kumiko Sushi & More, brings to its regulars the special flavors of Far Eastern cuisine and its decor reflecting the simplicity of Japanese culture.

With the assurance of 10 years of CVK Hotels and Resorts, Kumiko Sushi & More offers the traditional flavors of Far Eastern cuisine with a sophisticated aesthetic, reinterpreting the vast Japanese cuisine to suit modern tastes. Creating both innovative and traditional menu with its unique culinary discipline and prepared with the inspiration from the art of Kumiko, the dishes are served on plates with the Kumiko philosophy.

Reflecting the flawless perfectionism of the art of Kumiko in its cuisine, the menu of the brand includes soups, appetizers, salads, noodles, tempuras, fresh daily fish as well as sashimis, nigiris, makis, and rolls prepared with the sushi ingredients imported from Japan.

The starter menu includes Shake tartare, Suzuki Sunomono, Edamame, and Yaki Tori Tare, while vegetable, shrimp, and beef options of Japanese



dumplings Gyozas, vegetable and shrimp dumplings are offered among the appetizers.

In addition to the soup menu consisting of the spicy sour chicken soup and miso soup, seaweed salad, that is, Wakame salad, and vegetable tofu salad options are also available on the salad menu. In addition to salmon, tuna, and mixed sashimi platter, nigiri options such as maguro (tuna), shake (salmon), suzuki (sea bass), ebi (shrimp), and unagi (eel) as well as maki options, including tekke maki (tuna), shake maki (salmon), futto maki (vegetable and seafood roll), and kani (crab) are available alongside vegetarian options like avocado maki.

The sushi options also include inside out rolls and hand-rolled Temaki Hand Rolls. Moreover, there are

also vegetarian options of tempuras prepared with seafood and vegetables. While the rice menu includes shrimp, vegetable, chicken, and plain options, seafood, chicken, and beef options and noodle alternatives stand out in the main dishes.

Kumiko Sushi & More offers an original dessert menu, including red bean dessert, matcha, vanilla, and strawberry mochis, Japanese cheesecake, and matcha ice cream awaiting dessert enthusiasts. To experience the artistic presentations, atmosphere, and magical world of Kumiko Sushi & More, reservations can be made by calling 0212 377 88 99 or ordering online via various ordering channels and webpages, available every day of the week from 11:30A.M. to 11:45 P.M..



REDEFINING LUXURY IN THE HEART OF ISTANBUL





YİĞİT GİRGİN: A VIBRANT SEASON AWAITS US IN BODRUM

Yiğit Girgin, the Professional Hotel Managers Association (POYD) Bodrum Representative and General Manager of Bodrum Hotel, stated that the main basis of their strategy this year is also 60 million tourists and 60 billion dollars in revenue.

Stating that this is an achievable income, Yiğit Girgin, the Professional Hotel Managers Association (POYD) Bodrum Representative, said that there are many different options such as azure skies, history, culture, and gastronomy all over the country. Girgin explained that they have been criticized on some platforms with sentences like "there can't be tourism for 12 months, it's difficult to achieve," but they have seen that these are achievable with correct policies.

WE UPDATE OUR GOALS EVERY YEAR

Girgin expressed that Türkiye is an attractive place internationally. "The investor's business knowledge, the increase of domestic chains, quality service, affordable accessible prices, and prices that serve everyone are some of the reasons for being actively preferred in tourism. Of course, there will be different destinations, different

points. But especially the marketing efforts made after the pandemic outbreak, both by the ministry, the Tourism Promotion and Development Agency (TGA), and the NGOs in the regions, with the very dedicated efforts of tourism professionals, we update our goals upward every year." Girgin stated that the price imbalances in 2023 had somewhat challenged them, but they foresee a 15% increase in the atmosphere in 2024. He said:

A GOOD SEASON AWAITS US

"If we talk about Bodrum specifically, there is a parallel response in recent discussions with the tourism community, with an increase in airplane capacities by around 10-15%. Along with this, the continuity of the flow of reservations is important, this is significant. Rapid increases in reservations can lead to rapid declines, but it is really important to maintain the flow. We see and know about the increased frequencies

to this region, especially to Muğla, Bodrum, Dalaman regions, and Antalya specifically by airlines and operators. We see the growth in aircraft bodies. All indications are currently showing a positive trend. Of course, our country has an effective sector in last-minute matters, as the tourism sector. We expect to have a good season with last-minute reinforcements.

WE CAN SAY THAT WE WILL REACH 100% OCCUPANCY

The job of a tourism professional is always hopeful. Service can be produced where there is hope, peace, and happiness. Turkish tourism is in a strong position. We are a sector that makes serious breakthroughs and investments every passing year. We are one of the most effective countries in the world in this sense. It is possible to achieve the goal of 60 million tourists and 60 billion dollars set by the Ministry for 2024," he said.



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

The journey of the Hafız Mustafa 1864 brand, which was founded more than a century ago, started with İsmail Hakkızade, who came to Istanbul from the middle town of Çankırı to become a money changer. The journey that started in Eminönü Bahçekapı in 1864 continued with Hafız Mustafa, son of İsmail Hakkızade. Today, the brand is growing rapidly under the management of twin brothers Mr Eren and Mr Emre Ongurlar. The brand, which has a proud history of 159 years, currently has majority of its portfolio in Istanbul with 12 branches while there are also two more in Antalya and Bodrum. Hafız Mustafa 1864 opened its first abroad flagship store in Dubai and more global openings are planned and on the way. The next global market targets of the company, which has 15 branches currently in total, are London and Shanghai."





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CORAL TRAVEL 'STARWAY WORLD BEST HOTELS' AWARDS WERE DISTRIBUTED WITH A CEREMONY

The Coral Partners Meeting and the Starway World Best Hotels 2023 Award Ceremony took place on March 6th at the ITB Berlin International Tourism Fair, with the participation of more than 700 guests from various sectors of the industry.



Koray Çavdır, Vice President responsible for the Central Europe Region of Coral Travel Group,

Koray Çavdır, Vice President responsible for the Central Europe Region of Coral Travel Group, said in his speech at the ceremony, "With the Coral Travel / Ferien Touristik brands, we have become one of the fastest-growing tour operators in the market. We aim to reach 687,130 tourists and 687,800 million Euros in turnover for the year 2024. In the medium term, sustainable growth will be achieved with the goals of 1 million tourists and 1 billion Euros in turnover. With a strong human resource base, the group's technological investments, product variety, and wide range of destinations, we will achieve the projected targets."

REACHED A TOTAL OF 10 COUNTRIES IN EUROPE

İzzet Etke, Senior Director of Coral Travel Tour Operation and Aviation

Business Development, said in his speech, "The group's European tour operator activities, which started in Poland, continued with the opening of services in Germany, Austria, Estonia, Latvia, Lithuania, and in 2023, the Czech Republic, Switzerland, and Romania. The start of organized holiday sales in the Netherlands has also reached a total of 10 countries in Europe. Our strategy is to have a market share of over 10% in the markets we operate in. This rate has reached higher levels in some main markets where we have been operating for a long time. In Poland, our market share exceeded 20%."

WE SERVED TO 1.6 MILLION EUROPEAN TOURISTS

In 2023, Coral Travel served 1.6 million European tourists. This figure was around 1 million in the CIS countries.

The target for 2024 is to exceed 2 million with a 30% increase in European source markets. Our group reached a total of 2,720,000 tourists in all source markets it serves in 2023. Our target for 2024 is 3,240,000 tourists. When looking at the tourist numbers based on destinations, the top six countries are Türkiye, Egypt, Greece, the United Arab Emirates, Spain, and Tunisia.

CORAL TRAVEL GROUP'S CAPACITY PLANNING FOR 2024 IS AS FOLLOWS

They aim to accommodate 1,677,232 tourists in Türkiye, 546,810 in Egypt, 189,353 in Greece, 175,630 in the United Arab Emirates, 164,933 in Spain, and 100,026 in Tunisia. Additionally:

- Digitalization: The group's automation and digital transformation efforts initiated through its technology company, Odeon Software, will continue in 2024.
- The new bed bank system, Odeonbeds, will expand to global markets.
- Product range will be expanded



İzzet Etke, Senior Director of Coral Travel Tour Operation and Aviation Business Development,

through airline integrations.

- By the end of 2024, they aim to reach 1,700 sales points in 13 markets under the group's brands.
- Under Coral Group Hotels, the Otium Hotel's brand has been redesigned and rebranded as Marvida Hotels. The group will continue to grow with three hotel brands.

FOUR CATEGORIES OF AWARDS WERE PRESENTED TO HOTELS THAT MADE THE RANKINGS:

- Top 100 World Best Hotels
- Child-Friendly
- Environmentally Friendly
- Coral Family Club

In the "Top 100 World Best Hotels" category, Ela Excellence Resort Belek (Türkiye) received the first place, Mitsis Rinela (Greece) the second, and Maxx Royal Belek Golf Resort (Türkiye) the third. The distribution in the top 100 included 58 hotels from Türkiye, 12 from Egypt, 10 from Greece, 6 from Spain, 5 from the United Arab Emirates, 4 from Thailand, 2 from the Maldives, 2 from Tunisia, and 1 from Vietnam. Maxx Royal Belek Golf Resort ranked first in the "Child-Friendly Hotels" category, while Gloria Serenity Resort topped the "Environmentally Friendly" hotels category. Both categories awarded 25 hotels each. In the "Coral Family Club Hotels" category, designed for families with children, Xanadu Resort Hotel Belek came in first.

Prices have come down to the desired level, and conferences have returned

Uğur Talayhan, General Manager of Swissotel the Bosphorus Istanbul, stated that this year, the tourism sector, which started the season well, reduced prices by 15-20% compared to last year, and expressed that they expect a positive trend for 2024 and anticipate achieving the targeted occupancy rates.



Uğur Talayhan, General Manager of Swissotel the Bosphorus Istanbul

Talayhan stated that the sector entered the year more cautiously and evaluated the situation in 2023 as follows: "Last year, Türkiye was not in a good position in terms of price strategy. They thought that the previous year would repeat itself.

IT BECAME LIKE WE HAVE EXPENSIVE PRICES

The richer people started not to come. We lost the group that spends a lot. The price of a vacation in Türkiye was enough for Europeans to take two vacations. They were going to Egypt, they were going to Italy. We missed tourists from Istanbul to Paris, Berlin, Portugal. Greece had a super season

last year at the end of the mistake we made. It was so affordable that even Turks went to Greece instead of Antalya."

TÜRKİYE REACHED THE DESIRED PRICE LEVEL

This year, Talayhan stated that prices in Istanbul are 15-20% lower than last year, and emphasized that Türkiye has reached the desired price level. Talayhan also stated that price increases in other areas, especially in food and beverage, also affect tourist flows.

CONFERENCES ARE BACK

Uğur Talayhan stated that one of the

most important developments for this year is the return of meetings and congress tourism, saying, "Meetings have started to come. We have taken large groups, and we will also take them in the last quarter. It wasn't like that last year." Talayhan stated that they reached a 70% occupancy rate as Swissotel, and mentioned that there is a 45-50% occupancy rate in Istanbul in general. Talayhan stated that May has given good signals for Istanbul, and they expect intense tourists from the Middle East in June, July, and August. He said, "Russians go to Dubai, Egypt, and Bali. It is more affordable in terms of price. We are 30% more expensive than other countries."



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WTTC forecasts travel & tourism to surpass US\$11 trillion global GDP impact in 2024

The World Travel & Tourism Council (WTTC) has predicted that the travel & tourism's global economic contribution is set to reach an all-time high of US\$11.1 trillion this year.

