

turizm aktüel

Türkiye

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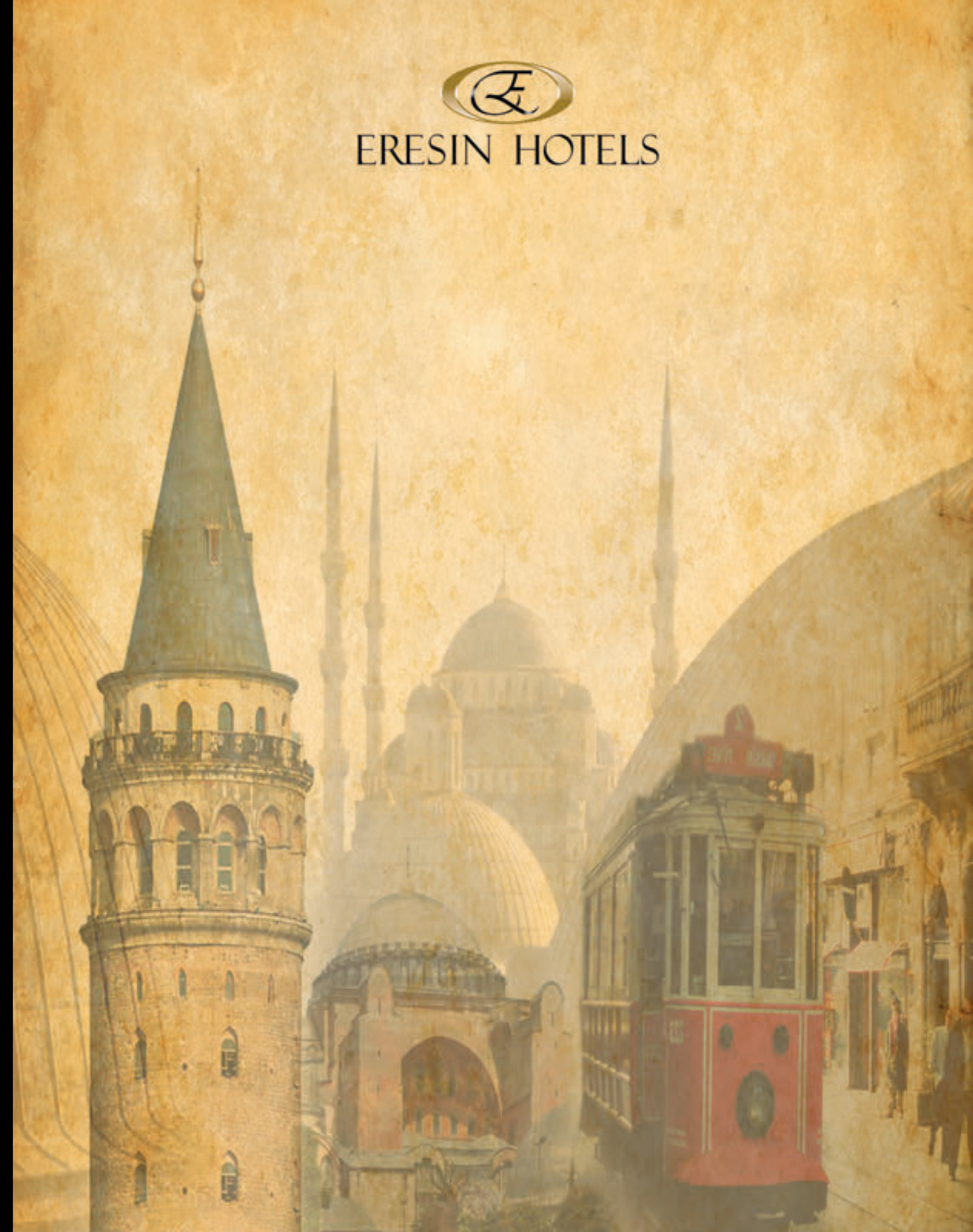
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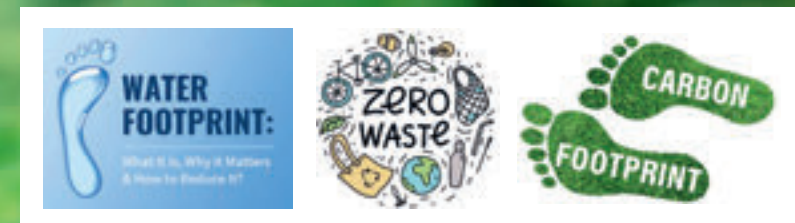
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Greetings from the ATM Dubai Tourism Fair special issue of Turizm Aktüel...

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

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

In 2024, 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. 2025 will be a different year in many aspects. But it will be a year which values and balances will change...

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

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

That's it. This must be said abroad. The Mediterranean region, the address of the youngest and most elegant facilities... Antalya, the irresistible address of a holiday with its nature, sea and sun, the most pleasant brand of Türkiye... İstanbul, Antalya, Kapadokya, Çeşme, Marmaris, Fethiye, Kuşadası, Karadeniz (Black Sea) and Bodrum dream holiday towns... And Türkiye will repeat the appearance made at the ITB Berlin 2025 among the world tourism giants, now at the ATM Dubai with its Antalya, İstanbul, Bodrum, Marmaris, Kuşadası, Çeşme, Çanakkale, Kapadokya and other touristic centers and all the cultural motifs.

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

HASAN ARSLAN
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TÜRSAB Provides Promotional Support to the TRNC

As part of the "Island Cyprus Familiarization Trip and B2B Event," which hosted over 250 travel agencies and journalists from Türkiye, the TÜRSAB delegation visited the President of the Turkish Republic of Northern Cyprus (TRNC) Ersin Tatar, Speaker of the TRNC Parliament Ziya Öztürkler, TRNC Prime Minister Ünal Üstel, and TRNC Deputy Prime Minister and Minister of Tourism, Culture, Youth, and Environment Fikri Ataoğlu.

The "Island Cyprus Familiarization Trip and B2B Event," organized through the cooperation of the TRNC Ministry of Tourism and Environment, the Association of Turkish Travel Agencies (TÜRSAB), and the Cyprus Turkish Tourism and Travel Agencies Association (KITSAB), was

attended by over 250 travel agencies operating in Türkiye. In addition to the travel agencies, more than 30 journalists took part in the trip, during which all major tourism destinations in Northern Cyprus—from Nicosia to Famagusta, Karpaz to Kyrenia, and Güzelyurt to Lefke—were promoted.

TÜRSAB DELEGATION CARRIES OUT HIGH-LEVEL VISITS IN TRNC

The TÜRSAB delegation met with TRNC President Ersin Tatar, TRNC Prime Minister Ünal Üstel, Speaker of the TRNC Parliament Ziya Öztürkler, and Deputy Prime Minister and Minister of Tourism, Culture, Youth, and Environment Fikri Ataoğlu. The delegation included TÜRSAB Vice President Davut Günaydın, Board Members Mehmet Akyıl, Engin Ceylan, Elif Ural, Esra Başeskioğlu, Erol Türk, Ali Yaramışlı, and Head of Information Technologies, Media, and Communication Group Mesut Kanat.

ERSİN TATAR: TRAVEL AGENCIES' EFFORTS EMPOWER ISLAND TOURISM

TRNC President Ersin Tatar stated that the "Island Cyprus Familiarization Trip and B2B Event" was extremely important for the tourism sector of Northern Cyprus. He expressed that



the efforts of the travel agencies from Türkiye would contribute significantly to island tourism, and thanked TÜRSAB, KITSAB, and all others involved.

ZIYA ÖZTÜRKLER: HIGHLIGHTING LESSER-KNOWN ASPECTS OF THE ISLAND IS GRATIFYING

Speaker of the TRNC Parliament Ziya Öztürkler emphasized the importance of the event and expressed his satisfaction in hosting travel agencies and media professionals on the

island. "Northern Cyprus is one of the most beautiful islands in the Eastern Mediterranean. We are pleased that the lesser-known features of the island were brought to light during this familiarization trip," he said.

FİKRİ ATAĞLU: TÜRSAB AND KITSAB ARE SISTER INSTITUTIONS

TRNC Deputy Prime Minister and Minister of Tourism, Culture, Youth, and Environment Fikri Ataoğlu stated that TÜRSAB and KITSAB are sister

institutions, and thanked TÜRSAB for its dedicated efforts. "This event will make a significant contribution to the island's tourism. Our beaches place us among the top islands in the world. We want everyone in Türkiye to see our island and share their experiences once they return," he said.

DAVUT GÜNAYDIN: OUR GOAL WAS TO HIGHLIGHT THE HIDDEN GEMS OF NORTHERN CYPRUS

TÜRSAB Vice President Davut Günaydın remarked, "The Island Cyprus Familiarization Trip and B2B Event is a project we've been planning for one and a half years. Our aim was to increase the number of tourists coming to the island from Türkiye. This is a national mission for us. We came to explore the island with a large team. In the first phase of the project, we aimed to highlight the hidden gems of Cyprus."





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Turkish Tourism Promoted in Greece

Turkish and Greek tourism professionals came together in the Greek capital, Athens, under the organization of the Ministry of Culture and Tourism and the Türkiye Tourism Promotion and Development Agency (TGA).

At the event, which began with opening speeches by the Republic of Türkiye's Ambassador to Athens Çağatay Erciyes, Athens Culture and Promotion Counselor Prof. Dr. Veli Aydın, TGA Country Marketing Manager Zeynep Üçok Çelikağ, TÜROB President Müberra Eresin, and FedHATTA President Lysandros Tsilidis, representatives from hotels and travel agencies from both Türkiye and Greece were present. Promotional films of Türkiye were screened, and a reception featuring delicacies from Turkish cuisine was held.

THE AIM: STRENGTHENING TOURISM RELATIONS BETWEEN TÜRKİYE AND GREECE

The event, organized to strengthen tourism relations between Türkiye and Greece, featured Türkiye's prominent destinations such as Istanbul,

Cappadocia, the Aegean, and the Black Sea regions. Within the scope of the event, B2B meetings between tourism sector representatives of the two countries enabled the establishment of new business connections and the strengthening of existing collaborations. During the opening speeches, TÜROB President Müberra Eresin, FedHATTA President Lysandros Tsilidis, and Türkiye's Consul General in Thessaloniki Serkan Gedik emphasized the importance of establishing stronger tourism ties between the two countries. They highlighted that increasing mutual visits and developing joint projects would contribute significantly to both Turkish and Greek tourism.

The event was attended by 19 TÜROB-member hotel operators and 4 tour operators from Türkiye, and 50 Greek travel agency representatives from Thessaloniki and surrounding areas. Offering a brief evaluation of the event,

TÜROB President Müberra Eresin said: "We hope to see positive results shortly from the workshops we organized in our neighbor Greece—one of our most important tourism markets—just before the Easter holiday. Many Turkish holidaymakers, thanks to the simplified visa process, show high interest in Greece. This event, aimed at further developing tourism relations with our neighbor, saw participation from hotel and travel agency representatives from Istanbul, İzmir, Antalya, Van, Pamukkale, Kuşadası, Sapanca, and Cappadocia. The same event will also soon be held in Türkiye, with the participation of Greek hotels and agencies. We expect these events to contribute significantly to achieving our goal of reaching 3 million tourists between the two countries in the short term. We thank the Ministry of Culture and Tourism and TGA officials for their support of this initiative."

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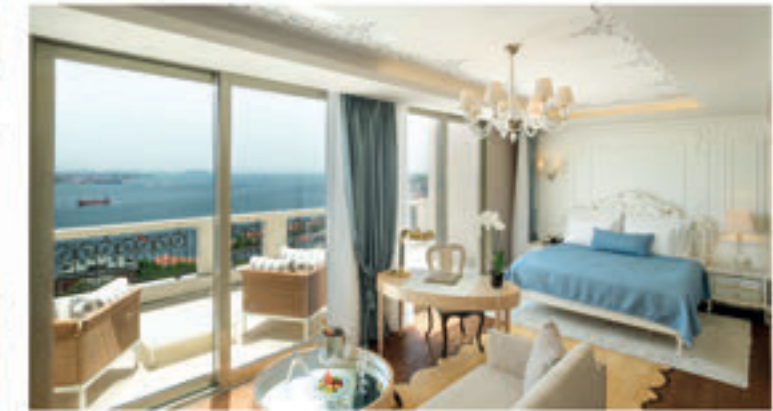
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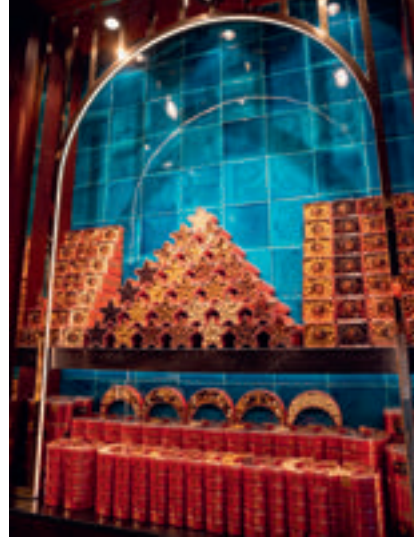
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HAFIZ MUSTAFA 1864 OPENS ITS 21ST BRANCH IN DUBAI JBR

The flavor journey of Hafiz Mustafa, which began in 1864 in Bahçekapı, Eminönü, Istanbul, has evolved into a prestigious brand representing cultural heritage on the global stage. Known worldwide for its mastery in traditional Ottoman desserts, Hafiz Mustafa 1864 has now added a new chapter to its international expansion with the opening of a new branch in Dubai.



