

turizm aktüel

Türkiye

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OPERATORS
TO INCREASE
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**SHARE BY UP
TO 20 PCT**

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ATTRACTS
NEARLY
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TOURISTS**

**TURKISH
TOURISM**
IS RISING FROM
ITS ASHES

FURTHER SUPPORT
PLANNED FOR
**BOUTIQUE
HOTELS** TO BOOST
TURKISH TOURISM

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ANNIVERSARY**

TURKISH
HEALTH TOURISM
TO GENERATE
\$20B BY 2023

TROIA

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OTI HOLDING 

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UYMAYA SÖZ VERMİŞTİR.

THE TOURISM SECTOR WAS BORN OF ASHES

Hello from the WTM London special edition of Turizm Aktüel Magazine.

After a challenging season, the international fairs marathon starts. The first stop is WTM London. This one has a special feature that distinguishes it from the others: WTM London is an end and a beginning fair. End, because the 2017 tourism season is over. It was a year of recovery. It was a difficult year that tired all of us.

As the sector we knew how to get rid of the wreckage of 2016 that buried us. Have we not lost anything? We have. We got tired, upset, disappointed. However we did not give up hope. We were reborn, like a Phoenix, of our ashes. Now it is time to fly. Now it is time to reach the amount of tourists and income that once we were proud of.

This is why WTM London is a beginning fair. The end of the season statistics are not yet defined. However recently announced statistics of third quarter heralded good amount both in number of tourists and in tourism income. This, of course, became a motivation for the sector who tries to get back on its feet.

There are every year routines. First, a wide evaluation of the season is carried out. The lessons of the experiences are described and the preparations for the new season begin. Thus WTM London is the fair to finalize a season and to start the new one with hope. Since every end is a new beginning this fair is the time when the excitement of the new season starts to be felt, first clues of 2018 will be seen and the first connections are done.

As the tourism sector, we are waiting the 2018 season excitedly and hopefully. We want to be paid off our efforts. We stood up and we want to run. The tourism sector workers who worked hard and spent heroic effort, the hoteliers spent superhuman efforts in order not to close down their hotels deserve this.

Turizm Aktüel Magazine which participates to internationally important fairs with special issues does not disrupt the tradition.

Our first special issue is for WTM London. You will enjoy this volume in which the news of the sector, the forecast of the sector representatives for 2018 and the files about the beautiful destinations are included.

The next issue will be prepared for Netherlands Utrecht Tourism Fair. See you in the next issue...

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2018土耳其·中国旅游年 TURKEY TOURISM YEAR IN CHINA



TURKEY SAYS CHINA TO BE IMPORTANT MARKET IN 2018

Turkey's Culture Minister says southeast Asia, particularly China, to be important markets next year.

Turkey's Culture Minister Numan Kurtulmus said China will be an important market in the coming year. Kurtulmus said the year 2018 will be favorable as it has been declared as the "Turkey Tourism Year" in China. He added to mark the year various events will be held in Beijing, Shanghai, Chengdu and other cities. Kurtulmus, who met ministers from Indonesia, Azerbaijan and Iran during the session, said his talks with them were fruitful. "Southeast Asia and particularly China will be new markets for us in the coming year," he said, adding that this may bring millions of tourists to Turkey. He expressed hopes that Turkey would come out as a more important member of the world tourism organization. "We will set head offices in Istanbul or other cities." Human Kurtulmus said that he expects 200,000 Chinese tourists to visit Turkey by the end of this year. As political ties become more invigorated, the increasing economic exchange between Turkey and China is being reflected in the tourism sector. Turkey is expecting to host a record number of tourists from China within the scope of the 2018 Turkey Tourism Year in the country, said Culture and Tourism Ministry Assistant General Manager of Promotions Ahmet Temurci. Holding talks in the Chinese capital Beijing along with his accompanying



delegation, Temurci elaborated on the tourism volume between Turkey and China, as well as the preparations for 2018 Turkey Tourism Year in China. Stating that they held meetings with officials from the Chinese Tourism Administration, Temurci stressed that they were welcomed by the Beijing authorities with great enthusiasm. Temurci pointed out that China is the world's largest global tourism market and the leading country in the world, sending the highest number of tourists and producing the biggest tourism spending. "We want to turn the 2018 Turkish Tourism Year in China into an opportunity and expect to host a record number of tourists in this country within the scope of 2018 Turkey Tourism Year in China," he added. Highlighting the rapid development of Turkish-Chinese relations in recent years, Temurci suggested that the

relations between the representatives of these two ancient civilizations in the east and west of Asia need to be further developed. Temurci stated that they plan to have high-volume official participation in the six tourism fairs to be held in China in 2018, and that they are working on active publicity projects in popular social media and on digital platforms in this country. Emphasizing that Chinese tourists are particularly interested in Istanbul, Cappadocia, Pamukkale, Safranbolu, Konya and Black Sea destinations, he suggested that there is no obstacle to getting a bigger share from the giant Chinese tourism market. More than 100 million people traveled abroad last year in China, the world's largest global tourism market. According to a study conducted by C-trip, the largest tour company in the country, the Chinese ranked first in the list of tourists who spend the most, by spending \$261 billion worldwide last year. About 21 percent of the world's tourism expenditures are made by the Chinese, while the number of tourists going abroad from this country increased by more than 10 percent every year in the last 12 years. Turkish Airlines (THY) has daily flights from three cities, namely, the capital city of Beijing, the economy and financial center Shanghai, and Guangzhou in the south of China, to Istanbul.



Your new gate to the old times



Antalya attracts nearly 10 million tourists

The number of tourists who visited Turkey's top holiday resort province Antalya surpassed last year's tally of 6.5 million tourists, reaching almost 10 million as of mid-October.



The number of foreign tourists coming to the city via Antalya Airport reached 9.6 million on Friday, Oct. 13, marking an increase of 63 percent for the Jan. 1 to Oct. 13 period, compared to the same period last year. Nearly 544,000 tourists landed at Antalya Airport, which welcomes an average of 41,769 foreign tourists per day, between Oct. 1 and Oct. 13. Last year in the same period, 413,000 tourists arrived and a total of 791,000 tourists came to the city in October. Out of the 8.5 million incoming tourists as of the end of September, 3 million of them were Russians. With the addition of 13-day October data, the total number of Russians coming to the city via the Antalya Airport stands at 3.5 million this year. According to the figures, 1.3 million German, 661,000 Ukrainian and 305,000 British tourists came to the city, followed by 234,000 tourists from Kazakhstan, 212,000 from the Netherlands, 152,000 from Belarus, 144,000 from Poland, 144,000 from Israel, 117,000 from Belgium, 112,000 from Romania and 102,000 tourists from Denmark. The markets below 100,000 were listed as Iran with 98,000 tourists, Sweden

with 84,000, the Czech Republic with 78,000, Slovakia with 74,000, Lithuania with 68,000, Moldova with 64,000, France with 54,000, Switzerland with 52,000, Norway with 45,000, Austria with 43,000, Hungary with 36,000, Finland with 29,000 and Northern Cyprus with 18,000 tourists

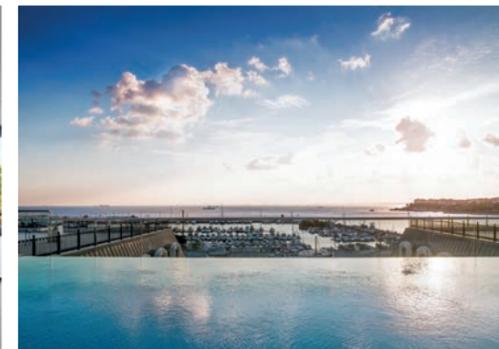
NUMBER OF RUSSIAN TOURISTS COMING TO ANTALYA HITS ALL-TIME HIGH

The number of Russian tourists visiting Antalya, often called Turkey's "tourism capital," has reached over 3 million as of Sept. 30, Antalya Governor Münir Karaloğlu said Monday. The governor also indicated that the total equaled an all-time record. Russian Ambassador to Ankara Aleksey Yerhov visited Governor Karaloğlu at his office and while there said relations between Turkey and Russia were probably experiencing the best period in history, indicating that both political and commercial relations were continuing at a high level. Karaloğlu also pointed out that Antalya is the province that Russian tourists visit the most outside their own country. "We

broke a record this year. In 2014, 3.307 million Russian tourists came to Antalya. The number of Russian tourists coming to Antalya as of Sept. 30 this year has reached 3.376 million, an all-time record. It seems that travel will also continue throughout October and November. This figure will grow even more. "Russians do not come to our city just to travel. We also have Russian friends who have acquired a lot of real estate in Antalya. There are also a large number of Russian citizens living in Antalya. We are happy about it," Karaloğlu declared. Emphasizing that Antalya is a tourism capital of Turkey, Yerhov also made a joke saying that Antalya is the "capital of the tomato." Answering journalists' question about Turkey's tomato exports to Russia, Yerhov said: "Tomato production in Russia has strengthened with the ban on tomato imports. We do not want to hurt our own producers by lifting this ban. There will soon be a commission meeting for the two governments. The decisions will be made within the scope of this meeting or in the near future. However, the problems will be solved in the future."

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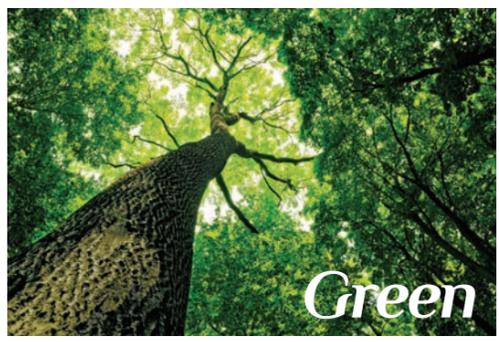
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Map labels include: İSTANBUL CEVAHİR, ŞİŞLİ, TAKSİM, ÜSKÜDAR, BEYKOZ, CAYIROVA, THE ADDRESS, AKASYA, PALLADIUM, ATASEHIR FINANCE CENTER, ATASEHIR, KADIKÖY, PRINCESS ISLANDS FERRY, İKEA, BUYAKA, BRANDIUM.



Münir Karaloğlu, the Governor of Antalya; Hüseyin Yayman, the Deputy Minister of Tourism and Culture; TÜROFED President Osman Ayık and distinguished guests attended the gala dinner organized by OTI Holding for the 25th anniversary.



Minister of Foreign Affairs, Mevlüt Çavuşoğlu

OTI Holding celebrated its 25th anniversary with a special event held in Antalya between 20-23 October. **HASAN ARSLAN**

Approximately 2,500 people including Turkish and international tourism authorities, hotel and airline directors, agents from Russia, Ukraine, Poland, Turkey, Germany, Belarus and Georgia, press members from Turkey and abroad, sector representatives and partners working with the holding in 36 countries participated to the evening held in Belek Land of Legends. Opening speeches of celebration were given by OTI Holding CEO Ayhan Bektaş, Vice Chairman of the Board Coşkun Yurt and Board Member Ahmet Bektaş. Members of the Board of Directors gave information about OTI's 25-year-adventure in their speeches. In the night when OTI's establishment story was narrated, the principles and the targets set when starting the journey in the sector were mentioned as well. Members of the Board of Directors of OTI Holding stated in their speeches: "We founded our first company 25 years ago, on October 16, 1992. They were the years that Turkish tourism was in a leap, anyhow professionalism should have been handled more comprehensively. We set off with this claim. For this reason, when we started working together, we identified very important principles. We have set our targets in the direction of our claims and since the day we established our principles we have spread this in every detail of our work. We were the first company to qualify for quality standards in the sector. We see today that we are almost a school with our brands and working style. We made the right investments at the right time and after 2000s we have caught up with serious growth trend. The journey we started with the management of destinations in Turkey in 1992 made us one of the important tourism groups of the world today. We are proud to be here today and to be among the global players as a Turkish group. After that, we aim to continue our path to win other achievements with our team and our valuable business partners without



Goran Brogevic, gave a concert in the 25th anniversary celebrations of OTI Holding.





Ayhan Bektaş stated that they have focused on creating a good team and being client centered in the company they found in 1992.



Mevlüt Çavuşoğlu, Minister of External Affairs, Ayhan Bektaş, Chairman of the Executive Board of OTI Holding

sacrificing our principles.”
The 25th anniversary celebration continued with the Fire of Anatolian dance show and concert of Goran Bregovic concert. After Goran Bregovic's concert, a magnificent 10-minute firework display was held.

MEETING THE TURKISH AND FOREIGN PRESS

At the press conference held at Xanadu Resort Hotel, members of the Board of Directors of OTI Holding came together with the press. OTI Holding Chairman of Executive Board Ayhan Bektaş, President of the World Travel and Tourism Council Gerald Lawless and President of the Federal Association of German Tourism Industry (BTW) held a press conference under the chairmanship of Michael Frenzel, World Tourism Organization Sustainable Tourism Specialist for International Development. The questions of Turkish and foreign journalists were answered in the meeting.
In the meeting held by OTI Holding Board of Directors with Turkish press, Coşkun Yurt, Vice Chairman of the Board emphasized that the group served 20 million tourists in 25 years and that there are currently participating companies in 18 countries. “As OTI Holding, we serve approximately 3 million people in average annually. In June 2017 we completed our purchase of tour operator Ferien Touristik and joined the German market. We are strengthening our structuring in Europe after operating and being the market leader in Russia, Ukraine and CIS countries since 1994.”
Yurt said, “By 2018, we aim an increase of 20% in all destinations”, referring to the fact that by bringing about 1 million 200 thousand guests in 2017 they are the



Fire of Anatolia performing in the gala dinner

tourism group that brings the most tourists to Turkey from all over the world.