According to the tourism authority's 2024 Economic Impact Research – carried out in partnership with Oxford Economics – the sector will contribute an additional US\$770 billion over its previous record, generating one in every ten dollars worldwide.

International visitor spending is projected to reach the 2019 peak, approaching US\$1.89 trillion, while domestic tourists are anticipated to surpass any previous records with US\$5.4 trillion spending. WTTC expects 142 countries of 185 analysed in the research to outperform previous national records. According to WTTC the travel & tourism sector is brimming with opportunities, underpinning almost 348 million jobs globally. This represents an increase of more than 13.6 million jobs compared to its highest point in 2019.

LOOKING BACK ON 2023

WTTC noted: "Despite economic uncertainties and geopolitical shake-ups, the travel & tourism sector is thriving. With an economic injection of nearly US\$10 trillion, the sector matched its pre-pandemic zenith, flexing its resilience and proving its critical role in the global economy." Last year, travel & tourism accounted for 9.1% of the global gross domestic product (GDP), totalling slightly over US\$9.9 trillion. This financial impact marked the sector's largest since the 'golden year of travel' in 2019, falling



short of its peak by 4%. International spending increased by +33.1% to reach US\$1.63 trillion, while domestic spending grew by over +18% to reach almost US\$5 trillion.

The sector also bolstered its workforce by an additional 27.4 million, propelling the total to nearly 330 million jobs worldwide. WTTC remarked: "This growth comes despite two of the world's biggest tourism markets lagging in terms of international visitor spend, with both the US and China seeing a far slower return of international tourist spend." Last year in the US, international visitor spending remained more than a quarter below the peak of 2019, while China's visitor spend remained

almost 60% down. WTTC President & CEO Julia Simpson said: "Against the backdrop of uncertainty, the travel & tourism sector remains a global economic powerhouse.

"This isn't just about breaking records, we're no longer talking about a recovery – this is a story of the sector back at its best after a few difficult years, providing a significant economic boost to countries around the world and supporting millions of jobs. According to WTTC, the industry "is also set to be a job creation juggernaut, providing employment for 449 million people worldwide". The association forecasts that nearly 12.2% of the workforce would be powering this vibrant sector, showcasing travel and tourism's pivotal role in global employment.

With more than three quarters of the countries analysed expected to exceed the high point of 2019, in terms of GDP contribution, travel and tourism is on the brink of its most transformative era yet, promising prosperity, innovation, and connection on a scale we've yet to see.



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According to tourism analyses, Türkiye is the most developing country of tourism sector

The Visa Mediterranean Tourism Analysis revealed that Türkiye broke all-time tourism records in 2023 by achieving high double-digit growth in both visitor numbers and foreign card usage.

Visa announced the results of the Visa Mediterranean Tourism Analysis for 2023, providing insights into card usage trends of foreign tourists traveling to countries bordering the Mediterranean in Europe. According to the analysis, Türkiye experienced high double-digit growth in both visitor numbers and foreign card usage in 2023, breaking all-time tourism records. Looking at the past year, the number of card-paying visitors in Türkiye increased by nearly 20% in 2023 compared to 2022, and spending by tourists using cards increased by over 16% in terms of foreign currency.



Sertan Sener, Head of Visa Consulting & Analytics, Southern Europe

of tourists in Türkiye (nearly 40%). This distinguishes Türkiye from other Mediterranean countries where accommodation and dining are more prominent. The second most significant category of spending by tourists in Türkiye is accommodation and dining, accounting for about 30%.

TÜRKİYE'S MAIN TOURISM CORRIDORS

According to the analysis, in 2023, the top four tourism corridors for card-paying visitors to Türkiye were respectively from the UK, the USA, Germany, and Saudi Arabia. Regarding spending per card, Qatar, Kuwait, Saudi Arabia, and the United Arab Emirates were the top four countries.

RISE IN CONTACTLESS PAYMENTS FOR TOURISTS IN TÜRKİYE

It is emphasized that 83 out of every 100 face-to-face transactions made by foreign cards in Türkiye are contactless. Additionally, there has been a 7% increase in the use of mobile wallets for physical transactions by tourists compared to the previous year.

ISTANBUL IS THE TOP CITY ON CARD-PAYING

Istanbul ranks first in card usage, followed by Antalya and Muğla. While tourists from Saudi Arabia and the USA make the most card payments in Istanbul, tourists from the UK and Germany in Antalya, and tourists from the UK and the USA in Muğla are the highest card spenders.

TÜRKİYE IS THE REGIONAL LEADER OF THE LAST 5 YEARS

By examining the card usage of tourists in countries bordering the Mediterranean, including Türkiye, Visa indicates areas where Türkiye is competitive in the tourism sector. The numbers show that Türkiye has been the growing star of tourism in the Mediterranean in the last 5 years.



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'TOURISM CENTURY' PROJECT FROM TÜRSAB

The Association of Turkish Travel Agencies (TÜRSAB), in line with the vision of 'Türkiye Century', is preparing to implement a brand new project within the scope of its efforts to achieve high targets in tourism.



TÜRSAB Chairman
Firuz Bağlıkaya



The Association of Turkish Travel Agencies (TÜRSAB) is implementing a new project to move forward in line with the "Century of Türkiye" vision put forward by President Recep Tayyip Erdoğan for the second century of the republic and to contribute to the country's tourism. TÜRSAB, which started the "Century of Tourism" project, will focus on one region every four months with 15,000 travel agencies and 37 regional representatives to ensure that each region gets the share it deserves from tourism. Speaking at the introductory meeting of the project, TÜRSAB Chairman Firuz Bağlıkaya said, "We aim to spread tourism to 12 months and throughout the country and to increase our visitors from high income groups." Bağlıkaya said that Türkiye is in a more advantageous position than its competitors, but the number of tourists coming to the country remains far below the current potential. "We have a tourism product that can be offered in four seasons, but the number of visitors to Türkiye in January-February-March and November-December is 14.5 million. The tourists arriving in this period constitute 29

percent of our total visitors. In the same period, 31.2 million people visit Spain. Our goal is to carry tourism to the months outside the sea-sand-sun season as much as possible," he said. Stating that another goal is to ensure a balanced spread of tourism to all parts of the country, Bağlıkaya said that the touristic hotspots including Istanbul, Antalya, Muğla and İzmir have a share of 75 percent, while only 25 percent of incoming tourists are distributed to the remaining cities. Bağlıkaya emphasized that the goal is to spread the capacity contained in five cities to every corner of the country.

Firuz Bağlıkaya listed the activities to be carried out in this context as follows:

- We will compile existing studies such as plans and inventories important for tourism and make them functional,
- We will provide special trainings to travel agencies across Türkiye within the scope of the project,
- We will develop marketing strategies and promotion planning specific to the tourism values of the region,
- We will identify target fairs in line with the prominent tourism characteristics of the regions and ensure the free

participation of our travel agencies.

- We will process local legends and stories for tourism purposes and turn them into products that will contribute to the tourism economy as cultural and artistic elements,
- We will create promotional material on touristic products specific to the regions,
- We will organise destination-based tourism workshops to increase the role of local people in tourism activities, and raise local awareness of touristic values and tourism economy.

"It should not be forgotten that turning a tourism element into a saleable product and reaching its consumers is only and necessarily through travel agencies. While implementing the 'Tourism Century', we will benefit from the experience of TÜRSAB Specialised Presidencies, the power of our Regional Representative Boards at the local level, the knowledge of TÜRSAB Academy and TÜRSAB R&D departments, and the informative broadcasts of TÜRSAB TV. Thanks to TÜRSAB Rota, a subsidiary of TÜRSAB, we will benefit from the power of our 15 thousand travel agencies throughout Türkiye and ensure that tourism products can be sold by all travel agencies."

Mete Vardar: We Are One of the World's Best Tourism Countries

Mete Vardar, the Chairman of the Board of Jolly, stated that Türkiye is the country that best implements the all-inclusive concept. Vardar emphasized the high demand for vacations in Türkiye in 2024.

Regarding the 2024 season, Mete Vardar continued, "There is a very high demand for our country in 2024. Last year, tourism generated \$54 billion in foreign exchange income. Tourism creates resources for 50 different sectors and contributes significantly to the current account deficit. Especially, 2023 was a very successful year. These data have raised our expectations for 2024 to an even more significant level. Our target for 2024 is to attract 60 million tourists and achieve \$60 billion in tourism revenue. Türkiye has surpassed Spain for the first time in early reservation figures. There is a significant demand from Germany. There is also a great demand from the UK. Russia still has unresolved issues with Ukraine, so we expect to reach similar figures to previous years in these two markets."

NEW MARKETS ARE EMERGING

Vardar pointed out that new markets are emerging in tourism, and secondary markets are transforming into primary markets. He said, "The demand for our country is increasing day by day. We are one of the world's best tourism countries. Sometimes, past events can disrupt this, but it will get better over time. We have a target of 100 million tourists. It will be much better when we reach this goal." Having beautiful hotels is not enough, emphasized Jolly's Chairman of the Board, Mete Vardar. He stated, "Our hotels are very beautiful. Generally speaking, Türkiye implements the all-inclusive system very well. I travel a lot, and there is no hotel investment like Türkiye's anywhere in the world. There is no equivalent of the service



Mete Vardar,
the Chairman of
the Board of Jolly

we offer to guests. But having beautiful hotels is not everything because we need to increase per capita spending to \$1000."

VACATION IS A NECESSITY, NOT LUXURY

Mete Vardar stressed the importance of making Turkish citizens feel that vacation is a necessity rather than a luxury through early booking campaigns. He said, "I thank all the travel agencies that act courageously in the industry. Bank POS costs have increased significantly. Travel agencies cover these costs themselves with campaigns like paying 25% now and closing the rest 10 days before. In early reservations, we should make people feel that vacation is a necessity, not a luxury."

THERE IS A 40% INCREASE IN DOMESTIC TOURS AND A 300% INCREASE IN INTERNATIONAL TOURS

Mete Vardar stated that they achieved a 40% increase in passengers

and a 170% increase in revenue in the domestic market. Regarding international tours, he mentioned a 300% increase in the number of people compared to last year. Vardar said, "If we took 100,000 passengers abroad last year, it means we will take 300,000 people this year. Additionally, there is a significant increase in Cyprus. New hotels have contributed to this. Moreover, the tourism in the regions affected us all deeply due to the earthquake. There are two main economic activities in these regions: agriculture and tourism. Therefore, as Jolly, we continue to organize cultural tours to support the healing process in earthquake-affected areas. Because, besides business, we see tourism as a social responsibility to contribute to our country and regions. Our 'My Heritage Türkiye' project with the United Nations Development Program (UNDP) is the clearest evidence of this. The earthquake-affected region was our red line, and therefore, we put all our efforts into the development of that region."



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Cooperation signature between Corendon and German Tennis Federation

Corendon Tourism Group, which contributes to the development of the tourism sector in Türkiye, has become the new travel partner of the German Tennis Federation (DTB), which has the highest number of members in the world and the highest number of athletes in Europe.

The signing ceremony was held at the ITB Berlin Tourism Fair in Germany with the participation of Corendon Tourism Group Chairman Yıldıray Karaer and German Tennis Federation (DTB) President Dietloff von Arnim. Within the scope of the cooperation that will last until 2027, Corendon Tourism Group, which operates internationally, has become the new naming rights holder of the Singles category of the "mybigpoint" player portal and inter-club races, as well as the host of the DTB-Bundesliga portal.