Already popular with its branches on London's iconic Knightsbridge street and across Istanbul, Hafiz Mustafa 1864 has now opened a fourth location in Dubai—joining the existing outlets in Dubai Mall, Mall of the Emirates, and The Mall of Hills—by launching in the prominent JBR area. As the 21st branch of the brand, the new store further strengthens Hafiz Mustafa's position as a widely recognized "global dessert brand" in Dubai and the Arabian Peninsula.

HAFIZ MUSTAFA'S GLOBAL JOURNEY GOES BEYOND DUBAI

Hafiz Mustafa 1864 is now more than just a representative of traditional Turkish desserts; it has become a symbol of luxury culture, recognized among prestigious global brands. Frequently mentioned alongside the most esteemed names in the regions where it operates, Hafiz Mustafa 1864's presence next to international luxury brands highlights its role in this cultural ascent. The brand's global journey does

not stop with Dubai. New branches are currently being prepared in world capitals like Paris, New York, and Berlin. The brand's goal is not only to promote Turkish desserts and culture but also to position Turkish gastronomy within the global luxury segment.

FROM 1864 TO TODAY: A GLOBAL BRAND BORN FROM A TRADITION OF FLAVOR

Hafiz Mustafa 1864 continues to carry its traditional flavors to different geographies as part of a broader cultural transmission. Pursuing a path of gastrodiploacy, the brand has become a role model in introducing Türkiye's unique tastes to diverse cultures. The cultural exchange fostered through traditional flavors also creates a positive atmosphere of communication between nations and peoples. Thanks to Hafiz Mustafa 1864's global ventures, people from many parts of the world have learned about and had the chance to taste Türkiye's traditional desserts. For every country it enters, Hafiz Mustafa 1864 also establishes a production facility. This demonstrates

the brand's unwavering commitment to delivering its flavors with the same recipes and quality. Its unique combination of luxury and tradition in presentation has made the brand a favorite among customers. Another noteworthy point is its commitment to offering career opportunities abroad: to maintain the authenticity of Turkish-style service, the brand legally employs experienced staff from Türkiye in each country it expands into—a commendable practice. Commenting on the brand's growth journey, Chairman of the Board Eren Ongurlar said: "We set out to introduce the traditional flavors and foundational cultural elements of our country to the world. We established our goals based on the strong heritage of our brand and our service standards. A new branch in Dubai will be opening very soon. Following that, branches in New York, Paris, Berlin, and Tokyo are in the pipeline, while our expansion plans in Türkiye will continue. Our mission is to make our traditional flavors, originating from our country, into global brands."

*Since the 19th century, much has changed in the world.
"WE HAVE NOT CHANGED"*



The 19th century was a period that radically changed the world. Beethoven composed the 9th Symphony, Van Gogh left his mark on the art of painting, Pasteur laid the foundations of modern medicine, and Mahatma Gandhi became the leader of a nation. Charlie Chaplin, Abraham Lincoln, and Einstein lived during those years. Agatha Christie wrote her first book and Queen Victoria married Prince Albert. The borders of many countries in the world changed.

In 1864, during this very period, Hacı İsmail Hakkı Bey founded Hafiz Mustafa in Bahçekapı, Istanbul, combining traditional sweet-making craftsmanship with a new vision. His son, Hafiz Mustafa, was not only a sweet master but also an innovative entrepreneur. Known for being the first person to make pogaca and savory borek, Hafiz Mustafa won 12 medals for Turkey in European competitions between 1928 and 1936, bringing the boundaries of taste to the world. Today, Hafiz Mustafa 1864 continues to carry the legacy it inherited from the past to all corners of the world. With its gastro-diplomacy approach, it brings cultures together with the same flavours. We are carrying our 160-year-old heritage to the world with this understanding, turning our traditional flavours into a global experience. Today, we have 16 branches in Turkey and are preparing our 40,000 m² production facility. Together with the production facilities we have established in Dubai and London, we host people from all over the world at our 20 locations. We continue to grow with our new branch expansions in Europe, the Far East, and America.

A lot has changed from the 19th century to today. We are always working to become the traditional taste brand of our country.

We have never changed."



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ORKUN PETEKÇİ: WE AIM TO MAKE ELITE WORLD A GLOBAL BRAND

Orkun Petekçi, CEO of Elite World Hotels & Resorts, stated, "We aim to turn Elite World Hotels & Resorts into a global brand in collaboration with investors who want to contribute to the development of global tourism."



One of Türkiye's leading hotel chains, Elite World Hotels & Resorts, is expanding its 50 years of experience in the tourism industry to a global scale. Since the beginning of 2023, the chain has implemented a franchise business model as part of its growth strategy, introducing its brands to new destinations through investors to meet the evolving needs of travelers.

22 HOTELS, 10 BRANDS, AND OVER 5,000 BEDS

Currently, with 22 hotels in operation and agreements signed for more, the chain has over 5,000 beds across 10 brands. Its goal is to reach 50 hotels worldwide by 2030. To achieve this, Elite World is engaging with investors from around the world to expand its brand to a broader geography. The chain's brands cater to various travel needs, ranging from city hotels to resort tourism, residences to budget accommodations, with a vision to serve global tourism.

As part of its international expansion, Elite World signed its first agreement in 2023 for a hotel in Yamoussoukro, the capital of Ivory Coast. The Elite World Grand Yamoussoukro hotel is



set to open its doors in June 2026. The chain is also targeting European countries, including the Netherlands, Germany, and the UK, for further growth. Additionally, new destinations worldwide, driven by changing travel needs and different experiences, are also part of the group's expansion plans.

AIMING TO MAKE ELITE WORLD A GLOBAL BRAND

Orkun Petekçi, CEO of Elite World Hotels & Resorts, said, "At Elite World, we have embarked on a journey

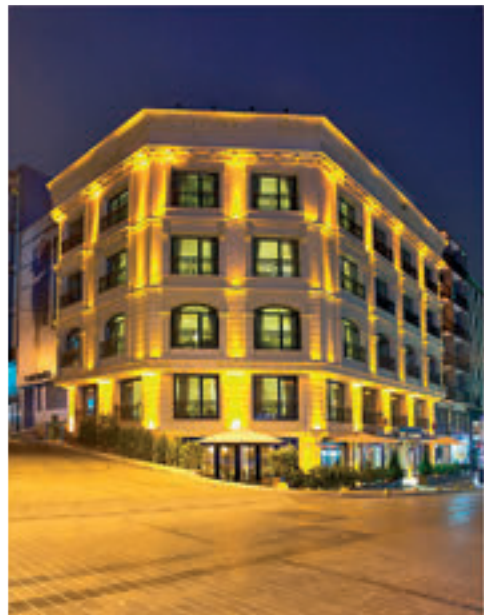
to take our 50 years of tourism experience forward and share it with the world as both an investor and hotel operator. We are excited to bring our guest satisfaction and Turkish hospitality to different cities around the world. We are eager to grow in different geographies that promise new experiences that will contribute to the development of global tourism. We aim to make Elite World Hotels & Resorts a global brand in partnership with investors who want to contribute to the development of world tourism."

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STARWAY WORLD BEST HOTELS AWARDS FIND THEIR WINNERS

The "Starway World Best Hotels" awards, traditionally presented every year by Coral Travel, were announced. Based on customer satisfaction surveys, Maxx Royal Kemer Resort took first place, Blue Waters Club won second, and NG Phaselis Bay secured third place.

The Coral Travel Starway World Best Hotels 2024 Award Ceremony took place on March 4 in Berlin. During the ceremony, awards were presented to hotels from around the world based on customer satisfaction surveys in three categories. The world's best hotels in the Top

100 World Best Hotels category were awarded for achieving the highest scores across all criteria. "Child and Family Friendly Hotels," which offer the best activities for children and families, and "Eco-Friendly Hotels," which focus on protecting nature through their physical spaces and environmentally friendly practices, were also recognized.

The ceremony began with a speech by Koray Çavdır, Vice President of Coral Travel Group responsible for the Central Europe (Germany, Austria, Switzerland) region. Çavdır shared general information about Coral Travel Group, stating that the company operates in 23 countries with 38 companies and 6,000 employees across sectors including tour operating, destination management, bed banks, accommodation, technology, and security, serving approximately 3.5 million tourists annually. He also mentioned that the total number of tourists served by the Group in the past 33 years has reached 35 million.

SERVING 3.5 MILLION TOURISTS IN 2024

Operating in 15 countries under the Coral Travel brand and its second brand Ferien Touristik in Germany, the Group served about 3.5 million tourists in 2024. In 2023, the Group served 2.72 million tourists, achieving a 26.4% increase. Two million of these tourists came from 10 source markets in Europe where the Group operates. Coral Travel's European operations began in Poland and have since expanded to Germany, Austria, Estonia, Latvia, Lithuania, and, in 2023, the Czech Republic, Switzerland, and Romania. Additionally, vacation sales started in the Netherlands, bringing the total to 10 countries. In 2023, Coral Travel served 1.6 million European tourists, achieving a 25% growth in the European market.

2025 GOALS

Coral Travel Group aims to increase the number of tourists served to over 4 million by 2025, with a target of 2.3 million tourists in European markets.

The Group's capacity planning for 2025 is as follows:

- Türkiye: 1.9 million
- Egypt: 850,000
- Greece: 200,000
- United Arab Emirates: 200,000
- Spain: 200,000
- Tunisia: 80,000
- Thailand: 70,000

Operating in 90 destinations across 40 countries, the Group aims to increase the number of tourists served by 19%. Çavdır also discussed developments in the DACH (Germany, Austria, Switzerland) and Netherlands regions under his responsibility, emphasizing that the Group's structure in these countries is now fully operational, offering tailored solutions for every holiday request, and will reach the target of 1 million tourists and 1 billion euros in revenue by the end of this year, one year ahead of schedule. During the ceremony, Ayhan Bektaş, Chairman of the Board of Coral Travel Group, also gave a speech. He stated, "While adapting to changing conditions with innovative products and services, we continue to grow by adhering to the principle of sustainable tourism, one of the most important principles of our Group." He highlighted the Group's focus on digital transformation, human resources, and quality. After the speeches, the "Coral Travel Starway World Best Hotels 2024" award ceremony began. Based on customer



satisfaction surveys from January 1 to December 31, 2024, conducted across 25 destinations and 6,321 hotels, awards were presented to hotels from around the world in three categories. The surveys, where Coral Travel customers evaluated staff, rooms, hotel conditions, food and beverage, environmental sensitivity, gardens, pools, cleanliness, children's areas, entertainment, and sports activities, determined the rankings of the hotels, regardless of their star ratings.

TOP 100 WORLD BEST HOTELS

In the Top 100 World Best Hotels category, the top three hotels were from Türkiye. Maxx Royal Kemer Resort took first place, Blue Waters Club received the second-place award, and NG Phaselis Bay claimed third place. Out of the top 100 hotels, 58 were from Türkiye, 14 from

Egypt, 9 from Greece, 7 from Spain, 5 from the United Arab Emirates, 3 from Thailand, 2 from Tunisia, and 1 each from Montenegro and the Maldives.

In the "Child and Family Friendly Hotels" category, Blue Waters Club took first place. Delphin Be Grand Resort came second, and Royal Wings Hotel placed third.

ECO-FRIENDLY HOTELS

In the "Eco-Friendly Hotels" category, which rewards hotels for their efforts to protect nature through their physical spaces and environmentally friendly practices, Maxx Royal Kemer Resort took first place. Rixos Premium Tekirova was second, and Liberty Hotels Lykia was third. A total of 25 hotels were awarded in both the "Child and Family Friendly Hotels" and "Eco-Friendly Hotels" categories.





CVK Park Bosphorus Hotel Istanbul Makes Three New Appointments

CVK Park Bosphorus Hotel Istanbul has made three important appointments in its management team. Arif Kılınçarslan has been appointed as the Director of Sales & Marketing, Barış Metin as the Director of Food & Beverage, and Sercan Dikmen as Executive Chef. With its new leadership team, CVK Park Bosphorus Hotel continues to provide top-notch service to its guests.



Liberty Hotels Receives Three Awards from Corendon

Liberty Hotels & Resorts, one of Türkiye's leading hotel groups, has been awarded three prestigious awards at the Corendon Annual Hotel Awards 2024. Liberty Signa and Liberty Fabay won the "Corendon Hotel Award" category, while Liberty Kuşadası was recognized with the "Corendon Premium Award."



TUI Awards for Akra Hotels

Akra Hotels, with a history spanning over 50 years in the tourism sector, has added new awards from TUI, one of the world's largest travel agencies. Akra Hotels, which placed three of its hotels in the TUI Global Hotel Awards 2025's list of Top 100 Hotels, also received the "Sustainability Award" as a group. The hotels under the group, including those in the TUI Blue Sensori category, won awards in areas like "Food & Beverage, Sustainability, Digitalization, Entertainment, Service Quality, and Guest Satisfaction."



New General Manager at Conrad Istanbul Bosphorus

Conrad Istanbul Bosphorus, one of Istanbul's leading hotels, continues to strengthen its leadership team to elevate its luxury accommodation experience. Rainer Gieringer, with extensive international hotel management experience, has been appointed as the new General Manager of Conrad Istanbul Bosphorus.



TAV Airports Wins Service Quality Awards for Four Airports

Ankara Esenboğa, Izmir Adnan Menderes, Milas-Bodrum, and Skopje airports have been ranked among the best airports at the Airport Service Quality (ASQ) awards, organized by the Airports Council International (ACI World). These awards, determined by passenger evaluations, will be presented at the ACI Customer Experience Global Summit in Guangzhou, China, from September 8-11, 2025.



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Volkan Ataman: We Are Bringing Together 15,000 Tourism Professionals

Volkan Ataman, Chairman of the ITF (Istanbul Tourism Fair) Board, stated, "At ITF, we are bringing together more than 15,000 national and international industry professionals with top-level and quality event management."

