

turizm aktüel

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2020:
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FOR SUSTAINABLE
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PROJECT

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THROUGH 2021

TWO AWARDS TO
OTI HOLDING

THE CHARM OF
CAPPADOCIA, A GAME
CREATED BY GEOGRAPHY

MSC CRUISES TO SAIL BACK
TO TURKEY IN SUMMER OF 2021

LUXURY HOTEL CHAINS LOVED TURKEY

TÜRSAB'S GIANT DIGITAL
PROJECT STARTED OPERATIONS

EUROPEAN MUSEUM OF
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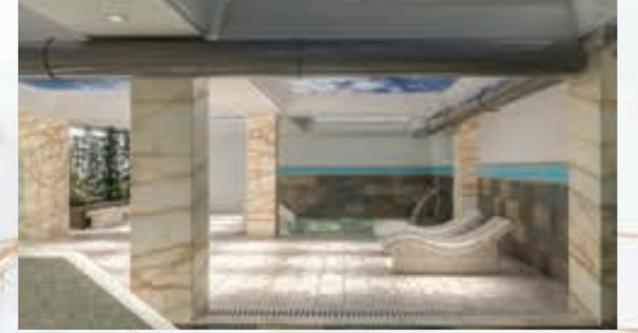


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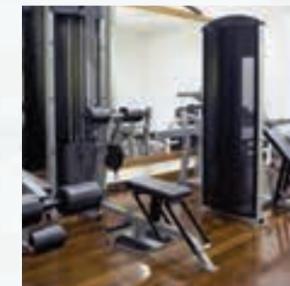
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UYMAYA SÖZ VERMİŞTİR.

2020 COMES WITH SURPRISES

Hello from the special edition of Turizm Aktüel Magazine ITB Berlin... It is blowing like a 2020 storm both in the general flow of the world and in the tourism sector. The tourism sector is actually a sector capable of absorbing all kinds of negative developments. But the industry is going through unlucky experiences one after another, as if testing this ability. The final exam is the Corona virus. The season has not started yet, the effects of the virus on the travel industry are not clearly felt. We hope that the effect of the virus comes to an end without further losses for both humanity and tourism. We left behind a beautiful, enjoyable and self-balancing season. And now, we are on the eve of a new beginning. Let's see what the 2020 season will bring for Turkish and world tourism. ITB Berlin, the world's largest tourism fair, is also the place where the industry starts the season every year. For 4 days, the heart of world tourism will beat in Berlin. In a sense, the X-ray of the new season will be taken, consumer training will be observed, new products will be on display, and travel reports that will guide the industry will be announced. Countries that have a voice in world tourism will sell their products and do their best to buy interest. 2019 season, a total of 34.5 billion dollars and 51.7 million in tourism income with the number of visitors who turn Turkey, the 2020 season is already gearing up. In the 2020 season rather than the number of visitors, per person, which will focus on increasing tourism revenues Turkey, already it began developing strategies towards that goal. Of course, Turizm Aktüel Magazine will take its place in ITB Berlin, representing the sector, as it does every year. In our special issue prepared in English for this fair; news file introducing Turkey, holds the pulse of the latest developments in the sector, interviews which will allow you to recognize hotels and hoteliers more closely, promos place, you can find news of events. I wish you all good readings and of course a good and fertile fair where all tourism professionals make solid connections.

See you in our next issue,
goodbye for now..

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TWO AWARDS TO OTI HOLDING

OTI Holding and its subsidiary ODEON Tourism Management Inc. were awarded two awards at the HİB 2018 Service Export Award Ceremony.

With the honor of President Recep Tayyip Erdoğan by the Service Exporters Union (HİB) OTI Holding subsidiary Odeon Tourism Management Inc., at the "HİB 2018 Service Export Award Ceremony" held for the first time, Ranked first in the 'Travel Agency Services' category with a statement of \$ 548,669,84761 for 2018, OTI Holding, on the other hand, won

two awards for being third in the category of "Finance, Insurance and Other Financial Services" with its declaration of \$ 4.302.300,00.

AYHAN BEKTAŞ RECEIVED THE AWARD FROM PRESIDENT ERDOĞAN

The awards were given to the top three companies and institutions due to their success at a ceremony

held at the Istanbul Congress Center. OTI Holding and Odeon Tourism Management Inc., OTI Holding Chairman Ayhan Bektaş received the first prize in the 'Travel Agency Services' category from President Recep Tayyip Erdoğan and the third prize in the 'Finance, Insurance and Other Financial Services' category from Industry and Technology Minister Mustafa Varank.



TÜRSAB'S GIANT DIGITAL PROJECT STARTED OPERATIONS

TÜRSAB Rota project, which TÜRSAB has brought together its member agencies under a digital roof in order to activate the domestic tourism market, has been launched.



A platform which was opened on the third of February works with only one-touch, you can reach to thousands of agents' daily tours and package tours across Turkey as well as buy those tours in the platform.

THE NEW ROUTE OF TOURISM

TÜRSAB Route Platform, launched with the slogan of "The New Route of Tourism"; By facilitating keeping up with the world in the digital transformation era, it offers its customers the unique daily and package tour options in different regions of our country through its members. Under the project, the TÜRSAB member agents in Turkey over the platform can share the thousands of different tour packages and it allows other agents to provide to customers. The project, which will make a

great contribution to bringing regional values to the fore, will also provide to travel lovers with reliable, convenient and very different tour packages with the assurance of TÜRSAB. Various trainings and information were provided to the travel agencies through 35 TÜRSAB Regional



Representative Boards, which are spread across the country to provide easy access to the platform that TÜRSAB also aims to prevent illegal agency activities. In a short time. More than 1300 applications were made to the system, which is open to all TÜRSAB member agencies. The platform, which will strengthen the mutual relations of the agencies, will provide commercial convenience and it will increase the product range and variety. TÜRSAB Route; On the axis of sustainable tourism, it will also strengthen the local tradesmen and lead to the revival of local development and economy. Along with the opportunity for the customers to discover many new routes; Offering a transparent, fair and safe service opportunity, the platform is aimed to contribute over 5 billion TL to the national economy in the short term.



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TÜRSAB Chairman
Firuz Bağlıkaya

Efforts underway to make **Istanbul** center for congress tourism

Meetings, incentives, conferences and exhibitions (MICE) are seen by industry representatives as the most effective way to increase Turkey's tourism, which is again enjoying a buoyant period after a challenging 2016.

According to World Tourism Organization data, the MICE tourism sector, which accounts for 30% of tourism revenues, is one of the determinants of tourism revenues in Turkey. The tourism sector, which has made a breakthrough in this regard, aims to make Istanbul a center for congresses again. Association of Turkish Travel Agencies (TÜRSAB) Chairman Firuz Bağlıkaya told Turkish Sabah daily by Betül Alakent, that the MICE tourism sector grows by 10% every year, according to International Congress and Convention Association (ICCA) data, adding that they are working to highlight Turkey in congress tourism again. Indicating that MICE tourism has recently begun recovering, Bağlıkaya continued: "Congress tourism produces more revenue than individual and package tours – which makes it a more advantageous type of tourism in this respect. According to 2018 data released by the ICCA, the average



spending by convention attendee delegates per convention they attend is \$2,258. In order to achieve our 2023 vision goals, we need to attract congress tourists back to our country and make Istanbul a congress center." While most tourists spend an average of \$650, a MICE tourist is said to spend about four times that. According to the Turkish Statistical Institute (TurkStat), the number of foreigners coming to Turkey for business purposes was almost 2 million in 2018. Revenue obtained from those visitors rose by 5% to over \$1.6 billion. Revenue obtained from visitors for congresses and meetings accounts for about 6% of

Turkey's total tourism revenues. Pointing out that the number of foreign visitors coming for business purposes in the first nine months of 2019 is the same as the previous year, Bağlıkaya noted: "A total of around 1.42 million people came to Turkey for meeting and business purposes between January 2019 and September 2019. Tourism revenue from these visitors increased by 3.55% compared to the same period in 2018, rising to \$1.25 billion. We anticipate that both the number of people and income will increase this year." Explaining that congress tourism plays a crucial role in increasing tourism revenues and spreading the season throughout the country and the 12 months of the year, Bağlıkaya said: "Our facilities, located particularly in the coastal cities of Antalya, Muğla, İzmir and Aydın, can increase their occupancy rates and income by hosting MICE tourists in winter while welcoming tourists who come for sea, sun and sand in the summer months.



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Radisson Blu Hotel Kayseri is at the top of the world

Radisson Blu Hotel Kayseri was selected as the best Radisson hotel in the world. As a result of the voting made by Booking.com customers from the world's leading online booking sites, Radisson Blu Hotel Kayseri completed the year 2019 with 9.5, ranking first among Radisson hotels in the world and reaching the top.

Radisson Blu Hotel Kayseri, which has the highest quality hotels in the world and has achieved a tremendous success among the hotels connected to the chain of Radisson Hotels, which is one of the industry leaders, has managed to settle at the top of the Booking.com site while strengthening its place in the top 3 in other reservation platforms and online evaluation sites. After Radisson Blu Hotel Kayseri, Radisson Blu Hotel Mannheim was in second place with a score of 9.3, followed by Radisson Blu Hotel Kaliningrad and Radisson Collection Hotel Tsinandali Estate Georgia.

RECEP ARIFOĞLU: WE ARE VERY PROUD

Explaining that they are very proud of the success they have achieved worldwide for the last 3 years, Artaş Group Tourism Investments

Artaş Group
Tourism
Investments
Coordinator
Recep Arifoğlu



Radisson Blu
Hotel Kayseri
General Manager
Menderes
Karakpırmak

MENDERES KARAK KÜÇÜK: KAYSERİ'S CONTRIBUTION IS GREAT

Stating that they have achieved great success by leaving hotels in other metropolises of the world behind, Radisson Blu Hotel Kayseri General Manager Menderes Karakpırmak said, "As a hotel, we collect our guests' appreciation with our management approach that does not compromise on the quality of Turkish hospitality. We are also happy to announce the name of our Kayseri in the world giants league. Kayseri, which has just begun to be discovered with its history, nature, culture and ski center, has contributed greatly to this success. In our achievements we are proud of, we thank everyone who has contributed to this day and experience the excitement of achieving many more successes."



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THE CHARM OF CAPPADOCIA, A GAME CREATED BY GEOGRAPHY

Cappadocia: the site of nature's wonderful formations, a central Anatolian and world heritage with a history dating back to 3000 B.C

This awesome geography where history and nature intertwines has been host to many civilizations throughout the centuries. The unique volcanic landscape of the region took shape as a result of the erosion of the volcanic layers which spread through the area with the eruption of Erciyes, Hasandag and Güllüdag mountains about 60 million years ago.

Cappadocia, which means "land of beautiful horses," in Persian language, has been the hub of many civilizations and a gigantic shelter and center for Christians who fled from the Roman Empire during the Hittite period and hid in the houses and churches carved

inside of rocks.

With the formation of fairy chimneys in time, the local communities carved houses and churches into these rocks and made frescoes inside of these structures connecting the past with the present.

A district of Nevşehir and one of the key points of the Silk Road, Cappadocia is inscribed in the UNESCO World Heritage list.

If you are ready to go on a journey to dreamland, Cappadocia is waiting to introduce you to all of its mysteries!

ATTRACTIONS

Cappadocia, one of the most generous regions of Anatolia, was formed by

nature's magic hand.

Cappadocia and its surrounding area began to take shape 60 million years ago when the volcanic layer of lava and ashes covered the landscape upon the eruption of the volcanic mountains Erciyes, Hasandag and Güllüdag. The volcanic landscape took its final shape within time due to erosion caused by wind and rain. The fairy chimneys of Cappadocia took form over millions of years and are among the most beautiful examples of nature's own design. The fairy chimneys and the houses and churches carved by settlers out of these rocks have been preserved for centuries with great care. The fairy

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Cappadocia - Türkiye

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chimneys and magnificent frescoes carved inside are among the must-see sites.

The Goreme Open Air Museum, has a large collection of relics and structures of the Christian culture that presided in Cappadocia over a long time.

Especially the churches carved into the rocks are monumental structures and forerunners of natural architecture. More than 250 churches, such as the Tokali Kilise (Church of the Buckle), Rahibeler Manastırı (Monastery of Nuns), Yılanlı Kilise (the Snake Church) and the Chapel of St. Barbara wait for their visitors.

Ortahisar Castle carved into the rocks at an altitude of 1200 meters during Hittite period was built to protect the city but also used as a settlement. It is possible to take amazing pictures of Cappadocia from this height.

Çatalhöyük is another historical site



worth seeing. It is close to Cappadocia and one of the first pro-city settlements of the world. The mound with the world's oldest landscape painting sheds light to the Neolithic period when the transition to settled life occurred.

Populated with, underground cities and caves the region harbors a great variety of artifacts and ruins that

provide invaluable information on all historical epochs dating from the prehistoric periods. Mounds such as Alacahöyük and Karahöyük as well as seven-layered underground cities such as Derinkuyu, Kaymaklı, Mazı and Civelek Cave are among the witnesses of history located in this region.

Additionally, Cappadocia has many relics belonging to Seljukian and

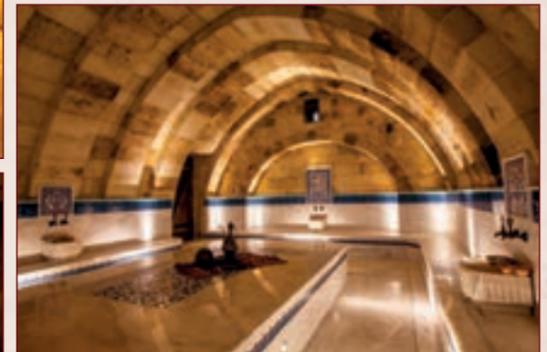
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Ottoman cultures. The tomb of Haci Bektas Veli, Balim Evi, Cuma Mosque are among the structures worth visiting.

One of the most popular and enjoyable aspects of Cappadocia are the spectacular balloon flights unfertaken in the area. The balloon cruises start early in the morning and offer awesome views of the landscape populated with fairy chimneys. You will experience unforgettable moments observing the ever-changing colors of the sunrise illuminating the historical beauties of the region.

Cappadocia has a variety of specialities identified with the Nevsehir cuisine. Especially Testi Kebabi, a unique local dish will leave an unforgettably delicious taste in your mouth with its juicy soft meat cooked in special, covered crocks. Once the meal is cooked, the crock is cracked to get the meal out. Apart from that the region is also known for its large vineyards and

tasty wines.

Visitors who want to explore the history and natural wonders of ancient times are more than welcome in Cappadocia.

EVENTS

Cappadocia, the site where nature and history harmonize, organizes various festivals and events to entertain its guests all the year round. Haci Bektas Veli Memorial is held in August every year and offers entertaining activities to participants from many countries of the world. Sports enthusiasts show great interest in the Cappadocia Cycling Tour organized with the participation of contestants from all over the world every year in June. Both competitors and the audience have a great time. Organized annually in September, the Avanos International Tourism and Crafts Festival is another important event promoting the touristic assets of the region.

Cappadocia offering many activities, natural wonders and historical sites is surely worth the visit.

HOW CAN I GET THERE?

Cappadocia is located in the Central Anatolian region and easy to reach. One way to get to Cappadocia is to take a direct flight from any of the major airports in Turkey to either Kayseri Airport or Nevsehir Cappadocia Airport both of which are quite close to the region. The shuttles and other transportation vehicles stationed outside of the exit gate will take you to the right destination in a short time. Alternatively Cappadocia can be reached via highway. Nevsehir is located at the intersection point of highways and offers regular transportation between any city of Turkey and Nevşehir. The shuttles and similar transportation devices leaving from the Nevşehir Central Bus station will take you to Cappadocia shortly.

The only spa hotel in the region with cave therapy rooms, overlooking to beautiful Red Valley with uninterrupted panorama offering great sunrise and sunset complemented by its guests to be charming, luxurious and amazing. Sleeping in thousands of years old caves, rock cut rooms bringing old settlements of village alive. CCR HOTELS & SPA invites you to join us in making truly memorable year for you.

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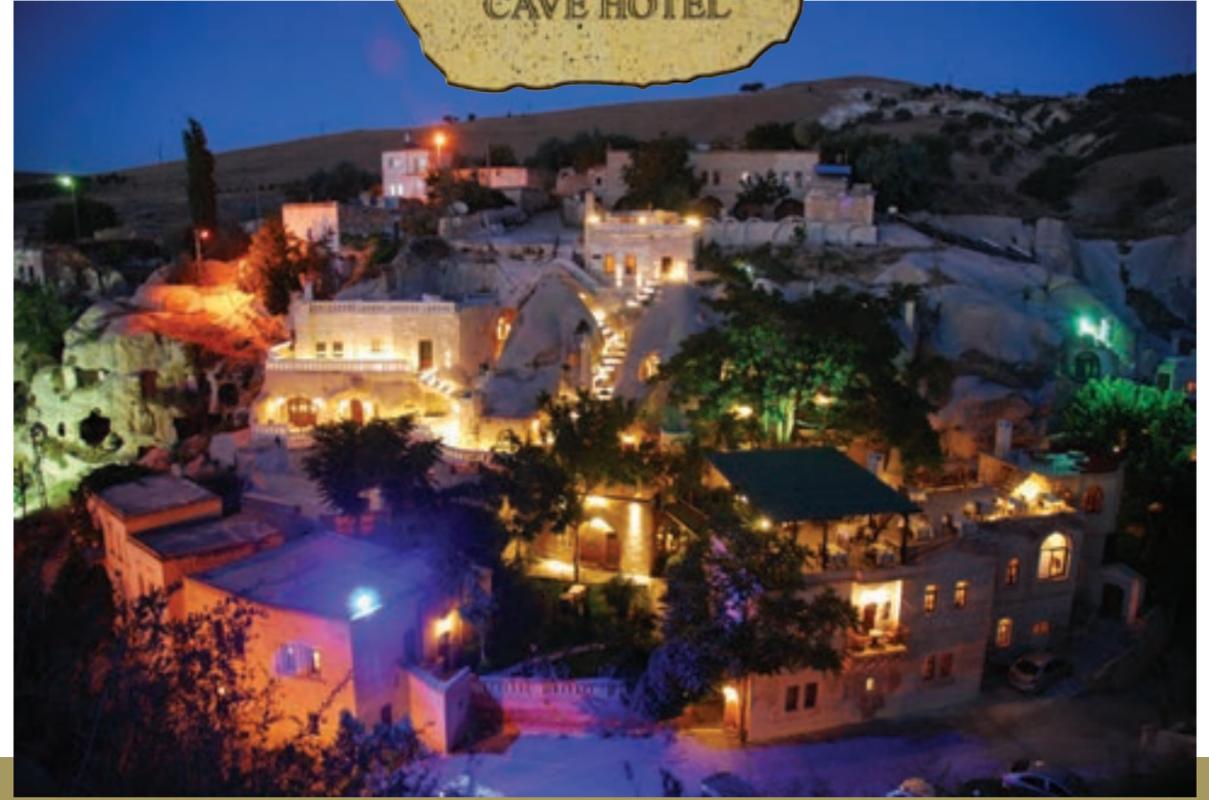
Above and Beyond



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Moonscapes and fairy chimneys – experience the indescribable.

