

# türkiye turizm aktüel

YEAR:15 • NUMBER: 2014/4 • MAY 2014 • YIL:15 • SAYI: 2014/4 • MAYIS 2014 • ISSN: 1301 - 4587 • FİYATI: 8 TL

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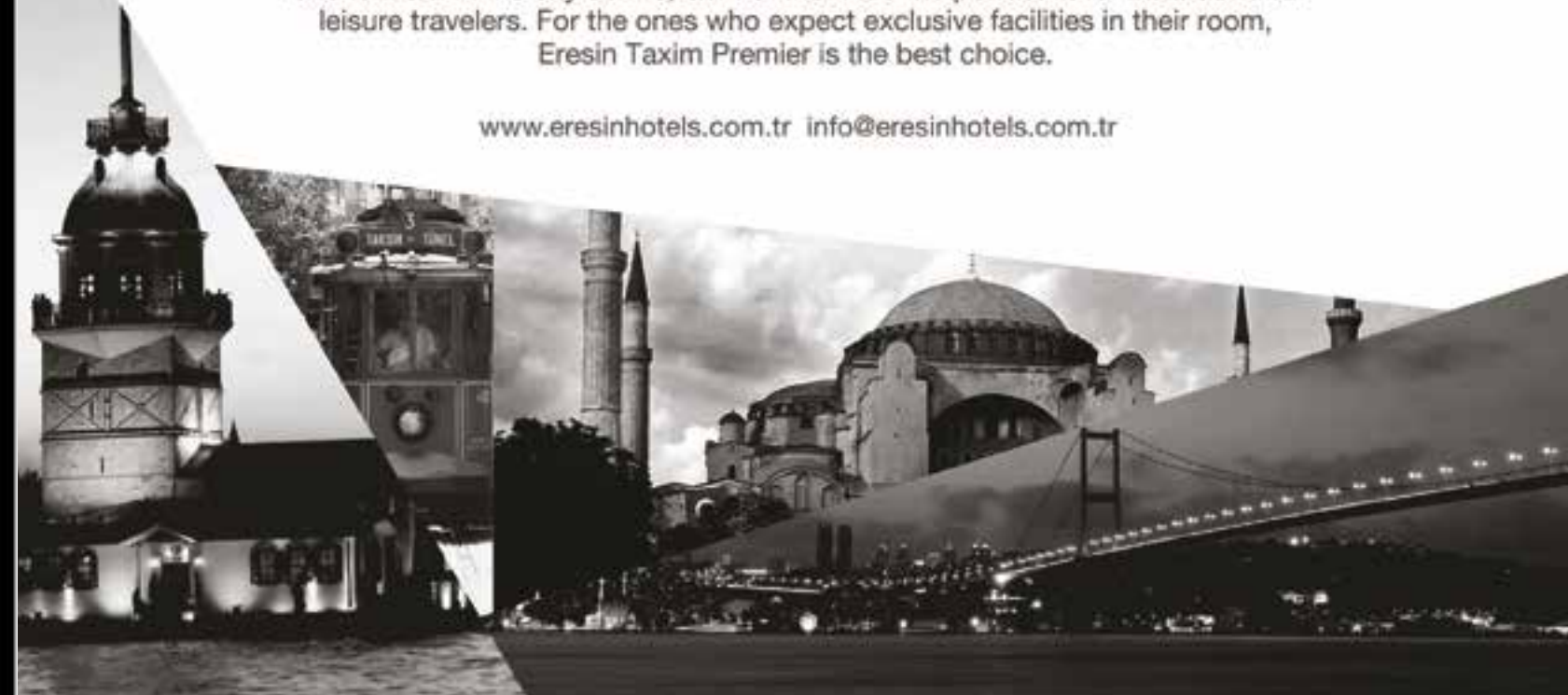
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**turizm aktüel**

Year:15 - Number: 2014/4 - MAY 2014  
Yıl:15 - Sayı: 2014/4 - MAYIS 2014  
ISSN: 1301 - 4587

**Publishing Center**  
Yayın Merkezi

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@turizmakuel.com  
www.turizmakuel.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@turizmakuel.com

**Prof. Dr. Ercan Sırakaya**  
University of South Carolina  
ercan@turizmakuel.com

**Project Coordinator**  
Projeler Koordinatörü

**Dr. Volkan Altıntaş**  
Rheinische Friedrich-Wilhelms-  
University of Bonn  
volkan@turizmakuel.com

**Photograph Editor**  
Fotoğraf Editörü  
**Halil Tuncer**

halil@turizmakuel.com

**K. Enis Akcan**  
photo@turizmakuel.com

**Genel Koordinatör**  
General Coordinator

**Özcan Mutlu**  
ozcan@turizmakuel.com

**Editorial Coordinator**  
Yayın Koordinatörü

**Hakan Yılmaz**  
hakanyilmaz@turizmakuel.com

**Associate Editors**  
Yardımcı Editör

**Hakan Metin**  
editor@turizmakuel.com

**Celil G. Basdemir**  
celil@turizmakuel.com

**Mediterranean Area Manager**  
Akdeniz Bölge Temsilcisi

**Halil Öncü**  
Güvenlik Mah. 260. Sokak. 9/1  
Muratpaşa / Antalya  
+ 90 242 335 49 07  
+90 542 437 90 04  
halil@turizmakuel.com

**Baskı Print****Aktif Matbaa ve Reklam Hizmetleri**

Publication Type: Local Periodical - Monthly Magazine  
Yayın Türü: Yerel Süreli Yayın - Aylık Dergi

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ISSN: 1301 - 4587

## The stage is yours Turkey

**H**ello to all from the Turizm Aktuel with its special edition of "ATM Dubai Tourism Fair".

Turkey started in the 2014 tourism fairs marathon with the WTM London Tourism Fair last November. The marathon continued on with Utrecht, Netherlands in January, FITUR, Spain in February, ITB Berlin and MITT Moscow Tourism Fairs in March. These fairs are the most important tourism fairs of the world. Turkey, as last year, made its appearance before the eyes on the world stage with its renewed image. We made a total show of power ITB Berlin by showing our quality to competing countries and reclaimed our position.

We have come a long way in promotions. Turkey is now a brand in the world tourism arena. No one can deny this. Turkey takes the first lines in almost all the fairs it participated in. Now we are running the show. We proved our quality among others. And now we are present in the ATM Tourism Fair, which is regarded as the biggest tourism fair in the Middle East. It is time for the show again, time to make our name spoken! Turkey had a very big rise in the world tourism arena especially in the last few years. And it will continue as such.

The important thing is that to have a memorable place in people's beautiful vacation memories. To host their most beautiful memories... To make them dream about the Mediterranean and the Aegean until the next summer. Their dreams must not be short of İstanbul, Antalya, Bodrum, Çeşme, Marmaris, Cappadocia, Bursa, Kuşadası, and the Black Sea. The most favorite of the Mediterranean Basin must be Turkey. Only a volcanic eruption might be the cause of not coming to Turkey. What else can cause not having a Turkish vacation, this unique pleasure? That's it. We must tell this abroad. The Mediterranean region is the home of the youngest and the most elegant hotels. Antalya; most pleasure-full brand of Turkey; an indispensable vacation destination full of sea, sun and nature... İstanbul, Antalya, Cappadocia, Çeşme, Bodrum: dream sites for a vacation...

And Turkey, with its Antalya, İstanbul, Bodrum and other touristic destinations and with all its cultural themes, will repeat its great show of strength, performed during the ITB Berlin 2014 among the tourism giants, in ATM Dubai too. I can describe my impressions about the biggest tourism fair of the world, ITB Berlin, as "This year European and Arab tourists will pour into Turkey". Those who waited until the last minute but could not find a place later in the past seasons, this year paid due attention for early bookings.

Turkey has now started to serve in alternative tourism branches as well. We have scarcely any deficiency. Tourists visiting this country, a country of synthesis for the occident and the orient with its thousands of years of culture and history, natural beauties, and splendid hotels, are returning after their vacation with the taste of happiness and peace in their mind. For that reason, I would like to invite all the beautiful people of the world to come and see the precious beauties of Turkey.

**Hasan Arslan**  
harslan@turizmakuel.com



# White House Hotel

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





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**LOCATION:**

In the city centre, Osmanbey metro station 350 meters, Atatürk Airport 20 km., walking distance to Taksim Square, Istanbul Lütfi Kırdar Convention & Exhibition Centre. And also Sütlüce Convention Centre is only 6 km.. Biggest shopping mall in the city; Cevahir and many other shopping malls take a few minutes by car or on foot.

**RESTAURANT & BARS:**

Ege Restaurant serving open buffet breakfast & A la cart'e lunch and dinner. Sota Kebab & Pizza, Loby lounge, Loby Bar, Patisserie.

**GUEST ROOM FACILITIES:**

Individually controlled air conditioning system, lap top size electronic safe box, direct dial telephone, Pc & data port, wireless & cable high speed internet (60 Mbps), Interactive 32" LCD TV, minibar, hairdryer, iron and ironing board, smoke detectors and sprinklers, complimentary tea and coffee making facilities, Black - Out curtains operating by remote control, comfortable working environment, Ottoman Chair, bathroom telephone, scale, bath sound system from TV, make - up mirror, Onyx Bathroom with bathtub, rain shower, standart rooms has only shower, emergency button, electronic door key system, door lock chain, outdoor electronic display for housekeeping services, door ring, carpet ground, restricted openable window.

**SPA CENTER:**

Fitness centre, indoor swimming pool with jacuzzi ( 15m x 5m), kids pool, changing rooms, Turkish bath (hamam), male & female sauna and steam rooms, health & beauty centre, massage rooms (facial & massage treatments chargeable), women & men coiffeur.

**HOTEL SERVICES:**

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# CONVENTION TOURISM BOOMING IN TURKEY



TÜRSAB President Başaran Ulusoy

Turkey has witnessed a significant rise in the number of international conventions taking place in the country over the last decade and convention tourism now accounts for a significant share of Turkey's tourism revenue, according to a report published by the Turkish Association of Travel Agents (TÜRSAB) on Sunday.

In 2013, 2.4 million visitors came to Turkey for the purpose of attending fairs, seminars and conventions, which brought \$2.5 billion in tourism revenue, totaling 7.7 percent of total tourism revenue for the year. The number of conventions taking place in Turkey with over 500 participants has dramatically increased in the past decade; there were 80 such conventions in 2004, a number which had risen to 196 by 2013, according to the report. The majority of conventions took place in İstanbul, 52 of which took place in 2004, rising to 142 last year. "Convention tourism nationwide has been a large part of the tourism boom in İstanbul, which welcomed over 10 million visitors last year. By joining the ranks of the world's leading touristic cities such as Paris, London and Rome, the city has revealed its strong potential," said TÜRSAB President Başaran Ulusoy in the report. The Efes Convention Center, which opened last year in the Aegean coastal city of Kuşadası, is by far the largest convention center nationwide in terms of its capacity, having space for 12,000 people. The foundations of the center were laid in 2005 and the project was completed at a cost of \$200 million. Most of the other large convention centers are located in İstanbul and have capacities of between 2,000 and 6,000. Last year, İstanbul ranked among the top 10 cities worldwide for the number of conventions and conferences held exceeding 500 participants. İstanbul came ninth in the list, between Copenhagen and Amsterdam. Vienna, Paris and Berlin took the top three spots. The report expects that tourism revenue from conventions in İstanbul alone will bring in \$1.7 billion in revenue in 2014. In 2013, 34.9 million tourists came to Turkey in total, bringing in \$32.3 billion in tourism revenue.



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# ISTANBUL TRUMPS PARIS AS WORLD'S BEST TOURIST HOT-SPOT



Istanbul has topped the "Top 25 Destinations" list on TripAdvisor, the world's biggest travel website.



Here are the top 10 destinations in 2014 according to TripAdvisor:

1. Istanbul, Turkey
2. Rome, Italy
3. London, England
4. Beijing, China
5. Prague, Czech Republic
6. Marrakech, Morocco
7. Paris, France
8. Hanoi, Vietnam
9. Siem Reap, Cambodia
10. Shanghai, China (+12)

Rome, London, Beijing, Prague, Marrakech, and Paris followed Istanbul on the list, which is based on user comments and ratings. The list ranks New York 12th, Barcelona 15th, Dubai 17th, Sydney 21st and San Francisco 24th. Updated for a sixth time this year, it takes into account travel opinions published within the space of a year on touristic places, hotels, and restaurants. Istanbul has emerged as the top destination in a ranking that serves as a barometer of the most popular travel hotspots trending around the world in 2014.

