

türkiye turizm aktüel

YEAR: 15 • NUMBER: 96 • JANUARY 2013 • YIL: 15 • SAYI: 96 • OCAK 2013 • ISSN: 1301 - 4587 • FİYATI: 8 TL

TARABYA'S
LEGEND COMES BACK

Turkey?

IN TOP LEAGUE OF TOURISM BUSINESS

TURKEY'S
SPA
FILE

TURKEY FACES RISK OF HOTEL
SURPLUS, PROFESSIONAL SAYS

Turkish Airliner
BUYS 75 PLANES FOR \$12 BLN

AND HERE IT IS THE
GLOBAL TOURISM GIANT





JUST IMAGINE... IN A STANDARD HOTEL ROOM

JAKUZI & STEAMBATH, CONDITIONING CYCLE, KITCHEN

WORKING TABLE & INTERNET ACCESS, PARQUETT FLOORING

WELCOME TO A NEW CONCEPT, WELLNESS...

YOUR DREAMS BECOME REAL ONLY IN



THE CENTRAL PALACE

WELLNESS



Lamartin Cad. No:18 Taksim/İstanbul/Türkiye
Tel: +90 212 313 4040 (Pbx) Fax: +90 212 313 4039
E-mail: info@thecentralpalace.com
www.thecentralpalace.com



ERESIN HOTELS
ISTANBUL



ERESIN CROWN HOTEL



ERESIN TAXIM PREMIER



BEST WESTERN
ERESIN TAXIM HOTEL

Three Wonders of Istanbul

All located in the centre of the city, Eresin Hotels invite you to explore the ancient Istanbul, shopping, entertainment and business facilities only by walk.

Eresin Crown Hotel The unique museum hotel of Turkey with a cistern, mosaics and extraordinary discoveries dating from Hellenistic, Roman, Byzantine and Ottoman times.

BW Eresin Taxim & Eresin Taxim Premier Next to each other and located in the city centre, both of them are the perfect fit for business and leisure travelers. For the ones who expect exclusive facilities in their room, Eresin Taxim Premier is the best choice.

www.eresinhotels.com.tr info@eresinhotels.com.tr



turizm aktüel

Year: 15 - Number: 96 - January 2013
Yıl: 15 - Sayı: 96 - Ocak 2013
ISSN: 1301 - 4587

PUBLISHING CENTER / YAYIN MERKEZİ
Kent Turizm Araştırmaları ve Yayıncılık
Yerebatan Cad. No: 43 Hüdaverdi İş Merkezi
K. 3/8 Cağaloğlu İSTANBUL
Tel: +90 212 511 25 61
Fax: +90 212 513 63 59
e-mail: info@turizmaktuel.com
www.turizmaktuel.com

Owner and Managing Editor
Sahibi ve Sorumlu Yazı İşleri Müdürü
Hasan Arslan

Academic Tourism Consultants
Akademik Turizm Danışmanları

Prof. Dr. Muzaffer UYSAL
Virginia Polytechnic University
muzaffer@turizmaktuel.com

Prof. Dr. Ercan SIRAĞAYA
University of South Carolina
ercan@turizmaktuel.com

Project Coordinator
Projeler Koordinatörü
Dr. Volkan ALTINTAŞ
Rheinische Friedrich-Wilhelms-
University of Bonn
volkan@turizmaktuel.com

Associate Editors
Yardımcı Editör
Celil G. BASDEMİR
celil@turizmaktuel.com

Mediterranean Area manager
Akdeniz Bölge Temsilcisi
Halil ÖNCÜ

Photograph Editor
Fotoğraf Editörü
Halil TUNCER

German Editor
Almanca Editörü
Christopher KUBASECK

English Editor
İngilizce Editörü
Güzin AYAN, Züleyha TULAY

Press / Baskı
Güzel Sanatlar Matbaası AŞ.

Publication Type: Local Periodical - Monthly Magazine
/ Yayın Türü: Yerel Süreli Yayın - Aylık Dergi
© Turizm Aktüel Dergisi T.C. yasalarına uygun olarak
yayınlanmaktadır. Dergide yayımlanan yazı, fotoğraf,
harita, illüstrasyon ve konuların her hakkı saklıdır. İzinsiz
kaynak gösterilerek dahi alıntı yapılamaz.
© Turizm Aktüel, Basın Meslek İlkelerine uymaya söz
vermiştir.
SSN: 1301 - 4587

editor

THE SECTOR IS READY FOR 2013

Hello from Turizm Aktüel's Utrecht Fair Special Issue...
Utrecht Fair, where Turkish tourism not only makes an appearance but also sees how the land lies in the international arena has kicked off. Full of excitement, hope and never ending energy, we are at the pitch again. Even though figures we got in 2012 are not as what we expected, we are still happy to be able to close the season with pluses. We worked and got tired. We felt happy when things went well. We dealt with many problems that hadn't arisen from us. We found solutions straightaway for each of them. Sometimes, no matter how hard we tried we couldn't come up with any solutions, and got upset. The inner-dynamics of the sector are so intense that at the end of this dazzling pace, we looked back and felt proud of ourselves in 2012.
Not to mention the busy days in winter tourism, summer season has come to an end. Now all the preparations, targets, expectations and hopes are for 2013. It seems that because equilibrium, actors and tendencies in global tourism are continuously changing, the ones who have been following new market trends will achieve success in 2013. The provisions that are made for keeping deep-seated customer mass are rationalist but not enough. The ones who follow change closely will save both the season and the future. As it always has been this year too we have prepared a special issue for Utrecht Tourism Fair. Thanks to our new issue, we are once again glad to represent the sector in Holland, with up-to-date news that see how the land lies in the sector; interviews introducing portraits from sector, and news files. In our new issue, there are pieces of news from every angle that is laboured for tourism - there are news and interviews from Çanakkale, from Erzurum, from Antalya, from Denizli. We think that you will read them all with great interest. Yes, these are the clues, further is in our new issue's pages.

An enormous press army watches Utrecht Tourism Fair, mingled with about 1,500 institutions from 150 different countries and visited by 150 thousand people on average. Ipso facto, the significance of the fair is manifested. As it always has been this year too Turkey is getting ready to stamp Utrecht. By the way, as Turizm Aktüel Family, via our new issue, we would like to say happy new year to everyone. We wish fortune and prosperity in 2013...
The next special issue is to be prepared for EMITT Tourism Fair. Hoping to see you...

Hasan Arslan
harslan@turizmaktuel.com



Your new gate to the old times

HOTEL
levni
İstanbul

This luxury hotel has a total of 75 beautifully furnished rooms and suites.

The hotel is easy to reach on foot from the train station. Located close to the motorway (2.0 km), the hotel is relatively simple to reach by car.

The hotel team at reception is available around the clock, and also offers a wake-up service. Safes are available at reception and in your room to hold your valuables. The hotel provides Internet access in your room or via a wireless connection in public areas. For extra requirements please contact room service. The friendly team at reception will provide you with more information on the hotel's own car rental offer.

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.

All kinds of delicacies are available to savour in the hotel's restaurant, with specialities for vegetarians and diabetics, too. In the evening we will welcome you to the hotel bar. The hotel has its own bistro providing light snacks. The hotel has a cosy wine/beer pub.

Ebusuud Cad. NO: 31
Sirkeci / İstanbul
P: +90 212 519 10 19
F: +90 212 519 10 29
www.levnihotel.com
info@levnihotel.com



Global Summit on City Tourism, 14 – 16 November 2012, Istanbul, Turkey

United Nations' World Tourism Organization (UNWTO), starts tomorrow in Istanbul. The event,

Turkey in top league of tourism business

Turkey has become one of the top 10 countries for tourism, said Turkish Union of Chambers and Commodity Exchanges (TOBB) President Rifat Hisarcıkloğlu at the United Nations Tourism Summit at Istanbul's Haliç Congress Center yesterday.

The event was jointly organized by the Culture and Tourism Ministry, the Turkish Union of Chambers and Commodity Exchanges (TOBB). The sector's annual 10 percent growth in Turkey surpasses the world average at 3 percent, Hisarcıkloğlu said. The global tourism growth will present \$300 billion of revenue opportunity in the next seven years, he said. Nearly 1,200 participants, more than 300 of which were foreign, from 55 countries making up 91 percent of the global tourism sector attended the event. Turkey has been involved in the tourism sector for about 25 years, Tourism and Culture Minister Ertuğrul Günay, said at the event. "Tourism will be one of the founding sectors of the 21st century," he said. The global number of tourists hit 1

billion, Appointed Executive Director of the UN-HABITAT Joan Clos said, adding that the tourism sector was a part of the economy of today and tomorrow. The City Tourism Summit, an initiative of the United Nations' World Tourism Organization (UNWTO), starts tomorrow in Istanbul. The event, which will gather over 1,000 guests from Turkey and abroad, is organized by the Tourism Ministry and the Union of Chambers and Commodity Exchanges of Turkey (TOBB). Minister Ertuğrul Günay, TOBB President Rifat Hisarcıkloğlu and UNWTO Secretary-General Taleb Rifai will inaugurate the summit, where the tourism futures of large cities will be discussed. Business professionals, academics and public representatives from 43 countries will gather at the event at the Haliç Convention Center.



Hisarcıkloğlu's TOBB co-organizes the City Tourism Summit in Istanbul.



Business professionals, academics and public representatives from 43 countries will gather at the event at the Haliç Convention Center.



Tourism and Culture Minister Ertuğrul Günay, said at the event. "Tourism will be one of the founding sectors of the 21st century," he said.



Kavaklı Caddesi, No: 14, Kemer - Antalya / Turkey | Tel: +90 242 814 50 30 (pbx) | Fax: +90 242 814 50 35

www.ambassadorhotels.com | info@ambassadorhotels.com

Our spacious deluxe rooms combine a breathtaking view with modern luxury



INNOVA
SULTANAHMET
ISTANBUL

Innova Sultanahmet Hotel
Piyer Loti Cad. No: 6-8
Sultanahmet - Istanbul
T: (0212) 638 28 28
F: (0212) 638 28 29

info@innovasultanahmet.com - www.innovasultanahmet.com

RADISSON BLU HOTEL

is going to open in Kayseri

One of the most rapidly-developing hotel chains in the world, "Rezidor Hotels Group" is going to expand in Kayseri with 240-room-capacity Radisson Blu Hotel.

The owner of the hotel, which is still under construction, Doruk İnşaat A.Ş. Executive Board President Süleyman Çetinsaya declares that this hotel will cost approximately 80 million TL which will be constructed near Forum Kayseri located in the city center. Doruk İnşaat. A.Ş. Executive Board President Süleyman Çetinsaya and Carlson Rezidor Hotels Group Business Development Vice President Romain Avril attended the signature ceremony held the previous day in Istanbul.

THE DEVELOPING TURKISH MARKET

"This signature presents our growing portfolio in Turkey with totally 2200 rooms which are both recently available and under construction, and underlines the importance that attaches our group to the developing Turkish market", said Kurt Ritter, the President of Carlson Rezidor Hotels Group. "We have decided to make new investments to our homeland Kayseri pursuant to our investments and experiences in tourism sector since 1975. Thus, we are very proud to collaborate with one of the world's most rapidly-developing and reputable hotel chains "Rezidor Hotels Group" for the "Radisson Blu System" license agreement. We strongly believe this partnership will be beneficial for Rezidor, Kayseri, Turkey and our company", declared Süleyman Çetinsaya, Doruk İnşaat A.Ş. Executive Board President.

THE WONDERFUL VIEW OF ERCIYES MOUNTAIN

Providing first class quality, Radisson Blu Hotel will be situated next to Forum Kayseri in the city center. With 20 floors and 240 rooms, Radisson Blu Hotel will provide free high-speed internet connection and 4 different restaurant and bars will serve the best food and beverage in Kayseri. You will be able to watch the marvelous view of Erciyes Mountain from the restaurant-bar on the roof. Also the guest will enjoy the health service consisting of the Turkish bath, sauna, multiple choices of therapy rooms, a fitness center and a swimming pool. The hotel offers as well a ball room of 800 m² and a meeting room of 1500 m².



With 20 floors and 240 rooms, Radisson Blu Hotel will provide free high-speed internet connection and 4 different restaurant and bars will serve the best food and beverage in Kayseri.



Doruk İnşaat. A.Ş. Executive Board President Süleyman Çetinsaya and Carlson Rezidor Hotels Group Business Development Vice President Romain Avril attended the signature ceremony held the previous day in Istanbul.



BEST WESTERN PLUS

The President Hotel

★★★★★
ISTANBUL

SINCE 1989



Environmentally Friendly Establishment

**Turkey's Second, Istanbul's
First Green Star Approved Hotel.**



Best Western Plus The President Hotel, located in the heart of Istanbul is the choice of people who want to accommodate nested with the historical monuments along with the natural beauties.

Best Western Plus The President Hotel which gives great importance to environment had intended to receive The Green Star Award in 2009 and succeeded in the same year. Now Best Western Plus The President Hotel has become Turkey's second and Istanbul's first Green Star approved property.

Best Western Plus The President Hotel is proud to be an environment friendly member of hospitality business in addition to her well known unique approach to quality service with guest satisfaction oriented professional staff.

Best Western Plus The President Hotel is ready to wellcome you with 201 comfortable and elegant rooms and meeting rooms suitable to any kind of meeting and conference needs.

Tiyatro Caddesi 25 Beyazıt 34126 Fatih - İstanbul / TURKEY

Tel: +90(212) 516 69 80 (20 Lines) Fax: +90(212) 516 69 98

www.thepresidenthotel.com e-mail: sales@thepresidenthotel.com



New agreements between ACCOR AND AKFEN

Süha Güçsav,
Akfen GYO Executive
Board President

Revising the memorandum of understanding signed on 18th April 2005 and the forthcoming requirements, Akfen and Accor bring a new arrangement which will stand until 31th December 2017.