Set in the heart of Cappadocia, the Gamirasu is an intimate and exquisitely restored Byzantine monastic retreat with a well deserved reputation of being one of the best hotels in the region. Here the focus is on exceptional service, attention to detail and the warmth of a home away from home. Comprised of six beautifully restored and integrated cave houses, all 35 rooms in the Gamirasu are designed in harmony with the natural fairy chimney surroundings, but with all the comforts of a modern hotel.

Cappadocia is waiting for its visitors who do not want to miss the chance to explore its mysteries.

Cappadocia's rock-carved museum to open in 2020

The land of fairy chimneys,

Cappadocia in the central Anatolian city of Nevşehir, is getting ready to welcome its newest museum, the Cappadocia History and Culture Museum, 2020.

The museum is rock-carved in order to match the territory and inspired by the ancient underground cities of the town. It will house millions of years worth of fossils, ethnographic artifacts and thematic works. Visitors will be able to discover the history and culture of the

region on this natural site.

The museum is carved inside volcanic rocks and above the museum, endemic plants will be grown. The Cappadocia History and Culture Museum will be spread out over 50,000 square meters and feature a lobby, car park, restaurant, recycling facility as well as open-air exhibition areas. The museum is planned to have seven different sections and activity areas for children to learn about the history of Cappadocia.

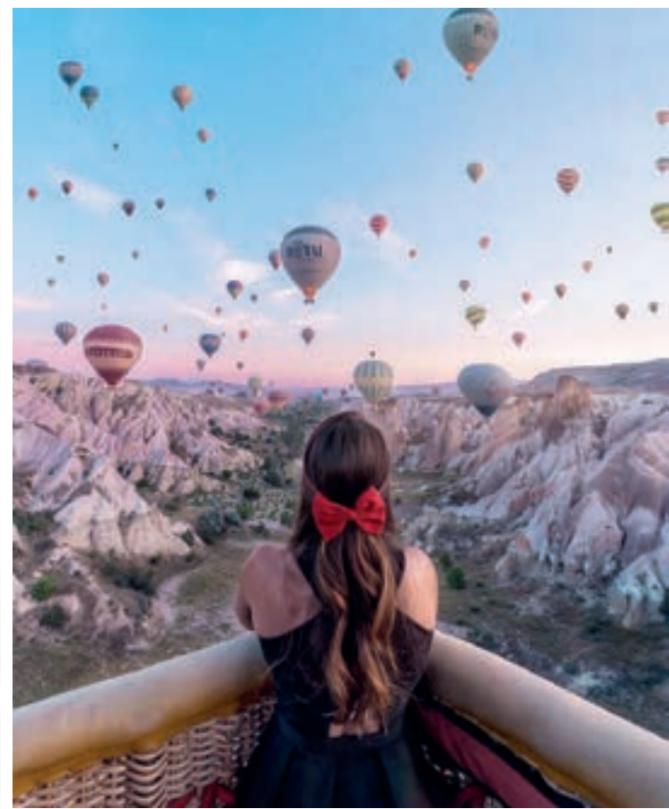
The region, which included Cappadocia, had previously drawn some the greatest states in history including the Hittites, Phrygians, Persians, Romans, Byzantines,

Seljuks and Ottomans. After the locals converted to Christianity during the early Roman era, they discovered that they needed to find hideouts to survive. So they created these underground cities to protect themselves from the pagans.

The region is also famous for its fairy chimneys, which are a result of a geological process that began millions of years ago, when volcanic eruptions rained ash across the region. The thick ash, which later solidified into a soft rock called "tuff" was later shaped by the natural forces of wind and water until only the harder elements were left behind to form what are now known as the "fairy chimneys."



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Royal Balloon - Cappadocia was established in the year 2010 by the Cappadocian Dinler Family who are Tourism Professionals with over 30 years of experience.

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which is accepted to the prestigious "American Express Selects" Program. Memberships in ASTA (American Society of Travel Agents - the only Hot Air Balloon Company from Turkey), BFA (Balloon Federation of America - the only Hot Air Balloon Company in Turkey which is accepted as Corporate Member), BBAC (British Balloon and Airship Club) and KAPTID (Cappadocia Touristic Hoteliers and Operators Association). A hot air balloon flight over Cappadocia is a unique experience of our lives and Royal Balloon is ready to give an unforgettable experience to distinguished and special passengers with the Royal standards.



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CAPPADOCIA'S ROCK-CARVED MUSEUM TO OPEN IN 2020

The land of fairy chimneys, Cappadocia in the central Anatolian city of Nevşehir, is getting ready to welcome its newest museum, the Cappadocia History and Culture Museum.

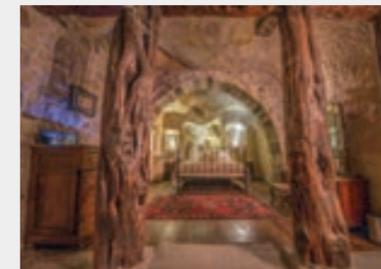
The museum is rock-carved in order to match the territory and inspired by the ancient underground cities of the town. It will house millions of years worth of fossils, ethnographic artifacts and thematic works. Visitors will be able to discover the history and culture of the region on this natural site. The museum is carved inside volcanic rocks and above the museum, endemic plants will be grown. The Cappadocia History and Culture Museum will be spread out over 50,000 square meters and feature a lobby, car park, restaurant, recycling facility as well as open-air exhibition areas. The museum is planned to have seven different sections and activity areas for children to learn about the history of Cappadocia. The



region, which included Cappadocia, had previously drawn some the greatest states in history including the Hittites, Phrygians, Persians, Romans, Byzantines, Seljuks and Ottomans. After the locals converted to Christianity during the early Roman era, they discovered that they needed to find hideouts to survive. So they created these underground cities to protect themselves from the pagans.

The region is also famous for its fairy chimneys, which are a result of a geological process that began millions of years ago, when volcanic eruptions rained ash across the region. The thick ash, which later solidified into a soft rock called "tuff" was later shaped by the natural forces of wind and water until only the harder elements were left behind to form what are now known as the "fairy chimneys."

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Cappadocia breaks record in tourist numbers with over **3.8 million** visitors

With increasing worldwide popularity as a touristic destination, Turkey's Cappadocia saw an all-time record in the number of foreign visitors in 2019 with a 30% rise compared to the previous year

The number of tourists visiting Turkey's popular destination Cappadocia broke a record in 2019 with the historical region hosting more than 3.8 million foreign visitors last year. Cappadocia, which lies in Central Anatolia's Nevşehir province, has become a popular destination worldwide in recent years with its famous underground cities and its "fairy chimney" volcanic cones, hot air balloon trips as well as houses carved into rocks, churches, chapels, and shelters used during the early years of the Christian faith.

According to Nevşehir Directorate of Culture and Tourism figures, Cappadocia's museums and archaeological sites were visited by a total of 3,834,134 people in 2019, a 30% rise compared to the previous year and a 157% rise compared to 2016

when the region hosted around 1.5 million visitors. The upward movement in the number of tourist arrivals has been continuing since 2016 when the number had dropped dramatically by more than 1 million due to the negative trends in Turkey's tourism industry. August topped the season with more than 566,000 visitors while the Göreme Open Air Museum became the top touristic site attracting over 1.4 million tourists, according to the official data. In 1985, Göreme National Park, which houses the Open Air Museum, was added to UNESCO's World Heritage List, and today it is one of Turkey's top 10 tourist attractions. Talip Aldemir, chairman of the Association of Turkish Travel Agencies (TÜRSAB) Cappadocia Regional Chapter Executive Board (BTK), said that they are expecting to break

another record in 2020 by hosting over 5 million tourists. Aldemir noted that foreign visitors are mostly coming from the Far East, Balkans, Russia, and other European countries. "We are targeting to host over 7 million tourists in 2023. We can reach these goals but our infrastructure is not sufficient." Aldemir said the region needs to undergo capacity expansion to meet the international demand by increasing its accommodation capacity and offering more hot air balloon trips, the most popular activity for tourists visiting the area. In the first nine months of last year, hot air balloon tours generated a 78 million euros revenue with a total of 437,516 tourists enjoying floating over the skies of Cappadocia. These one-hour tours, organized by numerous companies in the region, cost between 170 and 200 euros per person.

Located at the center of Urgup, Aja Cappadocia hotel is registered as an old cultural property and it was converted into a hotel after having been restored very carefully; inside the hotel it is easily noticed some architectural textures belong to very different times of the region.

Besides, Aja Cappadocia which is an old mansion of 200 years, generally has all its furniture, wooden floor hand made and decorated with traditional antiques.

At the breakfast, mostly regional and organic foods are served with many different varieties and tastes. Being totally an old traditional mansion Aja Cappadocia Hotel provides very quality, comfortable, clean and on top of everything very warm service.

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

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

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

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





Hera Cave Suites Hotel in Cappadocia



Hera Cave Suites Hotel in Cappadocia

WE WANT TO ADD **VALUE** TO OUR LANDS WITH OUR INVESTMENTS

Cemal İmamoğlu, owner of Zeynep Sultan Hotel in Istanbul and Hera Cave Suites Hotel in Cappadocia, is a tourism investor who has set out to add value to the lands he was born in. Despite the difficulties experienced by the tourism sector, Hera Cave Hotels Board Member İmamoğlu, who has never lost faith in the sector, does not hesitate to make new investment plans. Saying that the tourism sector should undergo a structural change in order to host more tourists, Cemal İmamoğlu explained Hera Cave Suites Cappadocia and the group's new investment plans, which came into service last year, to Turizm Aktüel Magazine.

Why did you choose Cappadocia and Istanbul to invest in hotels?

We made our investments in Hera

Cave Suites-Cappadocia and Zeynep Sultan Hotel-Sultanahmet boutique hotel concept with the belief that it will add value to our country. I would like to emphasize that Cappadocia and Istanbul are always an intriguing cities. We are pleased to open a hotel at a point that embraces the history of a historical city like Istanbul and an ancient region like Cappadocia. Istanbul offers its visitors both the mysticism of the East and its important historical values, and the modernism of the West.

Could you introduce Hera Cave Suites Hotel, which you opened in Cappadocia last year, to the current readers of Tourism?

Hera Cave Suites Boutique, is a rock-carved hotel. Our hotel in Göreme has a total of 28 suite rooms. We do our

best to make the travel of our traveler guests immortal and unforgettable in Cappadocia. The guests we host at our hotel start the day by watching the dance of hot air balloons in the sky in the morning. While visiting the unique valleys of Cappadocia and churches, monasteries, fairy chimneys that smell of history, they actually need this energy. While our guests enjoy the day's tiredness by watching the sunset accompanied by drinks on the terrace of our hotel, we are happy to make their Cappadocia holidays unforgettable. The terrace of Hera Cave Suites Boutique Hotel also draws attention as the most pleasant address where our guests celebrate your special days. We have prepared a place suitable for the texture of the region from the natural stone material

of the region, for the purpose of resting and touring, where they can spend extraordinary time to make the moment special for travelers, families, groups of friends of all ages. We believe that we will make every moment of our guests unforgettable at Hera Cave Suites - Cappadocia Cave Hotel.

What are the main factors that distinguish your hotel from other hotels in Cappadocia?

We define Hera Cave Suites Hotel as 'Unique'. Because you cannot find another hotel in Cappadocia where you can watch the wonderful Güvercinlik Valley with its suite rooms and all rooms carved into the rock. Each room of our hotel opens onto the terrace.

What are the features of the rooms of Hera Cave Suites Boutique Hotel?

Hera Cave Suites Boutique is very different from other hotels with its magnificent location, unusual rock-carved room concept. The decor and comfort of the rooms of our hotel

Cemal İmamoğlu, owner of Zeynep Sultan Hotel in Istanbul and Hera Cave Suites Hotel in Cappadocia



in different sizes are the same. The rooms with rock-carved high ceilings serve with the Honeymoon Suite, Family Suite, Suite and Deluxe Room types. Our honeymoon suite includes a Turkish Bath and a fireplace. The ceiling height of almost all our rooms is more than 3 meters. Therefore, it does not have claustrophobic effect on our

guests. We are one of the few hotels in Cappadocia with a ceiling height of more than 3 meters of rock rooms. **What kind of reactions have you received from your guests since the opening of your hotel?**

After opening Hera Cave Suites Boutique Hotel, we had bitter-sweet problems like every other hotel. We



Zeynep Sultan Hotel İstanbul



Have a Great Time in Cappadocia



tried to overcome the problems by analyzing the complaints of our guests well. We still look at our customers as guests, and we try to learn from their complaints and maximize our service quality. Ultimately, the goal is to host guests and provide the best service. Our goal is to see our happy guests after a holiday full of pleasant memories.

Can you tell us about your guest profile?

Our guest profile; it consists of guests from almost every segment and age group. Although it is our second season yet, we host guests from all over the world. Our guests from Europe, America, South America, China, Russia, India and, of course, our local travelers are among the guests of our hotel that we are very happy to host.

Can you inform us about your group's new investment plans?

Although the tourism sector is currently affected by the "Corona" virus that occurs in China, this does not affect our investment plans. We have tourism investments in Istanbul and Cappadocia region and they will continue to be. Istanbul hosted 15 million tourists last year. It increased the number of tourists with a 10 percent increase compared to last year. As a sector, we expect this increase to continue. We believe that we have contributed to this rise by opening our Zeynep Sultan Boutique Hotel in Sultanahmet, one of the most attractive regions of Istanbul. We can uncover the true tourism potential of Istanbul, by opening hotels in boutique hotel concept.

Do you have a message to your stakeholders in the tourism industry?

As a sector, we must act under a common roof. Turkey needs to be on the verge of becoming a tourism country, rather than a country of accommodation and hospitality. Our country receives mostly tourists from the middle-lower income group. The tourism sector should make its choice: Either it will get stuck in the middle income trap; or it will appeal to the middle-upper income group from the lower-middle and undergo structural transformation. As a country, we can receive a maximum of 41 million tourists. But if this change can be realized, the number of tourists we host will increase. Each region in Turkey, especially Istanbul and Cappadocia. We believe the full potential of tourism.

Intense interest in Radisson Residences Avrupa Tem Istanbul

Radisson Residences Avrupa Tem Istanbul continues to offer the highest quality service to its guests with the Radisson brand it has acquired. Radisson Hotel Group's 16th facility in Istanbul has been Radisson Residences Europe Tem Istanbul in the past months.

Stating that they receive intense demand from business people who make period stay, Radisson Residences Avrupa Tem Istanbul General Manager Nalan Güven said in his statement: "Our guests are looking for home comfort in their long-term stay. In order to ensure this, we think and realize all the details that may be in a house on behalf of our guests. Indeed, our residence consists of 140 modern apartments with one bedroom, two bedrooms and three bedrooms. We have suites ranging from 55 to 270 square meters. In our apartments, we offer all the kitchen equipment including dishwasher,

kettle, toaster, coffee machine, tools and equipment in a house such as washing machine, and iron. Although our residence has been preferred mostly by Middle Eastern tourists to this day, we have been facing intense interest and demand both in the business world and in the markets of Europe, Far East, Latin America and North Africa.

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January was very productive and the fact that the schools were on



Radisson
Residences
Avrupa Tem
Istanbul
General
Manager
Nalan Güven.

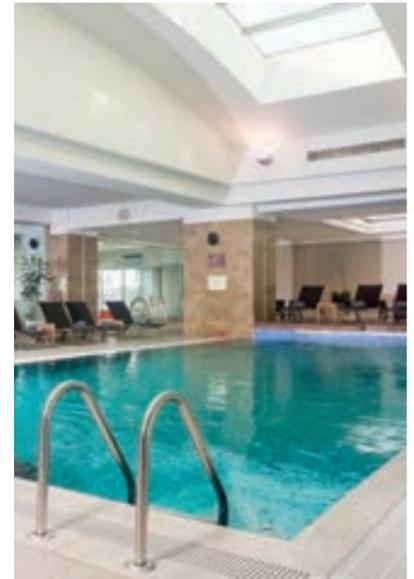
holiday in the Middle East countries increased the reservation requests. We receive heavy booking requests for the first half of April and July and August. In July and August, we will host our Middle Eastern guests, mainly crowded families. In addition, group reservations are made through online channels and travel agencies for the UEFA final, which will take place on May 30, 2020 at the Atatürk Olympic Stadium.

RESERVATIONS ARE ONGOING

As previous years; We will host tourists from countries such as Qatar, Bahrain, Dubai, Oman, Saudi Arabia. In summary, our expectation for this year is positive and we aim to provide high occupancy with the advantage of the service and comfort we offer in our residences. At the same time, guests and professional partners are expanding their experience with Radisson Blu by joining Radisson Rewards, a global loyalty program that offers exceptional benefits and rewards."

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

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

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

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RECORD NUMBER OF TOURISTS VISIT TURKEY IN 2019

Turkey attracted a record number of visitors with 51.9 million people in 2019, according to official data.



Turkish Statistical Institute (TÜİK) on Jan. 31 announced that the country welcomed 51.9 million visitors last year, a rise of 13.7 percent from the previous year. TÜİK data showed that 86.2 percent of visitors were foreigners and the remaining 13.8 percent were Turkish citizens residing overseas.

The Culture and Tourism Ministry also announced that foreigner visits to Turkey surged 14.1 percent on an annual basis, surpassing 45 million last year. Istanbul, the country's world-famous touristic city, was the top arriving destination with nearly 15 million tourists, accounting for 33 percent of all foreign visitors in 2019. The Mediterranean resort city of Antalya followed it with 14.65 million

foreign visitors last year. The third top arriving destination was the northwestern province of Edirne, which borders both Bulgaria and Greece, welcoming some 4.3 million foreigners. As for the nationalities of foreign visitors, Russia took first place with 15.6 percent -- some 7 million visitors -- over the same period, followed by Germany (11.2 percent or 5 million) and Bulgaria (6 percent or 2.7 million).

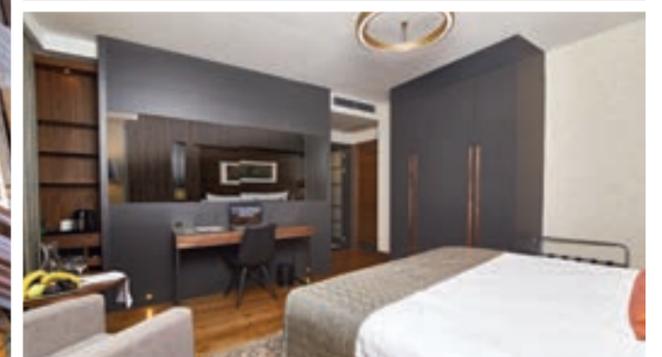
REVENUES INCREASE BY 17 PCT

Turkey's tourism revenues also hit \$34.5 billion in 2019, a new record

high, according to statistical data. The figure jumped 17 percent last year, up from \$29.5 billion in 2018, TÜİK said. Meanwhile, the average expenditure per capita stood at \$666 in 2019, up from \$647 a year ago. Data showed that visitors spent the most on food and beverages (nearly \$1.1 billion), and accommodation (\$1 billion) last year. "In this year, while foreign visitors came to Turkey mostly for 'travel, entertainment, sportive and cultural activities' with 73.6 percent, Turkish citizens resident abroad visited mostly for 'visiting relatives and friends' with 61.7 percent," it said.



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MSC CRUISES TO SAIL BACK TO TURKEY IN SUMMER OF 2021

The Geneva-based MSC Cruises is adding Turkey back to its two cruise lines' itinerary in 2021, the company said in a statement.

