

türkiye turizm aktüel

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YEARS OF EXPERIENCE IN TOURISM

EUROPE'S **MEDICAL TOURISM**
SHIFTS TO TÜRKİYE

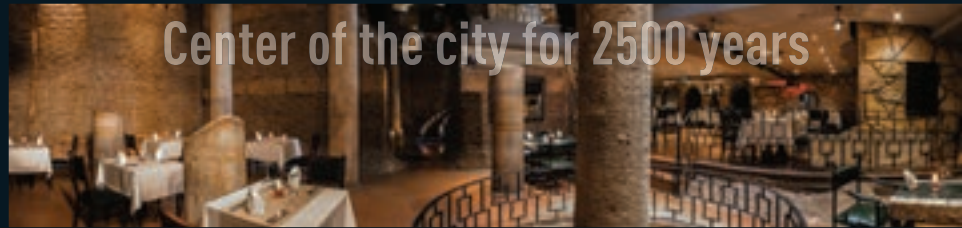
YUSUF NARLI: WE BROUGHT
THE CONCEPT OF '**LIFESTYLE**
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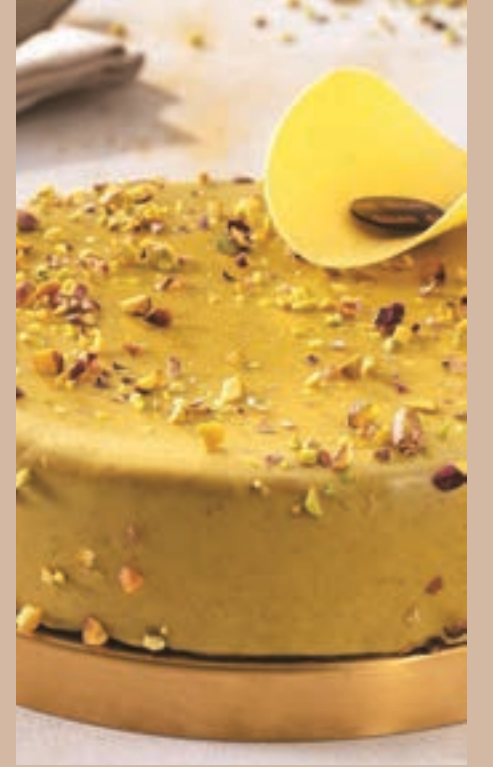
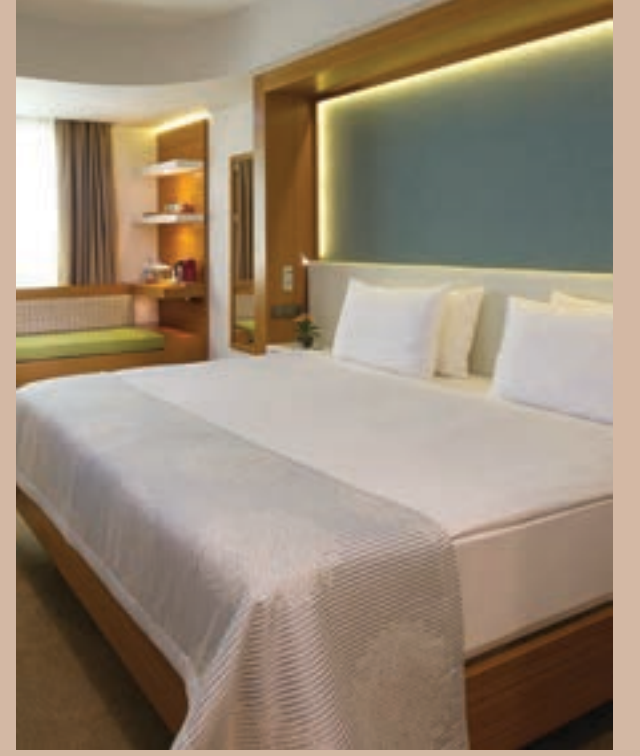
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Air Anka will start nonstop flights from Istanbul to Bangkok/Don Muang in June.

Air Anka will operate non-stop flights twice a week with the Airbus A330 from 30 June.

Air Anka, www.flyairanka.com, will start nonstop flights from Istanbul to Bangkok/Don Muang from 30 June 2023. Istanbul, April 11, 2023 - Turkish airline Air Anka is pleased to announce its new nonstop flights from Istanbul to Bangkok/Don Muang. As of June 30, 2023, Air Anka will operate non-stop flights twice a week with the Airbus A330. For Air Anka's flights from Istanbul to Bangkok/Don Muang, there are already 120 airlines that reservations and sales can be made through the online sales portal such as flyairanka.com, kayak.com, skyscanner.com, kiwi.com, check24.com, agoda.com, gate1.com.

There are already numerous connections to Istanbul from many airports in Europe. Air Anka will operate direct flights from Leipzig and Münster Osnabrück to Bangkok via Istanbul. Thus, it will be an alternative for all travelers who will fly to global destinations via Istanbul to access Istanbul. Air Anka, www.flyairanka.com, aims to offer the highest standard of comfort and safety to its passengers and to provide a pleasant flight experience by shortening the travel time with non-stop flights from Istanbul to Bangkok/Don Muang. Until May 1, 2023, a raffle will be held

among those who are members of www.flyairanka.com or apply to info@flyairanka.com with their own e-mail address for membership request, and 30 lucky people will be given a round-trip ticket from Istanbul to Bangkok. In addition, the first 100 people will be able to sell tickets from Istanbul to Bangkok for only 9.999 TL. The authorized agency of Air Anka in the said destination is Atajet, based in Istanbul. For more information and reservations, you can visit Air Anka's website www.flyairanka.com. With the launch of its new flight connection, it looks forward to offering its passengers an unforgettable travel experience.



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YAYIN TÜRÜ

Yerel Süreli Yayın - Aylık Dergi

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UYMAYA SÖZ VERMİŞTİR.

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

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

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

In 2022, many things have changed both in Türkiye and in the world. It was inevitable that such a dynamic sector like tourism would remain uninfluenced. We, as a sector, had challenges again but we managed to ride out the storm. 2023 will be a different year in many aspects. But it will be a year that values and balances will change...

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

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

That's it. This must be said abroad. The Mediterranean region, the address of the youngest and most elegant facilities... Antalya, the irresistible address of a holiday with its nature, sea and sun, the most pleasant brand of Türkiye... İstanbul, Antalya, Kapadokya, Çeşme, and Bodrum dream holiday towns... And Türkiye will repeat the appearance made at the ITB Berlin 2023 among the world tourism giants, now at the ATM Dubai with its Antalya, İstanbul, Bodrum, Marmaris, Kuşadası, Çeşme, Çanakkale, Kapadokya and other touristic centers and all the cultural motifs.

In our current issue you will read the latest news of the tourism sector, interviews each more interesting than the other, the newest information on hotel investments, latest developments of the world and European tourism and clues from the sector before the new season. We look forward to meeting you in our next issue...

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SOME **7 MILLION** RUSSIANS EXPECTED TO VISIT TÜRKİYE

Around 7 million Russians are expected to visit Türkiye this year, up from 5.5 million in 2022 as more flights are planned between the two countries.

Tour operators, including Coral, Anex, Pegas, Fun&Sun, Intourist, Tez Tour and Biblio-Globus are arranging those flights with several airline companies, such as Turkish Airlines, Southwind, Northwind, Azur, Pegasus, Aeroflot and Corendon. "There will be between 1,150 to 1,200 flights each week with Russian airline companies handling 750 of them while 400 flights will be with Turkish companies," said Dmitry Gorin, Vice-President of the Russian Union of Travel Industry.

The main destinations of the flights from Russia will be to Istanbul, Antalya, İzmir provinces and the resort towns of Bodrum and Dalaman. Last summer between 750 to 850 flights took place between Russia and Türkiye. In the first two months of 2023, more than 500,000 Russians traveled to Türkiye, accounting for 13 percent of all foreign tourist arrivals in the country, according to data from the Turkish Tourism and Culture Ministry. In January-February last year, 246,000 Russians vacationed in Türkiye.

MAIN DESTINATION ANTALYA

Nearly 780,000 foreign holidaymakers arrived in Antalya, on the Mediterranean

coast, by air in January-March, with Russians topping the list of foreign visitors. More than 213,000 Russians visited the city in the first three months, followed by Germans at 169,000 and Britons at 89,000. Foreign tourist arrivals in Antalya increased by 55 percent compared with January-March 2022. In March alone, foreign tourist visits rose by 54 percent from a year ago to 348,000. Tourism activity is likely to be slower in April and May, said Kaan Kavaloğlu,

the president of the Mediterranean Touristic Hoteliers Association (AKTOB). "However, in the following months we are expecting demand to pick up from the main tourism source markets in Europe," he said. Tourist inflows from Germany and the U.K. grew around 50 percent in the first three months, according to Kavaloğlu. "We anticipate a shift in demand from the British families toward all-inclusive holiday packages will continue due to high inflation," he said.



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LORDS BALLOONS

A New Balloon Company by Royal Balloon

Royal Balloon, a leading hot air balloon operator in Cappadocia / Türkiye with many international and domestic projects and businesses now, has started flights of its second domestic hot air balloon destination in Soğanlı / Cappadocia.

Royal Balloon Chairman of the Board Mehmet Dinler announced that commercial flights will now be done over Soğanlı Valley under the roof of the sister commercial balloon operations Lords Balloons- Soğanlı / Cappadocia. "Lords Balloons- Soğanlı / Cappadocia, our sister commercial balloon operations under the roof of Royal Balloon - Cappadocia, one of the most preferred and best known hot air balloon company in Cappadocia, has become operational in Soğanlı Valley, which is one of the region's hidden treasures and will be heard more frequently in the future. We will provide services by complying with the necessary market conditions without compromising our safe flight and high passenger satisfaction principles. Congratulations to our business partners, my brother Yakup Dinler, Tolga Eke, and Abdullah Koyuer," said Royal Balloon Chairman of the Board Mehmet Dinler.



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CVK Park Bosphorus Hotel Istanbul, one of the most popular venues in Istanbul with its location in the heart of the city, its perfect service understanding and fascinating atmosphere, combines luxury accommodation with a unique Bosphorus view. Consisting of 382 rooms and luxury suites in the hotel building plus 68 well-appointed suites ranging from studio to four-bedroom alternatives in the adjacent CVK Park Prestige Suites building, CVK Park Bosphorus Hotel Istanbul unites luxury and comfort. CVK Park Bosphorus Hotel offers its guests rooms with panoramic Bosphorus view and with its bars and restaurants all the services you need ranging from taste to entertainment, from accommodation to sports, from spa to Turkish Hamams, and from meetings to personal organizations. The bars and restaurants of the hotel such as Izaka Terrace, Stella Lounge & Bar, Hezarfen S. Lounge, Gümüşsuyu Restaurant, and Park Patisserie Lounge & Bar bring you menus prepared with the recipes of worldwide famous chefs and the distinguished flavors of the world cuisine, accompanied by a rich variety of cocktails.



Izaka Terrace highlights the beauty of Istanbul in an endless and unique way and is located on the terrace floor of CVK Park Bosphorus Hotel, which combines the elegance of history with the magnificence of the present. Tastes prepared with a renewed decor, privileged service concept and experienced kitchen team meets creative flavors. Izaka Terrace's menu, consisting of ingredients that are suitable for both adventurous and traditional flavor palettes as well as appealing to refined palates, is complemented with a special wine collection and exclusive drink and cocktail alternatives. CVK Park Bosphorus Hotel Istanbul allows meetings and congresses to be held comfortably with its 15

meeting rooms, 4 of which can be divided, equipped with high technology and the Istanbul Ballroom with spacious foyer areas. Istanbul Ballroom with a size of 805m² and a ceiling height of 6 meters stands out with its advanced technical equipment and special flavors in addition to the spacious foyer area and a street that provides special access to this area.

Bosphorus Terrace, the largest terrace in Istanbul, breathtaking with its panoramic Bosphorus view, offers the opportunity to hold productive meetings and enjoyable events all year round with an area of 1500 square meters and a retractable ceiling, accompanied by the unique blue of the Bosphorus. Safira Spa & Fitness with an 8,500 m² big area offers unique experiences with massage rooms, relaxation areas, VIP treatment rooms, and fitness and spa - Hamam areas, both unisex and available exclusively for women. Safira Spa & Fitness, the address of a healthy and active life, offers services to its guests as the largest spa area in Istanbul.

REDEFINING LUXURY IN THE HEART OF ISTANBUL





ISTANBUL, ANTALYA AMONG **MOST-VISITED** CITIES IN WORLD

Last year, Istanbul received 13.4 million tourists, ranking eighth, while Antalya, with 12.4 million tourists, ranked 10th among the most-visited cities in the world, according to Business Insider.

Business Insider published an annual report of the Mastercard Global Destination Cities Index 2019 which ranked the 200 most-visited cities in the world based on actual 2019 monthly data. The annual report showed the rise of international travels to cities around the world. According to the data, last year Bangkok hosted 22.78 million tourists,

making it the most visited place. Paris ranked second with 19.1 million tourists, while London ranked third with 19.09 million. Dubai ranked fourth with 15.93 million tourists, while Singapore ranked fifth with 14.67 million. Other locations that managed to enter the list included Kuala Lumpur, New York, Tokyo, Antalya, Seoul, Osaka, Mecca, Phuket, Pattaya,

Milan, Barcelona, Mallorca and Bali. The magazine reported that Istanbul's "stunning mosques and mosaics," as well as its modern skyline and shopping malls, were contributing factors to its popularity. Meanwhile, the other Turkish city to join the list, Antalya, with 12.4 million visitors, drew crowds thanks to its pristine beaches and rich historical sites.

Meanwhile, information compiled by Ajans Press and PRNet from the digital press archive found the number of news items focused on Turkish tourism. While 40,921 articles on tourism were found to have been published across 2019, the coronavirus that swept the world has since made a more prominent headline, especially regarding its potential impact on the industry. Although last year Turkey's tourism sector grew, experts do not foresee a further rise given the COVID-19 threat.



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

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



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ALİ AKGÜN: WE SERVE WITH OUR 33 YEARS OF EXPERIENCE IN TOURISM

Akgün Istanbul Hotel, which is one of the leading 5-star hotels in Istanbul, has been serving in the tourism sector for 33 years. Akgün Istanbul Hotel Board Member Ali Akgün told the 33-year story of the hotel to Turizm Aktüel.

Can you tell us about Akgün Istanbul Hotel?
Akgün Istanbul Hotel has been serving since 1990. When you look at it, we have a 33-year portfolio. Thanks to our high success in online channels, 40% of our guests staying at our hotel are agency guests, and the remaining 60% are online, walk-in and corporate guests. We completely closed and maintained our hotel during the pandemic period. We reset all our elevators. As a result of our continuous renovation works since 2009, a zero hotel construction cost has emerged. We rebuilt 276 rooms from the beginning and renewed their infrastructure and superstructure. Building's one side had a balcony, so we added those parts to the rooms to enlarge the rooms from 28 m2 to 35 m2. **You are located in a historical and central location of Istanbul. What are the advantages of your location for Akgün Istanbul Hotel?**

Considering our location, we are on the main line at the entrance point from Istanbul New Airport to Old Istanbul.

The fact that our hotel is located in the historical Peninsula and is so easily accessible is an advantage in terms of travel. We have an indoor car park with a capacity of 100 vehicles for our guests who come with their vehicles. When we look at our location, we have a view that will never be closed because we are on one of the widest boulevards of Istanbul. While the 1,2,3,4,5 and 6th room floors of our hotel have an uninterrupted view of old Istanbul; Our 7,8 and Roof-Terrace floors have a comfortable view of the Old Istanbul, extending to Şişli, Levent, Maslak and even the Islands and Maltepe Regions on the Anatolian Side of Istanbul.

Can you tell us about the services you offer to your guests in your accommodation services?
We serve our guests with 276 rooms where we make them feel both precious and special. Among these 276 rooms, we have 263 standard rooms of 35 m2, some of which are family rooms. We have eight 63 m2 suites and one 100 m2 king suite.

There is a wide range of room service menu available for 24 hours. We ask our guests every evening between 18.00 and 20.30-21.00 and we try to fulfill our guests' requests to the end. **Who makes up your guest portfolio, what are the reasons for choosing Akgün Istanbul Hotel?**
CIS, Russia, Middle East market, Far East EU countries constitute our weighted guest portfolio for 2023 in online channels. 75% of our guests are foreigners and 25% are guests of domestic companies, some of which may be foreigners. We continue our work with the remaining large companies. Ours is a tourism adventure of 62 years. Among these guests are our VIP guests and state elders. After all, our hotel is the hotel of choice for weddings, invitations, organizations and henna. In the world's largest channels such as Booking.com, we have a success rate of over 98% when you look at Istanbul right now. In preference, we have 9 points. **In conclusion, what would you like to add?**



Akgün Istanbul Hotel Board Member Ali Akgün

We both save for ourselves and protect our environment, with a classical saving method that we started years ago with the motto "We protect our world". We use water-saving taps, we save water by using less water-use laundry machines. We turned to led bulbs in the bulbs in our entire facility. We put counters, timers and heat thermostats in our boilers. Thus, at the point where we have a certain

temperature, our boiler goes into sleep mode. By using less energy, we reduce greenhouse and carbon emissions with waste heat and energy recovery, and we save energy in the same way. We reduce the amount of waste. We started to collect deposit products, but we also deal with bottle collection or paper collection companies externally. We are one of the first hotel

facilities to set up a waste sorting area, we have a sorting facility at the garage entrance. We deliver them every month as registered. Thus, we received the title of Sustainable Tourism Facility. Again, we were deemed worthy of two different awards during the pandemic process. One of them; We have been notified with a plaque by SGK that we are among the top three businesses that create the most registered employment in the Istanbul Fatih region. The second is that our hotel, which was among the top 500 Service Exporters many times before, was announced by the HİB (Service Exporters Association) for 2020 as one of the Service Exporters Champions, which makes a high contribution to our country's economy even in its own sector namely in the tourism and accommodation sector. This is because it was ranked 8th as a single hotel. We would like to express our endless gratitude to our esteemed colleagues who stood by us in the implementation of all these achievements and provide the service standards we mentioned and i want to thank to Vedat Akgün, our Chairman of the Board of Directors, and to our Board Members Sedat Akgün and Bülent Akgün, who provided all kinds of support to us.

PRONTOTOUR HAS BECOME ONE OF THE BIGGEST TOUR OPERATORS IN DOMESTIC TOURISM

Chairman of the board of Prontotour, Ali Onaran, told about the establishment story of Prontotour and its aims and expectations on 2023 season to Turizm Aktüel.