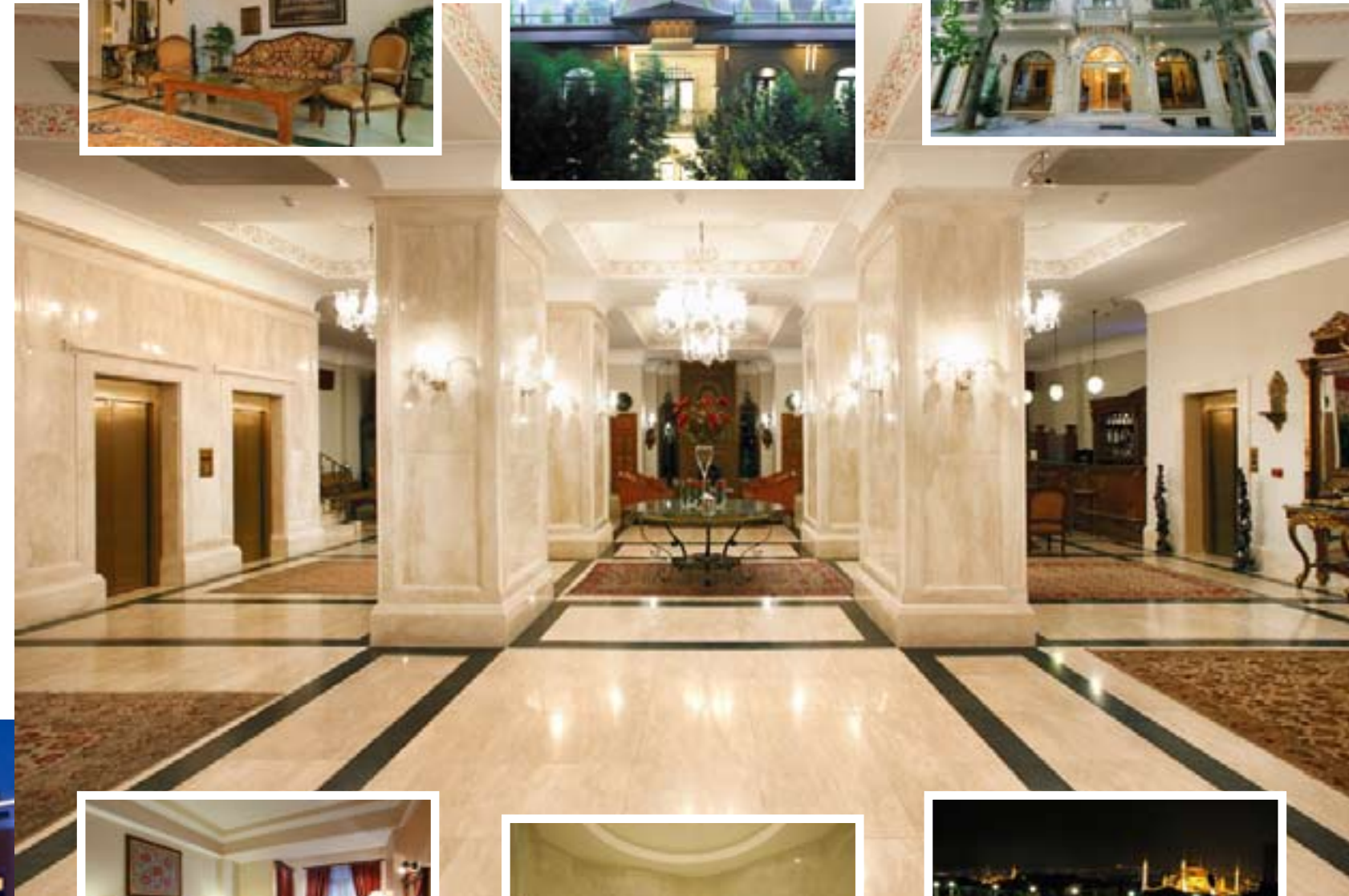
Accor won't be able to make any agreement with another company if Akfen GYO doesn't refuse the offer in a month.

its shareholdings. Accor won't be able to make any agreement with another company if Akfen GYO doesn't refuse the offer in a month. Until 31th December 2014 Accor can't sign any rental agreements, exploitation contracts or franchise agreements with stakeholders for the mentioned brand in other cities except for Istanbul where they have invested since today. Besides, during the agreement Accor can't sign for better conditions with the stakeholders than these made with Akfen GYO", declared Süha Güçsav, Akfen GYO Executive Board President. Güçsav indicates Akfen GYO holds a regular rental income by the strategic corporation with Accor since 2005 until today and thanks to these investments in Turkey and Russia they have recently reached a portfolio of 18 hotels.

Süha Güçsav, Akfen GYO Executive Board President declared the AGOP (Adjusted Gross Profit) of rents from Zeytinburnu Novotel and Ibis Hotel, Eskişehir Ibis and Trabzon Novotel increased to 70 percent from 65, herein the rental income of these hotels will rise by 8 percent. This means the total rental income of Akfen GYO will augment by 4 percent in 2013. He also mentioned the rents of Karaköy Novotel, Ankara Esenboğa Ibis Hotel and the forthcoming projects will rebound 85 percent considering the AGOP. Additionally, Akfen GYO's obligation to invest in Moscow is canceled within the modification of agreement and that sets forth the diminution of administrative expenses in Russia for 2013. Besides, Mr. Güçsav spoke of the impact of the new regulations on the tenancy agreement and the recently released and upcoming hotels which will make the company increase by 49 percent in the consolidated value of EBITDA in 2013 compared to the last year. "According to the new regulations, from 1st January 2013 to 31th December 2017 Accor will primarily make an offer to Akfen GYO for any hotel project carried out by itself or



"A unique boutique Hotel in the center of historical peninsula"



40 Deluxe rooms decorated with high quality Ottoman Empire design fire resistant textiles, Ottoman Empire design wooden furniture and original Ottoman Empire silk "Süzani", Turkish bath – Sauna, Cheminee Bar, Terrace Restaurant with a view of the world famous Sultanahmet-Blue Mosque, Topkapi Palace, Saint Sophia, Golden Horn, Bosphorus, Princes Islands and Marmara Sea, free wireless internet access.

Piyer Lati Caddesi No 7 Çemberlitaş 34122 Sultanahmet İstanbul, Türkiye

Telefon: +90 212 516 32 32 Faks: +90 212 516 59 95 Web: www.hotelsultanhan.com E-posta: info@hotelsultanhan.com

Cumhur Özen IN 2012 WE PUT OUR SIGNATURE UNDER THE SECTOR

2012 came about to be a year Mardan Palace went down well with the sector. We put our signature under many profitable projects with both big tour operators and agencies that organize incentive organizations and bring groups here. HALİL ÖNCÜ

Cumhur Özen, the General Manager of 5-star Mardan Palace Hotel which was built for 1.3 million Dollars by Telman İsmailov, a Russian businessman from Azerbaijan 3 years ago in Antalya's Kundu beach evaluated 2012 and stated his expectations from 2013 tourism season to Turizm Aktüel.

Stating that tourists in 2012 changed their usual destination due to various socio-economical problems and the crisis affecting Europe deeply, "Holidays heading for Asia were popular as usual. Antalya fell to be second or third choice. Far Eastern countries, Bangkok, Singapore were the most preferred destinations. The expected demand for Antalya wasn't met. The number might have increased but when it is looked at the gross national income we will see that we were far behind last year's numbers." said Özen.

2012 came about to be a year Mardan Palace went down well with the sector.

Cumhur Özen, who said that Mardan Palace completed its third year in the sector and became one of the preferred, well-known hotels with regular visitors stated "2012 came about to be a year Mardan Palace went down well with the sector. We put our signature under many profitable projects with both big tour operators and agencies that organize incentive organizations and bring groups here. At the same time, we held events that contributed Antalya. We forged ahead with 'incentive' which composes our most projects that we started in 2012. By virtue of better planning we made, our turnover increased much more. We are trying to contribute more in tourism sector. In 2012, due to socio-economical problems and economical crisis that affected Europe deeply, tourists changed their destinations. Expeditions to Asia were very popular. Antalya fell to be the second or third choice. The expected demand for Antalya wasn't met. The number might have increased but when it is looked at the gross national income we will see that we were far behind last year's numbers." said Özen. As tourism community we noticed that earlier. And we responded with decrease in prices. Even though we increased the share, the gross national income still declined. We are hoping 2013 to be better. If the Far East trend continues, we might experience a repetition of last year."

"AS MARDAN PALACE, WE WERE FIRST TO BRING INDIAN WEDDINGS TO TURKEY"

Mardan Palace was rated especially with Indian weddings. "In Indian weddings, celebration lasts at least two, or at most seven days. To them, the number of venues which they use inside the facility is important. In that sense, because we have plenty of places, celebrations in many different spots could be held. The ornaments of the venues and service quality



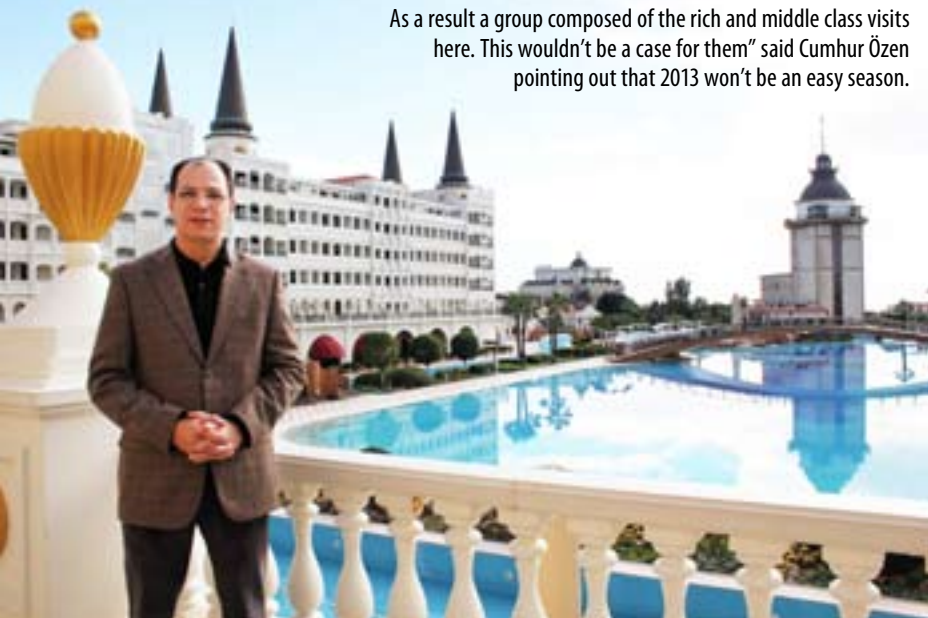
2012 came about to be a year Mardan Palace went down well with the sector.

that we offer caused the Indians to head for Antalya. In Mardan Palace, we've held two Indian weddings. As Mardan Palace, we were first to bring Indian weddings to Turkey. The aim here is not to have many weddings but the income it brings. Instead of doing it in mass numbers, working boutique enables projects to be both profitable and high quality," stated Cumhur Özen, who highlighted that places in which Indian Weddings are held must carry some properties.

"WE'RE OPENING TO NEW MARKETS"

Mardan Palace Hotel, built in Antalya, Kundu across 180 thousand square meter area and with 2 thousand bed capacity is an outstanding facility thanks to its enormous aquarium that cost 75 million Dollar and world's biggest SPA center. "Right from the beginning we have targeted people who are curious about traditions, customs, cuisine, tastes, climate, sea, sand, the sun, historical places of the place they come for. This means global tourism. We host guests of every nationality, coming from the north or the south and from the south or the north. We are trying to discover new markets. With attacks, we are trying to attract new markets' attention. Antalya is located at a point which is on the way of Chinese and Japanese tourists who come here to go on a tour in Anatolia. Chinese and Japanese tourists spend one or two days in our city which is on the direction of Anatolia. So we are at a position where we can be visited in winter as well.

As a result a group composed of the rich and middle class visits here. This wouldn't be a case for them" said Cumhur Özen pointing out that 2013 won't be an easy season.



said the General Manager Özen, who stated that they host thousands of tourists from all around the world every year. "We are in the forefront in the projects which aim to promote Antalya's reputation. In this respect, Western Development Agency provides great support. We are trying to promote Antalya's prestige by hosting journalists, travel agencies and representatives they leadingly bring from various markets. We have hosted a lot of countries' press members, leaders of tour operators and decision makers coming from Iraq to Brazil. We will continue to do this.

Our target now is Far Eastern tourists. And our second one is Iraq Market which we think will become a growing market in forthcoming 2013. Therefore I believe that in 2013 we will make a good start in Iraq. We experienced a bad year in Iran market last year. The reason was their being the only authority about airlines. If these problems are sorted out this year, I think that a great fruitfulness will be able to be achieved. I disagree that devaluation is displayed as the main reason of decrease in number of Iranian tourists. The tourists coming here from Iran are already the ones who live according to dollar index. As a result a group composed of the rich and middle class visits here. This wouldn't be a case for them" said Cumhur Özen pointing out that 2013 won't be an easy season. "It is necessary not to decrease the value of a product and to be able to sell it at the right time for the right price"

"We are in the forefront thanks to the contributions of the opening reception we held in 2009, other significant projects we ran in the following year, the momentum Antalya TV Awards triggered, international congresses we have held here, good publicity, correct marketing. We have achieved important success in Iranian market in the last two years. Even though the share we brought wasn't that big, the income was high. It is necessary not to decrease the value of a product and to be able to sell it at the right time for the right price. Taking the situation in the market, opening to new markets is a rationalist method. If a group of tourists coming to a destination have changed their direction, by tolerating this, you would change your marketing and publicity activities. Instead of lowering our prices, we are trying to accelerate prices in another place. We are not lowering our prices, on the contrary we keep them at the same level but our share is declining. This is a more advanced and ethical strategy" said the General Manager Cumhur Özen stating that it is necessary not to decrease the value of a product and to be able to sell it at the right time for the right price.

NASHIRA

Resort Hotel & SPA

SİDE



Rising star of the Mediterranean

Nashira Resort Hotel & Spa is nestled against the Taurus Mountains, between the Manavgat River and the Quivering Lake on the natural paradise island that cuddles the endless velvety beach of the magnificent coast of Antalya.

Unforgettable moments that you can spend every minute of the day fully through gastronomic journey in the restaurants that are famous for their tasty cuisine, endless entertainments, animation and activities.

A specific spa concept with which you can treat yourself and the ones you care for and love.

Your dream vacation is within your reach!



www.twitter.com/nashiraresort www.facebook.com/nashiraresort

Titreyengöl Mevkii PK 10 Manavgat-ANTALYA-TÜRKİYE T: +90 242 756 90 50 • F: +90 242 756 90 52
www.nashirahotel.com • info@nashirahotel.com

Europe quality award to JOLLY TOUR

World Consumer Academy has awarded Jolly Tour for its successful works on entrepreneurship and innovation, for its strong connections with hotels in Turkey and abroad and for its over 600 selling points and its tremendous technologic investments.