The company chose Istanbul and the Kuşadası region of the Aegean province of Aydın as embarkation ports of its two cruise ships traveling to the Aegean Sea, the Adriatic Sea and the Eastern Mediterranean. Angelo Capurro, executive director of MSC Cruises, said the company is excited to start operations in Turkey again and is returning with a stronger market presence after opening a new office in February 2018. "We expect to have a highly successful summer season in 2021 with our Aegean and Adriatic cruise programs, which include Istanbul and Kuşadası." MSC Fantasia, one of the two cruise ships that will travel to Turkey, is scheduled to have 25 calls both in Istanbul and Kuşadası throughout the season. MSC Lirica, the second cruise ship, will have 23 calls in Kuşadası only. The cruises are expected to carry around 212,000

travelers. MSC Fantasia will have a nine-day program between April and September. According to its itinerary, the ship will depart from Istanbul and stop in Piraeus and Corfu in Greece, Bari and Trieste in Italy, and back to Katakolon, Greece. The travelers will then visit Kuşadası and finally return to Istanbul. MSC Lirica's Eastern tour will have a seven-day program between May and September 2021. The cruise will depart from Kuşadası and sail to the islands of Mykonos and Rhodes in Greece as well as Haifa in Israel and Limassol in Cyprus. Turkey continues its efforts to reinvigorate cruise tourism and is carrying out works to eliminate the lack of ports, particularly in Istanbul. Having come to a standstill in the last four years, cruise tourism in Turkey's largest metropolis has started to rebound this year. Some 24 cruise ships were expected to arrive in the city by October and the number is

expected to reach 80 in 2020. As part of the works to boost cruise tourism, a new cruise port is in the plans at Istanbul's Yenikapı district and the tender bidding is likely to take place soon. Besides, Istanbul's megaport project Galataport, which is currently under construction and expected to open in March 2020, is also expected to revive the city's cruise tourism sector. The port is projected to host around 500 cruise ships carrying an average of 4,000 passengers each, likely reaching a total of 2 million people. With the staff and crew of the ships included, the figure is expected to be even higher. On the other hand, Kuşadası is a famous holiday resort town conveniently situated close to major archaeological sites and the Dilek Peninsula National Park, one of Turkey's most biologically diverse areas. Kuşadası is also home to some of the region's most pristine beaches.



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Troy Museum Shortlisted For European Museum Of The Year Award

The Minister of Culture and Tourism Mehmet Nuri Ersoy: "Our Troy Museum, one of the most important contemporary archaeological museums in the world, was shortlisted for the European Museum of the Year Award in 2020."

European Museum of the Year Award is given to museums that attract visitors through a unique atmosphere and creative presentation, take responsibility in educational and social fields and improve quality standards. Troy Museum, one of the most important contemporary archaeological museums in the world was shortlisted for "European Museum of the Year Award in 2020" organized by the European Museum Forum, which operates with the support of the Council of Europe. Announcing the success of Troy Museum, which was shortlisted for the award given to museums that attract visitors through a unique atmosphere and creative presentation, take responsibility in educational and social fields and improve quality standards, Mehmet Nuri Ersoy, the Minister of Culture and Tourism, congratulated those who contributed to the museum on his social media account. "Our Troy Museum, one of the most important contemporary archaeological

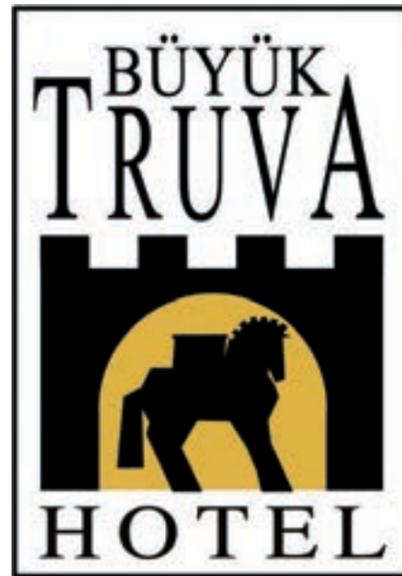


museums in the world, was shortlisted for the European Museum of the Year Award in 2020. I congratulate all those who contributed to the museum, especially our President @RTErdogan, who brought in Troy for our country, which has been nominated among many museums," Mr. Ersoy said in his message.

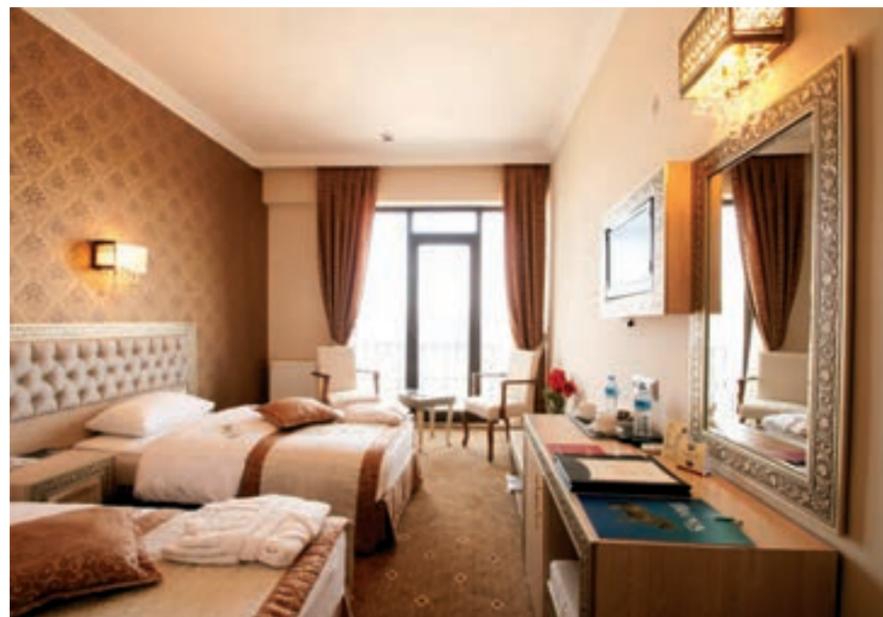
WINNER TO BE ANNOUNCED ON MAY 2, 2020

The museum winning the European Museum of the Year Award will be announced at a ceremony on the last day of the annual conference of the European Museum Forum, which will

be held at Wales National Museum in Amgueddfa Cymru, Cardiff, the UK, between April 29 to May 2, 2020. The finalist Troy Museum is ardently waiting for the results to be announced on May 2, 2020. In 1997, the Anatolian Civilizations Museum in Ankara won the European Museum of the Year Award, deemed as the main prize given by the European Museum Forum. Construction of the Troy Museum started in 2013 as part of a project that won a competition organized by the Turkish Ministry of Culture and Tourism, and President Erdogan officially opened the museum on March 18, 2019.



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Shaza Hotels announces expansion plan in Turkey

Shaza Hotels announced its expansion plan for the Turkish market at the Tourism Investment Forum 2020 (TIF) organised by the Turkish Tourism Investors Association TTYD in Istanbul last week.



The exclusive conference brought together leading international investors, financial institutions, banks and real estate developers to discuss opportunities to shape the future of tourism in the country. Chris Nader, vice president, Shaza Hotels, said: "Shaza represents the cultures of the Silk Route, and Turkey is a strategic market for our story and expansion plans. We spent the last few years growing our brands in the Middle East and have now established an office in Istanbul to actively pursue opportunities in Turkey and surrounding markets.



Eyüp Babür, Shaza Hotels Director Turkey & CIS

The country is ready to welcome new and fresh brands, and our unique brand proposition fits perfectly the needs of investors and travellers, both from a concept standpoint and investment criteria standpoint." As members of the Global Hotel Alliance, luxury brand Shaza and its

upscale brand Mysk by Shaza are the only international hotel brands that manage exclusively alcohol-free hotels. Nader stressed, "Historically, investors and operators have focussed primarily on two markets: Istanbul and Bodrum. We would of course like to

manage properties in these two highly performing cities; however, we also see immense potential in secondary cities and remote destinations. Turkey has so much richness in terms of culture, heritage and nature outside the main cities, and the country needs to promote these locations by

developing quality hotels, resorts and retreats to attract the new generation of travellers. This is what we want to achieve." Shaza Hotels is currently in discussion for various projects in Turkey, including wellness resorts, nature and thermal retreats, and historical palaces connected to heritage and cultural sites. The Turkish Tourism Investors Association strives to achieve robust, resilient, sustainable, innovative and high-quality nation-wide growth in tourism. The government's 11th development plan has identified tourism as one of the strategic industries, which is to receive special incentives and support, especially outside primary cities. It was recently announced that Turkey has the potential to attract more than 75 million foreign tourists and generate \$65 billion in tourism revenues by 2023.



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The point where nature meets with thermal: **BN Hotel Thermal & SPA**

BN Hotel Thermal & SPA is a facility in the city of Mersin İçmeler which is intertwined with nature, and is between citrus and olive groves, with walking, jogging, bicycle paths, thermal and fresh water pools.

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Thermal & SPA, with its Wellness and SPA departments that provide mixed services for women, men and families, will show both health and nature tourism to the guests in together.

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2020: The Year of Patara

One is the capital of Lycia and the other is the capital of tourism... Patara and Antalya will mark 2020

Patara, which is an ancient city near Kalkan town of Kaş district of Antalya, has gained all the attention by announcing it for thematic year 2020. Patara, which is a Lycian city and has become the capital of the Lycian Union, has a special importance in terms of emphasizing the cultural potential of Antalya, the capital of Turkish tourism. Dr Cem Kinay, one of Turkish tourism gurus, explained the importance of declaring 2020 as the year of Patara for Antalya.

Can you tell us the importance of Antalya for Turkish tourism?

First in Turkey, the all-inclusive hotel system is very well implemented. The best all-inclusive hotels are in Antalya. As of the moment in Turkey the Mediterranean coast "All Inclusive" system, destinations such as Istanbul and Cappadocia are the best running brands of Turkey. Turkey has a strong brand in tourism, but the tourism potential of our country will increase even more with the emphasizing of the Anatolian cultural heritage and geography in tourism. Currently Antalya is the heart of Turkish tourism. Antalya; With its sea-sun-sand winner trio, it is one of the most visited destinations in the world and has a strong image mostly with this trio. It is



Dr. Cem Kinay

one of the best places in the world that applies the All-Inclusive system. Russia and Germany are the two strongest markets for Antalya. Antalya is focused on tour operator business and most of the guests come to the city with charter flights. Famous for its brand-new hotels, golf and football fields, which are mostly 5-star hotels, Antalya welcomes the world's best golfers in the tournaments. About 3000 football clubs per year also make their winter camps in Antalya.

What should be the new targets?

After 30 successful years we spent in tourism, Turkey needs immediately a

new manifesto and a new vision. I think the new manifesto could be: 'Preserve and Survive Heritage' 'Protect and Live Nature', 'Educate the People'.

Can you open this up a bit?

We should ensure that the guests who have a holiday in all-inclusive hotels in Antalya, get out of the hotels and discover and experience the history, gastronomy, music, people, local values of Anatolia. The rapidly rising tourism trend of the world, which is guaranteed to be sustainable are original, unique villages, towns, places, cultures, tastes, music. Legends, history

and locality that keep their originality stand out. World travelers now want to chat with the local people of their destination, eat their food, experience the culture, and see the place beyond the historical museum. They are ready to spend more money on these experiences and if they return back with a good experience, they become the voluntary brand ambassador of that country. Turkey has yet not reached all the people with only all-inclusive system. Touching cultural values could make Turkey a sustainable destination. Local Culture, flavor, geography, history and diversifying the product can further reinforce the brand of Turkey. The flavor



and smell of Anatolia. We can integrate the flavor and smell of Anatolia with All Inclusive. By blending its touch, sound, history, architecture, philosophy with ancient cities and local people will make the brand much stronger.

The year 2020 was declared the year of Patara. Can we say that this is a very good opportunity for the manifesto to come to life?

The announcement of 2020 as the Year of Patara is magnificent for Antalya. It is necessary to thank everyone who contributed, especially President Recep Tayyip Erdoğan and Culture and Tourism Minister Mehmet Ersoy. We should all go hand-in-hand to get the most out of it, without wasting any time.

What is the importance of declaring 2020 as the year of Patara for Antalya tourism?

Patara is located within the boundaries of Kaş District, west of the region

which is called Teke Peninsula and Lycia in ancient times. Located in the middle of Antalya and Muğla, Turkey's two largest destinations, Patara will be targeting the guests in both destinations; It will add additional value to the sea-sun-sand image of Antalya and Muğla region. With the inspiration of Patara, brand-new stories focused on culture will be written in the tourism. A new way of branding will be achieved for Turkey, Antalya and Muğla region.

Could you explain Patara in a little more detail?

Patara is the capital of the Lycian League. The Assembly Building of the Lycian Union is in Patara. During the preliminary studies for the United States Constitution, which was written in 1787, many examples were shown as a contemporary model. The Patara Lycian League Assembly Building was restored by the Parliament Presidency

because it symbolized the concepts of "Republic and related democracy". Patara name is mentioned as Patar in Hittite written texts. It is located in Patara, the only "Lighthouse" that survives as a result of an earthquake and can survive today with the original texture of the ancient world. The 22-kilometer-long Patara waterways are one of the most unique and well-preserved examples of Lycia and Anatolia along the entire route. One of the three most famous Apollo prophecy centers of the ancient world is in Patara. World's Santa Claus, Saint Nikolas, was born and lived in Patara. The church in Demre is the church of death of Santa Claus. The First Wireless Telegraph Station of the Ottoman State is located in Patara. The famous Patara beach, 12 kilometers long, is one of the most important breeding grounds of giant sea turtles Caretta Caretta's worldwide.

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All Seasons Hotels Board Member Mustafa Topoğlu



Providing service on Vatan Street in the center of Istanbul, All Seasons Suites has 9 stylish apartments. Each apartment consists of 85 square meters. Serving as a 2-room saloon, All Seasons Suites have all the equipment from the washing machine to the dishwasher. In the rooms of All Seasons Suites, designed as simple and luxurious, every comfort has been considered for the comfort of the guests.

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All Seasons Suites also provides 24-hour security and reception services for its guests. Stating that

they are the only facility in the region, All Seasons Hotels Board Member Mustafa Topoğlu said, "We serve our guests 24 hours a day. These services include cleaning service. We serve as a boutique hotel and the visitors leave gladly from the hotel. As a sign of this satisfaction, they make their

next reservations for a long time. In our facility, which provides service with the residence-suite logic, visitors make a minimum 7 and 10-day reservation. All Seasons Suites stands out among other facilities in our region with its service quality. We are the only family hotel that serves as a corporate."

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Double Tree	Sri Lanka	Le Meridien	Dhaka / Bangladesh
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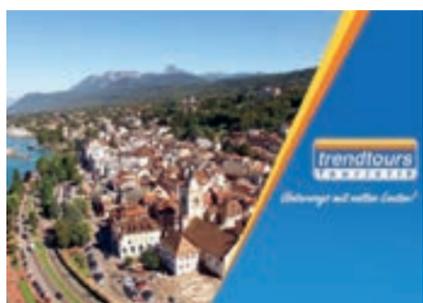
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GERMAN SPECIALISTS GROW WELL IN TURBULENT MARKET CONDITIONS

Mid-sized and specialist tour operators in Germany mostly grew well in 2019 although there were also some insolvencies among smaller players in a difficult trading year, the latest fvw Tour Operators Dossier showed.



While the ten largest companies had revenues ranging from €5.8 billion (TUI) to €410 million (Phoenix Reisen), ten other tour operators also topped the €100 million turnover mark in the 2018/19 business year (see interactive graphic). Most of these mid-sized tour operators generated low single-digit growth but there were some notable exceptions. The insolvency of airline Germania, which flew niche routes to smaller destinations, was a blow to some smaller tour operators. The largest of the mid-sized German tour operators, Vtours, grew by 15% to revenues of €390 million. This will have pleased the dynamic holidays firm's new owner, Swiss group Hotelplan, which has gained a sizeable foothold in the German market through the acquisition. However, the company apparently achieved lower average prices in view of a 24% increase in customer numbers to 917,000. A notable figure was the €305 million revenue reported by direct sales



specialist Trendtours, now managed by former Alltours managing director Markus Daldrup. Its customer numbers rose by nearly 4% to 415,000. Another big winner last year was Ferien Touristik, now owned by Turkish group OTI. It increased customer numbers by 9% to 205,000 and generated a 25% rise in revenues to nearly €142 million. "This is especially pleasing in view of the turbulent market environment," commented managing director Heinz Bauermeister. Turkey specialist Bentour profited from strong demand for its main destination and problems for Thomas Cook-owned rival Öger Tours,

increasing revenues by 10% to €106 million as customer numbers rose to nearly 160,000. Other fast-growing tour operators last year included Chamäleon (€82m, +20%), SKR Reisen (€62m, +32%) and Diamir (€46m, +22%). But some well-known destination specialists reported revenue declines for 2019. Olimar, which sells mostly Portugal holidays, saw a 5% fall to turnover of €82 million, partly due to a lack of air capacity following the insolvency of Germania. Attika Reisen, a long-established Greece specialist, suffered an 11% drop in revenues and 16% in customer numbers. Moreover, two mid-sized tour operators disappeared from the market during 2019. H&H Touristik declared insolvency as early as last February, followed by Tour Vital in September. Another significant move was Deutsche Bahn's strategic disposal of rail holidays specialist Ameropa to a financial investor at the start of this year.



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WYNDHAM TO IMPLEMENT RESIDENCE HOTEL PROJECTS IN TURKEY

In the rapidly growing tourism sector, the search for new bed supplies has begun. Wyndham Group, the largest hotel chain in the world that has nearly 80 hotels in Turkey, has set its sights on residences while progressing toward its target of reaching 100 hotels in 2020.

In line with requests from Turkish investors, the group has rolled up sleeves to operate residences with the hotel concept. Currently, the group is working on two projects - Wyndham Residence and Ramada Residence. With the project planned to be implemented in 2020, idle residences will be evaluated with the hotel concept and new bed supplies will be provided. The project is said to serve middle-segment tourists. Wyndham EMEA (Europe, the Middle East and Africa) Chairman Dimitris Manikis told Turkish Sabah daily on Saturday that they have been examining the infrastructure for Wyndham Residence and Ramada Residence, adding, "We have seen that there is serious potential. We plan to implement it by 2020. We can implement this project, arising from

Turkey, in countries with potential." Assessing Turkey's tourism, Manikis said, "Turkey has a huge and strong potential. You have so many stories to tell. We have a lot of work to do here and we are very happy to be in Turkey." Touching on the share and accommodation tax to be paid by hotels for the Promotion Agency in Turkey, Manikis stated, "Many tourism countries around the world have such practices. For instance, we all admire Finland's social services such as education and health. Yet there are taxes of up to 70% in the country. With these taxes, the state can provide good services. What is important is that taxes are being used properly. If taxes are used correctly, very good results are obtained." Wyndham Hotels & Resorts Central and Eastern Europe Vice Chairman

Edwin Broers shared the group's nine-month data. Emphasizing that they achieved a 62.9% occupancy rate in nine months, he said that this rate reaches an average of 85% excluding hotels opened in recent months. Indicating that they achieved a 25% rise in income per room, Broers said that they expect double-digit figures in 2020. Mustafa Alparslan, the general manager of Wyndham Grand Kalamış Hotel, which was awarded the Best Of Wyndham Grand honor in the evaluation of all Wyndham Grand hotels around the world, noted that they achieved an average of 84% in occupancy rate, of which foreigners constituted 69%. Underlining that price per room has exceeded 100 euros (\$111), Alparslan said that they expect 1-2 points rise in occupancy rate and 10% rise in revenue in 2020



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From **Travel Shop Turkey** a giant Turkey presentation

Volunteer tourism ambassador for tourism in Turkey with Travelshop Turkey, right after the ACE of MICE by Turkish Airlines Tourism fair. In the fifth largest city in India, with more than 20 tourism companies from Turkey, Turkey presentation was made. Travelshop Turkey CEO Murtaza Kalender who gave information about the event, participation in the event from 5 different cities, also he said that India's second largest fair in the OTM and BLTM Turkey also stands established.



