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THE TURKISH
HOTELS AMONG
**THE 100
BEST
HOTELS**

125 NEW
HOTELS IN
ISTANBUL

THE BEST
HOTELS OF
TURKEY

*Why must tourist come to
Turkey?*



Nuri Özaltın
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following us

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14 CATEGORIES





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editor

An Amicable Foreign Policy for Tourism

We are in the UK, to see WTM London, one the most important tourism fairs of coming new season. The sector is getting ready for 2013 season with brand new excitement and expectations. Each year has its very own conditions. Sometimes, we need to stand against gales and have to wrestle to survive. 2013 seems to challenge the sector both because of the issues our country has with its neighbours and the global crisis whose effects on the world are still continuing. The agents of the sector, who have been able to rule out many crises with success are aware of this. The survey we have carried out for Turizm Aktüel's special issue in WTM London has revealed sector's expectations from 2013. Shortly, the sector is cautious but hopeful. There are some moments when you need to reflect mirror to yourselves. These give someone a chance to see their mistakes and confirm their rights. "Why should a foreign tourist visit Turkey?", the question we directed to the agents of the sector created an opportunity to think over our pearls and pitfalls. However, the answers given to the question "What are your expectations from 2013?" the sector highlighted that Turkish foreign policy should be peaceful. Our WTM London special issue is not limited to these. In each issue we publish tourism portraits. In the new issue, you will get to know some tourism professionals who have succeeded in tourism sector with their abiding signature and witness their story. And while our flash news takes sector's pulse, the news files will introduce Turkey. Well these are my clues, further is through the pages of our new issue. Being visited by about 10 thousand companies coming from hundreds of countries every year, WTM London tourism fair is flooded with 150 thousand professional visitors. Also WTM is followed by a huge army of media and press. So the significance of the fair in which about a thousand journalists are involved naturally reveals itself. And Turkey, as it does it each year is getting ready to mark WTM with its own signature. Our next special issue will be for Holland UTRECHT Tourism Fair. Hope to see you again...

Hasan Arslan
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THE BEST HOTELS OF TURKEY

The younger generation hotel investors take active role in tourism sector in Turkey. New success stories entered the list of “Turkey’s Best 100 Hotels”. On the other hand, these new investments provide a business volume of totally 2 billion dollars in 54 sectors... *KEREM KÖFTEOĞLU*



Our investors, who have developed new methods for investing and managing, have contributed to Turkish tourism to enter among the first 10 countries of the world. “Since the development of tourism sector until today, we have achieved lots of things in terms of hotel management. And lots of important managements contributed to tourism during these years. Among them we can mention Koç Holding, Sabancı Holding, Doğuş Holding, Nurol Holding, Dedeman Holding, MNG Holding, Polat Holding, Öger Holding, Silkar Holding, Akfen Holding and many others...Along with these large corporations, we can enlarge the list with important families as Barut and Güral, individual investors like Oğuz Gürsel and Fettah Tamince. And for the first time we drew up a list of “Turkey’s Top 100 Hotels” in terms of bed capacity on the success in tourism sector. Above all, we weren’t

satisfied and we gathered the new success stories together.

Success stories and their recent investments

Among the new investments, there are Anemon Hotels, Crystal Hotels, Noa Hotels, Delphin Hotels, Aska Hotels, Dinler Hotels, Alba Hotels, Akka Hotels, Cornelia Hotels, Otium Hotels, NG Hotels, Rose Hotels and Eresin Hotels.

The biggest share of the cake is 2 million dollars

Presently there are 2.755 approved hotels in Turkey. 679 of them are local, and 140 of them are international hotel chains or rendering service within the holdings. The 82.9 percent of the 819 of hotel chains or underlying companies are local; the rest 17.1 percent belongs to foreign investors. That proves Turkish investors are more pushing than foreigners. On the other hand in terms of facility number, Hilton is the unique



Presently there are 2.755 approved hotels in Turkey. 679 of them are local, and 140 of them are international hotel chains or rendering service within the holdings.

foreign company with 6 brands and 25 hotels. The Turkish brand, Amenon is in the first place with 17 hotels in terms of facility numbers. Speaking of bed capacity, the first five local hotels are Crystal (13.380), Rixos (12.150), Pegasos (8.837), Paloma (8.700) and Kaya (8.404)...

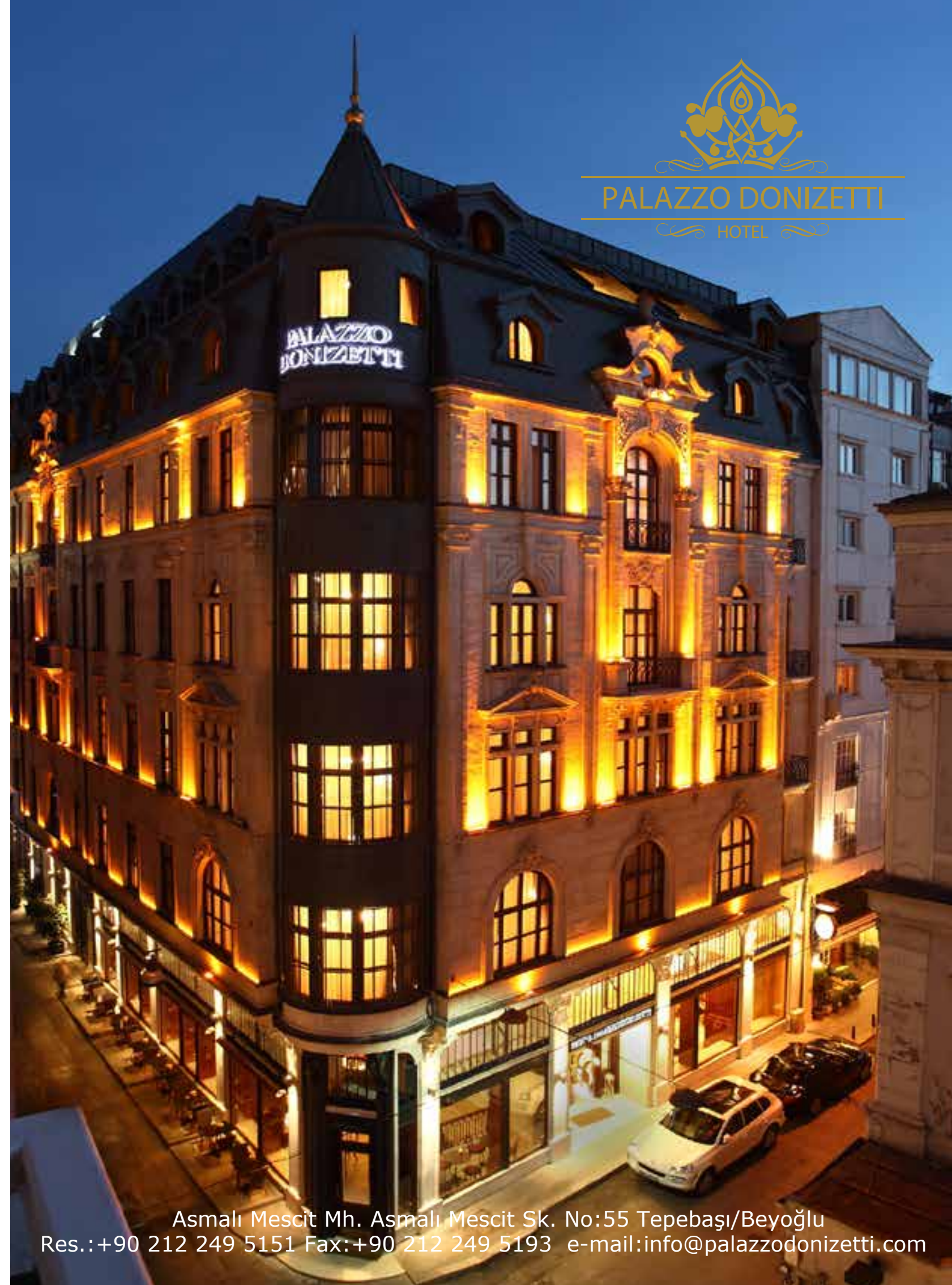
Licensed by Culture and Tourism Ministry, 2.755 facilities provide totally 313 rooms and 658.000 beds as of 2011. The statistics show that 100 new establishments are opening in Turkey. According to the study of Ekin Investigation Team, the new-built hotels will provide a share of 2 billion dollars for 54 sectors. The mentioned share will supply automatically new job areas for sectors as below: mechanical installation, air-conditioning and ventilation installments, plumbing system, rendering and painting, aluminum joinery, electrical installation, furniture, floor covering, cooking and washing laundry, wall papering, soft furnishing in the bed room, drywall, indoors, steel door, routing investigations, aviation, landscaping, bar and disco opportunities, health tourism equipments, guiding plates, center of entertainment and playing new game suppliers of software and implements.



TURKEY'S FIRST TOP 10 OF THE BIGGEST 100 HOTELS

| FACILITY NAME | FACILITY NUMBER | ROOM CAPACITY | BED CAPACITY |
|-----------------------|-----------------|---------------|--------------|
| SUNTOPIA HOTELS-TUI | 18 | 7452 | 20098 |
| CRYSTAL HOTELS | 11 | 5247 | 13380 |
| RIXOS HOTELS | 15 | 4750 | 12150 |
| HILTON INTERNATIONAL | 25 | 6078 | 11858 |
| PEGASOS HOTELS | 6 | 3050 | 8837 |
| PALOMA HOTELS-DİANA | 10 | 3103 | 8700 |
| KAYA HOTELS | 9 | 3076 | 8404 |
| DELPHİN HOTELS | 5 | 2300 | 7000 |
| CLUB VOYAGE GRUPO-ETS | 7 | 2785 | 6522 |
| PRINCESS HOTELS | 9 | 1450 | 6318 |


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TUI Holly awards certify hotels' best service and extraordinary quality. To win this award, every year there are about 8,000 hotels competing.

The Turkish Hotels among the 100 BEST HOTELS

The leader of European travel market TIU, presented TUI Holly awards it had announced in May 2012 to their owners with a ceremony it held at İstanbul Suada last September. [HASAN ARSLAN](#)

In addition to hotels in Spain, the winner of 25 awards, which is followed by Turkey, the second runner-up with 22 awards hotels such as in Egypt, Greece and Bulgaria received their awards from Dr. Oliver Dörschuck, the General Manager of TUI Germany.

Four-starred Delphin deluxe Resort Hotel situated in Antalya Karaburun was chosen "World's Best TUI Hotel" in TUI Holly 2012. "The Best Hotel-East Mediterranean" award was given to 5-star Gloria Verde Resort in Belek, again one in Antalya region. Apart from Turkey, seven hotels in Greece, five in Egypt, two each in Croatia and Bulgaria and one in Cyprus were given their awards.

For the winners in other regions, there are award ceremonies held in Hannover and Valencia. TUI Holly awards certify hotels' best service and extraordinary quality. To win this award, every year there are about 8,000 hotels competing. Since 2008, Holly awards have been given in seven different categories. The evaluation of the hotels is carried out according to the results of 5 graded customer survey forms by which an average grade is calculated for each hotel. Hotel's total score is taken into account to decide the award winner. This year, once again 500,000 forms filled by hotel customers constituted the data of the evaluation.



"The Best Hotel-East Mediterranean" award was given to 5-star Gloria Verde Resort in Belek, again one in Antalya region.



TURKISH HOTELS AMONG THE BEST 100

(In Alphabetical Order)

Ali Bey Resort Side
Amara Beach Resort
Amara Wing Resort
Anik Aparthotel
Apparthotel Yetkin
Arycanda De Luxe
Barut Arum
Barut Hotel Lara Resort Spa & Suites
Gloria Golf Resort
Gloria Serenity Resort
Gloria Verde Resort
Hillside Beach Club
Hotel Delphin Deluxe Resort
Hotel Delphin Palace
Iberotel Sarigerme Park
Leodikya Resort
Marmaris Park
Robinson Club Camyuva
Robinson Club Pamfilya
Tui Best Family Iberotel Palm Garden
Viverde Hotel Loryma
Voyage Belek

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Why must tourist come to Turkey?

Turkish tourism sector is almost ready for a tough but exciting season. The common opinion of the sector for 2013 is that Turkey should firstly reach the numbers of 2012. HASAN ARSLAN

actually tourism sector wants to reach more, but the recent conditions show that more than the numbers of 2012 wouldn't be a realistic goal. As always, before the new season began we asked 2 important questions to the representatives of the sector: If you were a foreign tourist, why would you prefer to come to Turkey? and "What are your expectations from season 2013? These questions made the sector take credits for them and discover new targets and expectations. And here are the answers for season 2013...

If you were a foreign tourist, why would you prefer to come to Turkey? and "What are your expectations from season 2013?



TİMUR BAYINDIR
President of TÜROB

**TURKEY IS A REAL
TREASURE FOR TOURISM...**



BAŞARAN ULUSOY
President of TURSAB

**TURKEY IS ONE OF
THE MAIN ACTORS IN
WORLD'S TOURISM**

According to the report for 2011 announced by United Nations World Tourism Organization, in the international arena Turkey is 6th in tourist number and 11th in tourism income. By these results we can say that Turkey became one of the important tourism factors in the world.

A tourist should come to Turkey for the sea, the sun, the sand, the long summer season, the price-service balance, the hotel quality, the cultural beauties, the warm climate, the natural beauties, the entertainment, shopping and Turkish hospitality.

Despite the political crisis with Syria and Iran and the financial crisis in European countries, Turkey reached 21.765.569 foreign tourist during the period January-August 2012 rising by 0.29 percent comparing with the same period of previous year. However, we suppose the growth rate will reach digit numbers by the end of 2012. By the leadership of Cultural and Tourism Ministry, our union and other representatives of the sector, we will support Turkey to be more recognized in national and international fairs.