Jolly Tour was deemed worthy of "International European Quality Award 2012". The International European Quality Award was held by World Consumer Academy on the purpose of carrying the notions of quality, innovation and brand awareness a step forward for the 5th time this year in Holland's capital city Amsterdam between 13th and 15th December. Many conferences were held on subjects as Innovation and

Project Management, Business Modification, Operational Perfection and Cost Management during the summit where tourism professionals and industrialists from Turkey have met with their colleagues from Europe. At the 5th International Europe Quality Award ceremony, Jolly Tour was deemed worthy for "Europe Quality Award" due to carrying out successful projects on innovation and to get the sustainable competitive edge on European standards. The Executive Board

President of Jolly Tour, Mete Vardar received the prize from Fahri Ustaoglu, the Founder and President of World Consumer Academy. Providing economic advantages to 5 million guests until today and adopting the %100-customer-satisfaction principal with its 25-year experience in tourism sector, Jolly Tour had been chosen as one of the favorite firms on the list which was determined by over 1500 executive businessmen in the previous days.



Istanbul has begin to be one of the leading cities of the world with a little more increase of the interest ineach passing year and also this year Conde Nasta Traveller Magazine, Tripadvisor Destination Award, Food and Travel Magazine have listed as one of the Best Destinations. midtown hotel is rising in a unique location for anyone who wants to feel the heart beat of Istanbul, the rhythm of the city but also looking for a quiet and peaceful place to relax at the same time, in Taksim / Istanbul. Guests of midtown hotel are very close to the city's main entertainment, culture, art, business, history, and public transportation routes in every moment.

For further information and reservation you can call + 90 212 361 67 67 or visit www.midtown-hotel.com



TURKEY FACES

risk of hotel surplus, professional says

In light of planned new hotel projects, Turkey can expect to experience a surplus in the hotel industry for a certain period, according to Ralph Radtke, the general manager of the Çırağan Palace Kempinski in Istanbul and regional vice president of Kempinski.

Many foreigners are in fact re-discovering Turkey and Istanbul recently because the economy is booming. As a result of the rising business in Turkey, more business people are coming to Istanbul," Radtke told the Daily News during a recent interview. "On the other hand, the latest official statistics show a drop in tourist arrivals to Turkey and Istanbul. I believe that with all the new hotel projects coming up, there will be an oversupply for a certain period. But what counts at the end is the choice of guests, if you are delivering the quality that your guests expect, and if you are doing your job with passion and excellence, then you will be at the top of the business, while others who do not deliver the expectations of their guests will be the ones who will not make it in a more dynamic and challenging environment, which of course will not be the case for us as we are fully prepared."

Asked how he would evaluate Turkey's hotel sector overall, Radtke said a lack of language

knowledge is a continuing handicap. "In many countries, English, the common language of the hotel business, is taught from a young age on; this is not the case in Turkey. We are in a global business, in a global market; English is the minimum we can expect, especially in the luxury hotel business." When Radtke had been in Turkey for only a few months, he took over the position of regional vice president, which added other countries to his portfolio. He also participates in Kempinski's Worldwide Development Committee. Kempinski already has three hotels in Turkey and is searching for a medium-sized hotel in Istanbul, as well as actively seeking partners to develop other new Kempinski hotels. The company hopes to bring its brand to Ankara and İzmir.

"We certainly are not closed to any interesting resort destinations which might have a good future in tourism, particularly in developing regions are logistics and infrastructure, like airports, railways and highways," Radtke said.



With all the new hotel projects on the horizon, Kempinski Çırağan Palace GM Ralph Radtke says that for a period there will be an oversupply of hotels in Turkey.

The Hotel That Compliments Your Lifestyle...



Atatürk airport is only 20 km away from the Hotel. The Orka Royal Hotel welcomes you with the traditional Turkish hospitality.

Topkapı conference hall and Galata meeting rooms are ideal for hosting meeting or banqueting from 10 to 380 guests.

Outsides parties may be organized around the pool during summer season for up to 300 guests.

The Royal wellness center facilities includes fitness, massage rooms, indoor swimming pool, jacuzzi, sauna, steambath, cure bar and solarium.



Nöbethane Cad. No : 10 34113 Sirkeci - İstanbul - TURKEY
Phone: 00 90 212 511 85 85 - Fax: 00 90 212 519 66 63
Web: www.orkaroyalhotel.com - E-mail: info@orkaroyalhotel.com

By Xanadu

AN INVESTMENT EXTENDING SEASON

Xanadu Snow White Hotel, the first facility opening skiing season in Turkey this year, is opened with a 35 million Euro investment. At the facility, it's possible to ski from 8:00am to 8:00pm for 12 hours.

KEREM KÖFTEOĞLU

Xanadu Snow White Hotel, Turkey's one of most significant winter tourism centres kicking off its services in Palandöken signed a project which allows the season extend until April. The hotel which made a 28 cubic meter artificial lake to be able offer guaranty of snow to ski-lovers has broken a new ground with "its Ski Adjustment and Maintenance Unit". In Erzurum Palandöken, one of Turkey's most fortunate cities in terms of snow there significant developments aimed at extending ski season. The steps to lengthen the season have been taken in Xanadu Snow White Hotel, which is owned by Can Dikmen and Sururi Akgün but run by Xanadu.

Entrepreneur partners at the winter hotels they opened with a 35 million Euro investment in order to give guaranty of snow built a 28 thousand cubic metre artificial lake. The water pumped out of the lake is processed and turned into artificial snow via a snow machine and it is hailed onto the ski track. Artificial snow hillocks are smoothed down at night and prepared for ski-lovers.

Murat Altuğ Kargı, the General Manager of Xanadu Snow White Hotel says that now it is possible for ski

lovers to ski from 8:00am to 8:00pm for 12 hours thanks to the investments they have done. Reminding that owing to their investment, they have been the first facility to start the ski season in Turkey he indicates: "We opened the season by covering our ski tracks with artificial snow we prepared all of them ready for skiing. The snow which will hail onto these tracks pretty soon gives us the opportunity to extend the season. So it'll be possible to ski until the middle of April conveniently."

GADGETS MAKING SKIING SAFER

In Snow White Hotel's skiing room, a department called "Ski Adjustment and Maintenance Unit" has been founded. The Hotel's General Manager Kargı, firstly highlighted that they had established this department to make skiing safer and healthier and continued saying "Four gadgets in the ski room. All helmets, glasses and shoes are owned by us. We put them onto shelves by firstly disinfecting them. We also do procedures of maintenance, repairs and sharpening their steel



Murat Altuğ Kargı, the General Manager of Xanadu Snow White Hotel



Indicating that they have been working on improving domestic market of winter tourism, "In the past, we used to feel ourselves like foreigners in the ski centers.

ourselves. These services that we handle without any touch of human hands and in international standards are also demanded by other skiing facilities. The main reason of ruptures and sprains is that skis don't come off feet. In order to prevent this, we bought a calibration gadget. You input your weight, height and your level at skiing onto the gadget. Taking into account of these, the gadget makes the connections. So it prevents you from any ruptures while you are falling down by coming off your feet. Because this is such an important gadget, in abroad a skiing facility without it cannot receive certificate of approval."

Stating that they keep an eye on ski-lovers' safety in their rooms where they go to sleep as well, Kargı said "In order to help them breath in comfort while they are sleeping and prevent them from getting lip dryness and chapped lips we installed our rooms with automatic moisturizing system for moistening.

THE POLISH REPLACES THE RUSSIAN

Stating that in the recent years ski-lover Russian tourists have been deflecting their direction to Bursa Uludağ instead, Kargı pointed out that this is because of changing tendencies. Reminding that Erzurum has attracted tourists from Russia and Ukraine for long years, Kargı said "The travel habits of guests have changed. They started going to Far East. Alternative markets have arisen, Russian holiday-makers now prefer package tours in which multi-facilities like culture, shopping and skiing are presented all together. The ones that used to come to visit our region have turned their steps towards İstanbul and Bursa. The bed capacity is increasing. In our region there roughly a thousand bed capacity. All of these made us look for new markets.

When the room capacity has improved our market search bore fruit. As a result of the negotiations we had with tour operator Iteka,

there is going to be a winter operation from Poland, starting on 20th December to be continued until 28th March. So the decreased number of Russian tourists will be replaced with Polish tourists. We demand support for direct flights from Poland to Erzurum from local authorities. If this happens, we believe that the number of Polish tourists to visit Erzurum next year will rise. The things we do depending on our own resources are never enough. However, we suggest that sponsorship and publicity activities should be in a countable way. If sponsorship and publicity are run through this criterion waste of resource can be prevented. And mistakes won't be remade."

ASSERTIVE AT SPORT TOURISM

Indicating that they have been working on improving domestic market of winter tourism, "In the past, we used to feel ourselves like foreigners in the ski centers. In the past, except for mid-term holidays, in winter centers, during the season we used to see 85% foreign tourists and 15% natives. Today, the percentage of local tourists reached 30%" added Murat Altuğ Kargı.

On the other hand, local authorities in Erzurum rolled up their sleeves to get a share in football tourism like Antalya. Local authorities have taken a step to build 5 new football fields in addition to existing 4 ones. Kargı, who pointed out that football teams will benefit Antalya for season breaks while Erzurum will be preferred before the season kicks off summed up his speech saying "Fenerbahçe, Elazığspor, Rizespor, Wrestling National Team have been here and camped in high altitudes. An Egyptian manager is planning to organise a quintet tournament with some teams from Bundesliga and some from Turkey. Our five new fields will be completed next year. And before the fields are ready to use, we will accelerate our attempts to promote the city's potential in sport tourism to tour operators and travel agencies that are interested in football tourism."



leave the rest to us

- 108 rooms, 2 suites and 207 beds
- deva spa
- color restaurant
- terrace cafe & bar
- 5 meeting rooms which 4 of them gets sunlight

Recepaşa Cd. No: 15
34437 Taksim - İstanbul / TURKEY

T: +90 212 238 54 60 • F: +90 212 238 51 51

info@ramadaistanbultaksim.com • www.ramadaistanbultaksim.com


RAMADA.
İSTANBUL TAKSİM

Turkey's SPAfile

While World health tourism's share is over 100 billion Dollars, spa sector's share is reaching 40 billion Dollars. The cost of investments in spas depends on the largeness of the space and equipment the place to be furnished with.

KEREM KÖFTEOĞLU

Purification, regeneration, relaxation... These are the key words when it is said SPA. If we don't take thermal springs into account, spas, in modern sense, started to be built 15 years ago in Turkey. And today it possible to find one in almost every hotel. The demand coming from the ones who long for some relaxation for their bodies that are tired because of intense work pressures is increasing the interest in

spas. The SPA File, which we discuss about Turkey's growing market day by day, as well as holding a light on the sector's past will also give some reflections about its future. What comes to your mind when it is said SPA? Sauna, Fin Hammam, massage, pool, shock pool... That's all, isn't it? However, now this magical word is all over the place and appears in every thing. For example when products like tea, cars, pillows, shoes, kitchens, music, hotels, cosmetics, etc. are

being marketed, we see the word "Spa" added at their beginning. As a matter of fact, what made spas so significant like this is nothing else but people's need to get rid of the stress caused by their intense working schedule. The demand coming from the ones who long for some relaxation for their bodies that are tired because of intense work pressures is increasing the interest in spas. The rising numbers in spa units has naturally made

establishing services related to this area and consultancy firms a current issue.

WE MET THEM 15 YEARS AGO

If we don't take thermal springs into account, spas, in modern sense, started to be built 15 years ago in Turkey. In those years, we

even had difficulty in pronouncing "spa". However, now, it is possible to find a spa center in almost every hotel. And the number of independent centers are rising day by day. Spas play an significant role when choosing a hotel. Consultancies are highlighting that the volume of world health tourism has gone beyond 100 billion Dollars and spa sector's share has reached 40 billion Dollars. Medical technologies devoted to beauty are progressively improving and there

are significant developments achieved in medical aesthetics. And all of these make us come across spas which are called as "Medical" and "Thermal". In addition to comfort and beauty in spas, consultancies draw attention to the importance of quality of service, personnel's training, brand's positioning and strategy plans. Inanir Holding is one of Turkey's first firms, which provides services as a spa consultant and an importer of spa products and equipment

Dursun Inanir, the firm's chairman of the executive board, by firstly reminding that they work as an agency of leading brands in the field of professional cosmetics gives us this information: "We are the leader of the market in the fields of spa equipment, anti-aging, professional cosmetics, personal care machines and solarium. At present, we are giving services to about 4 thousand spas, thermal, wellness, thalassotherapy centers, medical aesthetic centers, beauty and solarium saloons. We also provide services to the ones who want to open a spa in various ways regarding their needs. Our services include a wide range of activities such as from spa's planning to its opening, management support after opening even hiring employees from Far East.

600 EMPLOYEES FROM FAR EAST

Spa firms mostly demands employees specialized in massaging from Thailand, Malaysia, India, Philippines, Indonesia, and China. With the ones came here for the first time last year and the ones who extended their working permit, the estimated number of Far Eastern massage experts working in Turkey now is 600. Elif Ural, the General Manager of Akel Turizm, announces that they are having meetings with one of Turkey's leading group hotel brands about providing consultancy and management for their spa centers located in their hotels abroad for the coming 2013. In order to benefit the health water brings to the most, the consultancy service of Akel turizm starts with a spa planning in which all applications that can be applied with water are included. Akel Turizm gives support to the companies it provides the consultancy of with an experienced personnel in the body of their own company. However, Ural cannot ignore making this warning about Far Eastern employees: "The Far Eastern therapists, who grew up in the lands where massage rituals were born are a must of this business. However, as it happens in all other businesses, there are evil-minded people who try to make money without any effort in the spa sector as well. To spa centers, they present individuals whom they deceived in Far East with really low salaries as "therapy expert" under the title of "consultancy". These cases does not only damage firm's reputation but also Turkish tourism. More importantly, the damages those untrained hands would cause on both native and foreign tourist who actually there to get healthier there are ignored." Spa specialists are highlighting that in the recent years in parallel with the increasing numbers of facilities, the owners of the



How could you make your spa investment profitable?

First of all create a concept suitable to hotel's features and avoid giving monotone services. While marketing the hotel steer for projects that would be preferred and make a difference and let spa area stand out. Investment in spa is a serious business. Exert your resources from construction until firm's opening correctly, and be realistic about turnabouts of the business. By carrying services beyond just receiving orders, completely focus on hospitality. Turn your employees into "experience maker" specialists instead of ones who only answers orders. Continuously keep improving your services with "we give more than you want" approach. Keep up-to-date about consumers' tendencies. Instead of generalizing things, provide tailored services and operate these like a maestro.

businesses are having difficulty in finding trained specialist in that area. It is stated that because of the ones who don't see this business as a management on its own, there are spas that are dull and like many peas in a pod. Emin Başer, the General Manager of Manolya Spa, announcing that they are going to provide services to Club Med Belek soon, gives us information about the cost of a spa investment, and policies about personnel and

services: "We provide consultancy for the ones who want to open spas with the aim of bringing their profit to the highest level by raising their quality of personnel and services. In spa sector, personnel is very important. We have difficulty in finding qualified staff. The employees have to be knowledgeable about anatomy. However, the number of people who do this job professionally is not that high in Turkey."