Tourism fairs provide an opportunity to form new collaborations and discuss innovations and issues within the industry. The Istanbul Tourism Fair (ITF) has already garnered great attention in its two years of operation, welcoming over 15,000 tourism professionals last year. The third edition of the fair will take place on September 25-26, 2025. Despite being held for the second time last year, the ITF made a significant

impact in both the national and international tourism sectors, meeting the expectations of both organizers and participants. The second fair was held at the Yenikapı-Avrasya Show and Art Center, and for the first time, a uniform stand concept was implemented. This not only saved costs and time for participants but also eliminated stand competition. Over 15,000 tourism professionals visited the fair over the course of two days.

More than 8,000 B2B meetings were held as a result of meetings arranged through the online appointment system for visitors, exhibitors, and hosted buyers.

INTEREST IN THE FAIR AND NEW PARTICIPANTS

The third ITF, which will take place on September 25-26, 2025, is already seeing a high level of interest. The fair will again take place at the Yenikapı-

Avrasya Show and Art Center, where participants will be offered turnkey stands. In addition, a special 400 m² area for gastronomy companies will be dedicated to boutique hotels, gastronomic cities, hotel equipment, and firms operating in the gastronomy sector, labeled the "Gastro Travel Area."

POTENTIAL BUSINESS VOLUME AT THE FAIR

The fair coincides with the hotel agency contract season, so thousands of agencies and hotels will finalize contracts at the event. With hundreds of hosted buyers from 37 countries attending, agencies and hotels will make business deals, making the fair very productive for the tourism sector. Additionally, considering the economic

impact, the fair will bring significant revenue to Istanbul, with 15,000 tourism professionals contributing to hotel accommodations, food and beverage spending, and more.

WHAT'S IN STORE FOR THE FAIR'S EVENTS?

On the first day of the fair, the "Tourism Summit" will feature national and international speakers, discussing new trends, evaluating the 2025 tourism season, and exploring expectations for 2026. During the "Tourism Technologies Summit," the latest trends and developments will be debated. On the second day, the "Gastro Travel Summit" will focus on the world of gastronomy with internationally renowned chefs.

ITF 2025 will continue to shape the industry through these summits. With the motto "Ready to Network and Build Business Connections?", ITF brings together over 15,000 national and international industry professionals through high-quality event management. The collaboration established with international participants plays an essential role in increasing Türkiye's commercial volume and tourism promotion. The goal is to promote all of Türkiye's destinations and elevate the country's name on the international stage. The "Tourism Summit" and "Gastro Travel Summit" contribute significantly to the sector's development by introducing new visions and ideas.

BENTOUR OPENS NEW OFFICE IN ANTALYA



Deniz Uğur, CEO of Bentour Reisen, stated, "We are extremely happy to bring our team together in this productive work environment. Our new office provides the perfect foundation for us to prepare for all challenges in the best possible way. After a very successful year, moving into our new office has become a major milestone for us. Our new workspaces not only offer sufficient room for our employees, but they also reflect Bentour Reisen's innovative power and independence." The building, constructed with new energy and

technology standards, features a bistro, terrace, sauna, fitness, and relaxation room. It is equipped with an advanced energy concept. The solar panel roof, provided by the German manufacturer Tommatech GmbH, contributes to environmentally friendly energy production. Additionally, the new building is designed to facilitate interdepartmental communication and improve business processes. With conference and training rooms, a quick and efficient organizational structure has been created for guests, business partners, and employees.



ICONIC ISTANBUL HOTEL BEGINS NEW CHAPTER UNDER ACCOR MANAGEMENT

Located in the upscale Tarabya neighborhood along the scenic Bosphorus shoreline, The Grand Tarabya is known for its refined architecture, sweeping views, and deep historical roots that trace back to the early 1900s. The new partnership with Accor aims to blend the hotel's cultural heritage with modern luxury hospitality, offering guests both tradition and innovation in one of Istanbul's most beautiful waterfront settings.

During its renovation phase, The Grand Tarabya will continue to welcome guests under Accor's management. Once the transformation is complete, it will officially rebrand as a Fairmont hotel, joining one of the world's most iconic luxury hospitality brands. The upgrade will include design enhancements that celebrate the hotel's unique past while introducing refined touches aligned with Fairmont's globally recognized style. Leading this ambitious transformation is newly appointed

General Manager Afif Salibi. With over 20 years of experience in luxury hospitality, Salibi has held executive positions at globally renowned hotels including The Grand Hyatt, Fairmont, and Raffles. His international career spans North America, Europe, Asia, and the Middle East, and he is well-versed in combining regional charm with elevated service standards. Under his leadership, The Grand Tarabya is poised to reach new heights in service and prestige.



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WE MUST INCREASE OUR TRANSPORT CAPACITY TO GROW TOURISM

Yusuf Hacısüleyman, President of the Antalya Chamber of Commerce and Industry (ATSO), stated that international travel in the German market is expected to grow by 6.1%, adding, "Our priority is to increase air travel capacity. We must convert interest in Antalya into bookings and revenue." He urged airlines to increase the number of direct flights from Germany.

Yusuf Hacısüleyman, Chairman of the ATSO Board of Directors, and the ATSO delegation participated in the ITB Berlin 2025 Fair. In efforts aimed at strengthening Antalya's global position in tourism, the current state of the sector and future strategies were discussed.

CRITICAL TALKS FOR ANTALYA TOURISM

Chairman Yusuf Hacısüleyman and his delegation held meetings at the GoTürkiye stand with Antalya Metropolitan Mayor Muhittin Böcek, Kemer Mayor Necati Topaloğlu, Serik Mayor Kadir Kumbul, Manavgat Mayor Niyazi Nefi Kara, Alanya Mayor Osman

Tarık Özçelik, TÜROFED President Erkan Yağcı, AKTOB President Kaan Kavaloğlu, Fraport TAV Antalya Airport General Manager Deniz Varol, ALTSO President Eray Erdem, and ATAV President Emir Gündal to assess the goals for Antalya and Türkiye's tourism in 2025. ITB Berlin 2025 hosted 6,000 participants from 170 countries, including 140 from Türkiye and 56 from Antalya.

OUR PRIORITY IS INCREASING TRANSPORTATION CAPACITY

In his statement, Hacısüleyman said, "At this year's ITB Berlin Fair, global tourism trends are being shaped and important insights are gained about the year's outlook. A 6.1% increase in

outbound travel is expected in the German market. However, the share we can capture depends entirely on our efforts. We must turn the interest in Antalya into concrete bookings and revenue. For this, we must first increase our transportation capacity. We trust airlines like SunExpress, Corendon, and Pegasus, which are associated with Antalya. We also request Turkish Airlines to plan direct flights from various German cities to Antalya. If we can increase flight capacity, we can increase tourist numbers as well. There is great interest in Antalya, but we must work together to translate this into tangible results," he said.

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Discover the northwestern city of Sakarya, known for its stunning natural surroundings and its strong industrial backbone. Here, the Radisson Blu Hotel, Sakarya provides the perfect setting for leisure and business travelers alike, featuring 139 contemporary rooms and suites with all the comforts of home. Enjoy city views alongside modern amenities like free Wi-Fi and access to the wellness area, where traditional rituals, a Turkish bath, and a modern fitness center will help you recover from jet lag or reinvigorate you during your stay.

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ALL SEASONS
HOTEL ISTANBUL

“a golden start to the day”



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

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Yıldırım Karaer: We Represent Turkish Tourism in the Best Way

Yıldırım Karaer, Chairman of the Board of Corendon Tourism Group, stated that those who say "Türkiye is expensive" should consider that nothing is cheap anywhere in the world. He mentioned that for those saying "Hotels are too expensive," more affordable options could be offered through a limited all-inclusive concept.

Yıldırım Karaer predicted that Turkish tourism will perform well in 2025 but also pointed out that the aviation sector still faces significant disruptions following the pandemic.

NO NEGATIVE SITUATION IN TOURISM

Karaer expressed confidence in Türkiye's tourism performance for 2025, saying, "We believe Turkish tourism will perform very well. There is currently no negative situation in the tourism sector. There were some statements from Trump after the elections in the U.S., but this is not being taken seriously in Europe. In fact, these rumors seem to have created awareness in Europe. Reservation numbers support this optimistic outlook. Sales and pre-reservations are following a very positive trend."

TÜRKİYE IS NOT EXPENSIVE

"There is nothing cheap these days. I don't agree with the statement 'Türkiye is expensive.' We were at a meeting dinner with travel agents in Germany, and they said, 'Citizens can't go home, they are waiting for prices to drop.' I told them, 'They should buy tickets immediately.' The price they pay today will come back to them as profit tomorrow. Nothing is cheap anywhere in the world. I don't take the criticism of Türkiye's 'expensive hotels' seriously. Türkiye used to be very cheap, but it has now proven itself. Our all-inclusive concept is not the same in Greece or Spain."

In response to the criticism of some hotels being "too expensive," Karaer suggested that different models, such



Yıldırım Karaer,
Chairman of the
Board of Corendon
Tourism Group

as a limited all-inclusive concept, could offer more affordable options. However, he mentioned that visitors to Türkiye have become so accustomed to the system that they expect the best food and drink. If they feel there is a deficiency in service quality, they become dissatisfied. The perception in Türkiye and the services offered shape these expectations.

MAJOR PROBLEMS IN THE AVIATION SECTOR

Karaer emphasized the challenges in

the aviation industry, stating that the crisis during the pandemic was not managed effectively. He noted that salary increase demands arose post-pandemic, and when Boeing could not meet these demands, it led to mass layoffs and reduced production capacity. "If you request planes from Boeing now, they are indicating delivery in 2030." He also mentioned serious motor problems with Airbus, where approximately 2,500 engines are out of service and unusable.

WE REPRESENT OUR COUNTRY IN THE BEST WAY

Karaer highlighted that Corendon Tourism Group, founded 28 years ago, is celebrating its 20th year in aviation. He emphasized that the group is involved in every aspect of tourism and has treated each area as a separate profit center. "We have not worked with a 'left pocket, right pocket' mentality. We strive to be a reliable and good brand. Although we are a modest tourism group, we do our job in the best way possible. We operate in every area of tourism in Türkiye, the Netherlands, the Caribbean, and Spain. We also fly under three different flags. With our Dutch-flagged planes, we operate flights to Spain, Africa, the UAE, and various Greek islands. With the company we established in Malta in 2017, we run operations in Germany and Belgium. We continue our tour operator services under the Corendon brand in the Netherlands, Belgium, and Denmark. As Turkish entrepreneurs, we continue to represent our country in Europe in the best way and wave our flag proudly."





ARTAŞ HOTELS TO OPEN A NEW HOTEL IN ISTANBUL

Deniz Dikkaya, Director of Sales and Marketing at Artaş Hotels Group, said, "We currently have 11 hotels, and we are opening our 12th in Istanbul. Last year, the UK, Germany, and Russia markets were active. The number of tourists coming from the Middle East decreased compared to previous years. There might be a decline this year as well, but it changes rapidly. Our industry now needs to get used to last minute sales"



Deniz Dikkaya, Sales & Marketing
Director of Artaş Hotels Group



Deniz Dikkaya continued, "Istanbul is one of the most important markets for that markets. It offers shopping, gastronomy and of course culture. In Türkiye, especially hotel and food & beverage prices have started to feel expensive for many tourists. Last year in Bodrum, hotels and restaurants were perceived as too expensive, and eventually, everyone had to cut prices by 50%. To avoid the same situation this year, pricing policy

must be adjusted accordingly." Within the Artaş Hotels Group portfolio are Swissotel Resort Bodrum Beach, Radisson Collection Hotel Vadistanbul, Radisson Residences Vadistanbul, Mövenpick Living Çamlıvadi, and Mövenpick Living Saklıvadi in the Vadistanbul area; Radisson Hotel Sultanahmet and Radisson Hotel President Old Town in the Sultanahmet area; Radisson Residences Avrupa TEM in the TEM

area; Radisson Blu Hotel Mount Erciyes and Radisson Blu Hotel Mount Erciyes Lake Side, which are ski resorts meeting European standards; Radisson Blu Hotel Kayseri, one of the best hotels in Anatolia; and the soon-to-open Marriott Executive Apartments TEMA under the TEMA project. With this expanding portfolio, the group continues to maintain and strengthen its strong position in the tourism sector.



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İSMAİL KAŞDEMİR: THE WORLD HAS ITS EYES ON ÇANAKKALE

İsmail Kaşdemir, President of the Gallipoli Historical Site of the Çanakkale Wars, stated that interest in Çanakkale has been increasing exponentially every year. Kaşdemir said, "Our goal is to turn Çanakkale into the world's largest open-air museum."

HALİL ÖNCÜ

Emphasizing that Çanakkale is a shared value of the Turkish nation and the sacred land where the spirit of Çanakkale, which laid the foundation for the birth of the Republic, was embodied, Kaşdemir said, "We take care of the historical site as if it were our own eyes. As the presidency, our mission is to preserve these exceptional places and pass them on to future generations. Our goal is to make Çanakkale the world's largest open-air museum."

MARTYRS' CEMETERIES RENEWED, HISTORICAL TEXTURE PRESERVED

Kaşdemir explained that especially since the 2000s, the martyrs' cemeteries in Çanakkale have undergone a significant transformation and have been brought to a state worthy of the great sacrifices made. Reminding that the Çanakkale



Historical Site is also a part of the world's cultural heritage, Kaşdemir said they have been serving these sacred lands with a skilled team for the past eight and a half years.