TRAVELSHOP TURKEY'S STAND LOOKS LIKE A MINISTRY STAND

Trade in Travelshop the stand instead of using its own company logo Culture and Tourism Ministry logo was used, the ministry official was in view of this elegant stand and with stand, Turkey was represented in the best way. In 5

different cities, Turkey presentation was made, the presentation was carried out in 81 provinces. Expansion of the existing tourism cake, in order to develop Bodrum, Marmaris and Fethiye regions in low seasons, promotions for MICE and wedding tourism were held.



TRAVELSHOP TURKEY'S UPCOMING EVENTS

Saying that the next event will be held in March as the religious themed Holy Lands Workshop and Fam Trips, TravelShop Turkey CEO Murtaza Kalender stated that Fethiye-based Yacht Cruise Workshop and Fam Trips will be held in May.



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TOURISM SECTOR EXPECTS **DOUBLE-DIGIT GROWTH** IN 2020, WITH MORE CRUISE SHIPS, ALTERNATIVE MARKETS

Turkey's tourism industry enjoyed record numbers in 2019 with 51.7 million visitors, the sector is eyeing a double-digit growth this year with soaring revenues due to early bookings, sector representatives say. Turkey can also become an alternative for growing numbers of cruise ships amid China's struggling of new coronavirus outbreak.



Turkish Hoteliers Federation (TÜROFED)
Chairman Sururi Çorabatır

6.OLAĞAN
GENEL

Turkish Hoteliers Federation (TÜROFED) Chairman Sururi Çorabatır told Anadolu Agency (AA) that a total of 51.7 million tourists visited Turkey last year with \$34.5 billion in revenue, noting that the tourism sector is one of the most competitive sectors of the country. "According to the early reservation figures, we estimate that we will see double-digit growth at the end of the season," he said. Antalya and Istanbul became the leading cities, once again, to begin the year with positive figures, and if other touristic destinations across Turkey experience such growth, the number of tourists will surge to 57 million by the end of the year, Çorabatır said. Çorabatır said that there have been significant developments in the last two

years in terms of boosting the sector, highlighting that the two tourism fairs, they attended in the United Kingdom and the Netherlands also promise good outcomes. Sectoral representatives will also participate in several other fairs to be held in Germany, Russia, Ukraine and Dubai in the coming days. Evaluating the main markets, Çorabatır said that they expect an increase in the number of tourists coming from the U.K., the Netherlands, Germany and Russia. Saying that they recorded a 12% increase in the number of tourists coming from the Netherlands in 2019, Çorabatır noted that they expect a farther increase this year considering the positive outcome of the International Utrecht Tourism Fair. Çorabatır stated that they are expecting

a serious increase in German tourists as well and that the early bookings received from the country indicate this, especially when compared to the same period of the previous year. He added that the sales to Russia are mostly made after April, thus it is early to make predictions though it seems positive, too. Among others, Antalya hosted a record number of tourists in the first month of the year with 186.225 tourists visited the city. "The number of the tourists visiting Antalya reported a 31% increase year-on-year and most of the visitors were from Russia and Germany, but, Çorabatır says, there is also an increase in the number of tourists coming from Poland, Slovakia, Albania, Czech Republic and Romania.



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Celebrities from target tourism markets to visit Turkey in 2020

Turkey looks to invite world-famous celebrities to the country throughout this year as it has rolled up its sleeves to expand promotional activities throughout 2020, the culture and tourism minister said.



In an interview with Turkish Sabah daily, Mehmet Ersoy said the country preferred to carry out cooperation projects related to Turkey's promotion with famous names from the country's target markets. "Our ministry does not use brand ambassadors for Turkey's promotion but welcomes the world-famous names to our country," Ersoy said, adding that similar projects are set to be realized in 2020. Turkey hosted several prominent names in 2019, including Bollywood star Jacqueline Fernandez, India's famous singer and actor Harrrdy Sandhu, and Brazilian TV hostess, actress and singer Eliana Michaelichen Bezerra. This year, promotional ads will be broadcasted on channels with the highest ratings in 20 countries, including Germany, the U.K., Russia, the Netherlands, Ukraine, India and Israel, the minister noted. They were broadcast in three countries over the course of 2019. "Emerging economies of Central and Eastern Europe such as Poland, Romania will also be included

in new focus markets," he added. Tourism in Turkey had its best year ever in 2019. The number of international visitors to the country surged 14.31% year-on-year to 42.9 million in the first 11 months of the year, according to Culture and Tourism Ministry data. Some 6.89 million Russian tourists arrived in the country in the said period, again topping the list among tourist-sending nations. They were followed by Germany with 4.83 million tourists and the U.K. with 2.5 million tourists. Bulgaria and Iran were also among the top countries sending the highest numbers of tourists. With promotional and branding activities, Ersoy said that the number and quality of tourists would increase further, a trend that will lead to a significant rise in tourism revenues.

In the first nine months of 2019, the country's tourism income totaled over \$26.6 billion, up 16.15% from \$22.9 billion in the same period last year. "In 2020, we aim to bring up our promotion budget to \$180 million together with Turkey Tourism Promotion and Development Agency and reach 58 million tourists and \$41 billion in tourism income," Ersoy said. The minister further emphasized that the country will give extra weight to advertisement studies in printed media, predominantly in magazines. "The number of countries in which our ads are published will be increased from six to 13 and the number of magazines will be increased from 44 to 90. There will be approximately 1,000 advertising and advertorial publications," Ersoy added. The country eyes a significant increase in the digital arena as well. "The number of countries in which digital ads are applied will be increased from 24 to 45, and the access number will reach 7 billion, up from 4.5 billion," the minister noted.



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THE HOTEL THAT FITS ISTANBUL ON ITS TERRACE

Welcoming its guests in the comfort and comfort of home in the historical Sultanahmet Peninsula, Tria Hotel has been serving since 2006. The hotel, which is managed by a team that adopts the principle of quality service, stands out especially with its magnificent terrace view. Iryna Doljenco, General Coordinator, told Tria Hotel to the readers of Turizm Aktuel.

Can you describe the Tria Hotel in outline?

Tria Hotel Istanbul opened its doors to its guests in 2006. Our hotel has 20 rooms in total, 6 deluxe and 14 standard rooms. Our terrace, however, is our Tria Elegance Terrace Restaurant.

What are the main factors that make



Iryna Doljenco,
General Coordinator Tria Hotel

your hotel different from other hotels in your area?

Our most important difference is, of course, our location. Our hotel, which is a 2-minute walk from Sultanahmet Square where the heart of the historical peninsula beats, is also located at the same distance to the beach. Our guests, who start the day with breakfast in company with a perfect view, can watch the sunset from our terrace. As Tria Hotel, we promise our guests a perfect start to a beautiful Istanbul day and a wonderful final with our magnificent sunset view. A small and cozy hotel, Tria is a Specially Certified accommodation facility. Our hotel, which aims to offer our guests the comfort and comfort of their homes, is managed by a team that adopts the principle of quality



service. Our friendly team, focused on problem solving, is at the service of our guests 24 hours a day.

Can you tell us about the rooms of your hotel?

In our rooms, we offer a concept in harmony with the historical texture we live in, dominated by Ottoman motifs. Our rooms have all the details our guests need. In addition, our deluxe rooms include a jacuzzi. We have room service for 24 hours.

Another factor that makes your hotel stand out is your terrace. Can

you give information about your terrace?

We can say that our terrace is our most important feature. Tria Elegance Terrace Restaurant is a place where you can watch the sea view from the Bosphorus Bridge to the islands, the Blue Mosque and Hagia Sophia at the same time. Our restaurant has an open kitchen. Our menu includes a wide variety of kebabs, seafood, and selected dishes from Turkish and international cuisine.

Finally, what do you want to add?

I have been living in Istanbul since 1999. Before I saw Istanbul, of course I knew it was a beautiful city. But after coming here and seeing it, I never thought of living in another city. I am always happy to meet new people and to serve to them. Istanbul should be introduced more and more tourists should be brought to the city. Because Istanbul is a very different and special city with its natural beauties and history. Everyone should be able to come to Istanbul once in their life.



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FOR SUSTAINABLE TOURISM 'MY TURKEY HERITAGE' PROJECT

A panel was organized with the theme of 'Sustainability in Tourism' in the promotion of the campaign. At the panel, Jolly Marketing Director Yasemin Develioğlu, writer and documentary director Nebil Özgentürk, historian writer Prof. Dr. İlber Ortaylı, journalist Cem Seymen Turkey and UNDP Deputy Resident Representative Sukhrob Khojimatov took place.

The panel, Turkey prepared to leave to future generations the rich heritage 'My Heritage Turkey' details of the study were shared. Turkey with new communication campaign importantly introducing their natural and cultural heritage of drawn attention to the next generation with this heritage, united Nations Development Program (UNDP) with the signature of a long-term cooperation to create a sustainable tourism awareness for future generations was expressed to be discarded. Stating that they have done their best to support the development of the economy by creating employment in local enterprises as a company devoted to tourism for 33 years, Jolly Chairman Mete Vardar said, adına We believe that sustainable tourism is the only way to transfer our country's rich heritage to future generations. In 2020, we will work together with UNDP to raise awareness on sustainable tourism and build capacity. Our aim will be to support capacity building in the field of sustainable tourism by creating awareness for both local people and businesses and visitors."

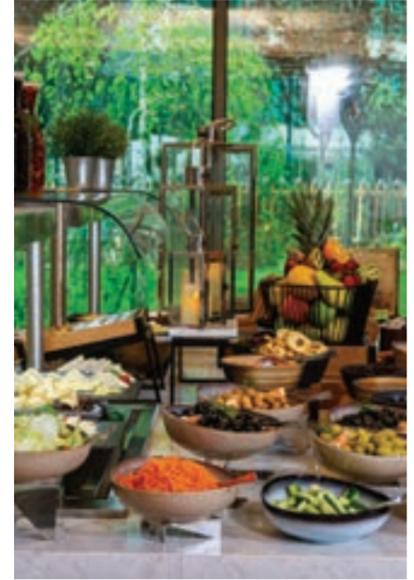
Yasemin Develioğlu stated that they have a very rich history and cultural heritage and continued as follows: We



move on now to protect and transfer this new generation of rich heritage and also their greatest legacy we can leave to future generations a beautiful Turkey Based on the belief that you can leave to their children 'My Heritage Turkey' call. We are launching our communication campaign to create this awareness as of today. Develioğlu pointed out that it is everyone's duty to transfer this legacy to future generations. İçin We invite non-governmental organizations, opinion leaders, local governments, press and private sector representatives to support "

METE VARDAR: WE WANT TO REMEMBER AGAIN

'I HERITAGE Turkey 'with the campaign of the almost forgotten historic, artwork again remind purpose they stressed Mete Vardar, pointing out that they do long-term planning with a campaign of UNDP, said it would be special starting about all the heritage to be reminded. Vardar noted that after a while the business places they took visitors in that region grew up and announced their name and they were very happy to contribute to the development of the region with the guests they took for years.



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POLISH ATTACK FROM TÜROB

Turkey Hoteliers Association governing (TÜROB), organized a workshop in the capital of Poland, Warsaw, and took this market under the spotlight.

In the report prepared after the workshop organized by TÜROB under the coordination of the Ministry of Culture and Tourism and the cooperation of THY with the theme of "Endless Turkey", it was pointed out that the Polish market reached 880 thousand tourists and the weight in this demand was in the coastal regions. President TÜROB given to the views in the report Müberra Eresin, the rate of travel in Europe, the fastest growing among the countries located in Poland that carries a huge tourism potential in terms of Turkey, stressing "Despite the current passenger demand and potential airline with scheduled flights between the two countries transportation problems continue" he said.

ONLY 60 THOUSAND POLES CAME TO ISTANBUL

Reminding that the number of Polish tourists, which broke a record with 510 thousand in 2014, fell sharply in 2016, Eresin gave the following information about the market: "Since 2018, the market has not only reached its former performance, but has increased further. However, demand is stuck in coastal areas with charter flights. Only 60 thousand of 880 thousand tourists come to Istanbul. Our goal is to increase demand and spread it to other regions. If the economic flight options increase, the demand will increase



and it will spread to destinations such as Istanbul, Izmir, Ankara, Cappadocia, Sapanca, Southeast Anatolia. Because there is this demand. Other types of tourism need to be promoted effectively. Winter tourism, shopping tourism and sports tourism should be handled with priority. In 2017, the number of Polish tourists who went abroad on holiday had been 6 million.



Hoteliers Association of Turkey (TÜROB) Chairman Müberra Eresin



Turkey, in the preferences of Polish tourists in 2017, ranking Greece, Bulgaria and was in fourth place after Spain. Turkey in 2018 was second choice after making a significant leap from Greece."

SOLUTION SUGGESTIONS FROM TÜROB

President Eresin made the following suggestions to overcome the transportation problem: "Cheap airline companies such as Ryanair, Easyjet, Wizzair from Poland to many EU countries, especially Spain, Italy, Greece and France organize flights at very reasonable prices. This situation adversely affects the demand for Istanbul, the transportation cost of which is much higher than the rival destinations. Ensuring increase in the number of flights by Turkish Airlines and LOT between Turkey and Poland, THY's Istanbul transit passenger carrying capacity offered at the airport with attractive facilities and price fearing the restrictions imposed by Poland Istanbul Sabiha Gokcen, Antalya, exceeded the time allowed to be given to Dalaman and Izmir points possible It is seen."

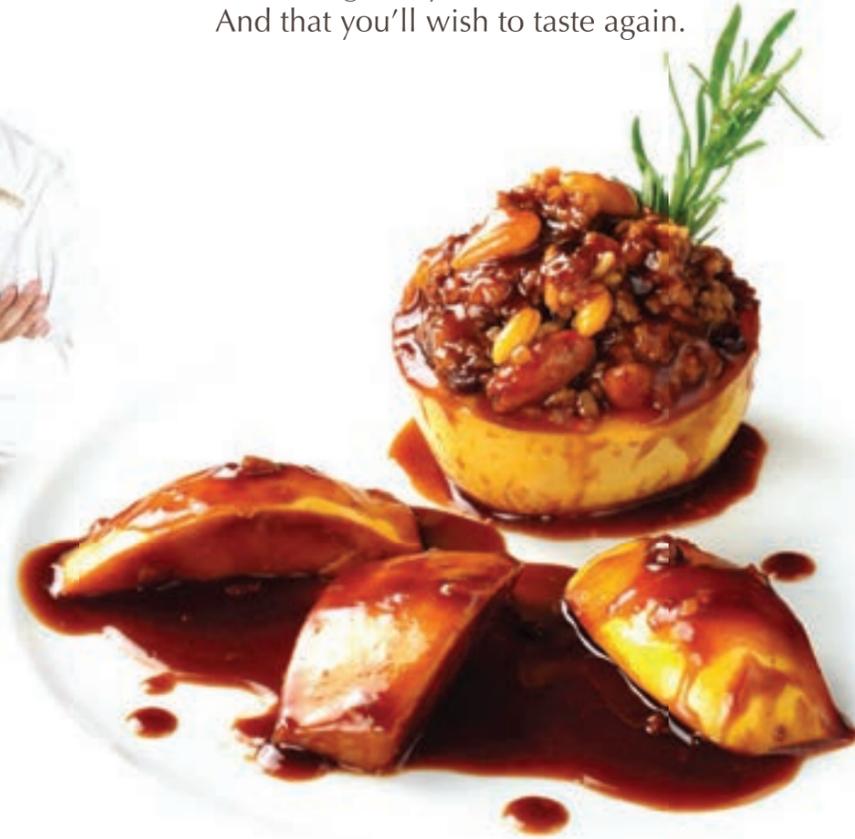
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K. Akmal
Turkish National Team
Member of Cooks and Chefs Federation
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HOTELIERS WANT EARLIER PAYMENTS FROM TOUR OPERATORS

The break-up of Thomas Cook in Germany is nearing completion but hoteliers in major destinations who lost heavily from the insolvency are demanding earlier payments from tour operators in future.



The former second-largest German tourism group officially closed down at the end of November, with the loss of about 1,000 jobs at the head office in Oberursel, near Frankfurt. The company organised a job fair where locally-based companies, including Lufthansa, Deutsche Bahn and several tour operators, presented themselves to Cook employees. The insolvent group's break-up in Germany is now effectively complete. There were no buyers for Thomas Cook Germany as a whole nor for the brands Neckermann Reisen, Thomas Cook Signature and Air Marin. Turkey specialist Öger Tours and Bucher Reisen were taken over by Turkish group Anex.

The bulk of Cook's 1,200-strong travel agency network also went to different buyers. Department store group Karstadt Kaufhof has acquired 106 of the company's 126 owned agencies, while leading travel agency network RTK has taken over the franchise network (Holiday Land) with 360 members. RT-Reisen (the RTK parent company) and Schauinsland-

Reisen are the new joint owners of the Alpha Reisebüropartner cooperation network, which comprises more than 700 independent travel agencies. In terms of Cook's hotel business, the international brands Casa Cook and Cook's Club were sold to former Chinese shareholder Fosun Group. In Germany, DER Touristik has now agreed terms to take over Sentido, the up-market franchise chain with 46 properties (which mostly attract German-speaking guests). The future of the other hotel brands, Sunprime (adults), Sunwing (families), Smartline (budget) and Sunconnect, remains unclear, although some Sunprime and Sunwing properties have been taken over by Ving Group (formerly Thomas Cook Nordics).

Erkan Yagci, president of the Antalya regional hoteliers association (Aktob), told fvw: "It's unacceptable that tour operators such as Thomas Cook or TUI first pay up 60 days after getting the bill that is generated when the customer checks out." His association, with 900 members, is demanding payment within 21 days at the latest, not least so that they can pay their

monthly staff wages and other costs. The consequences of the Cook insolvency were also a major topic at a Turkish resort hotel conference in Belek last week which was attended by more than 1,000 hoteliers, tourism managers and officials.

Sören Hartmann, CEO of DER Touristik Group, admitted at the conference that the insolvency had damaged the image of tour operators among hoteliers while the issue of a new insolvency insurance system needed to be resolved. But he claimed that German consumer booking behaviour had now "normalised", emphasising: "Package holidays are still the best and most secure method of travel." On the issue of payment deadlines, Hartmann said hotels "should not have to act like banks" and had the right to receive their payments within a fair period of time. "Review who you want to work with and who you don't," he advised. Turkish tourism minister Mehmet Ersoy told conference participants that Ankara had reacted quickly by providing €50 million in financial support to hoteliers to enable them to pay back loans.