BRINGS 40 THERAPISTS EVERY YEAR

Kutlu Turizm's manager Yunus Abdullah, who runs spas in the scope of Rixos Hotels in Turkey tells us that they provide consultancy services for Rixos Hotels in abroad including Dubai, Croatia, Kazakhstan Astana and Almaty. Reminding us that they will also provide services for hotels to be open in Azerbaijan, Cuba, Kazakhstan Borovoy in forthcoming 2013, "We don't provide services for any other groups besides Rixos hotels. In all of our spas, there are only Far Eastern specialists working. From Indonesia, Thailand and India, we bring approximately 30-40 therapists every year." says Abdullah.

Ottoman Hotel
IMPERIAL

WELCOME TO OTTOMAN HOTEL IMPERIAL ISTANBUL

TRADITIONAL TURKISH HOSPITALITY, COMFORT, ELEGANT PREMIUM SERVICE,
AN UNBEATABLE VIEW OF HAGIA SOPHIA MUSEUM, SULTANAHMET SQUARE
AND A BLEND OF OTTOMAN AND PALACE CUISINE IS WHAT YOU WILL
EXPERIENCE AT OTTOMAN HOTEL IMPERIAL
WHAT ITS EXQUISITELY FURNISHED GUEST ROOMS
REFLECTING THE OTTOMAN ART, TREND SETTING RESTAURANTS AND BARS.
EXTENSIVE GUEST SERVICES AND HOUSE AMENITIES.
OTTOMAN HOTEL IMPERIAL RESPONDS TO THE NEEDS OF
THE MOST DEMANDING LEISURE AND BUSINESS TRAVELLERS.

For reservation or information please call
+90 212 513 6151
www.ottomanhotelimperial.com
ISTANBUL

Welcome to Ottoman Hotel Imperial Istanbul

Ottoman Hotel Imperial
Caferiye Sokak No 6/1 Sultanahmet 34400 Istanbul - Türkiye Tel.: +90 (212) 513 6151 (pbx) Fax.: +90 (212) 512 7628
www.ottomanhotelimperial.com reservation@ottomanhotelimperial.com

Sezgin Aydın, the manager of Spa Yönetimi which already gives consultancy services to three hotels has told us that they are still negotiating about the spa center they are planning to run next year. On the other hand, consultancies advise entrepreneurs to follow the new trends in

Cost of a square meter starts from 500 TL

The cost of spa investment depends on largeness of the space and equipment that it will be furnished with. However, it is said that the cost of per square meter goes from 500 TL up to 2 thousand TL. The cost of opening a spa based on Euros is between 350 thousand Euros and 1.5 million Euros. Spa centers have to have an architectural structure by which general comfort and hygiene could be provided ideally. Far Eastern massage therapists who were born on the lands where massage rituals were born are seen as a must of this job. However, spa managers prefer well-trained Turkish therapists notably Europeans ones as well. While hiring, references are greatly regarded and during the process of hiring by acting selectively every single detail is detected. Employment is carried out via HR departments. The chosen therapists, are trained according to the spa's own service presentation. Also, there are periodical trainings given by head therapist. Within this scope, for standardization, therapists are educated about services, ethical values and spa rules related to treatments.

spawellness closely. For example, SpaFinder is carrying out a survey called "Spa Trends Survey" by interviewing over 15 thousand managements in the areas of thermal spring, yoga, pilates and fitness saloons and health-care specialists worldwide. Spa consultancies are pointing out that in the coming years, thermal spring and well-being centers will especially concentrate on chiropody. It is stated that this service which is mostly called as "feet fitness" or "medi-pedis" will mostly be benefitted by the ones who have foot aches due to highheels. This development in one sense means that traditional Chinese medicine will be reborn. Our feet which are two of the most important organs in our body have a complex structure. Each of us have to use our feet at least 4 hours a day. Feet treatment will be carried out on chairs with zero gravity accompanied with computer controlled gadgets. The appropriate treatments will be applied taking their walking and posture

patterns into account. It is also estimated that the centers which will apply the treatments will also work cooperatively with shoemakers.

ICE ROOM, SNOW SHOWER...

So far we've seen examples of spa and wellness services in which stones, water, sauna starts with "Hot". These have been used to accelerate bloodstream and relaxation. Soon, we will be introduced with new products and services starting with "Cold". "Cold" services will not be used just to be quirky, on the contrary they will be applied to relieve muscle and joint pains. 2 thousand years ago, The Romans used to apply this hot-cold therapy, called "frigidarium". This practice is being revitalized these days. Pretty soon, we will talk about cold jaspers, cold stone massages, cold spoon and cold facials more. Ice crystals running down out of ice taps will be picked with scoops and used for treatment. This will be seen as ice rooms, snow shower or "igloos" in hotels and facilities in the coming years. Spa designer Thermarium has already rolled up their sleeves to provide a cold and innovative experience for individuals. "Snow shower", which is invented by the company comes with a digital touch-operated screen. It's possible to experience joy of cold weather by pressing one of the buttons such as cool, flurry, warming sleet or blizzard.

CRYOTHERAPY MADNESS

Cold places called "Cryotherapy" will increase. Guests enter them by putting on some swimsuit, socks on their feet and some ear protection against frosting in mouth and ears. Cryotherapy is a therapy practice which is applied by injecting liquid nitrogen into skin. With the help of extremely cold liquid nitrogen the unwanted tissues on the skin are killed. It is imposed on tumors, warts and scars. In one sense, brain is narcotized by simply decreasing temperature down to minus 120, it is claimed that with some exercises they will do, participants on which the therapy will be practiced for two or three minutes will find relief from anger, infection and pain. Spa consultancies predict that cryotherapy which is expected to attract sport teams worldwide will create new opportunities for touristy centers who have shares in sport tourism. Cryotherapy madness will not only attract sportsmen but also women who would like to burn some calories. Experts are highlighting that significant effects of ice on skin, mood and weight loss have been proven.

www.clubnena.com.tr

Club NENA

★★★★★

Kızılağaç Tourism Center Manavgat - Antalya - Türkiye
Tel : +90 242 748 70 70 - 748 70 60 (pbx) Fax : +90 242 748 70 54 748 70 55
info@clubnena.com.tr





ŞİİR HOTEL

to be hosted like a poem

Each room in the hotel is named after different poets. At each doorstep, there are writings to explain related poet's biography and inside on the walls, there are three pieces of their poems and photographs.

HASAN ARSLAN

S iir Hotel, meaning poem in English, a proof of the fact that creativity makes a difference in every job and the privileges of being different brings success... The hotel, which is not only unique in Turkey but also in the world gives its guests an accommodation experience like a poem. Tayfun Dindar, the General Manager of Şiir Hotel where you can get full of poems, art and at the same time experience the best examples of boutiques hotels talked about the hotel...

Could you tell us about Şiir Hotel? How was this idea born, why poem hotel?

Esat Bozbiyik and Mehmet Bozbiyik brothers, the owners of the hotel have been dealing with retail of construction materials for 30 years. When they bought the field on which the hotel is located now, they had seen it as an investment and simply thought "we might open another retailer". However, in due course, fluctuations in construction sector caused them to give up that idea of opening a new retailer. They chose to utilize the field in another sector and started researching. Having determined that lodging is one of the most beneficial and profitable investments, they decided to construct a hotel. Firstly, they envisaged it to be unusual. Esat Bozbiyik's being a literature teacher in the past, and his an art-loverside overweighing made the hotel come out with a



Tayfun Dindar
General Manager of Şiir Hotel

concept of poem.

Which parts of the hotel are poem-themed, are the lobby, the restaurant and similar places full of poems? Is the hotel really like a poem?

To welcome our guests, at the entrance of the hotel, there is a sculpture portraying two hands, one holding an inkwell and the other inkpot. On its groundwork, well-recognized poets' verses are written. At the entrance of the hotel, on the windbreak 2 abstract portrayals of human greet our guests before they enter. Once entered, with armchairs, sofas and relieves in various colours, a feeling of going into an art gallery is experienced. On the right there are lobby's large sofas and armchairs and a

fireplace at the corner. Right in front of the fireplace there is a corner segregated for reading poems with two red armchairs. Here there is a DVD player accompanied with a lot of CDs of poems. Putting on the headphones, the guests can listen to the poems from their poets voice. On both right and left sides of the poem-listening corner, there are trees of poems. On these trees, which were brought into life inspired by wish trees, the guests can write up their own poems or their favorite verses of poems and share with other guests. Right inside, there is the piano we play at poem and music events. At the area where lobby's armchairs and sofas end, here comes the lobby bar, the walls at this section are decorated with specially made colourful paintings. In hotel's rooms and general areas, there are 350 poem-themed pop-art pictures on the walls. These paintings were ordered to artist-caricaturist Mehmet Selçuk when the hotel's base was under construction and once it was opened all of them were put up. Going through from the lobby bar to the lobby, it's our art corner to be encountered. Here, Nazım Hikmet, Sunay Akın, Atıf Behramoğlu and Mehmet Akif Ersoy's busts and paintings with poems make our guests experience such different feelings. Right after the art corner, it is reached to the library, something rare in hotels. Apart from the poem books there are also novels. At one side of the library there is a desk to write poems. To eternalize our guests' poems, there is also a notebook for poems waiting its poem-lovers. There are 85 poets' 550 poems displayed on the fabrics of sofas and armchairs, on the wallpapers, office windows, windows of railings in the corridors, in the restaurant, in the meeting rooms, along the corridors, in the general toilets and in the lifts.

Can you tell us about the hotel's rooms?

The rooms have the comfort of a 5-star hotel. Each is dedicated to a poet. At each doorstep, there are writings to explain related poet's biography and inside on the walls, there are three pieces of their poems and photographs.

What are the feedbacks you get from the guests like?

Almost all of them have expressed how surprised and amazed they were by the applications of theme of poem in such a richened way. Mostly, we hear appreciative sentences saying "Congratulations, you have built a hotel with a soul". We got used to guests cryingly saying "It's such an atmosphere that it's impossible not to be moved"



and "we're here only to share a room with poets' spirits that we adore". We're not surprised by these any more because every passing day, their number is rising. Of course, the hotel does not only mean poems. With our quality of service, we provide a real boutique hotel' service.

Did you have the decoration materials needed for this special concept produced privately?

The decoration of the lobby and rooms, was handled by interior architects under the leadership of Esat Bozbiyik. Fabrics with specific poems were woven, wallpapers were imported. Reliefs and busts were privately made by "Sibel Ceramics Workshop" and paintings by artist-caricaturist Mehmet Selçuk.

Is there any other hotel like your hotel's style?

Out of the research that we ran, we saw that there is no other hotel similar to Şiir Hotel's concept, neither in Turkey nor in the world.

Do you consider to turn Şiir Hotel into a chain?

Şiir Hotels chain is among our targets in the future. We are so lucky that in each new hotel, we can embody world poets, a lot of poems and poets that are all unique on its own.

Who is Tayfun Dindar?

I graduated from Dokuz Eylül University, Tourism and Lodging Academy in 1982. Since high school, I have been working in tourism sector. My career's 20 years passed in Antalya. For the last 7 years, I've been serving for Denizli's tourism, where I was born and raised. My mission is to utilize my 30-year experience in tourism and lodging for the use of qualified tourism employees- sector's biggest problem and explain and show boutique hotels which are not known yet to all tourism community.



Şiir Hotels chain is among our targets in the future. We are so lucky that in each new hotel,

TARABYA'S LEGEND COMES BACK

Büyük Tarabya Hotel, which bears 100-year heritage is getting ready to open its doors with its new name The Grand Tarabya, once the construction work realised by Bayraktarlar Holding's 350 million-dollar investment is completed.

The Grand Tarabya Became One of the Members of Leading Hotels of the World.



Before opening its doors, The Grand Tarabya has already managed to be one of the members of Leading Hotels of the World (LHW), a platform to which about 450 world's most luxurious and unique hotels are affiliated. Having been Tarabya's symbols, Büyük Tarabya Hotel, one of Turkey's first 5-star hotels, since it was bought by Bayraktarlar Holding, has been getting ready to open its doors with its new name The Grand Tarabya right after the restoration and renovation process it has been going through is completed in February 2013. Being renovated with 350 million dollar investment, The Grand Tarabya is aiming to be Istanbul's one of the most important symbols once again with its 248 luxurious rooms with a unique view, 30 Service Apartments which will make a difference with their decoration and service, 4

thousand square meter SPA, 3 restaurants, 14 meeting rooms, 1,280 square meter ball room, 445 square meter observation meeting hall, fitness centre with natural day light also outdoor and indoor swimming pools, its historical background and international service standards. The Grand Tarabya Became One of the Members of Leading Hotels of the World. The Grand Tarabya became a member of Leading Hotels of the World (LHW), a foundation world's most luxurious 450 independent hotels are affiliated to, and regularly investigating the member hotels pursuant to its high quality standards and also running sales, marketing and booking systems. Having fulfilled the requirement of meeting at least 85% of what 800 specified quality and service standards, The Grand Tarabya aims to offer this privileged service to its guests in Turkey by protecting this about a century-old history.

THE GRAND TARABYA HOTEL

Büyük Tarabya Hotel, initially opened as Tarabya Tokatlıyan Hotel in the beginning 1900s but after a fire broken out in 1954 it was rebuilt at the same place by the government and restarted its service as Istanbul's third 5-star hotel in 1966. Getting worldwide recognition thanks to its location and quality, Büyük Tarabya Hotel once was Turkish films' irreplaceable set and got an unforgettable place in history of cinema. Büyük Tarabya Hotel, which was taken into the scope of privatization when it was a public property was purchased by Bayraktarlar Holding in 2006. Having gone through an extensive renovation and restoration process, rebuilt with international service quality and given the name The Grand Tarabya, the hotel without being opened yet, already accomplished to be a member of Leading Hotels of the World (LHW). The Grand Tarabya is to open its doors in February 2013.