TURKEY DEMANDS EXPLODED IN EUROPE

Minister of Foreign Affairs, Mevlüt Çavuşoğlu, attended the gala dinner held at Xanadu Resort Hotel during the 25th anniversary of OTI Holding's foundation. Minister Çavuşoğlu made a speech at the gala and said, “We had an investigative tour of the golf sector and a German said to me, ‘Our politicians inspire us not to go to Turkey, but then British savour.’ It is true that there is an increase in the number of tourists coming from the UK. The number of tourists from Germany, from all over Europe will increase next year, and requests have already begun to explode. The last two years they have not been satisfied with where they went and they say that they were robbed out there. They want to come back to Turkey. Our difference is that we love people and we are happy to serve people, to please people. That's why in the tourism sector, our service sector is at the forefront in the world. Is there any airline company better than Turkish Airlines? Our private airline companies are just as good. We have very good quality hotels.”



Münir Karaloğlu, the Governor of Antalya; Mevlüt Çavuşoğlu, Minister of External Affairs; Ayhan Bektaş, Chairman of the Executive Board of OTI Holding; Hüseyin Yayman, the Deputy Minister of Tourism and Culture





Dr. Michael Frenzel is president of the Federal Association of the German Tourism Industry



The gala dinner organized for the 25th anniversary of OTI Holding, active in the tourism sector, gathered the political and tourism societies.

NUMBER OF GERMAN TOURISTS TO RISE BY 15 PCT IN 2018

After a recent decline, the number of German tourists visiting Turkey is expected to improve next year, Michael Frenzel, president of the Federal Association of the German Tourism Industry, said.

Speaking to Reuters, Frenzel said early reservations point to a 15 percent to 20 percent rise in the number of German tourists visiting Turkey next year. "Current bookings show a strong increase in German tourists visiting Turkey. We may see a 15 percent to 20 percent growth in 2018 according to early reservations," he said over the weekend during a tourism event in southern Turkey's Antalya. According to the Culture and Tourism Ministry, some 2.5 million German tourists visited Turkey during the first eight months of this year. This figure stood at 2.71 million and 3.5 million in 2016 and 2015, respectively. Pointing out security concerns as the cause behind the decline, Frenzel said: "The decline was clearly caused by security concerns. Politics is changing very fast, and I do not think that political developments influence people's decisions. But successive attacks form a

certain picture in people's minds, and it takes a certain period of time to recover." The quality of the Turkish holiday packages is very high, Frenzel said, adding that it is the price-quality balance that attracts tourists to Turkey. "The pricing here is very competitive when compared to other destinations. This helps people come back to Turkey," Frenzel said. Coşkun Yurt, vice chairman of the board of directors at OTI Holding, an active player in Turkey's tourism sector, claimed that package prices have fallen by more than 30 percent since 2014. The decline was caused by economic downturns in Russia and Ukraine, two of Turkey's biggest tourism markets, and a decrease in the total number of tourists, he said. Frenzel was in Turkey to attend a program organized by OTI Holding to mark its 25th anniversary. The tourism company brought the highest number of tourists to the country in 2017.



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Turkish Culture and Tourism Minister Numan Kurtulmuş

BOOKING.COM PLANS TO RESUME ACTIVITIES IN TURKEY

The online reservation portal Booking.com announced plans to resume operations in Turkey, after access to the website was suspended by Turkish authorities in March.

The travel agency's activities in Turkey were halted after a lawsuit citing unfair competition, filed by Association of Turkish Travel Agencies (TÜRSAB), went to court March 29. The fifth case hearing will be held Oct. 23, according to company officials. Booking.com representatives issued a hopeful statement about the upcoming hearing, stating: "We aim to keep on offering our service to travelers coming from all over the world to visit Turkey and to discover its unique culture with its eye-catching natural beauties." The company also said Turkish customers will also have opportunity

to benefit from online services for both domestic and international travels. The suspension negatively affected the business of numerous small hotels across Turkey, particularly in Anatolia, which relied on Booking.com over other tour operators and travel agencies. As a result, Turkish Hoteliers Federation (TÜROFED), Turkey Hoteliers Association (TÜROB) and the Turkish Small Hotels Association requested the ban on the company be lifted. Booking.com requested high-level meeting with Turkish gov't, minister says Representatives of the online reservation

portal Booking.com requested a high-level meeting with the Turkish government, Economy Minister Nihat Zeybekci said Sunday. According to Zeybekci, Booking.com officials requested a meeting last week after evaluating Turkey's proposal regarding legal issues. On March 29, an Istanbul court had suspended the website's activities in Turkey, after the Association of Turkish Travel Agencies (TÜRSAB) filed a lawsuit against the leading online travel agency citing unfair competition. "I view Booking.com as a very important instrument in promoting Turkish tourism but it has to operate without creating unfair competition, and it has to be subject to the Turkish law," Zeybekci said. The economy minister added that the government suggested a solution to how Booking.com can operate in Turkey legally without breaching competition laws. "We have a high-level meeting request, and we will meet soon. Our recommendation was in economic and commercial sense. I want to meet with them as soon as possible," Zeybekci said, adding that he is cooperating on the issue with the new Culture and Tourism Minister Numan Kurtulmuş. Efforts to find a way to lift the ban and resume Booking.com's operations in Turkey started in June, after a previous meeting between Zeybekci and the company's officials.



Turkish Economy Minister Nihat Zeybekci



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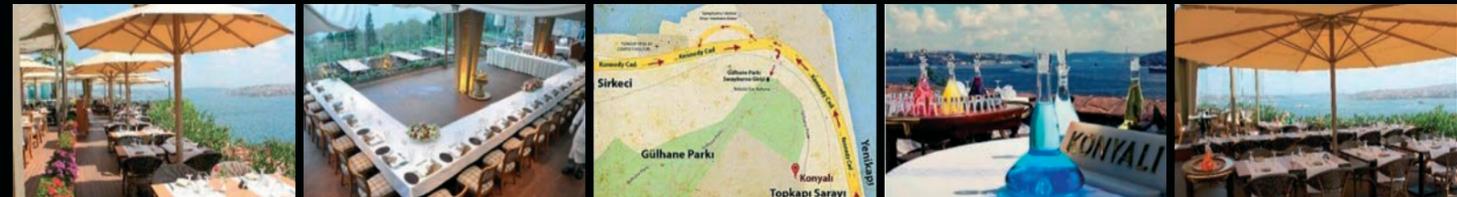
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TURKEY AIMS TO ATTRACT 1.5 MILLION HEALTH TOURISM VISITORS PER YEAR

Turkey aims to bring in 1.5 million health tourism visitors and one million thermal tourism visitors per year in order to become the world's number two in the health tourism sector by 2023, Health Minister Ahmet Demircan has said.

“We will become the health tourism center for Europe, the Middle East, Africa, Central Asia and Russia,” Demircan said in Ankara at a protocol signing ceremony on Oct. 18. Demircan and Culture Minister Numan Kurtulmuş attended the cooperation protocol signing ceremony to promote Turkey as a health hub abroad.

“Health will be a locomotive sector for the ‘New Turkey,’” Demircan said, praising the new state hospitals recently built in Adana, Yozgat, Isparta and Mersin.

“We have some significant advantages and opportunities ... In 2016 we served 359,000 patients at our public, university and private health facilities. In the first half of 2017, the number was 183,000. In terms of geothermal potential, we are in the top seven globally. Our objective for 2023 is to become number two,” he added.

Demircan also said Turkey currently performs as an advisor and educator to 23 countries on developing their health systems and they aim

to increase that number to 35. Health organizations that want to serve as health tourism centers will be legally registered for this purpose, according to a government plan. In addition, a 24/7 hotline in six languages - English, Russian, French, Arabic, German and Farsi - is also now operating,

Demircan said. As for promotion efforts, Turkish Airlines will distribute brochures on the subject while the Tourism Ministry and Turkish embassies abroad will work to promote the country as a health tourism hub. Demircan said this will help Turkey meet its 2023 goals “with ease.” Also speaking at the ceremony, Kurtulmuş praised Turkey as a “treatment hub for people around the world.”

“(Thermal tourism visitors) stay for at least 10 to 15 days and 80 percent of them bring an attendant with them. So this is an important opportunity and we will form cooperation initiatives on this too,” he said. Health tourism is among several tourism divisions that Turkey aims to boost promotion of in the coming years, along with congress tourism and winter sports tourism.

“We are aware of Turkey’s potential in the medical and thermal tourism sectors, especially with elderly care. The thermal sector is one that we have not fully embraced up to now, even though we are the world’s seventh biggest and Europe’s biggest player in this sector,” Kurtulmuş said.

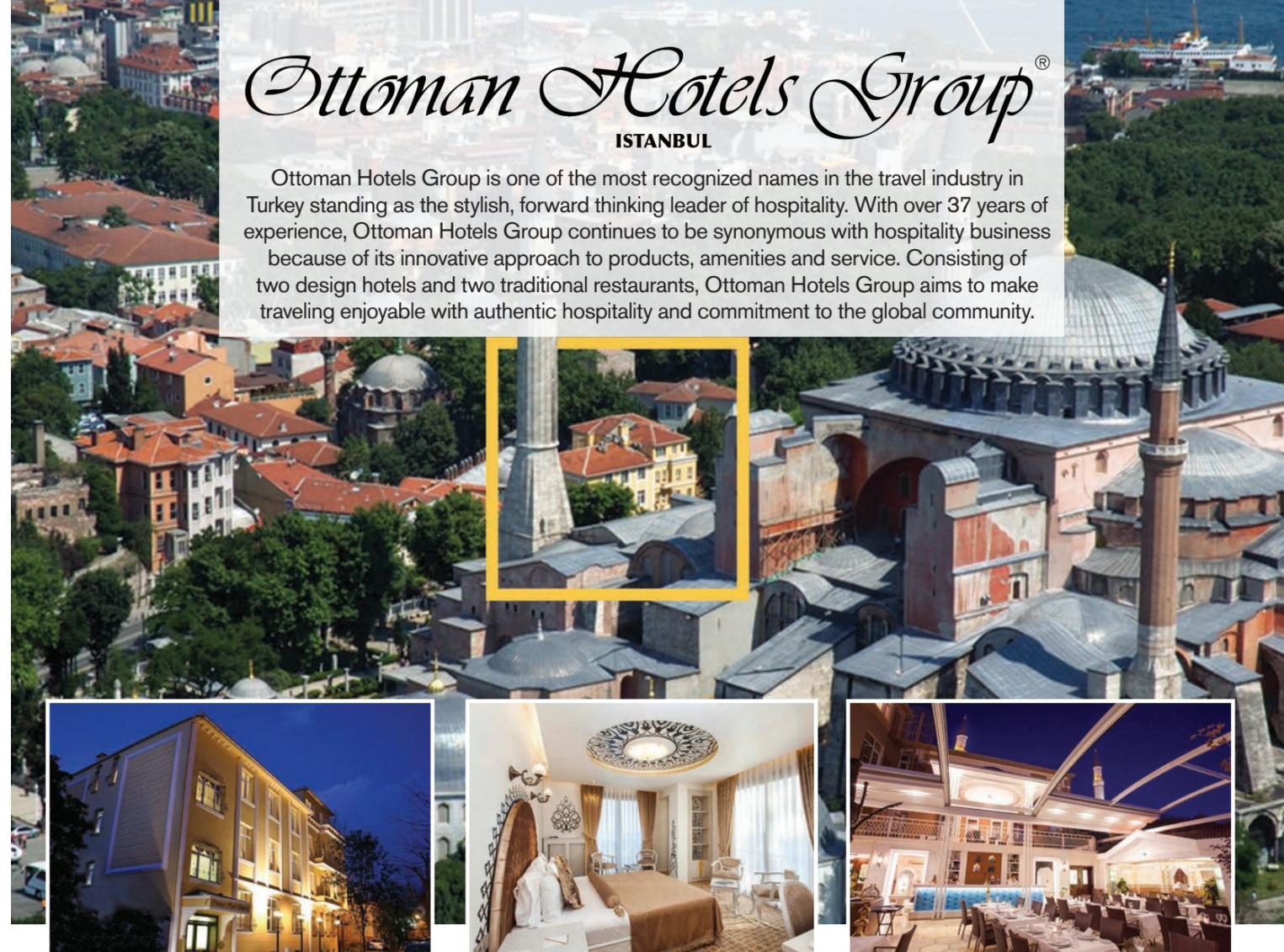


Turkish Health Minister Ahmet Demircan, Turkish Culture and Tourism Minister Numan Kurtulmuş

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2018 THE YEAR OF TROIA

TIME TO VISIT ONE OF THE WORLD'S BEST KNOWN CULTURAL HERITAGE SITES; TROIA IN 2018





2018 marks the 20th year of the admission of the archaeological site of Troia to the World Cultural Heritage List of UNESCO. Troia is a universally known legend and since Homer, a source of inspiration for the western and eastern cultures since more than two millenniums.

WITH ITS AWARD WINNING DESIGN 'TROY MUSEUM' IS OPENING IN 2018

2018 is also the year for the opening of Troia Museum: an internationally award winning project, considered to be one of the best examples of contemporary architecture for archaeology museums of 21th century by several authorities.