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123 YEARS OF FLAVOR STOP KONYALI RESTAURANT

Located in Topkapı Palace, where the unique view of Istanbul can be watched, Konyalı Restaurant is among the best museum restaurants in the world. Konyalı Restaurant, which has received numerous awards since its establishment, takes its guests on a delicious journey to the depths of history with the tastes of Turkish and Ottoman cuisine. Having a very rich portfolio of guests, from Atatürk to Queen of England, Elizabeth II, American presidents to world-famous athletes and artists, Savaş Bulut who is Konyalı's owner introduced its business to Turizm Aktuel Current readers.

How many years ago was Konyalı Restaurant established? Can you tell us the story of the brand?

Hacı Ahmet Doyuran, who emerged from Doğanbey district of Konya in 1895, opened a modest cook shop in Sirkeci with the name of 'Konya Taste Restaurant' in 1897 with four tables and 16 chairs. After a while, he handed over the restaurant to his son-in-law Mustafa Doğanbey. The restaurant, which is known as a representative of taste and cleanliness in a short time, has become one of the first names that come to mind when it comes to Istanbul cuisine. After the 1940s Konyalı's fame spread to Turkey with the efforts of Nurettin Doğanbey. It is visited by local foreign statesmen, kings and queens and artists. "Konyalı", which started to serve with a new restaurant in the Topkapı Palace

Museum in 1969 upon the orders of the state elders, became the first museum restaurant of our country.

Konyalı Restaurant, which takes its guests on a delicious journey to the depths of history with the tastes of Turkish and Ottoman cuisine, does not have a mission of representing traditional cuisine in this sense?

Yes, we definitely carry this mission. This year is 123rd year of our brand. It is very difficult to find a brand that has been serving in gastronomy for so many years and such an annual brand in any sector. Numerous masters are trained from our business and represent Turkish Cuisine in many distinguished businesses of our country. In addition, many flavor

masters who have grown up with us maintain this profession in America, Canada, Japan, Qatar, Saudi Arabia and introduce our culinary culture to these countries.

How many branches of Konyalı Restaurant, which is an important part of the city's memory as a centuries-old flavor stop, have? Are you planning to open a branch abroad?

We have a branch established in Sirkeci in 1897 opposite the train station and restaurants that have been serving in the Topkapı Palace Museum since 1969. Offers from abroad are coming from time to time. We have efforts to implement a few of these projects in the short term.

You seem to be the continuation of the historical atmosphere offered by Topkapı. Actually, it's not just food, it's a culture. Turkey's most valuable museums, ranging from taking place in one of the advantages, challenges



Savaş Bulut

in terms of the responsibilities imposed if necessary. Can you tell us about them?

We started our activities in Topkapı Palace in 1969 with the order of the state elders. Of course, tourism was not so intense at that time. Our restaurant, which started its activities here for the purpose of serving the delegations from abroad, now welcomes guests from all over the world. State protocols, world-renowned major figures are among our guests almost everyday. This is a source of pride and pride for us. Hosting protocol guests from almost every unit of our state and abroad is also considered a bit of a public service. Here, we introduce our culture and cuisine to the foreign statesmen and famous figures in the best way possible.



Events Period dishes, Topkapı Palace Kitchens opening section 16-17-18 YY dishes, Baklava procession in Ottoman, Mersiye Ashura activities.

Which flavors do your foreign guests like most from traditional Turkish cuisine?

Ottoman Palace Sherbet, Orange

What is the secret of this success of your brand?

First of all, to work. Training staff from the kernel, using good raw materials during the season. In addition, it is very important to set standards in production and service and to maintain and maintain this.

Can you tell us about the awards you received?

The appreciation of its customers, which is the biggest reward for Konyalı, has been a great honor for Konyalı and has whipped its desire to work and find the better. That is why it has been able to survive for more than a century.



Are the tastes you offer from traditional Turkish and Ottoman cuisine prepared by adhering to their recipes, or do you offer them by modernizing them?

We have presentations in both types. We have about 2 thousand recipes and recipes used in Selçuk-Ottoman and Turkish Cuisine. Of course, we make them suitable for today and present them in a contemporary way. But essentially it will be carried to the next generations according to the same flavors and necessity of the age. In our special events, we also apply and serve period meals without changing recipes. For example; Mevled Somedi, Examples from Turkish Cuisine from Central Asia to Anatolia, Pantry in Old Turkish Houses, Dishes from Seven Regions and One Table, Baklava and Halva, 81 Types of Rice from Anatolia, Evliya Çelebi 500 Years

Baklava, Konyalı Lamb Tandır Kebab, Olive Oil varieties, Keşkekli İncik, Piruhi, Terkibi Çeşidiye are the most popular traditional tastes of our foreign guests.

Your guest audience is mostly foreigners. Can you tell us about your important and famous guests?

We host the delegations of foreign state guests coming to our country. Kings, queens, however, famous movie stars, famous athletes, are our guests from time to time. From the great leader Mustafa Kemal Atatürk to the Queen of England Majesty Elizabeth II, from Pakistani President Benazir Bhutto, former American presidents; Richard Nixon, George HW Bush, Bill Clinton, George W. Bush, Kareem Abdul-Jabbar, Pele, Japanese Emperor Naruhito and Frank Sinatra, many state elders from all over the world, famous artists, kings and we have the honor to welcome the queens.

KONYALI;

- "17th International Trophy for Tourist, Hotel Catering Industry" from Spain in 1993,
- International Grand Collar Gastronomico" again from Spain in 1995
- Golden Europe Award" from France in 1996,
- In 2005, he was awarded with the "New Millenium Gold Award".
- The Best Authentic Cuisine of the Year 2005 by the Union of Guides
- IRO 2007 Hospitality Award
- TUREB 2011 Hospitality Award
- Konyalı Kanyon received the "Best Turkish Restaurant" award at the Timeout Istanbul / Miller Eating and Drinking Awards competition, where the first place was determined with 6000 votes of the public.

Konyalı's main prize is the appreciation of its guests, which has helped us to be able to survive for a century.

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IN THE CENTER OF THE HISTORIC CITY

Luxury hotel chains loved Turkey

Turkey, especially in Bodrum, Izmir, Cappadocia tourism areas entered the investment branding of international luxury brands in tourism regions. In addition to Sofitel, which opened in 2019, luxury brands such as Peninsula and Mandarin will be operational in Istanbul this year.

Istanbul, which is among the top 10 most curious cities in the world, met the opening of the first international luxury hotel in 1955 after the domestic luxury hotels such as Pera Palas and Park Bosphorus. Luxury brand segment that has intensified the interest of Turkey, until the Mandarins of the world's leading luxury hotel chain Sofitel has become a center of attraction.

NEW HOTELS COMING

In the 2020-2022 period, seven new luxury hotels are planned to be opened in Istanbul, Bodrum and Cappadocia. As being a leading hotel in the most luxurious hotels in the World Mandarin plans to open Mandarin İstanbul which is planned to become second Mandarin hotel in Turkey. Again, the luxury segment will be opened in Peninsula's Galataport project in Karaköy, in 2020 by Kuzu Group's SeaPearl project in Ataköy. Hilton Group's luxury brand such as Cirudo and Radisson Collection will also open hotels in Bodrum. Brands



such as Bvlgari, Rosewood, Armani, Shangri-La are looking for a place in the Bosphorus line of Istanbul, in Bodrum, Çeşme and Cappadocia. Indigo Group is also negotiating for the operation of the luxury segment hotel, which it plans to open in Cappadocia in 2022.

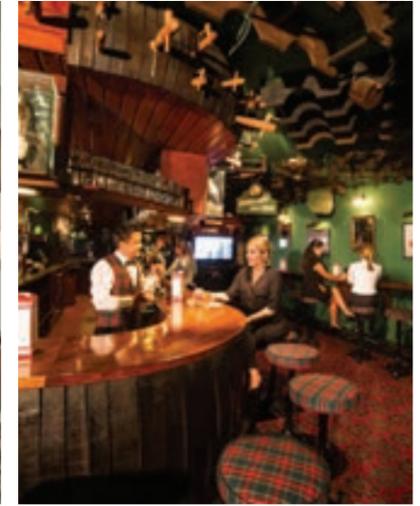
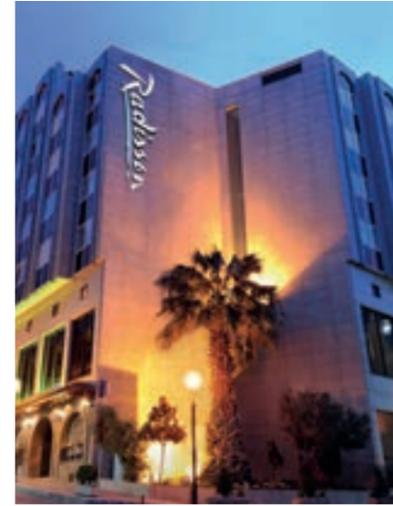
ATTRACTS QUALIFIED TOURIST

The person who brings Mandarin to

Bodrum, Vedat Aşçı, Astaş Holding Chairman of the Board, the success of the luxury hotels in Turkey attracts other luxury brands to our country. Aşçı "which is important here is not to appeal to many tourists, it is important to be able to address qualified tourists and selling facilities in Turkey in high prices."

BODRUM COME FORWARDS

The premium brand of the Radisson Hotel Group, the Radisson Collection, is also operating in Bodrum this year. Radisson Hotel Group will also be the first premium hotels in Turkey. Besa Group, which is doing a luxury project in Bodrum, has also agreed with Hilton's top segment brands, Cirudo, to operate its hotel in The Bo Viera project. The hotel will open in 2021.



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A FIRST IN THE HISTORICAL PENINSULA



Radisson to open three new hotels in Turkey

Radisson Hotel Group, with properties in key locations across Turkey, prepares to open three more hotels in 2020. Two of these hotels will be in Istanbul's touristic and historic locations, and the third in Aliğa, Izmir.

Radisson Hotel Group's investment in Turkey continues to grow as the group prepares to open three hotels during 2020. Radisson Hotel President Beyazit Istanbul and Radisson Hotel Istanbul Sultanahmet will open

in the second quarter of 2020 in two of Istanbul's major touristic locations Beyazit and Sultanahmet, respectively, with investor Pantur Turizm ve Ticaret A.Ş., while Radisson Hotel İzmir Aliğa will open in Turkey's third largest city

Izmir, with investor Elif İntro Otelcilik. Radisson Hotel Istanbul Sultanahmet will feature four restaurants. While, Radisson Hotel President Beyazit Istanbul will offer a spa as well as a ballroom and various restaurants. Both Radisson Hotel Istanbul Sultanahmet and Radisson Hotel President Beyazit Istanbul have prime locations in proximity to the Grand Bazaar, Hagia Sophia and Topkapı Palace. Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group said: "Radisson Hotel Group's strong commitment to the Turkish market continues to grow with over 30 properties in Turkey. Radisson Hotel Group is the largest operator in the upper upscale segment in Istanbul. We pride ourselves with the quality of our people, partners and brands." Radisson Hotel İzmir Aliğa, located in the key industrial area of Aliğa led by the oil and gas industry, will feature F&B facilities as well as meeting areas and spa & fitness facilities.



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Historic peninsula hotels got united

The hotels in the historical peninsula of Istanbul united under one roof and established the Old City Hoteliers Platform, where 400 hotels will take place in the first place. Tarkan Akyüz, Chairman of the Old City Hoteliers Platform, stated that they expect the number of hotels to increase up to a thousand.

Stating that there are approximately 1500 hotels and accommodation facilities in the historical peninsula area, Tarkan Akyüz, the Chairman of the Old City Hoteliers Platform, said that 400 hotels with a total capacity of 70 thousand beds will be located in the first place from Laleli, Sultanahmet and Eminönü regions. Akyüz noted that they think there will be a great interest in this union of forces in the coming period, and "We are considering using strong names and opinion leaders, especially in social media. We will invite the phenomena to the region and reveal the tourism potential of the historical peninsula more strongly. We will emphasize that the region is at the center of historical and touristic structures." said.

ALLIANCE AGAINST RESERVATION SITES

Aydın Karacabay, Member of the Assembly of Istanbul Chamber of Commerce, stated that the hotels in



the historical peninsula will get rid of the fragmented structure and gain a great representation power thanks to the Old City Hoteliers Platform and stated that they aim to provide important advantages for the hotels in the region. Explaining that booking

sites such as Booking.com and Expedia receive serious commissions from hotels and Karacabay says "We aim to reduce the commissions that we pay to such intermediary sites. If we succeed, we will have created an important additional income for Istanbul tourism. In addition, we will conduct lobby studies for both Istanbul and Turkish tourism abroad. While we are explaining our region, we will also explain Istanbul and our country."





DEDEMAN OPENS ITS 18TH HOTEL IN KASTAMONU

Dedeman Tourism Group made its first signature for Park Dedeman Kastamonu Hotel in Kastamonu. By KAS Project Construction and Investment Inc. Park Dedeman Kastamonu Hotel, which is located within the KastaMall Shopping Center, Hotel and Residence Complex Project is under construction by a total of 150 rooms, with a capacity of 300 beds and will be put into service this year.

Dedeman Tourism Group, the first international hotel chain of Turkish tourism, will make its first breakthrough this year in Kastamonu. Park Dedeman Kastamonu, which is located within the KastaMall Shopping Center, Hotel and Residence Complex Project, is planned to be put into service in the third quarter of 2020. First signatures were made between Dedeman Tourism Group Inc. and KAS Project

Construction and Investment Inc. Signatures were signed between Dedeman Tourism Group Chairman of the Management and Executive Board, Banu Dedeman, and Ali Yıldız, representing the KAS Project Construction and Investment Board.

WE WILL OPEN TWO NEW HOTELS IN DOMESTIC IN 2020

Speaking at the signing ceremony, Banu Dedeman said, "We have been

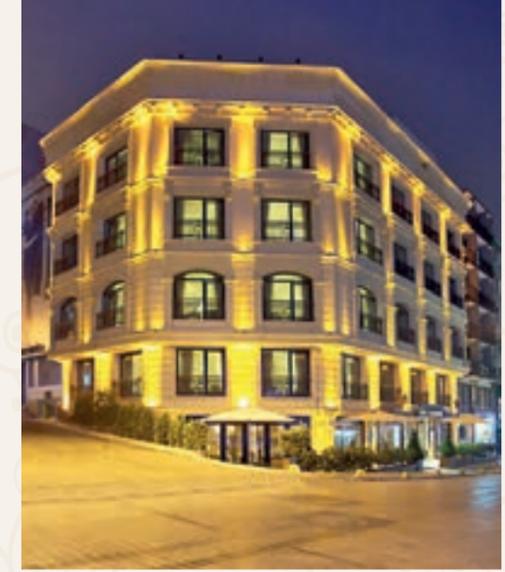
a group that guided the development of regions around our hotels. We will open the first of our 2 new hotels in Kastamonu, which we plan to open domestically in 2020. It is our biggest goal to add value to the region and the business world with our new hotel, which will be put into service in the third quarter of 2020."

A HUGE DEMAND FROM ANATOLIA TO DEDEMAN BRAND

Saying that they continue to open hotels even in the years when the recession is felt most in tourism Banu Dedeman said, "We will increase our total number of hotels to 19 with our 2 new hotels that will be opened in 2020. Our target for the next 10 years is to increase our hotel number to 50. We are preferred because of being a Turkish hotel chain that speaks the same language as investors. We plan to grow with the business model we focus on. She also stated that "Our negotiations continue with the hotel owners and new hotel investors, whose contract with the existing brands has ended."



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230 cruise ships currently booked for Galataport through 2021

Although still set to be inaugurated in March 2020 and begin operating at full capacity in 2021, Istanbul's Galataport has already begun receiving bookings from cruise liners seeking to drop passengers off in Istanbul's cultural heart.



While 60 cruisers booked the port for the next year, 170 vessels have already reserved Istanbul's new port for 2021, General Manager Erdem Tavas said. These initial figures are highly important for a port that is preparing for inauguration, he noted. Galataport expects to welcome 1.5 million cruise tourists to Istanbul. The port has a capacity to host around 25 million visitors per year, including 7 million foreigners. The estimated revenues from the increasing number of tourists are expected to come to around \$1 billion. "The project will revive

economic activity in the Karaköy district and is wholly dedicated to commerce," Tavas said. Work is ongoing for the port project, which will be located on the shore along Istanbul's central Karaköy district. The area is set to host a number of arts centers, a world-class cruise terminal, hotels, and various boutiques, cafes and restaurants, along with office spaces. The terminal includes a port space capable of providing services for the world's largest vessels, a passport terminal, check-in areas and large-scale waiting rooms. "The project consists of 43,000 square meters of office area and 51,000 square

meters of retail shopping area. Local and foreign brands will fill these areas with new concepts," the Galataport general manager said, adding that the exclusive Hong Kong-based Peninsula Hotel chain, which has only 10 hotels around the world, was already planning to make an investment of 300 million euros in a new hotel at the Galataport. Galataport is jointly being built by Turkey's Doğuş Group and Bilgili Holding with an investment of \$1.7 billion. It is dubbed one of the world's largest coastal projects, aiming to become one of the top cruise destinations in the world.



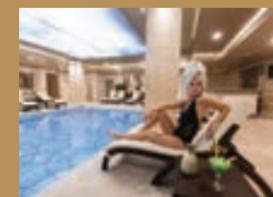
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2020 will be better in **congress** tourism

Deputy Minister of Culture and Tourism Özgül Özkan Yavuz, Deputy Governor of Istanbul Ahmet Hamdi Usta, Chairman of TÜRSAB Firuz B. Bağkaya, Deputy Secretary General of Istanbul Metropolitan Municipality Şengül Altan Arslan, Head of Tourism Media Group Volkan Ataman, ICC General Manager Pervin Zeydanlı Yalazan, TIM Deputy Chairman İbrahim Pektaş, Istanbul Chamber of Commerce Member Bahadır Yaşık, THY Domestic Sales President Emre Menevşe participated.

Bahadır Yaşık, Member of the Board of Directors of the Istanbul Chamber of Commerce, said that until 2015, Istanbul was in the top 10 in the congress, then declined, but there was a 40 percent increase in 2018. Yaşık noted that 2020 looks better.

TARGET 58 MILLION

In his speech, Deputy Minister of Culture and Tourism Özgül Özkan Yavuz said, "We closed last year with records in the tourism sector, hosted 51 million foreign visitors and reached a tourism income of 34 billion dollars. Our target this year is 58 million tourists and 40 billion dollars of tourism income. In 2023, we are running together towards the tourism income of 75 million tourists and 65 billion dollars. We have completed the Turkey Tourism Promotion and Development Agency's organization. Agency, Turkey's first marketing organization," he said. TÜRSAB Chairman of the Board Firuz B. Bağkaya, in his speech, "Turkey is among the countries attracting most tourists rose to sixth place in the world, though not yet been successful on this success to crown the increase in tourism revenues. In line with this goal, the MICE sector, which is almost three times of the tourist traveling



for classical purposes, is the leading sector with high expectations. In 2010, the number of international congresses of the billboard, Turkey was 20th and Istanbul was 7th row had seen the highest levels taking place. We have the potential to reach the same level and even surpass in the field of MICE."

WE ARE IN THE TOP 10

Istanbul Deputy Governor Ahmet Hamdi Usta stated that Istanbul is among the top 10 cities that attract the most tourists in a wide range from belief tourism to health, from congress and fair tourism to history, from city and cultural tourism to gastronomy tourism.