How did you start to do business in tourism? Could you tell us about the story of Prontotour from beginning till now?

My first experience in tourism was to do amateurish school trips during high school. In 1985, while i was selling carpets to the tourist in Cappadocia in a carpet store to evaluate my summer period, i heard about the exams for being a tour guide and i became a tour guide by passing it. In 1990, i decided that being on the agency part of the work will be better for me. I started international tours for Turkish people in Allegrotour. I became 50% partner of Prontour that was established by Cem Polatoğlu. I didn't pay for it, in 2001 i bought all shares. Prontotour has become one of the biggest tour operators in domestic tourism.

What are the specialities that seperate you from other tour operators?

We always tried to bring small differences, innovations to the sector. We've become a tourism company that does the firsts on international tours, develops the vision of our citizens, provides quality travels with good prices.

What are the main reasons of Prontotour to be chosen?

The main reason of Prontotour to be chosen is reliability. When you do reservation for travel, you pay high costs. Since you can't take time back, there is no recompense of a bad



Chairman of the board of Prontotour, Ali Onaran

vacation. This is why our most important reason to be chosen is to be reliable.

Could you tell us about your aims on groving and investment briefly?

We've reached to the same endorsement with 2019 just with the first quarter of 2023 after the hard years came with Pandemic even if we have a challenging period with the earthquake. We aim to be the number one tour operator in both domestic cultural tours and international market. We keep on expending our work and human sources.

Did the outgoing sector overcome with the problems ocured with Pandemic? What kind of lessons you learned from that period? What kind of precautions you take for similar situations?

I think that we'll overcome our Pandemic losts in 2025. We learned that we need to do more savings and take less risks. We do some works on strenghten our own funds.

What about the demands on international travel? How the early booking period is going?

We have reached 300% increase on the early bookings' first sales comparing to last year. Our compain which provide international vacation on the same price with flight has a high demand. Our sales for festival period is also going well. I can say that the demand on international tours have been increased because of the high costs on domestic holidays. It is possible to have both cultural and swimming holiday at the same time with the some package tours of international market.

What are the popular destinations of 2023 for both domestic and international tours? What are your advices to travelers?

As usual, the Balkanian area, Italy, Middle Europe, Spain will be the most popular places in 2023. Also The Netherlands, England, France, Greece, Morocco, Lebanon, Thailand are popular destinations. But i can say that the most popular destination of 2023 will be Egypt, and especially Sharm el Sheikh which Turkish people can go without having visa.



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DOMESTIC TOURISM EXPENDITURES **UP 97** LAST YEAR

Households' domestic tourism expenditures have increased by 96.7 percent last year from 2021 to stand at 114.3 billion Turkish Liras (around \$5.9 billion), according to data from the Turkish Statistical Institute (TÜİK).



Individual expenditures constituted 90.6 percent, or 103.5 billion liras, of all expenditures and package tours accounted for another 9.4 percent, or 10.8 billion liras. Domestic travelers made a total of 52.3 million trips last year, down 0.8 percent from 2021, while average expenditure per trip was 2,185 liras, up from 1,101 in the previous year. The share of transport in total expenditure was 30.7 percent, food and drink accounted for 30.5 percent, while accommodation's share was 13 percent, TÜİK data showed.

The primary purpose of traveling was "visiting relatives" at 65.6 percent, followed by "travel, leisure, holiday" at 22.1 percent and "health" at 5.3 percent. According to the number of overnight stays by type of accommodation, domestic visitors stayed mostly at the "house of a friend or relative," at 67.7 percent. While "own house" took second place at 17.2 percent, "hotel" took third place at 8.1 percent. In the fourth quarter of 2022, domestic tourism expenditures rose by 65.8 percent to 19.1 billion liras from a year ago, while the number of domestic



travelers fell by 14.9 percent on an annual basis to 7.6 million people, TÜİK said.

EID HOLIDAY BOOST

The long Eid al-Fitr holiday is giving a strong boost to domestic tourism this year. Families merge a short school break with the Eid al-Fitr holiday to go on a long vacation this week. Holiday bookings, consequently, rose as much as 45 percent compared with last year, representatives from the tourism industry said. Holidaymakers will mostly travel to Antalya and popular resort towns on the Aegean coast for the Eid holiday. Hotel occupancy rates in major holiday destinations climbed to 70 percent. In Antalya, prices for a three-night stay

range between 8,500 liras and 9,000 liras, while one-night stay per person in the popular resort town of Bodrum costs between 2,000 liras to up to 20,000 liras.

Foreign holidaymakers always arrive in Bodrum earlier than domestic tourists, said Alişir Şahin, deputy chair of the Bodrum Hoteliers' Association. "Currently, demand from local travelers is not very strong. Locals are usually 'last-minute' vacationers and spread their holidays to three months during the summer." Flights from Russia will start in May, said Ömer Faruk Dengiz, the president of the Bodrum Hoteliers' Association. He added that they initially targeted to welcome 1.5 million foreign tourists this year.



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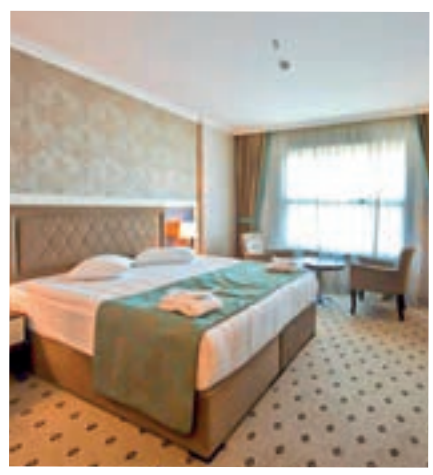


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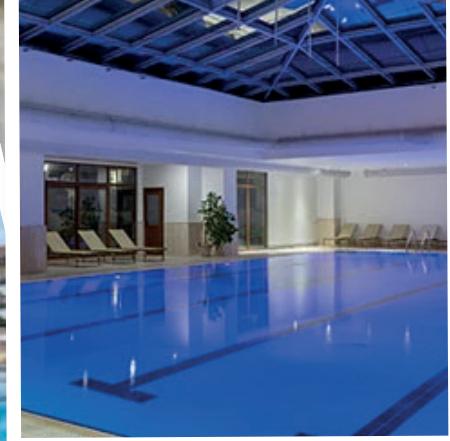


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The Sign Değirmen Hotel



The Sign Esentepe Hotel & Ski Center

Şenol Yavaş: We chose hotel investments that are intertwined with nature... Our motto is '4 seasons holiday'

The Sign Hotels, which was established by Şenol Yavaş, Chairman of the Board of Directors of The Sign Hotels who has been in the tourism industry for 30 years with his partner Baran İlkhani, is on its way to becoming a chain. Şenol Yavaş, the experienced tourism manager and Chairman of the Board of Directors of The Sign Hotels, told Turizm Aktüel the story of the beginning and future plans of The Sign Hotels, which has already reached 500 rooms and 4 hotels.

Could you tell us the story of The Sign Hotels? How was it born, where and when did your first hotel put into service?

I've been in the industry for 30 years. The SB Group, which we established in equal partnership with Baran İlkhani from the construction sector, has investments in the tourism and construction sectors. We opened our first investment in tourism in 2018 in Şile, under the name The Sign Şile. This facility has 165 rooms, spa and meeting rooms. In the following years, we continue to add value to the sector with our hotels. With the 5-star The Sign Kocaeli Thermal & Spa Convention Center, which we recently purchased, we have reached a total of 500 rooms and 4 hotels under our The Sign Hotels brand.



Şenol Yavaş,
Chairman of
The Sign Hotels

Your group has 4 hotels in total. Can you tell us about these hotels?

Our first investment, The Sign Şile Hotel & Spa, located in nature in Istanbul Şile at a point where green and blue meet, which we can call the area as the backyard of Istanbul. With 165 rooms, it has the largest room capacity of the Şile region. With 10 meeting rooms of different sizes and a spa center, we offer our guests all the facilities they are looking for. The fact that we are 40 minutes away from Istanbul and Sabiha Gökçen Airport provides a great advantage for our guests.

Our second hotel is The Sign Esentepe Hotel & Ski Center, known as the old BJK facilities. The Sign Arkut Ski Center, that is our ski center with high snow quality, is 5 km away. We serve

our guests with free shuttle service and free Ski Pass. This is a nature hotel with 2 meeting rooms and a Spa, located among century-old pine trees. In addition, there are 2 real grass carpet fields in international standards. Domestic and foreign football teams make their summer camps in the Bolu region and in our hotel. Our third hotel, also in Şile, is one of the first hotels with a tourism certificate in Istanbul. The Sign Değirmen Hotel, which we opened after a complete renovation, is across the marina. Located in the city center, our hotel has a magnificent panoramic view. It has an infinity pool, modernly decorated rooms and 3 meeting rooms.

The last hotel of our chain, The Sign Kocaeli Thermal & Convention Center, which we purchased for 30 Million Euros including renovation was opened in the beginning of 2023 and is the only Thermal hotel in the Kocaeli region. We have already started to make a difference with our 3 thermal pools, male, female and mixed, and our 7 thousand square meter Spa area, which also meets the needs of our thermal guests. The Sign Kocaeli Thermal & Convention Center has facilities that make a difference in the region with its column-free space roof and 7 meters of ceiling height. With our other halls, we take place more and more on the agenda of our guests during the year events. The last link of the renovation works will be the Aquapark, which will be

Şenol Yavaş, Chairman of The Sign Hotels and Baran İlkhani, Member of the Board of Directors.



integrated into our garden pool. It will be ready at the beginning of May. In the summer season, we will serve the summer camp preferences of local and foreign, especially Arab football teams. Our 3 grass fields of international standards, 500 meters away from our hotel, will be operational as of June.

What are the main elements that make The Sign Hotels stand out?

What are the differences between the hotels of your group and the other hotels in your area?

Our motto is '4 seasons holiday'. We also added the health and thermal theme this year.

We have always chosen investments that are intertwined with nature and will be pioneers in their regions. We mainly serve congress, symposium and meeting, sports and health groups. We aim to improve our hotels that are

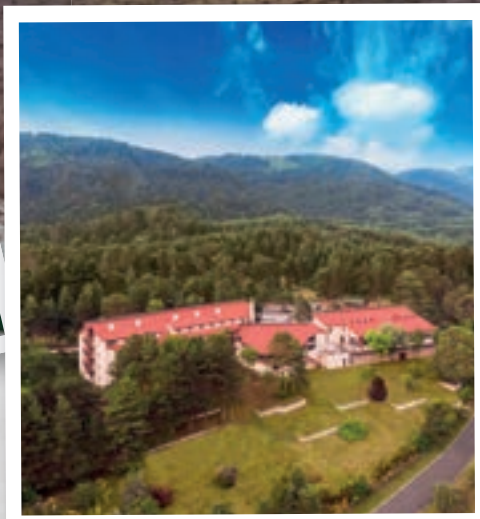
economical, safe, comfortable and have a certain service quality.

Does your group have new investment plans?

Our plans were always based on creating a chain and we have already reached to some of our dreams. But of course, we want to consolidate and expand our brand in Istanbul as well. We are also evaluating various projects. We will evaluate the one which is closest to our brand.

Do you have a message to the industry?

Unfortunately, the tourism sector is always the most affected in every event. I hope that good things await our country and the tourism sector in the upcoming processes. I wish a season which more tourists come, activities increase, service quality and employment increase, and our incomes will continue to increase.



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TÜRKİYE AIMS FOR RECORD-BREAKING TOURISM REVENUE IN 2023

Türkiye aims to achieve all-time high tourism revenues this year, according to tourism representatives, including Kaan Kaşif Kavaloğlu, the head of the Mediterranean Touristic Hoteliers and Operators Association (AKTOB).

Kavaloğlu expressed the country's ambition to achieve a target of \$60 billion (TL 1.16 trillion) in tourism revenues, saying: "We expect this year to surpass all previous years in tourism revenues."

He was speaking about the ITB Berlin Tourism Fair held in Berlin, which provided them with preliminary data for 2023, estimated to be 30% higher than last year. Kavaloğlu highlighted the impressive turnout at Türkiye's booth and noted that the fair was exclusively for tourism professionals.

He added: "Türkiye and Antalya have a significant appeal for all tour operators, especially those from England, Germany, and the Benelux and Western European countries. Our highest recorded data was in 2019, and I anticipate that the number of tourists visiting this year will not be less than 15 million."

Kavaloğlu emphasized that they do not anticipate a reduction in the number of tourists arriving from Western Europe and Russia, citing the global recognition of the high-quality service they provided throughout the pandemic.

In addition, Kavaloğlu highlighted their commitment to providing safe and healthy tourism services, stating: "Türkiye and particularly Antalya are indispensable for global tourism. We



Kaan Kaşif Kavaloğlu

have a significant advantage in terms of cost-benefit analysis for consumers, and nearly 99% of our tourists return home satisfied."

EUROPEAN MARKET

Kavaloğlu highlighted the recent surge in input costs of tourism, emphasizing the need to focus on increasing revenues instead of just the number of tourists.

"Currently, our average overnight sales prices are almost at the same level as Spain, around \$95. Italy and France are ahead of us at \$115. Greece is \$90, just \$5 behind us. We are lagging behind. If we can increase our average overnight sales prices to above \$100 in the long run, it will have a significant impact on our package sales. It is crucial to increase both the number

of tourists and our revenues, and we need to focus on both simultaneously," Kavaloğlu explained.

The tourism official also mentioned that their hotels receive significant numbers of tourists from Western Europe, including the U.K., Germany, France, Belgium and the Netherlands. Additionally, there is a tourist profile from the Middle East who prefers to spend the holy Islamic month of Ramadan in Türkiye.

In anticipation of an active season, Kavaloğlu expressed his expectation that Russia

would be the top market, followed by Germany and the U.K. He added that the European market seems to be performing better than last year and that all tour operators currently selling to Türkiye are on the plus side.

Meanwhile, according to Hacı Osman Üçdan, the owner of a chain of hotels and a tourism operator, most of their hotels are already fully booked, and they expect to have a full season in 2023.

Üçdan emphasized that their facilities have been renovated to offer professional tourism services. "We are confident that we will exceed our target of \$60 billion in tourism revenues. Our reservations are very good, with 65% of early reservations already sold. We are fully booked from June to October," he said.



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KEMAL PAZARBAŞI: ÇANAKKALE'S STAR WILL SHINE IN TOURISM

Çanakkale Kum Hotel Chairman of the Board Kemal Pazarbaşı shared his views on the new season and his thoughts on Çanakkale tourism.



In his statement, Pazarbaşı said that they believe that tourism will go further and that the star of Çanakkale will shine more in this process.

"OUR HOPES CONTINUE"

Kemal Pazarbaşı said: "We entered the year 2023 with excitement. Of course, there is no day without excitement in tourism. By the way, even though the earthquake and the election atmosphere broke our excitement a little, our hopes continue. In Turkey, we believe that everything will be fine, tourism will go further, and the star of Çanakkale will shine more."

ÇANAKKALE IS A PLACE THAT EVERYONE SHOULD SEE AND LIVE

We believe that Çanakkale will be the star of our country in the 100th anniversary of our Republic. However, Çanakkale is always a destination that comes from history, continues the history, and is preferred by people. Çanakkale is very valuable city with its history, nature, seas, beaches and products that are more valuable than the other. It is an ecological destination with everything from cheese to olives, from cheese halva to olive oil. We, as tourism professionals, maintain

our hopes and think that people will prefer us more from this point of view. In addition, the new roads built in the region, the opening of our tunnels in Kazdağları, the highways and the 1915 Çanakkale Bridge were both good advertisements and facilitated access to Çanakkale. Especially after Anatolia is connected to the region with these roads, if we can use our seas well in terms of transportation, Çanakkale will be more successful in tourism. We welcome everyone to Çanakkale. We think that Çanakkale is a city that everyone should see and experience.



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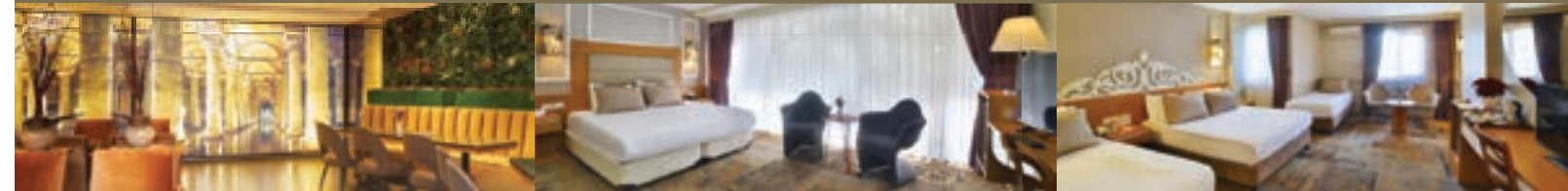
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TOURISM COULDN'T BECOME A SECTOR IN OUR COUNTRY

Serhad Uslan, Chairman of the Board of ILOS Travel, evaluated the past, present and future of the tourism sector in Turkey for Turizm Aktüel readers. Uslan, who shared the tips on how Turkey can transform into a full tourism country by using all its potential, also expressed the importance of travel agencies for the tourism sector.



Serhad Uslan,
Chairman of the
Board of ILOS Travel

Could you briefly describe the past, present and future of Turkish tourism?

Our country's tourism had lots of travel since today. The industry of it still couldn't be completed. But still, tourism sector has the ability to stand up and keep moving although it had lots of big disasters.

The first of the two sectors that can live without politics, politics and public administration and have the virtue of self-development is agriculture and the second is tourism. In the future, these two sectors will have the ability to develop themselves without assistance. But still, all these things are not enough to turn tourism into a sector. Unfortunately, tourism couldn't become a sector in our country. Even if there are some numbers that show the success, we're away from a real success. Tourism should be well organized to have reliability, fair and democracy. I hope we'll have these cause the tourists want to feel reliability feeling in the country they go.

The other important issue is not to describe the accommodation concepts truly. Especially the all inclusive concept is being approach in a wrong way. All the details of all inclusive concept should be determined and a serious apply should be done. The prices of all inclusive concepts which are equal with bed and breakfast prices give harm to the sector. Besides, it has bad effects on other concept



Serhad Uslan, Chairman of
the Board of ILOS Travel

hotels, accommodation sector and gastronomical, cultural packages and establishments related to tourism.

How can Turkey turn into a full tourism country with its potential?

The number of tourists is also far from giving comprehensible details. The understanding of so many tourists, so many billion dollars is wrong. Tourists should be classified according to their nature and incomes should be written opposite the classifications.