Many international events in several disciplines such as art, culture, sport, science and education will coincide with its inauguration in Canakkale in the autumn of 2018.

HOW IT ALL STARTED?

The civil initiative of Year of Troia 2018 from Çanakkale, led by the tourism sector and CTSO (Çanakkale Chamber of Commerce and Industry) has co-signed in January 2017, a joint declaration together with the local Government, the Municipality, the Çanakkale Onsekiz Mart University, the Culture and Tourism Directorate, Troia Foundation and 13 tourism and culture NGOs in order to emphasize the common will of the city of Çanakkale to name the year 2018 as the year of Troia.

The lobbying activities of the initiative in national (EMITT 2017 - 22nd East Mediterranean International Tourism and Travel Exhibition) as well as international levels (ITB Berlin 2017) were highly appreciated by the Turkish Government and related authorities as well as the tourism and culture sectors of Turkey. First Former Minister of Culture and Tourism Mr. Nabi

Avcı, then the Turkish Prime Minister Mr. Binali Yıldırım has declared their positive consideration about this initiative and finally in June the Ministry of Culture and Tourism has officially declared 2018 as the year of Troia. At the same period, the European Parliament and the Council of the European Union has adopted the decision to name the year 2018 as the European Year of Cultural Heritage by 11 May 2017. We believe that The Year of Troia in 2018 will add great value to the European Year of Cultural Heritage theme.

WHY TROIA IS SO IMPORTANT?

The second well-known cultural heritage of the world As professor Manfred Osman Korfmann, the legendary archaeologist of Troia emphasized; "Troia is of the second well known cultural heritage of the world after Jerusalem. This only proves the high reputation of the name 'Troia' in 7 continents with several outcomes in wide range of disciplines". One the main reason for this appears as Iliad and Odyssey epics by the world famous

poet Homers. Troia, Iliad and Odyssey are still a source of excitement and inspiration to millions of people all over the world.

REFERENCE POINT FOR MANY CIVILISATIONS

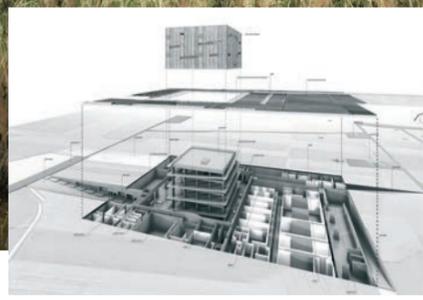
Another reason that makes Troia so important is the fact that Troia is considered as a reference point for several civilisations. You can see the influence of Troia from Greek Mythology to the roots of European Culture, from Caucasus to Persian Culture, in several Anatolian Civilisations, in the roots of Rome and Paris and many more. Several world famous leaders such as Xerxes, Alexandre the Great, Julius Caesar, Fatih the Conqueror, Mustafa Kemal Atatürk and many more have been inspired and motivated from Iliad and Troia.

THE CENTER OF DIALOGUE AND CHALLENGE BETWEEN EAST AND WEST

Since 2000 B.C. Troia has played a vital role between east and west. Some time she became the center for trade and dialogue, sometime Troia and its surrounding became



Troia Museum is opening in 2018



the land of fire between east and west. Troia is not limited with the ancient site and the museum but also it is a 144.000 sqm wide national preservation park with several attractions such as Achilles and Ajax Tumulouses, several ancient settlements, perfect nature, beaches and a stunning view. Around the national park, there are also world famous archaeological sites such as Alexandria Troas, Assos, Apollon Smintheon, Parion, Mount Ida and so on.

WHAT WILL HAPPEN IN 2018?

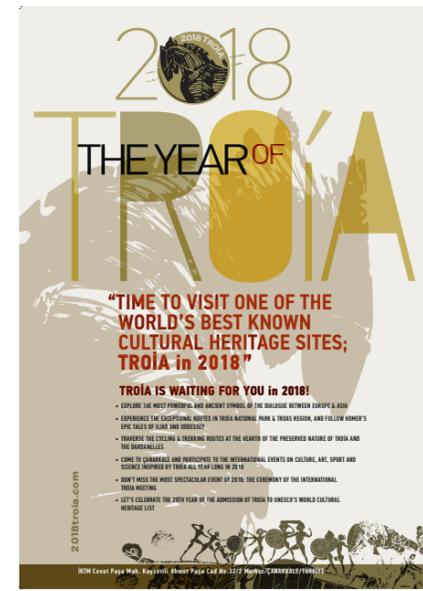
New Cultural Routes, Touristic Attractions, Unforgettable Experiences... Besides the Troy Museum opening, tens of new touristic spots and tour routes will be ready for visiting in the Troia National Park and its surroundings. Moreover, two cultural trekking routes will be ready to be explored by 2018. Troia Culture Road of 125 km long, will starts from a village in Canakkale toward Troia, will end at Alexandria Troas while passing through 10 villages on ancient paths, with cultural heritage sites, stunning views and perfect nature. Second road will start at one of the most important archaeological sites "Alexdria Troas" and finish at one of most impressive sites, Assos. The route is called famous St Paul Way and lasts 60 Km. The route covers 14 villages, several ancient settlements, with a perfect view and unforgettable experience. A new attraction center that is "Troia Theme Park" will also be ready by the end of 2018.

INTERNATIONAL EVENTS ALL YEAR ROUND

Several international events starting from April till the end of 2018 in art, sport, science and entertainment will create an attractive atmosphere all year long for different age, interest and culture groups. More information about the international event calendar can be followed at www.2018troia.com

GRAND MEETING OF TROIA

One of the highlight of the 2018 Year of Troia is the international Grand Meeting of Troia. The main idea is to bring together all the cities and locations that are historically



and culturally linked to Troia, the Homeric Legends and all the references that surrounds them, under the roof of Troia. There will be an open call for civil society representatives, official bodies, public and private institutions and most importantly for the international public to join this memorable event. This event is planned to welcome travellers from all over the world as well. For its first year, the Grand Meeting that will last for 4 days will coincide with the inauguration of Troy Museum, and will present a rich international program that will include cultural events, concerts, live shows and sport events that will bring closer world cultures that are inspired by Troia.

TROIA IS WAITING FOR YOU IN 2018

The land of Troia is preparing for its spectacular rebirth in 2018. With several new touristic spots, venues, and routes, the land of Troia is being ready to offer an exceptional experience. Moreover, tens of international events will make 2018 a must not miss memorable year. Last but not least, you will be in the heart of the Aegean culture with its perfect cuisine, sea, sun and nature. There are scheduled daily flights from Istanbul (40 minutes flight time, www.onurair.com) and Ankara (60 minutes flight time www.thy.com) to Canakkale. Furthermore, hourly busses from all big cities such as Izmir (320 Km, 4 hours), Bursa (260 Km, 3 hours), Istanbul (330 Km, 4,5 hours) and Ankara (680 Km, 8 hours) can bring you to the lands of Troia. www.2018troia.com

TURKISH TOURISM IS RISING FROM ITS ASHES

They did it and are doing it again. In 2016, they suffered a lot of injuries, they reduced. They recovered from 2017 then. In 2018, they are preparing to reborn like Phoenix. They are real heroes... They are Turkish travel professionals... They have a precautious optimism for 2018. But most importantly they are strong, courageous, hardworking and hopeful.

HASAN ARSLAN - HAKAN METİN



AYDIN KARACABAY / LEVNI HOTEL CHAIRMAN OF THE BOARD: THE TOURISM SECTOR IS SHAKEN BUT HAS NOT COME TO ITSELF YET

Turkish tourism had a very bad year in 2016. The plane crisis that we have experienced with Russia and the security problems around the country in general caused this bad progress. The year 2017 is also in the shadow of these events. The slight recovery we experienced in the third quarter of this year stems mainly from the growing interest of Arab and Russian tourists.

Although the increase in the number of tourists affects the occupancy rates positively, room prices did not improve. When we think of 2018; I do not think there will be a problem with resort tourism in our southern coasts. Because, our resort hotels have a serious competitive edge compared to our competitors. Visitor profile is relevant, our facilities are well maintained, service quality is at top level, and prices are balanced. But I do not have the same optimism in terms of cultural tourism.

Culture tourism generally has a western visitor profile which is intellectually and educationally of high level with a high income as well and this mass, unfortunately, does not return very quickly into the problematic regions. They are acting more suspicious and timid. In terms of cultural tourism, I think we will have a hard time in 2018 with this and we will be able to recover with small improvements.



İSMET ERGÜLEÇ / SIRIUS DELUXE GENERAL MANAGER OF ALANYA: OUR FOCUS SHOULD BE THE INCREASE IN SALES PRICES

We are about to finish 2017, after a bit of breathing after 2016, which has the worst number of visitors and the worst income in tourism history in Turkey. If we are going to evaluate 2017 according to the markets, we can say that this year's star is Russia. The number of visitors we receive from the CIS this year will be around 4,750,000. The domestic market has also developed very quickly in this process and has shown that it is at the forefront of the highest potential markets for development in the country. We could not reach our expectations in Europe in 2017 or even lagged behind 2016. The fall in Germany has deeply affected the sector. Scandinavians, Poland and England have also been less than we wanted. It was very good and promising in terms of occupancy in 2017 when we compare it with 2016, but we can not say the same in terms of income. I believe that there will be a return from Europe in 2018. I think there will be serious demand increases in the markets of Germany, England and Poland. CIS markets and the domestic market will continue to increase. The point we need to focus on is to be able to increase the prices.



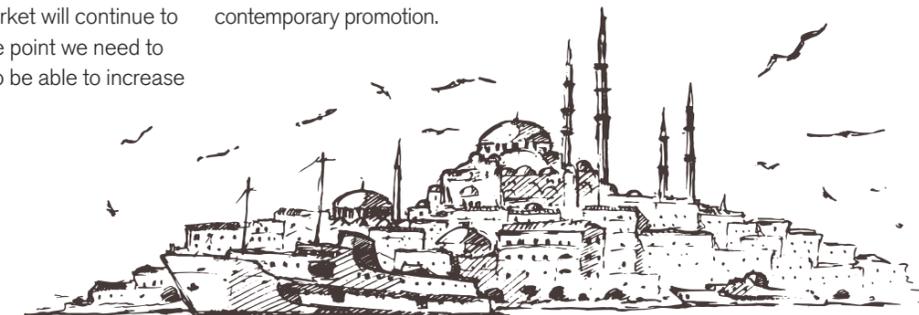
SERDAR BALTA / OTTOMAN HOTELS GENERAL MANAGER: THE IMPORTANT THING IS NOT THE NUMBER OF TOURISTS, BUT THE INCREASE IN INCOME

I think 2018 will be better than 2017 in terms of number of visitors. The increase in the number of visitors is important, however the increase in tourism revenues is more important than that. Unfortunately, I do not think that our tourism revenues will significantly increase in 2018. Nevertheless, the increase in the number of tourists and room prices will increase the income slightly. What really matters here is the increase in room rates. Low price does not only reduce the income but also the service quality. In order for tourism to be in better condition; our online and social media advertising budgets should be promoted over competing countries, and we must be unrivaled in this area. Image studies should be done with the leading advertising agencies in the world and gastronomic tourism, sports tourism and health tourism should be emphasized. Congress tourism should be brought back to its good old times, anything necessary to re-enter the cruise routes should be done. The prescription for the urgent and effective solution for tourism is: image arrangement contemporary promotion.



BAHADIR YAŞIK / GOLDEN HORN HOTEL BOARD MEMBER: I AM OPTIMISTIC FOR 2018

As we all know, the industry is going through a difficult process. However, when compared with the last year, we see that a recovery in tourism has started and continues in a stable manner. That is what also the numbers tell us. This picture is very promising. That's why I can say we can look more optimistic to the 2018. The year 2018 was declared "Turkish Year" in China. China is a big market in the tourism sector. I believe that this situation will accelerate the recovery process of our industry. In publicity, the diversification of advertising, public relations, and marketing channels has a major significance. In this sense, with the effect of increasing digitalization in the world we need to take advantage of the rapid and effective power of social media. We need to make Istanbul visible in every area by welcoming the social media's leading bloggers and influencers more in our city. It is important that special campaigns are created for the MICE sector and that these campaigns are best presented to the entire international MICE sector, especially in target markets.





AYKUT BAKAY / CROWNE PLAZA ISTANBUL ORYAPARK GENERAL MANAGER: IT WILL TAKE TIME TO REPAIR THE DAMAGES

In 2018, good levels of occupancy can be experienced in the hotels, but the previous seasons have left damage behind. The system is under erosion. The most affected by this erosion was the tourism staff. Many professional managers and experienced staff changed the sector. The worst was that they understood that there is no future in tourism. I am not very hopeful for the year 2018. Occupancy and the costs will be high but income will be low. We will race against each other again to catch trained personnel. Dissatisfied staff will also tour the hotels again. I can list what needs to be done as: strengthening the communication with the service sector, making efforts to train personnel from the bottom level, minimizing some expense items that are burdening the enterprises, reducing VAT application in the tourism documented hotels, frequent consultations with tourism NGOs, starting negotiations for the year 2019 before it is too late for international congresses, to revitalize cruise tours, to consolidate relationships with European countries.