Corendon Tourism Group plans to realise "padel" facilities in the 2nd stage of its new project in Kemer. Padel is one of the most popular and fast-growing sports in Europe in the last few years, and with the new 14-court padel facility project, which will be integrated into the tennis club, Corendon Tourism Group wants to

contribute both to the spread of this sport in Türkiye and to the increase in the diversity of sports tourism with the international organisations it will host. As Corendon Tourism Group, we support many different sports fields Mr. Yıldıray Karaer, Chairman of the Board of Directors of Corendon Tourism Group, said in his statement: "Sports has always had an important place for Corendon. We support many different sports fields including football, basketball, volleyball, sailing, cycling and running. Today, it is an honour for us to enter into this new partnership with the German Tennis Federation (DTB), which promotes tennis as a popular sport in the world. Promoting sports activities is always an important issue on our agenda. We believe that Corendon Tennis Club will be a great place for German tennis players in Kemer. We will continue to provide sports fans with unforgettable

experiences in every field and offer a wide range of sports opportunities."

SPORT BRINGS DIFFERENT NATIONS AND CULTURES TOGETHER

Dietloff von Arnim, President of the German Tennis Federation (DTB), said, "As the German Tennis Federation, we continue to expand our portfolio with collaborations. We are very happy to have Corendon as a new partner. Our cooperation with Corendon Tourism Group, the new official travel partner of our federation, which has the highest number of tennis members in the world, will continue until 2027. Our love for tennis and our belief that sports brings people from different nations and cultures together brought us together. I believe that Corendon Tennis Club will attract many German tennis players with its excellent facilities in Kemer."



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ALL SEASONS
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"a golden start to the day"

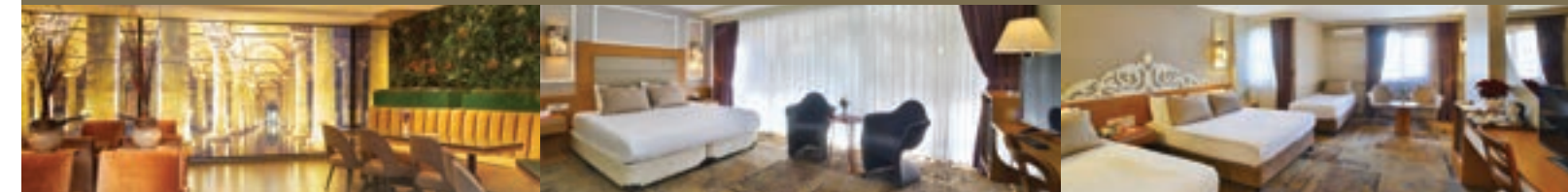


All Seasons Hotel Istanbul is located in the historical Fatih district, close to the touristic and cultural richness of Istanbul, 40 km from the newly opened Istanbul Airport. Findikzade tramway station is 1 minute and 50 m away from the hotel, and you can reach the popular places such as historical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

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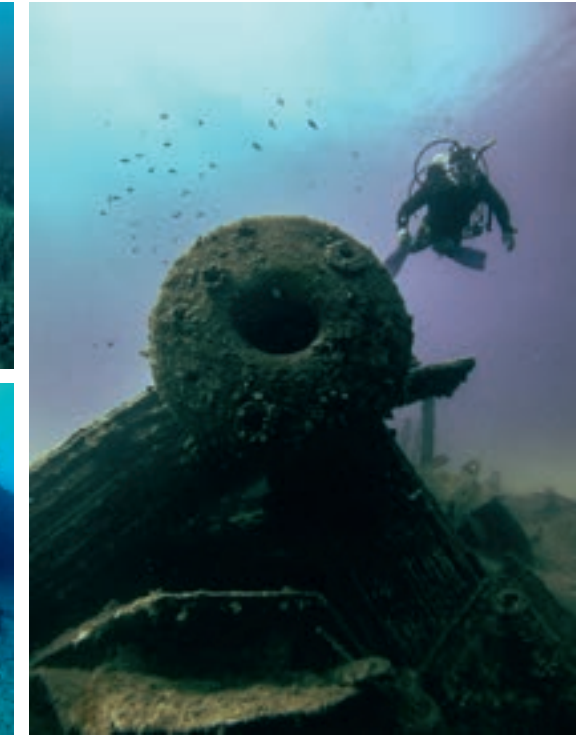


President of Çanakkale Wars and Gallipoli Historical Site İsmail Kaşdemir



FIRST WORLD WAR-THEMED UNDERWATER PARK IN ÇANAKKALE

The warships that sank 109 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 109 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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Dinçer Sarıkaya: Kemer, Once Again, Will Be the Preferred Holiday Destination

The Chairman of the KETOB, Dinçer Sarıkaya, He shared his insights on the developments in the European and Russian markets with Turizm Aktüel Magazine.

Dinçer Sarıkaya, the Chairman of the Kemer Touristic Hoteliers and Operators Association (KETOB), stated, "We are hopeful that domestic tourism will pick up. Currently, we have received reservations for March and April at a rate of 50%. However, we anticipate a significant increase, especially in the European market, primarily from Germany and the UK, in the coming months. Although the Russian market is challenging due to known reasons, efforts are underway in this regard as well. I predict a substantial influx from that market in the near future. We believe that 2024 will be a good year. In line with our goals, we will achieve significant occupancy and invest in future years by providing excellent services. I wish everyone a successful season."

WE BELIEVE IN A POSITIVE OUTLOOK FOR 2024

One of the most attractive features of Kemer is its natural beauty. Sarıkaya described the convergence of the sea, forests, and mountains as captivating. He highlighted the crystal-clear sea, the lushness of the forests, and the majestic mountains embraced by the sea waves, creating a scenery worthy

of poetry. Alongside this beauty, natural beaches stretching from Beldibi to Tekirova, yacht marinas, Moonlight Beach, ancient sites like Phaselis and Olympos, etc., are some of the places that attract both domestic and international tourists. The magnificent hotels lining the coast strive to welcome tourists in the best possible way.



Dinçer Sarıkaya, the Chairman of the Kemer Touristic Hoteliers and Operators Association (KETOB)

Chairman Dinçer Sarıkaya emphasized that Kemer is an exemplary town with its geography and demographic structure. He said, "Kemer has a Mediterranean climate. Its sea is clear and bright. There is an abundance of entertainment and activities. We hope that this abundance will continue in the future. During this process, we will need to take many precautions, especially in terms of costs. Initiatives should be taken to encourage animal husbandry and agriculture so that we can afford these costs in the future as they increase. Suppliers will also need to take precautions from now on. Nevertheless, I believe it will be a good season for us. Hopefully, all tourism professionals will reach the numbers they expect and target for this season. Everyone will be happy." Sarıkaya concluded by stating that Kemer's beauty and attractiveness, like other similar regions, arouse the appetite of exploiters and profiteers. Therefore, it is the responsibility of Kemer's municipality, as well as other relevant official institutions and the people of Kemer, to protect Kemer's beauty, take care of Kemer, satisfy domestic and foreign tourists, provide smart services, and pass on these beauties to future generations.

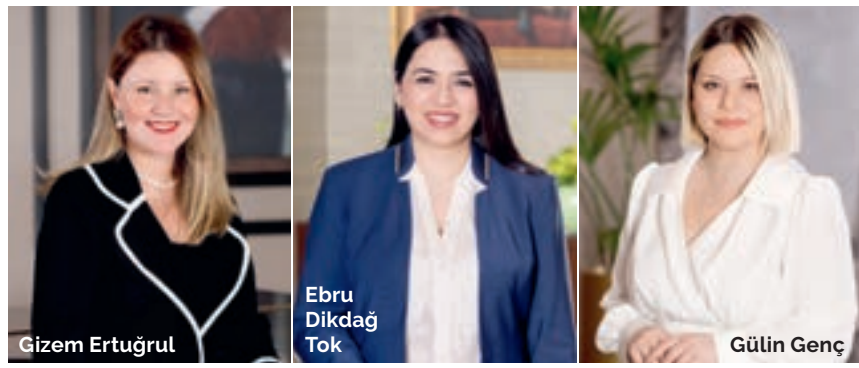


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Senior Appointments at Conrad Istanbul Bosphorus

Conrad Istanbul Bosphorus strengthens its organizational structure with senior executive appointments. With the recent appointments, Gizem Ertuğrul becomes the Finance Manager, Gülin Genç as the Luxury Sales Director, and Ebru Dikdağ Tok as the Sales Director for Conrad Istanbul Bosphorus and Hilton Istanbul Bosphorus.



TÜRÇEV Awards Two Prizes to Kilit Hospitality Group

The Turkish Environmental Education Foundation celebrated its 30th anniversary by presenting plaques of appreciation to institutions and individuals contributing to environmental initiatives. Kilit Hospitality Group received two significant awards for its environmental education and awareness efforts. Various awards were presented to institutions and individuals for their contributions to environmental awareness during this special event.

Prontotour Celebrates Its 30th Anniversary in Marrakech

Prontotour, a tour operator that sets trends in the travel industry, began its 30th-anniversary celebrations in Morocco. Renowned actors had the opportunity to explore Marrakech like a Pronto traveler. Having completed 30 years in the travel sector, Prontotour crowned this special milestone with an unforgettable celebration in Marrakech. Beloved figures such as Seray Kaya, Ümit Kantarcılar, Sera Kutlubey, İlayda İldir, and Alican Okumuş experienced the enchanting atmosphere of Marrakech with the Prontotour difference for four days.



Selma Tatar became the New President of Skal Istanbul

The 34th Ordinary General Assembly of Skal International Istanbul Club was held in Istanbul. Selma Tatar, elected as the new President of Skal Istanbul, took over the chain from the former President Can Arinel. The new Board of Directors for the 34th Term under the presidency of Selma Tatar includes Mustafa Yalçın, Meltem Tepeler, Seyhan Aysel, Merve Kadioğlu, Atilla Acet, and Tülay Salihoğlu; with Tezcan Özdemir, Hakan Babila, Bozkurt Atabek, Günnur Diker, Ceyhun Özevin, and Berna Tuzlak as alternate members.



Two Senior Appointments at Address Hotel Istanbul

Address Hotel Istanbul, the hotel serving on the Anatolian side of Istanbul under the international luxury hotel chain of Dubai-based Emaar Hospitality Group, announced the transfers of experienced figures in the industry, Buse Sayılı and Begüm Ertan. Buse Sayılı has started her duties as the Sales & Marketing Director, and Begüm Ertan as the Revenue Director at Address Hotel Istanbul.