LET'S EXPLAIN IT WELL

Bahadır Yaşık, Member of the Board of Directors of the Istanbul Chamber of Commerce (ITO), Istanbul is an ancient world city with its history, culture, infrastructure and superstructure. Until 2015, it was among the top 10 in the congress ranking of Istanbul. In 2018, the number of congresses increased by about 40 percent compared to the previous period. 2020 looks better. Can we fully do the marketing part of Istanbul, we need to concentrate here. It will be better if we can explain the value of our value without the need to foam. That's why we need to focus on marketing and advertising."



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In 2020, the world's leading travel fair ITB Berlin will be held from the 4th to 8th of March under the motto of the global travel industry's largest think tank "Smart Tourism for Future".

Nermin Yurtoğlu

Groundbreaking changes lie in store for the global tourism industry. The big themes are sustainability, digitalisation, shifting customer demands and luxury travel. These will be the focus of discussions, lectures and deep dive sessions at the ITB Berlin, where experts, researchers and leading representatives of the industry will present their ideas and offer inspiration to visitors for new approaches, projects and products. Sustainability, climate change and environmental protection are aspects of major concern to the tourism industry, and not just since the Fridays for Future movement began. The topics of rising CO2 levels and over-consumption of resources and their effects on eco-systems and nature dominate everyday life worldwide. Many tourism companies are focusing more and more on intelligent and sustainable systems for managing tourism flows and including them in their strategies and products. In addition to ecology and sustainability, digitalisation has become one of the factors that will dominate tomorrow's tourism industry. Customers want information about

their trip everywhere and at all times. Comprehensive digitalisation can make their wishes come true. At the ITB Destination Day the focus of the panel discussion will be the development and use of algorithms to create personal travel experiences. A further discussion round will highlight the opportunities for destinations created by influencers and Instagram users as well as the accompanying challenges, which are often underestimated. It is not only digitalisation that is responsible for major change in the travel sector- shifting customer demands and expectations are leading to a complete restructuring of the industry. Travellers want products that fulfill their desires in every way. Travellers want experiences and adventure. Mass-market products have lost their appeal, most recently after Thomas Cook became insolvent. 'The future of travel marketing: personalisation, retailing, platforms', Shifting customer demands, desires and expectations are also influencing booking behaviour in the luxury travel market. will provide visitors with new data on travellers' attitudes towards sustainability in the global luxury travel market.

CORONO VIRUS AND OTHER HEADLINES FROM ITB 2020

At the present the effects of coronavirus becomes a threat to the global travel and tourism Industry. As everybody aware, the first cases of the virus have now been identified in Europe including Germany. In spite of that, ITB authorities made an announcement and assured that they are very well prepared to deal with any cases. Even in the age of coronavirus, flight shame, over tourism and climate change ITB Berlin is still the focal point for the travel industry and radiates an international aura.

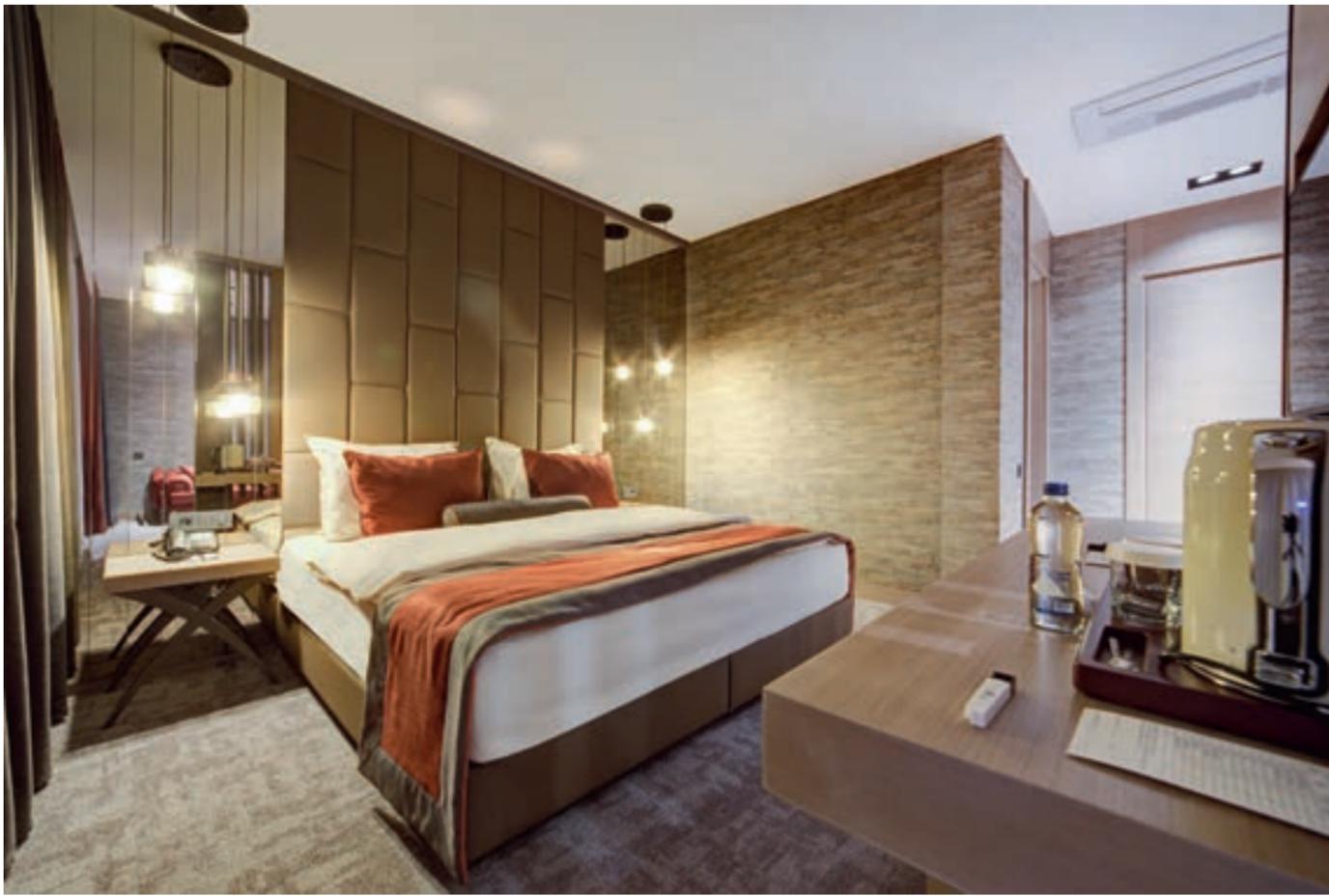
HOW ABOUT TURKEY?

Turkey is occupying a smaller stand this year but remains the largest exhibitor. Izmir is exhibiting individually for the first time. Final words; Turkey has more to offer than package tours but we need to do more advertising and marketing for attractive destinations like whole Anatolia. Also new segment of Tourism grow quickly like 'excellent Turkish gastronomy' but also historical and cultural attractions.



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TURKEY TARGETS 58 MLN TOURISTS, OVER \$40 BLN REVENUE

Turkey hopes to attract 58 million foreign tourists and targets more than \$40 billion tourism revenues this year, Tourism Minister Mehmet Nuri Ersoy has said.

Turkey aims to increase the per capita overnight expenditure to \$78 this year and further \$91 in 2023, he said during a meeting organized jointly by the Turkish Tourism Investors' Association (TTYD) and the Turkish Industry and Business Association (TÜSİAD).



They are starting to get bored of Antalya. We need to promote the Aegean region with them. We need to shift those tourists to the Aegean coasts which have resemblances with Antalya," he said. The Tourism Ministry currently works on two major

projects in holiday resorts of Çeşme, in the İzmir province on the Aegean coast, and Didim, also on the Aegean coast in the Aydın province, the minister noted. "Those projects are designed with necessary infrastructure to offer tourism services throughout the year for 12 months. Those are environmentally-friendly projects," Ersoy added.

ERSOY SAID THE PER CAPITA SPENDING WAS ESTIMATED TO BE \$71 IN 2019

"We think a change in mindset and vision in the tourism industry is needed. Such changes must start at the government level and it really happened. Now, tourism is considered to be a strategic industry," he noted. The minister also stressed that Turkey faces a problem called "repeat guest." "There are Russian tourists who have visited Antalya 40 times.



TURKEY MAY HOST 104 MILLION TOURISTS

Meanwhile, a report prepared by TTYD and TÜSİAD included scenarios of tourism diversification and increasing tourism revenue per person. Oya Narin, the head of TTYD, said tourism has the potential to be a driving force for the country's development.

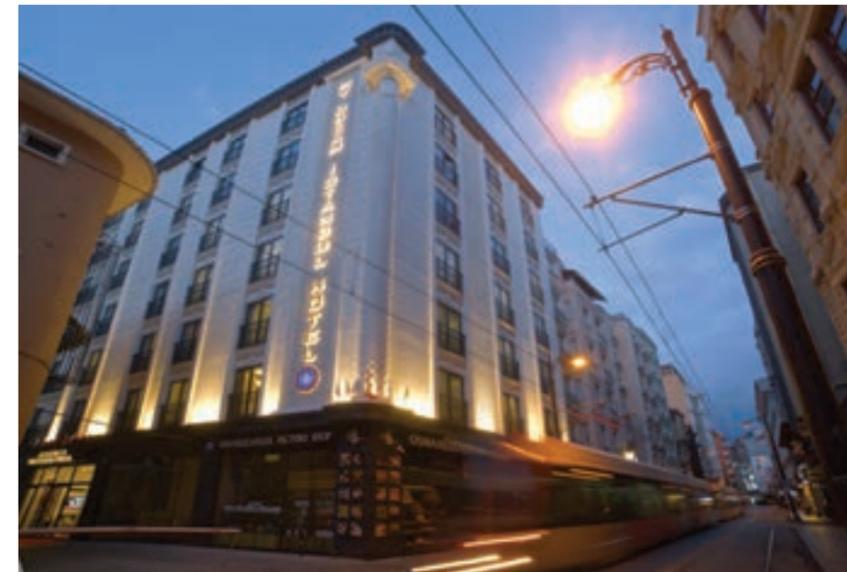
Turkey's tourism revenue can reach \$119 billion and the unemployment rate would drop to 76 percent, Narin said, adding the additional tourism revenue can raise the country's GDP by 1.6 percentage points by 2033. Simone Kaslowski, the chairman of the TÜSİAD, said tourism plays a critical role in reducing foreign trade deficit. "Our natural and cultural richness, and geographical position create so significant opportunities," he underlined.



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Paragliders color Turkey's western sky

Turkey's southwestern coast is luring paraglider pilots and tourists from around the world.

Colorful paragliders soaring through blue skies have become the face of Turkey's Muğla region, luring adrenaline-seeking adventurers and tourists from across the world. Towering above the stunning Blue Lagoon nestling on the coastline, the Babadag mountain in southwest Turkey is considered to be one of the best sites in the world for the sport of paragliding. The Babadag Aerial Sports and Recreation Centre - one of the world's best known

centers for paragliding flights - offers adrenaline-filled minutes to its domestic and foreign tourists. Situated in Oludeniz, it is helping promote tourism in the Muğla province to foreign and domestic adventurers with the Blue Lagoon - a very popular small village and beach resort at the foot of the Babadag mountain - hosting thousands of tourists every year. Paragliding pilots can launch from heights of 1,200, 1,700, 18,00 and 1,900 meters, finally landing on the Belcekiz Beach having enjoyed a

peerless landscape throughout their flight. The first six months of the year has seen an increase of 5,000-launches compared to the same period in 2013 - a rise of 20 percent - with the total number of flights for the year reaching 75,000. Fethiye Governor Ekrem Calik told Anadolu Agency that "Paragliding in Fethiye" was seeking to become a global brand, with the Babadag Aerial Sports and Recreation Centre at its heart, aiming to achieve more than 90,000 flights in 2014.





Chairman of the Board of Directors and the Executive Committee. M. İlker Ayçi

Turkish Airlines adds new tourism-focused int'l flights

As the airline that flies to more countries than any other, Turkish Airlines directly contributes to tourism both locally and globally with its ever-improving fleet and service quality. Flag carrier will be operating 98 flights every week from 26 international destinations to Turkey's favorite tourism spots such as Antalya, İzmir, Dalaman and Bodum during the Summer 2020.



Turkish Airlines which contributed greatly to the record number of tourists coming to Turkey during 2019 will increase its support during 2020 as well. In line with this support and direct tourism endeavor, the weekly frequency of direct flights from international destinations to Turkey's tourism centers will be increased by 18% this year compared to 2019. Commenting on the "Direct Tourism Endeavor" protocol that was signed between Turkish Airlines and Turkey's Ministry of Culture and Tourism back in 2018, Turkish Airlines Chairman of the Board and the Executive Committee, M. İlker Ayçi stated; "Here at the meeting point of Europe and Asia, we possess a land that offers unforgettable memories with its unparalleled beauty. The direct tourism protocol we signed with our Ministry of Culture and Tourism two years ago opened new ways for our international guests to discover these wonders as well. We carry our guests to heavenly holiday spots in a few hours especially if they are coming from Europe or Middle East. The demand for these flights has been steadily increasing over the course of last two years. With the contributions of our new strategy, our country hosted a record number of tourists last year. We are committed to

continue and increase our contributions to our country's tourism sector and its economy. We believe that our new flights will be carrying new tourists and new records on their wings as well." Turkish Airlines will be operating 74 weekly flights from 20 destinations to Antalya, the tourism capital of Mediterranean. The 7 weekly flights from Moscow to Antalya during 2019 will be increased by 100% to 14 weekly flights following market research and increase in demand. Another important change will be for Dalaman. Last year, there was only a single flight per week to Dalaman from Amman. This year flag carrier will operate direct flights from 4 destinations to Dalaman. These

will be 7 weekly flights from London, 3 from Moscow, 2 from Amman and Kiev to Dalaman Airport. As for the other direct flights; there will be 4 weekly flights to Bodrum-Milas Airport from London, Kuwait and Munich each while for İzmir, 5 weekly flights are planned in total from Berlin, Munich, Dusseldorf, Hamburg and Kuwait. Tourists who wish to discover the beautiful cities of Turkey will be able to travel with the Turkish Airlines comfort and hospitality on direct flights from a wide range of destinations spanning Europe and Middle East. The flag carrier airline will continue its contributions to tourism locally and globally during 2020 as well.



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WE SHOULD NOW TALK ABOUT 'INCLUSIVE TOURISM'

Mediterranean Hoteliers Association (AKTOB) President Dr Erkan Yağcı emphasized that 2020 is important for many variables, especially income.

AKTOB President The meeting, which was opened by Erkan Yağcı and where Antalya Governor Münir Karaloğlu was the main speaker; Antalya Metropolitan Mayor Muhittin Böcek, Muratpaşa Mayor Ümit Uysal and many tourism professionals attended.



AKTOB President Dr. Erkan Yağcı

WE ARE CLOSER TO THE TARGETS

"Last year, 1 billion 464 million people experienced tourism mobility. 304 million people mobilized in the region where Turkey is located, our country moved up to # 6 in the world ranking. We have 2023 tourism targets. To be in the top 5 with 75 million tourists. In tourism revenues per capita in the world is \$ 1040. We reached 660 dollars in Turkey. Our goal for 2023 is to increase this to \$ 860. In Turkey, there is also a very lucky geography but we need to see the details."

Stating that there has been a good

growth in terms of numbers, AKTOB President Erkan Yağcı said, "Now we are in a new process to increase per capita income. We have also emphasized this when getting out of the crisis. Revenue growth is a bit behind. And 2020 will be an important year in this respect. It took us exactly 3 years to recover. Therefore, the vision of 2023, which is feasible and logical, should be claimed for the future."

TO GET A SHARE OF THE PIE

In 2030 the movement of tourists

will reach 1.8 billion people of the world, Turkey's share of that pie will also tell the Yağcı, "World tourism is diversifying and becoming digital. New business areas will emerge in the sector. The coronavirus will of course affect the world tourism negatively. Especially in China and the surrounding tourism regions, the income will fall between 20 billion and 70 billion dollars."

WE SHOULD TALK ABOUT INCLUSIVE TOURISM

Expressing that these optimistic forecasts are positive, AKTOB President said, "It is now time to talk about the tourism which is inclusive, which makes the city and the country contribute to tourism. For the integration of the people in tourism and tourism in other sectors; We must encourage everyone, including local administrations, to contribute to tourism. For example, this year is Cradle of Civilizations. They should ripen it with everybody's contributions.

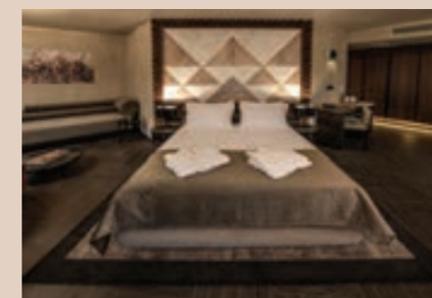


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Deputy Minister of Culture and Tourism Özgül Özkan Yavuz, Istanbul Provincial Director of Culture and Tourism Dr. Coşkun Yılmaz and İTO Chairman Şekib Avdağcı attended the meeting, İTO Vice President İsrail Kuralay, Board Accountant Member Ahmet Özer, Board Members Münir Üstün, Levent Taş, Bahadır Yaşık, İTO Assembly Members and İTO Secretary General Assoc. Dr. Nihat Alayoğlu and sector representatives were also present.

İTO INTRODUCES İSTANBUL TO FOREIGN JOURNALISTS

Istanbul Chamber of Commerce (İTO) hosted six foreign journalists who are experts in the field of Global MICE. Özgül Özkan Yavuz, Deputy Minister of Culture and Tourism, also attended the meeting.

Müge Biber

In collaboration with the Istanbul Chamber of Commerce and the Istanbul Congress and Visitors Bureau, six journalists coming from abroad for MICE (congress, meeting and event) were presented to Istanbul for five days. Then a meeting was organized for the guests at İTO. Özgül Özkan Yavuz, Deputy Minister of Culture and Tourism, also attended the meeting. Stating that tourism has broken all records last year, Yavuz said that the Ministry of Culture and Tourism will carry this growth to the next level with its works.

1 YEAR ROUTE

Deputy Minister Yavuz, in 2023 tourism strategies: Recalling that health, belief, winter sports, congress, fair, and cruise tourism take place, he underlined that major investments have been made in the tourism sector for 10 years. Yavuz



shared with the visitors that the one-year investment route of Istanbul will start from Galataport, continue with Galata Tower, İstiklal Avenue and end at Atatürk Cultural Center.

CONGRESS AND EVENT

Istanbul Chamber of Commerce President Şekib Avdağcı stated that the tourism sector has become indispensable economically and

socially and that the sector is in a radical change. Avdağcı noted that Istanbul adapted itself to this change and became a 'city of congresses, meetings and events' in tourism. Avdağcı said, "As İTO, we are aware of the impact of developments in the meeting industry on city economies. Specialty in Istanbul, generally in Turkey, we strive to climb to the summit of Turkey in this industry," he said.



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Turkish-German carrier **SunExpress** posts 10% revenue increase in 2019, launches new flights

As a joint venture between flag carriers Turkish Airlines and Lufthansa, aviation firm SunExpress in 2019 achieved the highest revenue in its 30-year history, it announced on Tuesday.