HALUK OTÇU / GENERAL MANAGER OF ALARA STAR HOTEL: THE POINT OF VIEW OF THE RULERS OF THE COUNTRY SHOULD BE CHANGED ON TOURISM

For Turkish tourism, which has been one of the top five in the world by breaking records by September 2015, those days are past now. We have emerged from the routes of countries with strong economies such as European countries and America, Canada, Japan, Australia. We are just trying to save the day with Arab and Russian tourists. We lost our congresses, our ships. Culture tourism also declined. Aegean and Mediterranean regions are trying to continue their way by welcoming Russian and Turkish guests. What should be done to get rid of this situation? First of all, those who manage the country from the top to the bottom must change their sight of tourism. It is not possible to reach old incomes, to return to the good old days with the current understanding. In this period, the number of tourists entering the country will continue to be manipulated. Turkey's image must be renewed. Most importantly the "phobias" that are formed abroad need to be eliminated.



HICRAN ÖZBÜK / ICVB GENERAL MANAGER: WE MUST BE A 'TOURIST-FRIENDLY' DESTINATION

We observe that the effects of the process we are going through as the sector are gradually diminishing. We can see this most clearly in our visitor numbers, which have gained acceleration in the direction of increase. We expect this increase to continue in 2018 as well. Moreover, the declaration of "Turkish Year" in 2018 in China is another factor that increases the expectations for the next year. In promotional and marketing activities, more attention has been given to product diversity and destination marketing in recent years. This is a very accurate strategy for our country, which is very rich in terms of tourism diversity. We can give congress tourism as an example to this. The congress delegates are tourists with high travel culture who spend 4-5 times more than normal tourists and they usually go back to their favorite destinations with their families. From this point of view, we should take the necessary precautions and we must make necessary improvements to become a more "tourist-friendly" destination.



RECEP ARIFOĞLU / ARTAS GROUP TOURISM INVESTMENTS COORDINATOR: RESPONSIBLE TOURISM UNDERSTANDING TOWARDS THE ENVIRONMENT AND THE SOCIETY

Our tourism is seriously affected by the terror and the wars in the Middle East. But thanks to our historical and cultural accumulation, unique natural wealth, existing infrastructure in the accommodation sector and industry which has always been successful in coping with the crises, our country has regained its old rhythm in a short time like a year and a half. This pause made us see our mistakes as well. With the rising acceleration in 2017, 2018 will be the year of recovery. Target should be bringing Muslim population of the world to our country. This can only be done with culture tourism. Now the tourism sector has to create a new tourism understanding responsible to the society and the environment. The incoming tourist profile has created a new type of consumer who is more educated, experienced, free and conservative, respectful to cultures, insistent on the value of his or her money. In 2018 we must focus on ensuring that sustainable tourism takes place for 12 months, by highlighting our cultural assets even more.



MUSTAFA KILIÇ / THE PARMA HOTEL GENERAL MANAGER: WE MUST RENEW OUR TOURISM POLICY ALL OVER

The course of tourism in 2018 in Turkey will be determined by security and political situation and in World by social and economic situation. We have made a lot of mistakes. As the country we only focused on a couple of markets and we made publicity only there. We have paid this mistake off very heavily in the last two years. Now is the time to learn from those mistakes. The Ministry of Tourism has to promote in new markets. For this reason, there should be a high promotion budget. 2018 will be the "Year of Turkey" in China, we have to evaluate it very well. We must renew our tourism policies all over from the zero point. 2018 will be a little better than 2017. The opening of the third airport will be delayed into 2019, but it will have a doping impact in tourism. In addition, congresses should be held in our country again, health tourism should be supported, hotel investments should be limited, the perception that Turkey is safe should be reset in memories and persistence should be maintained in the tourism bureaucracy.



EMEL ELİK / ELITE WORLD HOTELS SALES AND MARKETING DIRECTOR: ALL UNITS OF THE SECTOR HAVE TO DO MORE INNOVATIVE WORK

Our past 2 years have been very difficult for Turkish tourism. Aside from cancellations of room requests, congresses and events, we have had to make very serious reductions in prices. If we look at it with the numbers; the number of tourists in 2002 was 21 million and reached to 39 million in 2013. We were in the 6th place among the countries that attracted the most tourists in 2012 and 2013. Unfortunately, this rate started to fall rapidly with the Gezi Park protests in 2013. The second half of 2017 was better when the country became politically stable. We have almost full occupancy in all our hotels. I believe that 2018 will be the same. However, Turkey's loss of its place as being an address in the congress tourism is preventing the sector from catching bigger endorsements. Therefore it is necessary for the ministry, NGOs and all concerned units to do more innovative work. Otherwise it is difficult to catch old bright days with individual accommodation and organizations from different markets.



DENİZ DIKKAYA / WYNDHAM GRAND ISTANBUL KALAMIŞ MARINA HOTEL SALES AND MARKETING DIRECTOR: OUR PRIORITY IS TO INCREASE ROOM RATES

Considering that we will close 2017 with an increase of 30% compared to 2016, I think we will pass 2018 with at least 20% increase over 2017. But of course, we have to live without any security problem in the country in order for my forecast to come true. As tourism sector stakeholders, we quickly got rid of the nightmare of 2016. But we are also aware of that the future of our industry depends on very sensitive balances. In 2018, we will first try to stop the decrease in room prices. However, it will take a few years for the room rates rise. All the stakeholders of the tourism sector should continue their tourism marketing projects without slowing down in 2018 as in 2017 and both our government and our ministry should support the finance and the logistics of the sector promotion activities. The hotels should give up the wrong price policies as soon as possible. The argument of good price bringing good customers should not be forgotten.



BURÇAK ATAK / LIONEL HOTEL DIRECTOR OF MARKETING & SALES: WE CAN REACH THE LEVELS THAT WE MISS ONLY IN 2020

When we look at economic risk factors, we can not get expected positive signals about 2018 regarding growth, inflation, current account deficit and unemployment. I think it would be dreaminess for the tourism sector to expect to reach the levels, that we missed, before 2020. Even if we have lost blood in the European market, wealth is in our land. It is impossible for Europe to turn away from us because of the position of our country. The year 2018 will be the "Year of Turkey" in China and the market will grow 2.5 times more than 2017. The tourism action plan for Russia - not to mention the fair in March 2018 - will be useful for 2019. In the framework of these considerations, we can say that if we can make the right moves in terms of tourism, we are still lucky. At this point, we, as hotel managers and investors, have a huge responsibility. We can return to qualified service, we can leave the all-inclusive service application.



VOLKAN ÇAVUŞOĞLU / SIRENE BELEK HOTEL DIRECTOR OF SALES & MARKETING: GOLF TOURISTS RETURN TO BELEK

I believe that 2018 in the destination of Antalya in which I have been working, will be much better and much more profitable in 2016 and 2017. The effect of negative events happened in our country in 2016, affected also 2017. The year 2017, however, showed us that negative events, which have harmed the atmosphere of trust all over the world, could be experienced not only in Turkey but also in Europe and all over the world. And for 2018, I can say I am hopeful. In Antalya-Belek region in the golf segment, we are happy to see that the guests who go to Spain and Portugal in the last 2 years prefer us again. My suggestion in order to be at a better level in tourism is: promotion, promotion and again, promotion. We need to introduce our country and destinations with their every aspect in target markets without ever being sick and tired. I believe that if we do marketing work consistently, we will get positive feedback in a short period of time and 2018 will be very positive.



MEHMET KORKMAZ / KARTALKAYA KARTAL HOTEL GENERAL MANAGER: WE MUST CHANGE OUR WAY OF THINKING IN ORDER TO DEVELOP THE TOURISM

First of all, we need to change our minds to improve Turkish tourism. We have to have a master plan for this, there has to be education involved, we need to raise awareness. Build a facility, wait for tourist, how beautiful! There is no such world. The investor should know the substructure of the place where he built the hotel, the texture of the site. Tourism is a social event which is constantly innovating, making people happier in every aspect, giving peace and joy and fusing cultures. 2017 was a year of recovery for Turkish tourism. The Russian market made us happy this year. But the European market had too much loss. There were also significant rises in the inner market. I believe that there will be significant increases in the UK market, especially in 2018. A stir in the last minute within European market can be experienced. The Russian market is already good and will continue.



ERKAN AKKURT / WISH MORE HOTEL ISTANBUL GENERAL MANAGER: WE MUST CREATE ALTERNATIVE MARKETS

In general there is a recovery in tourism, this is clearly seen. But unfortunately the increase in the number of tourists is not reflected in the income. We can reach the numbers of tourists of two years ago in 2018. We can reach the incomes of two years ago at the earliest in 2019. In order for the sector to never enter such a bottleneck, it is a duty for all of us to create alternative markets. According to the statement made by TÜRSAB, in the People's Republic of China, the year 2018 was declared as "Turkish Tourism Year". This creates a serious market potential for us. On the other hand, for Turkish tourism particularly European market is a very big market and a very effective promotion should be done there. We must bring our European guests back to our country just as previous years. We must promote our country's tourism potential very well at the WTM London Tourism Fair. We will, too, contribute to this promotion by using our own potentials.



İLHAN ERER / YÜKSEL ISTANBUL HOTEL GENERAL MANAGER: 2017 THE YEAR OF RECOVERY, 2018 YEAR OF REVIVAL

I think that 2017, the year in which the whole sector is working intensively in order to increase both the income and the number of tourists, will be a recovery year and 2018 will be a year of revitalization. Thanks to the promotions made in Central Asia, especially the Chinese market will make a big contribution to the sector next year. I think that the number of European tourists will also increase. The distrust in Europe should be broken focusing on the image and security of Turkey in tourism fairs. Promotion activities in different Balkan and Central Asia countries should be accelerated. Most importantly the state of emergency should end and we must renew our image and confidence. Digital marketing must be the focus; TÜRSAB (Association of Turkish Travel Agencies) should not cut out the digital online marketing. All units of the sector must act in a solution-focused manner and work together for sectoral interests.



TARKAN AKYUZ / CHAIRMAN OF LALELI HOTELIERS PLATFORM: THE FACT THAT THE LIFE IS FLOWING AS NORMAL IN TURKEY SHOULD BE PRESENTED TO EUROPE

I hope and wish that conflicts and political uncertainties in our region and in our neighbors will not further affect Turkey's tourism industry. The uncertainty about how the 2017-2018 winter and summer seasons will go on continues. I do not know how the winter season goes but I hope that we will reach the expected fullness after 15 March unless there are any problems. The fact that the life is flowing in a normal way in Turkey should be told to Europe. The return of Russia to the Turkish market strengthens us in Europe. This development shows that Turkey's tourism mobility is back to its normals. This will accelerate our sales. Infrastructure in Turkey, the facilities offered in Turkey are not present in Spain, nor in Greece, nor in Italy and even a comparison can not be made. Turkey is the only country that does not work with travel agencies in the world. We have to solve this problem as soon as possible.



ARZU ÖZDEN / MOMENTO HOTEL GENERAL MANAGER: MORE PROMOTIONS, MORE ADS

Due to the political atmosphere we have in recent years, Turkish tourism has fallen seriously. I anticipate that there will be no serious growth in 2018. No European country, including Germany, which made significant contributions to Turkish tourism, no longer chooses Turkey because of security and political reasons. Moreover, a large percentage of the tourists who come to our country consists of the ones from these countries. The quality of the tourists coming from the Middle East is also clear in recent years. Many colleagues complain about the situation. The decrease in room prices, unfortunately, reflected in the quality of service. For the future of the tourism industry, new markets must be created urgently. More promotion, more advertising, a better marketing strategy, higher quality of service should be our primary responsibility. With the synchronous presence of these conditions, Turkish tourism will always be moving forward.



ALI ONARAN / PRONTOTOUR CHAIRMAN OF THE BOARD: WE NEED PERMANENT AND SUSTAINABLE GROWTH

2016 was a difficult year for the sector. We can say that 2017 is better than the previous year. An increase of more than 20% in foreign visitors have been reached. Especially during the summer period, many of our hotels in our resort areas have achieved significant occupancy. We were delighted with the return of the Russian market to Turkey. We have to make sure that this relative improvement is continued by spreading all over the year. We must strategically support the markets that are growing stronger over the years and bringing in revenue to the sector. The recovery of the European market is very important. We should look for ways to increase room rates in short-term in both, coastal and metropolitan hotels. As long as there are no political developments that will adversely affect the real economy in 2018, I think that the positive momentum of 2017 will continue increasingly.



AHMET ARSLAN / MÖVENPICK HOTEL ISTANBUL GOLDEN HORN GENERAL MANAGER: WE MUST ACTIVELY ADVERTISE

This year the rapid increase in the Middle Eastern market cheered up the hoteliers of Istanbul. In Antalya and some other cities, the increase in demand in the Russian market felt positive effects. It is obviously certain that our still markets will also be moving in 2018. For now, the only worry is the increased costs. Because the hotels have decreased their prices and now they are having trouble at getting back to the stable prices. Unfortunately this will cause loss of labor in the tourism sector and will keep doing so. Our most important task is to accelerate the advertisement. But you can not advertise from your seat. We have to be active. Without losing our motivation at all, we must work hard to remember how valuable each guest is to us. Do not forget: 5 euros can be reduced in 5 minutes but in order to be able to increase our prices 5 euros, we may have to work for 5 years.