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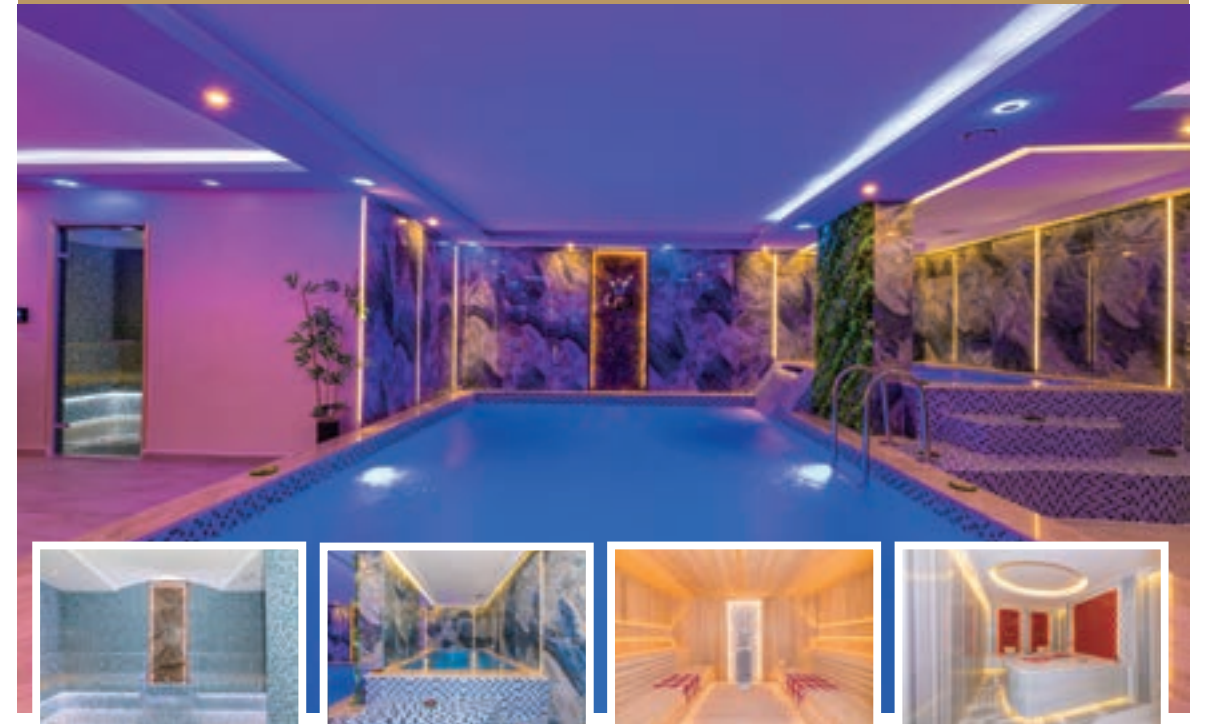
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Museum Hotel; A unique cave hotel with a unique living-museum concept

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

exceptional in their own inimitable way. No room can be alike, with each bringing its own special ambiance, contributing to Museum Hotel's evident character and charm. Steeped in thousands of years of history, there is a magical feel to the hotel. Our unusual 'living museum' concept means our cave rooms and specially restored

traditional rooms are all decorated with priceless antiques and feature stunning views of Cappadocia—just some of the elements that go to make Museum Hotel... well, unique! As evidence of this, Museum Hotel is the only hotel in Türkiye invited into the family of luxury hotels and special dining establishments that comprise Relais & Châteaux.



Kaan Kavaloğlu: Antalya is expected to surpass 17 million tourists this year

Kaan Kavaloğlu, the President of the Mediterranean Touristic Hoteliers and Operators Association (AKTOB), stated, "In the ranking of main markets, Germans take the first place, followed by Russians in the second place. The third market will once again be the UK, and the British are expected to reach 1.5 million this year. In total, Antalya is expected to surpass 17 million tourists this year."



Emphasizing that the number of tourists visiting Antalya could break a new record this year, Kaan Kavaloğlu said, "In the ranking of main markets, Germans take the first place, followed by Russians in the second place. The third market will once again be the UK, and the British are expected to reach 1.5 million this year. In total, Antalya is expected to surpass 17 million tourists this year." Kaan Kavaloğlu, the President of the Mediterranean Touristic Hoteliers and Operators Association (AKTOB), announced expectations for the tourism sector in 2024. Kavaloğlu stated that the signals from the World Travel Market (WTM) in the UK, the Utrecht Tourism Fair in the Netherlands were extremely positive. The

same positive atmosphere was also observed at EMITT. We also attended the ITB Berlin and MITT Moscow Tourism Fairs, and the situation there was completely shaped. "And for the first time in our history, we have surpassed Spain in early bookings. As of March, approximately 1.5 million Germans have booked early reservations to vacation in Antalya. This is a very important data. The UK market is also doing very well. If the Russia-Ukraine war does not end, German holidaymakers may surpass Russians this year," he said.

ANTALYA IS EXPECTED TO SURPASS 17 MILLION TOURISTS THIS YEAR

Kavaloğlu emphasized that the number of tourists visiting Antalya could break



Kaan Kavaloğlu, the President of the Mediterranean Touristic Hoteliers and Operators Association (AKTOB),

a new record this year. "In the ranking of main markets, Germans take the first place, followed by Russians in the second place. The third market will once again be the UK, and the British are expected to reach 1.5 million this year. In total, Antalya is expected to surpass 17 million tourists this year. Israel was also among our top 10 markets, but due to the events in the region, we completely disregard the Israeli tourism market," he said.

"Now we are discussing 'Astro Tourism' with TÜBİTAK. Tourists will come to Antalya to both vacation and watch celestial events. There are very suitable areas for this in this geography. For example, we will host vegan groups and prepare menus for them. The festivals prepared by the Ministry of Culture and Tourism are very effective and substantial. If we manage the process correctly, why shouldn't we be the country of festivals?" he said.

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İbrahim Özer: We will open boutique hotels in Barcelona and Lisbon

Under the Meroddi brand, Nar Turizm serves with 6 hotel and apartment concept facilities and 4 Cafe&Restaurants. Meroddi Barnathan Hotel, Meroddi La Porta Hotel, Meroddi Bagdatlıyan Hotel, Meroddi Galata Mansion, Meroddi Pera Flats and Meroddi Galata Flats, which are mostly over 100 years old, are among the buildings converted into hotels.

Nar Tourism, which undertakes the management of historical buildings in Galata Region, will realise boutique hotels in historical buildings in Barcelona and Lisbon. After the age of 30, İbrahim Özer, Chairman of the Board of Nar Investment, became more interested in literature, history and philosophy, which he could not devote enough time to during his education life, and historical buildings and the stories of these buildings attracted his attention more and more, and these researches became his hobby. Today, this interest is behind many historical buildings that have been restored in accordance with

the original and brought to tourism. We talked to İbrahim Özer about new hotel projects in Türkiye and abroad. Özer explained that they will realise many new projects in the next 4 years. Özer noted that some of these projects are at the development stage and some are at the planning stage, and emphasised that they will realise all projects with an investment of TL 4.7 billion. "With the realisation of new projects, we aim to transform Meroddi into an international chain serving in different fields of tourism and in different countries," said Özer and gave the following information about the domestic projects:

RESTORATION OF THE BAGHDADLIAN BUILDING TO BE COMPLETED 2025

"The restoration of the 130-year-old historical Baghdadlıyan Building in the Galata District is one of them. We are transforming this building into a 46-room boutique hotel. We will make our company headquarters in Mecidiyeköy a 74-room 4-star city hotel. We also have a 37-room boutique hotel in Beyoğlu, a 125-apartment hotel-residence project in Şişli, a 70-room airport hotel in İhsaniye near Istanbul Airport, a 35-room nature tourism hotel in Kazdağları, and an 18-room cave hotel project in Cappadocia. The restoration of the Bagdatlıyan building will be completed around March 2025. We aim to start the Mecidiyeköy project at the end of this year and finish it in 2026. Beyoğlu is also our building and we plan to open it at the end of 2025. We have a place in Kazdağları and we will complete the hotel there in 3 years and the one in Cappadocia in 2 years. We will also make acquisitions in Cappadocia."

NEGOTIATING TO BUY HISTORICAL BUILDING IN BARCELONA

İbrahim Özer stated that they are in talks to open boutique hotels abroad and said, "We will buy a historical building in Barcelona and turn it into a boutique hotel. We aim to realise the 40-room boutique hotel in Barcelona within 3 years, as restoration processes take a long time. Similarly, we have a 35-room boutique hotel project in Lisbon."



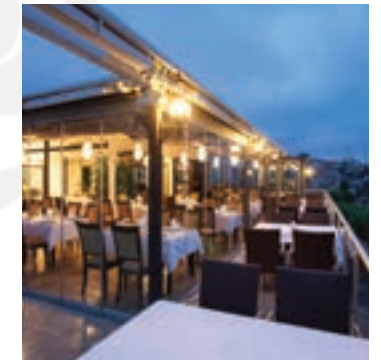
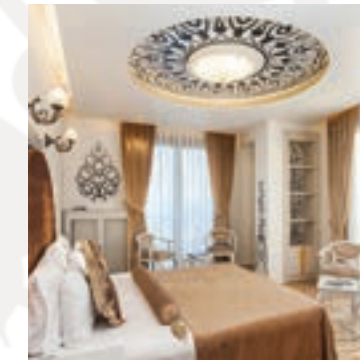
İbrahim Özer,
Chairman of the
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Jaklin Güner, CEO of Vakko



VAKKO WILL OPEN ITS SECOND HOTEL ON THE ANATOLIAN SIDE

Celebrating its 90th year this year, Vakko, following the Vakko Hotel & Residence Istanbul in Nişantaşı, will open its second hotel on the Anatolian side of Istanbul.

Transformed from an old Ottoman factory dating back to the 19th century in Çengelköy, Sumahan on the Water, with its private pier, is preparing to open its doors as Vakko Hotel & Residence Sumahan in the third quarter of this year. Jaklin Güner, CEO of Vakko, said, "We have leased the Sumahan Hotel in Çengelköy. It was a long-term lease. We will utilize one of Istanbul's most valuable buildings. In the third quarter of 2024, we will continue our investments in the

accommodation sector by opening Vakko Hotel & Residence Sumahan in Çengelköy. Designed by French architects who also contributed to the Vakko Hotel & Residence Nişantaşı project, the hotel will be designed to stay true to the architectural DNA and original textures of the structure, with 12 comfortable living spaces dominating the Bosphorus view. It will offer a special club system and the privileges of the Vakko world to guests seeking short and long-term stays," she said.

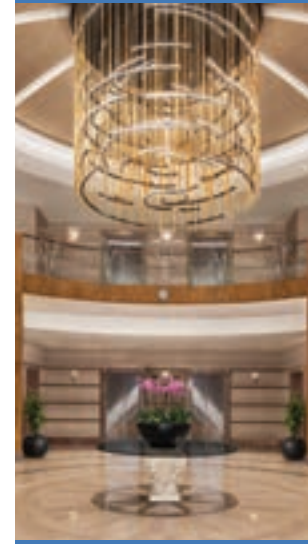
70% OF HOTEL GUESTS ARE FOREIGN TOURISTS

Güner stated that they did not hold the official opening of the hotel in Nişantaşı due to the earthquake, saying, "We didn't even promote it, but the occupancy rate in the hotel varies between 78-85%. 70% of our customers are foreigners. The famous artist Johnny Depp celebrated his birthday here. A world star who will come to Türkiye for a concert this year will also stay at our hotel. Due to the earthquake disaster, we focused on healing the wounds of our country in the first half of 2023. With the momentum we caught from May onwards, we reached our sales and profitability targets by the end of the year. 2024 is a special year for us. We will celebrate the 90th anniversary of our brand. Vakko's story, which began with Şen Şapka in 1934, emerged with the Atatürk revolutions. Focusing on our 90-year-old heritage, which is our strongest value, and our history inspired by the Republic revolutions, we will continue to look hopefully to the future and walk boldly with courageous steps," she said.

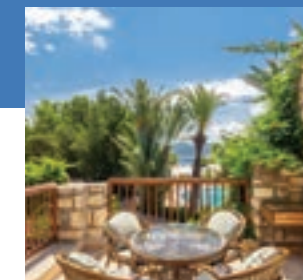


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ERKAN YAĞCI: WE ALWAYS WANTED TO GET AWAY FROM THE CHEAP IMAGE

Erkan Yağcı, President of the Turkish Hotel Association (TÜROFED), on the development of prices, the German market, the coming season – and why new resorts are still being added.

Erkan Yağcı, who holds a doctorate in economics, has been the head of the Turkish Hotel Association, Türofed, since April 2023. Previously, the CEO of Concorde Hotels & Resorts was Chairman of the Antalya Region Hotel Association, (AKTOB).

The year 2023 has come to an end. What is your assessment?

