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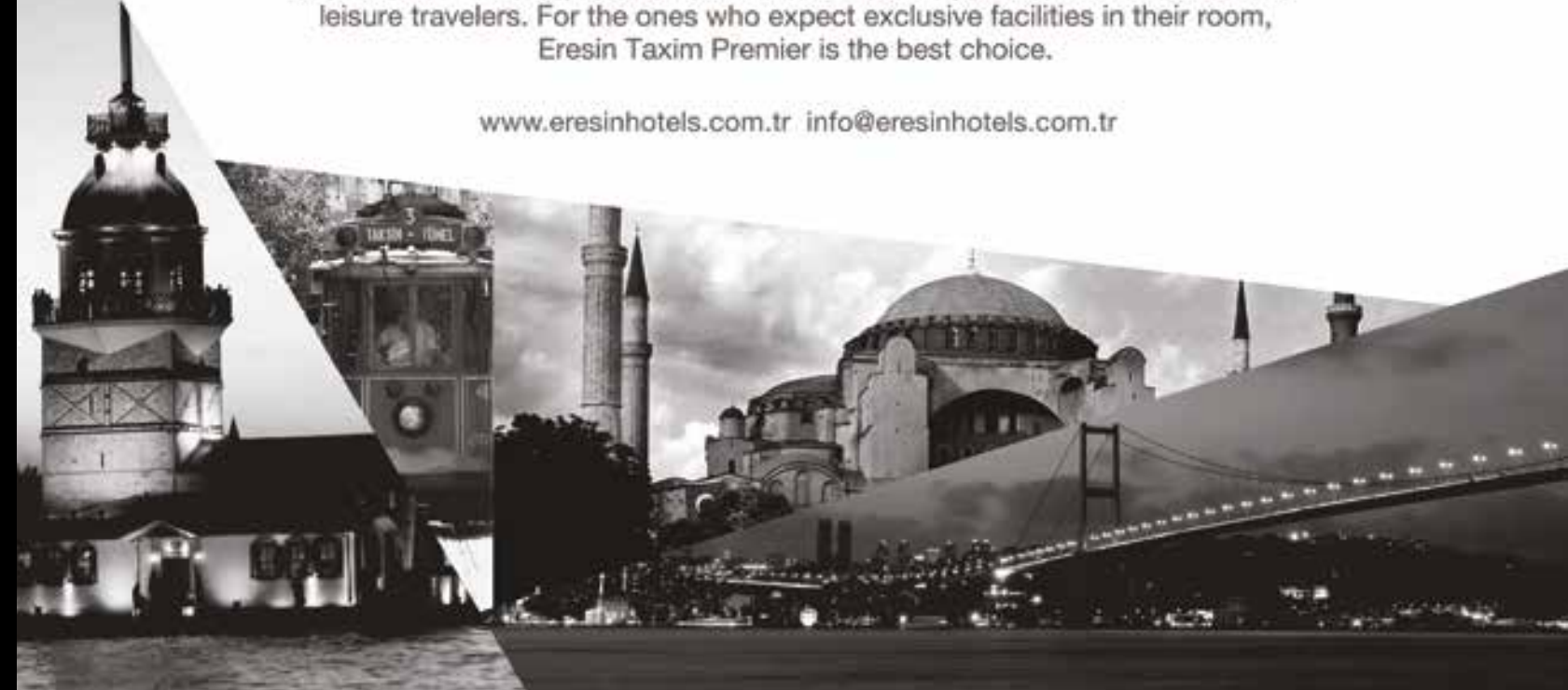
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Hello from Turizm Aktüel's special issue for ITB Berlin

We are in Berlin for the tourism arena ITB Berlin, the sector's biggest meeting. Bringing world tourism industry together, ITB Berlin Tourism Stock Market has great importance for the sector. This grandiose catwalk on which the participants introduce themselves, and their products, new trends make a debut and even new season tendencies are determined, also future strategies are formed has vital importance for the Turkish sector as well.

Like every year, Turizm Aktüel prepared a special issue in English for ITB Berlin Stock Market, which all actors of the sector have got ready intensely. As usual, as we represent the sector in Germany, with our news and special files we will contribute in Turkey's promotion.