Turkey has a unique mosaic that brings together all of historical, cultural, artistic, esthetic, folkloric and ecological values. Within these features, Turkey has globally become a tourism brand and is a rising star among the recently developing destinations in the world. Is there other country on the earth that brings together two continents, welcomes numerous civilizations and holds such as historical and natural beauties? The answer of this question must exactly answer why people would like to come to Turkey. All these values are a real treasure for Turkey. Especially Istanbul is getting more popular in recent years. Among the cultural beauties of Turkey, Istanbul creates differences either by its history or its "life style". Istanbul is getting famous not only because its history but also for its life style. Tourists prefer Istanbul not only for its historical monuments but for its "life style". Visiting Galata and Beyoğlu, the tourist enters the daily life there and loves to be a part of Istanbul. They love having fun and feeling alive in Cihangir, Taksim or Bosphoros. According to the report of United Nations World Tourism Organization (UNWTO), recently developing tourism destinations as Turkey treat the leadership of Europe and North America. Turkey shows consistent growth among developing countries. Being the 6th country in the world with over 30 million tourists, Turkey aims "50 million tourist, 50 billion Dollars tourism income" in the centenary of the Republic.



SEÇİM AYDIN
President of ATID

**THE RELATIONSHIPS
WITH OUR NEIGHBORS
WILL SEAL THE FATE OF
2013**

As a Mediterranean country, Turkey owns the most qualified hotels of the world. Speaking of aviation, Turkish Airways, who flies to 91 countries, is an airplane company with the highest flight numbers in the world. According to our competitors in Mediterranean region, Turkey provides mostly alternative products along with the triangle of "sea-sun-sand". On the other hand, price competition is important as well. Turkey is a cheap country compared with other countries. We achieved a significant progression in recent years although the service quality is not at the level that we desire. Tourism sector manages well during the crisis. So we should consider the recession during 2012 and should take immediate precautions for 2013.

MÜBERRA ERESİN
General Manager of Eresin Hotels

**WE SHOULDN'T APPEAR
ON WORLD'S AGENDA
IN A NEGATIVE WAY**



Turkey hasn't been discovered and visited yet as much as other developing countries. Despite the fact that tourist number has increased nowadays, still a very small part of travelers have visited Turkey. They haven't seen yet what we offer to our guests. Turkey is a multicultural country which brings together two continents, Asia and Europe. I think that Turkey is really advantageous in service quality and accommodation alternatives. It's hard to make a prediction about 2013 for the reason that tourism sector is more fragile than other sectors and immediately affected by the goings-on in the world. If we talked about these subjects one month ago, I would say that we could reach and even go over the rates of 2013. However, now the situation is totally different. I suppose that the results in 2013 will be under the rates of 2012. If we fall off the world agenda as immediate as possible, only then we will be able to reach the numbers of 2012.

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ALİ İMDAT UÇAR
General Manager of Ramada Istanbul Hotel
2013 WILL BE A CRITIC YEAR

No wonder there are lots of reasons to come to Turkey. But it's hard to guess why people like our country. However, for sure there are some important facts as overcrossing two continents, sea sand and sun triangle and good applied all-inclusive holiday system. We shouldn't forget the advantage of being at close range to world's most popular tourism region Europe and Middle East. 2013 will be a critic year. The financial crisis became chronic and that makes the alarm bells ring in Europe. We sink into pessimism because of the negative situation in our neighbor Syria. Certainly it's impossible to avoid these negations which spread over Europe and all over the world. Nevertheless, we are profitably used to get over that kind of crisis. The hidden "immune" system in our current strategy will come automatically into play. Besides our internal potential, Turkey will never remain passive in the middle of Europe and Middle East. Turkey will profit by tourism in any circumstances even if slowing down.

ZEYNEP SİLAHTAROĞLU
Executive Board Member in Lykia Group

TURKEY'S TOURISM WILL CONTINUE INCREASING IN 2013



Both in our country and in international area tourism sector is seeking for new alternative style of vacation. I think that the main reasons why tourists come to Turkey are the diversity of nature, history and culture. At first look, tourists seek for warm climates, sea, sun and sand but also nowadays they search for new tastes, traditional arts or architecture and culture. Being among the first 10 countries in the world, we work to diversify our tourism sector. We shouldn't avoid our fortune of providing range of numerous products. In 2011, 30 million tourists came to Turkey and tourism sector reached its goals with an income of 25 billion dollars. However, it was predictable that the crisis in Europe would affect negatively the sector but the target was 27 billion dollars for 2012 and Turkish tourism definitely progressed and grew. We will continue to progress in 2013. Apart from that I believe it's important to make advantage of crisis environment. We think nowadays to bring together the idea of putting our products on the markets of South America, Russian republics and Far Eastern countries as China and India. We suppose to carry out this idea as one week in Turkey and one week in Greece. If we succeed in this project, we can develop a strong synergy in world's tourism arena by the corporation of historical and cultural wealth of both countries.



NAZİF DEMİR
General Manager in Pari Tower Hotel

WE ARE BOTH POLITICALLY AND DIPLOMATICALLY IN WORLD'S AGENDA



There are lots of reasons to like Turkey. But we can mention about some of the prominent characteristics. Turkey is a focus of interest of having such a cultural and historical diversity. We are lucky to live in such a beautiful country. Large numbers of northern countries are unlucky about sunny days. And because of these reasons Turkey draws the attention of tourists by its climate. Besides, Turkish kitchen is getting more popular around the world. The political and economic position of Turkey is another attraction for tourists. We became a country which provides more favorable conditions for health tourism. Generally in 2012 it's correct to say that we came to a standstill. We lost customers especially from Spain, Italy and Portugal because of the global financial crisis. So we shouldn't expect more from 2013. The political and economic concerns may cause loss in our target markets; tourists may hesitate to choose Turkey for vacation. The tension between us and our neighbors may affect negatively the sales. We should act quickly during this year and we should keep tourist's interest alive by astonishing offers and presentations.

EZGİCAN AYDOĞAN
Deputy Executive Board President in Nashira Hotels

WE NEED A GOVERNMENTAL POLICY TO SPLIT THE TOURISM IN 12 MONTHS

Tourism sector should extend to 12 months in Turkey. We should develop a government policy for that. We must provide some advantages for tourism investors. We should increase our alternative tourism opportunities. There are some projects on sport, culture; shopping and health tourism. The results will be effective for the sector in the following years. We should protect our historical wealth for our tourism diversity. As well, Turkey must pay attention to supply demand balance while investing in tourism. The employee is another issue in tourism sector for the next period. Although the resort is perfect, if the tourism employee is unqualified, the result for the sector won't be grateful neither for investors nor for tourists.

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**MERT OKAN***General Manager in Orka Royal Hotel*

2013 WILL BE A TOUGH YEAR

Together with our historical and cultural heritage, Turkey is one the first league of world's tourism due to its geographical beauties, new and qualitative tourism resorts and skilled and young labor force. Hence we host our guest during 12 months. Turkey became a center of attraction in the world due to its various tourism products, which are offered at affordable price. We admit that 2013 will be much more difficult than 2012 because of financial and politic reasons. Both the country and the tourism sector will be affected negatively by the political developments in Syria, Iran and Iraq. I suppose that the incoming tourist number and tourism income will decrease by 3-5 percents although the central regions differ from the total.

YELİZ GÜL EGE
Executive Board Member in Rose Hotels

TURKEY IS THE PARADISE OF DIFFERENCES



A tourist who prefer coming to Turkey, can find easily the destination that will meet their needs and budget. This is an important point for a tourist. Turkey is "the paradise of diversity". Holding the heritage of different cultures, Turkey presents at the same time its various products in a splendid geography and climate. Turkey draws the attention of tourists also by its beaches with blue flags; its modern hotels and its transportation means. We should firstly protect the present markets in 2013. The political crisis with the neighbors and the national unrest reflect badly on tourism sector. Consequently we should develop a foreign policy constructive on peace and fraternity. The second important subject is price service balance and qualitative service. We should take precautions in order to both reserve and increase the interests of present markets; we must avoid tension and create new promotional projects for alternative markets. Different tourism units, especially culture and outdoor sports should come into prominence in these promotional projects.

**SERDAR BALTA***General Manager in Ottoman Hotels*

FIRST OF ALL, WE SHOULD AIM TO OVERREACH THE NUMBERS OF 2012

We draw world's attention with our historical and cultural heritage, the climate which offers us four seasons, the unique beauty of our beaches, our geopolitical situation which brings Europe and Asia together, our means of transportation and travelling facilities, our rich cuisine culture, our service quality and our beautiful and luxurious resorts. In 2013, we should aim firstly to overreach the numbers of 2012. Besides, Turkey should assure stability and sustainability; we should increase the average of per capita expenditure and we should enhance the product quality and diversity. We ought to steer for new markets and to increase our budget of promotion. We may put much more money for online advertising. According to all these targets, as a powerful and peaceful country Turkey will become indispensable for every potential customer.

ALİHAN AKKOÇ
General Manager in Empire Palace Hotel

WE HAVE BIG EXPECTATIONS IN 2013

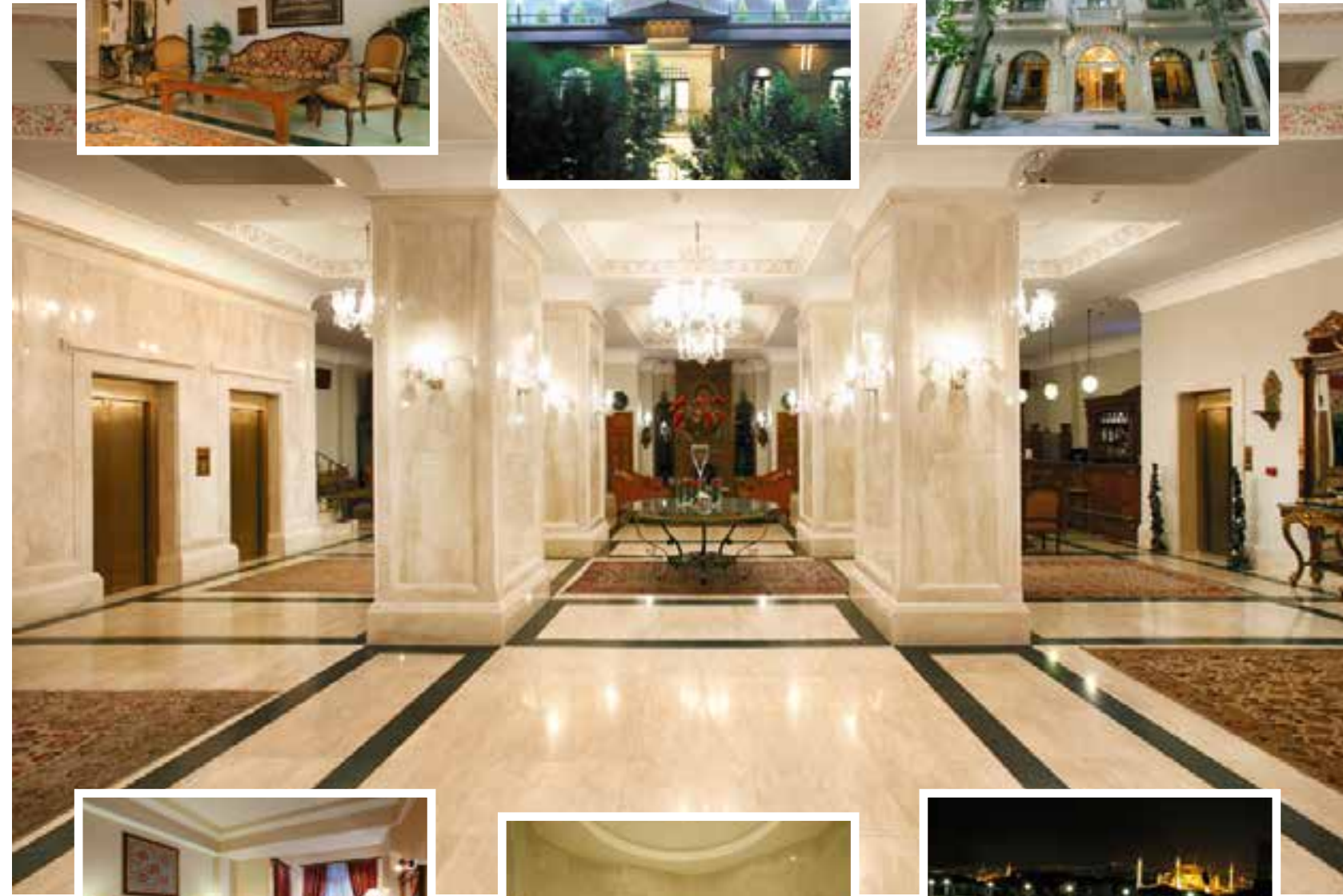


Besides our natural, cultural or historical advantages, Turkey is drawing tourist's attention by its newly-built and modern establishments.

In addition to this, the improving service quality is another reason for being selected among other destination. The targets for 2013 are very high. However, the financial crisis in Europe can be dually disadvantageous for Turkey. The first reason is that Europeans don't think to take vacation because of the crisis; the second is the price cutting policy of Greece and Spain, our rivals in Europe. The unrest in Middle East after the Arab Spring, the political conflicts with Syria and Iran may reflect badly on tourism sector in 2013



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KEREM DEMİRCAN
General Manager in Midtown Hotel

IT WOULD BE ENOUGH TO ENSURE OUR POPULARITY

There are several reasons for a foreign tourist to come to Turkey. A tourist should come to our country for its history. Our museums and palaces are like the parade of history. They should come for our natural beauties. They have to see the Bosphorus, the sea side, the Çamlıca Hill, the Prince Islands, our beautiful forests; they must taste our cuisine culture and do shopping here; in a word, they must come to discover this country. While improving our tourism, the investors are seeking for new opportunities. But the infrastructure works have to on the same speed with investments. The qualified and well-educated personnel is another important point to enhance our tourism. Recently, if you pay attention, some of famous tourism magazines mention about our country and especially they give a wide place to Istanbul. Turkey is one of the exceptional countries in the world where you can satisfy your demand. In 2013 and later on we should only focus on successful organizations and regulations in order to maintain the popularity of Turkey.

NİLGÜN ÖZTÜRKMEN
General Manager in Golden Crown Hotel

WE CONTINUE TO PROVIDE QUALIFIED SERVICE FOR AFFORDABLE PRICE



Engraving in world's memory a deep-rooted history, Turkey is still concerned about its global image because of being known as a "cheap country" for a long time. On the other hand, it's true this sales policy made Turkey a center of attraction in the past. The tourist comes to Turkey for being geographically closed to Europe, for Euro which is more valuable against the Turkish Lira, for the qualitative service, luxury hotels and affordable prices. Due to providing best quality for affordable price, Turkey is more attractive to people who come from the economic crisis of Europe. In this case tourists, who want to dispose but never give up travelling, went towards Turkey. That increased the number of incoming tourists.