TITANIC
DELUXE BELEK



OPENING
SPRING 2013

TITANIC HOTELS ANTALYA - İSTANBUL - BERLIN

www.titanic-hotels.com





OZBI

ASSOCIATION OF
HISTORICAL & BOUTIQUE
HOTELS OF TURKEY

TÜRKİYE ÖZEL BELGELİ, ÖZEL NİTELİKLİ VE BUTİK OTELCİLER
TURİSTİK İŞLETMECİLER BİRLİĞİ DERNEĞİ

Aksakal Sok. No: 2 Daire: 2 (Küçükayasofya Mah.) Sultanahmet 34400 Istanbul Turkey
Tel: +90 212 516 28 37 • Fax: +90 212 518 25 11
www.historicalhotelsofturkey.org • www.historicalandboutique.org • www.ozbihotels.org





The sector makes a debut at

WTM

For WTM London issue, Turizm Aktüel carried a survey exhibiting sector's expectations in 2013. The content of the magazine's WTM London issue is not limited to this.

HASAN ARSLAN



Ziya Altınay - Emel Elik



Bayram Birnican - Sadun Alp



Izak Uziyel - Ali Öztürkmen - Ruud Van Maaren

In each issue presenting tourism portraits to its readers, Turizm Aktüel, in its new issue too, made it possible to get to know and witness stories of some tourism professionals who have made abiding contributions in tourism sector with their success.

While short news kept fingers on the sector's pulse, news files presented Turkey.

Among the ones who attended WTM for the first time like Belarus, Irak there were also foundations such as Kirghizia Agencies' Association and Falkland Islands Tourism Office attracting attention. At WTM London, this year, firms that give service in especially tourism technologies and IT drew the most interest.

Being the second biggest tourism and travel exhibition following ITB Berlin, WTM London Exhibition was watched over 3 thousand press members from all over the world. With 5 per cent increase this year, there were 28 thousand people to see WTM.

Turkey Ministry of Culture and Tourism by taking part with a 966 square meter stand at WTM London Exhibition presented Turkey. At Turkey's stand there were 63 firms and foundations.

The exhibition is to be open two days for professionals



Istanbul **GONEN**
★★★★★ hotel

Experience **Five-star** luxury at
Istanbul Gonen Hotel

www.istanbulgonen.com

Değirmenbahçe Cad. No:15 Yenibosna / Istanbul



Koray Yetik - Müberra Eresin - Timur Bayındır



Ali dede Coşkun - Yakup Dinler



İsmail Kuru
Melih Ayhan
Semih Özkan -
Mete Vardar
Mert Vardar



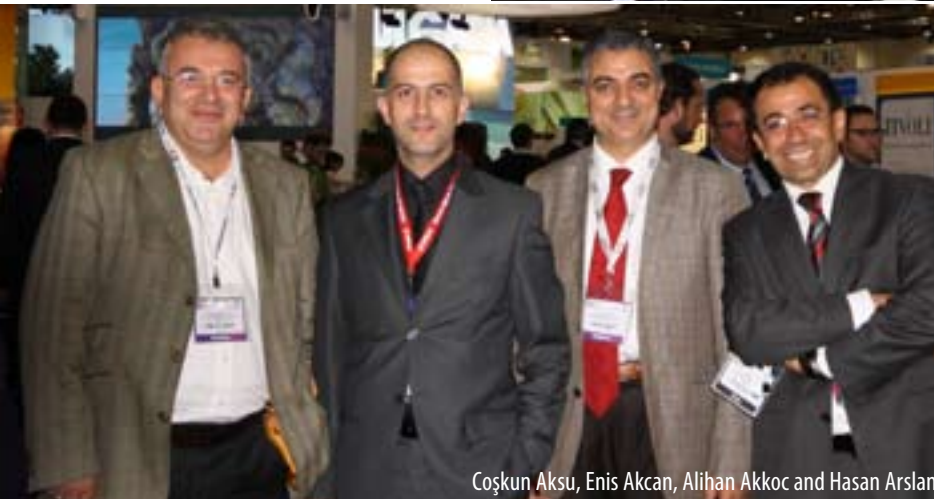
Serkan Üstünel - Tülay Üstünel



Recai Başaran
Dilara Selimoğlu
Hilmi Selimoğlu



Alihan Akkoc, Coşkun Aksu, Ali Öztürkmen and Nilgün Öztürkmen



Coşkun Aksu, Enis Akcan, Alihan Akkoc and Hasan Arslan

and the last two days for individual visitors. VTM London Tourism Exhibition through which 2013's first data will be gathered is among the most prestigious and biggest exhibitions in the world. Built across a field of 42 thousand square meters, it hosted 47 thousand visitors last year. At the fair, which took place between 5th-8th November 2012 there were 48 thousand participants 157 of whom were new.

Every year there were tourism industry's most important representatives such as tour operators, air carriers, lodging and national tourism organizations and travel agencies and journalists from all around the world attending the fair. The fair which brought over 5 thousand tourism professionals together was visited by about 30 thousand people.

taksim **GONEN**
hotel



COMFORT & ELEGANCE

Aydede Cad. No: 15, 34437 Taksim / İstanbul - Turkey
T: +90 (212) 297 22 00 F: +90 (212) 238 87 90
info@taksimgonen.com

www.taksimgonen.com





for an unforgettable experience in the heart of Istanbul

www.minahotel.com.tr

Mina Hotel
 Sultanahmet - İstanbul



Piyerloti Cad. Dostlukyurdu Sok.
 No: 6 Sultanahmet - İstanbul
 Tel: +90 212 4582800
 Fax: +90 212 4582808
www.minahotel.com.tr
www.minahotel.com
info@minahotel.com.tr



And here it is the global tourism giant

My analytical thinking that I have learned in Germany was fastened with my education of engineering in Akdeniz University. Using my advantage of speaking German, I was well organized and tactful while entering tourism sector in Turkey. **KEREM KÖFTEOĞLU**



Ayhan Bektaş, the Chairman of Board of Directors of OTI (Odeon Tourism International) Holding

Entering professional life by transporting tourists from Germany, Ayhan Bektaş was chosen for the global member of World Tourism and Travel Council in his 20th anniversary at tourism sector. On the other hand, OTI Holding founded by Bektaş became a global tourism giant operating today with 18 affiliates and 3,200 personnel and with endorsement of 2 billion dollars... Sometimes coincidences are more effective to turn entrepreneurs' business life to a success story. And sometimes this success story proceeds step by step as it is in the professional life of Ayhan Bektaş, the Chairman of Board of Directors of OTI (Odeon Tourism International) Holding. Born in Germany as the son of a family which had migrated from Kayseri, Turkey, Bektaş had studied in this country until finishing his high-school education. In Antalya where he had returned for college, he had entered to Construction Department of Akdeniz University and had graduated as a construction engineer. Maybe because he had discovered tourism sector as a rising business field and because he could speak well with the German tourists coming to Antalya, he had decided to turn towards this field in 1992... We learned from Ayhan Bektaş the consequences of his decision and his further plans...

First of all, how did you head for tourism, was it a coincidence?

No, it wasn't a coincidence. My analytical thinking that I have learned in Germany was fastened with my education of engineering in Akdeniz University. When it is the case you can look at everything with the eye of an engineer. Using my advantage of speaking German, I was well organized and tactful while entering tourism sector in Turkey

One of the two Turks in WTTC's membership

Together with Öznur Özdemir Özalpın, the Executive of Gloria Hotels& Resort, Ayhan Bektaş, the Chairman of Board of Directors of OTI Holding was chosen for the member of World Tourism and Travel Council (WTTC). Expressing that they give a great importance to provide high quality, sustainable service and the upper customer satisfaction while welcoming guests from different continents, Bektaş declares that he goes after organizing the next meeting of WTTC in Turkey.



Ahmet Bektaş, Burçak Madran, Ayhan Bektaş, Coşkun Yurt

which had recently been developing in that period.

Which was your first company that made you enter the tourism sector?

When I was a university student in 1988, I was guiding German tourists owing to my knowledge of the language. So, I got to know the tourism sector which was developing on that period. In the year that I graduated from university, the Gulf War blown up and that seriously affected tourism sector. During this period I worked in a construction company. In 1992 we founded a travel agency together with my brother Ahmet who was student in Yıldız Technical University Electronic Engineering Department, Coşkun Yurt and some other friends. When one of the partners left the partnership, my brother, Mr. Coşkun and I, we changed the name of the company to Odeon Tours (meaning "singing place" or "building for musical competitions" in Ancient Greek), and we proceeded our way oriented on Germany.

You tended towards Russian market although it was hazardous. How did you achieve that extremely difficult goal?

When entering the Russian market in 1993 we were aware both of the potential and the difficulties there. We knew that the tourism potential in Russia couldn't easily start to move in point of sales system, technical conditions and mentality. Despite of these difficulties, Coşkun Yurt had radically moved to Russia. Thus, our tour operator Coral, which is still the leader in this market, went into action in Moscow in 1994. In my opinion, the secret of our success in Russia is the brave decision of Coşkun Yurt.

Which companies did you found after Odeon Tours and Coral?

As founding between 2000-2005 Wezzyr Holiday Service in Poland, which is the leader of this market, and Blue Sky sales agency

in Russia, we accelerated in transferring tourists from these countries. After that we founded the other tour operator company in Russia, Sunmar. In 2005 we established Otium Hotels with its affiliates Otium Hotels Zeynep and Otium Hotels Art. Within the same day we founded OGD Security and Consultancy in order to provide private security service.

When exactly did you decide to turn to a holding?

In 2006 we gathered our enterprises consisting of 9 affiliates and nearly 2.500 employees under the name of OTI Holding. In the same year, Coral started to transfer tourists from Russia to United Arab Emirates. And Odeon Tours was focused

Young players as Sharapova will grow up in Turkey

OTI Holding holds for 4 years the Odeon Tours Young Racquets. In the first year, youth tennis setup of 9-13 years, trainers and club manager were hosted in Antalya. Teams from Belorussia, Ukraine and Poland have included to the Russian teams in the following year. Ayhan Bektaş speaks about these sportive events by the help of which they aim to bring up in Turkey new talented tennis players as Maria Sharapova:

"The national team trainers of Turkey Tennis Federation and executives of foreign federations attend the tournament every year. We gather together the foreign tennis players with the youth setup players of Turkey. Our young players don't have any international experience. They gain self-confidence while they train and play with foreign players at the same court. In order to this purpose we have raised the level and have organized "Young Racquets" internationally since 2012. We desire to turn our organization to an international tournament for the ages of 12 and 14".

on domestic market... In 2007 we got the A Class agency which provided VIP travel services. And after one year, Otium Club Side joined our hotel chains. Our aviation company, Royal Flight was founded last year on October. We started this job with four aircrafts, but now this number increased to seven.

You have completed the trivet in tourism as founding travel agencies, tour operators in Russia, hotels and finally entering aviation sector. What are your short and mid-term goals in aviation sector?

Our affiliate Otium Club Side tour operator organizes charter flights for Coral Travel. Royal Flight has transported nearly 2 million passengers to 26 destinations initially from Turkey, Egypt and Greece. We have ordered new planes adaptable for long distances. After the delivery of these planes in 2014, we will increase our passenger capacity to 2,5 million while flying to Far East additionally to our present destinations.

Will you invest in other sector except for tourism?

We will primarily expand in tourism sector. We are in negotiation with 2-3 enterprises in Turkey. We aim to increase our resort number to 5 and bed capacity to 2 thousand while accomplishing our negotiations in 2013. We plan as well to invest in solar energy, at least in the purpose to provide the power of our hotels.

How many affiliates do you have recently in the holding? What is your endorsement expectation for this year?

OTI Holding operates with 18 affiliates and 3.200 personnel. This number will increase to 5 thousand within the present investments which will render service in mid-term. For this year we aim to reach an endorsement of 2 billion dollars. For 2013 we expect to increase it by 13 percent.



ANTALYA

ONE OF WORLD'S TOP FIVE DESTINATIONS

The top five destinations in the world are Paris, London, New York, Mediterranean resort Antalya, Turkey, and Singapore, the United Nations World Tourism Organization said.

While the United States and France remain the two largest destinations for world travel, experts say much of the explosive growth in tourism has been to countries such as Guatemala, the Dominican Republic, and the Ivory Coast, which were off the world tourism map a decade ago. A record 1 billion people will travel across an international border as a tourist in 2012, according to the World Travel & Tourism Council. That means that one in seven people on the planet will participate in world traveling this year, an activity that just a few decades ago was exclusively for the wealthy. The reasons for the upswing range from prosperity in developing countries like China

to a perception of a more peaceful world. The London-based council, whose members include executives of travel companies, compiles global travel data including international airport traffic and visa records. It calculates that the 1 billionth tourist will cross an international boundary on Dec. 13. "This is an astounding milestone," David Scowsill, president of the council, said in a telephone interview. "There is an inexorable growth in the number of people who want to travel around the world." While evidence of leisure travel can be traced to ancient Babylon, it began to grow swiftly after World War Two. For the U.S. middle class, it became routine after airline deregulation began in the late 1970s when airlines were forced to compete on prices, said David

Bojanic, a professor of tourism studies at the University of Texas San Antonio. The inflation-adjusted cost of a plane ticket from New York to London today is about one-fourth what it was in 1960, he said. Several factors are responsible for the boom in world travel, including prosperity that has lifted tens of millions of people in Asia from poverty into the middle class, whetting their desire to use their new wealth to travel. The number of people traveling internationally from China, for instance, has jumped from 58 million in 2010 to 72 million this year, Scowsill said. Another factor is the perception that the world is a more peaceful place, even though many regional conflicts continue, said David Cortright, director of policy studies at the University of Notre Dame.



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

An oasis of modern elegance; The Muyan Suites is Istanbul's most celebrated concept luxury boutique hotel. An oasis of modern elegance, The Muyan Suites in Istanbul and its attentive staff provide a thought provoking experience to sophisticated Istanbul travelers with a passion for culture and individual expression. Our boutique hotel in the center of Sultanahmet, the heart of the city and history, is just steps away from the Topkapi Palace, Hagia Sophia Museum, Sultanahmet Mosque, Archaeological museum, Sunken Palace, Grand Bazaar and its distance to the Istanbul Ataturk Airport is only 17km.





HILTON COST 40 MILLION EURO

Costing 40 million Euro, DoubleTree by Hilton Avclar was put on service with a ceremony. The Executive Board President of Sonkar Tourism Nedret Oğan, who is the investor of the hotel, states that they set sight on new investments in Istanbul. **HALİL TUNCER**

Senior Vice President of Hilton Worldwide Development in Turkey, Russia and Eastern Europe, Micheal Collini has attended the opening ceremony right along with other professionals in tourism sector. Sonkar Holding Executive Board

President Nedret Oğan gave a speech at the ceremony: "We would have liked to appear in this sector with Hilton, the worldwide known brand of tourism. We strongly believe that Avclar will rise in value thanks to this reputable name. I can say that we built the longest steel building of Europe. The steel used in the building construction is distinctively made in Luxembourg. We have put into practice the most stable and most earthquake-resistant building of Turkey". Besides, one each of the General Manager of the hotel Özkan Alkan and the Vice President of Hilton Worldwide Europe made a brief speech during the ceremony. Declaring they had come together with the hotel investors for making agreement 4,5 years ago Micheal Collini indicated that they created a special operation team in their new-built hotel. Sonkar Tourism Executive Board President Nedret Oğan and Double Tree by Hilton



Sonkar Tourism Executive Board President Nedret Oğan and Double Tree by Hilton Avclar General Manager Özkan Alkan attended the press conference which began right after the opening ceremony.