RECORD-BREAKING VISITOR NUMBERS

Announcing that interest and visitor traffic to Çanakkale has increased thanks to their work, Kaşdemir said the visibility of Çanakkale has reached new heights both in Türkiye and around the world. He noted that they carry out tourism activities with a delicate balance in this region, where Gazi Mustafa Kemal Atatürk first emerged on the historical stage and where national sensitivity is high. Kaşdemir stated that they restored historical sites, uncovered new cemeteries

and trenches, and that Çanakkale is moving toward becoming the world's largest open-air museum. He shared that around 5 million people visited Çanakkale last year, with a particularly high interest from young people.

THE SPIRIT OF ÇANAKKALE UNITES

Highlighting that Çanakkale is a shared value and unifying force for the Turkish nation, Kaşdemir said that even people with differing opinions can come together when Çanakkale is concerned. He noted that everything stops when Çanakkale is mentioned, and visitors deeply feel the spiritual atmosphere. In addition to restored monuments, museums, and walking trails, he also mentioned that diving tourism with great stories has started to attract interest.

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Türkiye, One of the First Destinations That Comes to Mind for Holidays

Mehmet Dahaoğlu, Vice President of the Alanya Touristic Operators Association (ALTİD), said, "As Türkiye's tourism sector, together with our hoteliers and travel agencies, we have carried out an active promotional campaign."



Mehmet Dahaoğlu, Vice President of the Alanya Touristic Operators Association (ALTİD)

In his statement, ALTİD Vice President Mehmet Dahaoğlu said, "This year, we observed a 30% increase in early bookings compared to last year. Although there was a slowdown in reservations in January due to the high exchange rate of foreign currencies against the ruble, the recent strengthening of the ruble has renewed Russian interest in Türkiye."

RUSSIAN TOURISTS' HOLIDAY HABITS ARE CHANGING

The holiday habits of Russian tourists have changed in recent years. In the past, Russians would choose Türkiye not only during the summer months but also in the winter. However, in recent years, we have observed that due to higher prices, they are opting for more economical destinations during the winter. The Arabian Peninsula and Asian countries are attracting Russian tourists with their competitive prices. Nevertheless, Türkiye continues to maintain its popularity during the summer season. One of the major issues debated in



the Russian tourism sector is pricing. Turkish tourism professionals need to take this into account to remain competitive. The main complaint of Russian travel agencies about Türkiye is the high prices. Russian tourists in the middle-income bracket tend to choose more budget-friendly destinations or wait for prices to drop. While a 12-day

four-star vacation in Thailand, including flights, costs around 400 euros, a similar vacation in Türkiye can reach 700 euros. This price difference affects Russian tourists' preferences.

TÜRKİYE MAINTAINS ITS STRONG PRESENCE IN THE RUSSIAN MARKET

Despite all these variables, Türkiye still holds a strong position in the Russian market. Regardless of everything, Türkiye remains one of the first destinations that comes to mind for Russian tourists. Just like in 2019, we want to welcome Russian tourists in large numbers to our country. I believe that with the quality, hospitality, and service approach Türkiye offers, we can win back Russian tourists. Türkiye continues to be one of the most important holiday destinations for Russian tourists. This summer season looks to be quite active. Hopefully, we will reach the high tourist numbers we saw in 2019 and maintain Türkiye's strong presence in the Russian market," he said.



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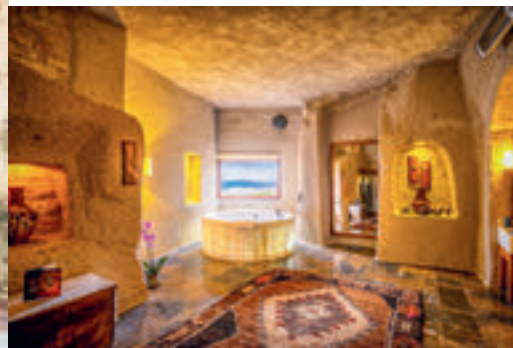


Museum Hotel; A unique cave hotel with a unique living-museum concept

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

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

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



Travel & Tourism to Create 4.5 MN New Jobs across the EU by 2035, Says WTTC

World Travel & Tourism Council's (WTTC) latest research shows that global Travel & Tourism is projected to grow strongly this year, reaffirming its role as cornerstone to major world economies, as travellers are expected to spend more than ever before.

According to WTTC's 2025 Economic Impact Research (EIR), international visitor spending is forecast to reach an historic \$2.1TN in 2025, surpassing the previous high of \$1.9TN in 2019 by \$164BN. This year, Travel & Tourism is expected to contribute an all-time high of \$11.7TN to the global economy, accounting for 10.3% of global GDP. Jobs around the world supported by the sector are expected to grow by 14MN in 2025, to reach 371MN worldwide, more than the population of the U.S.

Julia Simpson, WTTC President & CEO, said "People are continuing to prioritise travel. That's a powerful vote of confidence in our sector and a sign of its enduring strength. "But while the global picture in Travel & Tourism is strong, the recovery remains uneven.



Whilst some countries and regions are producing record-breaking numbers, other large economies are plateauing." In the U.S., the world's most powerful Travel & Tourism market, international visitor spend remained significantly below 2019 levels in 2024 and is not expected to fully recover this year. In China, while international spending was above pre-pandemic levels last year, growth is expected to slow sharply in 2025. By contrast, other key markets such as Saudi Arabia, which will inject \$800BN into the sector by 2030, is ahead of the curve and setting new benchmarks. European countries such as France and Spain, the world's

top two destinations in terms of visitor numbers, continue to lead the region's resurgence, powered by smart investment and global appeal. According to the global tourism body's latest EIR data, in 2024, Travel & Tourism contributed 10% of the world's economy to reach \$10.9TN - an 8.5% increase on 2023, and 6% above the previous peak of 2019. Jobs grew 6.2% to reach 357MN, accounting for one in 10 jobs around the world. International spending also increased by almost 12%, to \$1.87TN and domestic spending grew 5.4% to \$5.3TN.

THE DECADE AHEAD

WTTC forecasts that by 2035, Travel & Tourism will inject \$16.5TN into the global economy, accounting for 11.5% of global GDP. That's a decade-long growth rate of 3.5% annually, outpacing the wider economy's 2.5%. Jobs are expected to reach one in eight jobs, with more than 460MN. International spending is anticipated to reach \$2.9TN, with a CAGR of 3.4%, and domestic spending will grow at a similar rate (3.3%), to reach \$7.7TN. In collaboration with Oxford Economics, WTTC produces reports annually on the economic and employment impact of Travel & Tourism for 185 economies



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"THE 'EXPENSIVE TÜRKİYE' LABEL SHOULDN'T STICK TO US"

Recep Yavuz, the Chairman of the Antalya City Council Tourism Group and General Manager of NBK Touristik, stated, "The biggest obstacle ahead of us is the 'Türkiye is expensive' label sticking to us. When I say expensive, I don't just mean hotels, but the overall expenses throughout the tourist's trip that can become so high they become uncomfortable. In such a situation, tourists may redirect their attention to Egypt, Tunisia, or Greece."

Yavuz believes that 2024 could see a record number of German tourists visiting Türkiye. At the ITB Berlin Tourism Fair, the most active participants were generally from Türkiye, Spain, and Greece. Meanwhile, new competitors have entered the Mediterranean tourism scene from the East. Countries like Tunisia, Saudi Arabia, the UAE, Kuwait, and Qatar are warming up on the sidelines, meaning some players may exit the game.



Recep Yavuz, the Chairman of the Antalya City Council Tourism Group and General Manager of NBK Touristik

GERMAN TOURISTS REMAIN A KEY FOCUS

Germany, one of the top three countries sending the most tourists worldwide for many years, remains a key target. The holiday preferences of German tourists were a major topic of interest at the fair, both for countries attending and those not attending. According to a survey conducted by Ipsos and the tourism research company Reise Analyse FUR, published at ITB Berlin, experts predict that 2025 will closely resemble 2024 in terms of tourism trends. With 70 million people over the age of 14 in Germany, the country continues to show strong demand for travel. In 2024, despite the ongoing post-

COVID crises, demand for travel has increased in Germany. A total of 56 million people spent 90 billion euros, taking 68 million holidays. Of those, 76% traveled abroad, while 24% took holidays within Germany. The most popular destinations were: 32% Western Mediterranean countries, 24% within Germany, 18% other European regions, 12% Eastern Mediterranean countries, and 7% the Balkans and Alps.

2025 GERMAN HOLIDAY PREFERENCES

As of the first two months of 2025, indications show that tourism will be much more active than in previous years, with growth expected to surpass

12%. A revival of the Chinese market is also expected to create significant momentum in global tourism. In 2025, it is projected that 1.7 billion trips will take place.

SPAIN, TÜRKİYE, AND GREECE WILL BE THE TOP CHOICES

Türkiye is becoming an increasingly popular tourism destination in Germany. Based on last year's figures, it is anticipated that nearly 6 million German tourists will visit Türkiye, potentially setting a new record for German tourist arrivals. However, the major challenge ahead is the perception of Türkiye being "expensive." The issue is not just about hotel prices, but the overall costs during a tourist's entire trip, which could rise to uncomfortable levels. As one of the destinations where tourists tend to stay the longest, naturally, expenses are higher. While at one time Türkiye was criticized for being "too cheap," there are now concerns that it has become more expensive compared to its competitors. This could lead tourists to shift their focus to destinations like Egypt, Tunisia, or Greece.

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AZERBAIJAN TRAVEL AGENCIES TOUR TO DISCOVER TÜRKİYE

Leading travel agencies from Azerbaijan had the opportunity to closely experience Türkiye's tourism potential during an inspection trip to Istanbul and Cappadocia.



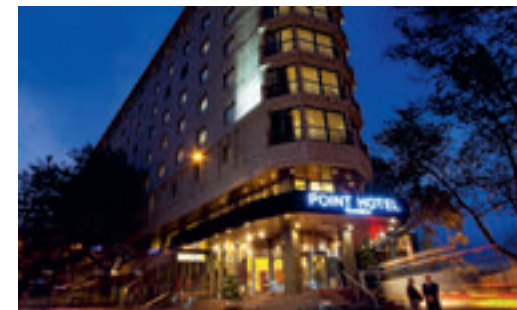
Global travel provider BookingAgora hosted leading travel agencies from Azerbaijan in Türkiye, providing them with an opportunity to closely explore our country's tourism potential. The event was organized in two stages, in Istanbul and Cappadocia. The first stage of the trip was spent in Istanbul. Guests visited historic and modern landmarks of the city, such as Hagia Sophia Mosque, the Basilica Cistern, Eminönü, Taksim, and Galataport, experiencing the unique texture of Istanbul. The guests stayed for two nights at Barceló Istanbul Hotel

and were welcomed with high-quality service. The second stage of the trip was in Cappadocia. In the second stage, the Azerbaijani tourists traveled to Kayseri and Cappadocia to explore the region's unique natural and cultural heritage. The guests stayed at Barceló Cappadocia Hotel and experienced the captivating atmosphere of Cappadocia. Destinations such as the Hot Air Balloon Tour, Devrent Valley, Ortahisar Castle, Kaymaklı Underground City, and Göreme Open-Air Museum were introduced on-site. In this special event, Mr. Hasan Ekmen, Regional Director of Barceló Hotel

Group, displayed great hospitality, mobilizing all resources to ensure the best possible experience for the guests. Transportation was provided in collaboration with Turkish Airlines, with comfortable flights between Baku-Istanbul, Istanbul-Kayseri, Kayseri-Istanbul, and Istanbul-Baku. Murat Kahraman, Founding Partner of BookingAgora, expressed his great satisfaction with the opportunity to introduce Azerbaijan's travel professionals to Türkiye's unique tourist attractions, stating, "We will continue our efforts to promote Türkiye's tourism potential to a wider audience."



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TARIRIA: A RISING STAR OF ART AND HOPE IN THE EAST



Rising from the ancient layers of civilization in Van, Tariria Culture, Arts, and Gastronomy Center is not merely an art venue—it is a multidimensional space where cultural memory is rebuilt and social transformation is cultivated. Speaking through the universal language of art and the cultural codes of cuisine, this center is turning Van into a unique destination for culture and gastronomy.

In the culinary domain, Tariria reinterprets the rich food heritage of Eastern Anatolia with modern touches, offering not just a meal, but a cultural journey. Projects like the "Inspiration from Van" series preserve traditional flavors while also creating space for innovative culinary practices. Tariria also hosts prestigious concerts, creative workshops, interdisciplinary panels, and programs for children, fostering cultural production. Renowned names such as State Artist Gülsin Onay, ney master Bilgin Canaz, harp virtuoso Çağatay Akyol, and conductor-pianist Rustem Rahmedov have all graced its stage, bringing world-class performances to the people of Van. One of the center's distinguishing features is its gastronomy philosophy rooted in self-cultivation. Many ingredients used in the restaurants and bars it is affiliated with in Istanbul are grown organically, without chemical input, on Tariria's own lands in Van. This ethical model preserves endemic plants and respects natural cycles, representing not only healthy production but a



holistic and sustainable vision. Founded entirely with private equity in a socially and economically disadvantaged city like Van—where access to cultural activity has long been limited—Tariria stands as a pioneering structure, forging a direct bridge between the people and art. Through creative drama and music workshops for children, women's involvement in production, and participatory cultural events, Tariria has become a new locus for social rehabilitation and the generation of hope. Its stage, which opens from the local to the global, blends contemporary art, theatre, dance, and performative narratives with the deep cultural legacy of Van, stretching back to Urartu. In this way, Tariria is not only a performance venue but also a

cultural archive and a living art school. The management model is equally noteworthy: operating without public funding, it is built upon principles of volunteerism and social benefit. In this sense, Tariria is more than just a model for cultural policy—it is a vision for the future. "Art is washing the dust of daily life off our souls in the mirror of imagination," says Voltaire. Tariria translates this into the truth of the East. In lands long associated with solitude, deprivation, and neglect, every concert breathes new life, every event heals, and every gesture marks a rebirth. Each note is a response to the silence of the past; each flavor, a story distilled from layers of memory. Here, art is not just an aesthetic experience—it is a restorative memory built against time.