The increase in Middle Eastern tourist number is by the reason of foreign policy of Turkey towards this region.



KEREM TATAROĞLU
General Manager in Polatdemir Hotel

EUROPEAN TOURIST WILL COME TO TURKEY IF THE ECONOMICAL CRISIS IS OVER

Turkey is a charming destination for its history, natural beauties and geographical position. Especially the Latin society wants to learn about civilizations that appeared in Anatolia. On the other hand, the Middle Eastern people love Turkey and wonder about its beauties. Turkey is still cheaper than other countries of Europe, so that's another reason for drawing the attention of foreign tourists. I suppose that in 2013 the tourist demand will continue to grow much the same as it was in 2011 and 2012. It's crucial to host the tourist who loves spending money. The inflow from Middle East will continue in 2013 as well as it was in last two years. If the financial crisis loses its effect in Europe, there will be an increase in European tourists, too. While raising the number of beds, we should also educate qualified personnel. We should tell to the young generation the importance of being qualified and consumer-focused in tourism sector. It's also crucial the improvement of infrastructure has to be equal to the increase of bed capacity.

TOLGA TOSUN
General Manager in Museum Hotel

OUR CULTURAL VALUES MAKE TURKEY MORE ATTRACTIVE



No doubts that there are lots of reasons why foreign tourists should come to Turkey. One of these reasons is definitely our "cultural" wealth. You may find a similar country to Turkey with nice beaches, sun, sand, golf resorts or even thermal regions, but our specific culture and its reflection on tourism make our country different and more attractive. For these reasons the luxury tourism grows in recent years. In 2013 we should aim to reach and even go through the numbers of 2012. But the tourism sector is concerned especially about the unrest in Syria. Nevertheless, I suppose that the income will take a turn for better by %20 in case the conflicts between Syria and Turkey are over in 2 or 3 months.



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HÜSEYİN GENÇSOY
HRS Market Manager

I HAVE GREAT EXPECTATIONS FOR ISTANBUL

The tourist predicates on some facts like the natural beauties of the destination, the hotel quality, the price and the international reputation of target destination. For now Turkish tourism is above the expectations. However, we have recently lost customers because of quality issue. As the matter of fact, Turkey is stuck in between the prejudices of being too expensive in summer and cheaper during winter. I esteem that Turkey shouldn't expect too much in 2013.

We must be ready for diminution in 2013 compared to 2012. On the other hand, I suppose only Istanbul will make a progress in 2013.

ERHAN ÇAKAY
General Manager in Karnak Travel

RAISE OF CAPACITY SHOULD BE PARALLEL TO THE DEMAND OF TOURIST



Since 1980 people have appreciated tourism sector more consciously. Turkey has attracted the attention of tourists due to its developing service quality, environmental consciousness and charming prices. However it is very crucial to meet equally the increasing demand of bed capacity. In recent years Turkey keeps clear of being known as a cheap country and carries out a consistent price policy in tourism sector.

The rate of price increase has augmented. In this case the foreign tourist can be guided to other destination. Still we should be careful. There can be an immediate development at any moment around Turkey. The news about unrest in our neighbor and the attacks of terrorists are appearing every day in the international press. Our touristic promotion should be based on peace, clear environment and fraternity.



İSKENDER ÇAYLA
General Manager in Delicias Travel

TURKISH TOURISM WILL KEEP GROWING...

Alternative markets and travelers have their own reasons. There are tourists coming not only for sea, sand and sun but also for historical and cultural sightseeing or natural beauties. Our most important advantage is to be geographically close to countries that send the numerous tourists. Turkey made headway about accommodation, food and beverage, shopping and air transportation and also is able to offer alternative options to the tourist. Although the effects of crisis which started in 2008 and still continue, the Turkish tourism will keep growing. The regional unrest seems to be a threat for Turkey, but I believe that tourism, which is source of recurring foreign currency, will hold our country off these conflicts.

ÜLKAY ATMACA
General Manager of Majesty Club Kemer

THERE WILL BE AN INCREASE IN RUSSIAN AND EUROPEAN MARKETS



Turkey is both charming and economic country for a tourist. Turkey has the potential to meet every kind of demand such as the sea sans sun triangle, health, sport or convention. The wide range of products and the freedom for selection make Turkey more charming. Some of the reasons why tourist prefers Turkey are the diversity of products, the new hotels and the best service quality. While our beauties from every corner of Turkey and our historical heritage are reasons for being center of attraction, tourism is getting full of action in sport and convention tourism especially during winter. However I don't expect a big movement in 2013, it will be a little bit more successful than 2012. In case there aren't any big changes in the world, the Russian and the European markets will grow by 3 or 5 percents.

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ALİ ÖZTÜRKMEN
General Manager in Galata La Bella Hotel

RECENT CONFLICTS IN THE REGION WILL AFFECT BADLY THE SECTOR



SENOLOZTÜRK
General Manager of Erbil Hotel

TURKEY IS A HOME FOR EVERY MAN OF THE WORLD

Turkey has a history that embraces the entire world culture. Istanbul is individually a center of attraction due to its history during which it was the capital of three empires and its geographical position which brings the two continents together. For thousands of years Anatolia nestles several civilizations during a huge history. In Turkey every man of the world can feel himself at home. This country has a heritage that should be visited heaps of times. The sparkling star of the world in the means of economy and sociology, Turkey maintains its characteristic to be the center of tourist's attraction. From now on we should work on bringing the Olympic torch to Turkey in 2020. Our country is a value for world's tourism by its geographical position, its reliability, its service quality and its 30-year experience in this sector. It's not a dream but realistic to aim 50 billion dollars at the centenary of our Republic.

Tourist come to our country for the affordable prices, the historical and cultural wealth, the best service quality and the qualified accommodations. Of course there are other key elements for foreign tourists. The best regulation in all-inclusive system, nice climate, surpassing step by step the infrastructure issues, the rising organizations in convention tourism, the means of transportation are some of these reasons. 2013 will be a difficult year. Unfortunately my thoughts are true because Egypt and Tunisia are recovering; on the other hand we have conflicts with Syria and the economic crisis augments in Europe. One of the largest tourism metropolises, Istanbul is negatively affected from the uncontrolled bed capacity demand, the increase of unqualified establishments and the infrastructure problems especially in the historical peninsula.



NEVIN AKÇELİK
Executive Board President in Club Nena

THE SENSE OF TRAVELING WILL CHANGE IN 2013

Tourism is like a crystal glass. It can be broken very quickly. How so ever we may show great care, sometimes this glass can be broken by an external factor out of your control. I consider the tourism managers as heroes. Think about it; we, all of us, are dealing with the dreams and selling the time. The forward-looking expectations should be predicted only if they are based on today's conditions. 2013 won't be very promising for tourism because of the global crisis. Certainly the prices will be determinative. People will go on holiday but they won't stay longer or they will prefer the destinations below to their standards. Consequently, good luck for tourism sector in 2013, which is going to be a tough year.

SERİF YENEN Chairman of TÜREB WE SHOULD FOCUS ON CULTURAL TOURISM



Our country is one of the rare places in the world that can bring together both its historical and cultural values and its excellent hospitality.

Our charm is getting on the hills when including our history, culture, nature beauties and exotism. On the other hand, Turkey is mostly preferred by foreign tourists for the reason that we aren't a member of EU even if we're very next to Europe. Our currency TL augments the purchasing power of European tourist and that's make Turkey a desirable destination. Our geographical position which is next to Europe is another reason for coming to Turkey. Whole world is face to face with financial crisis, political unrests, war rumors and border transgressing. It's difficult to guess what will happen in the next year. But for sure we can say that Turkey should be careful and pull the strings, if we consider that tourism sector is immediately affected by the goings-on. We should work hard for international advertising and marketing and should go towards new markets. We should particularly focus on culture tourism, which is less affected by economic and political issues.



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**MEHMET SATAR**

General Manager in Eser Premium Hotel

IN 2013 WE SHOULD GAIN AGAIN THE MARKETS THAT WE LOST LAST YEAR

Embracing various civilizations during the history, Turkey is always a center of attraction for tourism for its history, culture, nature, geography, warm and cheerful people, cuisine culture, hospitality, which make you come again in this country. According to the preferences of foreign tourists Turkey takes place on the top in terms of affordable prices and qualified service appropriate to competition standards with alternative destinations. We expect to regain the markets that we have lost in recent years, and to find new markets with the active and effective advertising by the help of new destinations of Turkish Airlines. But it is obvious that Turkish tourism is going to be affected by the recent unrests and by the unpredictable incidents. However, we must take precautions against any kind of negativity and attract the attention of more tourists with alternative products.

SEVKİ TAÇ General Manager in Taç Hotels ECONOMIC CONDITIONS FORM THE TOURISM SECTOR...



Nestled with historical wealth and heritage in each region, Turkey embraced several civilizations during its history. Additionally, our country is mostly preferred for the long seaside, for the warm climate of Mediterranean Sea until October and for its marvelous beaches. The tourists have cut their vacation budgets as a result of financial crisis taking place in Europe. The financial conditions are more determinative in holiday preferences of foreign tourists. Accordingly, Turkey supplies more affordable prices in comparison with Spain, Italy and Portugal. Tourism sector should aim to improve the current service quality and to represent Turkey more properly in the international arena; hence, the current number of tourists should be increased, the prices can be conceivably augmented and the foreign currency inflow can constantly increase.

**AYKUT BAKAY**

Manager in Sarnic Cistern Restaurant

HEALTH TOURISM WILL GAIN ACCELERATION

Our country surpassed lots of European countries in terms of resort number and quality in health tourism with its natural resources, mud-baths and healing thermal spring water. Health tourism is growing every passing day. Numerous people come to Turkey to recover their health and to find solutions for their health problems. We have several modern facilities in this area, and we provide cheerful personnel, technological advantages, doctors who are specialists in this field, professional organizations and the most important we offer affordable prices.

YAKUP DEMİR

Assistant Manager of Sales and Marketing in AKKA Hotels

TOURISTS COME FOR THE NAME OF TURKEY

Our foreign guests prefer Turkey first of all for the reliability of Turkish brand and for its the prestigious name. Besides, our tourism facilities proved that they supply the world's standards by participating in agents' best hotels lists and gained important degrees in some of the popular web sites. If we include the price and quality balance to these reasons, Turkey became a charming destination for foreign tourists. We expect to receive very good results considering the brand-minded projects of Tourism Ministry and the tourism strategy of 2023. In 2012 we made progress in some field and sometimes we failed in some markets. So, 2013 will bring lots of surprises both for our country and for other destinations. Turkey should go further by setting down the price strategies according to the market combination.



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Standard room facilities include air conditioning, a minibar and a hairdryer. You will find a TV, telephone and a kettle among the facilities in your room. Towels and bathrobes are naturally available for your trip to the sauna. Do you want to book a non-smoking room? Are you travelling with your family and do you need a cot? We will gladly cater for your wishes - please indicate them when booking your room. Every room has its own private bathroom and some have a balcony - please state your preference when booking your room. Enjoy your leisure time in the indoor swimming pool or fitness room. Forget the worries of the day as you enjoy a relaxing massage.

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ARZU ÖZDEN
General Manager in Memento Hotel

THE GEOGRAPHICAL LOCATION IS MOSTLY ADVANTAGEOUS FOR TURKEY



MUHAMMET CÜNTAY
General Manager in Zurich Hotel

TURKEY IS ON FIRST PLACE IN PRICE COMPETITION

The preferences of foreign tourist may change according to the geography, culture and demography of their countries. Either in the past or nowadays, Turkey has always been a center of attraction for tourists. Our country is one of the particular destinations which meet the demand of tourist who is searching for sea, sand and sun. Turkey is coming to the forefront according to the price competition with other countries. Istanbul hosts most of the total tourist number. Istanbul is a particular tourism brand for Turkey. Tourists from Middle East are more comfortable in Istanbul rather than other cities in Europe or in the world. I estimate that in 2013 we will reach the numbers of previous year. Hence, 2013 is a crucial year for our sector. The increasing statistic of tourism sector should continue as well in 2013. Some oppressive developments around the territory of our country reflect badly on some of our markets. I predict that the unrests in Syria and Iran may cause distress at least during the first period of 2013.

Turkey is located in the point where Europe and Asia connects to each other. Most of the half population in the world can reach the beauties of Turkey travelling at least for four hours. We are so lucky to live in such a territory which was surrounded by lots of civilizations in the past. We embrace a great range of cultural values from the east to the west, from the north to the south. Istanbul is one of the most beautiful and incomparable cities in the world which was the capital of lots of emperors throughout history. And here it is the reasons why foreign tourist must come to Turkey. As in previous years, in near future we should put the Turkish tourism over the top according to specific missions. Our prior mission should be to go further in advertising and promotion and we should set a good strategy in marketing and qualified service. In any case Turkish tourism will move ahead within the combination of all these targets.