The severe earthquake in February dampened bookings for three months. From June onwards, we recorded a strong comeback and Turkey will end the year with an increase in visitor numbers of more than ten per cent. Tourism revenue is rising even more strongly due to higher prices. So far, 2019 has been our best year, and now 2023 will be our new benchmark for the future, despite all the challenges, including the war in Ukraine.

Will Germany remain number one?

Yes, Germany is our strongest source market, followed by Russia. However, we can see that bookings from Russia have picked up again in the second half of the year, despite the devaluation of the rouble and the problems with



Erkan Yağcı, President of the Turkish Hotel Association (TÜROFED),

flight capacities. The British market has developed very strongly.

What are your expectations for 2024 – despite rising prices?

Hoteliers have had to increase prices for next year due to high inflation in Turkey, which affects everything from staff costs to food costs. But prices are also rising in other countries and the price-performance ratio is still good by international standards.

So the end of “cheap”?

We always wanted to move away from a cheap image because our hotel products are high-quality. In my opinion, we have now reached an adequate level that allows us to ensure quality and the hoteliers to achieve a reasonable margin. This will be our 'new normal' for the next few years. The times when hotel rooms with all-inclusive were sold for €20, €30 or €40 per night are fortunately over. Guests are accepting this, which is why I am very confident – also based on feedback from German tour operators – and expect another record year in 2024.

Most Germans are travelling to the Turkish Riviera, but the Aegean is

also becoming more popular. How do you see the regional development?

By and large, the trend is the same. There were problems for the top segment in Bodrum and also in the Antalya region, because fewer very affluent customers came here, especially from Russia. In Istanbul, we have seen a decline in visitors from the Arab region and other countries since the war in the Gaza Strip. But we Turkish hoteliers are crisis-tested and always adapt flexibly to new circumstances.

In recent years, a whole series of new hotels have been added, especially on the Riviera, whether on the way to Alanya, in Side or in Boğazkent near Belek. Will this continue?

During the pandemic, there was little appetite among investors for new properties, but these were completed after the pandemic. The already good 2022 season has encouraged many hoteliers to make new plans. If Turkey wants to continue to grow in tourism, it needs additional capacity. If demand is greater than supply, this would otherwise give prices an additional boost.



TIME TO DISCOVER





White House Hotel
♦ ISTANBUL ♦



Anda Barut Collection to Attract Luxury Tourism Potential to the Aegean Region

Barut Hotels, one of the oldest and leading tourism brands in the Mediterranean Region, is opening Anda Barut Collection on the Delice Peninsula in Didim in May, defining it as the new address of luxury. With an investment exceeding 150 million Euros, Anda Barut Collection will make the region one of the most important centers in tourism.

Çem Karacan, General Manager of Anda Barut Collection, said, "Barut Hotels, one of the brands that changed the understanding of tourism in the Mediterranean 52 years ago by opening its first hotel, will now bring its half-century of experience to the Aegean. This investment, which will be the symbol of prestige in the region, will mark a new stage in Turkish tourism. We are creating a new location where names in the billionaire league can vacation in Türkiye, attracting the luxury tourism potential of the world to Türkiye. Besides these projects that will carry us to the coming years, we attach great importance to sustainability for future generations. We have the first International Renewable Energy certified hotels in the Mediterranean Region of Türkiye. All our hotels will continue to use green energy," he said.



cherished memories. At Anda Barut Collection, there is a specially designed area for adults. It welcomes you with spacious rooms, gourmet restaurants, enchanting experiences, health, sports, and luxury areas, offering you much more privileges. Your holiday, meeting the magical nature of the Aegean, will be filled with tranquility and romantic moments with private pools and chic accommodation options.

A SPACE FOR EVERYONE, EXCLUSIVE FOR ADULTS

Anda Barut Collection will be divided into three main sections to ensure the comfort and full experience of its guests. Whether visiting for business, family vacation, or luxurious romantic getaway, you will leave Anda Barut Collection with refreshed and lifelong

A DESTINATION FOR FAMILY TRAVEL

Anda Barut Collection reimagined the holiday experience for families with children and thought about every detail. Inside the hotel, there are an amusement park with the region's

largest water park and fairground area, educational activities specially designed for children, and safe play areas. These areas provide an environment where children can spend their energy most effectively and have fun while learning.

HEALTHY EATING AND GASTRONOMIC EXPLORATION

Anda not only provides a luxury accommodation experience but also allows guests to embark on their gastronomic journey. With various menus prepared with carefully selected organic products, it aims to bring the purest flavors of nature to the guests' tables.

CONCERTS BY THE MASTER OF DIFFERENT MELODIES, DANY BRILLANT, AT ANDA BARUT COLLECTION

French singer Dany Brillant, with a 38-year career, 14 albums, and hundreds of songs, will offer unforgettable moments to the audience at Anda Barut Collection on June 17, July 5, August 23, and September 20, 2024. The legendary artist will blend salsa, jazz, and Italian influences in his music to bring the French spirit to the guests.

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.



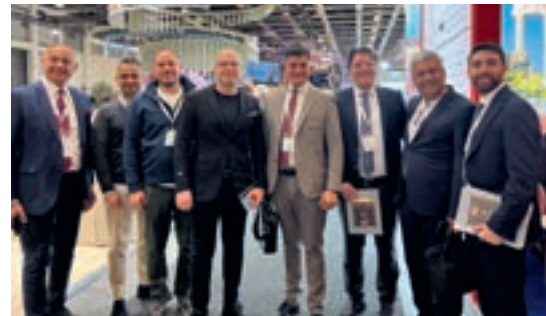
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YOUR HOUSE ON THE BOSPHORUS

Türkiye made an impression at ITB Berlin

'Berlin International Tourism Exchange Fair' (ITB), one of the world's largest and most important tourism fairs, took place in Germany between 5-7 March 2024.



Nearly 6 thousand companies from more than 180 countries, including Turkish companies and agencies operating in Türkiye and in various countries of Europe, hosted their visitors at the fair between 5-7 March. Türkiye was represented by the Ministry of Culture and Tourism's Tourism Development and Promotion Agency (TGA) with a total booth area of 700 square metres. Minister of Culture and Tourism Ersoy visited the participants from Türkiye and made statements.

ICVB PROMOTED ISTANBUL AT ITB BERLIN

Istanbul Convention and Visitors

Bureau (ICVB) successfully promoted Istanbul at ITB Berlin, the world's largest tourism fair. ICVB, which promoted Istanbul at the stand opened at ITB Tourism Fair, was very pleased with the intensity of visitors and the interest shown to Istanbul. Making a statement at the fair, Bahadır Yaşık, Member of the Board

of Directors of Istanbul Chamber of Commerce (ITO) and Deputy President of Istanbul Convention and Visitors Bureau (ICVB), said: 'As ITO and ICVB, we participated in ITB Berlin 2024, the world's largest travel fair, with the Istanbul stand. It is a source of pride for our tourism sector to see the interest in Türkiye and Istanbul during the fair.'



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





TÜROB AND TUGEV SELECTED THE CHEFS OF THE FUTURE

Organised in Gastronometro in cooperation with the Turkish Hoteliers Association (TÜROB), Tourism Development and Education Foundation (TUGEV), Ministry of National Education and Metro Türkiye, the Cooking Competition among Tourism Vocational High Schools was held for the fourth time.



Organised in cooperation with the Turkish Hoteliers Association (TÜROB), Tourism Development and Education Foundation (TUGEV), Ministry of National Education and Metro Türkiye, the 'Sector on the Hunt for Talent' project, which aims to contribute to the development of gastronomy tourism as well as to provide easy employment to students graduating from tourism vocational high schools by making them love the profession, has started again. The 'Cookery Competition between Tourism Vocational High Schools' within the scope of the project was held at Gastronometro. The project, which is implemented with the awareness of social responsibility in order to increase sector-school cooperation and awareness, aims to meet the need for qualified employees in the tourism and hotel management sector and to increase the opportunities of vocational high school graduates to be employed in the field they are trained in.

AWARDS FOUND THEIR OWNERS

Students from 12 vocational high schools in Istanbul competed. As a result of the competition, Sariyer Vehbi Koç Foundation Vocational and Technical Anatolian High School won the first prize, Selimpaşa Borsa İstanbul Vocational and Technical Anatolian High School won the second prize and TÜROB 50th Year Şişli Vocational and Technical Anatolian High School won the third prize. ECOLAB Hygiene Award went to Kumburgaz Vocational and Technical Anatolian High School.

PRESIDENT ERESIN THE COMPETITION WILL BE SPREAD ACROSS TÜRKİYE

TÜROB President Müberra Eresin said in her speech: "Gastronomy tourism, which constitutes a significant portion of tourism income in countries around the world, is still an area open to development in Türkiye. Gastronomy is also based on highly qualified labour force and experience.

Therefore, young people are our most important advantage and assurance in this regard. Our goal is to grow this competition and expand it across Türkiye with different categories. We have also started our cooperation with the Tourism Development and Education Foundation (TUGEV) to take steps towards this goal.

THE JURY HAD A HARD TIME MAKING A CHOICE

On behalf of myself and my institution TÜROB, I would like to thank our competition coordinator Chef Vedat Başaran, Istanbul Provincial Directorate of National Education, Metro Türkiye, Gastronometro Director Chef Maximilian Thomae, ITO and TUGEV President Şekib Avdagiç and TUGEV Deputy President Bahadır Yaşık, all valuable members of the competition jury, all our schools, school administrations and young talented students who are the guarantee of our future for their support in the realisation of our competition."



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Cappadocia www.elpuentecave.com

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

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



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Russian arrivals to Türkiye expected to exceed 2023's 6M in 2024

Turkish tourism sector officials estimate that the number of Russian tourists visiting the country is expected to surpass the 6 million recorded last year in 2024.

Türkiye has become the most popular vacation destination for Russians, particularly since the early 2000s. Millions of Russian tourists visit the country each year, mostly visiting the cities of Antalya, Izmir and Istanbul.

Türkiye outperforms its competitors due to its climate, nature, rich cuisine, developed infrastructure and high-quality service sector. It also has easy transportation via frequent domestic flights by Turkish Airlines (THY). Lisav Travel Manager Bahattin Abi, at the Moscow International Travel and Tourism Exhibition 2024 held earlier this month in the Russian capital that Türkiye hosted approximately 6 million Russian tourists last year, which he believes to surpass in 2024. Abi said Russia is a "huge market" and that the "opening of new airport has a huge impact on transit flights."

Mehmet Dahaoğlu, manager at the Alanya Tourism Promotion Foundation,

said Alanya is a well-known destination that has grown in popularity following the Russian-Ukrainian War. The most important reason international tourists choose Alanya is its safety, Dahaoğlu said.

"We started to receive more tourists after last year tourists happily returned to their country and explained to people about the city," he said, adding that, according to authorities' estimates, "2024 will be the year of Alanya."

He mentioned that transportation is an important factor, as flights have been impacted by Russia's sanctions and they are looking for solutions to increase capacity.

Dahaoğlu emphasized that tourism is based on a delicate balance, saying: "One of the main reasons why people prefer Alanya is that it is a safe harbor and a city of peace. Everywhere in Türkiye, it is successful, as the country manages the price balance and quality

better than many other countries." Dahaoğlu also said the Russia-Ukrainian war had harmed consumer budgets, but the Turkish tourism sector did not compromise on quality, causing prices to rise.

Despite these developments, he emphasized that Türkiye remains an affordable holiday destination for Russians.

"I think we will exceed the figure of 6 million Russian tourists," he said. A Russian visitor to the exhibition, Veronika, said she frequently visits Türkiye as she enjoys the country's ease of transportation, which allows her to board a plane and visit.