The largest city in Turkey has pulled off an impressive feat in the sixth edition of TripAdvisor's Travelers' Choice Destinations 2014 report, leapfrogging 11 places from last year and knocking Paris off its perch. In fact, not only did Paris lose its standing as the top travel destination this year, but the City of Light fell a punishing six spots to seventh position after a year of bad publicity. Last year, an incident in which a group of Chinese tourists were robbed right after landing in Paris received international media attention, spurring the city to boost security measures and distribute etiquette manuals to restaurateurs, taxi drivers and sales staff in an effort to

shed their 'rude' image. Another big mover this year is Beijing, which moved up 17 positions to catapult its way into fourth spot. The jump is part of a larger trend among TripAdvisor users, who gave six of the top 25 spots to Asian cities. Hanoi, Vietnam likewise made a noteworthy entry, debuting in eighth position. Rounding out the top five destinations after Istanbul are Rome, London, Beijing and Prague. The final ranking is compiled using an algorithm that combs through millions of reviews and takes into account the quantity and quality of ratings for hotels, attractions, restaurants and destinations around the world over a 12-month period.

Meanwhile, though Paris may have fallen out of favor among TripAdvisor users, the French capital maintains it was the world's top tourist destination last year, attracting 32.3 million tourists based on hotel occupancies.

When it comes to foreign visitors, the city also drew 15.5 million tourists last year, up 8.2 percent compared to 2012. London, meanwhile, also lay claims to attracting a record-setting 16 million overseas visitors in 2013, stoking an old rivalry with their French counterpart.



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# Kemer Golf Resort starts to operate in Istanbul

Offering the most vibrant colours from the life's palette, such as picturesque scenery, serenity, an elite social setting and privileged living spaces, Kemer Golf Resort Hotel will be ready for guests in June 2014.



that appeal to a multitude of tastes with dishes of complexity and panache. Bistro, Paddock Restaurant, Driving Range Cafe, Half Way Cafe, Tennis Cafe, Pool Bar...

## The sole address of golf in Istanbul...

With a championship course of 73 pars, 6.113 meters and 18 holes Kemer Golf Resort entertains golf lovers from Turkey, Istanbulites especially, and all over the world. The golf course, designed by renowned golf course architect Joan Dudok van Heel in compliance with USGA standards, boasts hills, woods and ponds adding to the challenge and pleasure of the sport.

**Equestrian Sports Club:** The heart and soul of Turkish equestrianism. An established meeting point for Turkish equestrians of all ages, one of Europe's most accomplished and prestigious equestrianism centres, Kemer Golf Resort Equestrian Sports Club is ideal to bond with horses and experience equestrianism to the fullest, right in the heart of nature.

**Wellness Spa-ce:** A retreat tucked inside a heterogeneous forest within the city, to rejuvenate in a tranquil atmosphere...

**Fitness Club:** Set in a natural environment offering 600 square metres of available space, Kemer Golf Resort Fitness Club is designed exclusively for those who wish to feel healthy&fit and enjoy working out with a wide selection of state-of-the-art workout equipment and expert trainers.

**G**öktürk, a district with a fascinatingly unmarred natural environment in İstanbul. Kemer Golf Resort Hotel is being built in Göktürk, one of the few unique districts of İstanbul, where both urban life and a natural environment can be enjoyed. Offering such a tranquil and pleasant atmosphere, despite being only minutes away from one of the world's largest metropolises, Göktürk is a singular location not just by Turkish, but also global standards... Thanks to recent investments in transportation, easy access from Göktürk to hubs of culture and business, as well as major bridges and highways is at hand.

## Serenity, vibrancy, pleasure, leisure...

Kemer Golf Resort Hotel presents lavishly and spectacularly landscaped gardens, outdoor - indoor pools dedicated to the joy of swimming throughout the year, sun decks, walking trails and a spa center offering indulgent massages and treatments designed by experts to alleviate your day-to-day stress...

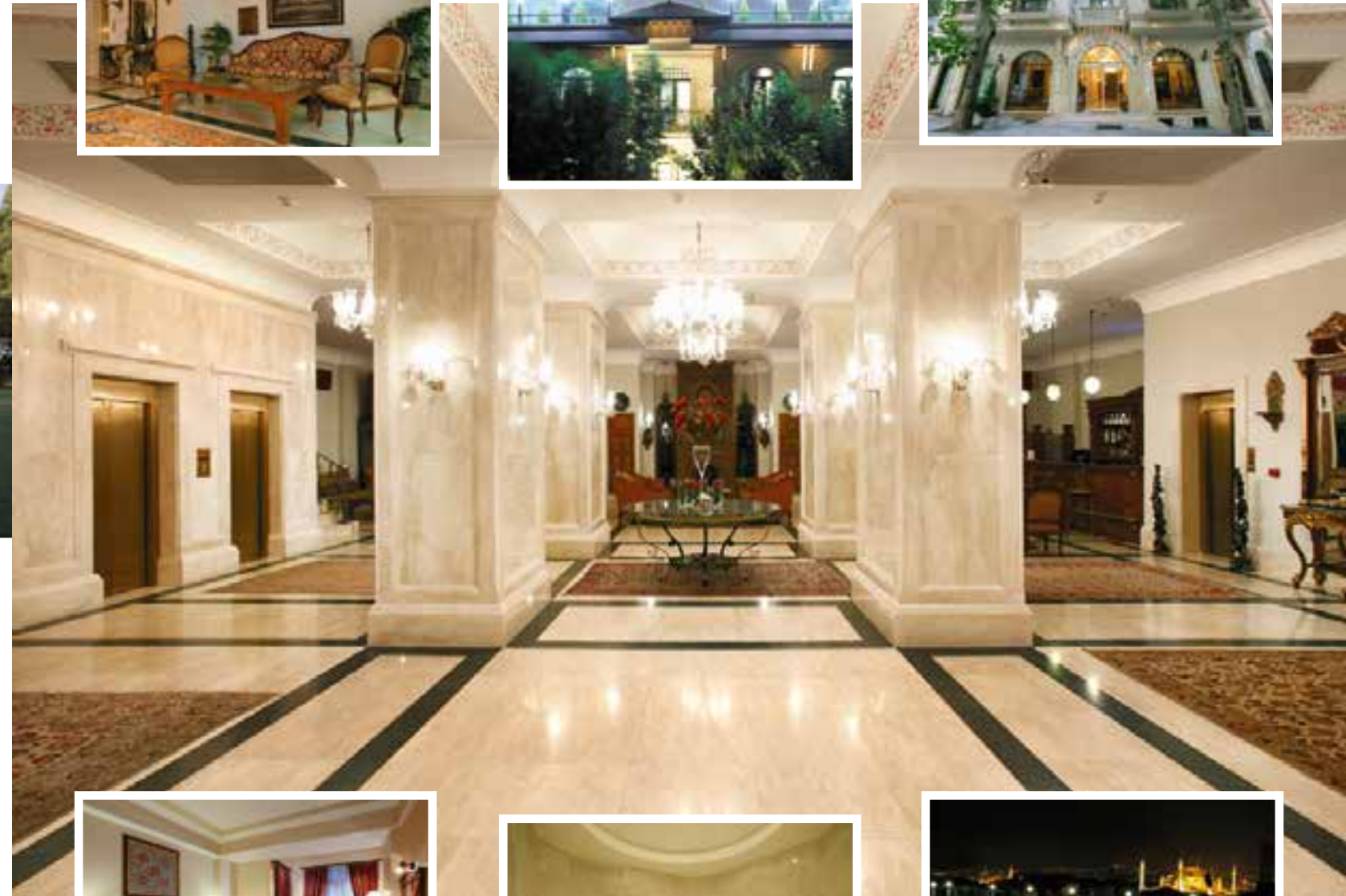
Kemer Golf Resort Hotel, set on 7000 square metres of land and comprised of 4 floors, offers splendid views of surrounding gardens and forest. 35 rooms of intricate luxury present 35 divergent experiences. High-ceilinged rooms, ranging from 42 to 71 square metres in size, promise a spacious and comfortable hotel experience. Kemer Golf Resort Hotel bears the signature of renowned architectural design studio Autoban.

Kemer Golf Resort boasts restaurants, bars and cafes



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Graham Cooke, Frank Reichenbach, Sedat Boyacıoğlu

# MOVENPICK HOTEL ISTANBUL SETS STANDARD FOR RESPONSIBLE OPERATION

“Here in Turkey, we are happy to be doing our part for the planet and we invite our valued guests to consider the environment not only when selecting their accommodations, but also during every phase of their travel experience,” said Frank Reichenbach, General Manager at Movenpick Hotel Istanbul and Regional Manager Turkey.

Sustainability is an important topic at Europe’s premier business hotel, and Movenpick Hotel Istanbul has taken the lead setting the standard for a responsible operation. In line with the brand promise, this property contributes to a greener, healthier tomorrow - all efforts recently earned Green Globe re-certification with an impressive score of 94%.

Located in the heart of Istanbul’s contemporary business and shopping district, Movenpick Hotel Istanbul presents urban sophistication with top environmental consciousness. The hotel’s own Green Team implemented an excellent system to monitor every detail relevant for a responsible operation. An effective pollution prevention program is in place to minimize the generation of wastes, reduce and recycle materials, investigate and evaluate new practices and procedures, and dispose of wastes in an environmentally-friendly manner. The hotel has its own water savings plan to ensure the minimum amount of water needed is used, and all rooms are equipped with their individual energy savings system.

Movenpick Hotel Istanbul’s commitment goes beyond environmental and employer sustainability, it also encompasses social sustainability. The hotel fosters a culture that consistently improves team member engagement,

development, well-being, and security.

As part of the CSR initiatives, the hotel supports “Kizilay” Turkish Red Crescent, the largest humanitarian organization in Turkey, under the umbrella of the International Red Cross and Red Crescent Movement. To contribute in helping people and saving lives, employees actively promote the philosophy of volunteerism and donate blood on a regular basis.

The hotel works closely with numerous charitable organizations, such as the Children Leukemia Foundation or the Aegean Forest Foundation. The Movenpick Hotel Istanbul family collected clothes,



blankets, and toys for Syrian refugees, hosted by neighboring countries including Turkey.

“I am very proud about my team and everybody at the hotel, who have put sustainability at the heart of their actions,” added Frank Reichenbach.



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# INSTAGRAM PHOTOGRAPHERS FOCUS ON TURKEY

A social media project called #ComeSeeTurkey aims to talk about Turkey's history, culture, and people via photos to be taken by a group of international photographers

A unique social media project called #ComeSeeTurkey was launched Wednesday in Istanbul, aiming to promote Turkey's history, culture, and people on the Instagram social media platform, via images shot by 20 photographers who between them command millions of online followers.

Although focused on Instagram, the project – estimated by one organiser to cost around 800,000 Turkish liras – will also use Facebook, Twitter and Youtube, rather than traditional advertisement channels, to showcase Turkey.

Twenty Instagram users from different parts of the world with high numbers of followers or who enjoy great popularity, have been invited to Turkey for the two-stage project that will last 24 days and take place on two separate journey routes, covering a total distance of 7,000 km.

In two groups, these photographers along with a #ComeSeeTurkey team will tour Turkey's 24 cities and shoot photos in the places they visit, and then share their photos with the world on their Instagram accounts, as well as the social media accounts created for the campaign.

Popular Instagram photographers from 13 different countries will try to depict Turkey's rich culture and beauty from their own point of view as Instagram photographers from all around the world.

One of the 'Instagramers', Christoffer



Collin, a 30 year-old from Sweden with almost 600,000 followers, said he was excited to discover places in Turkey that would be normally unusual to travel and to reveal the beauty there via social media.

The only Turkish photographer in the group, Sezgin Yilmaz, told an AA reporter that Turkey had a lot of material to work on in artistic sense which will be uncovered during the tour.

First-time visitor to Turkey, Putri Anindyia, a 22 year-old journalism student from Indonesia, said she started photography just for fun but was now getting serious as the power of social media brought her to Turkey for her first

promotion project. In the first phase of the project, ten of these Instagram users will start their tour in Istanbul's Dolmabahce Palace on April 16.

They will also travel from Turkey's north eastwards, visiting the cities of Trabzon, Artvin, Ardahan, Kars, Agri, Van, Mardin and Gaziantep, while the other ten photographers will visit central and western cities and places including Kayseri, Capadoccia (Nevsehir), Konya, Antalya, Aydin, Pamukkale, Dalyan, Bodrum, Izmir and Gallipoli in the second stage.

A special team from Turkey's state broadcaster TRT will accompany the photographers, shooting a documentary to be broadcast at the end of the project.

The #ComeSeeTurkey project has its own website and Instagram account, which aims to attract a total of 26 million users.

Started under the auspices of the Turkish Presidency, the project's main sponsor is the Turkish Union of Chambers and Exchange Commodities, and co-sponsored by Turkey's Ministry of Culture and Tourism, Turkish Airlines and the Turkish Photojournalists' Association.



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The newly added Aquapark with 4 slides, giant stage with 1300 m<sup>2</sup>, built for night shows and new A la carte restaurant are only a few of these details.

## Ulusoy Kemer Holiday Club Celebrates its 25th Anniversary

Ulusoy Kemer Holiday Club, in Kemer, Antalya, was virtually reborn with magnificent changes.