CEMİL CANOĞLU Manager in Stuttgart Uger Turk Tour

TURKEY IS A HOLIDAY PARADISE

The preferences of foreign tourists are changeable in terms of their interest, expectation and pleasure and according to their homelands. Turkey is a country that you can find everything... Culture, health, art, education, vacation... In Turkey you can go to sea and you can do skiing at the same time; and most important is that our homeland has a hotel management mentality which appreciates the family concept. Turkish people are hospitable and generous. Last year, 32 million tourists came to Turkey. The Turks coming from Germany prefer mostly the holiday resorts and hotels. Running away from the cold climate of Russia and preferring the triple sea, sand and sun, Russian tourists stay at least 10 or 15 days and pay attention to the price of tour packages, the concept of all-inclusive system, the events like aqua park, disco or animation. British prefer Muğla, on the other hand French like to spend their holiday in Bodrum. In terms of warm climate, natural beauties and affordable price, British tourists are one of the groups mostly coming to Turkey for reposing near the sea side, playing golf or diving

ZİYA ALTINAY
General Manager in
Elite World Prestige Hotel

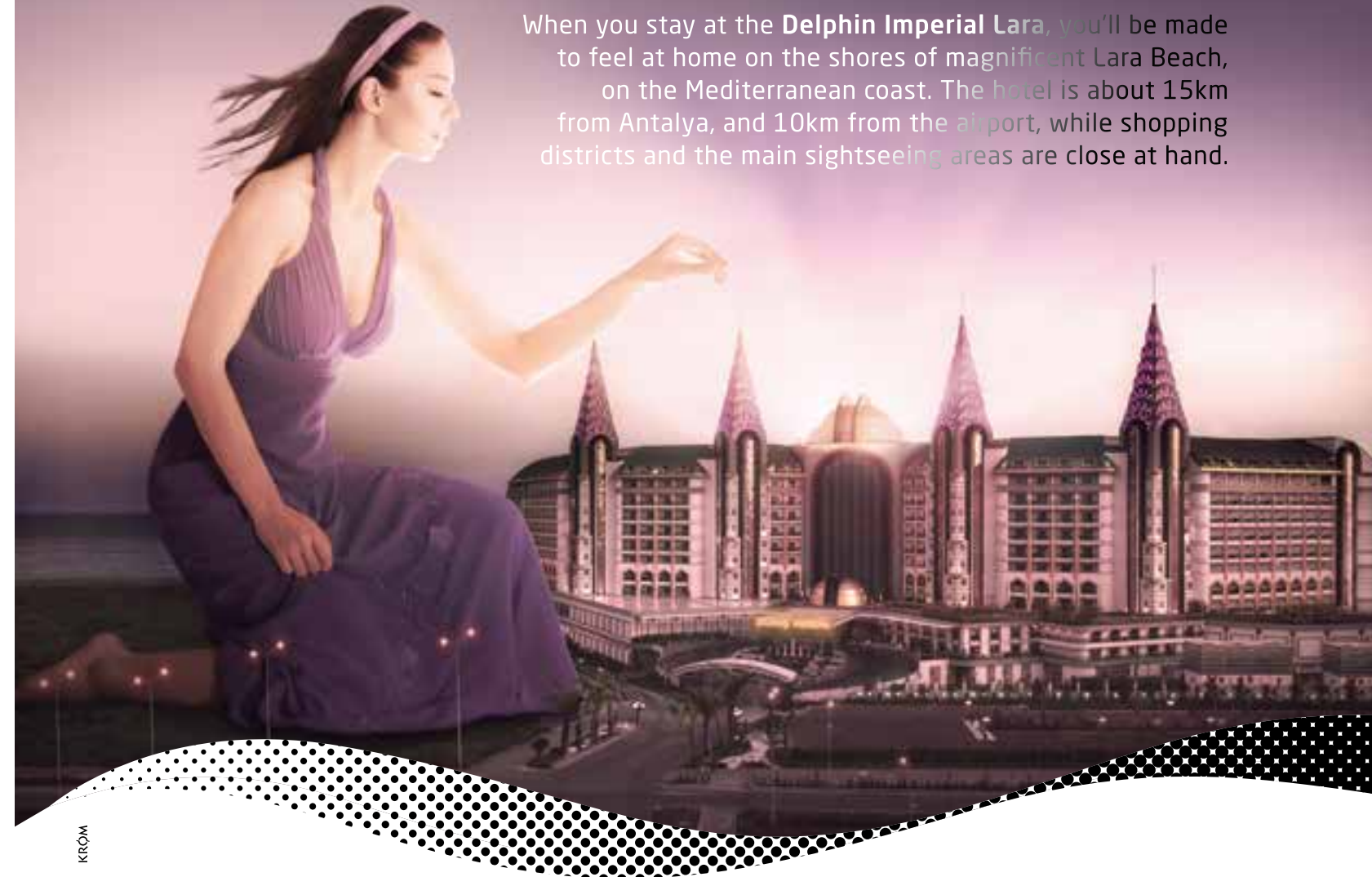
IT'S CRUCIAL TO SET THE PRICE STRATEGY



Tourism is important for introducing and representing our cultural values and for offering an insight into our historical wealth. Accordingly, Turkey is a developing country in terms of finance and job opportunities; tourism provides considerable increase in local and international labor. Besides, nowadays the tourism income has increased, the quality has improved; hence, new facilities have been built and the construction sector has revived. In 2013 we should insure the achievement of 2011. Speaking of what needed to be done, we should set carefully the price strategy; the tourism facilities should give importance to hygiene that has to be in the highest level. Additionally, we have to enhance the educational quality.

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UFUK CÖMERTOĞLU
Executive Board Chairman of Cömertoğlu Hotels

THE CUSTOMERS IS MORE PROFESSIONAL THAN ALL OF US

We have new establishments and very qualified service, besides we offer the best price; that's why foreign tourists prefer Turkey for vacation. It's impossible to find the same quality for the same price in our equivalent countries as Spain, Greece and Italy. The customer is more professional than all of us. Because they search, travel, try and decide what is the best for them. 2013 won't be more different from 2012. Now the demand got ahead the supply. For that reason we should renovate the older facilities and wait a little bit for the new ones. Every newly furnished bed pulls down the demand on older ones.

GÜLSEREN VATANSEVER
General Manager in BW the President Hotel

TURKEY IS ONE OF THE MAIN ACTORS IN WORLD'S TOURISM



Our country is one of the beautiful examples for combining east and west with its historical and cultural heritage, its natural beauties and the most charming hotels of Mediterranean region. We have a serious potential in tourism sector. In the international organizations, our foreign colleagues mention in glowing terms about the Turkish hospitality. Hence, the satisfaction of our foreign guests proves the progress of Turkey in world's tourism arena. As it was last year, the incoming tourist number and the foreign currency revenue will augment this year as well. We expect the maximum in tourism sector. We want sincerely to reach 50 million tourists and 50 billion dollar in 2023. We will promote more intentionally our diversity of culture, convention and health along with our current potential in tourism. Briefly, Turkey will keep being the prominent star in the world.



ERDAL ÇELİK
General Manager in PGS World Palace

WE NEED SUSTAINABILITY IN 2013

The hotels and the nature of Turkey are very clean; the personnel working in holiday resorts or in city centers work with full of hospitality. Turkey provides to the quality, comfort and confidence that the tourist need. Most of the hotels are newly-built and presentable.

The service in airports is qualified and the transport is easy. Our country has a splendid historical heritage. Being more economical than European countries and our delicious cuisine culture are some of the factors to come to Turkey. We need permanence especially in 2013. The tax load should be reduced for tourism sector. Our relationships with our neighbors affect negatively the sector. We have to be more careful not to spoil the relation with Russia, which sends the most crowded tourists group. The current unrest in Syria may cause lost in this market. Generally in 2013 we should aim to surpass the numbers of 2011.

OZAN GÜVEN

Chairman of Kemer Oflaz Tourism

HIGH-END TOURIST IS THE MAIN GOAL...



It's almost impossible to describe with words the historical and geographical values of Turkey compared with other countries. But first of all we should leave the thought that we have everything. Turkey has to create its own style, the tourism destination as well. Every destination should become institutionalized. Turkey is a unique country that contains all of tourism subjects as history, nature, sea, adventure, health, religion, sport and congress. Our first goal is to attract the qualified tourist. Hence, every part of tourism sector should do its best. We need quality, order, morality and discipline.

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**TAYYAR GÜL**

Chairman in Kemer Tourism Managements Union

OUR GOAL IS TO REACH %100 IN CUSTOMER SATISFACTION

Our country is located in the wealthiest destination in Mediterranean region in terms of tourism diversity.

The triangle of sea, sand and sun keeps charming the foreign tourists. Besides, Turkey is a center of attraction for its historical and cultural beauties.

Our country is also in an advantageous position about shopping. Sport events, meetings and convention tourism attract the attention of the tourists. Our main goal in 2013 is to welcome our guests with the Turkish hospitality and to make them happy. The tourism professionals, we think this is a nice method to promote our products. By the help of our approach "The priority in customer service satisfaction", we should think firstly to rebound the foreign currency inflow and to increase the number in 2013.

ASLIN BAYAR ULUKAPI
General Manager in Kemer Ambassador Hotel

WE ARE THE BEST COUNTRY APPLYING THE "ALL-INCLUSIVE" SYSTEM



We are the most successful country which applies the "all-inclusive" system for the most economical price. Our various and advantageous features such as new-built facilities with the highest technology, our hospitality arising from our customs, our geographical position, our delicious and affluent Turkish cuisine and of course our history and natural beauties are some of the reasons which make Turkey a center of attraction for tourism. If profitability scales down according to the augment of margin and administrative expenses, Turkey might fall into danger in 2013 and ensuing years. We might unfortunately lose our best card: the quality of service in new-built and qualified hotels at affordable prices. In the forthcoming years we are obliged to bring high-end travelers and to augment the per capita expenditure, to increase the current number of accommodations and to make the present facilities catch up higher level.

**PAKİZE KILIÇ**

Sales and Marketing Manager in Kemer Olympus Teleferik

POLITICAL DYNAMICS WILL BE EFFECTIVE IN 2013

There are lots of reasons for a foreign tourist to like Turkey. First of all our country has a combination of natural beauties and historical values which is rare all over the world. Coming to our country the tourist is satisfied in all means. Tourists coming from Northern countries where there is almost no sunshine can meet with the sun during 300 days in the south of Turkey. Also our country is like an open air paradise for those who are interested in cultural tourism. We glorify our guests with our perfect resorts where you can do various nature sports and golf. On the other hand we are one of the rare countries that offer the best prices for a good quality.

HAKAN BEDİR

General Manager in Klas Hotel

BE CAREFUL DURING PRICE DETERMINATION...



Turkey is preferred because of our balance in price, service and quality, the visa facility, our historical and cultural wealth. If we should make a list of our goals in 2013, the price policy should be done correctly paying attention on the recent crisis affecting world's tourism. We should create alternative tourism plans in order to increase qualified tourist number and tourism income. We should offer the right products and campaigns to the exact tourist profile.

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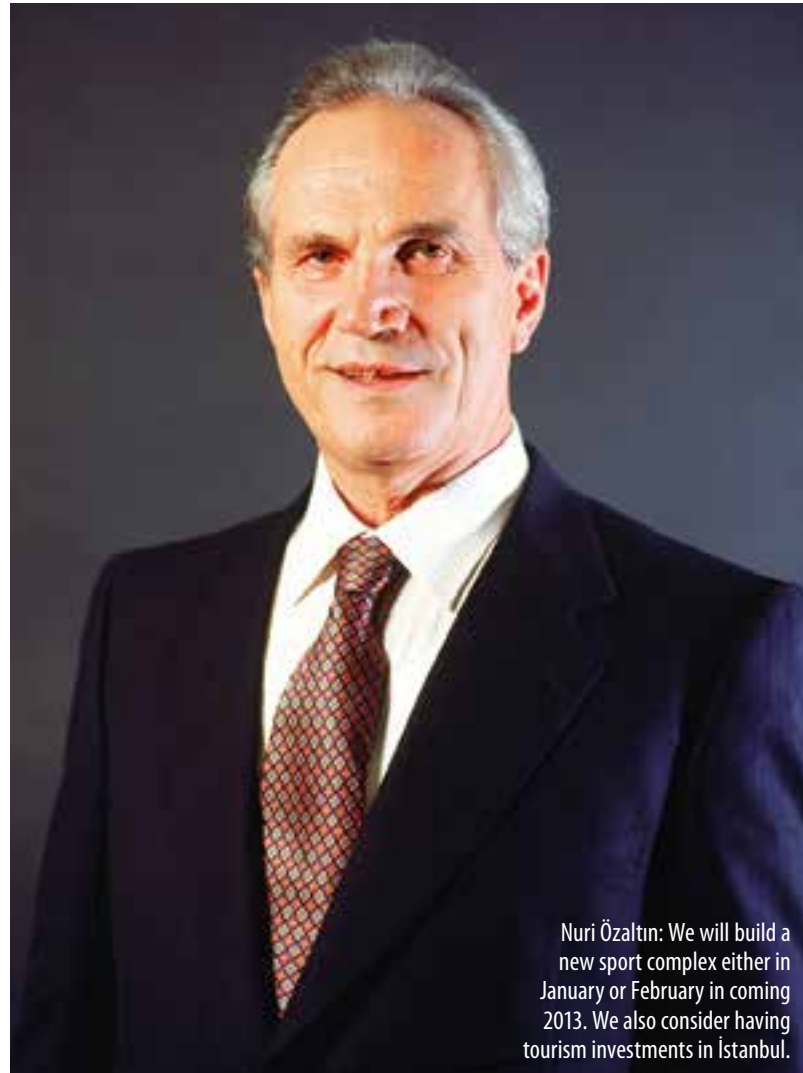
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Nuri Özaltın THE SECTOR FOLLOWING US

Because I enjoy offering services to people I started investments in tourism. We applied everything thinking guests-oriented. **HALİL ÖNCÜ**



Nuri Özaltın: We will build a new sport complex either in January or February in coming 2013. We also consider having tourism investments in İstanbul.

The creator of brand 'Gloria' the Özaltın Holding's Chairman of Executive Board Nuri Özaltın acquired the biggest tourism complex in Belek region by extending his lodging and golf field investments since the year 1997 when he started this business. Özaltın, who always breaks new grounds with his companies in tourism, energy, agriculture and building sectors spoke to Turizm Aktüel.

Could you tell us about creation and development of 'Gloria' brand?

It is composed of Gloria Hotels & Resorts; Gloria Golf Resort, Gloria Verde Resort, Gloria Serenity Resort and 45 hollowed golf range across a field of 2 million 122,000 m2. Because I enjoy offering services to people I started investments in tourism. We have gone through a successful process and reached today. There are so many reasons why Gloria brand is successful. First of all, we applied everything thinking guests-oriented. How a guest enjoys the best, how they relax, etc.

We built our projects and facilities in accordance with that. And of course our job doesn't end only with designing the best hotel or building the best relaxing facility. With which approach and how a hotel run is so important. There have been so many companies who asked for owning the management of Gloria Hotels, which is our first investment in the sector. I have rejected all those offers because they might not be able to run them as how I want them to be. And this possibility might damage 'Gloria' brand I have been planning to form. It was me who created this brand, and defined its quality and built it.

What are the irreplaceable of 'Gloria' brand?

Hotel management is a field in which conditions can change easily and it is difficult to maintain your standards.