For example:

a-) Number of tourist overnight stays:

The number of overnight stays in hotels should definitely be taken into account and instead of using the general number of tourists; Number of overnight stays should be given according to nationality. The quality of the tourist should not be ignored by giving the number of people.

b-) Number of daily tourists: The number of tourists coming from Kapıkule and İpsala for daily shopping should be considered as shopping or daily tourists.

c-) Number of transit tourists: Those transiting through airports, transiting through our country on the way to another country, and other transit passes should be considered separately.

The first of the two sectors that can live without politics, politics and public administration and have the virtue of self-development is agriculture and the second is tourism. In the future, these two sectors will have the ability to develop themselves without assistance.

With this and similar regulations and statistics, we can ensure development with the steps to be taken towards the formation and development of the sector.

Even considering the number of overnight stays, we can see where we

are in the ranking of tourism countries. Contrary to popular belief, we will be able to see that we are not at the top. No matter how accurate the total number of tourists given is, we cannot obtain accurate results without attribute separation.

Who do you think are the hidden heroes of the tourism industry?

Although the main veins of the sector seem to be accommodation and transportation; It is clear that if there is no promotion and marketing, it will not achieve much success. And this will be and is happening through travel agencies. The concept of a travel agency is not just two chairs and a table. It should be underlined how important this infrastructure is. At the point where communication and commerce in the world have reached, travel agencies have taken their work to complete their development seriously.

In fact, they started to maintain their presence on online platforms by increasing their activities on the internet both at home and abroad. Travel agencies continue on their way by increasing their important and indispensable contributions to the country's tourism at the point of promotion and marketing.



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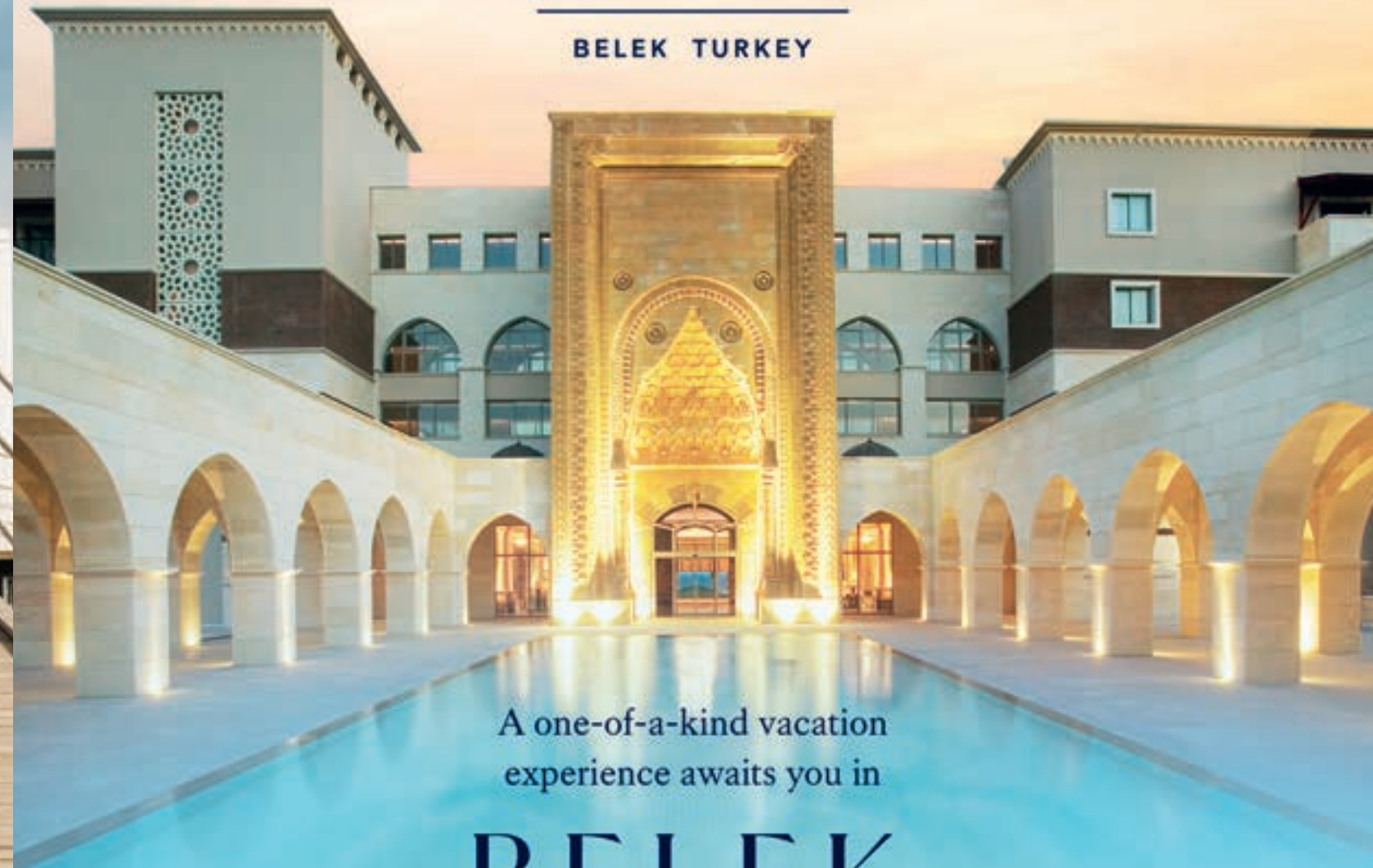
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Türkiye becomes one of top choices for **international golf lovers** with its stunning courses

Country welcomes approximately 130 thousand golf tourists a year, which shows great potential for golf.

Türkiye has established itself as a premier destination for golf tourism, attracting around 130 thousand golfers every year. The country's stunning golf courses and scenic locations have made it one of the top attraction centers for golf enthusiasts around the world. With its mild climate and beautiful landscapes, Türkiye offers the perfect setting for golfers to enjoy their favorite sport.

Speaking to Anadolu in an interview, International Association of Golf Tour Operators Türkiye Representative Cahit Sahin said that the Belek Tourism Center, which boasts 17 out of the 22 golf courses in the country, has been serving golfers for 12 months. Sahin stressed that 2019, which was the best year for tourism, the guests played around 600 thousand games, and they are targeting 700 thousand for the upcoming 2022-2023 season.

International Association of Golf Tour Operators Türkiye Representative Cahit Sahin



He also noted that the diversity of players had increased this year. Belek's excellent facilities and services make it a prime destination for golf enthusiasts looking for a unique and enjoyable golfing experience. "We proudly say this, we have become an indispensable region in golf," Sahin added.

GOLF GENERATES \$5 BILLION ANNUAL INCOME IN SPAIN

Emphasizing that golf has an important potential in Antalya tourism, he noted that the climate, courses and the location of the city are ideal for golf.

"Average income per person is €1,500 (\$1,600), and we welcome approximately 130 thousand guests every year, many of whom return for multiple visits throughout the year. This has resulted in an annual income of around \$325 million for Antalya's golf tourism industry," he added. He stressed that these are not large numbers are not much when compared to competing countries, stressing, "Spain earns around \$5 billion a year from golf. There are around 400 golf courses."



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

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





FOREIGN ARRIVALS JUMP AS TOURISTS CONTINUE TO POUR INTO TÜRKİYE

Foreign arrivals in Türkiye jumped 21.35% in February, official data showed, as tourists continue to flock to the country after a slump due to the fallout of the pandemic.

Türkiye has seen a complete rebound as the number of foreign tourists near the record and all-time high revenues seen in 2022, prompting the government to raise its tourism estimates for this year. The number of foreign visitors arriving in February jumped to 1.87 million in February, the Culture and Tourism Ministry said. The arrivals compared with 1.54 million foreign visitors in February 2022, 537,976 in February 2021 and around 1.7 million in 2020, just before the onset of the pandemic in the country.

Visitors from Russia, Bulgaria and Germany topped the list of foreigners who visited Türkiye in February, according to the data. Russians led the way with over 227,965 arrivals, an increase of 103% compared to a year ago. Bulgaria followed with 150,873 visitors, up 1714% year-over-year, and Germany with 148,169, up 15.16%. Iran and Georgia were among the top five with around 113,000 and 104,000 arrivals, the data showed. Istanbul, Türkiye's largest city by population and a top tourist hub,

attracted 1.08 million tourists. It was followed by Edirne, a city in Türkiye's northwest bordering Bulgaria and Greece, with 222,554 visitors and the resort town of Antalya welcomed 196,492 tourists. The number of foreign tourists in the January-February period jumped 37.3% from a year ago to nearly 3.9 million, the data showed. Arrivals from Russia rose nearly 106% year-over-year to 507,513, topping the list among nations in the two-month period. Bulgaria followed with a 33.19% increase to over 318,000, while Germany came in third with a 24.6% jump from a year ago to 288,124, according to the data. Foreign visitors surged 80.33% year-over-year to 44.6 million in 2022, just shy of the peak of 45.1 million in 2019. The figure is compared to the 24.71 million arrivals in 2021 and 12.73 million in 2020. Tourism revenues jumped 53.4% to a record \$46.3 billion last year, blowing past the previous high of \$38.4 billion in 2019 before the pandemic hit. The figure stood at \$30.2 billion in 2021 after

the outbreak more than halved it to just \$14.8 billion in 2020. Culture and Tourism Minister Mehmet Nuri Ersoy said foreign arrivals are expected to reach 60 million in 2023, before hitting 90 million in 2028. For the income, the government sees it rising to \$56 billion this year and \$100 billion five years from now. COVID-19 restrictions dissipated in 2022 and Russians came in droves partly due to flight restrictions imposed by Western nations over Moscow's invasion of Ukraine. Hundreds of thousands of Russians are also estimated to have moved last year to Türkiye, seen as a haven for investment in homes and other assets. Surging demand from European countries also backed arrivals, spearheaded by Germany and the United Kingdom. The foreign exchange it brings in makes tourism income vital to Türkiye's economy, as the government's new economic program focuses on flipping the current account deficits to a surplus, prioritizing exports, production and investments while curbing rising inflation.

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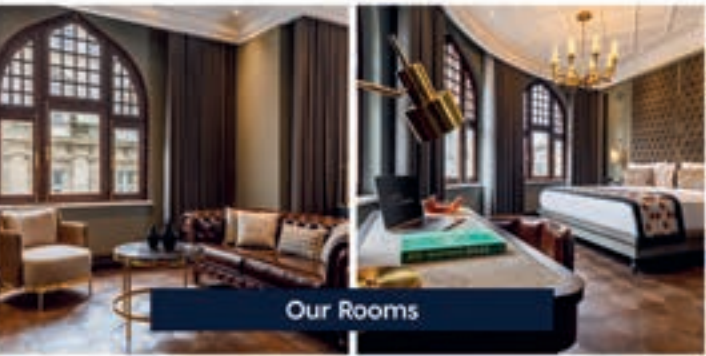
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PEGASUS TO LAUNCH FLIGHTS TO GREEK ISLANDS

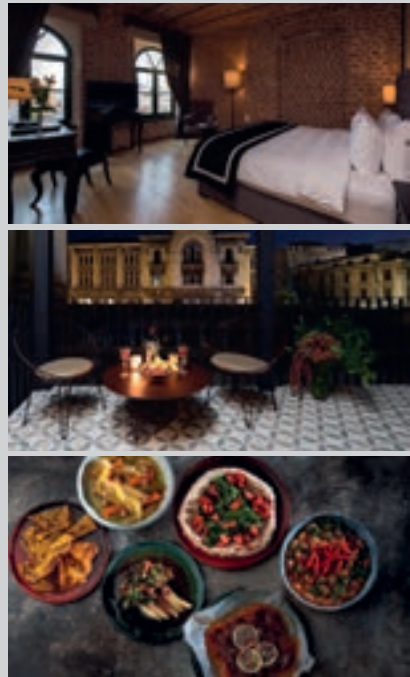
Türkiye's leading low-cost carrier Pegasus Airlines has announced that it will launch flights to Greek islands of Rhodes and Lesbos this summer. The flights to the Greek islands will be launched from Istanbul's Sabiha Gökçen Airport starting from June 1, the carrier said in a statement. Flights from Sabiha Gökçen will be offered twice a week on Thursdays and Sundays. The round-trip ticket prices start from \$159/159 euros. Pegasus carried a total of 2.14 million passengers in March this year, pointing to a 23 percent increase from a year earlier.

Passenger traffic at airports rises 32 percent in first quarter: Data

Türkiye's airports served nearly 39 million passengers in the January-March period, up by 31.7 percent in the same period of 2022, data from the General Directorate of State Airports Authority (DHMI) have shown. International passenger traffic grew by a strong 48.3 percent in the first quarter of 2023 from a year ago to 20.2 million, while domestic passengers increased by nearly 18 percent year-on-year to 18.8 million.



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Interest at fairs indicates strong tourism season for Türkiye

Two of the world's most important tourism trade shows have taken place back to back, with ITB Berlin in March and EMITT Istanbul this month bringing together international tourism stakeholders.

The fairs, which take the pulse of tourism around the world, also present general predictions for 2023, and the industry agrees that 2023 could be a record year for the post-pandemic travel industry. The feedback from Turkish tourism professionals from both fairs also shows that there will be an increase in tourist movement from different regions for the country. Especially in the summer season, with the rise of Eastern and Northern Europe, the country is already looking forward to an active summer season. In 2022, Türkiye took its record to a new level and achieved tourism revenues of \$46.3 billion. In 2023, the country, which has set record targets for the number of foreign tourists and tourism revenues, aims to reach 60 million tourists and generate \$56 billion in tourism revenues.

Firuz Bağlıkaya, president of the Turkish Travel Agencies Association

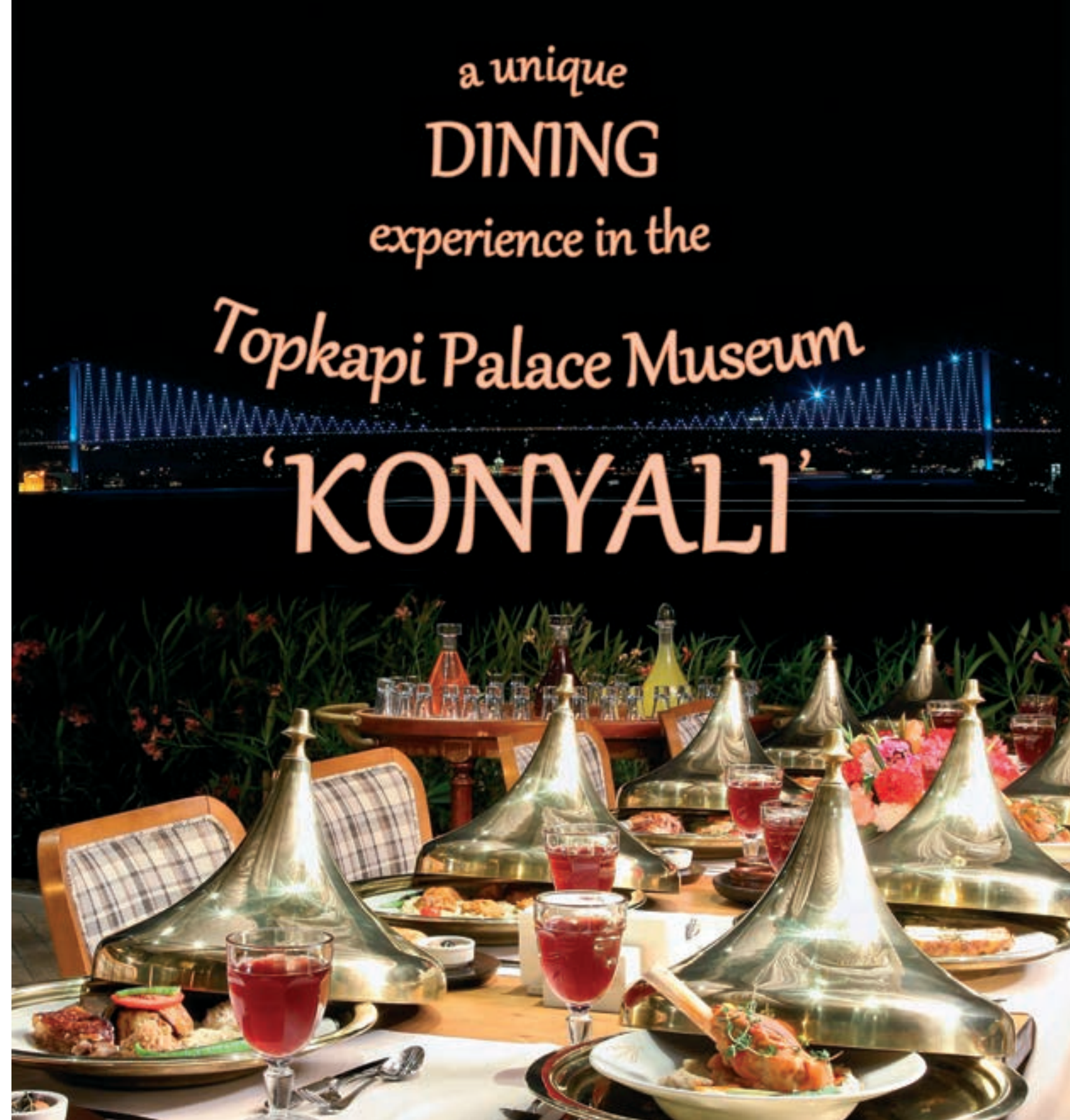
(TÜRSAB), emphasized that the bilateral meetings they held at ITB Berlin, the meetings between delegations and the feedback they received from foreign travel agencies were very positive for Türkiye and said they kept their finger on the pulse of the sector at EMITT Istanbul. "The contacts and meetings we had during EMITT showed that both the demand for our country from abroad is positive and the development of domestic tourism continues while strengthening our expectation to reach the levels we have targeted in terms of tourism in 2023," she said.

Mete Vardar, chairman of the board of directors of Jolly, said that 2022 was a very successful year for Turkish tourism and that the feedback they received from both ITB Berlin and EMITT predicted high demand for 2023. "We saw the interest very clearly at the ITB fair," he said. "The demand for Türkiye, especially from Europe,

continues to be very huge. The U.K. market is also intense. The sales of the Russian market have surpassed last year to date, and the demand is still very strong."

Kaan Kavaloglu, president of the Mediterranean Tourist Hoteliers and Operators Association (AKTOB), said the results of the fairs support Türkiye's tourism goals.