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Promotion Push from Muğla and Antalya

Ahmet Aras, Mayor of Muğla, and Muhittin Böcek, Mayor of Antalya, represented their cities at the ITB Berlin Tourism Fair held in Germany, showcasing Muğla and Antalya as key tourism destinations in Türkiye.



The promotion of Muğla and Antalya, two of Türkiye's leading tourism cities, continues at full speed. At the fair, which was attended by Muğla Mayor Ahmet Aras and Antalya Mayor Muhittin Böcek, the cities were promoted internationally as part of Türkiye's top three tourism destinations. The fair was of significant importance for presenting Muğla and Antalya's cultural and natural wealth to a wider audience and creating new opportunities aligned with sustainable tourism goals.

MAYORS CONTRIBUTE TO TÜRKİYE'S TOURISM

During the fair, the two mayors conducted important visits, meeting with the leaders and members of the Turkish-German Twin Cities

Federation and the Turkish-German Businessmen's Association to discuss their cities.

MAYOR ARAS: WE ARE PROMOTING OUR CITIES IN HARMONY

Ahmet Aras, Mayor of Muğla, stated, "We continue our efforts in harmony with Antalya Mayor Muhittin Böcek for Muğla and Antalya, two of Türkiye's leading tourism cities. We are aware of the importance of the ITB International Berlin Tourism Fair for the promotion of our cities. Together with Mayor Böcek, we had a productive period presenting our projects and efforts in our cities. We also had significant meetings to explore potential collaborations. I believe these interactions will have positive economic outcomes for

our cities. As the mayors of Muğla and Antalya, which rank among the top three in Turkish tourism, we will continue to produce projects and represent our country in the best possible way. I would like to thank Mayor Muhittin Böcek for his collaboration at the ITB Fair."

MAYOR BÖCEK: WE WILL INCREASE ANTALYA'S TOURISM POTENTIAL

Muhittin Böcek, Mayor of Antalya, emphasized, "At this major fair, which is the heart of tourism, we held productive discussions to further enhance Antalya's tourism potential and strengthen the region's promotion. We are determined to continue our efforts to ensure Antalya becomes an even stronger player in the tourism sector."



TIME TO DISCOVER



Mövenpick Istanbul Marmara Sea Receives Highest Security Certification

Mövenpick Hotel Istanbul Marmara Sea has reached the pinnacle of security and safety, receiving the "Executive" certification from Safehotels.



Eray Dursun,
General Manager of Mövenpick
Hotel Istanbul Marmara Sea

Mövenpick Hotel Istanbul Marmara Sea has been awarded the "Executive" certification by Safehotels for meeting the highest international security standards. Safehotels, which plays a leading role in hotel security and safety in more than seventy countries and over two hundred cities worldwide, recognized the hotel for its commitment to the highest levels of safety and security. The Safehotels certification process involves a comprehensive evaluation covering hotel security, emergency preparedness, guest protection standards, and more. Mövenpick Hotel Istanbul Marmara Sea successfully met all of these criteria, reinforcing its commitment to providing guests with a safe and



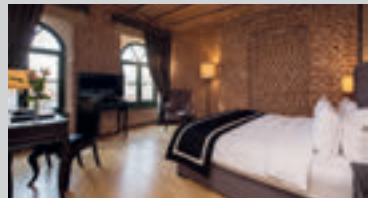
comfortable accommodation experience. Eray Dursun, General Manager of Mövenpick Hotel Istanbul Marmara Sea, commented, "Security is a priority for the comfort and peace of our guests. This certification from Safehotels is a testament to the security measures and service quality we offer, and we will continue to provide our guests with a secure environment at the highest standards."



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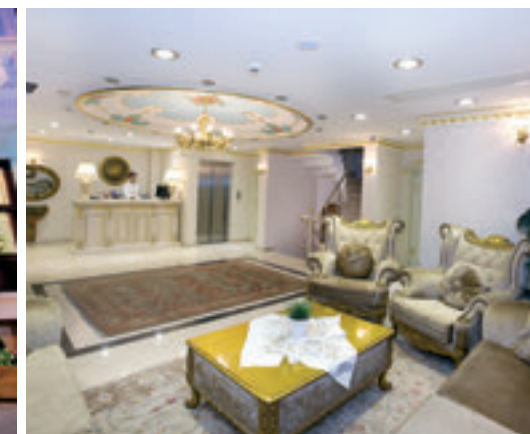


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WHO WERE THE WINNERS AT THE ITB BERLIN TOURISM FAIR?

Murtaza Kalender, Chairman of the Istanbul Tourism Association and TravelShop Türkiye, evaluated the ITB Berlin Tourism Fair, one of the world's most important tourism events. Kalender analyzed the shortcomings of Türkiye's tourism fair sector and the key elements behind the success of ITB Berlin.

Before the fair, Kalender pointed out that the challenges of visa issues and long passport processing times made traveling to Berlin quite difficult. Despite the large-scale event, he observed a rather complex organization at the fair. "I visited all the halls, walked 19,000 steps, and noticed that some halls were closed," he shared.

WHAT MADE ITB BERLIN SUCCESSFUL?

- The fair successfully attracted the world's leading tourism brands.
- The distances between stands were well-maintained, allowing visitors to

move comfortably.

- There were no unnecessary announcements, enabling participants to focus on their meetings.
- Effective promotion and perception management were implemented for the fair.
- The German government and tourism NGOs (non-governmental organizations) took ownership of the fair. On the last day of the event, the President of the German Tour Operators Association was still visiting the fairground.

DID TOURISM PROFESSIONALS BENEFIT FROM ITB BERLIN?

Kalender noted that the fair had shifted from a commercial event to more of a show. "For ITB Berlin, the term 'Tourism Show' would be more appropriate," he remarked. The enormous two-story stands, vibrant atmosphere, and entertaining activities turned the event into a tourism spectacle. However, he pointed out significant issues with the appointment system, with many meetings in the Speed Networking area being canceled and participants' expectations unmet.

Regarding Türkiye's stand, Kalender observed that many Turkish tourism professionals were mostly meeting with each other, which led to significant inefficiency. "After going through the visa and passport ordeal and spending a lot of money, meeting only with Turkish companies was a concerning situation for the sector," he said.

BIGGEST DISAPPOINTMENT: HOSTED BUYER NUMBERS

One of the biggest surprises for

Kalender was the number of Hosted Buyers, which fell far below expectations. On the second day, when he visited the Hosted Buyer area, he counted only 50 people, and by the third day, the number had dropped to 20. Despite this, he praised ITB Berlin for managing the fair's perception very well. Things that were appreciated:

- Participants from Europe did not leave their stands even on the third day.
- Significant innovations in technology and new trends in tourism were showcased.
- The food and beverage areas were sufficient, offering a wide variety of options.
- Public transportation in Berlin was very convenient, with numerous alternatives.

MOST IMPRESSIVE STANDS

Although Dubai is generally known for having the most extravagant stands, Türkiye's stand, featuring TGA and THY (Turkish Airlines), was particularly eye-catching. The size and grandeur of Türkiye's stand were among the most notable elements of the fair.

WHY DON'T TURKISH TOURISM FAIRS ATTRACT THE SAME ATTENTION?

Kalender raised the question of why Turkish tourism professionals, who show such strong participation at ITB Berlin, do not show the same interest in tourism fairs held in Türkiye. He believes this issue needs to be addressed by both participants and fair organizers. Ultimately, he noted that the real winner of the fair was the German economy.



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Murtaza Kalender,
Chairman of the Istanbul
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- Agencies Working In The MICE Segment
- Companies Working In Outgoing Cultural Tourism
- Firms Working Outgoing FIT
- Companies Working With Outgoing Leisure

FREE ENTRANCE





TURKISH TOURISM PROFESSIONALS MADE THEIR MARK AT ITB BERLIN

The world's largest tourism trade fair, ITB Berlin, was held from March 4-6, 2025, in the capital city of Germany, Berlin. Leading Turkish hoteliers and tour operators participated in the event.

The ITB Berlin Tourism Fair, held from March 4-6, 2025, brought together tourism professionals from around the world, offering an opportunity to discuss the latest developments and trends in the industry. The fair featured over 5,800 companies from more than 170 countries. A total of 137 Turkish tourism companies attended the fair, addressing topics such as adventure tourism, business tourism, e-tourism, cultural tourism, educational and employment tourism, travel technology, youth travel, and affordable accommodations.

During the fair, over 200 sessions across 17 different areas were held, discussing key challenges in global tourism, current social and

economic developments, the results of digital transformation and artificial intelligence, climate change, and sustainable strategies.



TÜRSAB SUPPORTED THE EVENT

TÜRSAB Board Chairman Firuz Bağlıkaya and Board Members also attended the ITB Berlin International Tourism Fair. TÜRSAB continues its efforts to enhance the international presence of Turkish tourism and create new opportunities through meetings and collaborations held during the event.





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They Say Turkish Tourism Is Expensive... But Türkiye Has Been Free for 35 Years

Jan Gönül, Chairman of the Board of Zafer Tourism Hotel Management and Construction Inc., which operates Miramare Beach and Miramare Queen in Antalya, said, "Türkiye is considered expensive. But Türkiye has been free for 35 years. The economy is struggling, and our costs are high. Despite all this, everyone is looking at how they can offer more to tourists."

Jan Gönül, Chairman of Zafer Tourism Inc., shared his views on the 2024 tourism season, stating, "2024 has been a good season overall. Despite high inflation and costs, we achieved good numbers. The figures were strong in 2024, and even records were broken. However, we also broke records in terms of costs. Due to the ongoing economic difficulties over the past three years, we have been facing a different situation."

"This year, the numbers are similar to last year, and there are increases in some markets. Germany is performing well, and markets like the UK, Romania, and Poland are on the rise. Despite uncertainties and the war, Russia also achieved good numbers. The end of the war would be a surprise for us. Peace not only there but also globally is very important for increasing our internal peace. The



Jan Gönül, Chairman of the Board of Zafer Tourism Hotel Management and Construction Inc.

steps taken regarding terrorism will also bring additional peace," he added.

TÜRKIYE HAS BEEN FREE FOR 35 YEARS

Regarding the criticism that Türkiye has become expensive, Gönül stated, "Türkiye is being called expensive. But Türkiye has been free for 35 years. The economy is struggling, and our costs are high. Despite all of this, everyone is focused on what more they can give to tourists. Everyone is trying to do better. There is a friendly competition among hotels in this regard. Rising costs are a big problem. Our salaries have nearly surpassed those of Europe, yet our employees are unhappy. They cannot live normal life standards. Even though they are receiving higher salaries compared to previous years, people still cannot make ends meet. What's needed first is stability in costs."



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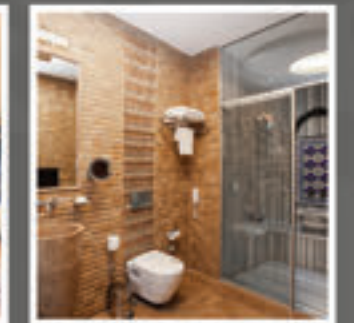
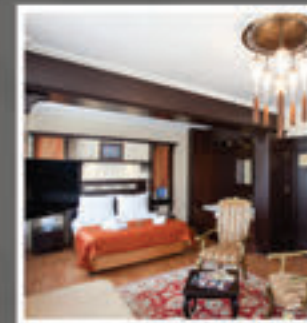
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HOW TURKISH HOTELS REMAIN AFFORDABLE FOR FAMILIES

Türkiye, together with Spain, is the leader in travel sales. However, the increased prices are sometimes hard to afford for the important target group of families. Thomas Bösl, Director Strategy & International Business Development at the German RT/Raiffeisen Touristik Group, spoke to Erkan Yagci, President of the hotel association Türofed, about possible solutions.



"Türkiye is one of the most important markets for us, and competitiveness is very important to us," emphasised Thomas Bösl in the conversation with association president Erkan Yagci, who is a hotelier himself, according to a press release. In view of changing economic conditions, increased price levels and sensitive customer reactions, it is essential to remain flexible and discuss new concepts, said Bösl. Travel agencies and tour operators report that the early and late seasons for Türkiye are well booked. However, the German market weakens

during the summer holidays. Despite the high hotel quality and customer satisfaction, the destination is now too expensive for families with children who only have a limited budget. At the Sun Express anniversary celebration in Antalya at the end of February, Schauinsland-Reisen boss Gerald Kassner and Bentour boss Deniz Ugur also criticised the price trend and warned that the destination must remain affordable for families. Countries such as Egypt offer better value for money for families, Kassner

said at the time. Bösl also said in an interview with Yagci "that price increases have a noticeable impact on booking behaviour, especially in the high season". As Yagci said in an interview with fvw|TravelTalk at the end of 2024, hoteliers are suffering from the high cost increases, from salaries to food, drinks, electricity and water. The inflation rate in Türkiye has been over 50% since 2020. It has recently fallen somewhat, but still stood at 39% in February according to official figures.



BÖSL SUPPORTS PROPOSAL FOR "ALL-INCLUSIVE LIGHT"

In Bösl's view, one solution could be greater differentiation in services and price structures. He brought up offers such as "All-inclusive light" or modular catering concepts. These could offer customers more choice and transparency without jeopardising the price-performance ratio. "The final decision is of course up to the hotels," said Bösl. "But we have to talk together about how we can maintain the attractiveness of the destination even if costs rise." Bentour boss Ugur had already suggested two years ago that hotels should also offer catering packages that only include alcoholic drinks with meals or not at all, which are particularly expensive in Türkiye due

to the high taxes. Cruise lines, where customers can book various drinks packages, serve as a model. The first hotels in Türkiye are already offering this. Speciality restaurants on ships also cost an extra charge.