No matter how much you are ready for it, you can always face a problem waiting for your solution. Unless you find a quick formula, you cannot get the productivity you have been expecting from the business. When we were laying the base, we had given our decision. Our success lies behind these formulas ideally we have applied. Apart from these, you have to be open to innovations, and make use of the latest technological products and equipment in your hotels.

You always break the ground...

This is true. There are so many things we have in our hotels that others don't. For example, amphitheater. In Mediterranean region, there is no other amphitheater



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Nuri Özaltın - Sebahat Özaltın

bigger than ours. I guess, the night club and entertainment centre here also have no other equivalent in the Mediterranean region here. In the last one and a half months, our three hotels have been given various awards that are important to us.

Gloria Verde was chosen as the best hotel in East Mediterranean region. Our other hotels won various awards thanks to their design, and relaxation. For example, in Serenity Hotel, the waters passing through hotel's block is seawater. The longitude it has is about 300-500 m. Likewise, the swimming pools which are in front of the villas behind consists 50% seawater. You can find this feature nowhere in Mediterranean region.

In our hotels, there are spacious meeting rooms. In addition to these, there is a 2 thousand-people capacity congress centre 50 metres away from Gloria Golf. This is another special service and project we have been offering to our guests. Gogi Kids Club, something only our hotels have makes people feel our difference. As Nuri Özaltın, I'm the only person who brought first Thalaso therapy here. Following Thalaso therapy, SPAs started coming. Afterwards, other companies began following our activities. I can make no bones about that. SPAs we have here can be found nowhere else. Gloria Verde has not only SPA but also Thalaso therapy inside. There is no other hotel giving both together in the same body in Mediterranean region. The guests do their work-out in our fitness centers which overlook the green forest view. Besides that in our hotel, we have 45 hollow golf range composed of two and a half ranges. Our Gloria Golf Club building is also so special that you cannot see something like that anywhere.



It is composed of Gloria Hotels & Resorts; Gloria Golf Resort, Gloria Verde Resort, Gloria Serenity Resort and 45 hollowed golf range across a field of 2 million 122,000 m²

You are so interested in your employees. How do you combine professionally with sincerity?

Yes, I am a boss but before anything else I am a human being. We sign an achievement together and work as a team. To accomplish this first we need to love each other. We are huge 'Gloria' family. Not only Gloria hotels' employees but also our construction group is also included. We see each employee as our child. We experience both good times and bad times together.

Will you do any new business investments?

We will build a new sport complex either in January or February in coming 2013. We also consider having tourism investments in Istanbul. We had planned to have investments in Mersin and Tarsus but the field there was flooded. So for now we have put that investment off. If the problem is solved, we will consider that project again. We will continue our work and investment to make the country's tourism develop.



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The New Board of Management: Alihan Akkoç, Adnan Mordeniz, Aydın Karacabay, Handan Aral, Enis Akcan, Ebru Akyürekli, Bahadır Yaşık were elected as original members of administrative board.

Alihan Akkoç ÖZBİ'S NEW CHAIRMAN

The Association of Historical and Boutique Hotels of Turkey's Extraordinary General Assembly was held in Sultanahmet Four Seasons Hotel. "In the new season, we will try to uprise ÖZBİ" said Alihan Akkoç, who the elected chairman. **HASAN ARSLAN**

The Association of Historical and Boutique Hotels of Turkey's Extraordinary General Assembly was held in Sultanahmet Four Seasons Hotel. In the Extraordinary General Assembly Alihan Akkoç's list was elected by majority of votes. Following the council election, Hasan Gülkaynak, who was ÖZBİ's Chairman for eight years until then gave a speech on what facilities they had accomplished in the past era to the members of the organization. In ÖZBİ's General Assembly, saying "It's farewell time", Hasan Gülkaynak thanked everyone who was with him during his eight-year presidency. In his speech he also said "We worked hard to carry ÖZBİ's flag to the best places. As people who are in love with their country and their job, we will continue our support in every area that might the sector and the country. To make our association stay in existence, we will always stand by it."

Akkoç "We will raise ÖZBİ's flag higher"

Giving a speech after the election, ÖZBİ's new chairman, and Best Western Empire Palace Hotel's

Board Chairman Alihan Akkoç said "Our goal is to raise ÖZBİ's flag to a higher level. I thank General Assembly for their courtesy". Akkoç, also thanked Hasan Gülkaynak, who he took the position over from.

The New Board of Management

In the election, Alihan Akkoç, Adnan Mordeniz, Aydın Karacabay, Handan Aral, Enis Akcan, Ebru Akyürekli, Bahadır Yaşık were elected as original members of administrative board.

As for associative members, Serdar Balta, Berge Ulaş, Kenan Akgül, Onur Sevgili, Erdal Demiri, Hüseyin Açı, İrfan Atalay were assigned in the administrative board. Erkin Üster, Mutlu Başpınar, Faruk Çolpan, yedek üyeliklere ise Serdar Gider, Burak Karasu, Serkan Üstünel, on the hand, were assigned as original members of the supervisory board. Hasan Gülkaynak, Hilmi Selimoğlu, Arzu Özden seçilirken yedek üyeliklere Mehmet Hakan Duyar, Kenan Özkan, Hüseyin Büyükdemir were assigned as original members of the disciplinary board.

Alihan Akkoç
"We will raise
ÖZBİ's flag
higher..."

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Aslı Bayar Ulukapı: This holiday resort concept has firstly started in Kemer. So, Kemer is appealing both in domestic and foreign market.



This holiday resort concept has firstly started in Kemer.



Kemer has some geographical advantageous compared with other destination.



Aslı Bayar Ulukapı Kemer is the locomotive of Antalya

Kemer has always protected its value as a tourism brand both because of its location and the resort quality, and has never become a cheap destination for tourists.

HALİL ÖNCÜ

The Executive Board Member of both Ambassador Hotels Group, which is located in Kemer Antalya, and AKTOB (Union of Mediterranean Hotels and Tourism Managements), Aslı Bayat Ulukapı claims that Kemer is the locomotive of Antalya. Answering the question of Turizm Aktüel, Aslı Bayar Ulukapı has talked about the importance of Kemer in Turkey's tourism sector.

Kemer has really an important position in Turkey's tourism. Is Kemer the first location where began tourism in Antalya?

Kemer has always been a valued brand both as its location and its resort quality, and has never become a cheap destination. Kemer is the place where were firstly founded the important resorts in this region. This popularity which started with Club Med in the beginning of 1980s, still continues. This holiday resort concept has firstly started in Kemer. So, Kemer is appealing both in domestic and foreign market. Kemer is a location that reminds us a region from the west of Antalya to Tekirova. We speak about a region with a serious bed capacity. Kemer is the prior destination preferred by tour operators.

What, do you think, makes Kemer so popular?
Kemer has some geographical advantageous

compared with other destination. The mountains and the forest are so close to the sea side and the recessed bays make it naturally attractive. As well, to be close to the airport provides a transportation facility. And being close to the Marina, the Tahtalı Mountain and Saklıkent, the availability for outdoor sports, trekking and natural beauties make Kemer an attractive destination for tourists.

And how was the last season in Kemer?

The Arabian Spring was positively effective during last season. Additionally, the situation of Greece and the increasing value of Euro against TL were for the benefit of our country. On the contrary, this year the tour operators preferred Egypt against us and that caused a significant lack of tourist in our region. Most of the resorts ended the month of May at a loss. Besides, in June our sales were negatively affected by the European tour operators who recommended Greece and Spain because of the crisis in these countries. As well, Euro lost value against TL and that caused a decrease in our income. In generally, foreign tourists who preferred abroad for holiday decreased with the budget shrink. So that caused a decrease in our sales.



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HVALA LIJEPO BOSNA I HERCEGOVINA*

Through a kind invitation, we have visited Bosnia and Herzegovina for four days in order to go through the tourism in this country. We have got the chance to discover this region for a short time with the press members coming from all around the world as England, Serbia, Germany and Russia.

DR. VOLKAN ALTINTAŞ - HASAN ARSLAN

We have put interesting notes down during this tour, which was a part of the project "Technical Assistance to Support Tourism Industry in Bosnia & Herzegovina" supported by European Union. Overcoming the deep sorrow of a recent history with a population of four and half million, Bosnia & Herzegovina is known for embracing various religious belief. Nowadays Bosnia turns over a new life with its natural and historical beauties, value-creating regions for tourism and maintains a dignified stance for peace. We all know very well the relationship between Bosnia and Turkey from history books. Either religiously or culturally the relation between these two countries has come more clearly to light from Ottoman Empire until today. Nestled within the greater valley which presents the beauty of city, "Sarajevo" is based on "saray ovası" the Turkish word for "the plains around the palace" and remains the same in most of languages. Sarajevo is often called the "Jerusalem of Europe". It's the only major European city to have a mosque, Catholic and Orthodox churches and synagogue within the same neighborhood. Known for being the largest Ottoman city in Europe after its conquest, Sarajevo makes you feel the history in the middle of Dinar Alps. Attracting international attention several times throughout its history, Sarajevo was the site of assassination of Ferdinand the Archduke of Austria that sparked World War I. Apart from talking about Turkey and feeling the presence of Ottoman Empire from the beginning of the tour until the last day in Sarajevo, we were ineffably on different wavelengths while breathing the air in the bazaar called "Bascarija", hearing the payer's call from the Veteran Hüsrev Mosque, visiting the fountain in the city square and the Ottoman architectures. Our friends who host this trip, proved how they were professional



Mostar was named after the bridge keepers (natively: mostari) who in the medieval times guarded the Stari Most (Old Bridge) over the Neretva.

in this job by guiding us not only in Sarajevo but also in other tourism regions of Bosnia and Herzegovina. As a matter of fact our first stop was "Sutjeka National Park", which is the eldest national park of the country located within the borders of "Republika Srpska", one of the two regions of Bosnia and Herzegovina. Maglic is worth seeing as the peak point located within the borders of Montenegro. With its flora, lakes and marvelous view, it's one of the exceptional national parks that received the certificate EUOPARC. We are glorified by natural beauties of Bosnia and Herzegovina. From Sarajevo until Trebinje, the diversity of colorful trees and the rivers that follow us during the way show us the unspoiled beauties of this country.

Trebinje is the nearest point from Bosnia and Herzegovina to Adriatic Sea. While stepping in this city which is 10 km far from the sea, you smell first the sand that powers people up who try to create a different point of view to the tourism of Bosnia and Herzegovina. The Serbian Orthodox Church located in Trebinje, the Tvdros Monastery built in 15th century and the Osman-Pasa Resulbegovic Mosque from 18th century

are some of the significant cultural factors of this city. VUKOJE, the wine producer of the region, makes a major contribution to the Bosnian tourism thanks to its global achievements. Also the gastronomic investment of this family corporation is one of the exciting moments of our tour. Blagaj city is another stop of our trip on the road of Mostar. Founded in 1520 by Ottomans, Tekke is one of the most attractive points and mostly haunted places of this country. Renovated in purpose of tourism, Tekke creates a mystique atmosphere with its particular carstic "Buna" river. One of the most visited regions by Turkish tourist, Blagaj makes possible to see both mosques and Orthodox and Catholic churches at the same time.

Maybe the region we waited impatiently to see in Bosnia and one of the regions we over heard on the press, Mostar has already become a tourism center, which is visited every day by numerous tourist groups. The largest city of Herzegovina, Mostar is one of the most damaged cities during the civil war. Being on the World Heritage List, Mostar Bridge was renovated after the war also by the support of Turkey. After Sarajevo, Mostar is the second prominent city among the tourism development programs where Christians and Muslims started to live in separate areas after the war. You feel the trace of Ottomans and Turks in this city while visiting the historical Turkish houses and drinking the Bosnian coffee or touching the old clothes.

And in the way back to Sarajevo something strange happened; this was the moment that we will never forget because we visited a secret shelter built by Tito during the civil war in the city, Konjic. It's



Gračanica, a Serbian Orthodox monastery located on the Crkvina Hill overlooking the town.



impossible to recognize this shelter, which was built against nuclear attacks in 1970s in order to supply food, beverage and electricity for 350 people for at least six months without going out. From outside it looks like a normal two-storey house. It's an interesting detail that the password of shelter was ISTAMBUL, only known by six people in that period.

The last stop before leaving Bosnia& Herzegovina was Jahorina. It's the second highest elevation of Sarajevo and it's known for being the

center of Winter Olympics in 1984. It's exciting for Bosnia to have such a popular region for winter sports that provides modern means of accommodation.

I am hopeful about the future of Bosnia and Herzegovina; because during our short trip my thoughts about the country were completely corresponding to the reality that I have seen there. It's a successful approach to heal the past with tourism, to take lessons from the history, to believe in peace and to bring different sounds together. Bosnia will come to the forefront by getting together with

the politicians to unearth the potential of Bosnia and Herzegovina in tourism sector and by the help of Turkey, a friend who is open to share its experiences in every sense.

And many thanks to Mary, Aida and the other friends from the team for sharing with us the beauties of Bosnia and Herzegovina and for believing to peace. I am sincerely grateful to all of the country to make me feel at home. Hvala Lijepo (Thank you) Bosnia and Herzegovina!