"Specifically for Antalya, we expect to exceed 15 million tourists, with the British and German markets sending an increased number of tourists compared to last year," he added. "With the decrease in the effects of the Russia-Ukraine tension, there is also an increase in arrivals from Russia. The data for the whole year will be similar to 2019. We are approaching the target of \$56 billion in tourism revenues and 60 million tourists, announced by the Culture and Tourism Ministry for 2023. We may experience a new record year."



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**AIIB provides loan for
Antalya Airport expansion**

The Asian Infrastructure Investment Bank (AIIB) has signed a 140-million-euro loan with Fraport TAV Antalya Yatırım, Yapım ve İşletme (FTA) for the expansion and modernization of Antalya's Airport to improve airport service and the availability of travel options. This capex bridge loan will facilitate greater cross-border connectivity between Europe, Asia and other destinations, said the bank in a statement. "It also marks AIIB's inaugural non-sovereign backed financing transaction in the airport industry, bringing its global leadership in developing sustainable and energy efficient transport infrastructure to the aviation industry."



**CAPPADOCIA'S TOURIST
NUMBERS IN 2023**

Cappadocia, Türkiye's popular touristic region that is famous for its fairy chimneys, hot air balloons, and underground cities, continues to be on travelers' bucket lists. Museums and archaeological sites in Cappadocia attracted more than 168,200 tourists in March, according to local authorities. Nearly 42,000 domestic and foreign tourists visited the Zelve archaeological site, while almost 23,250 others visited the Kaymakli Underground City. In the same period of last year, over 133,100 domestic and foreign tourists visited the tourism centers in Cappadocia, the statement added.



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**FEEL THE DIFFERENCE IN SAKARYA
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Türkiye's thermal spring Pamukkale, western Muğla tout high hopes for tourist arrivals

Türkiye's southeast region, UNESCO World Heritage site Pamukkale, known as the "white paradise," in western Türkiye's Denizli province attracted more visitors than in previous years during the first three months of this year.



Gazi Murat Şen, chairperson of Denizli Touristic Hotel and Operators Association (DENTUROD)

Pamukkale's thermal facilities in particular saw a surge in visitors during the recent half-term holiday. According to official figures, the region welcomed 229,897 visitors between January and March this year, compared to 129,469 visitors during the same period last year.

Gazi Murat Şen, chairperson of Denizli Touristic Hotel and Operators Association (DENTUROD) told, that after the earthquakes, they saw a downturn in domestic guests traveling to their area.

Noting that despite the setbacks, tourism professionals continue their preparations for the region to gain vitality, Şen said. "Starting from June, we will see that the demand will increase again, especially regarding foreign arrivals. We have not lost our hope for 2023. We have set a target of 3 million visitors for Pamukkale. We will do our best as tourism professionals to reach this target," he said.

Şen stated that some 86,911 travelers

visited the region in January, and although they experienced a decline in February, the numbers were started to rise in March. "In the first three months, Pamukkale received approximately 230,000 visitors. The months we receive the highest number of visitors are generally July, August, September and October. In these months, we attracted over 400,000 visitors in a month in earlier seasons," he explained, adding that, they expect a higher number of arrivals this year as well, with the beginning of the season.

The Pamukkale region is particularly famous for its natural spring, situated in close proximity to the white travertine terraces. Dating back to ancient Hierapolis, this pool formed naturally after the collapse of a series of columns in an earthquake in 692 A.D.,

which caused thermal water to accumulate. Meanwhile, thanks to the successful promotional efforts led by YDA Dalaman Airport and its stakeholders, Türkiye's southwestern touristic province of Muğla and its surroundings

has emerged as a key destination, particularly among European travelers, a report by Turkish daily Sabah said Thursday.

The efforts have yielded visible positive results, with a surge in tourist arrivals to the region. The airport wasted no time in kicking off the summer season, as flights began as early as March 17 and quickly filled up. According to the information received from the airport management, Dalaman Airport served 2,240 aircraft and 327,307 passengers during the winter season.

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2023 WILL BE THE YEAR THAT EXCEED 2019

Chairman of the board of Bekdaş Hotel Deluxe, George Bekdaş, introduced Bekdaş Hotel Deluxe Istanbul which recently has been restored and host its guests with 97 luxury rooms and over 19 years of experience located in the center of the ancient city to our readers. Also by sharing thoughts and expectations on 2023 season, Bekdaş emphasized that European tourists will be more interested in Türkiye.

Could you tell us about your hotel?

Bekdaş Hotel Deluxe İstanbul host its guests with 97 luxury rooms and over 19 years of experience located in the center of the ancient city. By being one of the most well-known hotels of the area, Bekdaş Hotel Deluxe İstanbul's both inner parts and outside have been designed elegantly and stylishly. Besides, the hotel's SPA area and the luxury restaurant with the sea view have been re-designed in 2013 to provide the highest-level comfort to our guests. 'Panorama' restaurant, located in Bekdaş Hotel Deluxe İstanbul,

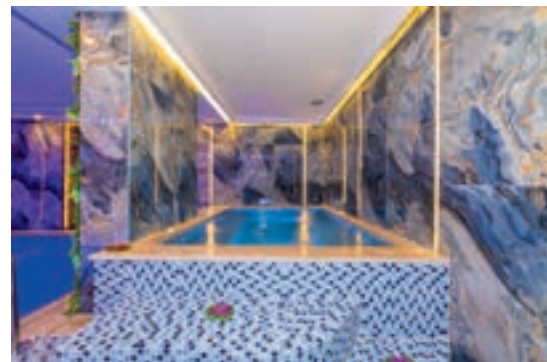
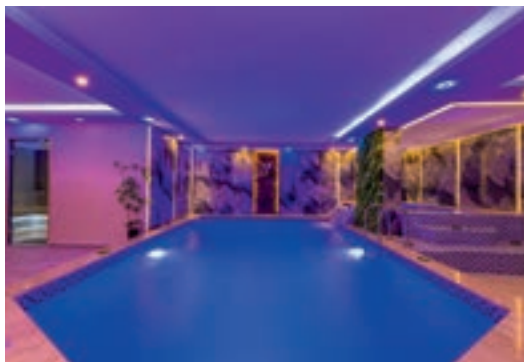
presents delicious meals of Turkish Cousine with its remarkable İstanbul Bosphorus and ancient city view. We invite you to experience the traditional Turkish Hospitality with the highest standarts in the middle



of the culture of hundred of years in Peninsula surrounded with Hagia Sophia, Sultanahmet Mosque, Topkapı Palace and Grand Bazaar.

What kind of comfort your guests come across with in your hotel?
Could you give us information about the services you provide to your guests?

Panorama Restaurant presents delicious meals of Turkish Cousine with its remarkable İstanbul Bosphorus and ancient city view. Our SPA and life center area is the best option to get away from stress, renew the body and the soul. We provide healthy life thearpy with Turkish Hamam, sauna,



foam bath, closed swimming pool, jacuzzi, massage options and special packages in our SPA center. There is a conference room with 30 people of capacity in our hotel which is ready for conferences for every day and every time. Our guests can use the conference room for free.

What kind of profile of guests your hotel has?

We have guests from many countries. Balkanian countries, European countries, Bulgaria, Greece, Russia, Ukrania, Poland, Arabic countires and South African counties are some of them.

What are your thoughts and expectations on 2023 tourism season?

It can be seen that the high prices of Europe won't effect the travel choices of people. But it also can be seen that the travelers will search for good prices. There is no doubt that European tourists will pay attention to Türkiye considering its quality services with good prices. Shortly, Türkiye will exceed 2019 in 2023.

Lastly, what kind of message you have for the sector?

The increasing rulelessness in the world and the approaches of big states and monopolies that put their own interests before everything else unfortunately make it difficult to create a foresight about the sector. We hope to have a season full with peace and tourism.



Chairman of the board of Bekdaş Hotel Deluxe, George Bekdaş



Wizz Air Launches Istanbul Flights

Wizz Air, Europe's fastest-growing and most sustainable airline globally, made its first flight to Istanbul Airport on Tuesday, March 28, 2023, becoming the 84th airline connected with the Turkish aviation hub.

ts inaugural flight took off from London Luton Airport and landed at Istanbul Airport, while another from Gatwick Airport is scheduled later in the day, according to a statement by airport operator IGA.

Wizz Air returns to Istanbul after 7 years and adds four point-to-point services to Budapest, London Gatwick, London Luton, and Iasi, the earliest flight departing in March already. With these services the airline will be the first ultra-low-cost carrier flying from Istanbul airport, providing over 400,000 high quality, but low-fare seats to cities around Europe. Wizz

Air's industry-leading low emissions and highly sustainable operations will support Istanbul Airport to reach its sustainability goals by operating the modern and sustainable Airbus A321neo aircraft. Besides the new all-year-round routes to Istanbul, WIZZ launches seasonal point-to-point services to the Turkish seaside, Dalaman and Antalya, supporting the ramp-up of local tourism. Over 300,000 passengers from Abu Dhabi, Bucharest, Budapest, Cluj, Debrecen and London will be able to enjoy the airline's low fares and high-quality direct connections to these amazing

resorts. Hotel Association of Türkiye (TÜROB) President Müberra Eresin said, "We kept in touch with Wizz Air officials regarding the company's projects in Türkiye from the very beginning. In this regard, the support of our Minister of Culture and Tourism and Minister of Transport and Infrastructure is very important. We are also very grateful to them. The start of flights to Istanbul is also very important and very valuable in terms of tourism. In a short time, new flight routes from abroad will be added to different points of our country. We hope that the potential for the continuation of flights will be created."



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MEHMET MENGÜ: 2023 WILL BE THE YEAR OF ACHIEVING BIG GOALS

Mercan DMC, founded in 1985, has been holding its top position in the Middle East market for years. The company, which has been operating in the industry for 38 years, entered 2023 with great goals. Mehmet Mengü, Vice Chairman of the Board of Mercan DMC, shared the company's 2023 goals with Turizm Aktüel.

Could you briefly describe Mercan Tourism? In which countries does it operate?

Mercan DMC, which has been serving Turkish tourism since 1985 and providing significant numbers of tourists and foreign exchange to our country, prioritizes customer satisfaction as its primary principle. As a result of the importance we place on the loyalty concept in our activities, our

capacity and efficiency are constantly increasing. Our company actively works with more than 1800 travel agencies from 28 countries in the Middle East, North and South Africa, and Europe. In addition to independent and chain hotels, our company also provides solutions to travel agencies, tour operators, wholesalers, destination management companies, online travel agencies, and central

reservation companies.

You have held a first place in the Middle East for years. How many tourists do you bring to Türkiye on average each year?

Mercan DMC was selected as "Türkiye's Best Travel Agency" and "Türkiye's Leading DMC Company" for the 5th consecutive year in 2022 at the World Travel Awards. World Travel Awards conducts international

selections in every area of tourism and for each country according to specific criteria. The selection of the applicants is made by voting method by tourism professionals and companies on an international level. Our company has been selected as "Türkiye's Best Travel Agency" and "Türkiye's Leading DMC Company" for 5 years in a row. Compliance with World Travel Awards criteria, no deficiencies seen in our service provision to international companies, and our company's

company reaching this point comes from following global tourism trends and using high information and communication technologies correctly. As you know, technology is constantly changing, and the necessary information needs to be provided according to the needs.

What kind of business partnership do you have with hotels in Istanbul and Türkiye? Where does the secret lie behind the fact that most hotels are extremely satisfied with working



customer satisfaction and quality service enabled us to receive these awards. Therefore, we do not have a specific number for the average number of tourists we bring to Türkiye each year.

You founded Mercan DMC in 1985. Looking back on the 38 years of operating as an agency, where do you think Mercan Turizm's turning point begins? Can you briefly tell the success story?

We strive to offer our customers a good price and high quality by combining the infrastructure we have established with our offices, representations, and partners in the countries where we actively operate, our 38 years of experience, and our company's tourism culture. The biggest contribution to our

with Mercan Turizm? Do you have a message for hotels who want to work with Mercan Turizm?

During the years when the pandemic started, there were great concerns about tourism worldwide. Despite this process, we have shown significant growth in terms of revenue and individual basis. Even during the periods of curfew, we have achieved important things by proving to our guests that Türkiye is a safe and travelable destination through special studies we have carried out with our partners in the airline and accommodation sectors. Turkish tourism has faced great challenges. However, thanks to the studies we have carried out in our markets, we have overcome them all and continued to contribute to Turkish

tourism under all circumstances. With this excitement we have, we want to achieve bigger goals in 2023.

Do you have any final thoughts or a message to the sector?

The international tourism industry is an essential activity for the macro and micro economies of countries. In addition, it is a significant service sector that has a positive impact on many areas such as politics, society, environment, social and health. The tourism industry supports macroeconomic progress and plays a vital role in closing the trade deficit. It also contributes to employment both directly and indirectly. However, for these goals to be achieved, it is essential for travel agencies to implement healthy systems in the micro direction.

In order for Türkiye to have a larger share in international tourism and increase tourism revenue by attracting more tourists, all stakeholders in the sector are making the necessary effort. Travel agencies are, of course, the main players who contribute to achieving these goals. Therefore, the position of travel agencies that bring a high number of tourists to our country and provide foreign exchange, as well as the methods they employ, are important. To increase the number of tourists coming to our country, visa procedures need to be simplified. Our country receives a significant number of tourists and foreign exchange from Middle Eastern countries. Our company, which strives to represent Turkish tourism in the best possible way, hopes to achieve even greater goals in the future. I wish a successful season to all stakeholders in the tourism industry. The international tourism industry is an indispensable area of activity for the country's economy. To reach our goals as a sector, it is important for travel agencies to implement healthy systems at the micro level.

Maiden's Tower restored in line with works 200 years ago

The Maiden's Tower, one of the symbolic buildings of Istanbul, has been renovated in accordance with the restoration plan carried out during the reign of the Ottoman Sultan Mahmud II, about 200 years ago, Culture and Tourism Ministry Mehmet Nuri Ersoy has announced. The opening process of the historical tower was delayed a little as the renovation team decided to carry out strengthening works in the tower after the devastating Feb. 6 earthquakes, Ersoy stated during his visit to the restoration area. With all the delays and additional works, the Maiden's Tower will be opened to visitors in the first week of May, Ersoy added.



TUI and Rixos Announce Partnership

TUI has signed an exclusive three-year agreement with Antalya-based Rixos Hotel Group. The partnership includes ten strategically important properties and will enable TUI to offer high-quality accommodation with prime locations, quality food & beverage options, and a variety of offers for children in all markets. The partnership is expected to contribute significantly to the TUI Group's growth strategy in Türkiye and will be available for TUI customers only, for the summer 2024 season and onwards.

Russian Airlines to Fly Direct to Cappadocia

Turkey's famous Cappadocia region soon will have direct connections to Russia. Russian Federal Aviation Authority (Rosaviatsiya) announced that 3 Russian airlines were allowed to operate scheduled flights to Cappadocia. According to the statement made by Rosaviatsiya, the airline companies that were allowed to operate direct flights to Cappadocia were S7, Red Wings and Nordwind. S7 and Nordwind will fly to Cappadocia from Moscow, while Red Wings will operate direct flights from Moscow, Krasnodar, Mineralnye Vody, Rostov-on-Don and Sochi. It has not been announced when the 3 airline companies in question will start their Cappadocia flights.



Mehmet Satar appointed to an important role in the UAE

Mehmet Satar, an experienced figure in the hospitality industry, has been appointed as the General Manager responsible for Bin Otaiba Hotels' properties in the United Arab Emirates and South Africa. Bin Otaiba Hotels, which includes 14 hotels, is one of the world's most famous hotel groups, with its headquarters located in Dubai Sharjah. Based at the Dubai Sharjah office, Mehmet Satar will serve as the General Manager responsible for Bin Otaiba Hotels' properties in the UAE and South Africa.

There is now a 'Brother Barber Shop' at Galataport

Brothers Ismail and Özcan Özçelik have become a tourist attraction with their 'Brother Barber Shop', which they opened in Istanbul Galataport. The shop, which has been in service for about a year, has attracted European, Russian, American, Peruvian, Mexican, and Middle Eastern tourists among its customers. Ismail and Özcan Özçelik have been practicing their profession together since they started in Istanbul Beyoğlu in 2003. Located in Türkiye's most prestigious location, Galataport, 'Brother Barber Shop' offers haircuts, skincare, manicures, pedicures, and a beauty center. 'Brother Barber Shop' will be the center of attraction for all tourists.



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Yusuf Narlı: We brought the concept of 'lifestyle thermal' to tourism



Yusuf Narlı, member of the BN Hotel Thermal & Wellness Board of Directors

BN Hotel Thermal & Wellness offers its guests an experience beyond expectations with its "lifestyle thermal" concept. Yusuf Narlı, member of the BN Hotel Thermal & Wellness Board of Directors, said in a statement to Turizm Aktüel, "In 2023, our motto and our entire strategy will be to convey the 'lifestyle thermal' philosophy to a much wider audience."

Can you tell us the main lines of BN Hotel Thermal & Wellness, which was put into service in Mersin in 2020?

You know, the strength of brands is determined by the stories they have. Behind the founding of BN is a 9000-year-old story of goodness and healing. As it is understood from the existing ruins, our thermal waters, called Camili Village Sulphurous Water has been evaluated by flowing throughout history until the

Mosaic Bath, a bath from the Roman period. When the dimensions and construction style of this ancient bath in Mersin's Karaduvar District are examined, we can better understand how valuable the Camili Village water is.

Here is our starting point. BN is much more than a hotel with its very special story, easily accessible location, vision it brings to thermal tourism and the experiences it provides to its guests. Our hotel is 15 minutes from the city center and 30 minutes from Çukurova Regional Airport. away, on the outskirts of the Taurus Mountains, on a land of approximately 450 decares. While there is a hotel campus on 102 acres of this, agricultural activities belonging to the hotel are carried out on the 348 acres. I am talking about a special location in citrus and olive groves and vineyards, where there is not even a single concrete pile around you. In our hotel campus, we have 246 rooms in 9 different room categories and a total of 644 beds in 3 villas. Our campus has the most equipped thermal SPA of our country. There are 35 different pools in total in our facility, which also includes the city's largest aquapark.

What does BN Hotel Thermal & Wellness offer to its guests?

As a first in Turkey, we offer our guests resort and thermal holiday experiences at the same time. With our child and family friendly concept, we have many opportunities for both children and adults. Thermal SPA experiences are of course at the beginning of this. There is almost nothing in our SPA, which is built on an area of 11500 m². Our guests experience a unique wellness experience in our SPA, which consists of three separate sections as family, men and women. Our hotel also offers a wide range of gastronomic services. Food means a lot to us. Our delicacies prepared with products from the fertile lands of Çukurova and the Taurus Mountains offer our guests a gastronomic feast. On the other hand, we offer a compact holiday experience that will attract the attention of all ages, with many sports activities from tennis to basketball, animations that continue throughout the day, and especially night shows and entertainment opportunities.