KORKMAZ BÜYÜKÇALIK / MERCIA HOTEL GENERAL MANAGER: 2018 WILL BE BETTER THAN 2017

In my opinion, the tourism in 2018 will be better than we had in 2017. But it is a must to observe, plan and apply well the tourism perception. Terrorism is happening all over the world. We must have plans to implement perception management quickly after the sad events. Turkey is as secure as the rest of the world. The Ministry of Culture and Tourism, sector organizations, veteran tourism professionals, tourism investors should come together at certain intervals and plan tourism future. Our country is not just the sea, the sun and the sand. We must deliver the potential cultural tourism, religious tourism and nature tourism with advertise and promotions to the target groups. In case of a crisis, it is necessary that our A, B and C plans are ready. We must volunteer to support the tourism of the country from the bottom levels of service to the top.



ALI ÖZTÜRKMEN / I WILL NEVER GIVE UP FIGHTING

Unfortunately, there will be no change in the name of Turkish tourism in 2018. Constant foreign policies, negative happenings in our borders, state of emergency, surplus with unnecessary stimulus, businesses falling into inflation but still can not raise their prices, the lost business potential of quality are just a few of the reasons that push me to the pessimism for 2018. In fact, the solutions that everyone knows but have not been implemented for years or not wanted to implement have brought us to these days. But for my country, for all my colleagues who changed sector I can guarantee that I will not give up the fight on my behalf.



MURAT TOKTAŞ / NORTH POINT HOTELS COORDINATOR: EUROPEAN TOURISTS WILL RETURN IN 2018

European tourists, who have not come to my country for the last two years and tried alternative countries. During this time also they tested the price and quality of service of our competitors. Our prices, newness of our businesses and our service quality are much better than our competitors'. For this reason, I forecast that we will be seeing the returnings next season. Russia, on the other hand, will be the country that prefers us the most. We will also have mobility in the Iranian and Chinese markets. Along with these small recoveries, prices will increase a little. If there are no problems in or around the country, the year 2018 seems to be better than the previous year as earnings.



CEM POLATOĞLU / TUR ANDIAMO GENERAL MANAGER: WE MUST KEEP UP WITH NEW TOURISM TRENDS

Our hoteliers perform the necessary work for sea-sand-sunshine at the fairs. We need to look at what the travel agencies need to do. We have to get out of being the sales representative of the hotels that can already market themselves and get back on being tour operators who create their own concept. Travel agencies should also create tourism diversity. New tourism trends are born in the world. How far can our agencies fit into these? For example, we have almost nothing in agricultural tourism. We are one of the most ideal countries in the world for bird watching. In adventure tourism, we are a country with little danger but many opportunities. I do not think we have an alternative in alternative tourism. But looking at the number of tourists in this concept, we are disappointed. Although we fail in luxury tourism, we are on the right track in health tourism.



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**UMUT DÜLGER / MOLTON HOTELS
CEO: WE HAVE A LONG ROAD TO
MAKE AND WE ARE AWARE OF
THIS**

We make our projections of 2018 anticipating that it will be 10% above 2017. We will not be able to easily get over the pressure and the contraction created by 2016 on Turkish tourism. But it is possible to say that the system is slowly relaxing. We have a long road to make and we are aware it. Alternative markets must be found and tourism must be differentiated. We appreciate the efforts of the Ministry of Tourism to increase the number of incoming tourists and tourism revenues. We desire that these studies are mainly carried out in advertisement and marketing.



**GÜRKAN ÖZCAN / SHE TOURS
GENERAL MANAGER: OUR
INTERNATIONAL POLICY SHOULD
BE MODERATE**

I believe that 2018 will be better than 2017 if there are no negative conditions in terms of security. Of course, in addition to this, our international policy should become more moderate and a tourism strategy should be established.



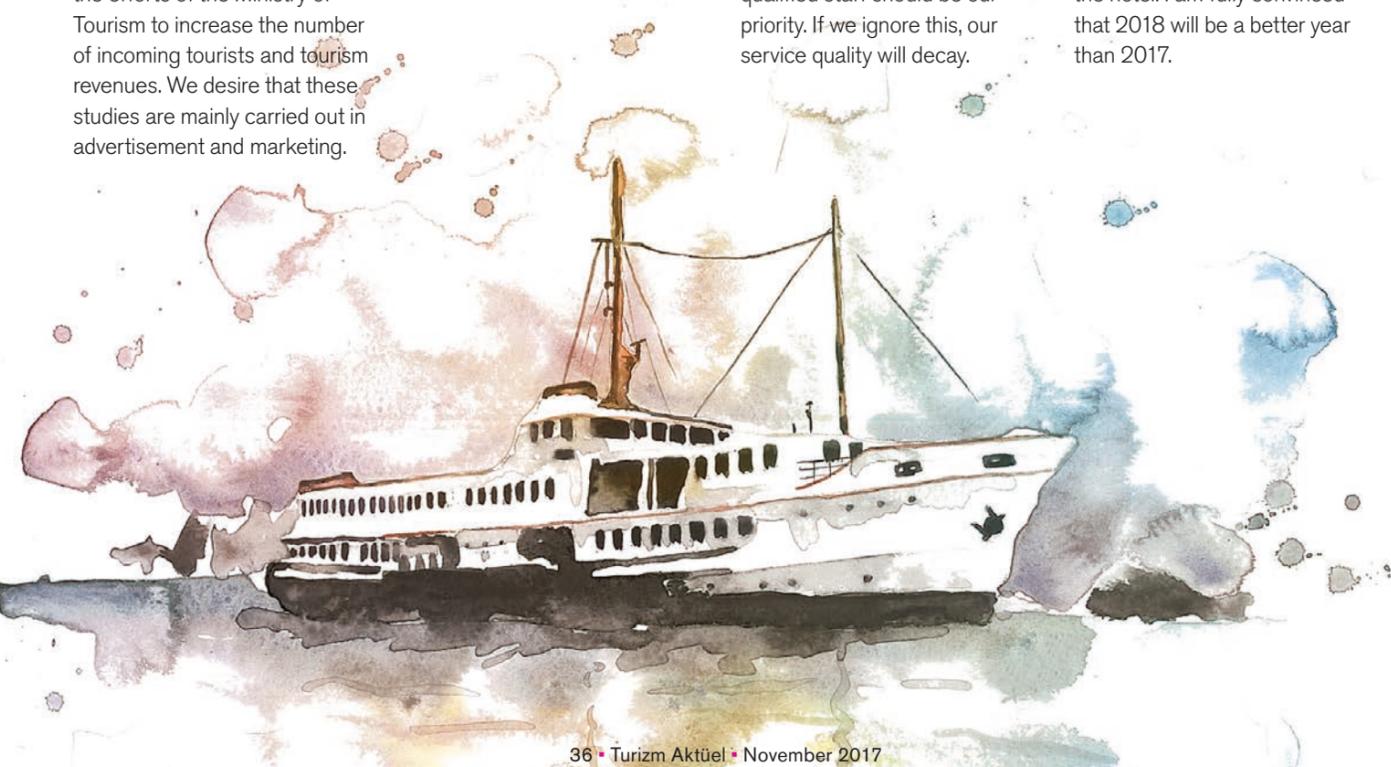
**ERHAN ÇAKAY / GENERAL
MANAGER OF KARNAK TRAVEL:
WE LOST EUROPEAN TOURISTS**

Unfortunately, our power dissipation in tourism continues. What matters is not how many tourists come, but what we add to GDP. In 2018, I think we can get closer to 2015 data. We lost European tourists. Due to the losses in 2016 and 2017, hotels could not reach the endorsements that should have been caught. For this reason, the quality staff suffer from erosion. Qualified staff has been visibly reduced. In 2018, the loss of qualified staff should be our priority. If we ignore this, our service quality will decay.



**NEVIN AKÇELİK / CHAIRMAN OF
CLUB NENA HOTEL: 2018 WILL BE
BETTER THAN 2017**

I am hopeful for 2018. We, as a hotel, made advertized in various markets for the year 2018. In particular, the British market has passed on the rise. As Turkey, we have to advertize in weak markets. We should now introduce Turkish tourism destination-based. For instance, Side, Manavgat and Antalya regions should make joint promotions. Governmental support is a must in these issues. We have never lost our hope as the hotel. I am fully convinced that 2018 will be a better year than 2017.



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Bozcaada

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WE HAVE TO BE THE TOWN THAT LIVES THROUGH ALL SEASONS

Murat Gülşen who runs the 9 Oda Hotel for the last 3 years shared his desires, projects and forecasts till today regarding the island

9 Oda Hotel, one of the most special hotels of the Greek district of Bozcaada, will be open during the winter season. Murat Gülşen, who also runs the Madamın Kahvesi across the hotel, shared his suggestions and wishes about the island with us.

Here is some of his ideas:

"We have stepped back in one of the best places of Çanakkale, our hometown, Bozcaada, 3 years ago with the operation of 9 Oda Hotel after an experience of more than 30 years of operating a city hotel in Istanbul. Two years ago we also reopened Hill Otel after renovating it. Our vision and mission is to serve with exemplary hotels that suits the islands texture. Our first action in this scope was the start to serve with Madamın Kahvesi, an apt service and name for the Greek district in our breakfast area, which leaves an unforgettable taste to our local and foreigner guests.

We see passing by people seeing the warmth of the place and smiling every day and this makes us very happy. In our opinion number of these places for the tired guests of the island to relax should multiply.



Paris with its city cafes, bistros, brasseries and living streets has reached the top in winter and summer. We forecast that this minimalist application suits our island and will nourish summer and winter and hence we support this."

MANAGEMENTS WITH THEME SHOULD RISE

"We tried to contribute and still are trying to do so in any positive change occurred on the island in these last 3 years. The most important among those is to leave the 9 Oda Hotel open in winter in order to show our local and foreigner guests that the island is to be visited summer and winter.

We will be open in this winter. We think that the managements, which can, should be open in winter. We need to be the town that lives all seasons. To sum up, we will be theoretically and practically together with the local administrators and BOZTID in order to contribute the long term or short term tourism of the island. We are open to share our projects and suggestions without expecting any compensation. We would be happy to help with the plans and projects with whom the guests of the island can be happy and return. In Turkish we have a saying meaning that the heart does not want coffee or cafe but a friend. Coffee is an excuse for the friends.

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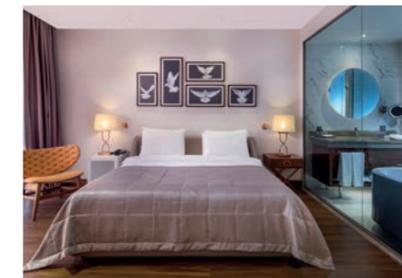
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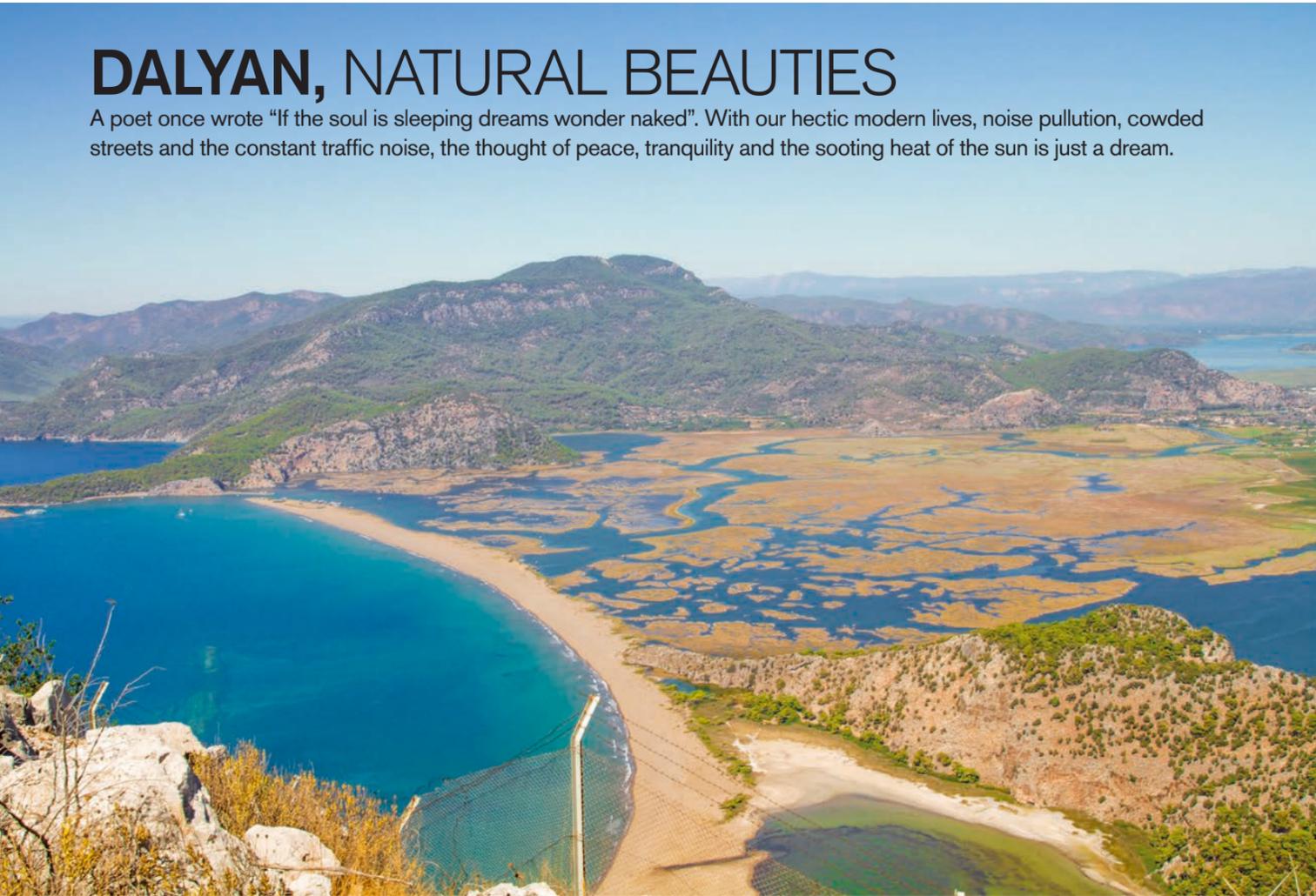
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DALYAN, NATURAL BEAUTIES

A poet once wrote "If the soul is sleeping dreams wonder naked". With our hectic modern lives, noise pollution, crowded streets and the constant traffic noise, the thought of peace, tranquility and the soothing heat of the sun is just a dream.