Another Russian, Vlada, said Türkiye is "undoubtedly" a beautiful country and she enjoys Turkish cuisine quite a lot. "Türkiye is a destination that appeals to everyone, as it offers historical vacations with its many historical sites and vacations on beaches on the southern coastline," she said.



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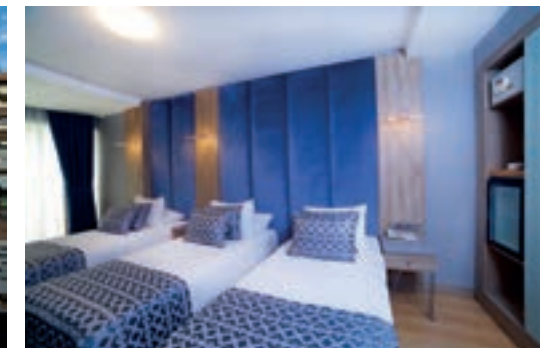
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ÖMER FARUK DENGİZ: WE ARE TARGETING 1 MILLION TOURISTS IN BODRUM THIS YEAR

Ömer Faruk Dengiz, President of Bodrum Hoteliers Association (BODER), said that last year they reached 970 thousand tourists by air and sea and this year they aim to exceed 1 million.

For this year's tourism season in Bodrum, the target has been set as over 1 million tourists. Unlike the previous seasons in Bodrum, qualified and high foreign currency inflow tourist policy will be followed.

'WE CARRIED OUT SERIOUS MARKETING ACTIVITIES THIS YEAR'

We evaluated the developments in the tourism sector with the representatives of the sector in the days before the season. Ömer Faruk Dengiz, President of Bodrum Hoteliers Association (BODER), said that they reached 970 thousand tourists by air and sea last year and that they aim to exceed 1 million this year.

Stating that they have turned the interest in Bodrum into a positive one as a result of their efforts, Dengiz said, "What is more important than the number of people is the foreign currency return per capita and we need to increase this. However, in domestic and foreign tourism, we apply discounts in order to get market share from rival countries, which reduces the per capita foreign exchange earnings.

Our meetings with tour operators and airports are yielding positive results. In this sense, we have also carried out serious marketing activities this year. We participated in many fairs in Türkiye and abroad. We have received serious results. There is currently a 10 per cent increase in demand. Bookings are good. If there is no unexpected situation, this year will go well."



Ömer Faruk Dengiz,
President of
Bodrum Hoteliers
Association (BODER)

HOTELS ARE READY FOR THE TOURISM SEASON

Stating that the hotels are ready for the season, Dengiz said that road maintenance was not done due to the elections and other necessary measures were not taken. Deniz said, "The majority of the hotels have opened the season as of 1 April, but we do not have a holistic plan. This is our main problem. We cannot do sustainable tourism because there is no plan.

The municipality, chambers, associations should unite and create a 10 or 20-year tourism master plan, Bodrum needs this. We will also follow this," he said. Dengiz said that tourists from European countries such as the Netherlands, Poland and Germany prefer Bodrum.

BODRUM DIDN'T REACH TO THE TARGET OF LAST YEAR

The problematic factor for the tourism sector is the increase in costs due to high inflation. Compared to last year, these costs have exceeded 100 per cent. Cost rates cannot be reflected in room rates. Such an increase causes reservation cancellations. This is the biggest problem for businesses. Similar situations were experienced last year. Especially in the middle of the season, the increase in the minimum wage and the fluctuations in the exchange rate caused the costs to increase. In the face of this situation, many hotels decided to downsize and dismissed staff. In addition, Bodrum, which targeted 1.5 million tourists for last year, could not reach the target even though it approached this figure.

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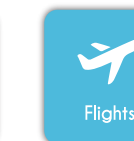
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SAMARKAND TOURISM CENTER ENTRUSTED TO TURKS

The management of the 'Silk Road Tourism Center' implemented in Samarkand by Erial Group, one of Uzbekistan's major companies, has been entrusted to Turkish tourism professionals. Turkish tourism professionals have taken on critical roles in both hotel management, congress center management, airport operations, and airline services.



Nevzat Biçer, Sales and Marketing Director of the Silk Road Tourism Center

Uzbekistan has begun to implement many projects to develop its tourism sector. In this context, Turks are being appointed to various institutions, from hotel management to congress center management, airport management, and aviation services. Turks are currently managing six out of eight hotels at the Silk Road Tourism Center in Samarkand, as well as the Samarkand Airport and Air Samarkand.

WE BROUGHT OUR KNOWLEDGE AND EXPERIENCE HERE

Nevzat Biçer, Sales and Marketing Director of the Silk Road Tourism Center operating within this framework, stated that the country's tourism vision has developed in the last 7-8 years. He remarked, "Samarkand, Bukhara, and Khiva are cities of great historical and cultural value. Tourism investments are prioritized in Uzbekistan. The Center is a product of the need for creating a qualified bed capacity. It can accommodate 2,500 people simultaneously. The project also includes Uzbekistan's largest congress center with a capacity of 3,000 people. Biçer noted that a total of 40 Turks, including



18 department managers, work at the Center. He emphasized that this number will increase further, saying, "We brought our knowledge and experience here."

GÜRAY GROUP MANAGES THE OPERATIONS HERE

Until now, 2-3 different companies have operated the facility, but they have failed. Their failure led to disappointment. These European-based companies did not know Samarkand and the region well, so they couldn't conduct a proper analysis. Due to their lack of proper analysis, they tried to adapt the working and pricing policies of a hotel in Berlin or Europe here, and therefore, they couldn't achieve sufficient occupancy and revenue. On the other hand, we are implementing a price and product policy here that is suitable for the country's reality. For example, in the past 15 years, due to the high prices, a perception of 'a wealthy place' has formed among the Uzbeks



Cemal Topuzlu, COO-Air Samarkand

regarding this place. Consequently, it has not received much demand and could not benefit from domestic tourism. Therefore, we aim to increase the number of overnight stays under favorable conditions by optimizing our prices for both domestic and international markets."

INCREASED FLIGHTS WITH AIR SAMARKAND

Air Samarkand, the newest airline in Uzbekistan that allows visa-free travel, began flights between Samarkand and Istanbul on March 21. Cemal Topuzlu, the company's General

Coordinator, stated that they aim to increase their flights from 2 to 7 per week between Istanbul Airport and Samarkand. He also mentioned their plans to fly to Sabiha Gökçen, Antalya, Bodrum, and Gazipaşa, among other destinations. Additionally, they plan to fly to Russia, Iran, Dubai, and Jeddah. Topuzlu emphasized that their goal is not only to transport passengers but also to develop tourism and aviation in Samarkand. He noted that competitive prices are possible in the market due to the fact that the airport, airline, ground services, fuel, and catering companies all belong to the same group.



Hyde's First Hotel in Türkiye will open in the Summer Season of 2024

Hyde announced its entry into Türkiye with an event hosted by Hyde Bodrum Cluster General Manager Arzu Topcu Civak. The hotel, which will open in the summer season of 2024, will be the brand's first hotel in Türkiye and also its first adult-only luxury holiday destination.

Hyde Bodrum, preparing to offer an all-inclusive holiday experience tailored for adults by combining luxury with exceptional gastronomy destinations, held its opening party at Momo Bebeköy. The party, hosted by Hyde Bodrum's Cluster General Manager Arzu Topcu Civak and Mert Vidinli, was attended by important figures from the business, art, and society circles.

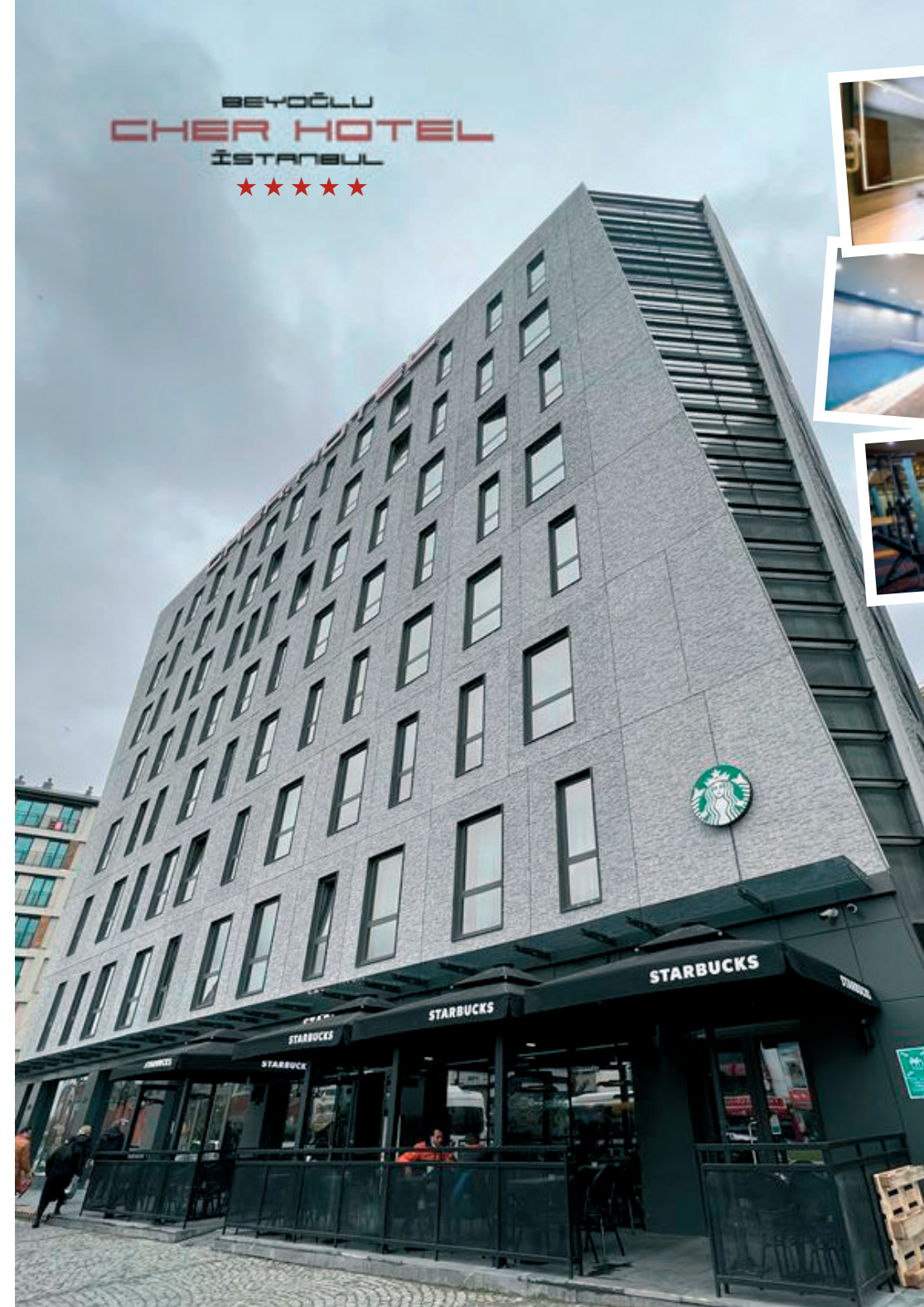
WE ARE VERY EXCITED FOR THE OPENING AND HYDE'S ENTRY INTO TÜRKIYE

Speaking at the opening party, Hyde Bodrum Cluster General Manager Arzu Topcu Civak said, "Hyde, which initiates a new generation lifestyle hospitality based on the spirit of exploration, is opening its doors in Türkiye with Hyde Bodrum in the summer of 2024. We are very excited for the opening and Hyde's entry into Türkiye. Hyde Bodrum will not only be the first Hyde to offer an all-inclusive luxury experience exclusively for adults but also the first destination of our brand in Türkiye." Located amidst the stunning nature of



the Bodrum Peninsula surrounded by the shimmering turquoise waters of the Aegean Sea, Hyde Bodrum will focus on a festival vibe with high-quality entertainment, music, gastronomy, art, and social activities. Hyde Bodrum, preparing to offer an ultra all-inclusive luxury and lifestyle holiday experience exclusively for adults, will host festivals, local and international DJs, and powerful entertainment programs. Hyde Bodrum will offer its guests a privileged holiday experience intertwined with wellness activities, art workshops, and a high-quality entertainment concept. Throughout

the season, guests will experience various eclectic tastes prepared by chefs from around the world, as well as nature and water sports, entertainment programs, wellbeing activities, and art workshops. Hyde Bodrum offers 216 rooms, suites, and 4 villa options with pool or garden views, private pools, and jacuzzis for travelers seeking a sophisticated retreat. For those who want a private, isolated holiday with friends or loved ones, four villas with three bedrooms, private pools, and kitchens are available. Designed by Carte Blanche, the hotel will feature a bar and five exclusive restaurants.