Ulusoy Kemer Holiday Club, a destination for a real vacation in Kemer and an address which never falls short of its service quality, was virtually reborn with magnificent changes. Winner of the worldwide recognized Aga Khan Award for Architecture, Ulusoy Kemer Holiday Club was dressed with details meriting the award, with all renovated rooms and common areas, which will make a vacation experience perfect. The newly added Aquapark with 4 slides, the giant stage with 1,300 m<sup>2</sup>,



Volkan Yorulmaz,  
General Manager of  
Kemer Holiday Club

built for night shows and new A la carte restaurant are only a few of these details. Celebrating its 25th anniversary this year, Ulusoy Kemer Holiday Club is the favorite of guests with its totally renovated rooms, its unique natural beauty, its tasteful restaurant, with its "Mini Club Tukko", serving with educators who can speak foreign languages and with its quarter-century-old experience and knowledge.

Volkan Yorulmaz, General Manager of Kemer Holiday Club and the President of KETAV (The Foundation for Promotion of Kemer) at the same time: "Ulusoy Kemer Holiday Club was opened in 1989 and

celebrates its 25th anniversary this year. Though it was renovated twice in the past, our hotel has undergone another renovation. We subjected all rooms of the hotel to renovation for improving our services and for placing ourselves in a more competitive position. We moved our service type forward from "all inclusive" to Ultra. This year will be very important for us. We were reborn with our renovations done for our 25th anniversary." said in his statement.

Ulusoy Kemer Holiday Club is promising a holiday experience to all its guests without regarding their ages and their being a family or not, with its new ultra approach in all inclusive service type, its nightly shows and professional dancers from all around the world.

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# Wyndham Hotel Group signs for Wyndham Ankara

Further bolstering its aggressive global expansion plans, Wyndham Hotel Group recently unveiled the signing of its very first property in the Turkish capital, the Wyndham Ankara.

Wyndham Ankara, owned by Öz İnşaat Sanayi Ve Ticaret, will join the company's current three Wyndham hotels open in Turkey, namely Wyndham Istanbul Kalamis Marina, Wyndham Istanbul Petek in Istanbul and Wyndham Izmir Özdilek in Izmir.

Earlier in the week, the hotel company also announced the addition of the Wyndham New Yorker Hotel in New York City, the brand's largest hotel with 1,083 guestrooms. Commenting on the news was senior vice president, Wyndham Hotel Group, Rui Barros: "The Wyndham Hotels and Resorts brand is expanding rapidly across the globe and the signing of Wyndham Ankara is testament to that growth. It is a key part of our strategy to maintain this growth for our flagship brand while providing travellers with first-rate accommodation in key destinations." Slated for summer 2014, the 138-key property has undergone



Seated from left to right: Rui Barros – Senior Vice President and Managing Director, Europe, Middle East and Africa – Wyndham Hotel Group Kemal Erdoğan – Chief Executive Officer

extensive renovations to align its offerings with the upper-upscale Wyndham Hotels and Resorts brand, including an upgrade to the lobby and ballroom, as well as guestroom enhancements to be completed later on in the year. The hotel also houses extensive corporate space including a terrace and meeting rooms, as well as two restaurants, a spa and fitness facilities.

## HOTREC and IH&RA sign Memorandum of Understanding

During its 68th General Assembly held on 11 April in Rome, HOTREC signed a Memorandum of Understanding with IHRA, the International Hotel and Restaurant Association. Its main objective is to enhance the cooperation of both organisations on issues of common interest with an international dimension.

The Memorandum of Understanding signed between HOTREC and IH&RA on 11 April 2014 aims at strengthening the collaboration between the two organisations on matters of mutual interest, including: standardisation,



private accommodation, online travel agents, employment and social affairs, sustainability and tourism. This will ensure that both the international and the European hospitality industry speak with one voice when possible.

"It is of utmost importance that the hospitality sector in Europe develops its

dialogue and shares best practices with their international counterparts, so that common goals can be achieved at both European and international level", said Mr. Kent Nyström, President of HOTREC. "I am looking forward to a close cooperation between IH&RA and HOTREC. I believe that both organisations will benefit from closer cooperation on international matters and will strengthen their position and the hospitality industry around the world", commented Mr. Casimir Platzer, President of IH&RA. The Memorandum of Understanding entered into force on 11 April 2014, the date of its signature.



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# SERDAR ALİ ABET

Being the expert in one of the most difficult markets of the world, the Middle East and Africa, the secret of success of Karnak Travel lies in sustaining the tradition of "warmth of a big family."

The Chairman of the Board of Karnak Travel, Serdar Ali Abet,  
"Our continued work has placed us on top of our business."



Serdar Ali Abet, "Knowing the guests very well and loving them as well as being respectful to his/her rights are the pillars of this business."

The wind of Turkey in the Middle East market still blows. One of the leading players of the Middle East market, which includes the Gulf and North Africa region, Karnak Travel, reinforces its place in this market every day. Karnak Travel crowns its success with awards and prepares for the celebration of the 30th anniversary of its establishment. The Chairman of the Board of Karnak Travel, the leader of the Middle East Market, Serdar Ali Abet, explained the secret of its success and future plans of his company to *Turizm Aktüel*.

**Can you describe Karnak Travel to us? Where do you operate, in which countries especially you are present?**

Karnak Travel operates in all parts of the Middle East region, which includes the Gulf and North Africa region countries. Known also as the Arabic world, this large region is home to almost 360 million people in 22 countries. We have our own offices, mainly in Abu Dhabi and Dubai, but also in Lebanon, Syria, Tunisia and Algeria. We also market our products there through 1,600 travel agencies. We provide services to customers arriving through these channels all across Turkey with our, Istanbul being the center, Antalya, Bodrum and Marmaris offices.

**What factors make up Karnak Travel?**

Knowing the guest very well and being respectful to his/her rights are the first letters of the alphabet of this business philosophy. A dedicated professional team with these principles, a vision, an innovative spirit, the excitement of making a difference rather than being repetitive, taking and applying bold decisions can be cited among the main factors which make up Karnak Travel.

**You have been holding the market leadership in the Middle East for many years. What is the secret of this success?**

We work as a team dedicated to success rather than for the satisfaction of the money, with sacrifices and being conscious in providing service. This made us closer to the leadership step by step. As you know, there are always some personalities behind success stories. We give importance to being professional and improved technology with a structured organization on the one hand, and we try to sustain the tradition



Karnak Travel aims to present health products and services by combining them with the services such as accommodation, transportation.

of "warmth of a big family."

**You were awarded with Tourexpi award last year for coming first among 7,800 agencies. What factors brought Karnak travel to the top among 7,800 agencies?**

In fact there are various factors leading us to the top among the others. Because Karnak Travel is not specialized in only one area, but many. Tourexpi, indeed, explained that we were awarded for our success in the Middle East region, in such a difficult market, for our uninterrupted promotional activities and for our success in making Arab tourists fond of Turkey for a vacation. Of course we should add that investing in a high value added specialty needed diverse and

new areas, such as health and thermal tourism, cruise, by organizations and promoting Turkey and make her recognized in these areas with all its merits are among our distinctive features.

**As an agency operating for 29 years, what are the milestones in the history Karnak Travel? Can you tell us your success story?**

I cannot speak about a single milestone in our history. Our continued work placed us on top of our business. In fact, we made a difference with our bold decisions among other agencies in the same track from the very beginning. Of course political developments in the regions surrounding Turkey, Turkey's leaping



Serdar Ali Abet was awarded the Tourexpi prize among the 7,800 agencies during the ITB Tourism Fair last March.

forward in the socio-cultural life and our efforts prepared us for these milestones in our history. The important thing was to follow the stream and to know how and when to make use of what and where. Costly catalogs we prepared for the year 2004 and ATM stands were the starting ramps of our high impetus success. The ATM fair stand in 2006 stole the show back then since it was the first ever show and design in such a fair. A 5 day long family trip, which we organized in Antalya in 2008 with 780 agency owners or officials and then the Abud Efendi Seaside Residence, rented to match the interest raised by Turkish soup operas, are the main breaking points in our history. I should also mention the support of the hotels, which believed in and followed us in our work.

**You will celebrate your 30th anniversary next year. What kind of activities you are planning for that?**

We celebrated our 25th anniversary during the Dubai ATM fair period with a magnificent ceremony. Hotel representatives from Turkey who were present at the fair, foreign tour operators and agency representatives, airlines,

TÜRSAB, TUROB and national and foreign press members were invited to the night and it was a beautiful night indeed. For sure we will prepare a celebration. This time we are planning an activity with the participation of our loyal clients who have been together with us for a long time. But I don't want to spoil the surprise by telling you more details about it.

**What kind of collaboration have you made with the hotels in Istanbul and in Turkey in general? What are the underlying reasons for hotels being satisfied with working with Karnak Travel?**

First of all, we know our clients very well. Therefore it is not so hard to pick hotels for them based on their choices, depending on their reason to visit our country. Looking from the client and hotel perspective, when the expectations were met with the profiles, we observe a smooth operational process. We don't hesitate in generating alternative products, in other words, alternative destinations. We are, for that reason, the single agency preferred by many newly opened hotel. Naturally, this returns us

as a wide product range and increase of potential. This in turn, results in the proportional increase of the customer capacity which we will forward to the hotels.

The answer to your second question is just one word: "Cooperation". Unfortunately, not only in our business, but also in many other areas, businesses are run without even knowing what that word means. We never plan our activities based on our sole and prior interests. To operate like solution partners in good and bad times rather than mere buyer and sellers, to work with the win-win philosophy, to always keep your relationship warm, to develop mutual confidence, to have empathy for your partners and to ensure the satisfaction of both sides are the main pillars of our business approach.

**You also have operations in the health tourism segment. Can you describe them briefly? As Karnak Travel, where do you come into the scene when it concerns health tourism? What are your operations?**

Turkey has made huge investments in health tourism lately. We now have



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Karnak Travel works as a team dedicated to success rather than for the satisfaction of the money, with sacrifices and being conscious in providing service.

hospitals equipped with the latest technology and very successful physicians. Health tourism is a mere presentation of these facts, combined with the touristic diversity of Turkey, on global markets. This segment needs high value added products and services. On the other hand, there is also the need for experience, structure and relationships with foreigners cumulated through the years with the help of the tourism business, to promote the potential in foreign markets. Therefore, as Karnak, we aim to present health products and services by combining them with the services such as accommodation, transportation and so on.

**You participate in the ATM Dubai Tourism Fair each year with a magnificent stand and represent Turkish tourism with great success. How will be your stand this year?**

The ATM is the most important fair among the markets we are interested in. Our business contracts concluded with the contribution of our stands and shows during the fair constitute examples to follow for our companies in the sector and we enjoy the pride of this success for months. As you describe, the reason for this "magnificence" is not just to emphasize Karnak but add maximum value to Turkish tourism and make people talk about Turkey throughout the fair.

We will have a 110 m<sup>2</sup> stand neighboring the Turkey and THY stands. We will share this area with 15 hotels, with which we have close cooperation, and by doing so, we aim to convey a stronger and more efficient message.



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Tavros Investment Holding Company will open the Hyatt Regency Ataköy, which cost 120 million Euro, in September and plans to bring the Izakaya, a traditional Japan pub concept.

# 400 MILLION EURO INVESTED IN TOURISM

Tayfun Döşkaya: "We are planning a 400-600 million Euro investment in the upcoming five years."

Established five years ago by a Russian and Turkish partnership, Tavros initiated its assertive projects after keeping silent for a long preliminary period. The construction of 4 luxury hotels, 2 in Turkey and 2 in Kazakhstan, has already started and there will be another mixed project in Russia. The Chairman of the Executive Board and a Member of the Board of Directors of Tavros, Tayfun Döşkaya says: "We are planning a 400-600 million Euro investment in the



Tayfun Döşkaya stated that the on-the-agenda investments of Tavros amounts to 400 million Euro.

upcoming five years." During the last few years, joint ventures with national and foreign company partnerships in Turkey are launching noteworthy projects in Turkey. A Turkish-Russian joint venture, Tavros, is one of them. The corporation, established in 2009, will make a big impression in the upcoming years with its assertive projects in

tourism and real estate. Realizing an investment worth 400 million Dollars in Istanbul, Samsun and Kazakhstan, the Chairman of the Executive Board and a Member of the Board of Directors of Tavros, Tayfun Döşkaya says: "If the economic and social panorama follow a stable pattern, we are planning to make another investment worth 600-

700 million Euro within the next five years." Jointly established in 2009 by a Meskhetian Turk, Tarık Celaloğulları, who has investments in Russia, Uzbekistan, Kazakhstan, and a Russian businessman, Rostislav Gurevich,

Tavros Investment Holding Company operates mainly in two pilot sectors: tourism and real estate. However it is now better known for its tourism investments. Owning the Dedeman Park Denizli and Dedeman Silk Road Tashkent, Uzbekistan, Tavros Tourism Group also has other hotel projects.

## FOUR NEW HOTELS

Stating that they will be busy opening new hotels in 2014 and 2015, Döşkaya said: "I returned to the tourism business upon the the invitation of Mr. Tarık Celaloğulları, a friend of many years, whose invitation I could not decline".

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"The meal I had here definitely fits the principles of traditional Turkish cuisine. In many dishes we see a beautiful harmony between sweet and sharper savours, with a sophisticated presentation."