After the meeting with Bösel, Yagci explained: "We are pleased about the open dialogue – it helps us to remain successful together." Germany is the second largest source market for Turkish hoteliers after Russia.



Thomas Bösl - Erkan Yagci



Tunç Batum, the General Manager of Mandarin Oriental



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TUNÇ BATUM: WE WILL MAKE A STRONG START TO THE SEASON

Tunç Batum, the General Manager of Mandarin Oriental, Bodrum, stated that the hotel will continue offering personalized services and an extraordinary experience in the 2025 season. He shared, "As Mandarin Oriental, Bodrum, we are excited to make a strong start to the new season following our 10th anniversary in 2024."

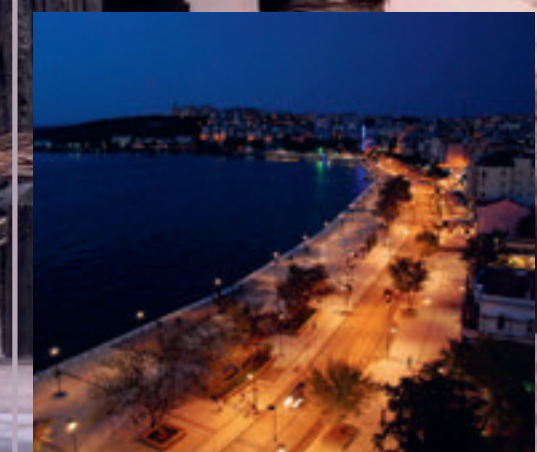
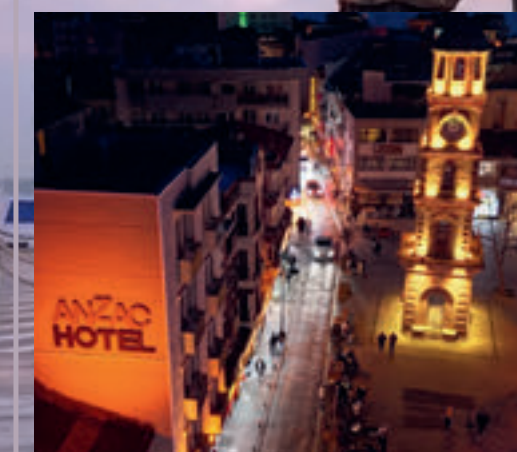
In his statement, Batum emphasized that Mandarin Oriental, Bodrum is preparing to introduce many new surprises, as they do every year, to ensure guests enjoy a stay full of unique privileges. "As we enter the 2025 season, we are proud to have received a '5-Star' rating from Forbes Travel Guide, marking the third consecutive year. This achievement not only motivates us to continue contributing to Bodrum and Turkish tourism but also serves as a thank-you to the guests who return to Mandarin Oriental, Bodrum or are excited to stay with us for the first time. This year, we are ready to bring timeless luxury to our guests with our new villas, world-

renowned culinary areas, and the addition of prestigious international brands, among many other offerings."

LUXURY AND BOUTIQUE BRANDS

Tunç Batum continued, "Mandarin Oriental, Bodrum stands out as the region's most comprehensive and uniquely designed luxury shopping destination, hosting the boutiques and pop-up stores of exclusive brands. With 22 meticulously designed and luxurious villas, Mandarin Oriental, Bodrum remains one of the facilities with the highest number of villas in the region." Offering a rich culinary journey to its guests and consistently winning

numerous international culinary awards, Mandarin Oriental, Bodrum is set to host world-renowned restaurant openings in the 2025 season. Classic culinary destinations will continue to welcome distinguished guests of Mandarin Oriental, Bodrum in the new season. Additionally, programs, special packages, retreats, and more, conducted by experienced experts and internationally acclaimed spa gurus, will be offered to guests. "The Spa at Mandarin Oriental invites guests this season to explore unique treatments with the world-famous skincare brand Augustinus Bader," Batum concluded.

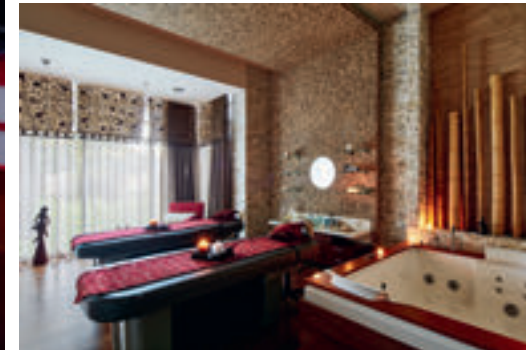


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Oya Narin, TTYD President



Firuz Bağlıkaya, TÜRSAB President

\$10 Billion Expected from Thermal Tourism

Thermal tourism in Türkiye is growing with the opening of new facilities across the country. Leading regions in thermal tourism include Afyon, Pamukkale, Bursa, Yalova, and Güre. A 35% increase in revenue is expected in 2025, with forecasts indicating thermal tourism will generate between \$10 to \$12 billion.

Türkiye is rich in thermal underground resources, and the number of international standard thermal facilities continues to increase. Investments are being made across the country, from Bolu to Hatay, Afyon to Bursa, and Güre to Istanbul, with Afyon, Pamukkale, Bursa, and Yalova being the most in-demand thermal regions. As the quality of services in thermal tourism improves, more travelers from various demographics are adding stays at thermal facilities to their vacation habits. With the promotion of Türkiye's natural resources, the country aims to generate \$10-12 billion in revenue from thermal tourism starting this year. With the rise in wellness (well-being) awareness, there has been an increase

in the popularity of thermal tourism, and complementary health treatments and therapies are being increasingly preferred.

WORLD-FAMOUS THERMAL CENTERS

Türkiye, with its rich hot water sources, is one of the most important thermal tourism centers in the world. Thermal baths, originating in Anatolia, have been used for their healing properties since the Hittites, and later during ancient Greek and Roman times. Thermal regions in Türkiye are widespread, with Afyonkarahisar, Pamukkale (Denizli), Kızılcahamam (Ankara), Bursa, Balıkesir, Yalova, and Bolu standing out. Pamukkale, which is listed as a UNESCO World

Heritage site, has served humanity since ancient times. It's no coincidence that Afyon is the first region that comes to mind when talking about thermal springs. The thermal waters in the Sandıklı region, with their high sulfur content, are recommended for supporting various treatments. Modern facilities also offer services from physiotherapists and expert masseurs. Yalova, Bolu, Bursa, and Gönen are also popular thermal regions.

DEVELOPING REGIONS

New investments are coming into the sector. Some traditional thermal facilities in Türkiye are investing in deepened wellness experiences, transforming from the old concept of baths and saunas into modern

wellness spas that not only heal the body but also nurture the soul and mind. Spiritual therapies, facial and body treatments, yoga, detox, proper nutrition, medical therapies, advanced massage treatments, ozone therapy, aromatherapy, personalized treatments, and advanced technology wellness sessions are becoming more prominent. Karayal points out that Türkiye can further develop its thermal tourism, which originated in Anatolia, with a holistic health concept, thereby taking a larger share in global tourism. Regions such as Mersin, İzmir, and Kütahya have been observed to be developing in thermal tourism.

INDUSTRY LEADERS' VIEWS:

Firuz Bağlıkaya, TÜRSAB President:

"There is still room to grow in terms of bed capacity. Thermal tourism is expected to generate \$10-12 billion in revenue despite the economic slowdown and difficulty in accessing credit. Tourism investments continue, and the increased bed capacity indicates that the target capacity has not yet been reached."

Oya Narin, TTYD President: "Türkiye is one of the top 4 tourism destinations in the world. The development of new regions, such as thermal tourism in the Black Sea, and increased health and wellness tourism investments in Anatolia are contributing to this diversification."



Mehmet Kamçı, Coral Travel Türkiye

Manager: "Thermal tourism is generally preferred by people over 50. Thermal hotels are usually seen as winter destinations, but these facilities operate year-round. Even during the summer, regions like Afyon are favored by expatriates, while Yalova and Bursa still attract Middle Eastern tourists. Türkiye ranks first in Europe and seventh in the world for its thermal resources and potential. Although

thermal tourism hasn't reached its full potential in terms of location and revenue, important steps are being taken."

Kaan Karayal, Tatil Sepeti Board

Chairman: "The number of people wanting to spend their vacations in tranquil locations dedicated to wellness is increasing. According to 2024 summer travel reports, more people are opting for vacation spots that offer experiences like spa, wellness, and yoga. When asked about their 2025 travel plans, 67% said they were seeking mental relaxation, purification, and rejuvenation, while 49% were traveling for health purposes. Therefore, we believe interest in thermal vacations will increase both globally and in Türkiye."



Mehmet Kamçı, Coral Travel Türkiye



Kaan Karayal, Tatil Sepeti Board

TOURISM TARGETS FOR 2025 LIKELY TO BE MET, SAYS MINISTER

Early bookings suggest that the targets of 65 million visitors and \$64 billion in tourism revenues set for 2025 are within reach, Culture and Tourism Minister Mehmet Nuri Ersoy has said.



Türkiye welcomed more than 62 million visitors and generated over \$61 billion in tourism revenues in 2024. Speaking at the travel trade show ITB in Berlin, Ersoy noted that early reservations for Türkiye from German and Russian holidaymakers are particularly strong. Last year, 6.7 million visitors came to Türkiye from Russia, 6.6 million from Germany, and 4.4 million from the United Kingdom, the minister said, adding that he expects these countries to remain the top source markets this year. The German Travel Association (DRV) said earlier this week Türkiye is the most booked vacation destination for this summer.

The minister also said that Türkiye has become the country with the most excavations in the world and announced that the number of excavation points will increase to 800 by 2026. "We aim to complete as much excavation work as the excavations carried out in the last 60 years in the next four years," he said, pointing out that cultural tourism is one of the country's strongest areas. "We expect to welcome more than 7 million visitors both from Germany and Russia this year," Ersoy told reporters at the trade show. Some 4.8 million Britons are expected to come to Türkiye in 2025, according to the minister. He also voiced optimism

that a possible end to the Russian-Ukrainian conflict will have a positive effect on the Turkish tourism industry. "Recently, the [Russian] ruble gained approximately 20 percent in value [due to efforts to end the war]. This indicates that reservations to Türkiye will continue to increase," Ersoy said. The Turkish tourism industry is targeting other markets, such as Asia and the U.S., he noted. Türkiye received record number of visitors from China last year with arrivals rising 65 percent from 2023 to more than 400,000. "We finished the last season with nearly 1.5 million visitors from America. It seems like we will see a strong increase [in arrivals] from America every year," Ersoy said.



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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Korhan Alşan: We Are Opening 4 New Ultra-Luxury Hotels

Korhan Alşan, the Tourism Coordinator of Ela Hospitality, announced, "We will be making new investments in four hotels in Kemer, Çamyuva, Didim, and Bodrum. Our new top-tier hotels, which will add value to Turkish tourism and make a significant impact, will be introduced to the country's tourism industry."

In a statement to Turizm Aktüel, Alşan shared, "Our company will make four new ultra-luxury hotel investments. Along with the transformation and development process of the Ela Excellence brand, new projects are taking shape. We are starting with our hotel project in the Kemer region of Antalya."

DEVELOPMENT PHASE ALMOST COMPLETE

"The project development phase is almost complete. Following the Kemer hotel project, we will continue with our projects in Çamyuva, Didim, and Bodrum, adding value to Türkiye's tourism sector and creating a difference in the industry. Our new top-tier hotels, with innovative concepts and services, will be much talked about by consumers, and we will introduce them to the country's tourism scene. We are focusing on qualified tourism. We are progressing confidently on our way to becoming a chain tourism brand, compatible with new tourism expectations and market trends."



Korhan Alşan, Tourism Coordinator of Ela Excellence Resort Belek

EVERYONE WILL TALK ABOUT OUR HOTELS

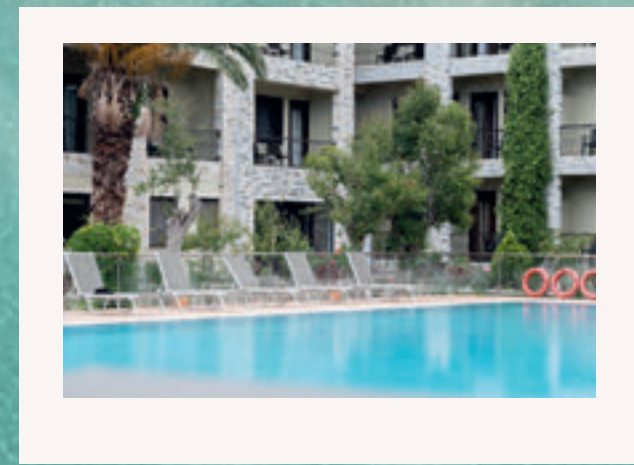
Alşan emphasized that the projects are being developed in collaboration with significant international architectural offices that have implemented many top-tier hotel projects worldwide. "As part of our chain-building process, we have created our umbrella brand 'ELA Hospitality.' The new hotel brands we

introduce will be categorized under our corporate umbrella brand 'ELA Hospitality.'" "We are working on a concept design based on nature contact, locality, sustainability, refined luxury living, and well-being—concepts that will be highly appreciated by our guests," Alşan added.

OUR HOTELS WILL MAKE A BIG IMPACT

Alşan continued, "I can say that our first ultra-luxury resort hotel project in Kemer will bring a new perspective to both the Kemer region and Antalya. We wish to share the first details of the project at WTM London this year." "As a group, our goal is to introduce pioneering brands that improve and develop tourism in our beautiful country in the sustainable tourism sector. We are following our structural and strategic business plans with commitment and will continue to move forward, aiming to launch our projects and brands between 2027 and 2028."