What innovations has BN Hotel Thermal & Wellness brought to the region and Turkish tourism since its opening?

You know, in 2022, we introduced the concept of 'lifestyle thermal' to the country's tourism. We have seen that thermal tourism, with its traditional structure, is beyond the expectations of the age. We are fully developing this culture, which serves mainly above a certain age in a traditional structure, appeals to local tourists and promises limited experiences. We can call this the formation of a new vision and philosophy. I am talking about a philosophy that aims to create its own society, touching life and people, where all ages and all segments have different experiences. With BN, traditional spa culture has reached a whole new level. A new vision has emerged.

In 2023, our motto and our entire strategy will be to convey the philosophy of 'lifestyle thermal' to a much wider audience. I think that this vision will also be a role model for the thermal tourism ecosystem of our country. You will see many innovations in BN in 2023. Experiences will reach to the top. We will go further, we'll do considerable work to make a destination not only for our own brand also for our whole region.



HOTEL PRICES IN TÜRKİYE UP MORE THAN 70% OVER PAST YEAR

The cost of staying in Türkiye's hotels, as well as prices in cafes and restaurants, rose by 70.73% year-on-year, the data of the Turkish Statistical Institute (TUIK)

Hotels, cafes and restaurants with 70.73% was the main group where the highest annual increase realized," TUIK said in a press release on the website, adding that the price of accommodation in Türkiye's hotels grew some 3.85% compared to the previous month.

According to the press release, prices of food and non-alcoholic beverages grew by 67.89%, and healthcare costs increased by 64.68% over the same period. "A change in general index was realized in CPI (2003-100) on the previous month by 2.29%, on

December of the previous year by 12.52%, on same month of the previous year by 50.51% and on the twelve months moving averages basis by 70.20% in March 2023," TUIK said. The Central Bank of Türkiye expects inflation to be 22.3% by the end of 2023.



Jolly becomes largest shareholder of 'Tourism Media Group'

Serving the tourism industry for 36 years, Jolly invested in the Tourism Media Group as a major shareholder. Mete Vardar, Chairman of the Board of Directors of the company, Mert Vardar, Member of the Board of Directors, Volkan Ataman, Member and CEO of the company.

Jolly invested as a major shareholder in the Tourism Media Group, which has been operating since 2007 in order to develop and grow the MICE sector in Turkey, and to ensure unity and communication within itself. Mete Vardar became the Chairman of the Board of Directors and the Member of the Board of Directors. Volkan Ataman became the Member of the Board of Directors and CEO of the Dream Project which started its operations recently.

With this cooperation, it is aimed that two strong brands will come together and enable them to realize brand new bigger projects that will make a splash in the MICE, tourism and fair organization sector in Türkiye. It is aimed to transform Türkiye from a structure that only brings the mice sector together to an organizational structure that brings together all sectors in a wider platform such as MICE, tourism and fairs.



A sparkle in Istanbul

White House Hotel Istanbul is located in the heart of the historical peninsula and it is within walking distance to Hagia Sophia, Blue Mosque, Topkapı Palace, Archeology Museum, the Basilica Cistern, Grand Bazaar, Spice Bazaar, the Millennium Stone and Byzantine Hippodrome, which are the most important landmarks of the city. White House Hotel Istanbul is the ideal starting place for exploring this Ottoman capital city's endless historical sites, museums, restaurants, clubs and shops.



HÜSEYİN KURT: GLOBEMEETS WILL MAKE A DIFFERENCE IN TOURISM

Globemeets, which was founded by the two prominent people of Turkish tourism sector Hüseyin Kurt and Serdar Söyler, started business last year in June and organized very successful organizations in a short period. Hüseyin Kurt, the Co-Founder of Globemeets, told *Turizm Aktüel* about Globemeets...

What is Globemeets? What is the beginning story of it?

Me and my dearest friend Serdar Söyler from International MICE Endustry Foundation (I-MICE) founded Globemeets to have our business in international tourism marketing region. We wanted to put our company into business before pandemic. But with the beginning of the pandemic which was completely unexpected, our start postponed to the middle of pandemic period. Even if we opened our company, our activities start with the 2022 June.

Why did you establish this company?

We have lots of returns both from the area and our collages about how inefficient were the domestic organizations and events. None of the buyers or providers were satisfied at the end of the day. When buyers said that they couldn't find the right person as a provider, providers claim that there was no buyers, opened a stand, spent lots of money, organized event, organization etc besides time and money spendend. Of course, when the organizations are so failed, it lost its power every year and buyers didn't want to attend anymore.

At that point, we had a huge pression on us. People from sector gave us massages on becoming a part of this job and organizing right and efficient events. Events and organizations are



Hüseyin Kurt, the Co-Founder of Globemeets

our main job, the best thing that we know to do. We wanted to combine our most powerful part with our high potential network power.



What does Globemeets do?

Globemeets provides services to tourism offices, congress and visitor offices, domestic and international DMC's, airways, chain hotels etc. It aims to get connection between the buyer and the provider. It aims to build new collaborations by creating efficiency and quantity. It aims to make the connection between the provider and the national press and tourism press.

What have you been done since now?

As Globemeets, we hold our first

organization in Montenegro, which is the significant country of Adriyatik. We brought together the Montenegro Tourism Minister, Istanbul Consul General, Air Montenegro CEO and Montenegro tourism authority officials with the national and tourism press at The Ritz Carlton Hotel. We aimed to increase and strengthen the awareness of Montenegro in the eyes of the consumers through the national press and the components of the tourism sector through the tourism press. We held an organization on the boat in the evening on the same day wstth Montenegro Ministry of Tourism officials, Air Montenegro executives, DMCs and hotels met with 130 people consisting of agencies working in the MICE segment on the pearl of Istanbul, Outgoing incentive, leisure, FIT and outgoing cultural tourism segments.

The organization we held was became an important success story for the next ones. The results we had were satisfied for the tourism in Montenegro. Later, we met with Korean Tourism Organization. We made connections with them for another organization. We organized a meeting between the Korean tourism officials and national and tourism press in The Ritz Carlton Hotel. We held an B2B which 167 agencies from Korea, 6 DMC, Turkish Airlines, Emirates, Korean Air, Asiana Airlines, Singapur Airlines, Air Astana attended in the same evening.

With these efficient events of Korean and Montenegro's tourism officials gave their B2B meeting to us in Travel Turkey İzmir Fair. On March 10, we held a B2B and dinner event for our agents working in the MICE segment at the Fairmont Hotel, where the Korean Tourism Incentive Program was introduced, together with 2 DMCs from



Korea. We provided services for B2B meetings at the Emitt Fair on April 12-15. We brought together the officials of the Korean Tourism Office and 3 DMCs and their managers from Korea with over 100 decision-making agencies.

Can you tell us about the event you first announced?

Of course with pleasure... We wanted our event to carry the name and mission of our company, based on the existence of our company. That's why it's called "GLOBEMEETS B2B Networking Event". We will hold our event this year on September 22, 2023 at the 'JW Marriott Hotel Istanbul Marmara Sea', one of the newest and most prestigious hotels in our distinguished city Istanbul.

The most accurate collaborations

will be built in our hotel, which is the point where prestige and comfort meet. I can briefly tell about our event: As a hosted buyer from 23 different cities with our agencies working in the MICE segment, event management companies, congress agencies, outgoing incentive, leisure, FIT and outgoing cultural tourism segments, with around 250 people from Istanbul on the decision maker side. We will host around 70 of our agency colleagues, whom we have determined to pinpoint, in our organization. In total, we will host around 300 of our colleagues from Istanbul and outside the city, who were determined to be pinpointers, as "buyers, decision makers". All guests; will be able to participate in the organization with an invitation and accreditation. Unfortunately, anyone who is not invited, invited and/or accredited will not be able to participate. We will make connection among our colleagues from Istanbul and 23 cities of our country and sector providers, DMCs, airlines, tourism offices of countries, congress and visitor offices, etc. that will attend from more than 20 countries from Türkiye and abroad. After the whole day meeting, NETWORKING PARTY will be waiting for us to have fun. We'll have our NETWORKING party in one of the most popular event destinations of Istanbul, FİŞEKHANE.

Lastly, could you share about the advantages of the organization?

The most important part is to make the right buyer to meet with the right provider. People can attend to the

organization only with invitation. It is not open for everyone. 300 buyers from 23 different cities including Istanbul will come together. It gives opportunity for the buyers to meet with the right provider that needed.



Serdar Söyler, the Co-Founder of Globemeets





QUALITY HAS A PRICE. WE SHOULD HAVE OUR COMPETITION ON THE QUALITY, NOT ON THE PRICE

The 2nd President of TÜRSAB Alanya BTK and the Board Member of Alanya Tourism Promotion Foundation, Kerim Yılmaz said: "The tourism facilities in Antalya should focus on the competition of quality, not the prices."

The 2nd President of TÜRSAB Alanya BTK and the Board Member of Alanya Tourism Promotion Foundation, Kerim Yılmaz said: "There is a price for the quality. We shouldn't have a cheap country vision with sales." By emphasized the importance of focusing the competition on the quality, he told about the needs of sustainable tourism:

THERE SHOULD BE A CURRENT TOURISM POLICY

Sustainable tourism is an approach which considers a balance combination of environmental, economical and social factors. This is why, the current tourism policies should be applied to provide sustainability in Antalya on tourism. These policies can be done with contributions of bureaucrats, the manager of the sectors, tourism artisans and local people.



Kerim Yılmaz

GUEST SATISFACTION IS IMPORTANT

Kerim Yılmaz summarized the things that should be done: "The tourism facilities in Antalya should focus on competition of the quality, not the price. They should invest for better service, not lower service. This can increase the satisfaction of guests and support the sustainability. The negative

environmental effects on Antalya's tourism activities should be decreased. Considering that, some sustainability precautions such as water saving, efficiency of energy and protecting natural sources should be taken.

LOCAL PEOPLE SHOULD HAVE MORE BENEFIT FROM TOURISM

Tourism facilities in Antalya should provide more contribution to local economy. Using local productions, taking benefit from local services and hiring local workers are important for sustainable tourism. Local people should have more benefit from tourism. It is important to make to society to be a part of tourism activities in Antalya for sustainable tourism. It is needed to have the local people in tourism activities, make the tourism facilities to have communication with the society and protect the local culture while doing these things.



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



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Questa Hotels are reborn in Türkiye

The first hotel of the Italian hotel brand Questa Hotels in Türkiye opened in Eskişehir last year. Questa Hotel CEO Cem Ale told Turizm Aktüel the story of Questa Hotels' beginning in Türkiye and its future plans.

You opened the first hotel in Türkiye of the 42-year-old Italian hotel brand Questa in Eskişehir. Why Questa Hotels?

I want to start with the question why Questa Hotels. Questa opened its first hotel with the concept of a 4-star hotel in Palermo in 1980 and gave the hotel the current name of the brand. In the following years, he opened 8 hotels in Italy and Egypt under this name. After this stage, it became a hotel brand and turned into a small hotel chain recognized by all tour operators in Italy and Spain.

As a result of the developments experienced in 42 years, the brand owner sold the property of their hotels and switched to the hotel rental method. We told them that we wanted to grow this well-established brand as a big partner. The Italian family, the owners of the brand, accepted our request, relying on our 25-year friendship and business identity. We started our work by adapting the Questa Hotels brand to today's technology and service standards, revising and rehabilitating it with a cost approach that prioritizes optimization, with the Italian-Turkish partnership



Questa Hotel CEO Cem Ale

with my partner Barbaros İpek, Questa company's largest partner in Italy and Chairman of the Board of Directors. As for the reason why we opened our hotel in Eskişehir, our hotel in Eskişehir complies with our standards in terms of product quality. Considering the development potential of Eskişehir in terms of tourism, we decided to invest here. In this decision, Prof. Dr. The vision of our teacher Yılmaz Büyükerşen and his team was also very effective. When all these positive factors combined, we opened Questa's first hotel in Türkiye in Eskişehir without any hesitation. With the support provided to us by

our hotel investor, we experience the happiness of exhibiting our understanding of hotel management, which we blend with Italian and Turkish culture, in our first hotel in Eskişehir.

Could you introduce Questa Hotel Eskişehir to us?

Questa Thermal & Spa Hotel provides 5 star quality service. We serve our guests with our 32 square meter deluxe rooms, 55 square meter suite thermal rooms, 65 square meter junior suite and 75 square meter king suite. We have a capacity of 300 beds. Our guests, who start their day with a rich Turkish breakfast at our hotel, can experience the unique tastes of Italian cuisine at dinner. Our à la carte restaurant serves under the Italian brand Capini Ristorante. All products used in this restaurant are originally brought from Italy. Our guests can benefit from our thermal pool all day long at Adesso Spa in our hotel, receive massage therapies and relieve their tiredness. Questa Thermal & Spa Hotel also has 4 meeting rooms and a ballroom for 300 people. Our ballroom also has the qualified equipment to host



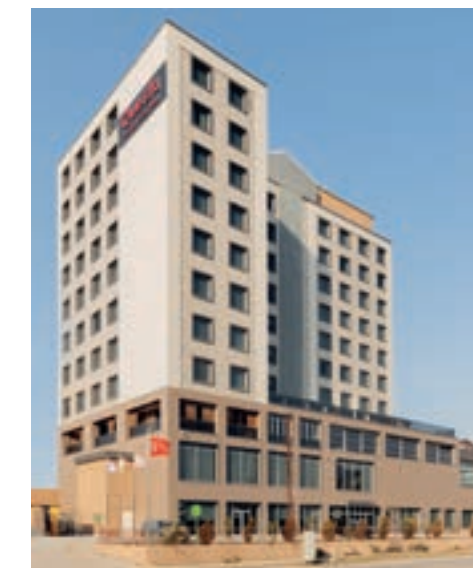
wedding, engagement and invitation organizations.

How will Questa Hotel contribute to Turkish tourism?

As Questa Thermal & Spa Hotel, our priority is to create our own guest profile in the world tourism market. We think that the advantages of not having the concept service we provide in any other chain hotel will bring positive results in terms of guest satisfaction. In the service we provide under the roof of Questa Hotel, due to the fact that we are subject to the laws of the European Union, the trust we create in the guests will have very positive reflections on the country's tourism.

As Questa Hotels, in which cities do you plan to open a hotel other than Eskişehir?

As Questa Hotels, we have a project to open 5 hotels in Türkiye, 3 hotels in Italy, and one hotel for each in two different European countries in the next 10 years. In Türkiye, we are planning to open hotels in İstanbul, Cappadocia and Bodrum. This year,



we will start our 5-star hotel project in Bodrum under the name of Questa Hotel Luxury Spa & Wellness.

How did you meet with the Questa Hotels brand?

My meeting with the owners of the Questa Hotels brand dates back to 20 years ago, when I was a hotelier in Cappadocia. We have come this far by maintaining our good relationship and we have succeeded in turning it into

a business partnership. We, with our hotel investor, take the responsibility. We offer the hotel we want with our own concept. The safety of our guests is very important to us. The fact that our hotel is equipped with emergency exit units, alarm systems, fire detection sensors and security cameras that provide our guests with a separate confidence and comfort. In addition, our IPTV internet hardware and software is a condition for our hotel program to have an EU approved certification. In our concept, our Italian restaurant Capini Ristorante, Monza Cafe and Adesso Spa massage therapy rooms are the sections that reflect our differences. In the hotels we operate under the roof of our brand, we make a kind of partnership with the hotel investor. The legal contract name for this is 'Profit-sharing lease contract'. We, like other brands, do not leave the hotel investor alone with the staff by saying, 'I will get signage money or a certain share of the income'.



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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.

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Orientbank Hotel Istanbul Autograph Collection named 'the Best in the World'

At the EMEA General Manager Conference organized by Marriott International in Abu Dhabi, Orientbank Hotel Istanbul Autograph Collection won the Shining Star award, which was attended by approximately 700 general managers.



Orientbank Hotel Istanbul Autograph Collection, which is considered a prestigious award given by Marriott International, crowned its success and leadership in the Elite Appreciation Top Performer category for 2022 with the Shining Star award. Orientbank Hotel Istanbul Autograph Collection also stands

out as the best-performing hotel among all Autograph Collection hotels worldwide. The hotel, which is ranked first among all premium brands in the EMEA region, won the award by achieving the highest scores in all categories selected from thousands of hotels for 2022. The award was presented to Orientbank Hotel

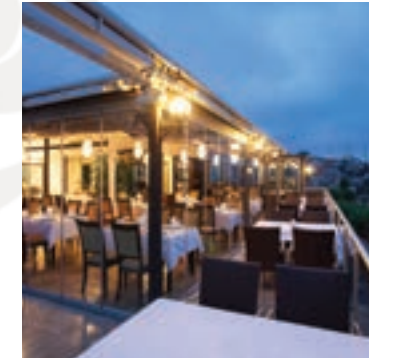
Istanbul Autograph Collection at the EMEA General Manager Conference organized by Marriott International on Monday, March 13. The award was received by Orientbank Hotel Istanbul Autograph Collection General Manager Engin Eryılmaz, along with Bonvoy Connector Polat Demirel on behalf of Bulut Gökmen Gök.



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TÜRKİYE'S KUŞADASI EYES 1M CRUISE TOURISTS, SOUTHERN SHORES EXPECT MORE RUSSIANS

Türkiye's southern and western shores are preparing to welcome an influx of tourists in the upcoming summer season.