Vedat Milor, Food and Writer critic



"Whenever you come to Istanbul, if you want to eat like a sultan, go to Matbah Restaurant, next to Hagia Sophia"

Discovery Channel



"A highly unlikely possibility as the blending of cooked fruits and nuts with meats and vegetables, the variety and quality of the ingredients, the unexpected combinations all enhanced by flavorful and aromatic herbs and spices combine to make dining at Matbah a singular, memorable experience."

Myrna Katz, Frommer and Harvey Frommer

"A lavish, garden-style restaurant where the chefs have painstakingly replicated centuries-old recipes. The creamy bitter-almond soup and the honeydew melon stuffed with minced beef, rice, almonds and raisins are sweet and salty without too much heft. Ah, it is good to be sultan."

Hemispheres Magazine, United Airlines



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Marianna Yerasimos, Food Historian



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Gastronomi, local Food & Beverage Magazine



"Specialised in Ottoman palace cuisine, Matbah Restaurant is well worth a visit. The chef has sourced 375 recipes from the imperial archives. The surrounds are attractive and live Ottoman music is performed on Friday and Saturday nights"

Lonely Planet

"All selected dishes were tried, the measures of the ingredients adapted to today's measures and every detail of the cooking process noted. At the end of these researches, the menu was set up. Absolute favourites include Neck of lamb with thyme and Rice pilaf with saffron and chickpeas."

Hürriyet, National Newspaper



Reception at the Court of Sultan Selim III (1761-1807) Topkapı Palace Museum



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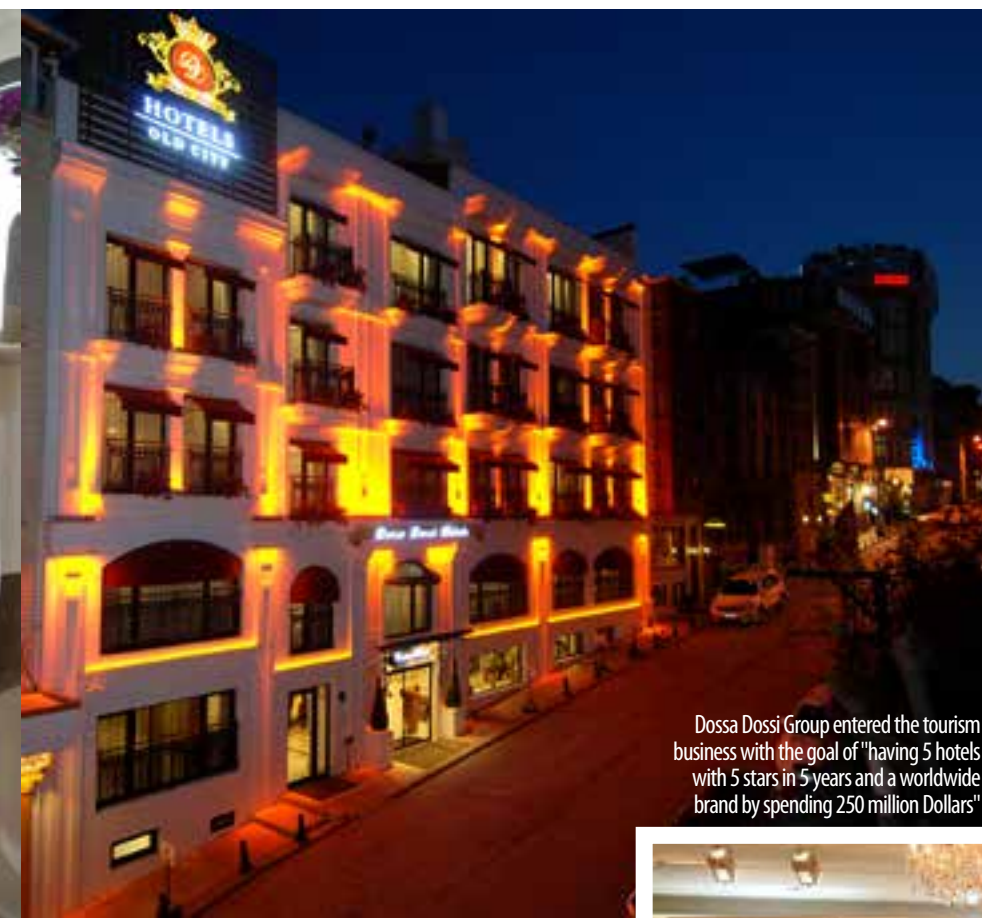


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During the opening ceremony of the Dosso Dossi Hotels Old City, Sultanahmet, Dosso Dossi Chairman of the Board, Hikmet Eraslan, the Board Member Bülent Eraslan and the General Manager of the hotel Muhammed Cüntay explained their future projects.



Dosso Dossi Group entered the tourism business with the goal of "having 5 hotels with 5 stars in 5 years and a worldwide brand by spending 250 million Dollars"



# 5 HOTELS WITH 5 STARS IN 5 YEARS

Dosso Dossi set its sights on tourism after textiles: A rapid appearance in the business will be with 5 hotels with 5 stars in 5 years.

By organizing the most spectacular fashion show in Turkey featuring top-models like Adriana Lima and hosting roughly 10,000 guests from almost 30 countries, Dosso Dossi entered the tourism business with the goal of "having 5 hotels with 5 stars in 5 years and a worldwide brand by spending 250 million Dollars"

Dosso Dossi Chairman of the Board Hikmet Eraslan gave hints about their tourism investments during his conference in Dosso Dossi Old City, Sultanahmet, the first of those hotels, and said that they projected an investment of 250 million Dollars in 5 years. He stressed that they hosted almost 10,000 guests in Antalya during

the Dosso Dossi Fashion Show and, thanks to that experience, they had an important portfolio in their base and therefore they stepped into tourism with the courage and confidence brought by this event.

Mr. Eraslan said that the hotels will be distinct with their own themes, and he said: "We have opened our first hotel

in Sultanahmet, in the region having the highest occupancy rate. We have spent almost 50 million Dollars for this investment and we will open our second hotel, Dosso Dossi Hotels Downtown, on Vatan Avenue. Our third and fourth hotels will be Dosso Dossi Airport Hotel & Convention Center in Sefaköy. There we will have two different types of hotels in one complex. Dosso Dossi Hotels Midtown, which will be our fifth hotel, will be located right next to the Marmaray station in Yenikapı." Mr. Eraslan stressed that they attached great importance to the fact that each hotel is built with its own special theme.

## An avant-garde inner city hotel business

Mr. Eraslan said: "Dosso Dossi Hotels Old City, Sultanahmet, has a specialty with its convenience for the children. We are targeting the guests with children with this avant-garde approach inner city hotel business. The hotel provides a wide range of facilities and services for the guests with children from baby sitting, a special playground in the room and special children's menu, to a baby stroller services. The second hotel, Dosso Dossi Hotels Downtown, will be featured with special services for sports, for those guests who are active in sports, with its special services for groups, special rooms and floor, while the



third hotel, Dosso Dossi Airport Hotel & Convention Center, will be specialized in ceremonies and special occasions such as weddings and honeymoons. The hotel will include different concepts such as a village wedding, ball room wedding and weddings by the poolside and will have 25 different specially designed rooms for honeymoons. As the first hotel having an Istanbul concept for honeymoons, it will be in service in April 2016.

## Expansion abroad

"Where there is an opportunity, there we will make an investment" says Mr. Eraslan and continued that they want to make Dosso Dossi Hotels a worldwide hotel chain and they will kick off to projects both at home and abroad after completing the Istanbul projects. Mr. Eraslan stated that Moscow and Bucharest were chosen firstly for

possible expansion.

Mr. Eraslan said that they will work for the national and international recognition of their brand "Dosso Dossi" in textiles and tourism and, continued: "We first set our sights on the city hotel business. We will be present on important locations. We will be totally self-financing for our investments. The hotels will be our property and will be operated by us. We want to enlarge the size of the cake instead of taking a share from the existing cake.

Mr. Eraslan said that they brought the most famous models of the world to the stage during the fashion shows organized in Antalya and that they will host these figures in their hotels in Istanbul as well. Mr. Eraslan stated that the presence of these models, who are closely followed by the press and by the social media will also contribute to the promotion of Istanbul.

Hikmet Eraslan said that they will open 5 hotels in 5 years with 250 million Dollars of investment and that each hotel will have a different theme.



# Tourists feel *safe* in İstanbul

A survey of foreign tourists visiting İstanbul indicates that most tourists find İstanbul a safe location and appreciate the security measures in the country's most populated city



**T**urkish police conducted a survey of 419 tourists for a report entitled "Safety Perception Among Tourists." Tourists were interviewed at İstanbul's Atatürk Airport for the report, and 89 percent of those interviewed said they felt safe in the city of 14 million people.

Speaking at a press conference about the report, Leman Süheyla Soylu, head of the Turkish police's Community Policing department for İstanbul, said seven out of 10 tourists had confidence in the security provided by the police and eight out of 10 tourists appreciated the security level.

The survey shows that tourists perceived fraud, theft or other money-related crimes as the most immediate threats in İstanbul, but nine out of 10 tourists said they would visit İstanbul again in the future.

The interviewed tourists praised the

hospitality and benevolence of Turkish people but complained about the lack of people speaking English.

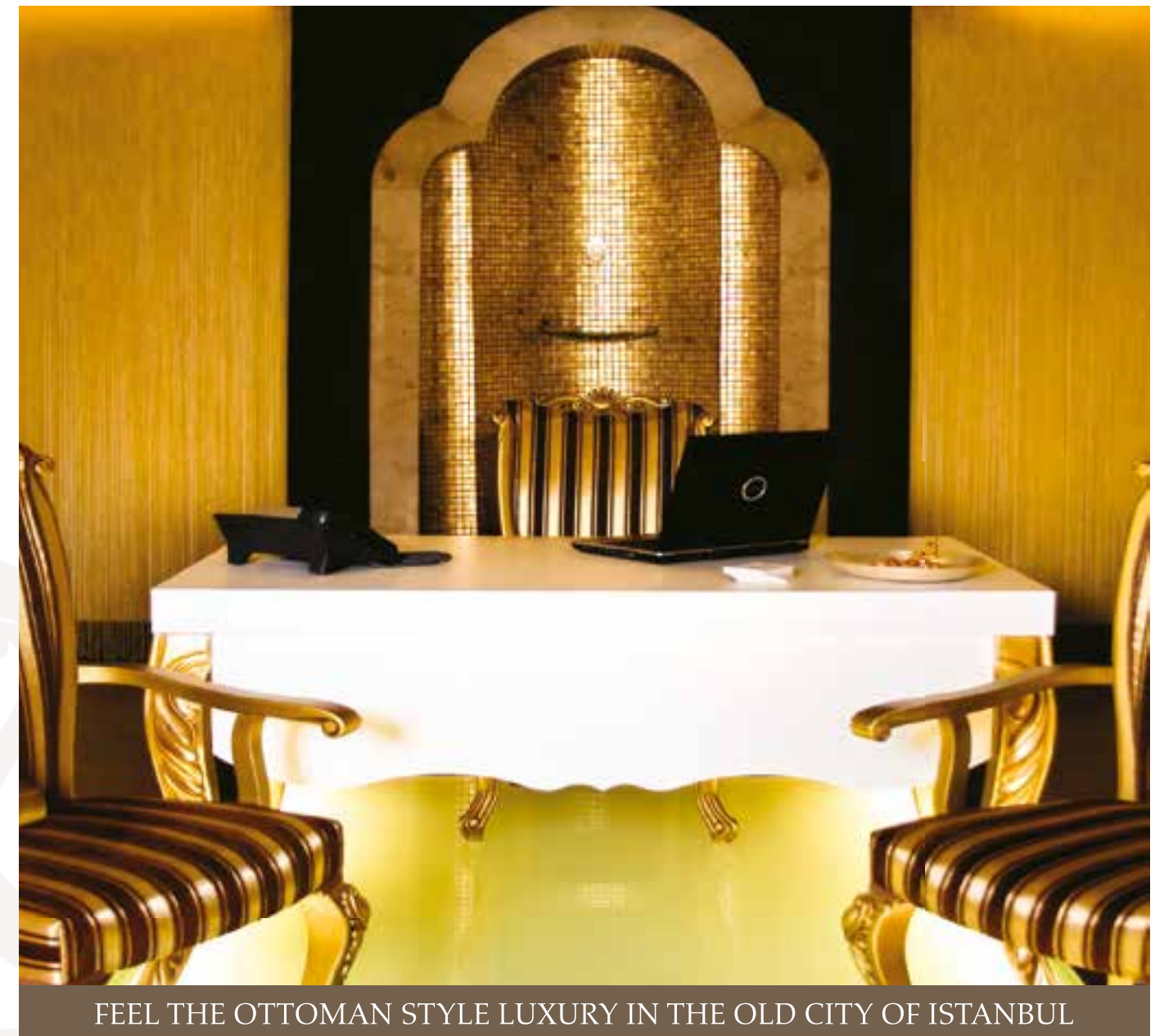
The report concludes that the level of security in the city would not cause a decline in the projected number of tourists in the coming years.