Our minds conjure up images of blue skies, warm sun, beaches with turquoise waters and golden sands, welcoming friendly people, a safe haven for all the family to relax and rejuvenate mind, body & soul, When you are ready to turn your dreams into reality, we suggest you experience our little piece of paradise. This place is Dalyan. When you enter Dalyan's border an infusion of orange, lemon and pomegranate trees with their subtle perfumed scents greet you. At this moment you can leave your stresses behind- now you are entering into the heart of nature. Dalyan once a small fishing village has become a popular destination for tourist who are fascinated by history and nature. The ancient city of Kaunos and the 3000 year old Rock Tombs are enchanting, along with the famous 8 km long Iztuzu beach where the Aegean & Mediterranean seas meet, home to the rare and endangered Caretta Caretta turtle. Dalyan benefits from being close to the sea and fresh water lakes which are linked by a 12 km long canal that

runs through the centre of Dalyan, with Köyceğiz Wharf at one end, and Iztuzu beach at the other – all of which present great swimming opportunities. The canal, natural water and dense, tall reeds are a haven and home to 180 bird species. Indigenous to the area are the wonderful Günlük Trees which resins produce a perfume known as Frankincense. In addition, nature has generously provided us with an array of butterfly species, along with exquisite flora and fauna. The history, nature, natural hot springs and mud baths make Dalyan a memorable place too.

DALYAN ROCK TOMBS

You look on in awe at the magnificence of history unfolding before your eyes. Rock Tombs that have been standing for thousand of years against the merciless of time, carrying the mysteries of the past to the future are everlasting. Many have said when up close to the tombs they hear the Stones talking to them. Colossal rocks have been intricately carved from the entrances

to the tombs, rising from the sea at an 80 degree angle; it perplexes the mind as to how so many thousand of years ago these amazing sites were constructed. According to the archaeologists, the intricacy of the tombs shows the power and wealth of those that are buried there. Most of the city is still protected with a 7-8 m high barrier, even today. There are three Stone Lines side by side for the dead to be buried into the rock tombs that are carved like an Ionian temple. The Ionian columns which were elaborately decorated have since eroded. However on the facade the reliefs of two lions facing one another are still seen. Iztuzu beach is spectacular with its crystal clear turquoise waters, and fine golden sands- home to the rare and endangered Caretta Caretta turtle, who return year after year to lay their eggs in the sand. Iztuzu beach is designated a conservation area, and has won the award for protecting the nature and environment. It has been stated that there is no other place in the world where fresh water lake merges with the Mediterranean sea.

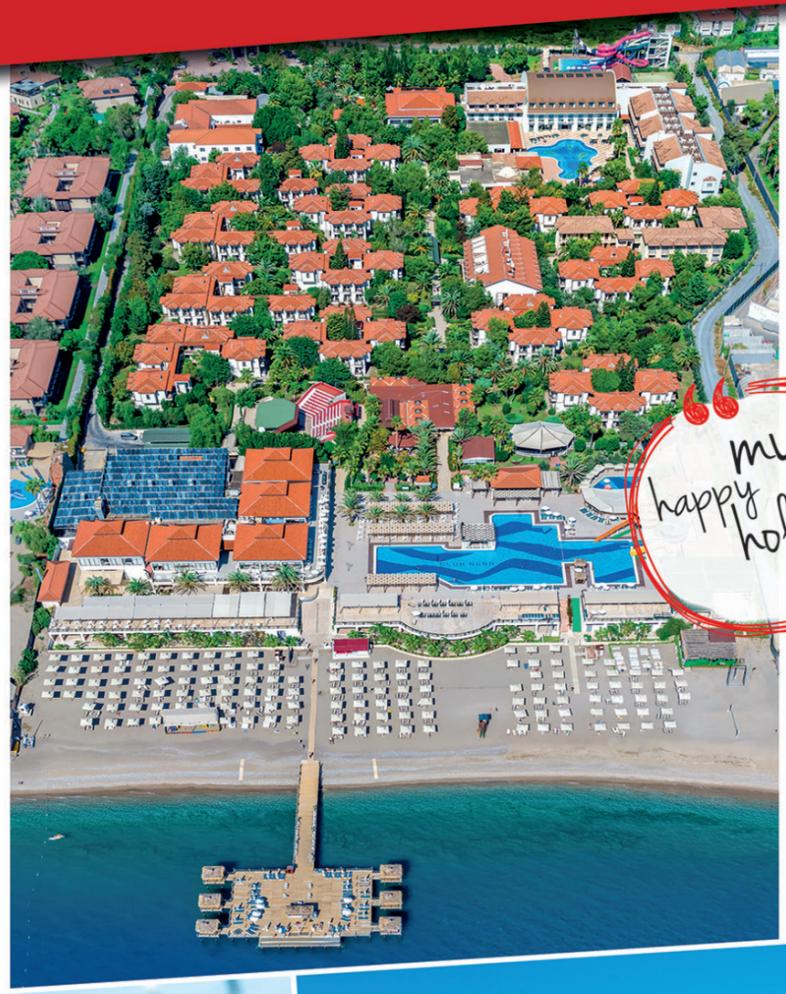


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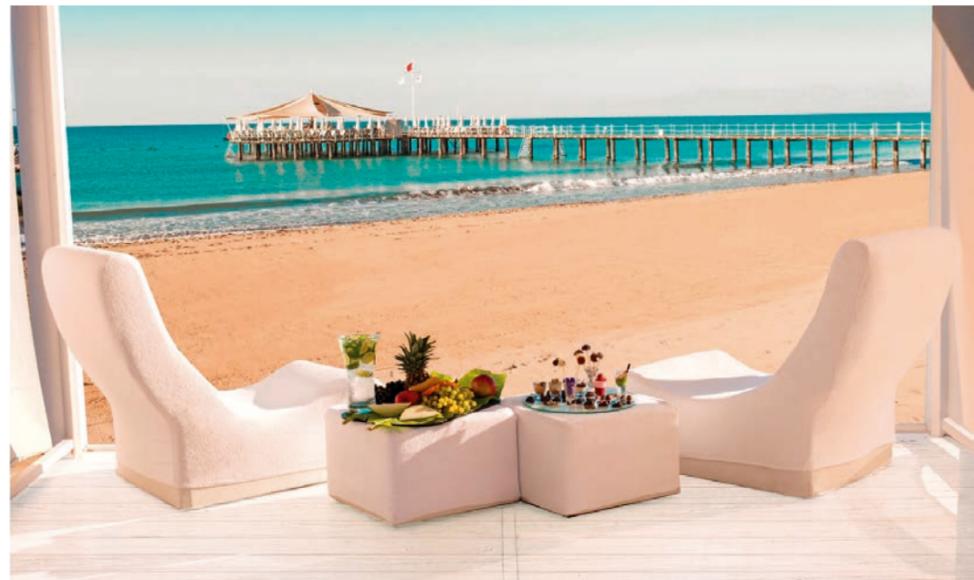
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TURKISH HEALTH TOURISM TO GENERATE \$20B BY 2023

A tourism report issued by the Turkish Hoteliers Federation (TÜROFED) stressed that Turkey is among the leading countries in organ transplants, while the country's national policies boost health tourism. The report also states that around two million medical tourists and \$20 billion revenue are expected by 2023.

The report indicates that Turkey ranks third among countries having the highest number of health care organizations accredited by the Joint Commission International (JCI). The country is also the first choice of medical tourists coming from a number of countries, including Germany, England and Russia. While Turkey's national policies support medical tourism, Turkish Airlines (THY) offers considerable discounts to medical tourists. Being among leading countries in face and other kinds of organ transplants, Turkey is expected to host two million tourists and secure around \$20 billion in revenue from health tourism by 2023. Turkey stands out as an appealing health tourism spot thanks to the significant places in Istanbul and Antalya provinces in world health tourism and the presence of international pharmaceutical companies in the country. It also has reliable systems requiring advanced technologies such as robotic surgery. Moreover, Turkey is one step ahead of other countries in the sector with



the additional benefits the Health Ministry's Health Tourism Department offers such as the provision of price-quality relation in the most efficient way and it serves patients in several languages, including English, Arabic, German and Russian. Besides, Turkey ranks

first among European countries having the richest sources of thermal springs, which will certainly contribute to the growth of medical tourism in the country with an added plus that the health care services are cost-effectively provided.





As both tour operators the U.K.-based Thomas Cook and the Dutch Corendon Group had hard time meeting the demand due to high interest, the two announced that they will increase Turkey's share by 15 and 20 percent, respectively, next year.

EUROPE'S LEADING TOUR OPERATORS TO INCREASE TURKEY'S SHARE BY UP TO 20 PCT



As a result of increasing interest in Turkey among tourists, U.K.-based Thomas Cook and Dutch Corendon Group, which are among the leading tour operators in Europe, have announced that they will increase Turkey's share by 15 and 20 percent respectively, in 2018 **HAKAN METİN**

Since European tourists have maintained their appetite for tourism in Turkey despite perception-shifting operations conducted against Turkey across the continent, tour operators have increased Turkey's share in the tours they plan to organize for next year by 15 percent. The Corendon Group, one of the largest tour operators in the Netherlands, and one of the world's largest U.K.-based travel agencies, Thomas Cook, have reported that they will increase Turkey's share by 20 percent and 15 percent, respectively. Despite the perception management operations being carried out in Europe against Turkey, the interest of European tourists has had a positive effect on planning for 2018. In a period when tour operators made airline agreements, tour operators in Europe decided to increase Turkey's

share in the tours they plan to organize for next year by 15 percent. Yıldıray Karaer, chairman of the Corendon Group, which brought 350,000 tourists to the country in 2016, including Belgians and Germans, said they experienced slight decline due to Turkey's tensions with the Netherlands this year, highlighting that the situation improved after tensions were eased. "The demand increased; especially demand for last-minute sales. However, we had a hard time finding aircraft to accommodate demand. Our goal this year is to reach the same figures we saw in 2016. We plan to increase our capacity by 20 percent next year," he added.

HIGH INTEREST IN TURKEY

Corendon Airlines Chairman Karaer pointed out that aircraft contracts were made in August. "We held preliminary talks on the



Thomas Cook Turkey Representative and Diana Travel's General Manager Burak Tonbul

issue and it will become clear in September. However, we see that interest in Turkey is high in Europe," Karaer said. Thomas Cook Turkey Representative and Diana Travel's General Manager Burak Tonbul stated that demand is high and that they decided to increase Turkey's share by 15 percent in 2018. "We predict that interest from Germany and Belgium will increase by 10 percent and the U.K. by 20 percent by 2018. We are planning a capacity increase in this direction."

Titanic Hotels Deputy Chairman Temel Aygün said that the decline in demand from Europe and Germany for Turkish tourism has not stemmed from people living in these countries, pointing out that that it was a political event. "German politicians are constantly speaking against Turkey. They use Turkey as an election material. I think the atmosphere will soften after the elections in September," Aygün said, recalling that the inflow of tourists from Germany continues despite politically motivated manipulation, adding that there will be a 10-percent increase in the number of tourists coming from Germany in 2018.

2015 FIGURES TO BE REACHED

Turkish Hoteliers Federation (TÜROFED) Chairman Osman Ayık said that the markets experiencing losses in Europe shifted towards destinations like Spain and Greece, adding that none of these countries can substitute the capacity of Turkey, noting that the intense demand for Spain, Greece and Bulgaria also pulled



TÜROFED Chairman Osman Ayık

up prices by 20-30 percent. "They are already far behind Turkey in terms of service quality. They are not very profitable markets for tour operators either. We think that the demand for Turkey will increase next year as a result of such factors," Ayık said. Underlining that the situation will become

clearer after September, Ayık said the reason for the decline in Europe, especially in Germany, is political, stressing that if the atmosphere of the public softens and no terrorist incidents occur, TÜROFED is likely to get very fast returns. He also recalled that the number of tourists coming



Titanic Hotels Deputy Chairman Temel Aygün

to Turkey dropped by 10 million last year, Ayık said that between 5-6 million people will return and the figure of 30 million tourists will be caught this year. "If the atmosphere with Europe softens and Russia maintains the same performance we have seen thus far, we can even reach 2015 numbers in 2018," he concluded. Meanwhile, in late July, the 176-year-old British tourism giant Thomas Cook said that the number of tourists increased 11 percent compared to the previous year, noting that Turkey has recovered well in the wake of last year's events.

Thomas Cook also said that the decline in tour sales due to terrorism-induced fear last year has seen improvement and European tourists have recently increased their demand for travel in Turkey and Greece.