Kuşadası, a district in western Aydın renowned for its popularity among cruise tourists, is setting its sights on attracting 1 million sea-bound visitors by the season's end. This ambitious target has been fueled by the district's success in hosting 35 large cruise ships since the start of the year, bolstering the morale of local tourism professionals. In the meantime, tourism experts in the southern Mediterranean province of Antalya's Alanya district, a prime destination for one in every 10 tourists visiting Türkiye, are aiming to receive approximately 2.5 million Russian visitors this year. Kuşadası, an important destination for cruise tourism known as "floating hotels," continues to attract giant ships to its shores. Visitors disembarking from these ships, which dock at Ege Port in Kuşadası, have the opportunity to explore the Ancient City of Ephesus and the House of the Virgin Mary in the nearby Selçuk district of İzmir. Others prefer to take

advantage of the city's shopping opportunities, making the most of their time in this unique corner of the Aegean. Ship traffic around the world has been significantly impacted over the past two years due to the COVID-19 pandemic, but the cruise sector is starting to show signs of recovery. Aziz Güngör, the general manager of Ege Port, recently spoke to Anadolu Agency (AA) about the state of the global cruise industry. According to Güngör, 2019 was an exceptionally strong year for cruise tourism, with 30 million passengers traveling by ship. However, this number dropped to 5 million due to the coronavirus pandemic. Despite these challenges, Güngör remains optimistic about the future. He notes that the recovery seen in the sector last year is continuing in 2023, and predicts that the industry will reach 2019 levels soon. In particular, he highlights the Mediterranean

market, which is growing in popularity and is expected to take a 20% share of the global cruise market by 2023. This trend bodes well for Türkiye, which is strategically located in the Mediterranean and stands to benefit from increased interest in the region. Kuşadası remains the most popular port of call for cruise ships visiting Türkiye, according to Güngör. Last year, half of the 1 million passengers who arrived in the country by cruise disembarked in Kuşadası, he said. Looking ahead to 2023, Güngör predicts that Kuşadası will welcome approximately 850,000 passengers on around 600 cruises. He believes that the port has the potential to attract millions of passengers in the coming years, with the occupancy rate approaching 90% playing a crucial role in this growth. Güngör notes that the number of ships arriving in Kuşadası has already increased significantly in 2023, with 35 ships having already docked between Jan. 1 and April 15.



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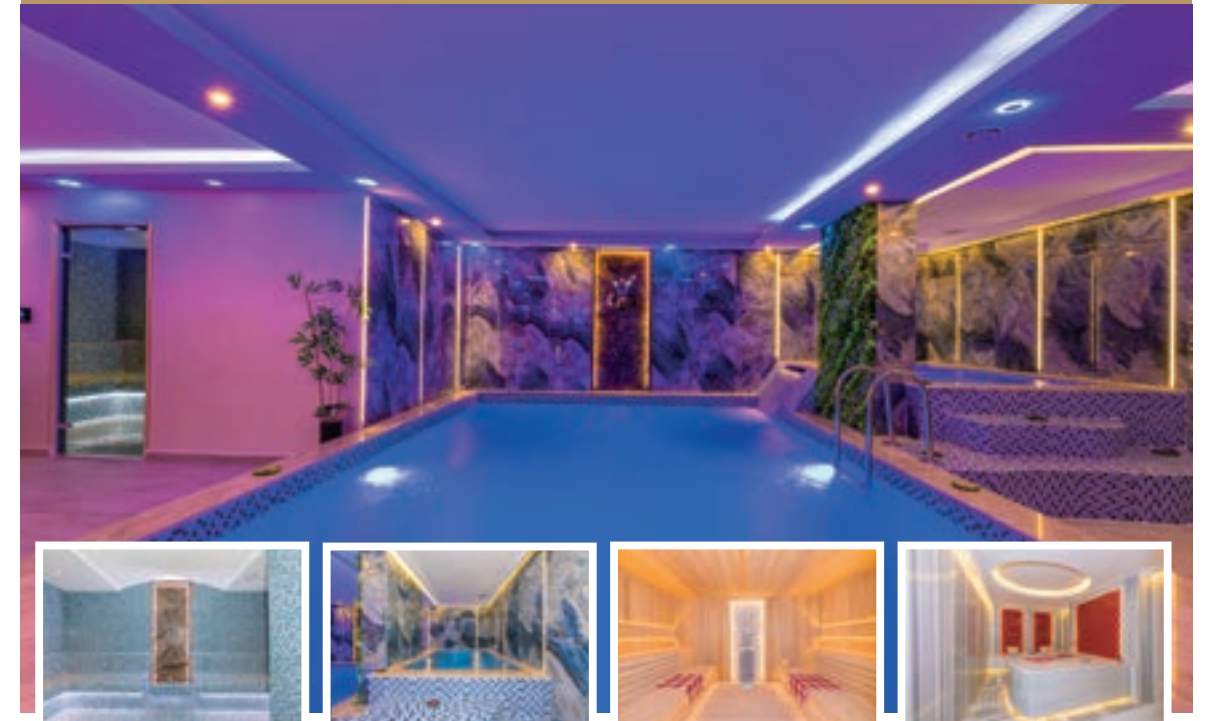
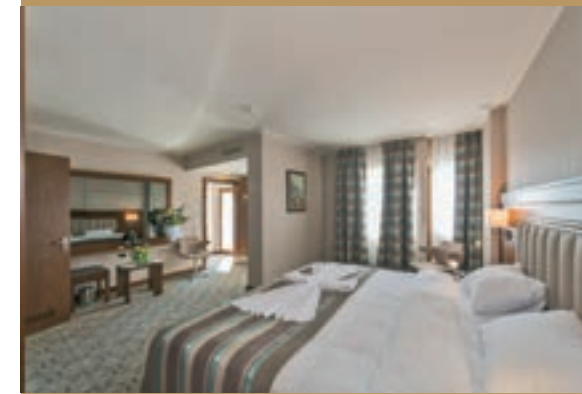
The fine dining restaurant "Panorama" invites you to taste the delicious Turkish Cuisine with a breath taking view of the Bosphorus & Old City. We invite you to enjoy the traditional Turkish Hospitality with luxury standards of Bekdas Hotel Deluxe Istanbul, in the middle of hundreds years of culture,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

 
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GERMANS CONTINUE TO SHOW INTEREST IN TÜRKİYE'S TOURISM

Norbert Fiebig, president of the Association of German Travel Agencies (DRV), said that Türkiye was the number one choice of German tourists.



Mehmet İşler, president of the Aegean Tourist Operators and Accommodation Association (ETİK), said that despite a slowdown after the earthquake, international bookings had returned to normal.

"Türkiye has economic opportunities for foreigners. Our biggest problem in the foreign market is the cost. The costs are constantly increasing, the foreign currency is not increasing, it is being suppressed. The gap is narrowing, and the sales we make in the foreign market do not leave any profit for the tourism sector. The profitability of the tourism sector will drop significantly this year. Even if the bookings go well, there will not be as much profitability as before," he said.

Answering Turizm Aktüel's questions at the Berlin International Tourism Fair (ITB), the world's largest tourism fair, which is being held for the first time this year after a three-year break, Fiebig said he was sure that interest in Türkiye would continue to grow.

"In the first few days after the earthquake, there was a drop in bookings to Türkiye," Fiebig said. "However, this was quickly overcome. Türkiye has regained its number one position for summer holiday bookings. We estimate that the pre-pandemic figures will be comfortably reached in 2023. Although it is not easy to make a clear prediction, we expect a record number of tourists from Germany to Türkiye this year."

According to the Culture and Tourism Ministry, the number of tourists coming from Germany between Jan. 1 and Feb. 28. was 79,797, making Germany the second biggest tourism market for Türkiye after Russia.

According to official data, 5.3 million tourists came to Türkiye from Germany in 2019, with the number decreasing to 2.1 million in 2020 due to the COVID-19 pandemic. The number of German tourists visiting Türkiye increased again in 2021, reaching 4.7 million and 5.7 million Germans traveled to the country last year.

Ali Onaran, chairman of Pronto Tour, said that international bookings had been slightly affected in the short term following the earthquake.

"I do not expect a drop in the spring and summer seasons," Onaran said. "Those coming from distant destinations do not evaluate the regions affected by the earthquake separately, there is no decrease in forward demand, even from Italy to Iraq. They say that they direct sales to Türkiye to support a little. Countries such as Russia, Georgia, Bulgaria, Iran and Germany, which come in the winter, all showed a decline in February," he added.



AN INVITE FOR A UNIQUE EXPERIENCE IN THE HISTORICAL PENINSULA OF ISTANBUL



Royan Hotel Hagia Sophia Istanbul, member of Radisson Individuals is located in the heart of Istanbul, historical Sultanahmet district where both Byzantine and Ottoman spirit congruously blended.

The hotel offers Old City's one of the premier and convenient location: close by the Marmara Sea, surrounded by and in walking distance to the all the major must see places, historical landmarks, museums, attractions and alluring places to eat, drink and shop. Within a brief stroll of the tram and metro station which makes other city sights so close.

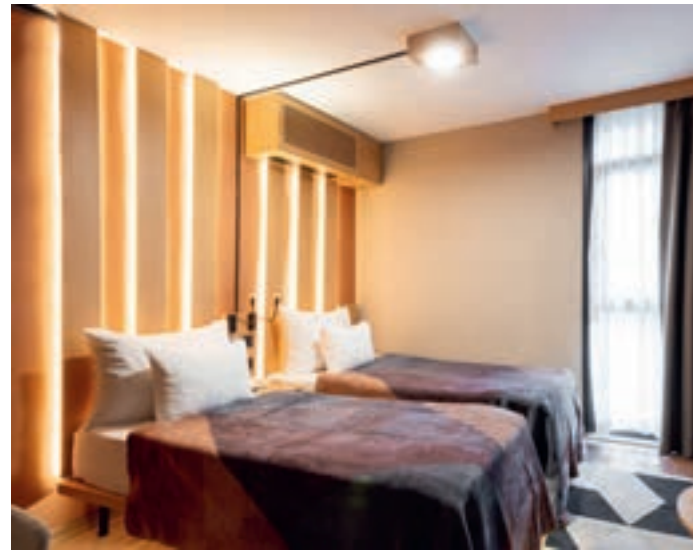
The design of the hotel is very modern but the guests can feel the historical atmosphere with Byzantine ruins inside. All the rooms and suites are comfortably attractive with elegants furnitures and soothing colors. Private marble bathrooms have luxury toiletries, additionally the suites have jacuzzi and hammam. A generous buffet breakfast is available at the sea view terrace with seasonal and delicious local products which make Turkish breakfast famous worldwide.

Hotel's restaurant Cisterna Brasserie offers an experience-oriented taste journey surrounded by the Byzantine historical ruins; the chef brings together global and local flavors with experimental and innovative interpretations. From the Yes I Can! service philosophy to consistently delivering on the essentials to offerings that help guests experience the local area, Royan Hotel committed to delivering memorable moments to every guest.

Royan Hotel Hagia Sophia Istanbul, member of Radisson Individuals

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Antik Hotel İstanbul, as being one the most characteristic hotels of Sultanahmet, is a host to an extraordinary Ancient Cistern with its 1500 years past. The General Manager of Antik Hotel İstanbul, Burak Atilla, introduced the hotel that has 360 degree panoramic view of Peninsula.

Could you tell us about Antik Hotel? Could you give us information about the 1500 years old Ancient Cistern that locates in your hotel? The project of Antik Hotel İstanbul was prepared in 1982 and once the work started on the area in the same year, the ancient ruins was founded. After that, the archeological work was

started in the area with the leadership of İstanbul Archeology Museum. When the archeological work was finished in 1990, the building process of the hotel was started in 1992 and was completed in 1994. It was determined by the archeologists that the ancient remain located in the hotel area dates back to early Byzantium, late Roman Period, 500-600 A.D and it was a public building. Since İstanbul has been a city in every period which has problem with providing water, they had water by opening a well under the ground. During the construction of the hotel, trenches were dug and the foundation was laid until there was solid ground on all four sides of the historical monument, and the building was completed without putting any load on the monument. On the top of the lobby, at the entrance of the hotel, there area 4 flats of rooms. On the 5th floor, there is Marmarion Terrace. Under the lobby, on the -2nd and -3rd floor there are the remains of Ancient Cisterna.

Does the Ancient Cisterna has the harmony with the hotel? Are there any events that being organized there?



It was in use as a night club at the first time of the hotel, later it turned into a open-roofed area for exhibitions, theatres, special events and organizations. It is still host its guests for monthly bases exhibitions, special occasions such as new year and valentine's day programmes. Weddings, birthday parties and henna nights can also be organized in there.

Could you tell us about the 'Marmarion Terrace' which has the sea view?

Marmarion Terrace located on the 5th floor of our hotel. There are Turkish cousine and world cousine in the restaurant. We prepare our seasonal menu with the fresh and organic products. Besides, we use regional products. Marmarion Teras, which host both the guests from inside and

outside of our hotel, services with updaton all the time. Our restaurant has an extended panoramic view of Marmara sea, Islands, Beyazit Mosque, Beyazit Tower and Sultan Ahmet.

What kind of comfort do your guests come across to in your hotel? What kind of services you provide to your guests?

Even if Antik Hotel İstanbul has 4 stars, it always update itself with high standart considering its services. The rooms on the 3rd floor had lots of good comments from both the guests and agencies with their comfortable and effective specialities during the Pandemic. We have the most hygenic rooms and corridors with antibacterial carpets.

The implementations have been done to the room's inner design to show

the hygiene. Comfort and peace are the main specialities and gastronomy also added to that list. Our hotel, host its guests with Turkish Hamam and massage rooms and SPA area will be added to it very soon.

Who prefer your hotel mostly? What are the differences of your hotel from the other hotels in the area?

Our hotel mostly have its guests from Europe, South America and Australia. We're preferred by African and Middle Eastern guests as well. The most important issue we care about on hosting is to provide permanence on workers. This is the main reason of our achievement. We have a team of workers who are the newest one works with us for 4-5 years and the oldest one works with us for 18 years.



The General Manager of Antik Hotel İstanbul, Burak Atilla

'EUROPE'S MEDICAL TOURISM SHIFTS TO TURKEY'

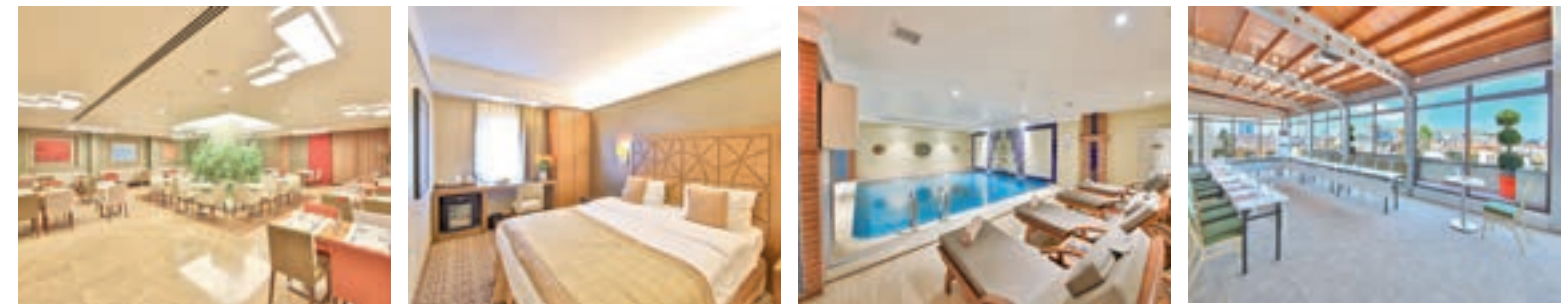
Europe's medical tourism is shifting toward Turkey, according to the general manager of an Ankara-based health organization.



Many cities in Turkey provide medical tourism services to foreigners, led by tourism centers such as Istanbul, Antalya and Ankara, said Ali Yakut, general manager of healthineverywhere.com, according to a press release. Consumers can choose appropriate health services on the website, which shares information about different services offered by leading health institutions in Turkey, he added. The organization, in addition, provides support for those who need accommodation, transfer and interpretation, he noted. The global market for medical tourism has recently reached \$100 billion (TL 1.36 trillion) annually, with

consumer spending an estimated average of \$10,000 per person. Services range from dental health and hair transplantation to thermal spas and aesthetic surgeries. Turkey has come to the forefront in medical tourism with competitive prices and successful operation rates, on top of its rich heritage as a cultural destination for tourists. It provides medical services to around 1.2 million tourists that come from Europe. Foreign tourists who come to Turkey most commonly opt for aesthetic surgeries, hair transplantation, heart surgery, orthopedics, oncology, dental health and in vitro fertilization. Yakut said the number of British

visitors coming to Turkey for medical tourism is increasing every year, increasing from a few thousand in 2010 to tens of thousands today. "Turkey is one of the top 10 countries where British citizens get medical treatment. With the pandemic nearing its end and Turkey's growing medical infrastructure and success in hotels and hospitality, its ranking will change in a short period of time. Turkey's target is making it to the top five. With the healthineverywhere.com platform, we want to increase the medical tourism potential between the two countries," he said. Yakut noted that a group of doctors from the U.K. and Ireland would come to Turkey in March for training.



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Avni Ongurlar, the Chairman of the Board of Hafiz Mustafa 1864, said "Thanks to our cultural diplomacy vision, we have made it our mission to present Turkish desserts to the world in the highest quality version possible by putting more effort into it every day."

Starting that only 6 people were employed when they took over the company, Avni Ongurlar underlines that they reached 1,500 people and adds: "We are not just tradespeople, we are cultural ambassadors who preserve traditional flavors and pass them on to future

generations." Hafiz Mustafa 1864, one of the few businesses that managed to survive from the Ottoman Empire to the present, is known as the inventor of the pastry confectioner. Hafiz Mustafa 1864 Chairman of the Board of Directors Avni Ongurlar stated that when they bought the

brand, which is now 158 years old, in 2007, they acquired a deep-rooted history. Ongurlar said "We bought one of Turkey's second oldest brand. The awareness of Hafiz Mustafa, who has only 6 employees in the store in Eminönü, was not at the level we wanted.

Since we know that bringing the brand to the point worthy of its name depends on the quality of the products, we gave all our strength to production. First, we abolished contract manufacturing. We said that we will produce the product that we sell and we established a large workshop. We have recruited the best masters of Turkey. We delivered the best quality raw materials to competent masters. We have made all our products organic. Afterwards, it felt like ripping a sock on its own. Today, we have become the determinant of quality in all the products we sell."



Avni Ongurlar, Chairman of the Board of Hafiz Mustafa 1864

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MUSTAFA DELİVELİ: THE FLIGHTS ARE FULL WITH PEOPLE

The President of South Egean Touristic Hoteliers and Operators Union (GETOB) Mustafa Deliveli said that they have hope with 2023 tourism season and revealed that the flights are full with people since 17 March with the early start to the season.

The President of South Egean Touristic Hoteliers and Operators Union (GETOB) Mustafa Deliveli said that they have hope with 2023 tourism season and revealed that the flights are full with people since 17 March with the early start to the season.

The tourism in Muğla have the beginning of its season on 17 March with the early start. The winter flights and the early flights of the season gave hope on tourism sector. The President of South Egean Touristic Hoteliers and Operators Union (GETOB) Mustafa Deliveli pointed out

that Muğla, with the advertisements, has become an important destination for European tourists. By saying that the advertisements had a positive effect on Muğla, Deliveli said: "2.240 flights with 327307 passengers came to Dalaman in winter period. We have hope for 2023 tourism season."