The city, which topped the list of the "Top 25 Destinations" on the world's biggest travel website, TripAdvisor, hosted 2,198,000 tourists from January to March 2014. No recent statistics are available for the crime rate or crimes targeting tourists for the city, but 2012 statistics compiled by researchers from various universities indicate over 650,000 crimes were committed in the city.

Tourists are subject to minor thefts and scams in the city, such as unfair billing at restaurants and other places, as well as taxi drivers ripping off foreign customers by charging more than they

should for travel, but those often go unreported. More serious crimes like homicide are not common. The last known murder targeting a tourist was in 2013. Sarai Sierra, an American woman traveling alone, was killed in a secluded part of İstanbul during a rape and theft attempt.

The Gezi Park protests of last year had raised concerns that it would deal a blow to the number of tourists visiting the city, but the violent riots concentrated in Taksim Square and its vicinity, did not deter tourists who prefer the "historic peninsula" of the city where landmarks such as the Blue Mosque and Hagia Sophia are located, far from the square. Bag-snatching, once prevalent in the city and one of the major threats for tourists and locals, significantly decreased in recent years due to the increased presence of plainclothes police officers in crowded areas.



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# EMITT will place its stamp on convention tourism in 2015

EMITT Exhibitions will highlight Istanbul's and Turkey's outstanding potential by placing convention tourism on its agenda this year.

EMITT, the East Mediterranean International Tourism and Travel Exhibition, taking place at TÜYAP on its 18th occasion and receiving high praises for Turkey's health and winter tourism exhibitions organized recently in two separate halls, has already undertaken a first by placing convention tourism on its agenda scheduled for next year. Organizing the world's 5th largest in tourism exhibitions, EMITT will now introduce Turkey's outstanding talents and potential in convention tourism through its creative approach at the special hall assigned as MICE Lounge, with a list of distinguished participants consisting of the world's and Turkey's leading MICE professionals, event companies, and convention hotels and centers

## Turkey's rapid rise of in convention tourism

Maintaining that tourism should not simply be directed at the sea, sand and the sun and that Turkey is one of those rare countries offering winter and health tourism opportunities for a year-round tourism experience, Ekin Fair Director Hacer Aydın, highlights that convention tourism is one of those areas which successfully drew in a total of 1.918.179 visitors in 2012.

According to International Conference and Convention Association (ICCA) data, Turkey ranked 14th worldwide and 23rd in Europe in a total of 159 international events noted Aydın, emphasizing that cities specifically as Istanbul, along with Antalya, Izmir and various others in Turkey, in fact have a potential far beyond than what is reflected with respect to city infrastructure, geography, culture and historical background. Aydın offers Turkey's rise



EMITT, facing outstanding interest of future MICE participants for 2015, has already begun taking requests for stands.

from its 20th spot at world tourism rankings in the 1990's to its current 6th in such a short term as proof for her claim.

## Istanbul in the top ten in world convention tourism

Aydın asserts that Istanbul is Turkey's leading destination in convention tourism due to its historical, cultural, geopolitical and economic strength, revealing that it is also one of the world's leading 10 convention centers; Istanbul, in fact, hosted an additional 15 more international conventions, raising the total hosted to 128 in 2012.

Istanbul is ideal as a convention tourism city worldwide, points out Aydın, underscoring that the city has the capacity to host from 100 to 30,000 and above visitors as well as being able to accommodate thousands of delegates at its seven major international exhibition centers and three large performing arts centers.



Ekin Fair Director Hacer Aydın

Aydın further emphasizes that as of the years 2011-2012, the International Conference and Convention Association (ICCA) has avowed Istanbul as the leading convention destination worldwide.

## 2014 ICCA General Assembly in Antalya

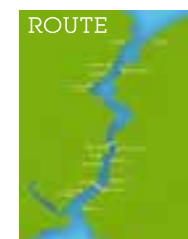
International Conference and Convention Association ICCA's 2014 General Assembly will convene in Antalya on November 1-5 reveals Aydın, adding that this will raise Turkey's position even higher on this front since there will be a private hall allocated just for convention tourism at 2015 EMITT Exhibition immediately due to follow ICCA's General Assembly. Aydın indicates that Antalya's star will burn even brighter thanks to this prestigious meeting, with the turnout most assuredly due to be much higher than that of ICCA 2013 General Assembly which took place at Shanghai.



## Dinner Cruise On The BOSPHERUS



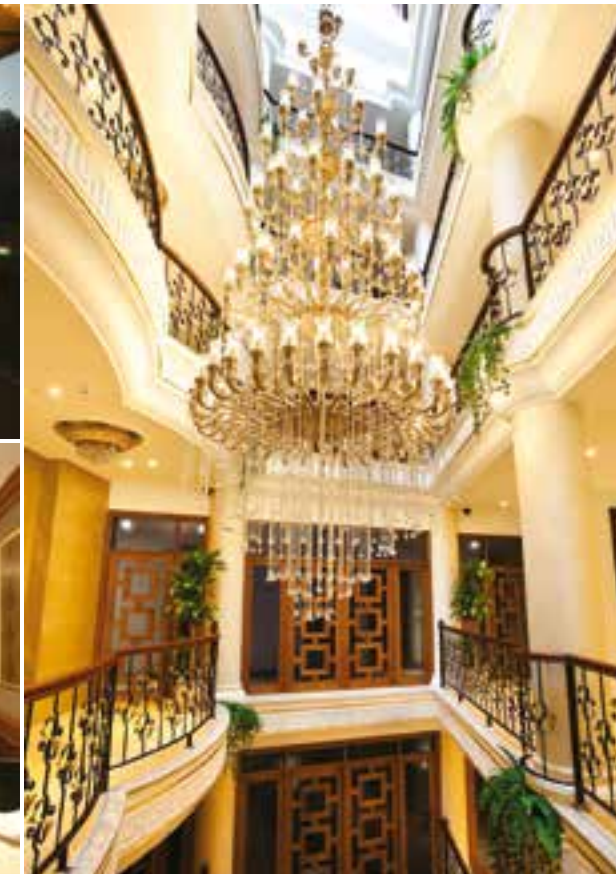
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E-posta: info@blackbirdthermalhotel.com  
Web: www.blackbirdthermalhotel.com



# FOOD STEPS OF THERMAL TOURISM IN CAPPADOCIA

The “Right” hotel investments in Cappadocia will have a worldwide impact. But these should not be targeting only local tourists.

Indigo Group, owning the Museum Hotel, which is the only Relais & Chateaux hotel in Turkey and was awarded with the Best Boutique Hotel Europe last year, is planning to make noteworthy investments in Cappadocia with its Indigo Geothermal structure. We had an interview with Ömer Tosun, the Chairman of the Board of Directors of Indigo Group and the Honorary Consul of Brazil for Cappadocia, on thermal tourism in Cappadocia.

## How did you come up with the idea of Thermal Tourism in Cappadocia?

Those who know me closely will know that, for years, I was reiterating the very high potential of the thermal waters in Cappadocia. Cappadocia has one of the rarest geological structures in the world. During our technical works we discovered the geothermal potential of Cappadocia and we decided to invest in this area. Thank God we started to reap the benefits of our work we initiated.

## When did you start geothermal explorations in Cappadocia?

We initiated our R&D works 6 years ago. We gathered the most comprehensive, most widespread scientific data available in Turkey. Then we started exploration based on technical data and obtained very positive results. We are still carrying on our work at full pace. We collaborate with the best companies and best experts in Turkey in this area.

## What are the results of your work?

First of all, we got incredible water data in Cappadocia. We are looking at one of the richest mineral waters of Turkey in terms of mineral value. It is ideal for health tourism. As for the temperature, I can say that we have achieved results so far up to 110 degree Celsius. This is a rather warmer area compared to many other thermal regions of Turkey. We envisage that we may reach higher temperatures after some technical work which we will



Ömer Tosun, the Chairman of the Board of Directors of Indigo Group: "We believe that thermal boutique hotels will suit Cappadocia very well, a world brand in the luxury boutique hotel business."



complete in a couple of months.

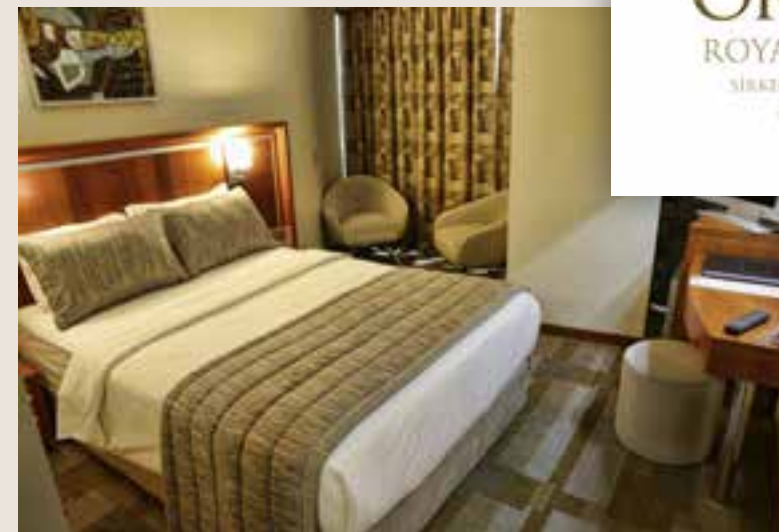
## Well, how will you make use of this thermal water resource?

To tell the truth, our priority is producing energy. Data we obtained so far is very promising for achieving this aim. We think that we will achieve very high temperatures in certain regions in Cappadocia. In addition to producing energy, greenhouse cultivation and tourism, of course, are other priorities for us.

## Why do you think that Cappadocia is distinct from other thermal tourism regions?

Setting the Pamukkale travertines aside for a moment, you will notice that all other thermal tourism regions of Turkey do not have sufficient touristic history and structure. Most of them do not even

have an airport either. Cappadocia, on the other hand, will easily move forward from the other thermal regions with its touristic history, infrastructure and culture. Cappadocia is the richest region of Turkey in terms of activity. It provides diverse and attractive possibilities for touristic activities which will take at least take 3 days to complete, such as daily tours, flying in balloon, valley trekking and horse riding. Cappadocia is one of the most important destinations of the world for culture tourism.



## 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. Topkapi conference hall and Galata meeting rooms are ideal for hosting meeting or banqueting from 10 to 380 guests. Outsid parties may be organized around the pool duringg summer season for up 300 guests. The Royal wellness facilities includes fitness, massage rooms, indoor swimming pool, jacuzi, sauna, steam bath, cure bar and solarium.





## RAFFLES PREPARES FOR NEW PROPERTY IN ISTANBUL

When it opens on September 1st this year, Raffles Istanbul will be the perfect embodiment of the 'new' face of Istanbul: cutting-edge, eclectic and energetic.

The hotel is at the heart of the Zorlu Center, a new hub for fashion, food and the arts on the European shore in Beşiktaş - overlooking the Bosphorus, the Princess Islands and the historic peninsula.

This is a next-generation bazaar, where fashion, performance and art converge. Like those of its stylish sister, Le Royal Monceau - Raffles Paris, the sleek modern interiors at Raffles Istanbul

steer clients through the city's exciting new art scene which, over the last few years, has shifted from heavily traditional to a reinvigorated one, energetically celebrating its new generation of artists.

The Istanbul Museum of Modern Art, Turkey's first private museum to stage modern and contemporary art exhibitions, was founded in 2004 on the

to watch. Istanbul is full of one-of-a-kind boutiques and edgy concept stores, filled with home-grown talent alongside international names.



As well as having designer shops on its doorstep, Raffles Istanbul will offer its guests a personal shopping and styling service, to take them on a fashion trail through the city.

Peter French, president, Raffles Hotels & Resorts, explained: "Turkey is a rising star of the global economy and Istanbul is a rising star of global tourism. "It is a meeting place between East and West, between Asia and Europe. A city on which, over many centuries, great civilisations and cultures have left their mark. "Travellers have come to Istanbul for thousands of years: it is a place where people meet, exchange ideas, tell stories, rest, refresh and set out again on their journeys. And it is this tradition of bringing people together - which is very much part of the Raffles philosophy - that is an essential feature of the story of Raffles in Istanbul.

"The Zorlu Center is a new destination for the city of Istanbul and for people from all around the world.

"A new icon, both in function and design - very much like our hotels, wherever they are."



will be embellished with an impressive collection of artwork, specially commissioned from local artists, a mix of paintings, sculpture, photography and video installations.

These will all come together under the common influence of Turkish culture and heritage, giving the hotel a strong sense of place. And as in Paris, Raffles Istanbul will have an Art Concierge, to

shores of the Bosphorus, and in 2012 the contemporary art space SALT opened.

Last year a number of Istanbul art galleries attended Frieze London, as well as Art Basel in Basel and Hong Kong.

Art lovers are not the only ones beating a path to Istanbul: fashionistas have it in their sights too.