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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OYA NARİN: WE AIM FOR A NEW TOURISM RECORD THIS YEAR

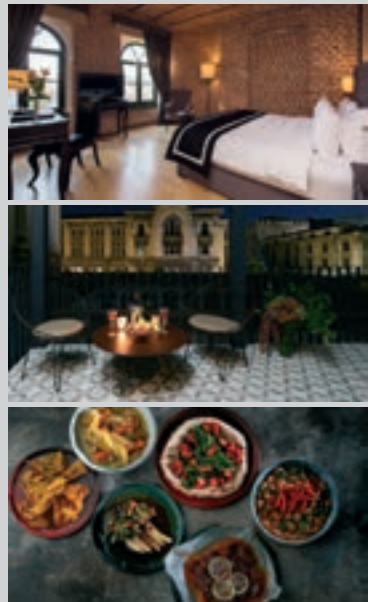
Oya Narin, the Chairperson of the Board of Martı Hotels & Marinas, stated, "We are one of the most established institutions in Turkish tourism. As Martı Hotels & Marinas, which introduced the resort concept to our country and contributed to our industry with the innovations we have made, we took our place at this most important international gathering of tourism as usual." Narin continued, "We are pleased with the strong signals we received at the fair regarding the growth we planned for the German market in all our facilities. We also recorded a significant increase in early bookings compared to last year. The demands we received and the contacts we made have solidified our goals for 2024 at the ITB Berlin fair." Martı Hotels & Marinas, a leading and pioneering brand in Turkish tourism, traditionally participated in this significant global gathering of tourism. Martı Hotels & Marinas introduced its resort hotels Martı Resort, Martı Myra, as well



as Martı La Perla Hotel and boutique hotels Güllü Konakları, Martı Hemithea Hotel, and Martı Marina & Yacht Club to foreign visitors at its booth during the fair. Representing Martı Hotels & Marinas at the fair were Chairperson of the Board Oya Narin, Vice Chairman Emre Narin, Marketing Manager Lina Temelli, and company executives. Emphasizing Türkiye's aim to set new records in tourism in 2024, Oya Narin, Chairperson of the Board of Martı Hotels & Marinas, said, "As one of the most established institutions in Turkish tourism, we introduced the resort concept to our country and continue to contribute to our industry with the innovations we have made. We have been working for the development of Turkish tourism on all platforms, both domestically and internationally. We are one of the ambassadors of Turkish tourism."



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**GÜMBET - BODRUM
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DORAK HOLDING TO INVEST 300 MILLION DOLLARS IN 10 HOTELS

Serdar Ahmet Körükçü, Chairman of the Board of Dorak Holding, which brings tourists from five continents of the world to Türkiye, stated that hotel and flight ticket prices in Türkiye increased by 40 per cent this year and said, "The Ministry of Tourism doubled museum prices. We have become expensive compared to Europe in tourism. Even Greece and Egypt are cheaper than us."

Providing incoming services with tourism offices in 23 countries, Dorak Holding Chairman of the Board Ahmet Serdar Körükçü stated that accommodation and travel fees have increased and said, "This year, The Ministry of Tourism doubled museum prices."

1 MILLION OVERNIGHT STAYS

Körükçü said that as Dorak Group, they hosted 480 thousand tourists from five continents of the world last year and their target for this year is 600 thousand tourists. Explaining that they realised 10 million overnight stays per year, Körükçü, according to the news in Türkiye Newspaper, noted the following: Since we are a Nevşehir-based company, our investments are mainly in Cappadocia. We opened Sacred Mansion, the most luxurious rock hotel in Cappadocia. We brought the first Dinner in the Sky, which is available in 64 countries of the world, to Cappadocia. We are opening Takesushi Restaurant in Urgup with the signature of world famous Japanese chef Hiroki Tekamura. Famous names will perform at Cappadocia's first night club Flue Club, which we opened this year. In July 2024, we are preparing to introduce Marriot Hotel Cappadocia,



Serdar Ahmet Körükçü, Chairman of the Board of Dorak Holding

which will be the most luxurious hotel east of Ankara, to our visitors.

DOUBLE THE INCOME FROM CAPPADOCIA

Emphasising that Cappadocia, which attracts over 4 million visitors annually, is among the world's leading tourism destinations with its increasing popularity in recent years, Körükçü said, "We also provide balloon services in Cappadocia. Cappadocia, which is at the top of the travel lists of foreigners who are passionate about nature and cultural tourism, especially Japanese, Chinese and Koreans, is the region that attracts the most money-spending tourist mass. The average tourist expenditure in the region is twice that of Istanbul, i.e. an average of 1,500 dollars. Despite this, hotels in Cappadocia are 100 per cent full. Approximately 10 billion dollars of this year's 50 billion dollars of tourism revenue will come from here. In 2025, Cappadocia has the potential to reach 10 million tourists."

GOING TO PUBLIC OFFER, INVESTING 300 MILLION DOLLARS IN 10 HOTELS

Dorak Holding, which plans to go public in the first half of this year, will use all of the income to be obtained from here in investments. In this context, the company, which is in negotiations to buy a foreign hotel chain with 10 branches, has set a target of 300 Million Dollars. Körükçü said, "We serve with a total of 12 hotels, two in Istanbul, one in Kuşadası and the others in Cappadocia. We are also operating Hagia Sofia Mansions in Istanbul, Hilton's first hotel under the Curio Collection brand, for 25 years. We will acquire a 10-hotel chain with 4 hotels in Türkiye and hotels in Spain, Italy, Germany, Prague, Croatia and Austria. We will open our ongoing hotel investment in Pamukkale in 2025. We are also planning a 300-room hotel in Bodrum."



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TÜRKİYE GENERATED \$2.3B IN HEALTH TOURISM REVENUES IN 2023

With dozens of its internationally recognized institutions, Türkiye ranked seventh worldwide in health tourism, as the sector generated a revenue of \$2.3 billion (TL 74 billion) in 2023, according to data released by the Trade Ministry.

The ministry's statement conveyed that as health travel rapidly proliferates, efforts are being supported to increase the added value of health tourism in the country's economy, facilitate companies' access to international markets, and enhance competitiveness and branding. The "Heal in Türkiye" internet portal, launched with the ministry's support, is the face of Türkiye's health tourism sector and includes 175 institutions operating in the sector, with applications taking place in the portal increasing each passing day. Türkiye ranks seventh among all countries in this field, with 40 health institutions with internationally accepted accreditation, which positively contributes to medical tourist preferences. Most of the health tourists came from Germany, the United Kingdom, Russia, Azerbaijan, Kazakhstan, Turkmenistan,



Uzbekistan, Afghanistan, and the Middle East, the statement read. Revenue from health service exports was \$1.9 billion in 2022, and this figure rose to \$2.3 billion in 2023 as 1.4 million health tourists entered the country. The financing support provided by

the Trade Ministry to the companies operating in the health services export sector in 2023 increased by 281% to TL 733 million as they take steps toward the goal of becoming a global center of health tourism, according to the statement.



HAVE GREAT TIME IN OLD CITY



DIVAN GROUP'S NEW HOTEL IS OPENING IN AKARETLER

Bringing its extensive experience and quality in the hospitality sector to one of Istanbul's most special neighborhoods, Akaretler, Divan Group aims to offer its guests not only comfort but also an unforgettable experience in the heart of the city.



Divan Group is preparing to bring its vast experience and quality in the hospitality sector to Akaretler, one of Istanbul's most special neighborhoods where gastronomy, art, and culture coexist with its historical and cultural texture. Completing the signing process with Bilgili Holding, Divan Group will operate the hotel it has leased under its own brand, welcoming guests with the usual Divan comfort and service quality. Located in the historic streets of Akaretler with a modern and elegant touch, the new address will offer guests a unique experience.

The historical building, which was originally built to bring income to charities as places that bring rents according to the name Akaretler comes from Akar, and was used as a lodging for managers working at the Dolmabahçe Palace by Sultan Abdülaziz in 1875. Akaretler Row Houses, the first row house and mass housing project of the Ottoman Empire and subsequent Republic of Türkiye, also hosts a very meaningful house that was later converted into a museum and where Great Leader Mustafa Kemal Atatürk and his family resided for a period. Following a comprehensive

renovation process that will be carried out in accordance with the historical texture of the region, Divan Group's new hotel is planned to open its doors to guests in the last quarter of the year. Reflecting the unique signature of Divan Group in the hospitality sector with its high-level hospitality approach, the hotel will be the new meeting point of Akaretler with its distinctive dining venues and a total of 138 rooms. With its excellent location, the hotel will offer guests the opportunity to explore the city easily, standing out with its ideal location for both leisure and business trips.



FLORA TOURISM GROUP



Antalya draws record number of foreign tourists

The number of foreign tourists visiting the Turkish Mediterranean resort of Antalya surged by 45 percent in March from a year ago to reach a record 505,000. In the first three months of 2024, the popular holiday destination welcomed more than 1 million visitors, also marking a first-quarter all-time high.



Foreign tourist arrivals in the city increased by 25.6 percent compared with the January-March period of last year. Germans topped the list of international vacationers, followed by Russians and Britons in the first three months of 2024. According to the latest official data, the number of German tourists visiting the city rose by a record 65 percent year-on-year to nearly 280,000 people. Germans accounted for some 33 percent of all foreign tourist arrivals in Türkiye in the first quarter. There was a 19.4 percent decline in vacationers from Russia, which has been at war with Ukraine, affecting tourist inflows from the country. From January to March, around 172,000 Russians visited Antalya, corresponding to 20 percent of all foreign tourists, showed the data.



FOR YEARS, RUSSIANS WERE AT THE TOP OF THE FOREIGN VISITORS LIST UNTIL NOW

Meanwhile, a delegation from Türkiye, headed by Firuz Bağlıkaya, the president of the Association of Turkish Travel Agencies, visited Moscow to

offer condolences over the deadly terrorist attack that took place on March 22. They visited the Crocus City Hall and laid flowers in memory of the victims of the attack.

Russia is of the largest markets for the Turkish tourism industry. Last year, 6.3 million Russians visited Türkiye, which marked a 21 percent increase from 2022.

Antalya has long been a favorite holiday destination for Russians, and after the war broke out, many Russians and Ukrainians relocated to the southern city.