The firm's revenue increased 10% in 2019 on a yearly basis by generating a revenue of over 1.4 billion euros (\$1.65 billion) and carrying over 10 million passengers with a load factor of 83%. Speaking at a press conference in Istanbul to announce the results, SunExpress CEO Jens Bischof said: "With our strong financial structure and expertise as a leisure carrier, we will continue to be the backbone of air travel for the Turkish tourism industry in 2020."

"We predicted that 2019 would be a record year for Turkish tourism, and so it was. SunExpress is the world's fifth-best leisure airline and

Turkey's best leisure airline, and this record capacity increase by the airline for 2020 is a reflection of a new record forecast in Turkish tourism," he added. For summer 2020, SunExpress offers a record capacity of 7 million seats for flights between Europe and Turkey. "We are the airline carrying the highest number of tourists to the Mediterranean and Aegean regions

with scheduled flights. In addition, we directly connect a record number of Anatolian cities to Europe. This summer, we will operate scheduled direct flights to 39 destinations in Europe from 17 cities in Turkey." This summer, SunExpress will connect Antalya – dubbed Turkey's tourism



capital and the airline's main hub – to eight domestic destinations and 43 international destinations. The airline will launch new routes and offer additional flights in a bid to serve Antalya with over 4.5 million seats. SunExpress will offer two new flights to and from Antalya to the northern German port city of Bremen and Marseille in southern France. The

airline will also increase weekly flights to the Hungarian capital Budapest to six, the Austrian capital Vienna to five, the Belgian capital Brussels to four, the Czech capital Prague and French capital Paris to three and France's second-largest city Lyon to two.

"As one of the largest companies and biggest employers in Antalya, we are making a significant investment in our maintenance and repair center, which we expect to be operational by the end of 2021. The project will be a first in Antalya, and the center will initially serve SunExpress aircraft and then will start serving other airlines later," Bischof said.

As the airline connecting the Aegean city of Izmir to the highest number of international destinations with direct flights, SunExpress will offer 1.9 million seats from Europe this summer. The airline will connect Turkey's third-largest city to 13 cities on domestic routes and 38 destinations on international routes this year, offering 3.1 million seats in total.



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Sultan of the kitchen: Matbah Ottoman Palace Cuisine

Matbah (which means "kitchen" in Ottoman Turkish) focuses on 13th and 18th century Ottoman cuisine. Located in the Ottoman Hotel Imperial, just a few steps away from the Hagia Sophia, the space was previously used as the hotel's restaurant.

The Ottoman Empire has reigned over the huge lands for centuries and coexisted with many nations and cultures. By synthesizing all the acquainted cultures in order to produce a unique taste of its own, through the time, the Ottomans have enriched the Ottoman Cuisine. Several cuisines majorly deriving from Middle Asia, the Balkans, the Middle East and the Europe are the main contributors to the Ottoman Cuisine. This cuisine has prevailed mostly in the kitchens of the Ottoman Palace and therefore, the palace has turned out to be a unique place in order to grasp its tastes completely. Unfortunately, since the guilds of the

palace cooks did keep their recipes as professional secrets, this magnificent cuisine has lost some of its unique tastes nowadays. After long and professional researches conducted at the palace libraries, through the books and documents written by palace historians and guild of cooks (who had preferred to share their experiences instead of keeping them as secrets) we, Matbah Restaurant, benefited from all these documents and recipes to prepare a selective and unique menu containing of twenty seven outstanding dishes from Matbah-ı Beray-i (Kitchen of Sultan's Palace) for your exclusive taste. All dishes served are tested,

improved and adapted to the measure which we do use nowadays. Besides, we have noted all the utmost details regarding with the Ottoman-style cooking. After an exquisite exercise and efforts, the stunning recipes have been completed and adjoined to our selective menu. The Ottoman grandeur and hospitality prevailing at "Matbah" is welcoming exclusive guests and gourmets who do delight in the comfort of a vibrant ambiance at different seasons throughout the year. We are more than willing to serve your distinguished agency and special group with the selective menu which we prepared from the stunning recipes.



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New shopping discount card introduced to boost tourist spending in Turkey

A new privilege card designed to make shopping and other services easier for tourists was introduced in Turkey Tuesday as tourism organizations and agencies seek new ways to increase tourist spending.



The "Disconti Tourist Sale Card," accessible through its own app, offers exclusive discounts for tourists and could also be used as a debit card at international and local stores, restaurants, hotels and other services. Disconti, created by Dijimedya Group and Eren Holding, is a joint project by the Turkish Travel Agencies Association (TÜRSAB), the Hotel Association of Turkey (TÜROB), the Council of Shopping Centers (AYD), the Turkish Restaurant and Entertainment Association (TURYİD) and the tourism shopping tax refund company Global Blue. Speaking at the launch event, TÜRSAB Chairman Firuz Bağlıkaya said their goal is to increase the average expenditure per capita outside accommodation by making shopping and dining easier for tourists. He emphasized that Turkey needs to increase average international tourist expenditures per capita by \$100-150 in order to catch up with other Mediterranean countries. According to the country's statistical authority TurkStat, the average tourist expenditure per capita stood at \$666 in 2019, up from \$647 the previous year, while total tourism revenues hit \$34.5



billion, a 17% increase compared with the sector's revenue of \$29.5 billion in 2018. The new tourism strategy targets over 75 million tourists and \$65 billion in tourism revenue by 2023, the 100th anniversary of the foundation of the Republic of Turkey. The figures were revised from 50 million tourists and \$50 billion in tourism income. The country managed to welcome over 52 million visitors last year, a 14% increase year-on-year. It was the sixth most-visited country in the world, according to figures recently released by the United Nations World Tourism

Organization (UNWTO). The Istanbul Chamber of Guides (İRO) Chairman of the Board Sedat Bornovalı said Disconti provides security assurance to its users as much as it offers special discounts. "We will underline that tourists can shop with this card securely and at discounted prices." Also speaking at the event, Dijimedya CEO Cüneyt Ortan said discounts offered to tourists by the card will be tailored specifically for each individual as the application's software will be able to record a user's shopping preferences.



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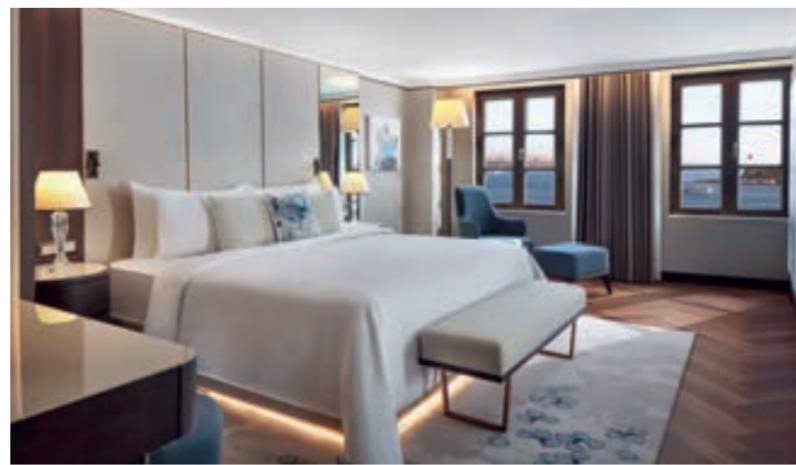
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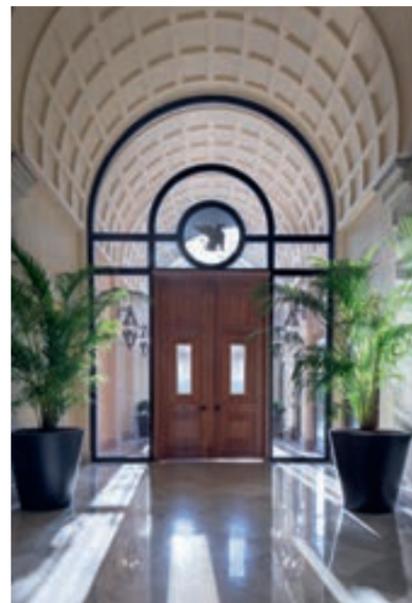
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General Manager
Sinan Köseoğlu



First JW Marriott hotel opens in Istanbul

Marriott International has opened up the first-ever Istanbul branch of the group's JW Marriott hotel chain.

The JW Marriott Istanbul Bosphorus is located in the city's trendy Karaköy neighborhood, along the coastline of the bustling Beyoğlu district, and comes thanks to a 93 million euro investment made by Qatar-based company Al Rayyan. Speaking at a press conference during the opening ceremony on Tuesday, General Manager Sinan Köseoğlu said the group aimed to unleash Istanbul's real tourism potential. Köseoğlu explained that the group had decided to base their latest hotel in the area's historical Veli Aemldar Han building after the completion of restoration works. "Qatar-based company Al Rayyan has invested in Sheraton Istanbul City Center, in addition to JW Marriott Istanbul Bosphorus. The company has bought two hotels with

a total investment of 93 million euros," he said. The Veli Aemldar Han building used to serve as an old caravanserai that would accommodate foreign shipping merchants. Designed by Italian architects 180 years ago, it has been used as a business center for much of the time since then. Underscoring the increasing tourism potential of the city, Köseoğlu said Istanbul had the means to attract many luxury hotel brands as one of Turkey's most lucrative tourism destinations. Meanwhile, the nearby Galataport megaproject is expected to boost the city's tourism sector even more, with a cruise port set to increase tourism revenues further. The port is expected to open in May 2020 and has been dubbed one of the world's largest coastal projects, with developers

hoping the site will put Istanbul on the map as one of the world's top cruise destinations. Asked about the possible effects of the ongoing coronavirus epidemic on bookings for Galataport, Köseoğlu said that they were not expecting any negative impact. The port will host around 500 cruise ships with an average of 4,000 passengers each, likely reaching 2 million people, including the staff and the crew of the ship. The ongoing Galataport project on the Karaköy coastline will accommodate culture and art centers, a world-class cruise terminal, hotels, different brands, cafes, restaurants and office areas. Marriott International, which is active in 131 countries with over 7,000 properties under 31 brands, aims to enhance its operations in Turkey.



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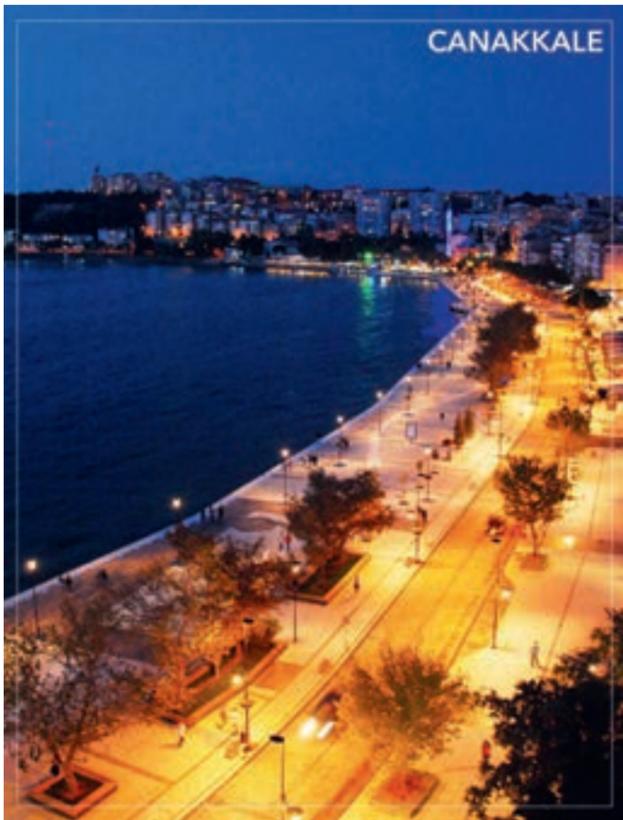
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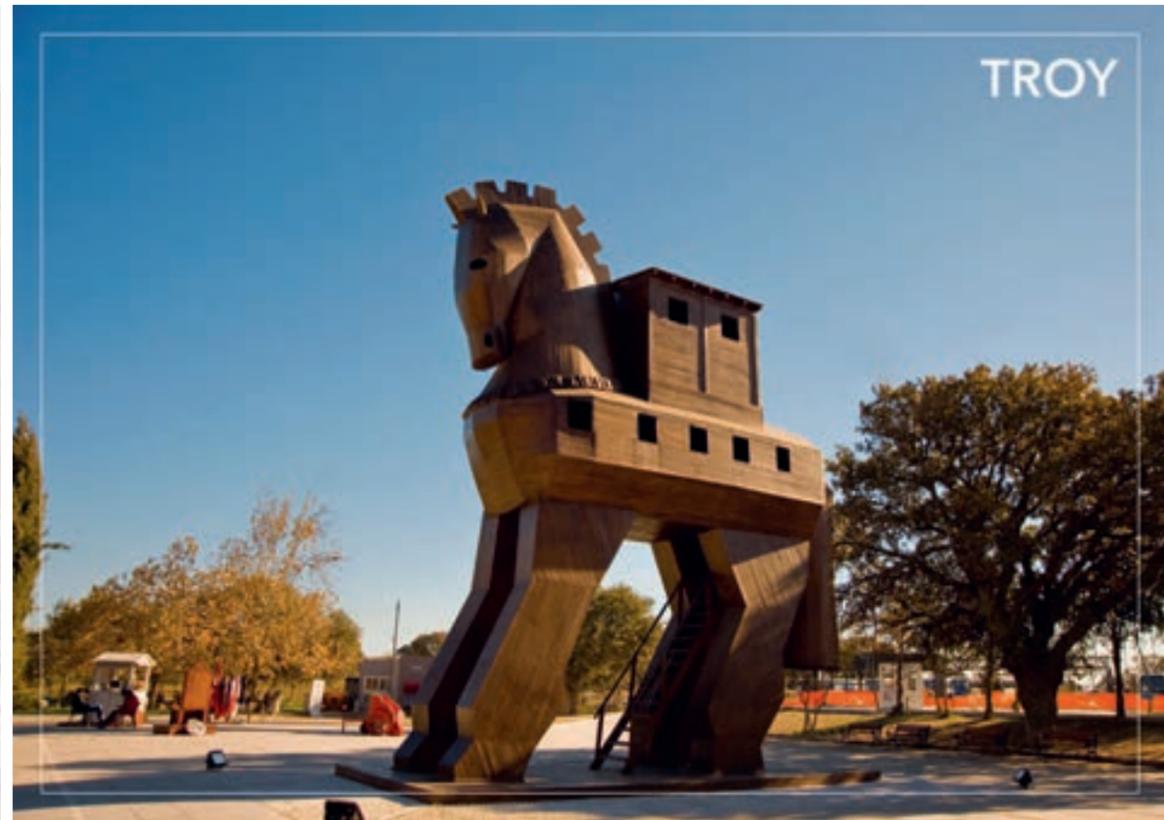




CANAKKALE



ASSOS



TROY

Canakkale: Rising destination of Turkey

Starting with the year of Troy 2018, The rise of 'Canakkale Destination' is attracting the attention of tourism authorities. In the November edition, Times selected Troy Museum as World's Greatest Places: the top 100 destinations to experience in the World for 2019.



Armagan Aydeger

Forbes Turkey May 2019 edition selected Canakkale as 'the most ideal city to live in Turkey'. Troy Museum is selected as the finalist of European Museum of The Year EMYA Award, which will be declared in May 2020. We asked what's going on in Canakkale to the President of Canakkale Hotelier's & Tourism Investors Association (CATOD), Armagan Aydeger.

Everyone is wondering the rise of Canakkale, What's going on there?

Armagan Aydeger: First of all, I would like to send my best wishes to all tourism professionals in ITB, who spend great efforts to promote Turkey. As you have mentioned, Canakkale did very well so far especially with the beginning of 2018. Not surprisingly, Ministry of Culture & Tourism reported Canakkale as top rising touristical destination of Turkey. The year of Troy 2018 concept, which was driven

by the Ngo's of Canakkale and led by Ministry of Tourism, became one the best practices of 'Destination Promotion Model' in a thematic way and made Canakkale famous again all over Turkey. We still see the success of this model in the 2019 The year of Gobekli-tepe, 2020 The year of Patara. There is an excellent cooperation in Canakkale with Ngo's, Governmental Bodies, Municipalities and Tourism Investors to push Canakkale as the top destination of Turkey.

What are the latest developments, what does Canakkale offer for cultural tourism?

Troy Museum, which was opened in 2018, can be considered as one of the best examples of contemporary archeology museums of the World. Not surprisingly, Troy Museum is now finalist of European Museum of the Year Award (EMYA). Troy National Park is a living area, which is led by Troy Museum but also nearby Troy Ancient site, Tavilion and Sigeon Ancient sites, Achilles and Ajax Tumulus, 120 Km Troy - Assos walking cultural route experience include 90 km St Paul Way, 7 Villages with different floras and perfect beaches.

Canakkale province offers impressive ancient values in a broader area called 'TROAS'. Troas include not only Troy National Park, but also the city of Alexander the Great 'Alexandria Troas', impressive Assos who hosts the school of Aristotale, Apollon Smintheus, Parion and many more. Troas is also linked to Mount Ida with one of the best examples of eco tourism destination with several walking routes, springs, and ancient objects.

On the European Site, Gallipoli Peninsula is standing as one of the best open air museum for WW1 recent history including tens of memorials, castles, museums, walking routes, trenches. The area is also preparing to be the first and best example of Sunk Ship Wreck diving center. To do so, huge investment is on progress, on May 2020, sunk commodore ship of British Empire, Majestic, will be open to touristical dive with all infrastructure ready.

What about the city center of Canakkale and any other touristical attractions around?

The location of Canakkale is unique, situated on both European and Asia. The strait between two continents

is called Dardanelles. The center of Canakkale offers a lively social life with several quality restaurants, cafes, bar, seaside, museums, historical old town, shopping centers. The province including city center offers perfect beaches, water sport activities especially as wind and kite surfing spot. The 2 islands Bozcaada and Gokceada offer a real island life with perfect beaches, small boutique hotels, beautiful food.

Canakkale acts also as the organic center of Turkey with several pure agricultural products, wide variety of sea food and vegetables as well as perfect wines cultivated from own lands.

What's going to be the effect of 1915 Canakkale Bridge to Canakkale Tourism ?

1915 Canakkale Bridge is going to make Canakkale more near to the cultural capital of the world 'Istanbul'. The driving distance would be around 2,5 hours with new high ways connected to the bridge. This means Canakkale would sure benefit from the touristical potential of Istanbul. It is a very important Project, which half way is completed and expected to be open by 2022.