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Türkiye targets over 7 million Russian tourists in 2025

Türkiye aims to host over 7 million Russian tourists this year, supported by the positive trajectory of political and economic relations between the two countries, Turkish sector representatives have said.

Hasan Eker, vice chairman of the Turkish Travel Agencies Association (TURSAB), told state-run that expectations for the Russian market are high this year, as the Russian ruble has strengthened against other currencies. Speaking at the Moscow International Travel and Tourism Expo 2025 (MITT), Eker noted that more Russian tourists are expected to choose Türkiye due to the country's competitive prices and high-quality tourism services. "Türkiye and Russia have good relations, both in terms of governments and travel agencies," he said. "We interpret this as an indication that Russia will send much more tourists to



Elif Ural, a board member at TURSAB

Türkiye than last year when 6.5 million Russians visited Türkiye." "The Russian market has always been one of Türkiye's top three — we think that between 7 and 7.5 million Russian tourists will come this year, marking an increase of at least 10 percent," he added. Eker highlighted that strained relations between Russia and Europe due to the war in Ukraine have led more Russian tourists to opt for Türkiye and other destinations in Asia. He said the Turkish tourism sector is attracting visitors who might have otherwise chosen Italy, Spain, or Greece, noting that Türkiye offers

comparable services. Elif Ural, a board member at TURSAB, said Russian tourists primarily visit the Mediterranean and Aegean regions but are now increasingly familiar with Istanbul. "Russians like to travel a lot, which is why they opt to receive healthcare services in other countries despite having a developed one at home," she said. "China and South Korea have come to the fore as destinations Russian tourists prefer for health tourism in the last decade." She noted that Türkiye has begun actively promoting its health tourism sector in Russia to attract more visitors.



Hasan Eker, vice chairman of the Turkish Travel Agencies Association (TURSAB)

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ANTALYA WILL HOST 18 MILLION TOURISTS THIS YEAR

Hakan Saatçiođlu, President of the Professional Hotel Managers Association (POYD), stated, "There is a 15% increase in early bookings for Türkiye. We will see in the coming months whether this figure will be reflected in the statistics. We hope that Antalya will host 18 million tourists this year."

Saatçiođlu pointed out that Türkiye has achieved a 15% increase in early bookings, saying, "According to the discussions we had at ITB Berlin, there is a 15%

increase in early bookings for Türkiye. We will see in the coming months whether this figure will be reflected in the statistics. We hope that Antalya will host 18 million tourists this year."

TÜRKİYE AND ANTALYA ARE NOW VERY EXPENSIVE

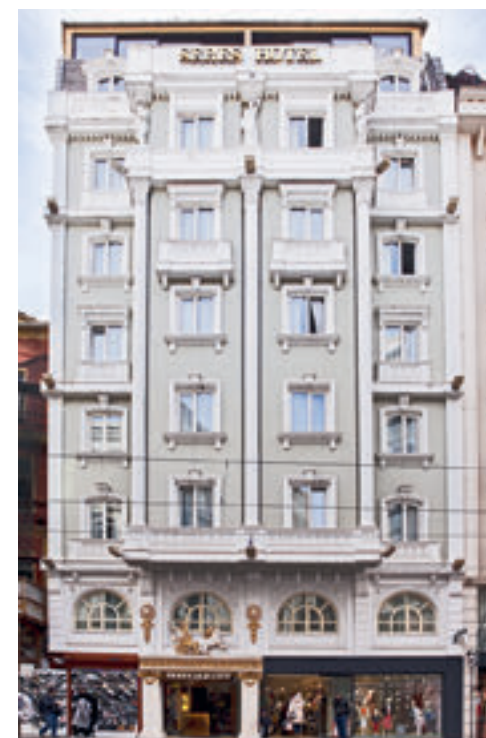
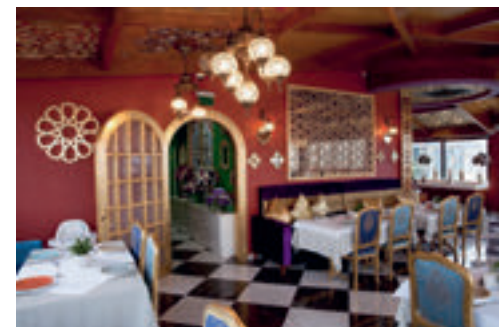
Saatçiođlu also mentioned that the atmosphere of peace in the world is having a positive effect on tourism. However, at one time, we were hosting 2 million Ukrainians and 5.5 million Russians. We are no longer likely to see those numbers. The Russian market has now shifted its focus to Egypt, China, and Vietnam. We may catch some growth in the Russian market, but these increases won't be very significant. Türkiye and Antalya are now very expensive. Due to the exchange rate not being at the right level, we are at a disadvantage. Tour operators constantly tell us this. Tunisia and Egypt have become serious competitors for us and are getting significant bookings. Hopefully, in the future, the exchange rate increases will reach the desired level."



Hakan Saatçiođlu, President of the Professional Hotel Managers Association (POYD)



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Birol Akman: We Will Make Ankara a Brand Like European Capitals

Birol Akman, President of the Ankara Tourism Operators Association (ATİD), stated that they are working with the mission of making the capital, Ankara, a leader in tourism as well. He emphasized the need to raise awareness through large-scale events held in Ankara.

In a statement to Turizm Aktüel, Birol Akman said, "We must make Ankara competitive with European capitals. Particularly with major events held during the summer, we need to create a global impact. We believe that Ankara has this potential, and we expect support from all relevant authorities, especially the Governorship and local governments."

He also mentioned that they are working diligently to elevate Ankara to the level of European capitals. "We are working to make Ankara a global brand in tourism," he added.

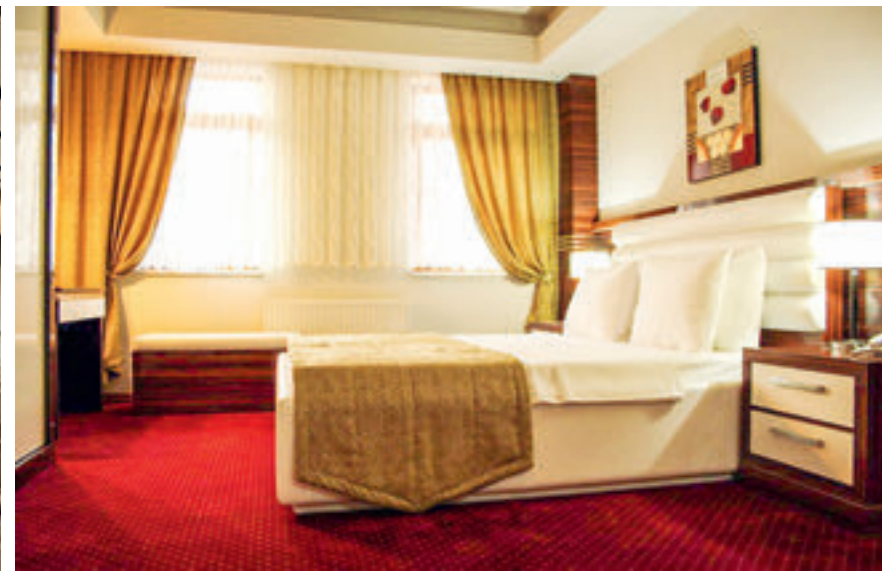
"We are working to bring Ankara to its rightful place in tourism. Along with health tourism, we are striving to make Ankara an important center in congress, culture, history, and gastronomy tourism. We are participating in both domestic and international fairs to promote Ankara in the best way possible. Our mission is for our capital, Ankara, to also be a



Birol Akman,
President of the Ankara
Tourism Operators
Association (ATİD)

leader in tourism, and we are working to ensure that the city reaches its deserving place in this field." Akman reiterated the importance of creating awareness through large events in Ankara and stressed the necessity of making the city competitive with other European

capitals. He highlighted that everyone needs to contribute to the tourism industry in Ankara, stating, "As ATİD, we are ready to be involved in any project that will contribute to the city's tourism. We will continue working with determination to elevate Ankara to the level of European capitals."



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ERKAN YILDIRIM: RIXOS HOTELS IS A MILESTONE FOR TOURISM

Erkan Yıldırım, CEO of Rixos Hotels Egypt, stated, "Rixos Hotels marked a turning point for Egyptian tourism. The steps taken by Rixos Hotels drew investors' attention to Egypt. European, Russian, and Turkish tourists choose us without hesitation."

Noting that occupancy rates at their hotels in Egypt are around 90%, Yıldırım added, "2025 will be Egypt's year." Egypt, with its climate, is a destination where tourism can be done year-round. Currently, due to the price-quality balance, Egypt is being preferred more often. In Türkiye, pricing is one of the most frequently discussed issues. Statements are coming from Russia—while prices in Türkiye have increased by 10%, Egypt has remained stable. As long as the price-quality balance is maintained, interest in Egypt has grown significantly. In particular, Rixos Hotels has been a milestone for Egypt. Many local hotel chains there see us as a role model. They are very pleased with our presence because, thanks to us, they are able to raise their own prices and improve their quality.



Erkan Yıldırım, CEO of Rixos Hotels Egypt

TURKISH HOTELIERS RECOGNIZED OUR SUCCESS

The initiatives taken by Rixos Hotels have drawn investors' attention to Egypt. Some hotel groups in Türkiye have observed our successes there. Our founder, Fettah Tamince, also clearly stated this at the Resort Tourism Congress, saying, "Let's break out of our shell and see what's happening in the world." Currently, we operate 42 hotels in more than 20 countries worldwide. Within 4–5 years, this number will rise to 80–90. Turkish hotel investors can also venture into different countries to

establish sustainable tourism. Look, continuity is very important in tourism. In Türkiye, tourism is limited to six months. As a result, hotels struggle to maintain quality. Qualified personnel have started to leave the tourism industry. We keep hearing and reading this, and when speaking with professionals, this is the issue they raise. In other words, especially after the pandemic, skilled personnel have moved away from tourism. For hotels, service is crucial. How we meet the guests' expectations is vital. It's very important to give people value for what they pay. European, Russian, and Turkish tourists choose us with full confidence. We are very happy about this.

WE ARE PURELY OPERATORS IN EGYPT

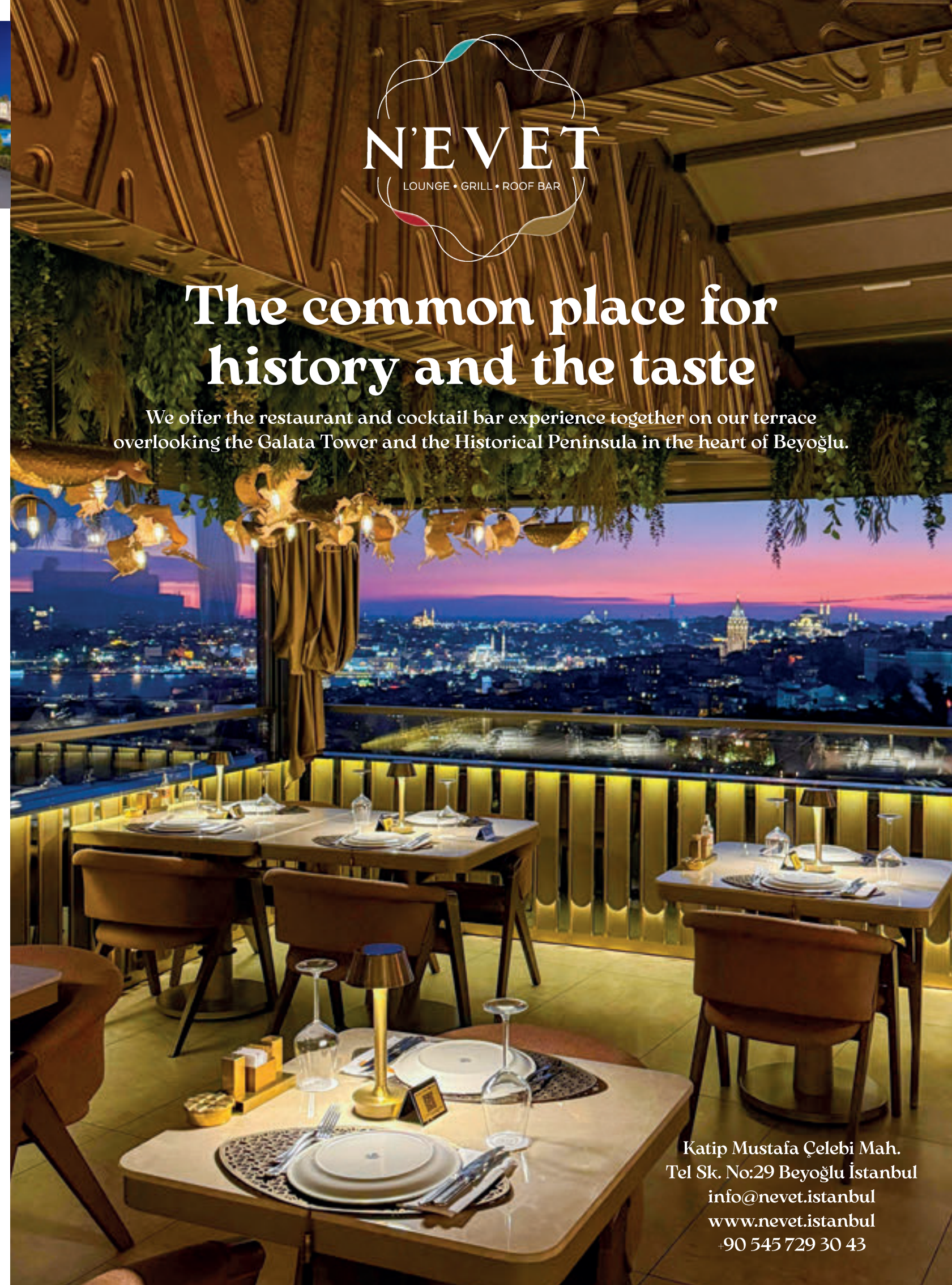
Rixos Hotels is not an investor in Egypt. There's a misconception that we're

sending money abroad. In Egypt, we are solely operators. We have not made a single dollar of investment. What we provide is our expertise and network. Moreover, we operate some of the state-owned hotels. Trust in Rixos is at its peak. We currently have nearly 10,000 beds in Egypt and will increase this to 12,000 rooms. Egypt is the region where Rixos Hotels is growing the fastest and largest. Egypt can host tourists all year round. In terms of climate, history, wealth, and culture, it is a very rich destination. The presence of Turkish individuals in top management or other positions at our hotels makes them more appealing to Turkish guests. We always call on investors to consider investing in other countries. In Türkiye, tourism lasts six months. By expanding to other countries, it can be extended to 12 months," he said.