The latest data also showed that the popular resort welcomed some 125,000 tourists from the U.K. in the

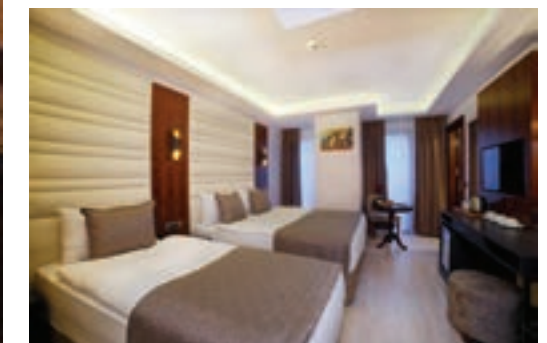
first three months of 2024, up 40 percent year-on-year. Strong inflow of holidaymakers from Poland continued. Tourist arrivals from the country leaped 43 percent in the January-March period from a year ago to around 35,000. In 2023, for the first time, over 1 million Polish tourists visited Antalya. Despite the ongoing war, the number of Ukrainians rose 48 percent to 17,000, while tourist arrivals from Iran soared 73 percent to some 31,000. More than 13,000 Dutch tourists visited Antalya in the first quarter of 2024, pointing to a 38 percent increase from a year ago. Türkiye aims to welcome a total of 60 million tourists and generate \$60 billion in tourism revenues in 2024.



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ACCOR TO OPEN ITS FIRST RESORT HOTEL IN TÜRKİYE IN ANTALYA

Accor is realising Türkiye's first Mövenpick Resort project in Antalya with Prince Group. The 383-room Mövenpick Resort will be the first Mövenpick branded resort in the Mediterranean region of Türkiye.

Mövenpick Resort Antalya Tekirova will be the first Mövenpick branded hotel in the Mediterranean region under Accor and the first Mövenpick resort in Türkiye. The hotel is scheduled to open in the second quarter of 2024.

WE ARE PROUD TO CO-OPERATE WITH ACCOR

Speaking at the signing ceremony, Ismail Lepiev, Chairman of Prince Group, said: "We are proud to partner with Accor on this exciting project. This is a project that demonstrates Türkiye's tourism potential and is supported by Accor's global expertise. By combining the spectacular beauty of the

Mediterranean coast with Mövenpick's signature hospitality, we aim to create inspiring moments and exceptional experiences for our guests in this breathtaking natural setting."

IT WILL BE THE FIRST MÖVENPICK RESORT IN THE REGION

"This project marks an important milestone in Accor's growth in Türkiye and demonstrates our confidence in this partnership, which is poised to redefine the premium hospitality experience in this stunning destination," said Paul Stevens, COO, Middle East, Africa and Türkiye, Accor Premium, Midscale and Economy. Mövenpick

Resort Antalya Tekirova not only represents the Mövenpick brand on Türkiye's Mediterranean coast, but is also the first Mövenpick Resort in the country. With its global recognition and regional presence, strong sustainability practices and deep commitment to the environment and local communities, the Mövenpick brand further enhances the destination's appeal in the perfect location to appeal to both domestic and international tourists."

Spread over a total area of 120,000 square metres, the five-star hotel will offer a variety of accommodation options, including 383 rooms, family rooms with private pools, family suites and villas.



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Domestic and foreign chains are in the race to open hotels in Türkiye

Domestic and foreign hotel chains, such as Wyndham, Hilton, Accor, and Radisson, as well as local chains like Dedeman and Elite World, are focusing on all 81 provinces of Türkiye. The six major hotel groups plan to add over 450 hotels to their chains within five years.

Türkiye, one of the fastest-growing countries in the Mediterranean Basin in tourism, continues to be a favored country for hotel investment, despite having thousands of hotels. In this process, the focus of the investment has turned to Türkiye's 81 provinces and 7 regions, from leading cities in Anatolia to the Black Sea, the Aegean, Central Anatolia, and Eastern Anatolia, with the world's largest chains such as Wyndham, Hilton, Accor, and Radisson, as well as local chains like Dedeman and Elite World, adding new hotel investments or incorporating unbranded hotels into their chains through franchise/management agreements, spreading across Türkiye.

terms of the number of hotels. Dimitris Manikis, President of Wyndham Hotels & Resorts EMEA, said, "As part of our growth plans in Türkiye, we aim to close 2024 with 130 hotels and reach 150 hotels by the end of 2025. Ninety-five percent of our 9,200 hotels worldwide are franchised. We have 10 of our 24 brands in Türkiye."



SİNAN KÖSEOĞLU: NUMBER OF CITY HOTELS INCREASE

Sinan Köseoğlu, Deputy Operations Manager of Accor Türkiye, stated that Türkiye has great potential, and as Accor, they want to seize this opportunity. He said, "We have 68 hotels in 12 brands in Türkiye, and we plan to add 14 new hotels to our portfolio in 2024, aiming to increase the number of hotels to 100 within three years. Only 17% of Türkiye's over 21,000 registered hotels are branded. There must be an Ibis in every province. We have 30 more brands that have not yet come to Türkiye but can come."

DAVID KELLY: TÜRKİYE IS A STRATEGIC MARKET FOR FOREIGN CHAINS

David Kelly, Senior Vice President of Hilton Continental Europe, said, "This year, we will open six hotels in Türkiye, and in the next three years, we will open more than 20 hotels in over 13 cities. Türkiye will continue to be one of our important markets in the coming period. We will expand our presence in Istanbul by bringing our brands to new cities such as Denizli and Düzce. We will also include brands that cater to different segments, such as Home2 Suites by Hilton, Embassy Suites by Hilton, and Tapestry Collection by Hilton, in our portfolio in Türkiye."



BARAN TÜRKEL: WE WILL REACH 100 HOTELS IN TÜRKİYE

Baran Türkel, Director of Development & Franchise at Radisson Hotels Türkiye, said, "We aim to reach 70 hotels in Türkiye within five years and 100 hotels by 2030. Fifty percent of our portfolio is in Istanbul. We plan to open six hotels in 2024. We will expand our portfolio with new hotels in Mersin, Bursa, Izmir, and Istanbul. We aim to bring Radisson RED, which we will open first in Izmir, to Istanbul, Ankara, and Antalya. We have taken steps to bring our resort concept within our brand to the Mediterranean and Aegean regions."



ORKUN PETEKÇİ: WE WILL EXIST IN ALL 7 REGIONS OF TÜRKİYE

Orkun Petekçi, CEO of Elite World Hotels & Resorts, said, "We aim to increase diversity in tourism by creating four new brands that will appeal to different categories and to exist with hotels in all seven regions of Türkiye. We will grow with investors who want to contribute to the growth of Turkish tourism through the franchise business model, which is mainly focused on 3 and 4-star hotels. We offer all services to investors with our experience as a local chain and the international standards of service we provide. In line with our goal of reaching 50 hotels by



2030, we are meeting with investors to bring our brand to different cities in Türkiye."

ERGÜN DEMİRAY: WE WILL INCREASE OUR NUMBER OF HOTELS TO 100

Ergün Demiray, Chairman of the Board of Dedeman Hotels & Resorts International, said, "By the end of 2025, we aim to increase the number of hotels in operation and signed to 100 and the number of countries they serve to 10. As Türkiye's largest domestic hotel brand, we want to be present wherever Turkish Airlines flies. We are moving forward with our vision to adapt to investment proposals from all over Türkiye and the world."



DIMITRIS MANIKIS: NEW BRANDS ON THE WAY

Wyndham Hotels & Resorts, the world's largest hotel company with approximately 9,200 hotels in over 95 countries, has around 111 hotels in 43 cities in Türkiye. Türkiye ranks as Wyndham's fifth-largest market in



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Let us help you make a difference with your competitors.

Let us increase the profitability of your hotel and increase the value of your property.



Built on 13.060 m², Pelemir Hotel, which serves in the heart of Düzce with its modern, stylish architecture and boutique hotel design, brings historical places and nature together with you. Pelemir Hotel offers a privileged service to guests travelling for business or holiday purposes. Pelemir Hotel will be pleased to welcome you with its different concept.

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Distances: Düzce city centre: 5 km. Sabiha Gökçen Airport (SAW): 160 km. Abant Lake: 60 km. Lake Melen 15 km. Sapanca Lake: 65 km. Maşukiye: 80 km.

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Ali Mürşit Yağmur: Dalyan, Türkiye's Undiscovered Tourism Treasure

Ali Mürşit Yağmur said, "As tourism operators in the region, we do not want Dalyan to be overdeveloped. We also do not prefer Dalyan to receive a very high demand from tourists. We want it to remain as a high-quality special place."

Ali Mürşit Yağmur, the President of the Dalyan Hoteliers Association (DOD), operator of Nish Caria Hotel, and a Member of the Ortaca Municipality Council, stated that Dalyan is an undiscovered tourism paradise in Türkiye. Yağmur emphasized that Dalyan is mostly preferred by British tourists and underscored that as tourism operators in the region, they are very sensitive about Dalyan not becoming overdeveloped.

Can you describe Dalyan briefly?

Dalyan is a renowned tourism destination located in the Ortaca District of Muğla, Türkiye. It has a population of approximately 5,000 residents. Despite having a capacity to accommodate around 1.5 million visitors annually, only 300,000 tourists stay in Dalyan due to its 8,000-bed capacity. Dalyan is conveniently situated just a half-hour away from Dalaman Airport. The world-famous İztuzu Beach is located in close proximity to Dalyan, along with the Dalyan River and ancient rock tombs dating back 3,500 years.

What is the tourist profile of Dalyan?

Dalyan is home to boutique, organic family-run businesses. This small neighborhood in the South Aegean region is particularly favored by British tourists. The tourism season in Dalyan begins in April and ends in November. Previously, Dalyan used to attract many visitors from Finland and Norway.

However, in recent times, there has been a surge in demand from British tourists. Additionally, there is increasing interest from the Russian, German, and Belgian markets. There is also a segment of domestic tourists who prefer Dalyan for its boutique structure and unspoiled atmosphere. I believe that Dalyan will be in a better position in tourism in the future. As tourism operators in Dalyan, we are committed to developing tourism without compromising the area's architecture and without allowing excessive urbanization.

What are the factors that attract tourists to Dalyan? Why should guests come to Dalyan?

We invite everyone who is curious about Dalyan, who wants to get to know it, and who wants to have a holiday that smells both of nature and history. Because Dalyan is a very different, very special place. It is a very special area where the ancient Lycians lived in the past. This pristine environment allows guests coming to Dalyan to have a peaceful holiday with their families, away from discos and entertainment, while relaxing and enjoying themselves. Our only concern is to ensure that our guests have their holidays in a safe environment.

How many guests does Dalyan host in a year?

We host approximately between 300,000 to 350,000 guests in Dalyan each year. This is because we do not



Dalyan Hoteliers Association President, operator of Nish Caria Hotel, and Ortaca Municipality Council Member Ali Mürşit Yağmur.

have 5-star hotels or all-inclusive resorts here. We mainly offer bed and breakfast services. There are guesthouses and small boutique hotels available in Dalyan. We also host many day-trippers in Dalyan. People come to Dalyan from Antalya, Pamukkale, Kaş, Kalkan, and Kuşadası to experience the Dalyan mud baths, to see İztuzu Beach, the Lycian Rock Tombs, and Köyceğiz. Our guests take boat tours on Dalyan Canal, passing through the reeds, enjoying the nature while observing the rock tombs, and then they head to İztuzu Beach. There's no beauty like this anywhere else in the world. Additionally, Dalyan is one of the places in Turkey where you can find the most blue crabs. Also, at the Dalyan Turtle Hospital, many injured and sick sea turtles are treated and rehabilitated before being released back into the sea every year.



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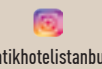
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