Furthermore, the British tourism giant stressed that Turkey, whose tourism sector was adversely affected by political instability, terrorist attacks and coup attempt in 2016, has recovered very well and has become a favorite spot preferred by customers once again.



HOTEL TROYA BALAT

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TÇ GROUP EXPANDING ABROAD

TÇ Group, which initiated the expansion abroad; will establish holiday call centers in Dubai, Prague, Sofia, Belgrade and Athens. **HALİL ÖNCÜ**

TÇ Group, headquartered in Istanbul, continues its investments without slowing down. The company, serving in hotel and cafe - restaurant management, tour operating, web portal services, call centers - fast sales solutions, web services and online booking solutions, is preparing to open offices in 5 countries. Tolga Çevlik, TÇ Group Chairman, said that they will sign new investments in 2018:

"TÇ Group, which always trusts the potential of the country, strengthened its power with the courageous tourism investments it made during the crisis period." TÇ Group continuing its efforts to increase foreign investments, is getting ready to start call centers in



TÇ Group Chairman
Tolga Çevlik

Dubai, Prague, Sofia, Belgrade and Athens. Continuing its investments not only abroad but also in Istanbul, TÇ Group continues to grow in business by adding two hotels and one cafe restaurant to its investments in Prince's Islands, Büyükada.

TÇ Group Chairman Tolga Çevlik emphasized that the tourism sector is the most affected by the negative happenings in the world and our country in recent years added: "Especially the decrease in the number of foreign tourists added more responsibilities to the Turkish tourism. Turkish tourism investors who know how to overcome difficulties got through this as well.

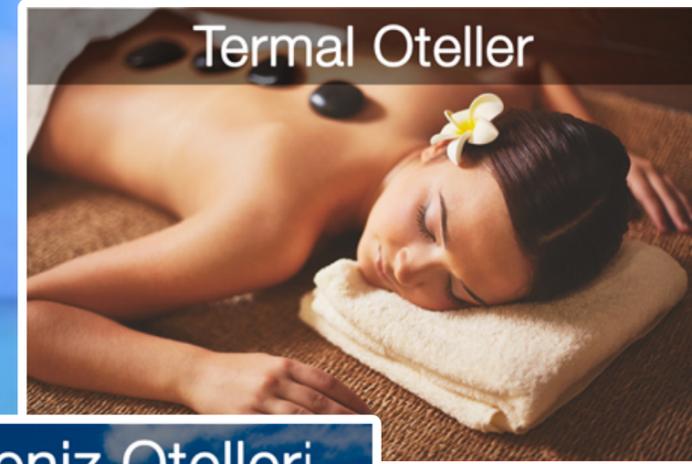
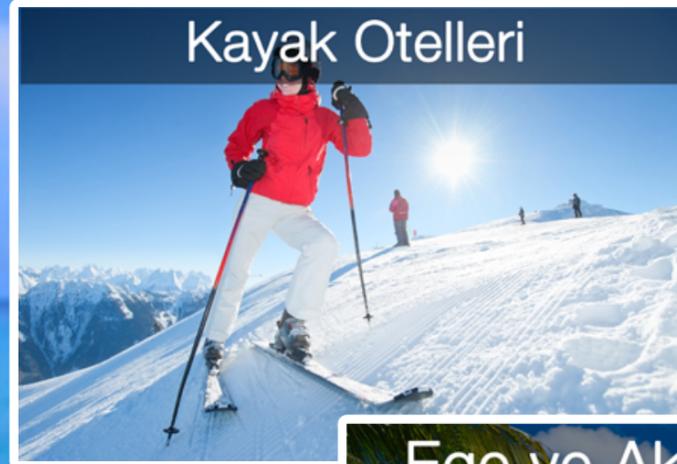
The strong collaborations that tour operators and hotels have made in recent years have played an important role in helping to overcome this period with minimal damage. TÇ Group, one of the important representatives of the sector, who always trusts the potential of the country, has added strength to its power through the brave tourism investments it has made during the crisis period." TÇ Group operating Hotel Prinkipos, Aşıklar Butik Hotel, Garden Life Hotel and Hayal Adası Cafe Bistro located in Büyükada, has been serving its customers both in Turkey and abroad through its brands: GezilogTur, oteldenuygunal.com and termalresortotel.com.

TÇ Group thanks to its strong technological infrastructure and human resources in the fields of call center services and fast sales solutions, web services and online booking solutions, being an indispensable partner of the cooperating hotels, decided to continue to invest at the same rate in 2018.



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Marriott plans to open at least 11 new hotels in Turkey in next three years

Marriott International plans to open more than 11 hotels in Turkey in the next three years as it sees the country as a key market, top company representatives announced on Oct. 17.

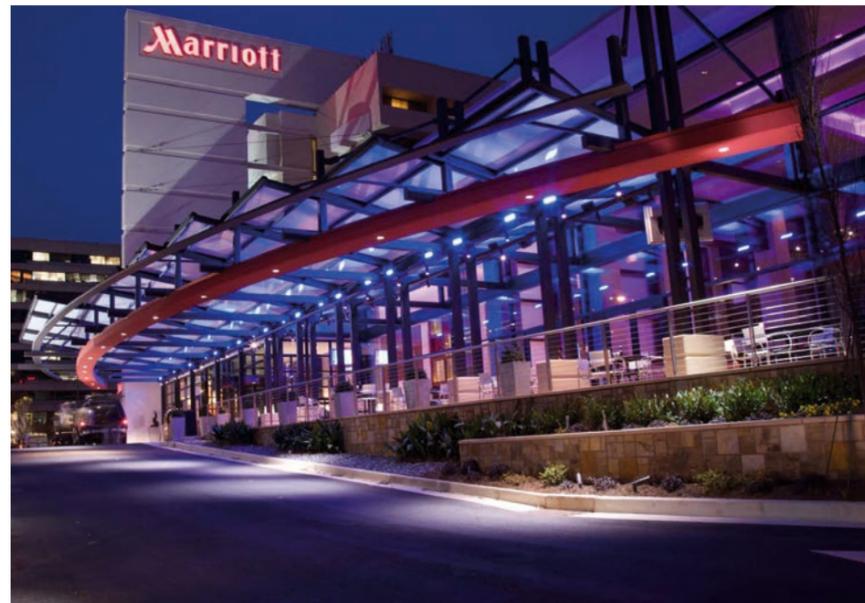


Ferzan Çelikkanat

John Licence, vice president of premium and select brands at Marriott's Europe division, said the group has 26 hotels in Turkey under 13 brands now during a press meeting in Istanbul. "We will open at least 11 new hotels in Turkey in the next three years. This shows

our interest to grow and expand in the Turkish market and in Europe," he said, adding that two other deals were also signed for the group's Delta and Autograph brands. More will follow in the upcoming period, he added. Marriott bought Starwood last year, making it the world's largest hotel chain.

The U.S.-based group has more than 6,200 properties in 125 countries and territories, according to data from the company website. Licence also noted that a Four Points by Sheraton hotel was recently opened in the Aegean resort of Izmir in partnership with Turkey's Er Yatirim and the hotel reached high occupancy rates in a very short time. Er Yatirim owns the franchising rights of the group's Four Points by Sheraton and plans to open 20 new hotels mainly in Istanbul in the next 10 years for a \$300 million investment, company CEO Ferzan Çelikkanat said at the press meeting. This brand targets business travelers and small conventions. "We have selected the inner-city business concept to grow in hotel business," Çelikkanat said, voicing that they are pleased to partner with Marriot International in this key area. The group invested \$20 million for Four Points by Sheraton Izmir, adding that new projects would be made in Istanbul's Kağıthane and Gebze in 2018 and in the Kartal and Ataşehir district of Istanbul in 2019. "Through our planned \$300 million investments, we will create 1,000 new jobs," Çelikkanat added.



THE PARMA HOTEL TAKSIM



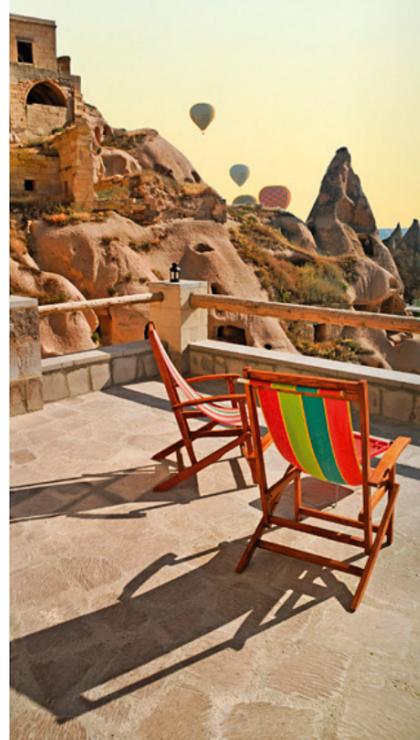
Yes we can 😊



Further support planned for boutique hotels to boost Turkish tourism

The Turkish government is preparing a new move to achieve its goal to become one of the top 10 countries in tourism by 2023 by using the Spanish example, which generates around \$60 billion from tourism annually. In this context, the government now aims to support boutique hotels instead of five-star hotels and holiday villages.

Moreover, investments in hostels and boutique hotels will be supported similar to those in Spain, where the share of hostels and boutique hotels in the tourism sector has reached 70 percent. While the infrastructures of smaller-scale, boutique tourism are being organized, flexible use of five-star hotels will be provided. For instance, detached houses within the hotels will be converted into various models, such as long-term rentals, for more effective use. Recalling the government's target of 50 million tourists and revenue of \$50 billion by 2023, Culture and Tourism Minister Numan Kurtulmuş said there was an increase of 60 percent in the number of tourists in Antalya in the first seven months, stressing that they will focus on accessing new markets such as China, the Far East and India, as well as tourism diversification, especially related to sports and health. Moreover, it was reported that tourism revenue in Turkey in the second quarter of this year increased by nearly 9 percent compared to the same period last year, reaching \$6 billion, while the share of hostels and boutique hotels in the country's tourism sector does not even reach 10 percent. However, that share is expected to increase up to 35 percent with new transformation program.

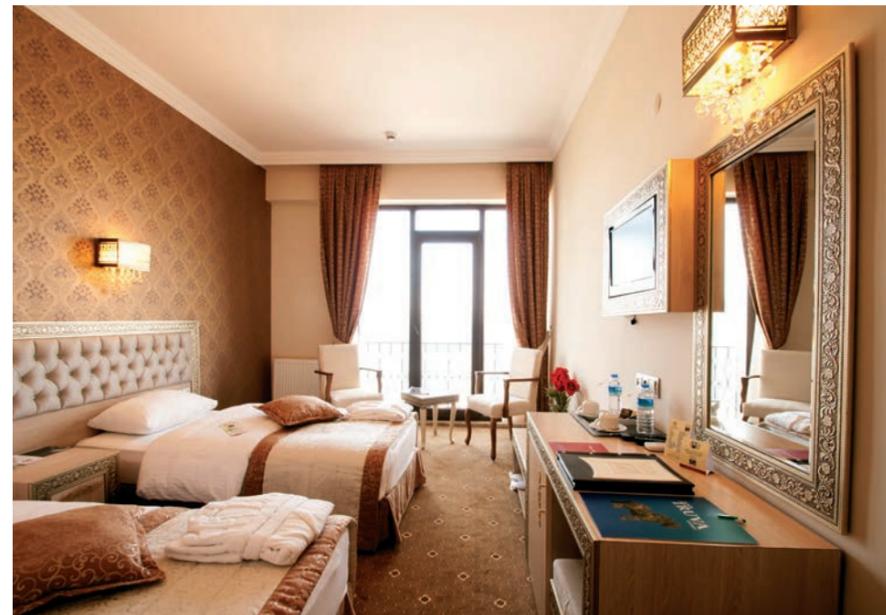


Recalling that Spain's tourism revenue hovers between \$56 billion and \$60 billion, Development Minister Lütfi Elvan said five-star hotels in Turkey have a lot of bed capacity and that the infrastructure for boutique businesses should be developed. Minister Elvan also said there could be a

new system that would provide flexible use of five-star hotels, saying: "There are houses in the hotels that could be converted into different models such as long-term rentals. We think that a number of regulations should be made to ensure the flexible use of the hotels." Furthermore, nearly 3 million seaside resorts on the Aegean and Mediterranean coasts are also expected to add value to the tourism sector. Moreover, a more active use of these summer houses, primarily used during the summer and inactive during the other months, has also been planned. Since the '70s, Spain has built a large number of houses to be sold to foreigners in coastal regions. Within the context of tourism-purpose housing construction, separate projects were undertaken for middle-income Europeans and rich Arab sheikhs. More than 16 million houses were built in Spain in this context. The number of tourists coming to the said country, which stood at 1 million in the 1950s, jumped to 34 million in 1973 and 57 million in 2008. With this model, Spain has become a country that earns 11 percent of its national income from tourism. During the said period, the Spanish government examined all the hotels and restaurants and classified them, while food and accommodation prices were kept under control.