From cutting-edge to haute-couture, Turkish fashion designers are the ones

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# 31 INVESTORS IN TOURISM IN 3 YEARS

Growth in tourism in the last few years attracts other players. **HALİL TUNCER**



It is seen that investors, in the last few years, prefer the central locations of Istanbul, such as Taksim, Galata, Karaköy and Sultanahmet to make their hotel investments.



The increased popularity of Turkey in the last few years also increased the demand for boutique hotels. This, in turn, attracts the investors.



Growth in tourism in the last years attracts other players in the sector.

**3**1 investors from different sectors entered into tourism in the last 3 years. Especially the boutique hotel investments are booming due to its high profitability albeit the low investment costs. However, it is warned that increased supply in the sector causes long delays for returns on investment to cover the investment costs.

The growth in tourism increases the development of business and economic life as well as the demand for hotels in certain regions of Turkey, mainly Istanbul. The demand of hotels, for 5 stars or for boutique hotels triggers the investments in this area. Especially the boutique hotel investments are booming due to its high profitability albeit the low investment costs.

Therefore, we examined the new

investors in tourism in the last 3 years. 31 new investors including Tuncay Özilhan's son İzzet Özilhan, advertiser Alınur Velidedeoğlu's wife Enci Teker Velidedeoğlu, President of the Polimeks Group Erol Tabanca and Torunlar Group entered into tourism during that period.

It is seen that investors prefer the central locations of Istanbul, such as Taksim, Galata, Karaköy and Sultanahmet to make their hotel investments. Another attractive location for these investors is the Bosphorus line. Renowned for seaside residences on the Bosphorus line, Yüksel Ayıkcan, the owner of the Ayıkcan Real Estate, said that there were demands for transforming these residences to hotels on the Bosphorus line and he was questioned about this idea.



Servotel Founding Partner Ömer İsvan, who commissioned the entrance of luxury chain hotels in Turkey, such as the Mandarin, stated that, with the

increased popularity of Turkey, there were increasing demand for boutique hotels and that in turn, attracted the investors.

Rixos Premium Göcek Suites &amp; Villas



Rixos Krasnaya Polyana Sochi



Rixos Alamein



Volkan Şimşek, the Vice President of Rixos Hotels in charge of Operations says "Rixos, is a very important worldwide brand of Turkey".

## RIXOS EXPANDS WORLDWIDE

Volkan Şimşek, the Vice President of Rixos Hotels in charge of Operations, "Rixos, is a very important worldwide brand of Turkey.

to grow. We have the national pride of waving the Turkish Flag continuously on platforms abroad. Our leader, Fethat Tamince, has great vision. It is a great pleasure to be in Mr. Tamince's team and to walk along with him on the same road. Rixos is a very important worldwide brand of Turkey, an institution, whose brand value is acknowledged. We are aware of the responsibility of that and we always carry that responsibility.

### Sochi Investment of Rixos

Volkan Şimşek also gives details of their investment in Sochi, Russia. Şimşek says: "The 2014 Sochi Olympic winter games was a big success for Russia. We, as Rixos, undertook and completed the construction and operation of a certain part of the Olympic Village. We

hosted roughly 3,000 press members during the Olympic Games. Located in a mountainous region of Sochi, Russia, Krasnaya Polyana Rixos was opened in January. We still carry on our operations in the region. We carry on our work together with the Russian government and investors for Sochi to sustain its existence as a touristic destination. We expect an introduction in the region which will be an attractive destination for skiing where, we believe, there will be floods of Turkish visitors. We built a skiing camp here jointly with Quiksilver. In the following month, we also started to construct a biking course right after the snowy part of the skiing tracks. We plan to construct a biking course which especially targets mountain bikers and which will be preferred by them. We are also helpful to the development of the region by generating alternative tourism possibilities. Sochi will be a very important destination. Russian President Putin too attaches great emphasis on Sochi. We are also waiting for a big flood of Turkish visitors in here".



Rixos The Palm Dubai

Volkan Şimşek, the Vice President of Rixos Hotels in charge of Operations, says that they continue to follow their growth strategy. Şimşek stresses that Rixos is a very important worldwide brand of Turkey.

Şimşek: We currently operate in 11 countries with more than 20 hotels. We have roughly 35 continuing mutually signed projects. This year, we will open 3 new hotels in Turkey: Göcek ve Eskişehir. Another one will be in Beldibi. As for abroad, Çimkent, Kazakhstan will be the first to open and Borjomi, Georgia will follow. We will also deal with our Yalta project in August. We are in the initial negotiations for possible projects in Europe. We are on the brink of signature for a hotel in Sardinia; soon it will be ready too. Our negotiations are continuing in Algeria, North Africa and in Iraq and Iran too, where we attach great importance. We continue



Asmalı Mescit Mahallesi, Asmalı Mescit Sokak  
No: 55, Tepebaşı, Beyoğlu  
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**Palazzo Donizetti Hotel**, named after the musician **Giuseppe Donizetti** who lived in **Beyoğlu** in the times of the Ottoman Empire, opens an era for your accommodation rituals in **Istanbul**.

**Palazzo Donizetti** is a specially designed, boutique hotel near **Istiklal Street**, also suitable for business. The building that was traditionally used as a guesthouse carries footsteps throughout the years, and lives today combining elegance, luxury and comfort. Glorious Italian Carrera marbles, antique Italian Venetian colors, stained glass lighting in addition to high ceilings with classic motifs and golden foils were used in this historical hotel in **Istanbul**.

**Palazzo Donizetti's** 105 year old antique elevator also presents a nostalgic **Beyoğlu** experience as one of the most important hotels in **Taksim**.





Erol Tabanca, the Chairman of the Board of Directors of Polimeks İnşaat, Fettah Tamince, the Chairman of the Board of Directors of Rixos Hotels and Cem Siyahi jointly signed the contract of the thermal hotel in Eskişehir.

## RIXOS' SIGNATURE ON THE FIRST 5 STAR THERMAL HOTEL IN ESKİŞEHİR

Rixos Hotels will operate the first 5 star thermal hotel in Eskişehir, constructed by Polimeks İnşaat. With an investment of TL 150 million, this hotel, surrounded by green nature, catches the eye with its 164 rooms, its giant SPA and Hamam.

Constructed by Polimeks İnşaat, one of the biggest Turkish construction companies abroad, the thermal hotel & SPA center in Bademlik, Eskişehir will be operated by the one-and-only global brand of Turkey in the hotel business, Rixos Hotels. The hotel, constructed at a cost of TL 150 million, will be the first five star thermal hotel of Eskişehir. Comprised of 164 rooms, the hotel is fed by the thermal waters of the region. The hotel, which will also have the largest SPA center of Turkey, will open its doors on June 20. Speaking at the handover ceremony of the project, Erol Tabanca, the Chairman of the Board of Directors of Polimeks İnşaat, underlining the hotel's specialty by being a thermal hotel said: "We won the land through the tender launched by the Eskişehir Metropolitan Municipality. And completed it in 2 years, in such a short term. And we thought that a world brand such as Rixos would contribute a great value to our project, therefore we concluded this collaboration with Rixos."

Fettah Tamince, the Chairman of the Board of Directors of Rixos Hotels, pointing to the fact the Rixos Eskişehir will be the third hotel in Anatolia, after Konya and Ankara, stated that they continue at a fast pace on the journey to become a worldwide brand, which they set out

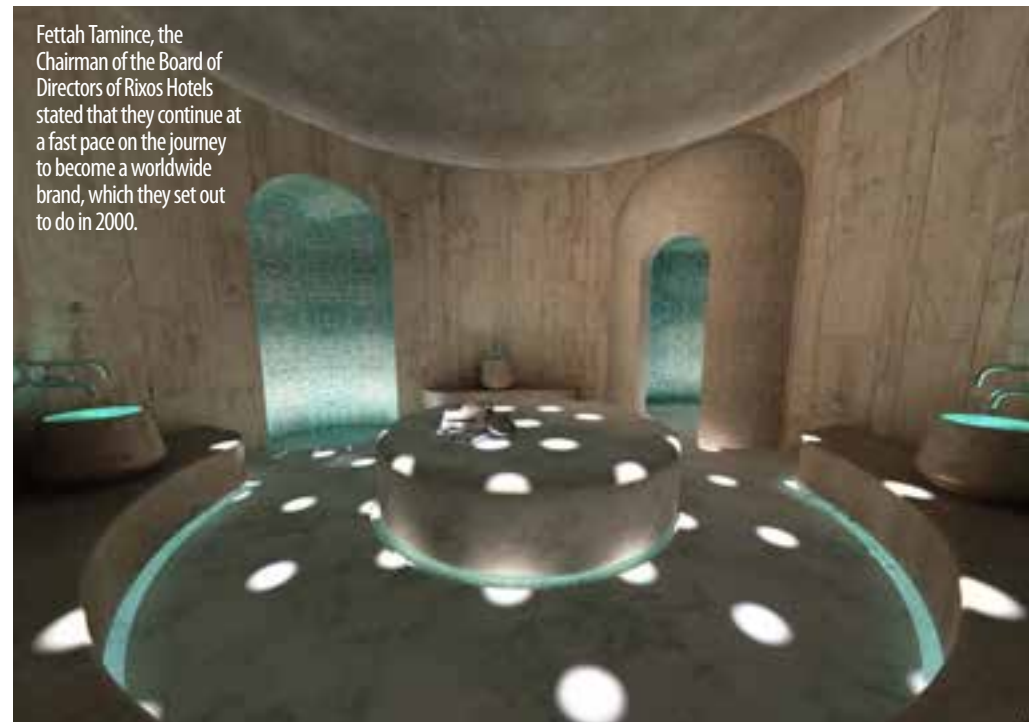
to do in 2000. Indicating that they are present in many parts of the world from Dubrovnik to Astana, from Dubai to Davos and from Sharm El Sheikh to Sochi, Mr. Tamince said: "We have the pride of serving in Europe, Africa and Asia with our brand as well as enjoying the happiness of contributing with value to our country's tourism." Mr. Tamince stated that new and renovated hotels will be available in 2014 and said: "Our Group is operating in 10 countries for now and hosting roughly 800K guests from 207 different countries. Our goal is to increase this number to 1 million. I think we will be present in 25 countries very shortly with the new projects to be launch.

### A SPA with a size of 2,200 m<sup>2</sup>.

There are a total of 164 rooms in the hotel and these rooms are: 104 standard and 34 Premium rooms, 13 Suites, 4 Corner Suites, 4 Executive Suites, 2 Honeymoon Suites, 2 Hospitality Suites and 1 Presidential Suite. There are also 2 conference halls with a size of 1,000 m<sup>2</sup> and a multi-purpose hall with a size of 1,900 m<sup>2</sup> for 500 people. A total of 1,900 m<sup>2</sup> common areas include an a la carte restaurant, a 2,000 m<sup>2</sup> SPA Center, hamam, fitness and jogging tracks, swimming pools, administrative offices, and open and closed parking.



Fettah Tamince, the Chairman of the Board of Directors of Rixos Hotels stated that they continue at a fast pace on the journey to become a worldwide brand, which they set out to do in 2000.



# ERA OF THE 'GREEN STAR' IN KEMER

The "Green Star Project", initiated by KETOB (Association of Kemer Touristic Hotel Owners) in association with BAKA (West Mediterranean Development Agency), was welcomed with great interest by the hotels.

HALİL ÖNCÜ



Working with the Aysel Environmental Consultancy, KETOB (Association of Kemer Touristic Hotel Owners) visits the hotels in Kemer and in the surrounding region and informs them about the Green Star. During the visits, when surveys were also conducted under the theme of "Green Star and the Environment" on behalf of the Ministry of Culture and Tourism, the pros and contribution of Green Star to the hotels were explained.

Ömer Karaduman, Environment Engineer and Owner of the Aysel Environmental Consultancy said that they showed a great effort for the hotels to be branded with the Green Star and, especially the hotels willing to be eligible for the electricity incentive, granted by the Ministry, were very enthusiastic in this effort. He added that the work accomplished and the projects by KETOB in Kemer constituted important examples and that their collaboration with KETOB will continue with joint works.

## Hot to get Green Star?

Ömer Karaduman said: "The Green Star Certificate is given to hotels by designating the rules and procedures for the



classification and certification of environmentally-friendly accommodation facilities under the perspective of sustainable tourism and with the purposes of promoting and encouraging environmental protection, establishing the consciousness for environmental matters, and promoting the positive environmental externalities of touristic facilities."

Mr. Karaduman also pointed out that a certain amount of the electricity consumed by the hotels will be compensated by the state budget for the hotels certified with "Eco-Friendly Accommodation Facility" by the Ministry of

Culture and Tourism under the "Decree on the Electrical Energy Incentive for Hotels certified with Environmentally-Friendly Accommodation Facilities". He said: "For hotels certified with "Eco-Friendly Accommodation Facility" by the Ministry of Culture and Tourism and holding the electrical energy incentive right, the amount of incentive corresponds to the amount between the minimum applied energy tariff for the household or industrial site users and the applied tariff to its own situation." Electrical energy incentives will be paid through the allowance from the Ministry's budget."