Avclar General Manager Özkan Alkan attended the press conference which began right after the opening ceremony. Answering the questions of the press, Nedret Oğan declared: "Investment cost of the hotel is 40 million Euros, but the value of land is more than that prize. The land has cost approximately 5 million Euro. This is a special investment for Avclar, we believe. We took the initiative to bring such a reputable name as Hilton to Avclar. We preferred Hilton because Turkish customers trust and believe in this name. We would like to set sight on new investments in accordance with our future success in this region. We own a land on the direction of Bahçelievler- E5. We take aim at a new investment there. Being engineer

at the first years of the business life and continuing with automotive sector, we have decided to enter tourism sector. Nowadays we carry out a dormitory project in Izmir. Thus, we will take a step in field of education". "We expect %66 of occupancy rate for the year of 2013. Our aim is to become the leader of this region. We expect to raise our occupancy rate to 75-80% in the next period. But of course not only occupancy but also efficiency are important for us. We made a franchise agreement with Hilton. As a marketing strategy, our segments are meetings, businessmen and leisure tourists", said General Manager Özkan Alkan, mentioning that this hotel will address more to dynamic customers than bureaucratic ones.

Love at first sight



2film.com.tr

Leave yourself to the fresh breeze of Kefaluka.

You will feel yourself in fairy tales, in an environment where you will feel lost in the turquoise heaven of the Aegean Sea and the magic luxury of the nature.

"Prefer the difference, experience the difference."

KEFALUKA
R E S O R T

Barış Manço Cad. No:63 Akçarlar - BODRUM
Tel: +90 252 311 03 90 Faks : +90 252 393 87 20
info@kefaluka.com, rezervasyon@kefaluka.com

www.kefaluka.com

Tourism sector makes a bolt for EMITT

Argentina will be the guest country of Eastern Mediterranean International Tourism and Travel Fair EMITT, which is to be held for the 17th time this year in TUYAP between 24th and 27th January 2013.

The Director of Ekin Fair, Hacer Aydın



EMITT, which is to be held for the 17th time this year in TUYAP between 24th and 27th January 2013.

The tourism professionals who will visit the fair and visitors who wish to get to know Argentina more closely, will have the chance to discover the hidden treasures of Argentina, of the liveliest countries of Latin America.

The Director of Ekin Fair, Hacer Aydın states that the visitors of the EMITT Fair can attend to the free tango classes during the fair between 3:00 PM – 5:00 PM and the visitors will be tutored on the intricacies of tango and get the chance to put them on practice on the stage to be built specially for this occasion.

Sponsored institutionally by Ministry of Culture and Tourism and Istanbul Metropolitan Municipality, 2013 EMITT Fair's official airway sponsor is THY (Turkish Airlines) and professional visitor supporter is tatilsepeti.com. Besides, both as the guest country and main sponsor, Argentina makes a major contribution to 2013 EMITT Fair.

TARGET: 60 MILLION FOREIGN TOURISTS

The Director of Ekin Fuar, Hacer Aydın states that the number of foreign tourist visiting Turkey was 9,586,000 and the amount of revenues generated \$9,161,000,000 in 2000; and as of 2011 the number of tourists visiting Turkey had reached 29,343,000 and the revenues to \$23 billion, and stresses the important role of EMITT,

who for 17 years brought the professionals of tourism sector to Turkey and held many grand fairs, in this success. Aydın, who indicates that statistically, the number of visitors of the cities, regions and counties who participated in EMITT had increased 7 or 8 times, and underlines the importance of the field-specific fairs in tourism, stating to their ability bring the target group with service provides and to the wide experience and knowledge EMITT has in this respect. The countries, development agencies, tourism firms and professionals of the

sector, who wish to come to the forefront of tourism both in the world and Turkey, take their place in EMITT Fair every year. Getting prepared to set new record with much more attendance, EMITT Fair was held in 2012 in area of 60.500 m2 with the participation of attendants from 62 countries in the world and 150 cities and tourism regions from Turkey, and was visited by 4.500 international attendants, 57.000 professionals and 71.000 holidaymakers. Compared to 2011, the total number of visitors increased by 12 percent in 2012.

Matbah
OTTOMAN PALACE CUISINE

"MATBAH" WELCOMES EXCLUSIVE GUESTS AND GOURMETS TO THE STYLISH "OTTOMAN PALACE CUISINE" MAINTAINING ITS UNIQUE HERITAGE

Caferiye Sokak No 6/1 Sultanahmet İstanbul - TÜRKİYE T. +90 212 514 6151 F. +90 212 514 5152
www.matbahrestaurant.com reservation@matbahrestaurant.com



Timur Bayındır indicated in the announcement that he was inspired by the recent Bond movie. "In Skyfall there is a roughly 10-minute segment that was filmed in Sultanahmet and the Grand Bazaar as well as Adana and Fethiye.

Hotel group to produce ISTANBUL LOVE STORY BOOST TOURISM

After seeing İstanbul feature in the opening sequence of the latest James Bond movie, one Turkish trade group is betting that it will be perfect for a film of a more mellow variety, and has pledged to finance a love story centered on the city.

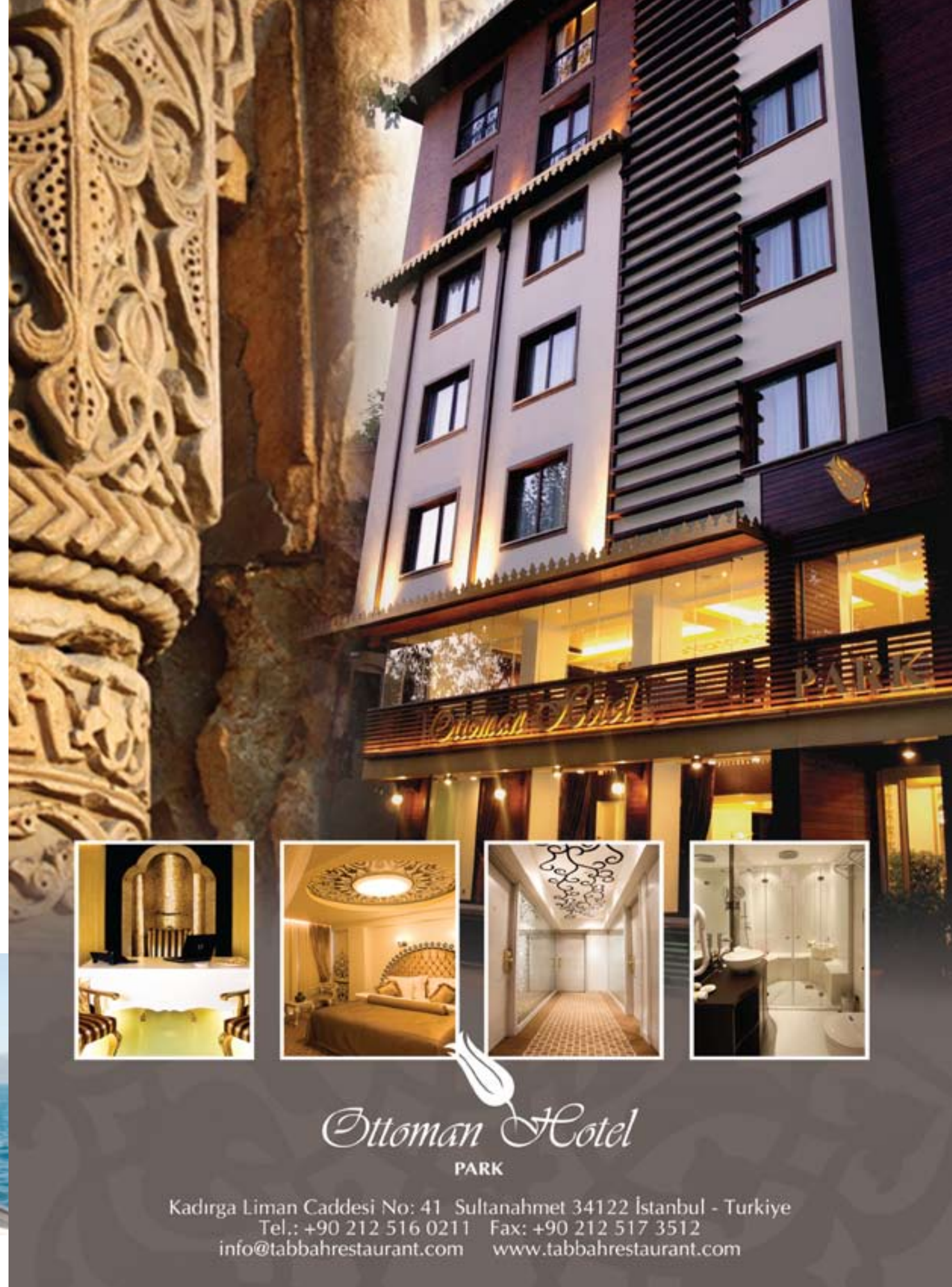
The Turkish Hoteliers' Association (TUROB) announced in a weekend press release that it would seek partners in financing a "love film that incorporates many scenes from around Turkey," and specifically İstanbul, a city the group says would "suit a good love film." Group head Timur Bayındır further hopes that it will help push up tourism numbers, which he expects to be roughly 33 million in 2013. "Of course, this will be a Hollywood production," said Bayındır, adding that "the exact story" will be "chosen in a contest."

Bayındır acknowledged that he may need help to realize his dream, stating in the press release that the TUROB film would need additional financiers. Bayındır indicated in the announcement that he was inspired by the recent Bond movie. "In Skyfall there is a roughly 10-minute segment that was filmed in Sultanahmet and the Grand Bazaar as well as Adana and Fethiye. But there were no general views of İstanbul. ... If there were, it would boost the number of tourists coming to İstanbul. We expect a film viewed by millions around the world would do that."

If there were,
it would boost
the number of
tourists coming
to İstanbul.



Timur Bayındır



Ottoman Hotel
PARK

Kadınca Liman Caddesi No: 41 Sultanahmet 34122 İstanbul - Türkiye
Tel.: +90 212 516 0211 Fax: +90 212 517 3512
info@tabbahrestaurant.com www.tabbahrestaurant.com



LALELI HOTEL MANAGERS PLATFORM MADE AN APPEARANCE IN IZMIR

The backbone of Turkish tourism sector, the hotel managers of Laleli have successfully experienced their first fair participation under the name of "Laleli Hotel Managers Platform" in Izmir Travel Turkey Tourism Fair. **HASAN ARSLAN**

All the hotel managers who are members of "Laleli Hotel Managers Platform" were present in the fair, had the opportunity to declare their new mission and vision in Laleli. The hotel managers of this platform had the opportunity to present Laleli to the tourism professionals and visitors who were interested mostly with the stand of "Laleli Hotel Managers Platform" during the Travel Turkey Fair held in Izmir between 6 and 8 December. At the cocktail of the fair, the stand of "Laleli Hotel Managers Platform" brimmed over with tourism professionals and visitors. The executives presenting "Laleli Hotel Managers Platforms" at the fair were as following: Ayma Group Hotels General Coordinator Sabri Karakaş, Barın Hotel Executive Board Member Ayhan Hacıbektaşoğlu, Black Bird Hotel General Manager Tayfun Güzel, Budo Hotel General Manager Cemal Cevdet Ulutaş, Bulvar Palas Hotel General Manager Çetin Koca, Best Western Senator Hotel General Manager Doğan Bozkuş, Crowne Plaza Old City General Manager

Duygu Sönmez, Dark Hill Hotel Executive Board Member Yasemin Dark, Grand Aşşyan Hotel General Manager Ersel Ergüdoğdu, Grand Washington Hotel General Manager Özkan Deli, Grand Ons Hotel General Manager Ayten Tak, Hamidiye Hotel Executive Board Member Edip Sancar, Hotel Zurich Istanbul General Coordinator Muhammet Cüntay, Klas Hotel General Manager Hakan Bedir, Maya Hotel Executive Board Member Ömer Savaş, Memento Hotel General Manager Arzu Gültekin Özden and Sales Manager Neriman İmdat, Ramada Istanbul Grand Bazaar Operation Manager Mustafa Kılıç, Royal Hotel General Manager Erdal Kurtuluş, Samir Hotel General Manager Ahmet Öztüren, Süreyya Hotel General Manager Sucettin Yıldırım and Yiğitalp Hotel Executive Board Member Tuba Yiğitalp, Oran Hotel General Manager Ziya Soner Barım.

Having great moments in Travel Turkey Tourism Fair, "Laleli Hotel Managers Platform" will attend EMITT – Eastern Mediterranean International Tourism and Travel Fair between 24 and 27 January 2013.



Memento Hotel General Manager Arzu Gültekin Özden and Sales Manager Neriman İmdat.



Tayfun Güzel - Mustafa Kılıç - Gökhan Kaya - Muhammet Cüntay



Duygu Sönmez - İhsan Bıyıkbeyi - Mehmet Toprak - Muhammet Cüntay - Ahmet Öztüren.



Duygu Sönmez - İhsan Bıyıkbeyi - Mehmet Toprak - Muhammet Cüntay - Ahmet Öztüren



Sabri Karakaş - Hilal Oğuzkaan - Ufuk Soğancı



Travel Turkey brings tourism professional together in **Izmir**

Travel Turkey Tourism Expo opened its doors for the 6th time thanks to the cooperation of İzmir Fuarçılık Hizmetleri (İZFAŞ), Türkiye Seyahat Acentaları Birliği (TÜRSAB) and Hannover Messe International İstanbul. Karadağ took part as partner country and Kastamonu as partner city in the expo in which over 700 firms from nearly 20 countries, over 60 cities participated.



At Travel Turkey Izmir, especially in which international visitors showed interest, Turkey's wealth in tourism was presented to both local and foreign investors, agencies, buyers and consumers planning to go on vacation from various destinations.