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WE WILL EXCEED THE 2014 FIGURES IN 2017

After seeing a sharp decline in the number of Russian tourists in 2016, Turkey's tourist-attracting holiday resort province Antalya expects to welcome 4 million Russian tourists by the end of this year, with the figure already exceeding 3.5 million, so far. **HALİL ÖNCÜ**

Erkan Yağcı, chairman of the Mediterranean Touristic Hoteliers Association (AKTOB), said Antalya will have welcomed about 4 million Russian tourists by the end of the year. Yağcı said this year's tourism season is better than last year's, stressing that they have achieved a growth rate of 60 percent when compared to last year in Antalya, exceeding the figures of 2016. Yağcı also added that this year's figures are closer to those of 2014-2015, the best years of tourism for the area. Underlining that the Russian market makes up a huge part in this year's growth, Yağcı recalled that Russia had issued a flight ban on Turkey because of the jet downing crisis in November 2015, however, there was a busy inflow of Russian tourists this year, as well. "We will have welcomed nearly 4 million Russian tourists in Antalya by the end of the year," Yağcı said, noting that this figure will be around 5 million for Turkey as a whole. Suggesting that the Russian market is looking up, Yağcı said: "2014 was the best year in the Russian

market. We will exceed the 2014 figures in 2017. This is a pleasing development." Highlighting that difficulties continue in the European market, Yağcı said the high fall rates at the beginning of the year decreased at the end of the year. He also recalled that Antalya welcomed 12 million tourists from 2014-2015, adding that their initial goal is to reach these figures as soon as possible. He also stressed that Antalya must reach 12 million tourists to achieve reasonable levels in existing bed capacity and prices. Yağcı stated that they have been experiencing a decline in the German market for the last two years and that they expect the German market to grow in 2018. Chairman Yağcı also noted that Germany is Turkey's first-source market in tourism. "Regarding the past 20-25 years, Germany has played an important role in the



Erkan Yağcı, chairman of the Mediterranean Touristic Hoteliers Association (AKTOB)

development of Turkish tourism with many years of cooperation and friendship between the two countries," he continued. "I think that Germany will make a rapid return to Turkish tourism if it follows a touristic policy over politics trend. We saw an example of this in the Russian market. There was no Russian market last year, and now it is having its best year."

ANTALYA TO HOST 7TH INT'L RESORT TOURISM CONGRESS



The 7th International Resort Tourism Congress, which will be organized by the Mediterranean Touristic Hoteliers Association (AKTOB), is set to take place in Antalya on Nov. 29-30. According to a written statement by AKTOB, developments in Europe and Russia as well as the situation in the region will be evaluated at the 7th International Resort Tourism Congress held under the main theme of "the future of tourism and tourism of the future." In addition, the place and future of Turkish tourism for the year

2017-2018 and thereafter, as well as short, medium and long-term expectations in the sector will be discussed by the major actors in the tourism industry. Approximately 1,000 people including high-level representatives from the sectors of finance, consulting, investment, business, management and supplier brands and firms along with all sections of tourism in the domestic and international travel industry, are expected to participate in the congress.





ALL IN ONE: ALANYA

Alanya, also with the ease in its accessibility, constitutes holiday route for many local and foreign tourists for so many days of the year.

The tourism movement that started to intensify in the 1960s with pensioning in Alanya became the locomotive of the city today. Alanya has about 400 facilities with 165 thousand beds. Alanya is also a holiday paradise which fascinates many foreigners with its beauty and its climate. There are about 40 thousand foreign residents who have chosen to live in Alanya through house acquisition and spend a remarkable part of the year in Alanya. Alanya, which is the destination that has the most variety of touristic products, apart

from the sea, sun and sand trio, stands in an indispensable point in the Mediterranean tourism with its natural beauties of plateaus, historical texture, climate features that enable many sports, facility infrastructure, night life and entertainment choices. With its eye-catching ease in accessibility, Alanya is center of attraction. There are direct flights from many countries to Antalya and Gazipaşa Airports. In the city, which draws attention with its artistic activities, national and international music and cinema festivals, jazz days, art workshops are



organized in different periods of the year. In Alanya, which has an important position in sports tourism in Turkey, important and prestigious organizations like international road and mountain bike races, triathlon are organized as well. Apart from these, Alanya hosts athletes and followers interested in tennis, beach volley, fencing, ultra marathon, hall volleyball and basketball tournaments. After a short while Alanya will have an important place in terms of winter sports thanks to the Akdağ Ski Center which will be put in practice soon. The project of golf courses, too, will come true soon. Alanya, bigger than 22 cities in Turkey with its population of about 300 thousand, offers a constantly moving and living city life with its shopping centers, cafes and restaurants. This beautiful holiday town, which takes the visitors to a journey in the depths of history with its ruins such as Alanya Castle reached by cableway from Damlataş district, Syedra, Hamaxia, Laertes, Aytap, is the mind and body relaxing place for many local and foreign tourists. In Alanya, which offers jeepsafari for motorists, motorcycle enduro tours, paragliding, diving, wave surfing, trekking, submarine tour and all kinds of individual sportive activities, it is possible to find an entertaining of relaxing activity that attracts your attention 365 days a year, 24 hours a day, in the air, on land and at sea.



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TSC will also design and propagate new ways to travel and to spend holidays, thus enhancing the product lines of travel sellers.

Starting in January 2018 TSC will establish contact with 200,000 travel sellers, classic travel agents as well as independent sellers using new channels and means to get into contact with their customers. TSC will offer all of them products which are innovative and also more affordable for future customers. TSC will also open up ways for new experiences in destinations far off the beaten track, promoting destinations which have

been underrepresented in tour operator catalogues. TSC also aims at becoming a platform for travel and holiday sellers from all over the world, exchanging information about the newest developments and trends in their business.

TRAVELSELLERS CLUB

Beyond providing news and information and a platform for the exchange of ideas TSC will plan and organize many festivals, events, sports competitions, marathons and workshops designed for travel sellers who will meet and create synergies. Travel and holiday sellers will also be invited to numerous destinations in order to come to know the hotels, facilities, products and municipalities, enhanced

with workshops and dedicated events to promote destinations in countries they expect visitors from. Last but not least TSC will offer special Travel Industry Discounts for travel and holiday sellers working in the big emerging markets like China, India and

for example Brazil, in order to facilitate their trips to destinations in Europe and in North America, thus reversing the predominant trend and allowing travel and holiday sellers from emerging markets to promote European and North American destinations to their customers. Terms of use along with terms of membership to TSC will be announced in January 2018.

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Hotel investments in Turkey's Black Sea soar as tourist flock to region

Hotel investments across Turkey accelerated in the first half of the year after a tough period for the tourism industry, with the country's Black Sea region seeing a number of new hotels amid a flock of tourists from Middle Eastern markets.

Hotel investments across the country rose by 13.5 percent in the first half of the year, totaling 1.7 billion Turkish Liras (\$481 million) in projects that secured incentives, the Hoteliers Association of Turkey (TÜROB) said in a statement on Aug. 14. Investors received incentives to build 101 new hotels in 38 provinces, with a bed capacity of 16,000, in the first six months of this year.

In June, investors applied for incentives to build 13 hotels, with a total room capacity of 2,379, across seven provinces for a total of 268 million liras. This marked a 190 percent year-on-year increase in investment value. In the first six months of 2017, the Mediterranean resort of Antalya topped the list of provinces that lured the highest amount of hotel investment, followed by Istanbul and the Aegean provinces of Izmir and Muğla. According to the TÜROB report, Trabzon in the Black Sea region saw a skyrocketing rise in hotel investments.

Investors applied for incentives to build seven new hotels for over 100 million liras in Trabzon, where Arab tourists have shown

huge interest over the last couple of years. In the last 1.5 years, the number of newly-launched hotel projects hit 19 in Trabzon, according to TÜROB.

TÜROB President Timur Bayındır said the huge Arab interest in the Black Sea region played a key role in surging hotel investments, while also voicing the need for "controlled growth." "In the upcoming period, the region's hotel supply may exceed demand. New development should therefore be in a controlled manner," Bayındır added. This "uncontrolled growth" trend is also a problem in other Black Sea provinces,

including Ordu and Samsun, TÜROB Trabzon representative Ali Şahin said. "These unplanned investments may create serious problems in the future, filling the region with unoccupied hotels. The tourism season is quite short in our region," Şahin said, adding that the bed capacity of Trabzon would hit 10,000 in the next 1.5 years. "During the hot season, hotel occupancy



TÜROB President Timur Bayındır

rates rise to 80 percent, but our region's annual average is 50 percent. New investments must be in a planned manner," he added.

Turkey's tourism needs long time to fully recover, says research firm Turkey's tourism sector needs many years to fully recover in case any negative development breaks out, a leading tourism research company has said, adding that Spain and Portugal benefited most from Turkey's plunge.

The research firm STR Global carried out an assessment on Turkey's tourism in

cooperation with the Hotels Association of Turkey (TÜROB).

The research company, which tracks 58,000 hotels across the world with a total room capacity of 7.8 million, noted that it was early to say Turkey's tourism sector was improving again despite a recovery in 2017 since the previous year, according to a statement by TÜROB released on Sept. 12.

"Turkey's tourism sector needs a long time to go back to the good old days without being associated with any negative developments," STR Business Development Director Thomas Emanuel said. "Turkey has shown some recovery over this this year compared to the previous year, but it is not possible for us to describe this trend as an improvement," he also noted, adding that Spain and Portugal benefited most from Turkey's embattled situation in tourism.

In the first seven months of the year, hotel occupancy rates across Turkey rose 12.5 percent compared to the same period of 2016, but an 18.6 percent year-on-year decline was seen in average daily rates (ADRs). The July results especially

matter. Hotel occupancy rates across Turkey rose to 69.2 percent in July with a 64.9 year-on-year increase, mainly thanks to a base effect from a failed coup attempt last July. Despite an 18.5 percent increase in occupancy rates in Istanbul's hotels in the first seven months of the year, the city's ADR saw a 21.9 percent year-on-year plunge, even lower than the country average," Emanuel said.

While ADR was 65 euros across Turkey in the first seven months of the year, this regressed to 36 euros in the same period of 2017.



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Turkey eyes \$7.5B in healthcare tourism next year

As an ambitious competitor, Turkey is eyeing a larger share in global health tourism as sector representatives hope to generate revenue of \$7.5 billion next year.

Founding Chair of Turkish Healthcare Travel Council (THTC) Emin Çakmak noted that Turkey has positioned itself as the rising star of global physical therapy and rehabilitation, and highlighted that the sector will close this year at \$7 billion, while the aim for the next year is to offer healthcare services for 800,000 patients and secure \$7.5 billion. Stating that patients from 146 countries choose Turkey as a destination to seek health, Çakmak said the country attracts patients particularly from Turkic countries, Russia, Iraq, Saudi Arabia, the United Arab Emirates (UAE) and Kuwait.

Thanks to Turkey's Africa initiative, the sector representatives promote healthcare services in that continent as well, Çakmak informed and added that participants from 22 African

countries will attend the 2nd International Thermal Healthcare Tourism Summit which will be held in western Anatolian city of Denizli, famous for its thermal tourism. "Our aim is to be the number one healthcare destination by 2023, which we will be accomplished thanks to the long-term vision of President Recep Tayyip Erdoğan and the initiatives of the Ministry of Health," Çakmak said.

Turkey has opened numerous private and public hospitals over the last 10 years, and 22 city hospitals equipped with the state-of-art technology that will be operational until 2023. The country also continues to train more and more doctors at the newly opened medical schools.

Turkey is ranked fourth in the global list for healthcare tourism in terms of the number of

patients it serves and comes third in terms of the revenue it generates from healthcare tourism. Last year, 746,000 patients came to Turkey for treatment, and the sector generated \$5.6 billion in revenues, Çakmak informed. He also stated that sector revenues will be recorded at \$7 billion by the end of the year, including 750,000 patients. He also projected that around 800,000 patients are expected, and the sector will yield some \$7.5 billion next year.

Moreover, a recent tourism report issued by the Turkish Hoteliers Federation (TÜROFED) stressed that Turkey is among the leading countries in organ transplants, while the country's national policies boost healthcare tourism. The report also states that around 2 million medical tourists and \$20 billion revenue are expected by 2023.



Founding Chair of Turkish Healthcare Travel Council (THTC) Emin Çakmak



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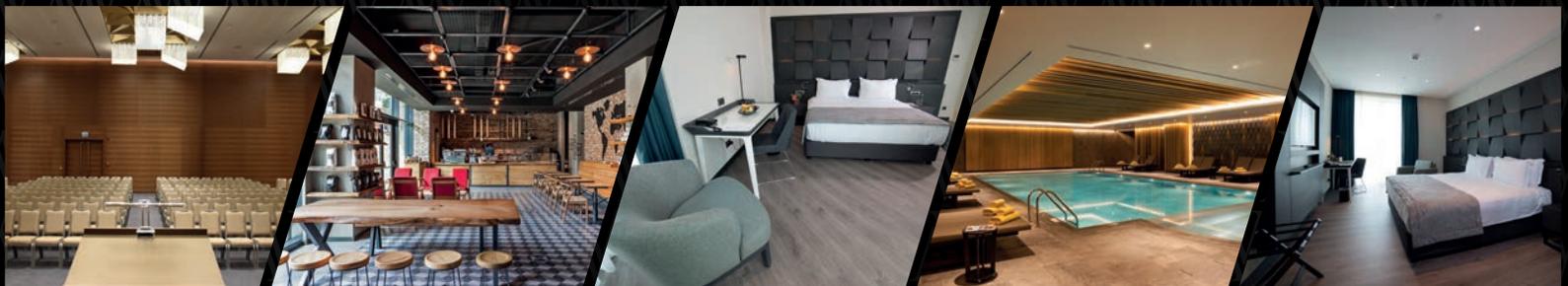
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