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The Businessman Who Introduced Kebab to the World... **Ali Akkaş**

Ali Akkaş, who opened a new chapter in ocakbaşı and kebab culture with the Köşebaşı brand, attributes his success to staying true to original recipes and the emotional bond he established with his guests. So much so that in Köşebaşı restaurants, guests have their regular spots, all the staff know them, and they feel right at home.

The founder of Köşebaşı restaurants, Ali Akkaş, brought a new dimension to Istanbul's ocakbaşı and kebab culture with his first restaurant opened in 1995. Akkaş, who entered the profession by working as a

busboy and waiter in many hotels and restaurants, says, "If I had the choice again today, I would still work in the food and beverage industry." Known for his unmatched customer relations, Akkaş is also recognized for his famous regulars

How many brands has your journey that started with Köşebaşı grown into under Akkomarka? What has been the guiding principle for you all these years?

I came to Istanbul from Sivas in the 1970s. It's been 50 years since I began my professional journey. I worked as a busboy, waiter, and manager in many hotels and restaurants. The journey that began with Köşebaşı in 1995 has now grown to 14 different brands and over 50 branches in 5 countries under the Akkomarka umbrella. My consistent focus has been on customer satisfaction and delicious products

What was the gastronomy scene like in your early years in Istanbul? What were your turning points?

In my early years in Istanbul, the gastronomy industry mainly operated with traditional methods. Interest in international cuisines and other culinary-rich regions of Türkiye was limited. Ocakbaşı restaurants were



poorly decorated, dark, lacked ventilation, and were typically places men visited together, not for special occasions. We changed that perception by opening our first Köşebaşı restaurant. We dreamed of a place where people could celebrate special days, host guests from abroad, and enjoy the true taste of kebab.

What are the main reasons behind becoming one of the most recognized brands in ocakbaşı and kebab?

I would say the key reasons for our success are staying true to original recipes and the emotional connection we establish with our guests. All of our staff know our customers; even their preferred seats in our venues are known. We offer them the comfort of being at home.

Isn't it difficult to maintain the 'same flavor' across your chain restaurants



Ali Akkaş, who operates restaurants under three different brands in Amsterdam, pictured with his grandson.

Yes, it's challenging, but we've developed strict quality control systems and training programs to overcome it. We conduct regular audits and staff training at every branch to maintain the same standards.

This helps us avoid deviations from our quality. Even our franchise branches use the same raw materials, enabling consistency.

Do you have plans to open new branches?

Today we operate 55 restaurants under 12 brands. We've opened our third restaurant in Amsterdam. We have a total of 24 franchise branches in Türkiye, Azerbaijan, and Uzbekistan. We are in the contract stage for 11 more franchises: two in London, one each in Berlin and Baku, five in Istanbul, and two in Izmir. One surprising development has been the interesting requests from Mexico. It seems Turkish TV series have sparked great interest in TÜRKİYE over there. They are curious about Turkish culture. Most likely, we will take our "Ali Ocakbaşı" brand to Mexico.

DRV: GERMANY'S TOURISTS WILL CHOOSE TÜRKIYE IN 2025

The German Travel Agents Association (DRV) made a statement regarding tourism data at the International Tourism Exchange (ITB Berlin) held in Berlin. DRV announced that Türkiye ranked first among the top 10 holiday destinations with the highest number of bookings from Germany for this year's summer vacation, with a value of 1.2 billion euros.



It was also reported that Türkiye continues to rank first among the top 10 holiday destinations for bookings from Germany for the 2025 summer vacation. DRV shared the tourism data at the ITB Berlin event.

According to DRV's assessment, early bookings for classic holiday packages in Germany increased by 6% compared to last year. It was emphasized that German tourists particularly prefer Mediterranean coastlines for their vacations, and the demand for package tours to Eastern Mediterranean countries has risen even further compared to last summer.

TÜRKIYE LEADS WITH 1.2 BILLION EUROS

The statement highlighted that

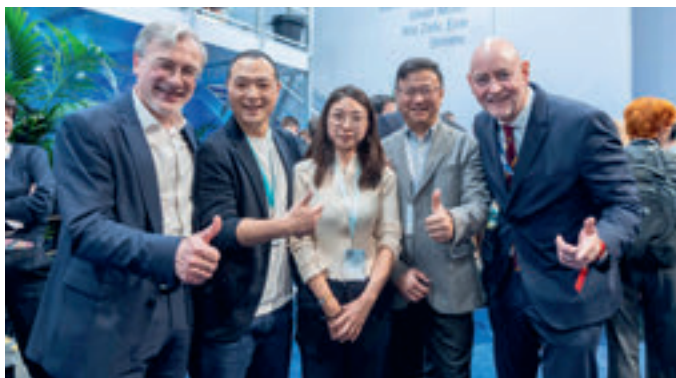
Türkiye is ranked first among the top 10 most booked holiday destinations from Germany for this year's summer vacation, with a value of 1.2 billion euros. "Families, with their diverse all-inclusive vacation options, are once again driving Türkiye's sales growth. While the country remains below average this year, it still holds the top spot among the most popular travel destinations."

GERMAN TOURISTS' SPENDING INCREASED BY 5.6% COMPARED TO LAST YEAR

It was reported that Spain, Greece, Egypt, Portugal, Italy, Tunisia, the United States, the Maldives, and Bulgaria follow Türkiye in the rankings.

According to DRV, Germans spent more on travel last year compared to previous years. The spending of Germans on pre-booked trips increased by 5.6% compared to the previous year, reaching 83.4 billion euros.

DRV President Norbert Fiebig, commenting on the issue, stated that despite all the economic and geopolitical challenges, Germans continue to travel. "Travel is still at the top of Germans' shopping lists this year. Germans are booking their summer vacations even earlier than last year," he said. Fiebig also pointed out that the popularity of classic package holidays has risen again, with 6% more people making early vacation reservations compared to last year.



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Floating Hotels Turn the Route to 'Safe Harbor' in Türkiye

With its location and destinations, Türkiye has strengthened its potential in cruise tourism, particularly through significant "floating hotel" stops in İzmir and Aydın. The aim is to maintain the growth in passenger numbers throughout the year.



In recent years, cruise tourism has been developing globally, and it has injected life into the economy of Türkiye's port cities and resort areas. The number of passengers arriving in Türkiye aboard "floating hotels" has been increasing for the past four years.

STARTING THE YEAR WITH A RECORD

The cruise sector began the new year with record numbers in January and February. In January 2024, the number of passengers in Türkiye was 19,986, and this January it rose to 32,686. Similarly, the passenger count for February increased significantly, from 4,895 last year to 29,826 this year.

PASSENGER NUMBERS UP 5 TIMES

The increase in passenger numbers, especially in February, where they rose five times compared to the same period last year, has drawn attention. Oğuz Özkardeş, a board member of the İzmir Chamber of Commerce (İZTO), emphasized that cruise tourism has become an important source of income for port cities.

The reason behind these increases is believed to be the tourists who couldn't visit other regions due to previous agreements in conflict zones and chose to come to Türkiye instead. İzmir has seen the highest increase among the ports. The recent earthquakes in the Aegean Sea have also had an effect on this growth.

THIS SHOULD BE AN OPPORTUNITY, NOT EXPLOITATION

Özkardeş said, "This increase should not be seen as exploitation but rather as an opportunity. This opportunity should be utilized with the city's civilized image, its people, and its facilities. To achieve this, it is crucial to develop the capabilities of our port. As long as visitors are satisfied and companies see commercial benefits, we will see that this will become more sustainable and continuous."

KUŞADASI: THE LEADER IN CRUISE TOURISM

Bülent İlbahar, President of the Kuşadası Tourism Association, pointed out that Kuşadası hosted the most

cruise passengers in Türkiye. "We had a great season in cruise tourism last year," he said.

LOCAL SHOPKEEPERS ARE SATISFIED

The local shopkeepers were very pleased with the movement this year. "This year, we have seen a significant increase. Last year, the number of ships was around 500, and this year, it is around 600. February was good, and March is also going well. Kuşadası is buzzing, and all the shopkeepers are opening their stores with the arrival of the ships."

WE WILL WORK TO MAKE IT PERMANENT

İlbahar also noted, "The tourists have made a significant contribution to Kuşadası. There are a few ports in the Middle East, but tourists preferred Türkiye due to the wars. The recent earthquakes in Santorini have also contributed to the increase. We hope to continue hosting tourists well and work towards making this growth permanent."

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Radisson Blu Hotel Ankara Opens

Radisson Hotel Group has announced the opening of Radisson Blu Hotel Ankara Çankaya, a distinguished property located in the heart of Türkiye's capital. The hotel offers 162 spacious rooms, including 156 standard rooms and six suites. Located in the busy business district of Çukurambar, the hotel provides elegant accommodation options for both business and leisure travelers.

Uzakrota Receives Another Award from the United Kingdom

Uzakrota, which has been bringing together the world's leading tourism technology companies, the strongest operators of regional markets, hotels, and airlines since 2010, has received another award from the United Kingdom. Gökhan Erdoğan, the Founder of Uzakrota, stated, "We have organized 30 summits in 10 countries across 5 continents, bringing together nearly 100,000 tourism professionals. By connecting local brands with each other, we have built a global travel bridge. I would like to thank all the team members who contributed to receiving this award and all our dream partners and collaborators who supported Uzakrota in reaching this point."



The Ritz-Carlton Istanbul Appoints New Executive Chef

The Ritz-Carlton Istanbul is taking its culinary offerings to the next level with the appointment of Ali İhsan Özkan as its new Executive Chef. With years of experience and an innovative approach, Chef Özkan will bring original flavors to the guests at the hotel.



Zeynep Adıgüzel Appointed as the New General Manager of Sanasaryan Han, A Luxury Collection Hotel Istanbul

Zeynep Adıgüzel has been appointed as the new General Manager of Sanasaryan Han, A Luxury Collection Hotel, with the aim of taking the guest experience to the highest level and further enhancing the luxury service standards. With her expertise in revenue management, strategic planning, and hotel operations, Adıgüzel is expected to contribute to advancing the hotel's global position. Under her leadership, Sanasaryan Han is expected to strengthen its position as one of Istanbul's most distinguished hotels.

Kurtuluş Gültekin Appointed as General Manager of CVK Park Bosphorus Hotel Istanbul

Kurtuluş Gültekin, who has extensive experience in the luxury hotel sector, has been appointed as the General Manager of CVK Park Bosphorus Hotel Istanbul as of 2025. Gültekin, who began his career at prestigious resort hotels on Türkiye's southern coasts, graduated from Dokuz Eylül University's Department of Tourism and Hotel Management. He gained international hotel management experience in the U.S., working for five years at Wyndham Harbour Island Hotel in Tampa, Florida.



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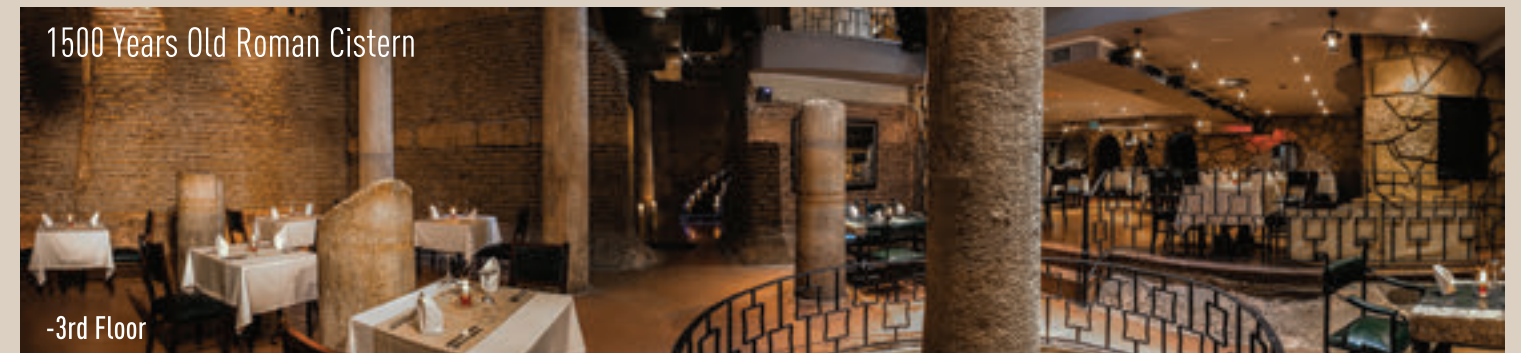


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