With all my regards



Arzu - Mehmet Kunt



Gözde Cücenioğlu - Burak Hatipoğlu



Gülşün Çavuşoğlu - Gülbin Simitçioglu



Sema Cingillioglu - Tuba Peksayar



Özlem Tosun - Patrick Calvet - Laure Baume - Jean Charles Fortoul



Ahmet - Neslihan Kozanoğlu



Müge Canmutlu

İnci Gazioğlu - Buket - Hayrettin Taşdelen - Cana - Selin İmer

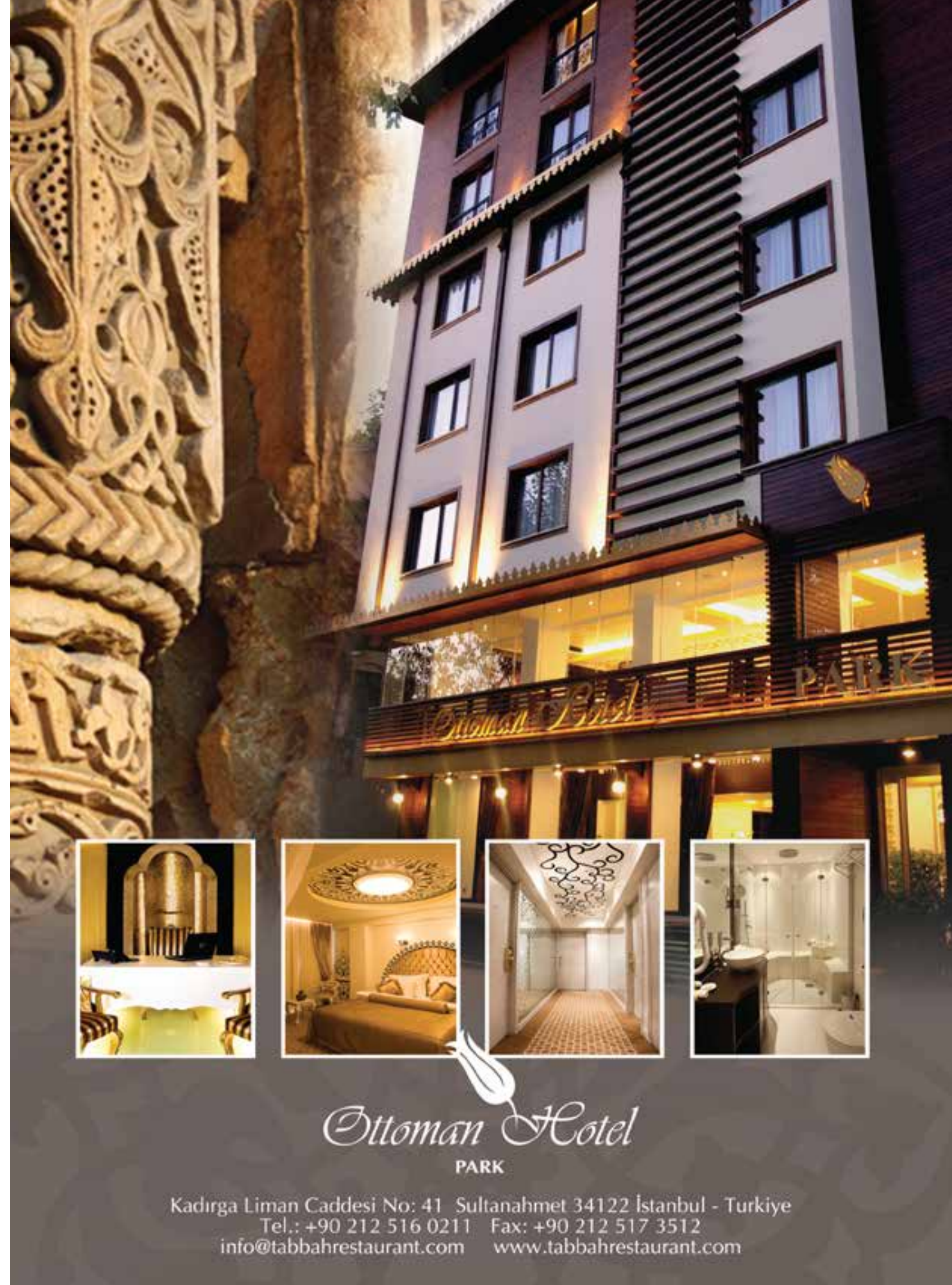


Feryal Gülman

Club Med is 63 with a face-lift

With its over 80 holiday resorts across five continents and extraordinary quality of service, Club Med celebrates its 63 anniversary in the company of innovations. **HALİL TUNCER**

Along with 40 new facilities that have been renewed by signatures of well-known designers, 10 brand new facilities have opened. In coming 2013, Turkey's first villa concept golf facility, Club Med Belek is to open. The "Club Med New Face" event has just been held recently, being hosted by Club Med Turkey Marketing Director Özlem Tosun, Europe Africa Markets General Manager Laure Baume and Middle East Operation Director Jean Charles Fortoul in Esmâ Sultan Yalısı. Club Med Turkey Marketing Director Özlem Tosun highlighted that as a brand, which has proved itself in international field, Club Med has been creating unique holiday formulas to ever-changing and developing world and it will continue to do so. Tosun stated that they not only aim to respond to current expectations but also with the aim of maintaining their state try to exceed the expectations, so since 2004 their renovation has been in progress. Indicating that along this process in addition to 40 special facilities that have been renewed by famous designers' signatures, 10 more brand new facilities have been added, Özlem Tosun said that the star of 2013 season will be Club Med Belek, Turkey's first ever villa concept golf facility. Europe Africa Markets General Manager Laure Baume, highlighting developing Turkey's importance to Club Med, expressed her content with the increase in number of Turkish guests and their loyalty.



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PARK

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Dedeman Hotels &
Resorts International
CEO Tamer Yörükoğlu



Dedeman Park İstanbul signed

For its second hotel to be operated under the brand of Dedeman Park, Dedeman Group entered into an agreement with Halk GYO. **HALİL TUNCER**



Having decided to grow in cities and business hotels, Dedeman Group accordingly rented a hotel, which is in Halk GYO's portfolio and still under construction in Levent for 10 years. About the hotel in Levent, which is in Halk GYO's portfolio, it's been announced that its construction is being planned to be completed in 24 months. "As a group we have decided to continue our growth strategies through business hotels" said Dedeman Hotels & Resorts International CEO Tamer Yörükoğlu, who made a speech on the issue in a press conference. Yörükoğlu announced that the projects of 4 Dedeman Park that continue in Bostanci, Moscow and Gaziantep Dedeman Park will be completed soon. Yörükoğlu stated that they agreed with the investor firm APEAS they built the first ever Dedeman Park in Denizli to built 10 hotels, so they aim to reach the number of Dedeman Park Hotels to 15 by 2015. Yörükoğlu said that together with APEAS firm, they have been searching lands Dedeman Parks in Anatolia and especially Black Sea Region.

Love at first sight



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Palazzo Donizetti Hotel

with Leyla Taşkın aiming for the sky



Taşkın: I think that with my team we will offer some serious contributions in hotel's management.

In Palazzo Donizetti Hotel, which opened one and a half years ago in İstanbul's historical district Pera Leyla Taşkın, who previously had been hotel's management consultant was promoted as the General Manager. In the cocktail held for Taşkın's new position, tourism professionals came together.

Giving a speech in the event taken place at Palazzo Donizetti Hotel's roof, Leyla Taşkın said "It's a really magnificent hotel. Pera is a place I've been working in for 15 years. I feel like I've come back home. Actually, I am the management consultant of the hotel. However, our investor Ayhan Kurt wanted to see me as their General Manager. There are many other hotels that I provide management consultancy. Of course I'd like my contributions here to be great. The brand value of this facility that opened one and a half year ago has not been recognized. And it's a shame that such a wonderful hotel's value is not appreciated. There had been many changes in administration. I want to make raise its brand recognition. I think that with my team we will offer some serious contributions in hotel's management. We will carry some very special projects aiming for strategies in sales and marketing department and hotel's general settlement. In each hotel I work for, I make much of positive approach. This should be what they feel once people arrive at the doorstep. To accomplish this, in every meeting with my team I tell them the same thing. What our guests feel while they are leaving here is so important. Our guests should feel themselves at home. This attention and positive approach should begin outside the door and increase by spreading among individuals. In Palazzo Donizetti Hotel, there are 79 rooms and all of them decorated extremely chidly. We define ourselves as a business hotel. There is a meeting room. I don't plan to work with large groups. There will be some projects that we will run with travel agents. There are a number of friends we in those channels. We will continue supporting each other."

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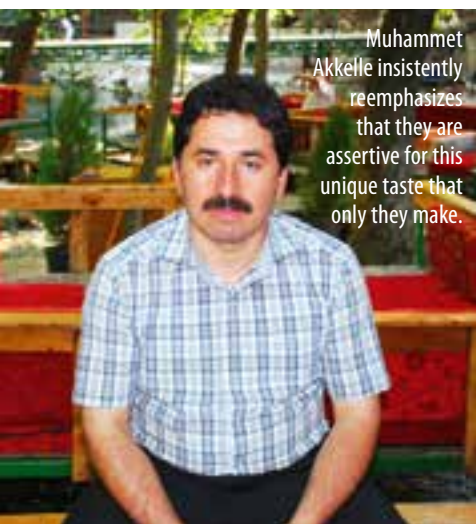
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With stunning nature, flavourful tastes in *Tropik Restaurant*

Ulupinar, between Antalya's towns Kemer and Kumluca attracts attention with its natural beauty. **HALİL ÖNCÜ**



Muhammet Akkelle insistently reemphasizes that they are assertive for this unique taste that only they make.

The Ulupinar village by Olympos beach is remembered with its natural springs while "Tropik Restaurant" there offers unique flavours to its guests. In 1998, when Tropik Restaurant started its service, it was built along peaceful watercourse of Ulupinar creek that comes along Toros mountainside. Expanding across 5 decades, the facility serves its guests in yoruk mansions built over water that are open both in the summer and winter. Including both indoor and outdoor space, the restaurant Tropik consists 35 mansions scattered across the flowing creek. The 100-people capacity fireplace indoor space stands out with its authentic architecture. While the restaurant is open in season and out of season, on special days, it also holds events such as meetings, company dinners, wedding or engagement ceremonies, birthday parties. Being visited to dine by a lot of foreign and local guests, this year Tropik Restaurant, Russians being in the first place, mainly has welcomed the German, British, Arabic and local tourists. Muhammet Akkelle, the Owner of the Restaurant, in the speech he gave while stating that they have been serving to their guests in

such a wonderful atmosphere in Ulupinar with flavourful tastes also said "The most attracting side of the restaurant is its 30-assortment scattered local-flavored breakfast they serve in the morning. Our restaurant strikes guests with its cold starters, warm starters, seafood and trout varieties, asserted salads, meat and chicken dishes, grills, Turkish cuisine and dessert. Lamb in tandoori made in well called Kuyu Tandir in Turkish is our special with its extraordinary flavour." We have learnt how Kuyu Tandir is made from Muhammet Akkelle, the Owner of the Restaurant. "Firstly, we put the cleaned lamb into the pit we made, uncut as a whole or as arms accompanied with its special dressing. After being covered with mud, The meat is cooked for 2 hours by itself naturally thanks to the fire coming from cinders. Afterwards the meat we take out of there becomes like Turkish delight and is served to the guests. The interest guests show in Kuyu tandir is great. This is usually what our guests order here." Muhammet Akkelle insistently reemphasizes that they are assertive for this unique taste that only they make.



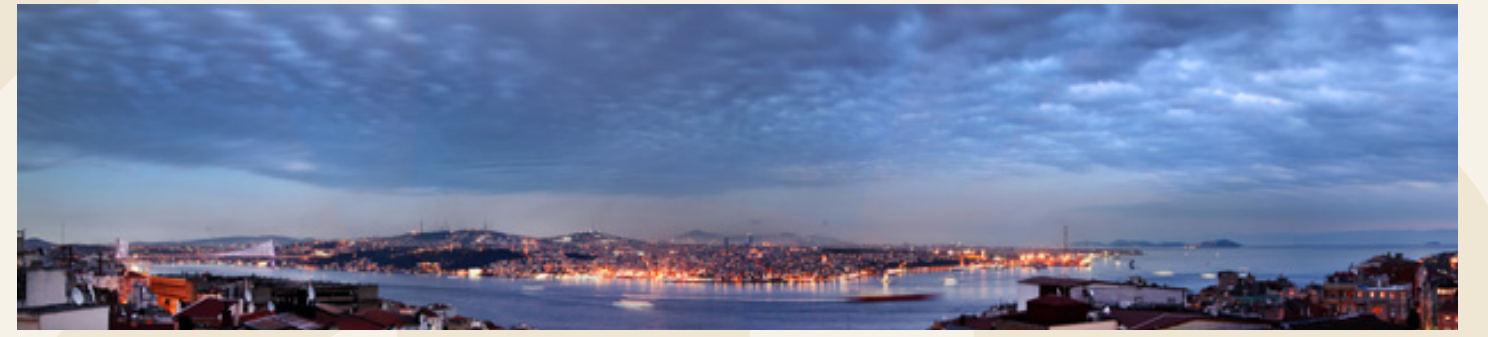
The Madison Hotel turns into *Ramada* Istanbul Taksim

The Madison Hotel, been in service for 15 years in İstanbul Taksim Talimhane, since 1st October has welcomed their guests with its new name Ramada İstanbul Taksim. Concept changed in 2011: Earlier, while serving with the concept of family-run hotel, in paralel with Taksim district's changing guest profile, in 2011 it had gone through a style change by going through renovation. Renovated from top to bottom, the hotel emphasizes its environmental identity by getting Greening Hotel documents. Into rooms of the renewed hotel, desks, internet, Digiturk TV channels were added. In rooms with soft and eye-catching colors now, as for bathrooms glazed designs were built. For the new restaurant with winter garden, a new menu in connection with Ottoman Cuisine has been created. A totally different bar and a spacious cafe with large windows connect street with the lounge. In the hotel, complimentary Turkish bath, indoor swimming pool, sauna, steam room and gym are available for guests to benefit from. In the new Ramada İstanbul Taksim Hotel, there are total of 108 rooms, 5 meeting rooms and reconstructed technology rooms. Ramada İstanbul Taksim Hotel, city life, culture, entertainment, shopping, art..



Ottoman Hotel Imperial chosen the *Best Historical Hotel*

Ottoman Hotel Imperial has been chosen "Turkey's Best Historical Hotel" by 'World Luxury Hotel Awards', one of the world's most prestigious awards in travel sector and regarded as "Oscars" of the tourism world. There were over 1000 hotels being nominated all around the world for World Luxury Hotel Awards 2012, through which values such as perception of quality service, attention to details, perfectionism, etc. are awarded. As a result of the evaluation run by tourism professionals and hotel guests, Ottoman Hotel Imperial was deemed worthy of "Turkey's Best Historical Hotel" award. In an effort to bring world's most luxurious hotels together and award hotels that became legendary thanks to their quality service, "World Luxury Hotel Awards" was born in 2006. "World Luxury Hotel Awards 2012", which awarded hotels that offer a unique experience and extraordinary service to their guests, took place on 13th October, in Malaysia Kuala Lumpur with an amazing premiere night. The award was received by the General Manager Serdar Balta, in the name of Ottoman Hotel Imperial, which was chosen "Turkey's Best Historical Hotel" by international tourism professionals. In the ceremony held in Malaysia's capital city Kuala Lumpur by Luxury Hotel Awards 2012, the award was given to Serdar Balta, the General Manager of Ottoman Hotel Imperial, which was chosen "Turkey's Best Historical Hotel" through a ceremony. Situated in historical İstanbul peninsula where the East and The West interconnects, Ottoman Hotel Imperial hosts its guests by blending the magic of city's history with its passion of perfectionism. Hitting the headlines with the awards it has won since the day it was opened, in its 5th year anniversary and the award of "Turkey's Best Historical Hotel", Ottoman Hotel Imperial once more crowned its success.