With the aim of raising the number of tourists, the number of countries sending tourists and the number of quality tourists visiting here, nearly 50 guests from different countries and carrying the qualification of being a tourism buyer were hosted at the expo. "Tourism Summit on The Evaluation And Expectations of 2012 Turkey's Tourism" Conference held by ETİK (Ege Turistik İşletmeler ve Konaklamaları Birliği), "Engelsiz Tourism" (Tourism WWithout Barriers) panel through which ENGELSİZMİR 2013 Congress was introduced, İzmir International Cooking Competition held by Turkey Chefs Federation, İzmir Chefs Society and İZFAŞ, Anadolu Ajansı "Turkey Photography Exhibition", Power FM Simulator, raffles, opportunities of early booking and local events enlivened Tourism Expo. In addition to lodging and travel agencies, Travel Turkey Izmir Expo with its participants such as development agencies, municipalities, suppliers of hotel equipment, rent a car firms and air carriers, foundations of sea and culture tourism, congress, religion, health, education, yachting, golf, winter sports, gastronomy, also with the attendance of governorship and the Directorship of City Culture and Tourism brought world tourism into İzmir.





SKALITE AWARDS GO TO THEIR OWNERS FOR THE 15TH TIME

SKAL International İstanbul Club, with "SKALITE 2012 - Tourism Quality Awards" which is regarded as Turkey's Oscars in tourism awarded 2012's bests in exactly 22 categories. **HALIL TUNCER**



Making contributions in the development of Turkey's tourism and rising quality awareness widespread, the 15th SKALITE Awards found their owners in a magnificent night held in İstanbul Hilton Convention Center yesterday.

The night, organised with Golden sponsors TAV, Çelebi, Travelium, Sealed Air and Boyut Publishing Group and presented by Ece Vahapoğlu, as the presenter of a world of premium invitees attended. SKALITE Awards are given to individuals, organizations and foundations that have added values in rising quality awareness in tourism sector every year in various categories.

At the ceremony held with the attendance of The deputy Minister of Culture and Tourism Abdurrahman Darı, The Vice President of SKAL International World Karine Coulanges and The General Secretary of SKAL International Bernard Wegscheider, SKAL International İstanbul Club Award was given to 2012 London Olympic Games' Champion Aslı Çakır Alptekin, 2012 London Olympic Games' runner-up Gamze Bulut and The President of TUREB Şerif Yenlen.

By the time the nomination process had been completed, SKALITE's voting was run by an electronic system via internet and 2012's bests shone out in many categories such as hotels, travel agencies, tourism publications, education, publicity and saving cultural values.

SKALITE 2012'S WINNERS IN ALL CATEGORIES:

City Hotel: **Swissôtel The Bosphorus İstanbul**
Resort Hotel: **Hillside Beach Club**
Chain Hotel: **Hilton Worldwide**
Boutique/Private Certified Hotel: **Oyster Residence**
Other (Golf, Well-being, Beauty, Retreat, Spa): **Güral Sapanca Wellness & Convention**
Domestic Tourism Travel Agency: **ETS Turizm**
Outgoing Travel Agency: **Pronto Tour**
Incoming Travel Agency: **Intra Tours-Dmc**
Marine: **D Marin Göcek**
Rent A Car Firm: **Avis**
Restaurant: **Sunset Grill & Bar**
Annual Guide: **Saffet Emre Tonguç**
Golf Facility/Club: **Cornelia Golf Club**
Congress/Meeting Organization Agency: **Setur Servis Turistik A.Ş.**
Tourism PR/Publicity Campaign: **Cumhurbaşkanlığı Bisiklet Turu (Presidential Cycling Tour of Turkey)**
Contribution in Saving Cultural Values: **TURAD - Turizm Araştırmaları Derneği (Tourism Research Foundation)**
Contribution in Protecting Environment: **T.C. Kültür ve Turizm Bakanlığı (T.C. The Ministry of Culture and Tourism)**
Online Travel Bookings/Services Firm: **Bookinturkey.Com**
Tourism Education: **Akdeniz Üniversitesi Turizm Fakültesi (Atatürk University Tourism Faculty)**
Tourism Publication: **"Boğaz Hakkında Her Şey" (Everything about Bosphorus)**
Other Facilities related to Tourism: **TAV Passport Kart**
Airport Ground Services: **Havaş**
Sealed Air Special Award: **Crystal Hotels Resort & Spa**

Otelinize Özel Karşılama Tepsileri



Welcome Tray

**İşletmenizin kimliğine katkı yapacak,
müşterinize keyif verecek bir karşılama...**

Custom-made trays add value to your corporate identity while presenting a warm welcome for hotel guests...



İsteğe uygun ebat ve model seçenekleri.
Built to order with different size and model options.

Meşe, ceviz, kayın masif ahşap veya lake MDF.
Solid oak, walnut, beech wood or lacquered MDF.

Beş yıl garantili.
5 years of guarantee.

Çalınmaya karşı korumalı su ısıtıcı klipsi.
Kettle clip for anti-theft protection.

Bardaklarımıza ve su ısıtıcımıza göre ölçülendirme.
Trays can be built in accordance with kettle and cup size.

Otelinizin logo veya ismini uygulama.
Hotel name or logo can be displayed.

Ölçüler





OTI Holding celebrates its 20th anniversary with the exhibit "150 Years of Tourism in Turkey" and with the concert "The Lost Songs of Anatolia", which symbolizes the culture wealth of Anatolia.

OTI HOLDING CELEBRATES ITS 20TH ANNIVERSARY

While reaching 20 years in tourism sector, Odeon Tourism International carries on business with its 15 affiliates and its nearly 3 thousand professional employees in 26 countries and 5 continents. **HALİL TUNCER**

Embodiment of Coral Travel and Odeon Tours, OTI Holding celebrates its 20th anniversary with the exhibit "150 Years of Tourism in Turkey" and with the concert "The Lost Songs of Anatolia", which symbolizes the culture wealth of Anatolia.

Culture and Tourism Minister Ertuğrul Günay, Antalya's Governor Ahmet Altınparmak, the tourism professionals and prominent guests attended the gala night of 20th Anniversary of OTI Holding in Antalya Culture Center. Group of companies OTI carrying on

business in 5 continents attended the 20th Establishment Anniversary gala night in Antalya Culture Center. At the opening of the gala night, guests visited the exhibit "150 Years of Tourism in Turkey" curated by Gökhan Akçura and designed by Burçak Madran. Approximately 650 guests were entertained in the night of events, hosted by Ayhan Bektaş, the Chairman of Board of Directors of OTI Holding, Coşkun Yurt, the Vice-Chairman of Board of Directors and Ahmet Bektaş, the Member of Board of Directors. In the night of events, attended by an elite selection of guests both from

national and international communities, special gifts were presented to the Minister of Culture and Tourism Ertuğrul Günay by Ayhan Bektaş, the Chairman of Board of Directors of OTI Holding. Speaking at the gala night, Ayhan Bektaş said that Turkey deserves to get more from world's tourism market and he added "for the purpose of introducing Turkey's tourism history and literature and to contribute to its institutionalization we supported the exhibit which sets light to the 150 years of tourism in Turkey. Within the exhibit itself and its catalogue, we bring into light what Turkey



OTI Holding, Bektaş said, "Today OTI Holding is a global tourism giant operating across 5 continents and 26 countries with 15 affiliates and nearly 3 thousand personnel and serving in every area of tourism from tour operations to travel and sales agency, from incoming services to hotel management and security."



At the opening of the gala night, guests visited the exhibit "150 Years of Tourism in Turkey" curated by Gökhan Akçura and designed by Burçak Madran.



Culture and Tourism Minister Ertuğrul Günay, Antalya's Governor Ahmet Altınparmak, the tourism professionals and prominent guests attended the gala night of 20th Anniversary of OTI Holding in Antalya Culture Center.

Ayhan Bektaş, the Chairman of Board of Directors of OTI Holding, Coşkun Yurt, the Vice-Chairman of Board of Directors and Ahmet Bektaş, the Member of Board of Directors.

did in tourism from the past until today". Mentioning about the present position of OTI Holding, Bektaş said, "Today OTI Holding is a global tourism giant operating across 5 continents and 26 countries with 15 affiliates and nearly 3 thousand personnel and serving in every area of tourism from tour operations to travel and sales agency, from incoming services to hotel management and security. We host our guest with the quality and

confidence of OTI Holding and we provide their transport to Russia, Ukraine, Poland and other countries from CIS (Commonwealth of Independent States), Turkey, Egypt and Thailand and other 26 destinations". Expressing that Odeon Tourism is a company who brings 1.5 million tourists from Russian, Ertuğrul Günay, the Minister of Culture and Tourism declared that 20 years ago, a total number of 500 thousand Russian travelers

were visiting Turkey annually, but now Turkey hosts nearly 4 million Russians. Günay also said that they dream of welcoming 10 million Russian travelers in the next years and he added, "Tourism is a sector that maintains peace. As far as I'm concerned tourism sector will maintain also an equal world in the future. Thus, greetings to all the tourism employees who will be the main actors of maintaining that equal world".



When it comes to Büyük Truva Hotel, the first thing guests recall is its having high quality service, cleanliness and satisfaction it brings with its location.

TOURISM'S KEYSTONE IN ÇANAKKALE

Büyük Truva Hotel is located at the heart of Çanakkale. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

HASAN ARSLAN



Büyük Truva Hotel General Manager Salih Yüksel and Büyük Truva Hotel of boards Volkan Kansu

Büyük Truva Hotel, one of tourism's keystones in Çanakkale, for 48 years has been continuing to be its guests' irreplaceable address with its central location, unique Bosphorus view and quality service. Büyük Truva Hotel, which has been presenting the best examples of Çanakkale's hospitality since 1964 was told by Salih Yüksel, the name rose to be the General Manager after having served in many different ranks for 26 years there.

Could you tell us bout Büyük Truva Hotel with the main lines?

Büyük Truva Hotel is located at the heart of Çanakkale. With its unique location, it exhibits the best examples of Çanakkale's hospitality on weekend holidays, in business

meeting and on summer holidays. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

Who makes most of your guests? What are the top reasons for choosing your hotel?

50% of guests stay in the hotel come as a group. The other half is composed of individual guests to stay here. There are many reasons to choose our hotel. The most significant ones are its central location, Bosphorus-view and unique quality food. Hosting its guests in its renovated and comfortable rooms, the hotel also makes difference with its friendly personnel who try to reach guest satisfaction at the highest level. Besides, the hotel has an atmosphere where you can feel the coziness

and comfort at home as soon as you step into at the doorstep.

Büyük Truva Hotel has gone through a renovation recently. What things have changed?

In the last 2 years, the hotel has gone through plenty of renovations without losing anything its historical texture and beauty. Giving particular importance to comfort and quality, all applications realized with utmost attentiveness for guest satisfaction.

When it is said Büyük Truva Hotel, what the first thing comes to mind?

When it is said Büyük Truva Hotel, the first thing comes to mind is its high quality service, cleanliness and satisfaction it brings with its location. When the guests are checking out, they leave here really satisfied by hotel's comfort, view, delicious food,

quality service. Most of our guests choose to come here again. This is a proof of their absolute content.

Could you tell us about rooms, restaurant and other facilities in the hotel?

The hotel has 132 bed-capacity with 66 rooms, 63 of which are standard and 3 of them are suite. Some of the rooms are with the magnificent Bosphorus view of Çanakkale. Next to the hotel there is our car park which is free of charge. The 250-person-capacity restaurant located at the front of the hotel hosts its guests at private events and food organisaition. Besides, the a la carte restaurant, snack bar and seafood restaurant are places which our epicurean guests would never give up. The halls in which all equipment needed for dealers meetings, seminars,

banquets and served with quality service are at our guests command.

What kind of message would you deliver to your guests?

Büyük Truva Hotel is the address for the ones looking for view, pleasure, peace, comfort, cleanliness, quality, taste.. all in one place

Who is Salih Yüksel?

I was born in 1962 in Çanakkale. I finished primary and high schools in Çanakkale. I have been working for Büyük Truva Hotel for 26 years. I started working here as a waiter first. Soon I became a bartender. In the following years, I changed my department and started to work in the front office department. After working long years as a receptionist, I was promoted as the Front Office Manager. Later I became the hotel's General Manager.

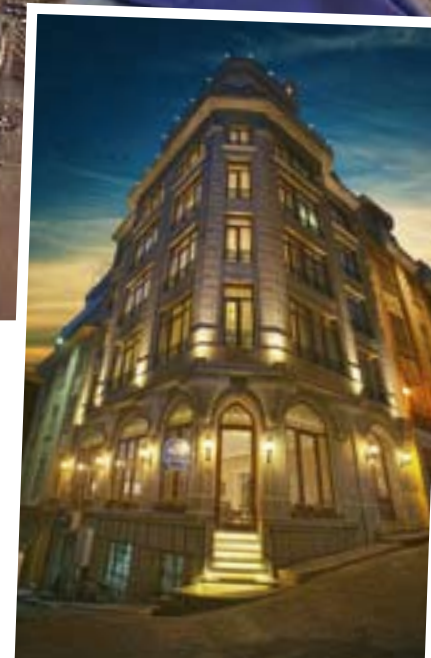
A WARM GALATA LA BELLA HOTEL
WELCOME IS WAITING FOR YOU



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.



Arapcamii Mah.
Erguvan Sok. No:1
Beyoglu / Istanbul - Turkey
Phone: +90 212 243 75 25 pbx
Fax: +90 212 243 75 30
galatalabellahotel.com
info@galatalabellahotel.com



TURKISH AIRLINER BUYS 75 PLANES FOR \$12 BLN

Pegasus Airlines breaks the bank to sign the biggest aircraft deal in Turkish aviation history, ordering 100 Airbus jets worth \$12 billion in an agreement that has pleased government officials

Pivate Turkish airline Pegasus announced yesterday that it had ordered up to 100 Airbus passenger jets as part of its newly revealed growth strategy up to 2023, the biggest single order ever made by a Turkish airline. The airline placed a firm order for 75 planes and took options on 25 others from the Airbus A320 series, in a deal that would carry a catalogue price of \$12 billion. "When our first Pegasus flight took off we broke new ground by placing the biggest order in the history of Turkish private civil aviation at the time," Pegasus Airlines Executive Board Director Ali Sabancı said at a signing ceremony, also attended by Transport Minister Binali Yıldırım, at the Pegasus headquarters in the Istanbul district of Kültürköy. "As we look ahead to the next decade, we know that apart from human resources an airline's most important asset is its fleet. Therefore, once again, we have said to ourselves, 'we don't yet

have enough,'" Sabancı said. It's not just the largest order in the private civil aviation sector, but also the largest in the history of Turkish civil aviation, according to Sabancı. "We are delighted to be signing this agreement with the world's leading aircraft manufacturer, Airbus, for 100 new A320neo and A321neo aircraft, worth a total of \$12 billion. With this pioneering investment in 100 new aircraft, we at Pegasus are breaking new ground in the development of Turkish civil aviation," he said. Transportation Minister Yıldırım said he was proud of the Turkish aviation sector's performances. "When I first came to office, 100 planes made up 67 percent of the total commercial fleet in Turkey," Yıldırım said.