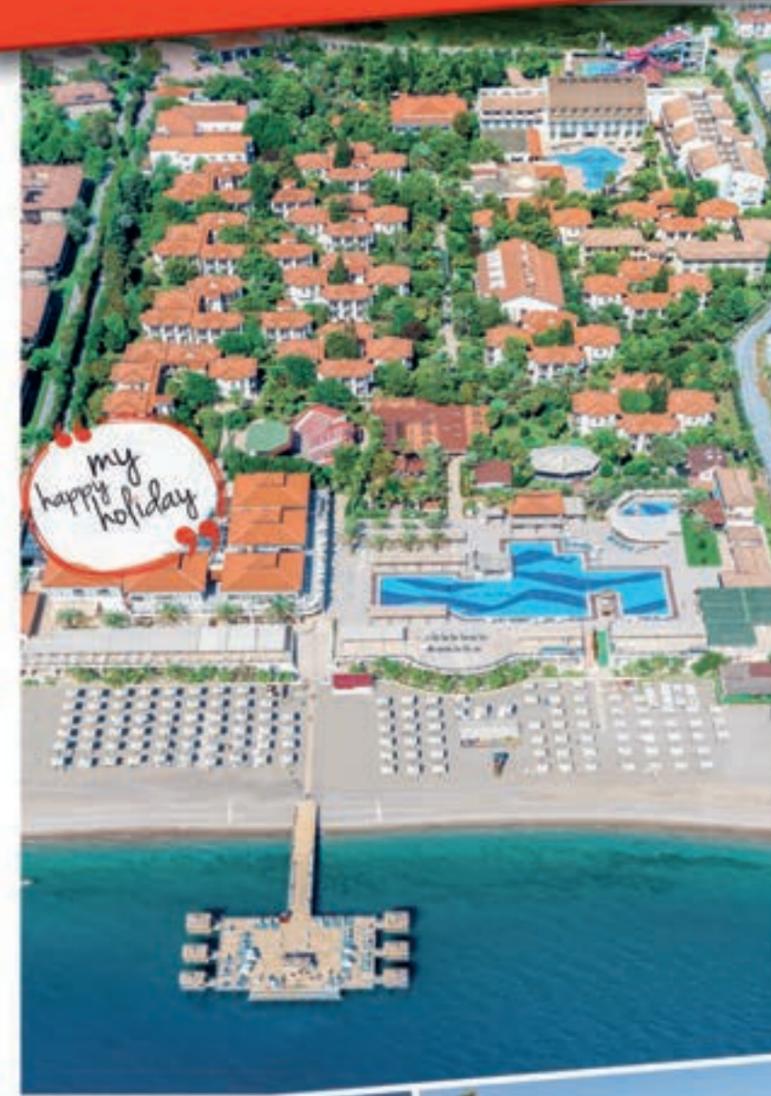
LEADING TRAVEL TECH FIRM **AMADEUS** COMMITTED TO TURKEY INVESTMENTS

Amadeus, one of the world's largest travel technology companies, is celebrating its 25th year in Turkey. The company's top executives around the world came to Istanbul for the Amadeus Executive Summit, held exclusively for this occasion on Monday.

Speaking prior to the event held to address global trends, the future of travel, and digitalization, Eric Willems, Sales Director Online Southern Europe, Travel Channels at Amadeus IT Group, said Turkey has great potential in the field of tourism and will continue to grow. Willems noted that Amadeus, founded 30 years ago and operating in 190 countries, has been in Turkey for 25 years and highlighted the country's significance for the company. "When we first started, there were only three people, and we now have about 250 employees. We will continue to grow in the following period," Willems said. Willems underlined Turkey's great potential in tourism, as well as the importance that the state attaches to the sector. "Turkey is a safe and stable country, and tourism traffic is increasing rapidly. Cruise arrivals in Istanbul have begun, and big congresses and meetings will start soon. From Amadeus' perspective, 2020 would be a better year than this. We see the potential here and want to

support it," he noted. Pointing out that there is great potential on the railways in Turkey, Willems said that they had various meetings with the Turkish State Railways (TCDD) on this issue. Explaining that they have a ready platform used by the biggest train operators in the world and that they want to see TCDD on this platform, Willems said that they anticipate that the journeys by train will increase in the future. Champa Magesh, the executive vice president of retail in travel channels and managing director EMEA at Amadeus, pointed out that Turkey is a very important country for them, adding that the recent interest in

tourism and state support in Turkey is valuable. Magesh stressed that despite the advancement of technology, passengers in the travel industry, namely customers, demand greater interaction with real people, stressing that travelers now want more and that this should be given not only in quantity but also in quality. "This is only possible through customization and customized service. We offer global solutions," he said. Anna Kofoed, Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe at Amadeus, also stated that passengers want customized content, not random suggestions, underlining that passengers are now digital professional consumers. In December 2018, the company announced its plans to invest in seven Turkish startups in order to nurture the startup ecosystem in the country, which they described has a big potential for travel technologies



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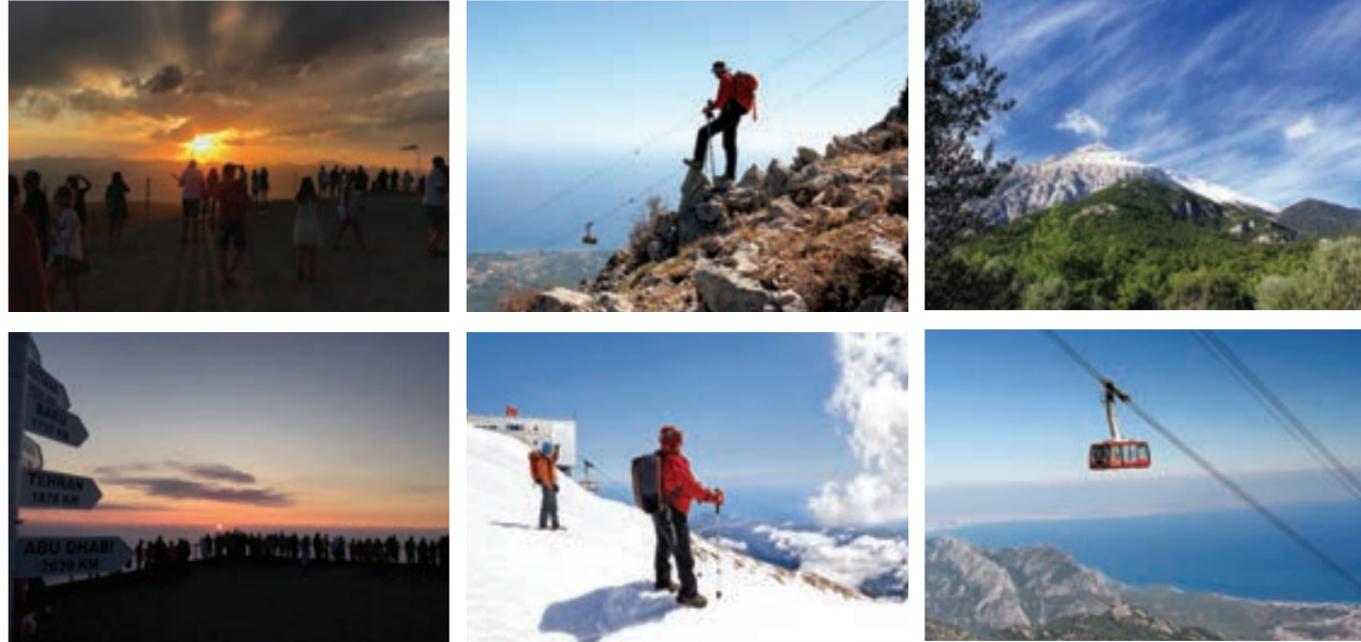


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SWISS INTERNATIONAL TO OPEN ITS FIRST HOTEL IN ISTANBUL

Swiss International Hotels & Resorts announced the signing of a boutique hotel in Istanbul, Turkey. The hotel will be located near popular tourist attractions of the city such as Topkapi Palace, Hagia Sofia, the Blue Mosque and the Spice market.

Swiss International Boutique Tej Sultan is an upscale hotel in the middle of the "Old City" of Istanbul. This newly renovated 100-year-old building was renovated and converted into a Boutique hotel, featuring 32 rooms & suites, a Swiss Flavors Restaurant & Lounge a rooftop TED & Co Bar & Lounge, 2 Eventives rooms and an Inspirations Gym. The Swiss International Boutique Tej Sultan will start welcoming guests from 1st October 2020.

This hotel is part of 2 additional expansions with 66 and 80 rooms respectively. All together Swiss International will be present in the Old Town of Istanbul with almost 200 upscale rooms. Istanbul is Turkey's economic heart and has been attracting over 13.5 million foreign tourists in 2018, 25 % more than that in 2017. With the new Istanbul International Airport, this number is expected to increase even further. Mr. Henri W.R Kennedie, the CEO of Swiss International Hotels & Resorts said, "We are extremely



pleased with bringing Swiss International to the dynamic market of Istanbul and Turkey". Mr. Rusen Baltaci, the CEO of Kube Real Estate, the Master Developer of the hotels, said: "We are very pleased to have Swiss International coming to Istanbul and to have become our partner in the further development and growth in the City". The Swiss International brands are

committed to upholding the Swiss levels of quality which is delivered when we follow our Swiss Company Values." Swiss International Boutique Tej Sultan is the Company's 25th hotel in the Group, which is active in 17 countries in Africa, the Middle East, Europe and South Asia. Swiss International is expected to grow the portfolio to 50 hotels in the next 2 years.



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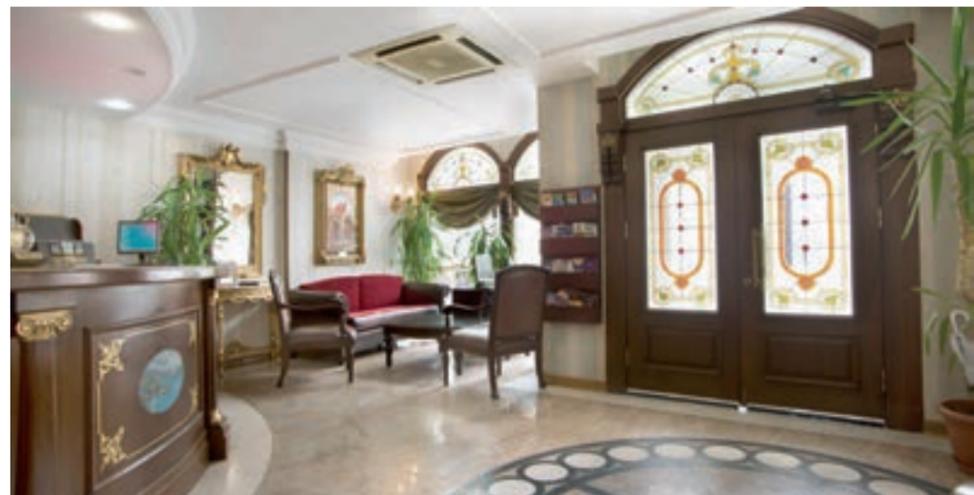
This historical Ottoman house, built in the 17th century and situated in the old town of Istanbul, has been faithfully restored. The hotel also boasts a Turkish Bath, which is perfect for a bit of relaxation after a full days sightseeing.

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

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

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

Transfer: 20 minute transfer from Istanbul airport.



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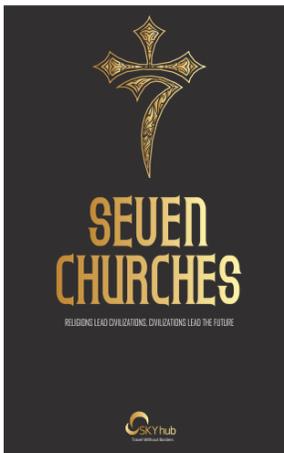
Ephesus



Pergamon



Sardis



Get Ready to Discover the Route of 7 Churches of Revelation in Turkey with SKYhub!

Do you know that the 7 Churches of Revelation is located in Turkey? Here you can find brief information about 7 Churches in Turkey.

THE HISTORY OF 7 CHURCHES

The letters to the Seven Churches are found in chapters 2 and 3 of the Book of Revelation. In the vision of apostle John, Jesus dictates letters to the Seven Churches of Asia Minor that are relevant to the Church in any age. There are different ways to understand the letters to the Seven Churches. They can be interpreted as relating to the church in universal terms or for the life of the church at different points during its long history. The apostle John is very interested in the number 7, he is instructed by Jesus to write seven letters to the seven churches. The letters follow identical formats, and each letter has 7 sections.

THE ROUTE OF 7 CHURCHES

Ephesus is one of the Seven Churches of Revelation (Rev. 1: 11). In ancient days, Ephesus was a bustling port town of 250,000, graced with wide, colonnade bordered streets. The St. Paul's first



Merve Özkök, SKYhub Inbound Manager

visit to Ephesus was brief- during his second missionary tour (Acts 18:19-21). His second visit lasted about three years- during his third missionary tour (Acts 19:1 to 20:31). Luke's account of the worship of Diana appears in Acts 19:34-35. The Great Theatre (stadium) mentioned in Acts 19:29-31 could seat 25,000 people. Walk the marble-paved street with grooves made by chariot wheels. See the Fountain of Trajan, the Library of Celsus, and the Great Theatre with a capacity of 24,000. After visiting Ephesus we also visit the Virgin Mary House. It is

the place where Mary may have spent her last days. Indeed, she may have come in the area together with Saint John, who spent several years in the area to spread Christianity. Mary preferred this remote place rather than living in a crowded place. Paul VI was the first pope to visit this place in the 1960s. Later, in the 1980s, during his visit, Pope John-Paul II declared the Shrine of Virgin Mary has a pilgrimage place for Christians. It is also visited by Muslims who recognize Mary as the mother of one of their prophets. Every year, on August 15th a ceremony is organized to commemorate Mary's Assumption. And also Basilica of St. John; early tradition associated John, the disciple of Jesus, the author of the Gospel of John and the Book of Revelation with the city of Ephesus. As early as the 4th or 5th century a Christian church was built over a simple grave, supposedly the grave of St. John. In the 6th century, Emperor Justinian had an impressive domed basilica built to replace the earlier church.



Thyatira



Laodicea



Smyrna



Philadelphia

Then **Smyrna** (Rev:2,8-11), Smyrna was poor and persecuted, the church at Smyrna suffered amidst prosperity for its refusal to worship the Roman Emperor. This proved to be the last stronghold of Christianity in Asia Minor. Home of the great second-century Bishop Polycarp who was burned alive at the age of eighty-six. Next one is **Pergamon** is a most memorable experience will be Pergamon, with its acropolis and Great Theatre, the steepest of the ancient world. Revelation 2:12-16 describes the city as "where Satan's seat is", a reference to the altar of Zeus, where we pause for reflection on the fulfilment of Scripture. Another one is **Thyatira** is one of the Seven Churches mentioned in Revelations tolerated the false prophetess, Jezebel (Rev. 1: 11; 2: 18-29) And **Laodicea**. The Christians of Laodicea, (Rev. 3: 14-22) were chastised for being lukewarm. "You are neither cold nor hot" (Rev. 3: 15), and for being too comfortable incorporating pagan and Christian beliefs. In the famous scripture from Revelation (3: 20-21), Jesus says to the Laodicean church:

"Behold, I stand at the door and knock...". The other one is **Philadelphia** one of the Seven Churches of Revelation (Rev. 3: 7-13). Christ told those who overcame that He would write upon them "the name of my God, and the name of the city of my God, which is New Jerusalem." (Rev.3: 12) Today, there is not much left to mark the spot. You will only see an ancient wall and the remains of a Byzantine basilica. The last one is **Sardis**. Jesus told Sardis, "I know thy works, that thou hast a name, that thou livest, and art dead"(Rev. 3: 1-6). Coins were minted and the dyeing of wool originated in Sardis. Merve Özkök, SKYhub Inbound Manager, introducing the Seven Churches route to the world and inviting everyone to

explore this special route: "Every year, millions of Christians from all around the World visit Turkey for these regions. As **SKYhub**, all the programs are being prepared by our experienced planning team and specialized tour guides. And can be adjusted based on our guests' needs. The tours also can be combined with other Biblical sites in Turkey such as; Hatay (Antioch), Tarsus, Cyprus, Konya... We can also combine the tours with the famous site-seeing places such as Cappadocia, Istanbul, and any other cities around. Are you ready to explore the Seven Churches of Revelation with **SKYhub** Turkey? You can see our pamphlet with detailed information and sample tour programs from the QR Code. For more information, please contact "inbound@skyhub.com.tr". We are looking forward to welcoming you here in beautiful Turkey"





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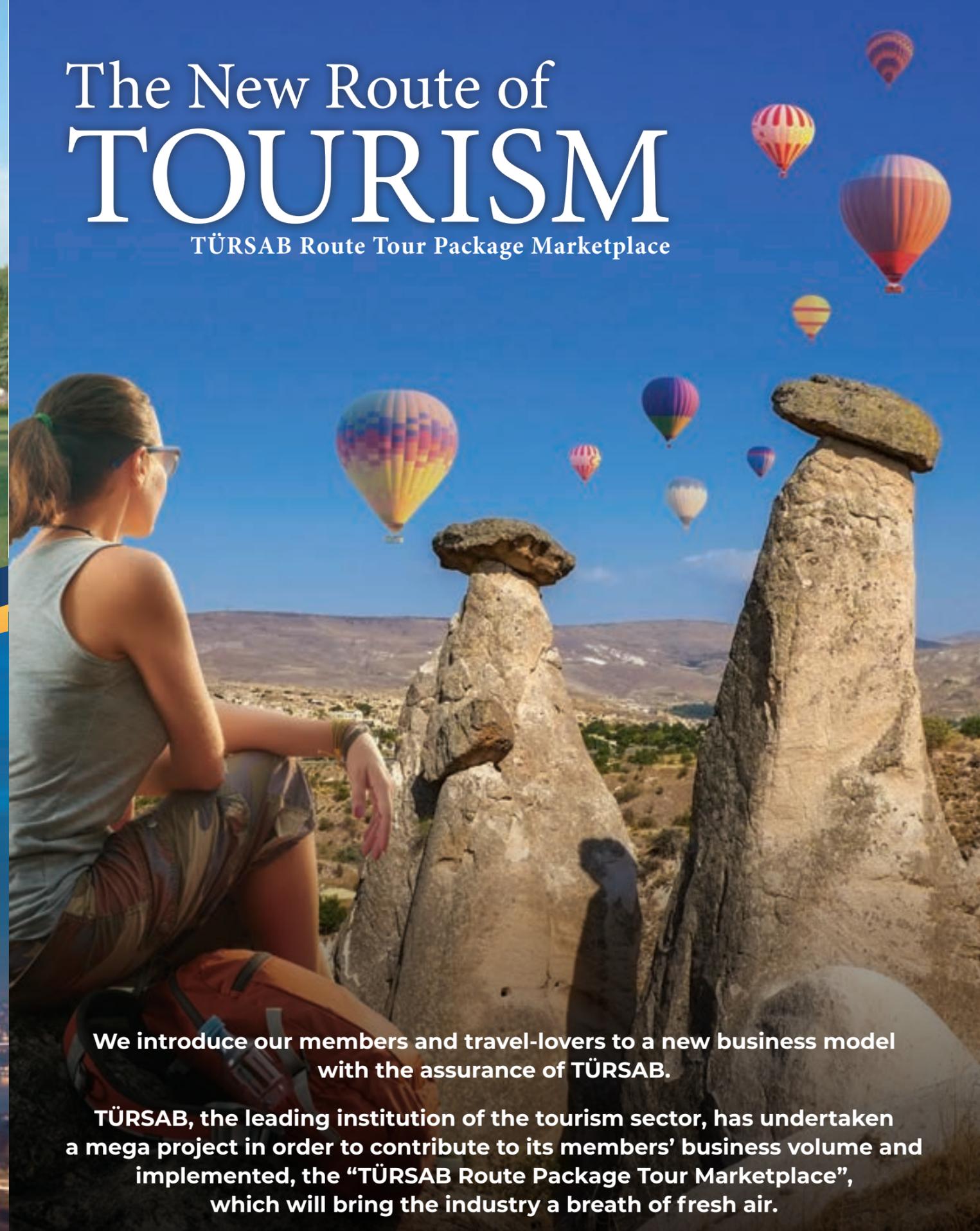
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