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The main reason of to make our investments to Çanakkale is the high potential that the area provides

Chairman of the board of Anzac Hotels, Armağan Aydeğer, told about the establishment story of Anzac Hotels and its work policy to our magazine. He emphasized with his statement that pandemic showed how the qualification is important than quantity.

Could you tell us about the story of Anzac Hotels?

Our investment in Çanakkale started in 1989 with Anzac Hotel. It was established by my father, Hayati Aydeğer and became my central school holiday area. Later I graduated from Istanbul University to be an Electronic Engineer and i had my master on Informatics Technologies in Manchester University. And after that i joined to the military to complete the



Chairman of the board of Anzac Hotels, Armağan Aydeğer

obligatory duty and i came back to Çanakkale in 2002.

Later, the process moved very tense and fast. As soon as i arrived, we overlooked to our development

plan and put Anzac Hotel under a comprehensive revision. After that, we hired the Historical Kervensaray Hotel, which was the house of a lawman during Ottoman Period and one of the

symbols of the city and we carried this facility to its highest level within 7 years.

We put Grand Anzac Hotel in 2005 and Comfort Anzac Hotel in 2007 into service. Meanwhile, we also bought Abygos Hotel, that located near to the Anzac Hotels in the city center, for 5 years and we increased our capacity as Troia Anzac Hotel. Finally, we sold Troia Anzac Hotel in 2017 and we bought Tusan Hotel, which is one of the most well-known hotels of Çanakkale with its location on the sea cost in Guzelyali and we changed its name to Troia Tusan Hotel and put it into service. Çanakkale, with it has cultural, historical and natural opportunities such as the Historical Gallipoli Peninsula, Troy, Assos, beaches, many alternative sports opportunities, a strong transportation infrastructure such as the Bosphorus bridge, tunnels, airport, port, being the center of Turkey's significant number of agricultural and animal products, is one of Turkey's fastest developing and most promising destinations due to many reasons, such as the fact that 10% of the city's population consists of university students. You can see that it is possible to apply the highest standarts of every kind of tourism in Çanakkale except the activities with the snow when you evaluate the possibilities of it.

Troia Museum, which was opened in 2018, is one of the most important contemporary museum of the world. Troia Ancient City, Arkeoköy and Etnoköy provide a historical journeys to their visitors. Çanakkale presents good opportunities for eco-tourism with its lost of extraordinary natural beauties such as Kazdağları. The main reason of our investments to be in Çanakkale is the high potential of this area.

There are three hotels of Anzac Hotels Group; Anzac Çanakkale, Anzac Grand and Anzac Comfort. What are the difference of these 3 hotels from the other hotels of the area?

Anzac Hotels are located in the most central part of Çanakkale, close to the historical Clock Tower, Harbour and Republic Square. Anzac Hotel is on the opposite of Clock Tower and 50 meters away from ferry harbour. Anzac Hotels provide high hygiene, advantage location, practical, fast and safe accomodation with their 3 star standarts on the center of the city. We have an important renovation process between 2022 September and 2023 April in Anzac Hotels. Anzac Hotels provide an ideal accomodation opportunity for especially the guests who want to live the cultural and historical side of Çanakkale and want

City. Troia Tusan Hotel is at a seafront point surrounded by centuries-old pine trees, all rooms open to the outside, many indoor and outdoor hotels and a la carte restaurants, cafes and bars, meeting room, SPA, Turkish bath, sauna, gym, meditation areas, pool. It is among the most popular facilities of the region with its private beach, walking and cycling routes in magnificent natural surroundings, and coastal fishing spots. We had an important renovation work between 2022 September-2023 April on our hotel.

Could you tell us about the future plans?



to be only on a few minutes of distance to the city's restaurants and night life area.

You became stronger in tourism sector by having Troia Tusan Hotel in 2017. Could you tell us about it more?

Tusan Hotels were one of the first chain hotels of Türkiye. Tusan Group, builded high standart hotels with the enviroment on important cultural destinations of Türkiye such as Troia, Pergamon, Ephesus, Pamukkale. The group sold some of their hotels to their directors while they were leaving from the sector. One of those hotels is Tusan Hotel Çanakkale.

We bought Tusan Hotel Çanakkale in 2017 as Anzac Hotels. We updated the name of the hotel to Troia Tusan Hotel considering its location which is only 10 km away from Troia Ancient

Pandemic made us to remember about how the qualification is important than quantity. That's why we have our concantration on growing the standarts of our facilities and increasing the quality of our services. While Anzac Hotels adopt a service model that focuses on high comfort, safety, hygiene and practical solutions in the city center, we offer the concept of 4 experience +1 taste that we have developed in the heart of nature at Troia Tusan Hotel. Within this concept, 4 experiences were planned as Cycling, Trekking, Shore Fishing and Meditation. In addition to this natural taste experience, fine wine is part of this experience. We diversify this experience with swimming at our private beach and the surf and sailing school right next to us.



GLOBAL TRAVEL & TOURISM CATAPULTS INTO 2023 SAYS WTTC

GDP contribution 5% off 2019 peak by the end of 2023. Almost 22 million more Travel & Tourism jobs last year. International visitor spend up more than 80%.

The World Travel & Tourism Council's (WTTC) 2023 Economic Impact Research (EIR) today shows the Travel & Tourism sector is closing in on its 2019 peak, recovering by more than 95%. In 2023, the sector is forecast to reach \$9.5TN, just 5% below 2019 pre-pandemic levels when travel was at its highest. 34 countries have already exceeded 2019 levels. According to the research conducted by WTTC in collaboration with Oxford Economics, the global tourism body also forecasts that the sector will recover to 95% of the 2019 job level.

A LOOK BACK ON LAST YEAR

Last year, despite the economic and geopolitical difficulties, the Travel & Tourism sector's recovery continued at pace, growing 22% year-on-year to reach \$7.7TN. This recovery represented 7.6% of the global economy in 2022, the highest sector contribution since 2019, although its global GDP is still 22.9% behind its 2019 peak. In 2021 the global sector grew 24.7% year-on-year, and last year it

grew a further 22% to reach a GDP contribution of \$7.7TN. The research shows that the ongoing conflict in Ukraine and prolonged travel restrictions imposed by a number of countries such as China had a significant impact on the global recovery. But the recent decision by the Chinese government to reopen its borders from January will propel the sector and see it recover to pre-pandemic levels next year. From a pre-pandemic high of more than 334MN, the COVID-19 pandemic ravaged employment in the sector which saw losses of more than 70MN to bring the total number employed in 2020 to just 264MN. Following the recovery of 11MN jobs in 2021, the sector created 21.6MN new jobs in 2022 to reach more than 295MN globally – one in 11 jobs worldwide. Spending from overseas visitors grew by a record 82% to reach \$1.1TN in 2022, showing that international travel is firmly back on track. Julia Simpson, WTTC President & CEO, said: "The Travel & Tourism sector continues to recover at pace, demonstrating

the resilience of the sector and the enduring desire to travel. "By the end of the year, the sector's contribution will be within touching distance of the 2019 peak. We expect 2024 to exceed 2019. "The recovery will speed up this year as Chinese travellers re-enter the market and over the next 10 years, Travel & Tourism will continue to grow as a sector."

WHAT DOES THE NEXT DECADE LOOK LIKE?

The global tourism body is forecasting that the sector will grow its GDP contribution to \$15.5TN by 2033 representing 11.6% of the global economy and will employ 430MN people around the world, with almost 12% of the working population employed in the sector. The latest EIR also reveals that 34 of the 185 countries analysed in the EIR have now recovered to pre-pandemic levels in terms of GDP contribution. WTTC forecasts that by the end of 2023, nearly half of the 185 countries will have either fully recovered to pre-pandemic levels or be within 95% of full recovery.



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THE ONLINE RESERVATION CHANNEL: **EXTRANETWORK**

Extranetwork is a solution provider that helps hotels to dive into digital world and make the most out of it with its smart solutions.

Our company was established in 2020 by Onur Yavuz, an experienced hotelier, and Burhan Yumak, a software engineer who has devoted 15 years to improving and optimizing processes and experiences with automation and integration.

Accumulated industry know-how and comprehensive market knowledge of our co-founders enable us to grasp what independent hotels and properties exactly need and what the main challenges are.

Extranetwork is a cloud-based channel management platform that helps hotels to increase their online presence and brand awareness, drive more traffic to their owned channels, receive more bookings, improve the overall revenue and profitability of their businesses.

Extranetwork is the only extranet that belongs to hotels themselves.

No need to connect to a separate extranet for each online travel agency. Extranetwork allows hotels to create their own digital identities and easily share it with other channels with its wide integration network. Hotel ID generated on the Extranetwork can be used to send property information, images and room rates to popular travel agencies or to create a professional website from scratch in minutes.

Germany-based Turkish startup was selected as one of the Berlin-based 50 Tourism StartUps and 40 Hotel StartUps prepared by BestStartup.eu. Onur Yavuz, CEO of Extranetwork, is listed as one of the young entrepreneurs who changed and developed the tourism industry in the list of the Uzakrota #40Under40, one



CTO of Extranetwork
Burhan Yumak and CEO of
Extranetwork Onur Yavuz

of the most prestigious tourism awards in Turkey.

You can access the cloud-based software from desktop or mobile devices anytime, anywhere. It has a total of 6 modules: Content manager, channel manager, offer creator, website builder, booking engine and payment integration.

Extranetwork's channel manager is the only channel management system that you can manage all your online and offline channels together and simultaneously. Thanks to its IP-based pricing feature, it also allows you to set different room prices for different countries and fill your rooms with maximum profitability.

One of the most powerful products of Extranetwork is booking engine, which offers a seamless booking experience with ease of use. Extranetwork has reduced the cancellation rates of its partner hotels by 70% in 2022, with

the booking engine, which allows your guests to easily access their room and accommodation options, price and availability information on selected dates, and provides a flawless experience from search to the payment stage.

Stating that they focused on product development in the first 2 years of the company, Onur Yavuz said, "Extranetwork attracts attention mostly with its practicality, simplicity and ease of use. No need to use another software for every purpose, difficult user interfaces that take days to learn and teach the staff, hours of manual information entry, incomplete bookings, and insecure payment methods. We position ourselves as one of the representatives of the digital age in tourism."

You can visit www.extranetwork.com to learn more about Extranetwork and try its smart solutions for free.



Ready to grow your hotel and **increase your revenue?**

With Extranetwork smart solutions, drive more bookings, increase revenue and improve profitability.



#morebookings





Hasan Aşkın: Maxeria Blue Didyma Hotel, the shining new star of Aegean.. We have managed to become one of the best in Türkiye in just 2 years



Maxeria Blue Didyma Hotel, which opened in 2020 in Didim Akbük, welcomes its guests with the slogan "We love you to be in Maxeria". Hasan Aşkın, Chairman of the Board of Maxeria Blue Didyma Hotel, shared with Turizm Aktüel the hotel that hosts its guests with the Antalya concept in the Aegean and the group's new investment plans.

How did you manage to achieve such success in terms of guest satisfaction in such a short period of time with Maxeria Blue Didyma Hotel, which opened in 2020?

Maxeria Blue Didyma Hotel opened in July 2020, right in the midst of the pandemic. We, as the entire tourism industry, deeply felt and experienced

the difficulty of the pandemic period. Despite all these challenges, we made guest satisfaction our focus with our quality service approach, without compromising our standards from the very beginning.

Our goal when we embarked on this journey was: Quality service = Team spirit = Guest satisfaction. As a result, I believe we have achieved this success. We will not deviate from this understanding in the future.

Additionally, as the Maxeria family, by keeping our hotel open for 12 months, we have a great and dedicated team working with us from the beginning, and we cannot overlook their contributions to this success. I offer my endless thanks to my team members.

At Maxeria Blue Didyma Hotel, you offer your services with the slogan "We love you to be at Maxeria" Can you explain this a bit more?

Maxeria Blue Didyma Hotel provides

services with a family concept. As a team, we attach great importance to the satisfaction of our guests. Their happiness, enjoying a pleasant vacation, and memories they make with their families are very important to us. In this context, at Maxeria Blue Didyma Hotel, we aim for our guests to have an unforgettable holiday experience with us and to feel at home during their stay with us. "Our slogan "We love you to be at



Maxeria" reflects this approach. We invite our guests to "Bring not only your luggage but also yourself and let's experience the enjoyable moments and the vacation process together." By combining this approach with our quality service concept, we aim to provide our guests with an unforgettable experience.

Can you talk about your hotel's rooms, aquapark, meeting rooms, beach, pools, bars, restaurants, and other activities?

We designed our hotel as a family-friendly resort where our guests can enjoy comfortable, spacious, and relaxing areas in a warm family atmosphere, within the framework of the Antalya concept that we believed was missing in the Aegean region, following our feasibility studies. In this context, we built one of the largest 16-lane, heated aquaparks in the Aegean region. Seven out of eight pools in our hotel are heated and ready to serve our guests. Almost 80% of our rooms offer sea views. We are confident that you will enjoy a great time sipping your Schiller coffee in the unique Aegean Sea view in our upper and lower lobby areas. In addition, you can taste our delicious cuisine with a great view of the Aegean Sea from almost every corner of our main restaurant, which draws attention with its modern architecture, and from our three private à la carte restaurants. You won't be able to forget the taste of our unique cheesecake and Starbucks coffee while enjoying the magnificent view of the Aegean Sea at our pastry shop with a stunning view of the



Aegean Sea. You will not get enough of the crystal clear shallow waters and greenish fine sand at our beach, enjoying the beauty of the Aegean Sea.

What kind of feedback have you received from your guests since your opening?

When we started Maxeria Blue Didyma Hotel, our top priority was always 100% guest satisfaction. This focus has brought us to our current success and we have received satisfaction awards from many important review sites. On Tripadvisor, we are ranked first with 5 full points among 97 hotels in the Didim region. On Otel Puan, one of Turkey's leading review sites, we have been among the top 100 hotels in Turkey every year since we opened. We have also received success awards in 4 categories on the Holidaycheck review site used by our European guests since our opening. We have received guest satisfaction awards in categories such as 'Top 100 Hotels in all Categories in Turkey', 'Best Ultra All Inclusive Hotel in the Aegean Region', 'Best Wellness Hotel in the Aegean Region', and 'Best Resort Hotel in the Aegean Region'. Of course, there have also been occasional negative reviews. However, these types of reviews have allowed us

to further improve our understanding of guest satisfaction, ultimately leading us to our current success.

What are the main features that set Maxeria apart from other hotels in the region? Why Maxeria?

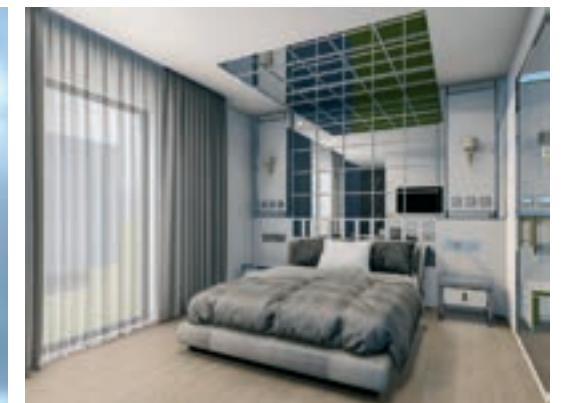
Firstly, we have the largest and only heated aquapark in the region, covering 6,000 square meters with 16 water slides, complemented by our food and beverage units. Additionally, seven out of eight of our pools are heated. Our accommodation units offer a variety of comforts, such as rooms with sea views and private balconies with heated Jacuzzis, swim-up rooms, spacious junior suites with direct sea views, and family rooms with direct sea views. We also serve Schiller coffee, one of Germany's top coffee brands, at all of our bars, prepared with our special Cimbali machines. Throughout the summer, we also offer our guests complimentary Starbucks coffee and other hot and cold drinks. What truly sets us apart, however, are our breathtaking sea-view lobbies, main restaurant, and à la carte restaurants. After tasting our delicious cheesecake at our sea-view pastry shop, you won't be able to get it out of your mind.

Do you have any new hotel investments in the works? Could you give us a brief overview?

Yes, we have new hotel projects in the works. Under the slogan "We Love Having You At Maxeria," we aim to develop our brand with new concepts, beyond just family-oriented ones, and expand the Maxeria family and name to more locations.

FEEL THE COMFORT

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THE KAILYN HOTELS OPENED WITH THE SLOGAN ‘WIDE COMFORT BEHIND YOUR DOOR’

Mert Okan, CEO of The Kailyn Hotels; introduced The Kailyn Hotels & Suites Ataşehir, which opened its doors in February of this year with the slogan ‘The wide comfort behind your door’ and hosted its guests in comfortable suites, to Turizm Aktüel readers.

When your hotel put into service? Could you tell us about The Kailyn Hotels basically?

The rooms of The Kailyn Hotels&Suites put into service at the end of 2023 February. Our hotel locates in Ataşehir Şerifali, close to business, finance and health establishments on the Anatolian part and have an easy access with both public transportation and private vecihles.

Could you tell us about the rooms of your hotel?

We have the slogan of "Wide comfort behind your door". We aim to make our guests to feel like they are at home when they travel for work or private reasons and stay in our hotel. All of our comfy suite rooms which has modern and elegant arhcitectural touches have



Mert Okan, CEO of The Kailyn Hotels

1+1 40m² living and sleeping area for each. The living area of our rooms with VRF air conditioning and floor heating, furnished with ceramic tiles, includes

a comfortable seating group with a double sofa bed, 43 inch wide screen smart TV, work desk, minibar, hot drink catering set, safety deposit box, free wi-fi.

You can relax by watching the unique city view in our spacious rooms with strong sound insulation and high ceilings, thanks to our glass-covered exterior and windows from floor to ceiling. 4 adults and 1 child can accomodate in our suite rooms. When we combine 2 suite rooms, 8 adults and 2 children can accomodate. There are also kitchen, microwave oven and fridge in our Family Room category.

Could you tell us about the profile of your guests?

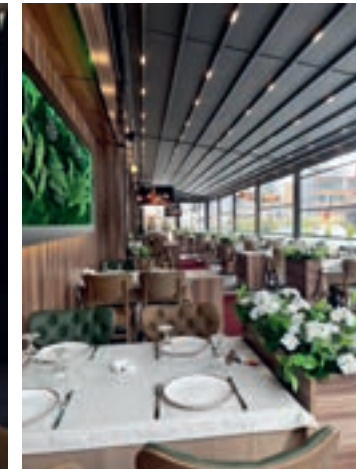
Our hotel mostly is preferred by the guests who travel for work. We're close to the health establishments. We have



a high demand from the guests who travel for health tourism. The number of the foreign tourists who travel for tourism is above our expectations. We provide services to a wide range of local tour groups, student groups, foreign groups with flights to Sabiha Gökçen Airport, foreign groups from İstanbul, organizations on the Anatolian side, sports clubs coming for sports events, and spectators. In addition to single accommodation; The most crowded, families with babies and children and those who stay for a long time prefer our hotel.