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125 NEW HOTELS IN ISTANBUL

Assuring stability in tourism, Istanbul catches the attention of both domestic and foreign tourism investors. Entrepreneurs, who take a fancy to this city, will open 125 hotels in one or two years devoted to particular parts near European and Asian sides. **KEREM KÖFTEOĞLU**



125 new built hotels will come into service in order to meet the increasing demand of accommodation from every part in Istanbul. While we were mentioning about 4 or 5 star hotels in the past, now we hear more frequently about boutique hotels, student residences, hip or deluxe hotels.

The current capacity is 120 thousand Currently in Istanbul there are 364 accommodations which are licensed in various degrees and categories by Culture and Tourism Ministry. 47 of them render service in Asian part. The total bed capacity of all hotels in Istanbul, both in European and Asian parts, is 72.410. The managements that are licensed by the municipality have approximately a capacity of 50.000 beds. Counting all of them, Istanbul has a total capacity of 120.000 beds. But these hotels are incapable to meet the current demand.

Considering that the demand will increase in the next season, it's compulsory to build new hotels. And here it is a research about hotel investments licensed by Culture and Tourism Ministry. As a result we found 125 hotel projects that are mostly under construction. 7 of them will become deluxe hotels, 19 boutique, 27 4-star and 50 5-star hotels. When all these projects will come into play, 40 thousand beds will be included to Istanbul's bed capacity.

A new hip is coming

Meanwhile, nowadays we come across with these "hip" hotels which are frequently seen in Europe and the US. Meaning "highly individual place", hip hotels are mostly founded by transforming buildings significant by their history or architecture into modern living areas. Sofa in Nişantaşı and Lush in Beyoğlu are examples for these "highly individual places" in Istanbul...

Boutique hotels still remain

Boutique hotels which will render service in Istanbul are mainly built in Sultanahmet and Beyoğlu. These managements are described by Culture and Tourism Ministry such as "constructions presenting certain originality in terms of constructional features, architectural design, furnishing, decoration and equipments. They render at high quality and standards in terms of management and service. These are managements who contain at least ten rooms and have experienced or well educated employees". Maksi Elektronik, Gençoğlu Gümüşsuyu

Otelcilik, Centur Turizm İnşaat, Dore Tekstil, Park Elektrik, Ceytur are the enterprises who have boutique hotel projects in Beyoğlu region. From now on we are going to meet "deluxe" in the city. Expecting to render service soon, 7 of the 125 hotel projects will be in deluxe category. Jumeriah, Raffles, Mandarin, Shangri-La and our first domestic brand Park Hotel Taksim are defines as "7 star hotels" which is a wrong description. In fact there is no such a description in the regulation of Culture and Tourism Ministry.

Meet with deluxe in the city

Park Hotel Taksim was renovated as a "deluxe" hotel after a 22-year law process by CVK Group. Tourism Department's President in CVK Group Ahmet Seymen defines the "deluxe" as "the highest category of accommodation sector". "We estimate that the category, which is mentioned for elegant and charming hotels higher than 5 stars serving the highest quality in terms of physical construction,

will become the main topic for tourism sector as the newest and the most popular projects. These projects, which will be constructed especially in Istanbul, differ from other categories by their rooms, their size of residence and recreation areas, their premium service and their advantages. These thematic deluxe hotels vary between each other according to their specifications. For example, our hotel, which was built 120 years ago, is classified in the "historical" category. The deluxe hotel must be traditional, have a specific architecture and a story. And Park Hotel carries out all of these characteristics", said Ahmet Seymen. Park Hotel will come into service in Taksim in 2013 as the first national deluxe hotel in Turkey. And some of the companies that invest for boutique hotel near Sultanahmet are Morgan Group, Topall Jewelry, El Investment and Fibula Jewelry. By the way we should mention about Istanbul Technical University that plans to build two boutique hotels in their campus in Davutpaşa.

Student hotels are coming

Since lots of private universities have been constructed in Istanbul, the current dormitories haven't been able to meet the accommodation demand of students. The previous executive of Beşiktaş football club and the Executive Board President of BLG Capital, Serdar Bilgili, who has significant experience in hotel management, developed the idea of "student hotel" as a solution for this problem. Bilgili has already informed us that he has invested 65 million Euros for this project. Confirming that there are currently 330 thousand university students in Istanbul, Bilgili says "120 thousand of them are coming out of Istanbul. The crucial problem is accommodation. We found Republika Academic Apartments by investing 65 million Euros. Serdar Bilgili aims to create a student hotels chain with Republika Academic Apartments. The first steps of this chain will be built in Ortaköy and Büyükdere. Republika Academic Apartments provides 237 rooms for at least 657 students.

Olympos teleferik (cablecar) Sea To Sky “The Best One Of Both Worlds”

Olympos Teleferik (Cable car) in Tekirova as touristic resort of Antalya has carried thousands of people to the summit since it was founded. Olympos Teleferik (Cable car) that is visited by tourists at all ages from all countries overnight appears both in travel packages of tour operators and provides an opportunity for foreign and domestic tourists to experience a specific adventure.



Trip to mythological summit at the height of 2365 meter via cable car takes ten minutes. Those who enjoy themselves on the beaches rise over the clouds or find themselves in a snowy environment after a while. If the weather is clear, almost all the coasts, mountains, and immense Mediterranean Sea are watched. The quality of watching the unique scenery on the summit attracts a large number of people there. The events such as Valentine's Day, Mother's Day, festivals, and even engagements and weddings are performed within Teleferik or over the summit. Also, those who take interest in arts such as music, painting, and photography wish to experience in place the sense of freedom induced by the mountain. The easiest and enjoyable way of coming in contact with the snow for the people in Antalya is Olympos Teleferik (Cable car). The summit that entertains student groups intensively during the winter season means adrenalin to children and young people. The facility with 2 restaurants, 2 panorama terraces, and 1 bistro provides service of all sorts of food and drinks for its guests. Guests also watch the scenery lying in their lounge chairs over observation terraces. The facility built by using the latest technologies has unequalled features in terms of security. In the cable car built in partnership with world famous cable car firm, Garaventa & Doppelmayr there are two 80-person cabins and move to and from half-hourly each day between 09:00 a.m. and 19:00 p.m. during the summer season. Over the Olympos Teleferik (cable car) summit facility dining and music events organized in July and August months each year attract the intense interests of domestic tourists as well as that of tourists. Restaurant services are covered by Shakespeare Mountain Bistro.

Olympos Teleferik (Cable car) and Kemer almost turn out to be Extreme Sports Centers. Kemer Hard Enduro races that are performed each year start on the coast and finish over the summit at the height of 2365 meter. Paragliding activities that shall be initiated as of the end of June are managed by professional Escape firm. At present there is an intense interest of the amateur and professional paragliders all over the world for the jumps over the summit as the longest racing track in the world. Jump from a mythological mountain where Pegasus roared to the sky is really an unbelievable dream for many people who have a liking for this sports activity.

Since the year 2007 it started its operation, Olympos Teleferik (cable car) Enterprise that has become a leader in many social projects has reached the peak in respect of both its location and the successes it has achieved. The facility as a great added value for the regional tourism has also the title of cable car to carry people as the longest one in Europe and the second longest one in the world.

HALİL ÖNCÜ



“Whatever religion you are from, whichever country you come from, whatever language you speak, you are ‘God's Guest’

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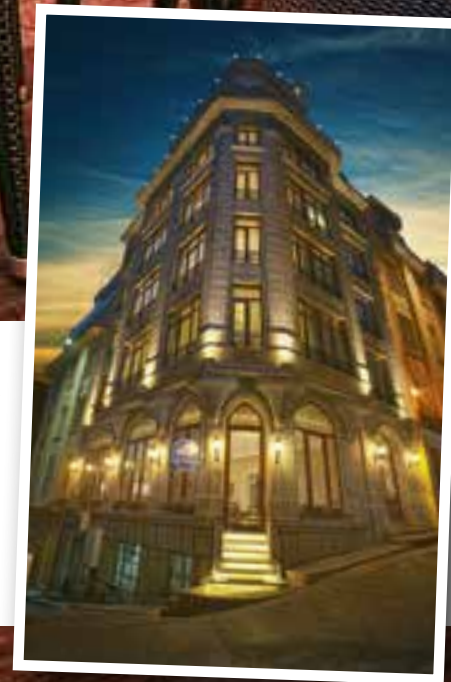
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Centrally located in the heart of Istanbul, Galata La Bella Hotel offers deluxe accommodation, the best hospitality and ideal starting for your fascinating explore to Istanbul. Galata La Bella Hotel with the best location offers absolutely stunning view of The Old city and Golden Horn, within walking distance to many attractions including Karaköy Tunnel which is the 2nd oldest metro tunnel of the world, Taksim or Old City. Our staff and management will be glad to assist you in every aspect of your stay whether bussines or pleasure. Combination of the atmosphere and minimalist decoration we only promise for a great hospitality that will make you feel like at your home.

Location

Galata La Bella Hotel is just couple of minutes walk away from all attractions in Istanbul. When you start to explore this beautiful city, you will enjoy the best location of the hotel. In 2 minutes you can reach to Taksim / Istiklal avenue by tunnel which is the crowdest street in İstanbul and famaous with its restaurants cafes bars and shops. By 15 minutes walk, you can find yourself in amazing atmosphere of old city which has Hagia Sophia, Blue Mosque, Topkapı Palace Grand Bazaar and Spice bazaar.



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Having been in service in Mediterranean Region since 2001, Çevrekent Engineering Firm offers services on environment management and consultancy.

HALİL ÖNCÜ



Providing services to a number of hotels, holiday resorts and tourism facilities in the region "Çevrekent" firm's slogan summarizes their job. "Start winning in your environment" The owner of Çevrekent Engineering Firm Ali Hayrat pointed out the importance of environment while explaining significance of the job. "Environment is a physical, biological, social, economic and cultural field where human beings and other living beings continue their relation throughout their lives and where they are in interaction with each other. In other words, all external influences that affect living beings are called environment. Environment has big contributions into our future. Unless we take our environment under control, this will become something we regret in the future" said Hayrat. Stating that they have become an important brand in their region by continuing their facilities for over 10 years in consistency Hayrat ranked their range of work area as following "Mainly, it provides services and environment consultancy on choosing purification processes, Automation of purification plant, buying and delivering purification plant for firms and supplying usage equipment, Preparing ÇED Reports, Preparing Project Promotion Files, Measuring Noise and Preparing Noise Measurement Reports, engineering services, laboratory work, construction work and groundwork. Our firm maintains projects on the business areas mention across the country and some specific regions. Also we provide trainings on hundreds of environment-themed trainings in hundreds of facilities we work with".

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TURKEY COMES FIRST IN 14 CATEGORIES

Turkey was the one who marked World Travel Awards, in its 19th organization this year. Among tourism awards given in 72 different categories, Turkey was chosen “Europe’s Best” in 14 categories. 10 hotels, 1 destination and 1 charter airport company were chosen Europe’s Best.

HASAN ARSLAN



Ahu Aysal Kerimoğlu, Owner and General Manager, Hotel Les Ottomans



Lale Calik Sarper, Board Member, Kemer Resort Hotel



Cumhur Özen, General Manager, Mardan Palace



Hasan Burak Sertcan, CEO, Angel's Peninsula



Ekrem Demirtaş, President of Izmir Chamber of Commerce



Erkan Yağcı, General Manager and Owner, Concorde De Luxe Resort



Hakan Duran, General Manager, Cornelia De Luxe Resort
Zafer Alkaya, General Manager, Cornelia Diamond Golf Resort & Spa



Alper Uçar, General Manager, Adam & Eve Hotels
Tahir Gorgulu, General Director, Sky Airlines
Talha Gorgulu, Kayi Group Chairman, Kayi Group



Mr Frank Reichenbach, General Manager, Mövenpick Hotel Istanbul

HERE ARE TURKEY'S WINNER HOTELS IN WORLD TRAVEL AWARDS

Turkey's Best All-Inclusive Hotel: Concorde De Luxe Resort
Turkey's Best All Suite Hotel: Hotel Les Ottomans
Turkey's Best Charter Airport: Sky Airlines
Turkey's Best Couple Hotel: Adam & Eve Hotels
Turkey's Best Cruise Destination: İzmir
Turkey's Best Design Hotel: Adam & Eve Hotels
Turkey's Best Golf Hotel: Cornelia De Luxe Resort
Turkey's Best Family Hotel: Kemer Resort Hotel
Turkey's Most Luxurious Hotel: Mardan Palace
Turkey's Most Luxurious Resort Hotel: Cornelia Diamond Golf Resort&Spa
Turkey's Best Presidential Suite: Mardan Palace Antalya Royal Suite
Turkey's Most Luxurious New Hotel: Angel's Peninsula
Turkey's Best Tour Operator: GTI
Turkey's Best Tourism Office: TR The Ministry of Culture and Tourism

TURKEY'S BESTS

Turkey's Best All-Inclusive Hotel: Concorde De Luxe Resort
Turkey's Best Beach Hotel: Gardens Of Babylon Suite Hotel & Well-Being
Turkey's Best Boutique Hotel: Hotel Les Ottomans
Turkey's Best Business Hotel: Mövenpick Hotel Istanbul
Turkey's Best Congress Hotel: Swissôtel The Bosphorus, İstanbul
Turkey's Best Design Hotel: Adam & Eve Hotels, Belek
Turkey's Best Destination Management Company: Society Of Travel
Turkey's Best Aile Resort Hotel: Concorde De Luxe Resort
Turkey's Best Golf Resort: LykiaWorld, Antalya
Turkey's Best Hotel: Adam & Eve Hotels, Belek
Turkey's Best Life Style Hotel: Ciragan Palace Kempinski Istanbul
Turkey's Best New Hotel: Angel's Peninsula
Turkey's Best Resort Hotel: Mardan Palace
Turkey's Best Spa Hotel: Kempinski Hotel Barbaros Bay Bodrum
Turkey's Best Tour Operator: Kayitur





Barlas Küntay TOURISM AWARDS WERE GRANTED WITH A GREAT CEREMONY

Turkey Tourism Investors Association awarded the best tourism researchers at the ceremony held on the memoriam of Barlas Küntay, the co-founder and the honorary president of the association. **HALİL TUNCER**

Held in every two years and this year based on "Convention Tourism", Barsal Küntay Tourism Awards awarded the study of Dr. Esat Arber "The problems of convention tourism in Turkey and a field work for solution offers". Prof. Dr. Akin Aksu was assigned in second place with his work "Turkey, a convention country: marvelous while discovering, beyond the expectations, unique...". The first study gained 10.000 TL, and the second 5.000 TL.