"Today, one of our companies sets a target for 2023 and signs a \$12 billion deal. We are also set to build the world's biggest airport and there will be no problems when it becomes operational in three to four years. This shows how the political will has changed the country."

Pegasus, which is considered a budget carrier firm, currently operates 40 Boeings, and this represents the first time Pegasus has not placed its orders with Airbus' archrival Boeing of the United States. The firm is set to become the first Turkish airline to operate the A320neo plane, which is to be equipped with new engines and "sharklet" wing tips that provide substantial fuel savings.

DELIVERIES THROUGH 2022

Christopher Buckley, Airbus's Executive Vice President, responsible for Europe and Asia-Pacific, said deliveries would begin in three years and run through 2022. "Turkey is rapidly developing into Europe's most dynamic commercial aviation market and Pegasus is one of the major players in this transformation," Buckley said. Pegasus Airlines CEO Sertaç Haybat stressed that Pegasus Airlines had flown 49 million passengers since launching, adding that the firm had grown rapidly since its founding - recognized as Europe's "Fastest Growing Airline" in 2011. The airline also owns 12.02 percent of the voting rights in the Germany low-cost airline Air Berlin.



Welcome to the holiday world of Mediterranean...



www.alaiyehotels.com

alaiye@alaiye.com.tr

ALANYA | ANTALYA | Türkiye



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.



Adress : Hicapasa Mah. Hudavendigar Cad. No:19 / Sirkeci - Sultanahmet / Istanbul
Phone : 0090 212 514 54 00 Fax : 0090 212 514 54 10 E-Mail : info@hotelempirepalace.com



is set in the oldest and most colorful district of Istanbul, which is still a functioning fishing village Kumkapi. It is in walking distance from the Sultanahmet Square. with Istanbul's most famous Blue Mosque, Hagia Sophia and Topkapi Palace. The hotel's building is held in Ottoman style, newly renovated and offers an authentic atmosphere for a lovely quiet get away for all kind of travelers.



Adress : Muhsine Hatun Mah. Cifte Gelinler Cad. No: 3/7 / Kumkapi - Istanbul
Phone : 0090 212 518 48 01 Fax : 0090 212 518 81 19 www.hotelamber.com info@hotelamber.com



Our hotel is one of the most conveniently located budget hotels in central Istanbul. Amber Suites is one of the more affordable hotels central of Historical Istanbul such as near Grand Bazaar, Blue Mosque, St. Sophia, Topkapi Palace, Hippodrome Area, Turkish & Islamic Art Museum, Sultaahmet Area, Yerebatan Cistern, Mosaic Museum. All of them are well-known important historical monuments center in Istanbul.



Sehsuvar Bey Mah. Kadırgaliman Cad. No: 9 Kumkapi-Eminönü / Istanbul
Tel: + 90 212 516 88 25 Fax: + 90 212 516 88 26 www.ambersuites.com e-mail : info@ambersuites.com



PRESTIGE AWARD TO SUMAHAN HOTEL

Awarding the best luxury hotels by the votes of tourism professionals, VWorld Luxury Hotel Awards 2012 was held this year in Kuala Lumpur, the capital city of Malaysia. Over 1000 hotels, boutique hotels, resorts and private islands from all around the world were nominated for this prize and only the best ones were awarded at the gala night. Sumahan Hotel was deemed worthy of "Luxury Historical Hotel" award for bringing together the historical and future face of Istanbul and for its mentality of high quality service.



Swissotel is always the tourism envoy of Izmir

Carrying out a great number of events in order to support the promotion and development of Izmir, Swissotel Grand Efes brought together the leading travel agencies of the US in this city. The tourism envoy of Izmir that supports for years its promotion in international arena and brings lots of tourists in the city, Swissotel Grand Efes hosted a private organization with the support of the executives of Fairmont Raffles Hotels International and Swissotel Hotels & Resorts. The owners of American travel agencies both attended the organization and examined Izmir and its province in details.

SEEKING FOR PRECURSORS OF TURKEY'S TOURISM



The academics of all branches and programs affiliated to tourism in Anadolu University have initiated a research in order to prepare the history of tourism in particular after 1923. Supported by Scientific Researches Fund of Anadolu University, the research will be carried out by a team of 25 academics under the presidency of Prof.Dr. Nazmi Kozak.



TURKS ARE "SHORT MESSAGES" PEOPLE!

Europe's first browser comparing flight tickets, Skyscanner has published the Travel Habit Report, which shows the traveling tendency all around the world. According to the report, 22 December is the peak day in Europe for the flights and the Dutch people take vacation for the longest duration. While Turks prefer short distance flights, British people, Germans and Russians are next to Turkey on the list.



ANTALYA WELCOMES ITS GUESTS WITH PIANO

Gathering together world's most prestigious musicians, classical music players and bands in Antalya, the International Antalya Piano Festival launched at the gala night with the performance of Fazıl Say. ICF Airports Antalya is one of the main sponsors of the festival, which is organized this year by the art direction of Fazıl Say for 13th time with the motto "Music in the city". Supporting the festival, which has an important place in the cultural heritage of Antalya, ICF Airports Antalya Airport welcomes its passengers with the piano recitals in the domestic terminal.

Birol Kaymas is assigned as the General Manager of Silence Istanbul Hotels

Situated in the center of Ataşehir and getting ready to open its doors in the first quarter of 2013, Silence Istanbul Hotels & Convention Center will bring a breath to this region. And the hotel will become one of the most attractive points of Ataşehir. On the other hand, Birol Kaymas was assigned as the general manager of Silence Istanbul Hotels & Convention Center.



The new address of business world: Ramada Istanbul Asia

Recently put into service in Altunizade, Ramada Istanbul Asia Hotel became the new address of business world in Asian side of Istanbul due to its special offers and comfortable work environment for businessmen. The first Ramada of Asian side, Ramada Istanbul Asia Hotel comes into prominence as a special business hotel for being situated just 6 km far from the city center with alternative itineraries and providing a prominent service quality. This hotel in Altunizade meets every need of businessmen that they may desire for a better working environment. On the other hand, Ramada Istanbul Asia Hotel renders service as a boutique hotel with 80 rooms which provides everything for a leisure time of a businessman when he may need to rest or refresh himself to a new working day.



ITALIAN ORDER OF KNIGHTHOOD TO ULUSOY

The Chairman of TURSAB, Başaran Ulusoy was deemed worthy of "Ordine della Stella d'Italia" (Italian Order of Knighthood) for his contributions on developing better relations with Italy. The President of Italian Republic presented the "Ordine della Stella d'Italia" to Başaran Ulusoy at a gala night with the attendance of Ertuğrul Günay, Minister of Culture and Tourism. Ertuğrul Günay, Minister of Culture and Tourism, Gianluca Alberini, Italy's Consul General of Istanbul, Mustafa Sangül, Mayor of Şişli Municipality, Ahmet Misbah Demircan, Mayor of Beyoğlu Municipality, Ahmet Emre Bilgili, Director of Istanbul Provincial Culture and Tourism Directorate, executive board members of TURSAB, presidents of BYK, Şerif Yenen, the Chairman of TUREB in particular and a great number of elite guests attended the ceremony night in Lütfü Kırdar Convention Center.



Mercure Hotel joined Merit Group

Renting Mercure Hotel for 20 years under the name of "Merit Park", Merit International Hotels & Resort reached 5 hotels and totally 2,500 bed capacity in Northern Cyprus. One of the affiliates of Net Holding, the main tourism actors in Turkish Republic of Northern Cyprus, Merit International Hotels & Resort embodied a new company to its investments. The "major tourism investor" in Turkish Republic of Northern Cyprus within its current hotel group, Merit Group rents for 20 years the Mercure Hotel, which is one of the largest hotels in Cyprus. Including to Merit Crystal Cove Hotel, Merit Lefkoşa Hotel and Cyprus Garden in Gazimagusa, the new hotel of Merit Group will render service with its new name "Merit Park".

TOURISTS COME TO ROLL OUT BAKLAVA

Desiring to introduce Turkish cuisine culture to the world and to support the gastronomy tourism in Turkey, Karaköy Güllüoğlu has been attracting the attention of foreign tourists during their fabrication tours. The American tourists in particular are interested with the brand, who annually welcomes nearly 5 thousand guests. Karaköy Güllüoğlu became a stamping ground for the fast-growing gastronomy tourism throughout the world. Karaköy Güllüoğlu is often visited by gourmets, food bloggers and lots of foreign press members. Working as a prophet to introduce Turkish kitchen alongside with the production of baklava, Nadir Güllü, the owner of Karaköy Güllüoğlu, expressed that nearly 5 thousand tourists visit their facilities and watch the fabrication process of the baklava.





Doğuş Group became the partner of Athens Marina

Doğuş Group has signed a strategic corporation agreement with the Greek company "Lamda Development SA". According to this agreement, the both sides have agreed to found a new company with %50 partnership. The future company will invest initially on touristic marinas. While Lamda Development attends the agreement with its shares in Flisvos Marina Holding, Doğuş Group will contribute with currency equal to the Lamda's shares. This corporation, which came into real primarily with Flisvos Marina providing 303 spaces for 15m-70m yachts in Athens, is just a beginning for new opportunities between these two enterprises.



Kastamonu, the rising star of tourism

The General Manager of Kastamonu Kurşunlu Han Hotel, Cem Dilimel estimates that in the next five years Kastamonu will become the tourism capital within the new investments in this region. "I believe both the tourists and investors will visit Kastamonu more often than ever within the opening of the airport by the end of March. This is because there are lots of traditional houses, historical caravansaries and beautiful lands suitable for hotel construction that are waiting for their investors. We are in a region that is suitable for all kind of tourism segments. I believe Kastamonu will become the center of tourism in the next 5 years", said Dilimel.



Mehmet Satar has transferred to Azerbaijan

Holding the General Management of Eser Premium Hotel & Spa in Büyükçekmece, Istanbul for 3.5 years, Mehmet Satar has assigned to the general manager position in 5-star ultra luxury, spa and natural therapy center Karabakh Resort & Spa, which will render service in 2013 in Naftalan, world's famous natural therapy center in Azerbaijan. Graduated from TED Ankara College and Hacettepe University, married with two children and with a good knowledge of English, Mehmet Satar has worked in different administrative positions in international hotels like Sheraton in Turkey and abroad for 24 years and has served as a General Manager in several brand-recognized hotels for the last 13 years. From now on he will take care of the resort in Naftalan which will render mainly service in health tourism. Naftalan therapy is produced from a natural oil only and rarely found in Naftalan region of Azerbaijan and is used to heal nearly 70 diseases in dermatology, urology, neurology and especially some diseases like sterility in women.



BEYOND
HOTEL

THE PERFECT HARMONY OF STYLE, COMFORT AND DESIGN

Offering a brand new, cozy place both in the heart of Izmir and far from the city's crowd and chaos, Hotel Beyond creates a difference with its architecture, decoration and service concept. Exterior turning from color to color with the revolving illumination system and meeting its guests at its tube entrance built of massive iroco tree and introducing them from the city's dullness into an almost magical world with the Welcome Drink during the Quick Check-in, Hotel Beyond, with its six floors designed using the six colors of Chakra therapy, handcrafted bed heads and cornices and with its Pop-Retro and Kitsch design concept based on usage of modern and rustic lines altogether is integrating the style, the design and the comfort with serenity.



1376 Sokak No. 5 - Kızılay Caddesi Alsancak - İzmir • Phone 0090 (0) 232 463 05 85 • Fax 0090 (0) 232 463 05 86 • reservations@hotelbeyond.com • www.hotelbeyond.com



GOLDEN CROWN HOTEL

Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personel. You will be at home and comfortable in Hotel Golden Crown.

Hotel Golden Crown 34 full air conditioning standart rooms and 1 suit room. Mini bar, T.V, foreign and local music channel, central heating system, private bathroom, hair dryer, and direct phone in our all rooms. Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personel. You will be at home and comfortable in Hotel Golden Crown. Open buffet breakfast (07:00 a.m. untill 10:00 a.m.) Restaurant capacity 60 pax, Room service, exchange Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personel. You will be at home and comfortable in Hotel Golden Crown. In our lobby bar you can find all local and imported drinks, reception and room service is open 24 hours. Also we have got safe boxes at the rooms. It is possible to check your e-mails or send an e-mail from our internet line. We are arranging all the sightseeing tours, night shows and anatolian tours from door to door.



Effective summit for the tourism sector

The Fastest Growing Tourism Exhibition in the Region

17th Edition

24th - 27th January 2013

TUYAP - Istanbul
TURKEY



organiser



www.emittistanbul.com

11 halls, 65.000 sqm. space
more than 4,500 exhibitors
from over 70 countries.

official partners





Best Western
CITADEL
HOTEL & RESTAURANT



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



HOTEX LINEN



Hayatın Bütün Renkleri Aynı Karede...

HORECA Turizm ve Otel Malzemeleri Paz. San. Tic. Ltd. Şti.

Merkez Mahallesi Eyüp Yolu No:11/B GAZİOSMANPAŞA / İSTANBUL

Tel: +90 212 563 34 43 Pbx Fax: +90 212 563 34 91

www.horeca.com.tr e-mail: hotex@horeca.com.tr

Kennedy Caddesi Sahil Yolu 32 34122 Ahırkapı - İSTANBUL / TÜRKİYE Tel.: (90) 212 - 516 23 13 Fax.: (90) 212 - 516 13 84
www.citadelhotel.com e-mail: office@citadelhotel.com

DAILY CITY TOURS IN ISTANBUL

CAPPADOCIA - PAMUKKALE - EPHESUS - PERGAMUM
TROY - BLACK SEA - EAST ANATOLIA

Türkiye



she
TOURS

Küçük Ayasofya Mah. Nakilbent
Sok. Sönmez Apt. No:29/A
Sultanahmet, Istanbul, Turkey
Phone : 90.212.6385064
Fax : 90.212.6385065
E-mail : shetours@shetours.com
Web : www.shetours.com

www.klashotel.com.tr



Istanbul: the most inspiring city in the world

Hotel klas



*Fly Royal
Feel Royal*



Cappadocia-Türkiye

ROYAL BALON VE HAVACILIK İŞLETMELERİ TURİZM TİC. A.Ş.

Avcılar Mahallesi, Eski Bağ Yolu Sokak, No: 2-2, Göreme / Nevşehir

Tel: +90 384 271 33 00 Fax: +90 384 271 33 03

royal@royalballoon.com - www.royalballoon.com