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There are hotels and continuing projects of worldwide renown leading hotel operators like Marriott, Hochtief, Hyatt, Hilton, Kempinski, Mövenpick, Four Seasons, Barcelo, Carlson, Intercontinental, Accor, Motel One, Jumeriah, Ritz Carlton, Swiss Hotel, Sheraton, Radison Blue, Best Western, TUI, Shangri La, Raffles, WOW, Conrad, Holiday INN, Ibis, and Ramada.

# Investments in the hotel business swiftly diversify

Based on research done by EVA Real Estate, hotel business in Turkey, a country ranked 4th in Europe and 6th in the world in tourism, needs to move towards healthy investments by making sound analyses.



Cansel Turgut Yazıcı, the General Director of EVA Gayrimenkul Değerleme Danışmanlık A.Ş.

Cansel Turgut Yazıcı, the General Director of EVA Gayrimenkul Değerleme Danışmanlık A.Ş., one of the leading companies in real estate appraisals, states that Turkish tourism, ranked 6th in world tourism for the last two years, and which has grown in terms of tourism revenues by 11% in 2014 compared to 2013 and 133% in the last 10 years, is a pilot sector of the Turkish hotel business and that it needs to move towards healthy investments in response to the vacation expectations and accommodation preferences of almost 40 million tourists.

Mr. Yazıcı said that they have evaluated the trends seen in hotel business with a nation-wide study based on the developments in tourism and that the findings of the study will constitute good guidelines for the hotel business.

Stating that there are hotels and continuing projects of worldwide renown, leading hotel operators like Marriott, Hochtief, Hyatt, Hilton, Kempinski,

Mövenpick, Four Seasons, Barcelo, Carlson, Intercontinental, Accor, Motel One, Jumeriah, Ritz Carlton, Swiss Hotel, Sheraton, Radison Blue, Best Western, TUI, Shangri La, Raffles, WOW, Conrad, Holiday INN, Ibis, and Ramada, Mr Yazıcı underlined that, generally for a certain period, coastal tourism alongside the Mediterranean and Aegean coasts gained preference and the city hotels were of secondary importance; however, a tendency towards city hotels was observed afterwards owing to the economic stability and increasing business volume after 2000.

Stressing that, due to harsh competition, investments in Turkey mostly targeted the renovation and enlargement of existing hotels, Mr. Yazıcı points out that, considering Turkey's tourism infrastructure and the worldwide trends in tourism, Turkey has some deficiencies in the tourism segments of marinas, congresses, health, sports, golfing, and cruise ports and

it needs to give precedence to these segments in its investments.

## Tourism targets to consider

Turkey has set tourism targets for the following 10 years, says Mr. Yazıcı and continues that it will be critical for the hotel business to consider these targets when planning their investments for the efficiency of the investments.

He points out that mainly Istanbul and others such as İzmir, Antalya and Ankara will be cities where tourism will be developed on a national and international scale. He also states that many more cities will be supported based on their cultural and historic value and the cities having thermal water resources are covered with support for thermal and health tourism.

Mr. Yazıcı says that 9 thematic regional tourism corridors were defined for promoting the touristic activities and to expand inwards to reach a year-long tourism activity and that the plan envisages hosting 60 million tourists by 2023. Yazıcı says that the hotels in Turkey are mostly accumulated in the Mediterranean and Aegean regions and in Istanbul, the Mediterranean region comes first in terms of room, hotel and bed numbers and the only reason to explain this fact is the high volume motivated by sea tourism.

He tells us that the number of the hotels with a tourism operator certificate



is 2,870 and the number of beds is 336,447 as of the end of 2012 and in the upcoming years, these figures will grow by 960 hotels and 126,592 beds.

Mr. Yazıcı indicates that there are mostly 3 star hotels in Turkey in the hotel category, however it is expected from the investments made that the number of 4 star hotels will increase by almost the same number of 3 star hotels. He says that the excessive presence of private hotels is an indication that the investments in the near future will divert to boutique hotels and such developments are the evidence of diversification in the hotel business in Turkey. Stating that the research conducted by EVA Gayrimenkul Değerleme put forward that the investors who can read the developments and trumps correctly will gain the most in time, Mr. Yazıcı highlights

that the right strategic decision is not to make investment where the most is invested but to pinpoint and discover the locations which are attractive for the visitors, open for diversity and having the necessary factors for tourism. He also stresses that the alternative tourism types should be carefully analyzed and points out that there is an increase in the demand for thematic and boutique hotels especially during the last couple of years. Mr. Yazıcı reminds us again that the alternative tourism types should be carefully analyzed and the difference will be welcomed by demand, and adds that tourism in Turkey is seen mainly in Istanbul and in coastal regions and those who wish to invest in these regions should definitely consider the demand and should carefully watch the feasibility and the market conditions.



## OLYMPUS TELEFERİK (CABLECAR) – SEA TO SKY

# ‘The best one of both worlds’

Olympos Teleferik in Tekirova as touristic resort of Antalya has carried thousands of people to the summit since it was founded.

**T**rip to mythological summit at the height of 2365 meter via cable car takes ten minutes. Those who enjoy themselves on the beaches rise over the clouds or find themselves in a snowy environment after a while. If the weather is clear, almost all the coasts, mountains, and immense Mediterranean Sea are watched. The quality of watching the unique scenery on the summit attracts a large number of people there. The events such as Valentine’s Day, Mother’s Day, festivals, and even engagements and weddings are performed within Teleferik or over the summit. Also, those who take interest in arts such as music, painting, and photography wish to experience in place the sense of freedom induced by the mountain. The easiest and enjoyable way of coming in contact with the snow for the people in Antalya is Olympos Teleferik (Cable car). The summit that entertains student groups intensively during the winter season means adrenalin to children and young people.

The facility with 2 restaurants, 2 panorama terraces, and 1 bistro provides service of all sorts of food and drinks for its guests. Guests also watch the scenery lying in their lounge chairs over observation terraces. The facility built by using the latest technologies has unequalled features in terms of security. In the cable car built in partnership with



world famous cable car firm, Garaventa & Doppelmayr there are two 80-person cabins and move to and from half-hourly each day between 09:00 a.m. and 19:00 p.m. during the summer season.

Over the Olympos Teleferik (cable car) summit facility dining and music events organized in July and August months each year attract the intense interests of domestic tourists as well as that of tourists. The organization announced as “Serenade to the stars in Olympos, the mountain of legends” promises a musical entertainment in every language to all hearts in company with the spectacular sunset and the star lights. Unlimited drinks are serviced and a splendid open buffet included with spit roasted lamb and the fish in salt is available during the night. This year the summit prepares to give a surprise to its customers in extreme parties, that is, Count Dracula Parties during the full moon nights in July and August shall be organized. During the night everybody shall be given vampire cloaks and teeth and only red drinks and cocktail Prolange shall be

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

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

# Listana

— H O T E L —



## It’s a privilege to welcome you

Listana Hotel is specially designed to offer a refreshing experience for business as well as leisure travelers. Listana Boutique Hotel is located in Sisli-Istanbul, a few minutes walk to lively Taksim Square and fashion shopping area Nisantasi. The hotel is surrounded of famous brands, popular cafes and restaurants. Major shopping malls namely Cevahir, İstinye Park, Trump Towers, Zorlu Center, City’s, Kanyon, Akmerkez, Astoria that also home to various business centers (Lutfi Kırdar Istanbul Convention & Exhibition Center-ICEC, Haliç Congress Center) and are venues for cultural, social events (CRR-Cemal Resit Rey Concert Hall, Harbiye Openair Amphitheatre & Consert Hall) are close, either on foot or by metro.







Listana Hotel is a boutique hotel distinct with its functionality and elegance and designed for the needs of companies and business society.



## New meeting place of business life

# LISTANA HOTEL

Listana Hotel has all the advantages of the area where its located Tailor-made services of an elegantly decorated boutique hotel: That is what makes this hotel special. **HASAN ARSLAN**

Opening its doors in 2011 at Şişli, the heart of Istanbul, Listana Hotel became a gathering point for business society.

Being one of the newest corners of Istanbul and preparing for its 3rd anniversary, Listana Hotel entered into the new season with a change in the top management. One of the experienced managers of this business, Erhan Kösemihal undertook to become the Director General of Listana Hotel in March. We had an interview with Mr. Kösemihal and he gave us hints of his plans on Listana while he was informing our readers about Listana.

**Can you tell us about Listana Hotel? How many rooms you have and what are the features of these rooms?**

Listana Hotel opened in 25 August 2011. Located in Şişli, center of the European side of Istanbul, the hotel serves on business class concept. Carrying all the specific characteristics

of a business hotel, Listana Hotel is a boutique hotel, distinct with its functionality and elegance and designed for the needs of companies and business society.

Its central location in the middle of the historical districts of Istanbul, Osmanbey, Bomonti and Şişli, being very close to main business, shopping and entertainment corners such as Cevahir, Trump Towers, Zorlu Center, City's, Profilo and to main hospitals such as Memorial, Amerikan Hospital, Şişli Etfal, Kolan Hospital, Türkiye Hospital, Çevre Hospital, is also at 2 minutes of walking distance to the fashion's heart, Nişantaşı.

We have 34 comfort rooms in our hotel, decorated with specially designed articles, all with city view and varying between 30-40 meter squares of size. All our rooms were equipped with modern work tables, TV and satellite connections, mini bar, AC, electronic

safe (laptop size), opening windows, French style balcony, telephone with answering machine, wide and convenient wardrobe, orthopedic bed and pillows, natural textile articles, spacious and comfortable work area, coffee-tea machine,

free and every day renewed coffee-tea, fusion tea and water tray, free Wi-fi internet access, data port and doors with electronic card access.

**Can you also tell us about the customer profile of your hotel?**

Listana is both preferred by travelers arriving from abroad and by Istanbul city dwellers who desires to feel the city in its heart under a different theme or to enjoy the feeling the peace and privilege of "staying in the city but outside of time".

Located at walking distance to Nişantaşı and Osmanbey, the heart of fashion and garment, Listana Hotel is closely located to many national/foreign companies, banks and hospitals. Guests of these companies, hospitals (resting for recovery after surgery, for patients of aesthetic and hair transplantation operations, etc.) and patients and their attendants, who require long stays for private health centers prefer Listana Hotel for accommodation.

Variety of shopping choices, proximity to the very famous

event centers such as Lütfi Kırdar Convention and Exhibition Center, Haliç Congress Center, Cemal Reşit Rey Concert Hall, Harbiye Open Air Theater, Vialand Theme Park, convenient transportation facilities to airports and historical and touristic sites such as Sultanahmet, Haliç, Ortaköy-Bosphorus line make our hotel preferable for local or foreign guests.

**What are the distinctive features of Listana Hotel among other hotels in your area? Your hotel is mostly distinct with which facilities?**

For the reasons I described above, the number of 5 stars hotels is increasing in our area. I am of the view that Şişli region will be much more popular in the future. Increased popularity of the area will have positive impact on the infra and super-structural developments. Listana Hotel has all the advantages of the area where its located. Tailor-made services of a boutique hotel, elegantly decorated spacious rooms, promising a peaceful staying experience far from noise are the most distinct features of our hotel.

Elegant decoration of Listana Hotel, its opening roof and peaceful city view are other features which make us special. But our specialties are not limited to those: Listana Bistro Restaurant, located at the roof, presents the examples of

international kitchen as well as the dishes from Turkish-Ottoman and Mediterranean kitchen. Rich variety in buffet breakfast, buffet lunch and A la Carte dinner is served at Listana Bistro Restaurant, which is the most important feature of Hotel making it a point of attraction.

Meeting room, located on the lobby floor, with a capacity of 70 persons has all the technical availability for a productive meeting. We host many meeting regardless of the attendants' accommodation.

**What changes did you make in Listane after taking over as General Manager?**

I started at Listana Hotel in March 2014. Our Hotel will celebrate its 3rd anniversary in this August. I want to thank to previous managers at Listana for their efforts. We started with the dressing the facades with flowers in order to to increase the visual appeal of the building and to make its presence distinct among other lined buildings. Since hotels are places, which serves to persons with persons and alive for 24 hours, they require a proactive work and intervention based on the developments and changing conditions. We are aiming to make all services provided in our hotel better and to provide them with increased quality and to sustain this level of quality.

Erhan Kösemihal: "our hotel serves on business class concept." Carries all the specific characteristics of a business hotel.



# ITB RECORD DEALS AND EUPHORIC MOOD

This year's ITB closed with a record number of deals and very positive feedback from exhibitors and visitors alike as the tourism industry looks ahead to another good year. **HALİL TUNÇER – HASAN ARSLAN**

ITB Berlin confirmed its role as the world's leading travel trade show this year with fully-booked halls, more international buyers, exhibitors and congress delegates, and a new record level of business volume, according to organiser Messe Berlin. Business deals worth an estimated €6.5 billion were done in the halls from March 5 to 9.