What kind of reactions you got from your guests since the opening?

Even if we've recently opened, we got very positive feedbacks from both our domestic and foreign guests that made us very happy. Having a good



concept, wide rooms, comfy areas, being away from noise, having smiling staff, hygiene, easy access and parking area under the hotel for the private cars, delicious food opportunity in our restaurant provide good feedbacks from guests.

What are the main reasons of your hotel to be preferred?

We have an advantage of having a new building. Besides that, we're being preferred because of our wide and comfy rooms and helpful staff.

What are the other opportunities your hotel presents to its guests?

We opened our gates to the guests on this year's February. In march, our Kebap Restaurant which is being directed by the famous operator Alper Gültekin, was put into operation with its 150 people of capacity. We've a la



carte service on the entrance and street side of our hotel.

Our Sapphire and Amethyst meeting rooms, located on the lobby floor and receiving daylight, host various business meetings or private organizations from 10 to 100 people. The cafe-bar located in the lobby provides hot and cold beverage service to the guests throughout the day.

Our SPA center, consisting of a Turkish bath, sauna, massage rooms, sports room and VIP section, will be put into service at the end of May. Roof Restaurant is located on the 15th floor of our hotel. Our restaurant with a magnificent panoramic city view will offer à la carte service with a capacity of 150 guests in an area of 220 square meters.



Ersin Yazıcı: We'll have a good 2023 season

Antalya Governor Ersin Yazıcı said: "We will have a good season in Antalya, in the capital of tourism. This season, we will host millions of guests from different parts of the world. We will provide the best quality tourism service to our guests with the most unique sea, sand and sun."

By pointing out that the summer season is coming, The Governor Ersin Yazıcı said: "We hope we'll have a good season in Antalya, in the capital of tourism. We'll host our guests from all around the world this season. We'll provide the best quality tourism service to your guests with the most unique sea, sand and sun. We'll host our guests in the best way." Regarding that Antalya provides a good tourism quality, Governor Yazıcı said: "We have the results of our efforts on tourism by having the increase on demand in tourism. But we shouldn't forget that it's a group work. We, with all our government establishments, do all of our works regarding that Antalya is the capital of tourism. Antalya is a city which contributes to the country's economy seriously. We want this situation to be continued. That's why we aware that the quality and reliability must be provided. All the people know that very well and do their work in the sector regarding this."



Antalya Governor Ersin Yazıcı

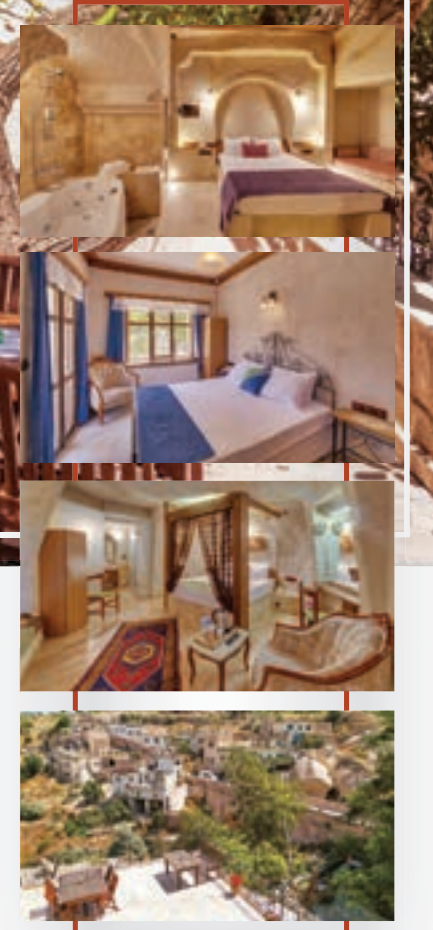


El Puente CAVE

Cappadocia www.elpuentecave.com

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

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



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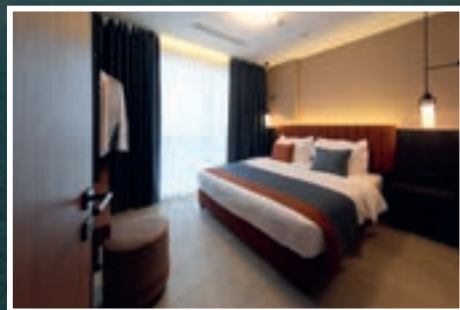
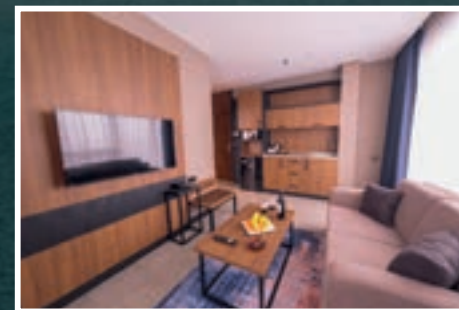
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behind the door...

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HOTELS & SUITES

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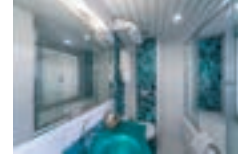


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Farklı Bir Dünya Görün



Securitas Türkiye olarak turizm sektörüne özel analizlerle sizin için değerli olanları nasıl koruyacağımızı biliyor, bu doğrultuda güvenlik ihtiyaçlarınıza özel entegre çözümlerimizi hayata geçiriyoruz.



The care has been given to quality, not to quantity in **Skalion Hotel**

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



Located in Kumkapı within the Historic Peninsula, where you can experience the spirit of Istanbul's historical riches, Skalion Hotel & Spa stands out among the regional hotels with its renewed exterior and interior architecture that will make a difference. The hotel, which gained a very different structure from its old concept after the renovation, also changed the atmosphere of the region it is located in.

TO LIFE THE ATMOSPHERE OF THE HISTORIC PENINSULA

The number of rooms was reduced to 67 in order to provide better quality service, to bring the sea view to the forefront in the rooms, to make the guests experience the atmosphere of Istanbul better, and to have a more enjoyable time in the hotel's common areas besides their rooms. By adding family suites and honeymoon suites to 67 rooms, important steps were taken to offer services in different concepts.

WHAT INNOVATIONS EXPECT GUESTS?

There was no "lobby bar" in the old concept of the hotel. Lobby bar and lobby cafe are included in the new concept. In addition, the meeting room was revised. On the terrace floor, the "cafe bar" was put into service, offering rich tastes

of world cuisine and overlooking the sea view on the terrace. It also offers SPA and massage services to make guests feel more rested and better. In this context, Turkish Bath and sauna were added.

MORE EFFICIENT MEETINGS

Important revisions were made in the meeting room in order to focus on the MICE sector. In order for the meetings to be held at Skalion Hotel & Spa to be held in a more productive and more spacious environment, the meeting rooms have been positioned to benefit from the sea view as much as possible and have been decorated accordingly.

BOUTIQUE AND PERSONAL SERVICE

Focusing on the customer profile rather than market-based targets and instead of targeting any market, the luxury segment was targeted with their boutique and personalized service approach. The main goal of Skalion Hotel & Spa is to brand the hotel and to make an unusual hotel here. It stands out with its boutique and personalized service approach and aims to host both corporate and individual guests. For this reason, after the renovation, new steps were taken in every field from the training of the personnel, not only to the architecture."



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Black Sea, which is the favorite of the domestic market, has a 'Single Market' problem in the foreign market

Murat Toktaş, President of KATİD, Black Sea Touristic Operators Association, analyzed the Black Sea tourism for our readers. By saying that the Black Sea region has a remarkable demand from the domestic market and Gulf Countries, he pointed out that the demand from foreign tourists to the Black Sea region is very low. He, the President of KATİD, also told about what can be done to make the area more demandable for foreign tourists.

As being the President of Black Sea Touristic Operators Association (KATİD) what kind of activities do you do?

As the Black Sea Touristic Operators Association KATİD, our goal from the first day of our establishment; To make the Black Sea Region tourism and tourism professionals feel their presence on a national and international scale and to have a say in activities such as workshops, councils, congresses and ministry legislation. We succeeded in this first step and the Black Sea Region is now represented wherever tourism is spoken. Our Association, as well as being accredited to the ministry, has also become the regional association of the Turkish Hoteliers Federation, which is the umbrella organization. It is also represented in many structures such as TOBB. KATİD also carries out many activities such as informing our members on current issues, seeking solutions to questions and problems, following legislation, preparing projects, and providing training on various subjects. For example; During the Covid 19 pandemic period, Covid hygiene training and certificates were given to 2,500 people in our region.

Could you tell us about the tourism of the region in general? How many tourist facilities are there in your area?

Our region has become a popular destination first in the Gulf region and later in the domestic market, especially since the beginning of the 2000s. The Black Sea Region covers an area



Murat Toktaş,
President of
KATİD

of 1000 km from beginning to end and has many cultural and natural riches. Our region attracts the attention of domestic and foreign markets due to its diversity of alternatives. In addition, Samsun has become a sports city with many facilities in terms of sports organizations with the International Olympics for the Deaf. In health tourism, many of our hospitals and medical companies work abroad. The number of rooms in our facilities in the region is very high. There are approximately 1800 accommodation facilities in the Black Sea Region.

From which market do tourists come to your region more?

We usually host mainly domestic market guests. In the domestic market; Western, Central and Eastern Black Sea Regions attract a lot of attention as destinations. In the foreign market, we receive high demand from the Gulf Countries, especially Saudi Arabia. Unfortunately, we have a 'Single Market' problem in the foreign market.

The main reason of why our guests prefer our region is the nature of it. Black Sea region takes attention of Gulf Countries with its plateaus, rivers and waterfalls. Besides that, Black Sea region has a very unique gastronomical tastes.

What are the pros and cons of the Black Sea in tourism?

The start of the tourism movement in our region and the high expenditures of foreign guests, especially from the Gulf, preferred our region and caused a rapid construction. The destruction in Uzungöl and Ayder, which has been on the agenda in recent years, is evident. In some regions, we started to consume nature, which is our capital. It is important for sustainable tourism that local governments are more sensitive in this regard. The positive reflection of tourism in our region is, of course, the economic and cultural developments and the increase in the brand value of the region.

Could the Black Sea turn into a full tourism region with its potential?

Although there is a lot of diversity in our region, we cannot evaluate it enough for now. The biggest problem is sustainable marketing. This requires a separate study. We need to determine the destinations and market the right product to the right person. In addition, we still have infrastructure and superstructure deficiencies in some regions. If we are willing to cooperate with investors and NGOs, especially local governments, we can achieve much greater gains.



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HEALTH TOURISM REVENUES MAY REACH \$20 BILLION

Türkiye has the potential to boost its revenues from health tourism to \$20 billion if appropriate steps are taken, according to Health Tourism Association of Türkiye (TÜSATDER) President Servet Terziler.

The industry generated \$4 billion in revenues through cosmetic surgery, hair transplant, dentistry and general health services last year, Terziler said, noting that the health tourism revenues stood at a record \$3 billion in 2019. In 2020, the industry's revenues declined slightly due to the COVID-19 pandemic, Terziler said. "We made a good and strong start to 2023. However, there was a slowdown for about a month because of the earthquakes [which hit the southern provinces in early February]. Yet, the activity in the sector started to gain

momentum as of the end of March." The target is to generate record revenue this year, Terziler said, adding that by taking the necessary steps, revenues from health tourism may increase to as much as \$20 billion. Terziler proposed stricter inspections to prevent unfair competition in the industry. He noted that non-medical people perform hair transplant operations at hospitals, calling on authorities to put an end to this practice. "Some people rent rooms at hospitals providing documents which show authorized experts will perform

the hair transplant operation. But later, those non-medical people do the operation. This damages the reputation of both the hospital and the country." Medical schools should have hair plant classes in their curriculum for nurses and anesthetists who will work in this field, Terziler suggested. He also called for more support from the Türkiye Tourism Promotion and Development Agency (TGA) for the health tourism sector. There are more than 2,000 establishments performing hair transplant operations, he said. "But over 90 percent of those are 'under the counter' businesses. They are not inspected, meaning they offer low-quality service. They also offer such operations at cheaper prices, preventing the country from generating more money from health tourism." The Service Exporters' Association has a list that helps potential patients from foreign countries see if the health institutions they plan to visit are accredited, Terziler explained, adding the players in the sector should support this system for providing better services.



Health Tourism Association of
Türkiye (TÜSATDER) President
Servet Terziler.



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ZAFER ALKAYA: ALL THE MARKETS ARE MAIN MARKETS FOR US

Antalya Belek, that is a popular destination for both Summer and Winter tourism, starts to new season with hope. General Manager of Cornelia Diamond Golf Resort and SPA, Zafer Alkaya, said that Türkiye is still the first choice for Russian people and they keep their expectations high by having the thought of 'all the markets are main markets.'

Cornelia Group, which includes Cornelia Diamond Golf Resort & SPA, Cornelia De Luxe Resort, NEST International Convention and Exhibition Center, Cornelia Golf Club signed by Nick Faldo, Azure Villas by Cornelia Diamond; evaluated the interest in Turkey and the Antalya region at international Tourism Fairs and the early booking process. General Manager of Cornelia Diamond Golf Resort and SPA, Zafer Alkaya, said that Türkiye is still the first choice for Russian people and they keep their expectations high by having the thought of 'all the markets are main markets.'

FOR NOW, THERE IS PRIMARILY INTEREST IN ECONOMIC PRODUCTS FROM RUSSIA

Stating that Russia will be a very important market in Antalya this year, Alkaya said that it is a very important advantage that Turkey is perhaps the only reasonable alternative in the Russian market, especially for the high season.

EUROPEAN PEOPLE WANT TO TRAVEL ANTALYA

Stating that the ITB Berlin Fair, which was held after 3 years, created a great excitement, Cornelia Diamond Golf Resort & SPA General Manager Zafer Alkaya said, "Central European countries, especially Germany, come to the fore as price-oriented markets.

THAT ALL THE MARKETS ARE OUR MAIN MARKETS

We have our eye on every market by considering that all the markets are our main markets. We have high expectations on BDT markets and East European markets as always. As a result, the new recovery period will have its power on the new season."

WE SHOULDN'T BE A CHARMING DESTINATION ONLY FOR OLD GERMAN TOURISTS

By saying that the German market is very important for Türkiye, Alkaya said: "We are always have hope on German market. German market is one of the main markets for us for all the time. It always has its competition with Russian market to be the number one."

WE HAVE OUR EYE ON EVERY MARKET BY CONSIDERING

THAT ALL THE MARKETS ARE OUR MAIN MARKETS

We have our eye on every market by considering that all the markets are our main markets. We have high expectations on BDT markets and East European markets as always. As a result, the new recovery period will have its power on the new season."



The British market in Antalya has developed as much as Germany. While Europe in general is primarily interested in economic products, the British currently have a very important presence in Belek.



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

GNC HOSPITALITY CONSULTING CONTINUES TO SERVE TOURISM WITH ITS INTENSIVE PROJECTS IN 2023

Orhan Genceli, Chairman of the Board of GNC Hospitality Consulting Management Company, said, "Our company continues to support the sector with intense work tempo in terms of tourism investment and business development in 2023.

Genceli, some of the projects we started in 2022 are ready to serve. In particular, the Radisson Hotel Mersin Project in Mersin will begin to operate shortly, and we will have completed our first "Radisson Hotel" project with Radisson. We continue our intense and feverish work to bring our (IHG) Holiday Inn Resort project, which we started at the end of 2022, in the center of Bodrum, to the season. We are planning to open our hotel in mid-June at the latest. We are in close cooperation with the IHG group in other projects, and we will



announce those projects soon. In addition, the projects we provide investment and brand consultancy in various provinces of Turkey continue. There are projects that we provide investment and brand consultancy, especially in Istanbul, Ardahan, Ankara, Kayseri, Tekirdağ, Gölcük, Antalya. In these projects, we are working closely with Hilton Hotels, Radisson, IHG Group (Intercontinental), Accor Hotels, Wyndham Hotels for our projects. Many projects have reached the contract stage. Of course, we also work with local



brands. We have project studies in Cyprus with Dedeman Hotel and Divan group. We are also working closely with Dedeman, Anemon and Elitword hotels to realize some domestic and international projects. There is great interest from domestic investors in the newly established Turizoom Hotels group. We have not been able to realize a project yet, and we will continue to work together on some projects soon.

Our overseas projects, which we have received in 2022, continue. Especially in Iran, we provide investment consultancy for two 5-star hotel projects with 400 rooms and 250 rooms of a large group, and we also provide consultancy for the glamping projects of another group, whose investments are ongoing in different areas of Iran. As a domestic brand, we have made the brand, which is a hotel investment, a brand that can give franchise by completing all



management and design standards. Soon, this brand wants to open its own hotels in Turkey as well, and we will make an announcement when the investments mature. "SWISS HOSPITALITY ACADEMY", which we established in 2022, continues its services in Iran and Turkey. We are planning to share the

detailed launch of this brand with the public soon. As GNC Hospitality Consulting and Otelmarka.com, we will continue to contribute to the industry together with my professional team. We work as an accredited consultancy firm not only in Turkey but also abroad for all domestic and international brands.



ADEM YÜCEL: WE HAVE REACHED 54 PERCENT OF THE TOURIST CAPACITY IN 2019 IN THE FIRST THREE MONTHS

Mayor of Alanya, Adem Murat Yücel said: "We are getting information from tour agencies that in 2019, which has been the brightest tourism season in the last 3 months, 54 percent of the tourist capacity of that day has been reached, and that there are more than 50 percent reserves in the reserves."

Mayor of Alanya, Adem Murat Yücel said: "In 2019, which has been the brightest tourism season in the last 3 months, we have received information from tour agencies that 54 percent of the tourist capacity of that day has been reached, and that there are more than 50 percent reserves in the reserves. Hopefully, we would like to experience a tourism season that we hope for."

2023 WILL BE GOOD YEAR

Adem Yücel: "In 2019, which has been the brightest tourism season in the last 3 months, we have received information from tour agencies that 54 percent of the tourist capacity of that day has been reached, and that there are more than 50 percent reserves in the reserves. Tourism is the main income in Alanya for the locals. Hopefully, we would like to experience a tourism season that we hope for."



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