Doç. Dr. Özgür Aslan and Research Assistant Sevinç Arslan with their study "Swot Analysis in the scope of developing convention tourism in Turkey", and Yrd.Doç.Dr. Özlem İnanç with her research "Using convention Tourism and other alternative tourism organizations together: an example Şile-Istanbul" were honored with certification of appreciation.

Dr. M. Sinan Genim, Doç.Dr.İbrahim Birkan, Doç.Dr.Nazmi Kozak, Prof.Dr.Mithat Güner and Pervin Zeydanlı Yalaza were the jury who elected the winners of Barlas Küntay Awards.

Dr. Turgut Gür, Executive Board President of TYD, declared at the ceremony that tourism is the backbone of Turkey's economy and also he added that in the last 25 years Turkey obtained a significant role in world's tourism by the investments of TYD. Expressing that Turkey almost reached its goal of being between the first 5 countries, Gür affirmed that Turkey should increase the number of congress centers, pointing the importance of sustainability and environment issues and the significant role of convention tourism for tourism diversity in the country.



BEST WESTERN



Best Western Empire Palace hotel has been awarded for excellence in service and standards. This S-Class boutique hotel offers comfort and pleasure for all travelers. Its perfect location is within walking distance of all major historical, cultural and touristic attractions of magical Istanbul like Hagia Sophia, Blue Mosque, Topkapi Palace, the Egyptian Spice Bazar, the Golden horn and many others. No matter if for a business trip or a family holiday, the loveliest and most convenient place to stay.



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Hotelbeds Turkey celebrates their 10th year

World leader of wholesales in hotel accommodation, Hotelbeds has celebrated their 10th year in Turkey travel market by bringing a great number of hotel administrators together, invited from all over Turkey. At the event held at Çırağan Sarayı by continuously growing Hotelbeds whose number of opened hotels exceeded 1,400 across Turkey, the General Manager Carlos Munoz, who gave a speech to their guests after highlighting Turkey market's importance to them pointed out that they have reached 700,000 rooms with 12 branches and raising their number of hotels from 58 up to 1,400 in the last ten years. In addition to the UK, Germany and Spain, Munoz also pointed out fast growing and promising markets in East Europe and Middle East are interested in Turkey.

Mövenpick opens hotel in Ankara

Mövenpick Hotels & Resorts, the upscale international hospitality company with Swiss origins, announced the opening of the 176-room Mövenpick Hotel Ankara on Tuesday.

Located in the central Söğütözü business district, the hotel is the third Mövenpick hotel in Turkey in addition to properties in İstanbul and İzmir. In a double celebration, the group's two other hotels have been awarded the prestigious international Green Globe Certification.



An award from Guidance Law to Şerif Yenen

The Chairman of Union of Tourist Guides (TUREB) Şerif Yenen was given "Enrichers of Tourism Award" by "Genç Turizmciiler Derneği" for putting the most effort in having Tourist Guiding Job Law accepted.



Elite World Van Hotel opens

Van, East's centre of science, industry and tourism comes back to life with Elite World Van Hotel. Elite World Van Hotel brought a world brand to Van. Elit Turizm, who offers unique quality service to their guests with 102 room capacity, 4-star 'superior' Elite World Prestige in İstanbul Taksim and 5-star Elite World İstanbul opened Elite World Van Hotel. Opening Elite World Van Hotel by investing 35 million dollars, Elit Turizm took the first step in their aim to grow as a chain brand. Elite World Van Hotel, being the only world brand in Van thanks to its quality and comfort is located at the centre of the city and serves with 3 suites, 2 king suites and 230 rooms in total.



"The Most Beautiful Green Facility" goes to Gloria Hotels & Resorts

By RTK agencies, "Golf Hotel with The Most Beautiful Facility Special Award" was given to Gloria Hotels & Resorts, the owner of Turkey's biggest golf complex. RTK agencies association, which has over 3,000 members in Germany has elected "The Best 100 Hotels" with its members' votes. "Golf Hotel with The Most Beautiful Facility Special Award" was won by Gloria Hotels & Resorts in Turkey. The Chairman of Executive Board Öznur Özdemir Özeltin received the award in an amazing ceremony held in Germany.



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CVK Hotel Taksim celebrates its 3rd year

CVK Group's shareholding CVK Hotel Taksim celebrated its 3rd year with their business associates. The cocktail held in the hotel's La Nouba Restoran was hosted by CVK Group Tourism Department Chairman Ahmet Seymen. Besides CVK Group Executive Board Chairman Mahmut Çevik, travel agencies and representative from media attended the 3rd year cocktail. At the cocktail "Good Bye Summer Hello Summer" held in CVK Hotel Taksim's restoran called La Nouba Ahmet Seymen, CVK Group Tourism Group Chairman thanked their business associates for their 3-year's support.



The Best Boutique Hotel award goes to Argos in Cappadocia

World Luxury Hotel Awards, one of the most prestigious organizations in international tourism sector, has announced the best of 2012. In World Luxury Hotel Awards 2012, which was announced in a ceremony held in Malaysia's capital city Kuala Lumpur Argos in Cappadocia, in country category, was deemed worth of Turkey's best "luxurious boutique hotel" award.

A thermal holiday beyond what you know

NG Hotels & Resorts' new hotel Güral Afyon Wellness & Convention modernizing common thermal holiday tradition opens a brand new service. Güral Afyon, which crowned their service quality by winning "The Best Wellbeing Tourism Management" and "The Best Wellness Tourism Investment" awards is one of the most important addresses for those who want to maintain their youth and well-being. Güral Afyon Wellness & Convention with their 9,500 m² spa centre, health-giving thermal water at same temperature in summer and winter and 2,200 m² entertainment and social area with no doubt will be Turkish tourism's rising star.



Koray Özbay, Çelebi's new Air Service Manager

In Çelebi Air Service incorporated company, the first private sector institution in Turkish civil aviation area the new General Manager is Koray Özbay. Because Talha Gölksel, Çelebi Air Service's



General Manager since 1st July 2010 was assigned as Çelebi Aviation Holding Inc.'s Executive Committee Member, Koray Özbay was appointed as Çelebi Air Service's General Manager.



An Award from USA to Çırağan İstanbul

In Condé Nast Traveler's American edition, one of world's most prestigious travel magazines it was shown in general list of "Readers' Travel Awards" as "World's Best 100 Hotels". Çırağan Palace Kempinski İstanbul also has been listed in "Best Hotels" in category of East Europe Hotels. Readers' Travel Awards are given to world's bests every year by the magazine published in Great Britain and USA, by the Condé Nast Traveler's readers' votes, for the places they have visited throughout 12 months of the year.

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Turkish wine introduced to Chinese press

Eight Chinese journalists who took part in a one-week promotion tour (Fam Trip) organised by Spanish Government's UNESCO World's Heritage List as part of Cities also attended a wine tasting tour in Istanbul. The one-day wine tasting tour in Istanbul was held in The Edition Hotel with the collaboration of TA (Turkish Airlines)- Chinese Journalists' sponsor and Wines of Turkey Platform.

Martı Hotel İstanbul opens

In Historical Sultanahmet's Arena Hotel, 4th generation Naz Küçükserim has been appointed as the manager of sales and marketing. A graduate of Üsküdar Amerikan College, Naz Küçükserim graduated from Koç University, Business management Department. She chose Arena Hotel, a family-run business by which she can apply what she studied in full.



A new deputy president to Adam&Eve Hotels

Hakan Şahin, who worked in different departments in Adam & Eve Hotels family for 3 years and lastly worked as Room Division Officer was promoted as Deputy General Manager. Hakan Şahin, since 1st August 2012 has been the deputy General Manager of Adam & Eve Hotels.

GOLDEN CROWN HOTEL



Hotels will open up to the world with HotelRunner

CloudArena, which offers solutions in lodging sector brought HotelRunner in to use, Bulut Bilişim based management and marketing system. HotelRunner helps small and medium sized enterprises form and manage both their daily operations and facilities and contents they have in their websites and social media. HotelRunner, providing hotels receiving bookings from all online channels including their own websites and Facebook attracts attention with its features making it possible to raise occupancy rates.

'Quality Selection' Award to Rixos Sungate



Rixos Sungate was deemed worth of 'Quality Selection' Award, which is given according to HolidayCheck ve Hotel Consulting Service's measurements and criteria. Rixos Sungate received their award from Dominic Niehoff, the Consulting Service Lead Auditor with a ceremony held in their own hotel.



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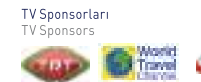
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Best Western Citadel Hotel Leaning against the historical city walls of Istanbul, Best Western Citadel Hotel offers its pink and white colored facade to the fluorescent blue of the Marmara Sea. A wonderful location, the hotel is situated at Sultanahmet, the heart of Istanbul (Old City), 5 walking minutes from Blue Mosque, Topkapı Palace, St. Sophia. You will have a pleasant stay in our authentic, yet well-equipped 25 rooms and 6 suites. In these rooms with air-conditioning, minibar, cable TV, Wireless, direct dial phone, hair dryer, you will feel at home. An additional restaurant with 90 persons capacity continues in the millennia old building tradition of Anatolia. Marmara Cafe, with a stained glass roof and facade, offers a beautiful view of the Marmara Sea. Here you can enjoy the view while listening to the music of water splashing down from a magnificent fountain. The Best Western Citadel Hotel welcomes you with traditional Turkish hospitality



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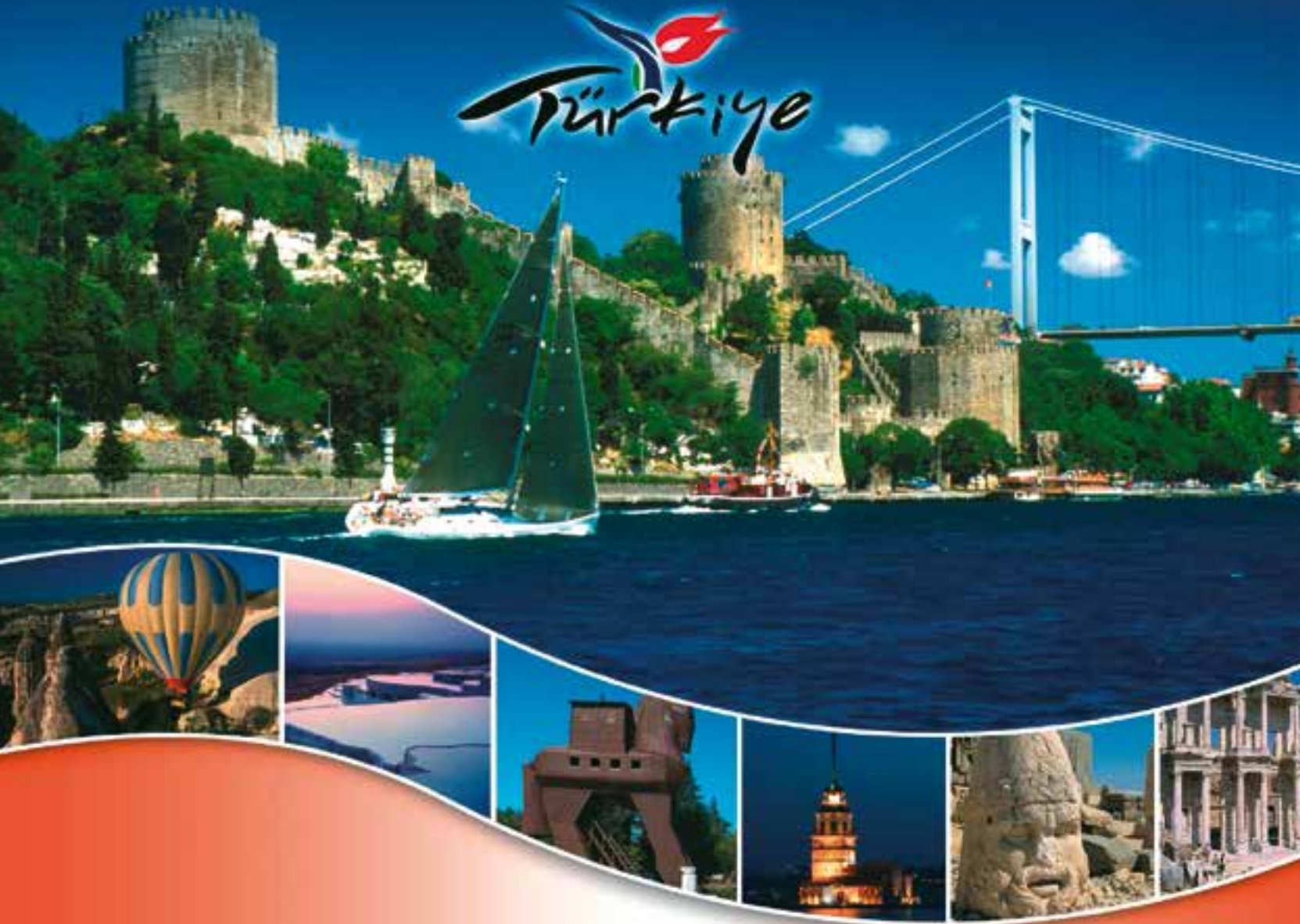
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