The number of trade visitors rose by 5,000 (+4%) to 114,000 participants,

including a slight rise in trade visitors from the USA and the Middle East. There were about 60,000 private visitors at the weekend. In total, there were 10,147 exhibitors from 189 countries.

Moreover, the ITB Berlin Congress continued its growth path this year as well with a 5% rise in participants. Some 22,000 people took part in the three-day event, which offered about 200 presentations, discussions and

workshops. Social Media and Mobile Travel Services proved to be very popular topics.

Christian Göke, CEO of Messe Berlin, said: "Never before was there such an emphasis on innovation as at this year's ITB Berlin. The mood among exhibitors and visitors at this year's show was one of euphoria, which over the last five days could be felt everywhere

on the Berlin Exhibition Grounds. The world's leading travel trade show had an even more positive impact on trade buyers and holidaymakers than in previous years."

Messe Berlin said that this year's ITB Berlin sent out "very positive signals" for the international travel industry which is confident of good business this year. "Following a recent period of relatively sluggish growth, particularly in many recession-hit countries, the global travel industry is once again on course for rapid growth," the ITB organiser commented.

The German market continues to grow well and the German Travel Association (DRV) predicts growth of 2-4% this year, and possibly even 5%. DRV president Jürgen Büchy said: "It is a long time since I experienced such a positive mood at ITB. That bodes well for 2014." He predicted that both Mediterranean and long-haul destinations will see good demand from the German market this year.



# A UNIQUE EXPERIENCE KEMER

KETAV (The Foundation for the Promotion of Kemer Region) continues in its work for ever strengthening its traditional organizations and for Kemer's worldwide recognition through new organizations. HALİL ÖNCÜ



KETAV (The Foundation for the Promotion of Kemer Region) continues in its work for ever strengthening its traditional organizations.



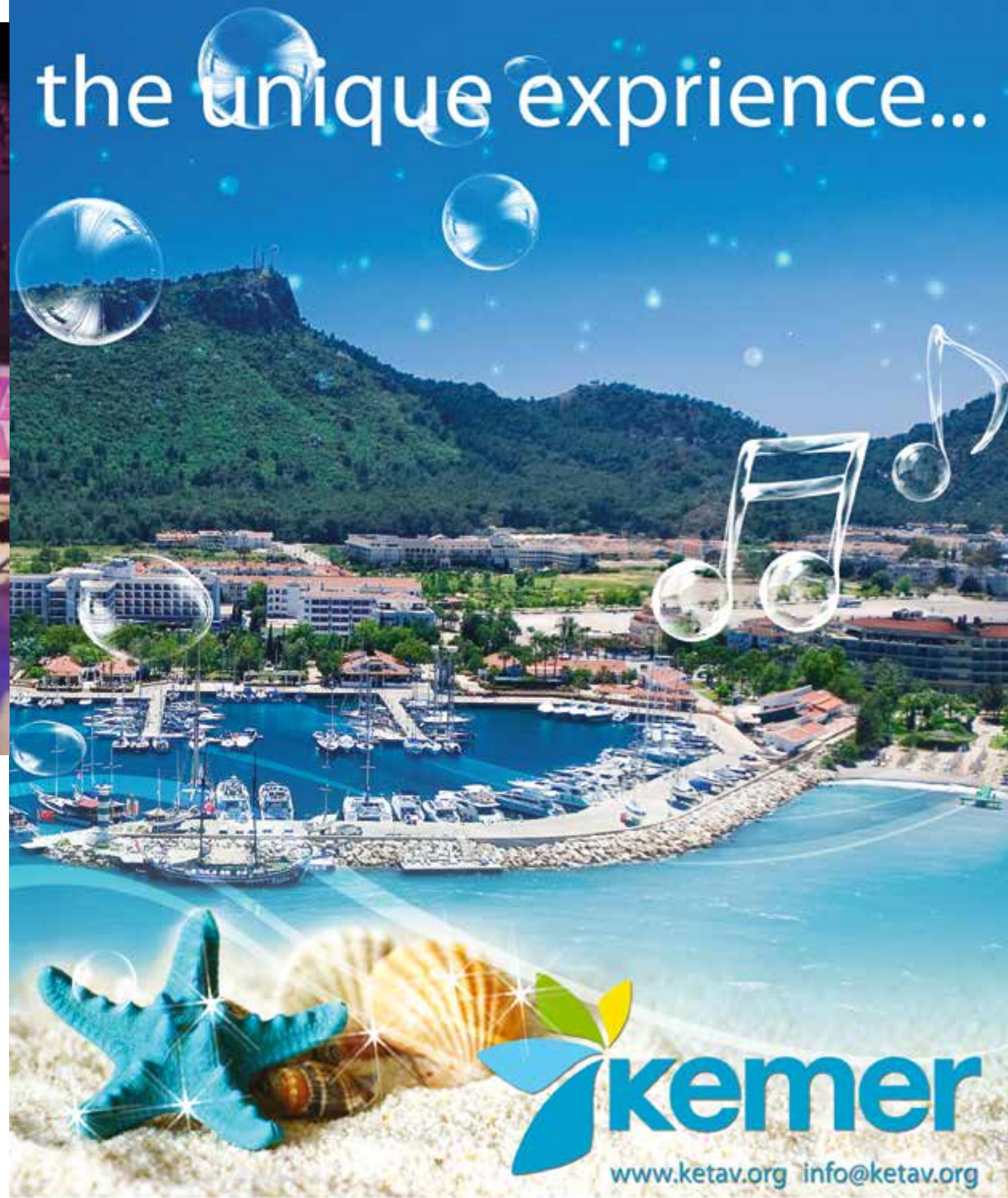
Appointed as the Chairman of the Board of KETAV (The Foundation for the Promotion of Kemer Region) in January 2014, Volkan Yorulmaz said: "Our Foundation continues in its work for ever strengthening its traditional organizations and for Kemer's worldwide recognition through new organizations. Among the organizations of the Foundation: we will organize the 13th Kemer Underwater Days on May 15-18, 2014.

Kemer will host many underwater fans who will participate from many places of the world to shoot videos and photos underwater and to participate in the competitions. The UNESCO Unit for Underwater Archeology will also hold meetings during the organization, which will also host the leading figures of the underwater society. This organization, participation of which is open for national and international underwater fans, aims at the promotion of underwater diversity of Kemer and its environs. If you have the opportunity to be surrounded by its unique natural and historical beauty during the summer, please take a picture, maybe the pictures you have taken will earn you

a holiday in Kemer by participating in the 2nd International Kemer Photo Contest and by adding another one to your unforgettable memories here. Just send us your photos until the end of October. Beauty of October, the antique city of Phaselis, thousands of years of historical richness, nature's dance with music and the 8th Phaselis Festival on September 8-14, 2014; all invite you to the enchanting ambiance of the Ancient City."

To discover what to do in Kemer and to learn more about KETAV Foundation's Organizations please visit the website [www.ketav.org](http://www.ketav.org) or send an e-mail to [info@ketav.org](mailto:info@ketav.org)

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## A historic call from touristic businesses

The 3rd "Tourism Arena", organized this year by the SKAL Turkey Federation, has seen discussions on striking subjects. President of the SKAL Turkey Federation, Deniz Anapa, said that culture and tourism cannot be separated from one another and that they are of the view that this can only be settled by supporting local tourism and educating the people, starting with the urbanites, on the urban values. Anapa said: "We can say, as professionals of a sector which hosts 40 million tourists and generates 32 billion Dollars of revenue, that developing new destinations and communication of existing urban values are of critical importance for local governance".



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## BRITISH PARTNER TO TATILSEPETİ

Tatilsepeti.com, the on-line holiday service site for travelers, was partnered with Bancroft Private Equity, a London based investment fund. The Chairman of the Board of the company, Kaan Karayal said: "For the first time in Turkey a tourism company makes a partnership with a foreign fund."



## HotelRunner

### Methods of reaching Chinese tourists were revealed

How do you attract Chinese tourists to your hotel, coming from the most crowded country of the world with 1.3 billion people. The hotel, agency management and on-line advertisement platform of Cloud Arena, The Hotel Runner gives suggestions to hotels in this tricky subject. Making promotions, using social media and employing Chinese speaking personnel makes the top of the list.



### Turks spend their summer vacation in Europe

Tripsta, one of most preferred tourism agencies in Europe, analyzed the flight tickets bought by Turkey during June and August 2014. According to Tripsta's analysis, this year Turks mostly preferred Germany, Greece and Italy respectively. During the same period of 2013, Turks mostly bought tickets for Austria, Italy and Germany.

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## ÇELEBI AWARDS ITS EMPLOYEES

A deep rooted and pioneer institution of Turkish civil aviation, Çelebi awarded its personnel with 5, 10, 15, 20, 25 and 30 years of service in the company, during the celebration of its

56th anniversary. The Chairman of the Board, Member of the Board of Directors and the Chairman of the Executive Board of Çelebi Aviation Holding Company, Cana Çelebioğlu stated that Çelebi was

founded in 1958 as the first private Turkish and European ground services company and all members of great Çelebi family contributed to its becoming the strong company that it is today.



## Gloria Sports Arena charmed!

An Özalp Holding tourism investment, Gloria Hotels & Resorts hosted the Chairmen of the International Olympic Committees, the Board Members of the Committees and their spouses at a dinner organized during the activities within the scope of the Sport Accord Congress, one of the most famous congress of the world of sports.

YATIRIMCILARIN  
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## TURİZM, OTELCİLİK & KONAKLAMA



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“Bu dinamik bölgenin yatırım potansiyelini ön plana çıkarmak için harika bir forum ve Türkiye’den ve farklı yerlerden büyük isimlerle sosyal ağ kurmak için olağanüstü bir fırsat.”

Johanna Devine

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Best Western

# CITADEL

HOTEL & RESTAURANT



## ARCANUS SIDE RESORT OPENED

Arcanus Side Resort, located in the Sorgun region of Manavgat, Antalya started its operations in the new season with its renewed face. General Coordinator of Arcanus Side Resort Hikmet Çetinkaya and the Director General Mustafa Kahraman cut the ribbon of the opening of the season together with the tourists staying at the hotel and stated that they expect a good season. They pointed out that the biggest advantages of Arcanus Side Resort will be its being located in nature's gift of Sorgun, continuity in quality and guest persistence.



*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*



## Sheraton Istanbul Atasehir signed for by Starwood Hotels & Resorts Worldwide

Starwood Hotels & Resorts Worldwide has come to an agreement with Cevahir Yapı Sanayi Turizm ve Ticaret for a Sheraton property in Istanbul; Sheraton Istanbul Atasehir, slated for 2015. President – EMEA, Starwood Hotels and Resorts, Michael Wale enthused: “We look forward to a long-term collaboration with Cevahir Yapı Sanayi Turizm ve Ticaret as we enter into our first hotel development together, further expanding our iconic Sheraton brand in Turkey.”



## Turkey to welcome Park Inn by Radisson Izmir in 2015

Park Inn by Radisson Izmir, Turkey, a brand new 137-room property, has recently been signed for by Carlson Rezidor Hotel Group. The new property, scheduled to open its doors in Q4 of 2015, brings Carlson Rezidor's Turkey portfolio to 12 hotels and 2,000 rooms in operation and under development. Commenting on the developments was president & CEO, Rezidor, Wolfgang Neumann: “Turkey is a focus country for our group where we aim to further strengthen our core brands Park Inn by Radisson and Radisson Blu together with experienced partners.” Park Inn by Radisson Izmir will feature a 270 m<sup>2</sup> all-day dining restaurant and lobby bar, three meeting rooms spanning a total of 200m<sup>2</sup>, a gym and a 45m<sup>2</sup> spa.



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## Corendon celebrated its anniversary with joy

Corendon Airlines and Corendon Touristic, under the Corendon Tourism Group umbrella celebrated its anniversary at their newly purchased Corendon Premier Solto Hotel, located in a unique bay in Çeşme Alaçatı, by having a vacation together with all its personnel during the weekend. During the anniversary gala night celebrated in Corendon Premier Solto Hotel, the company, employing 650 personnel, gave plaques to its personnel who have served it from the foundation of the business.



## A New Manager in the Crown Plaza Istanbul

The Crown Plaza Istanbul appointed the experienced tourism professional Ziya Altınay as the General Manager. Ziya Altınay, born in Afyon, has been in top management in the hotel business for many years. Also having the experience in inaugurations, brand development and renovations, Mr. Altınay has served in many posts nationally and internationally.



## AZERBAIJAN MARKET IS ENLARGING

The 13th AITF Baku Tourism Fair in Azerbaijan was organized on April 3-5. Officials of Azerbaijan Airlines, which carries 35K passengers to Antalya, indicated that they can launch flights to Gazipaşa should TAV make the necessary structural improvements there. Presenting 50 regions including Istanbul, Alanya, Antalya, Bodrum, Erzurum, Erzincan, Bayburt, Bursa and Afyon, the Turkish stand was installed on 153 m2. Zem Tourism (Istanbul), Hotelspro, MG Yachting, Adonis.com, Elposo Travel and İstanbul Seyahat Merkezi were also represented during the fair.



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