Through the news and interviews hit ITB Berlin special issue, you will be in-the-know about portraits from İstanbul, Antalya, Capadocia, Çanakkale and İzmir, where tourism's heart beats; you will stay informed about newly-opened hotels, discover new city spots and get the freshest news in the sector. Turkish tourism's "Flagship" AYG Grup who put their signature in the sector with the brand 'Titanic', continue their investments in tourism without pausing. AYG Grup and Titanic Hotel Chains' Chairman of Executive Board Mehmet Aygün told us about Titanic Deluxe Belek, which counts the days to be put in service in Belek, and other tourism investments of the group. Umut Dülger, the Tourism Group Coordinator of the hotel, introduced the changing face of Palazzo Donizetti that was bought by Semerkand Yapı A.Ş.

Aydın Karacabay, the hotel's Chairman of Executive Board spoke to our readers about Sirkeci's indispensable Levni Hotel. With the interview we had with Point Hotel Taksim and Ramada İstanbul, you will discover these urban classics once again. When you get to know Assos' secret heaven Ida Costa and Karaburun Eco Hotels, you will feel sorry for not having known these two new eco hotels before. İstanbul's new meeting point Nixon Bosphorus Dry Hotel, however is told by the General Manager, Leyla Taşkın. In our ITB Berlin special issue, there is also some detailed information about the latest progress made in Kayakapı Project, which is initiated by Dinler Group and one of Turkey's new tourism gains that sets light to Capadocia's recent history.

Hasan Arslan
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KAYSERI MAYOR DREAMS OF MAKING ERCIYES A NEW DAVOS

Kayseri's Erciyes tourism center is set to become Turkey's number-one ski resort amid dreams by Mayor Mehmet Özhasaki to convert the mountain into a new Davos. When the master plan is completed, almost 200 kilometers of interconnected slopes will provide Turkey's largest non-stop skiing area

BARÇIN YINANÇ



Dinler Hotels is projecting to complete its 5* and 165 room hotel at Erciyes in November 2015.

the weekend and ski on Erciyes on weekdays - a move that would both benefit skiers due to fewer crowds on the slopes while also suiting local hotels, which can

benefit by filling their facilities during quieter times.

Some 120 million euros have been spent so far, and the fare to access the slopes is the cheapest in Turkey because it is currently subsidized by the municipality to encourage local visitors.

TOWARD A NEW DAVOS

The slogan of the tourism center is based on a word play, as the Turkish word "kar" means both snow and profit. The slogan, "The snow of Erciyes is becoming profit," reflects the entrepreneurial spirit of the city.

Kayseri is one of the strongholds of the so-called Anatolian tigers - conservative, pious entrepreneurs who have been dubbed Muslim Calvinists by some - that have boosted the Anatolian city's welfare by exporting products around the world.

The mayor hopes the tourism center will help Kayseri locals make greater contact with the wider world. But Özhasaki is also entertaining bigger ambitions for Erciyes.

As there are plans to construct Presidential Palace and State Guesthouses on the shores of the lakes on top of the valley, he said, "Why not Erciyes become a new Davos?"

When the management of the modest ski center on Erciyes Mountain in central Turkey was transferred to the city's metropolitan municipality in 2005, the local mayor gave orders to launch a promotion campaign to attract more visitors.

Shortly after, a conversation he had with a foreigner showed him that he had to do more than a simple PR campaign.

"After doing some exercise, I entered the sport saloon of the hotel and came across a lady," Kayseri Metropolitan Mayor Mehmet Özhasaki told a group of journalists last week. "As we started to talk, she told me she was the wife of a Dutch journalist who came to Kayseri to interview the mayor. She told me she had gone to the mountain but did not like it, so she came back to the hotel. I asked why? She said whatever came from the hand of God was beautiful, but whatever was man-made was ugly. She even complained that there were no toilets. I came out of the sauna and called my colleagues and said, 'We're stopping everything; right now, we don't even have a product to market.'" That is when the mayor embarked on a major strategy to change the face of Erciyes. A master plan was formed with the cooperation of an Austrian project consultant company, namely ATC.

The slopes and the lifts were installed

according to the latest technology, said Dr.Murat Cahid Cingi, the Chairman of Erciyes Inc., the company in charge of managing the ski resort. There are currently 13 lifts that run for a total of 21,300 meters, but there will be 20 lifts running over 35,000 meters by next year when the master plan is completed, officials said.

Erciyes offered a cumulative total of 58 kilometers of slopes to skiers last year, but once the master plan is completed, winter sports enthusiasts will be able to enjoy 200 kilometers of interconnected slopes, providing Turkey's longest non-stop skiing area.

As such, the Erciyes Tourism Center is set to become the biggest and most sophisticated ski resort in Turkey.

This spring, the construction of 21 additional hotels will start; some of which are slated to be finished by next season. For next year the bed capacity is expected to increase to 2,000 although the target is to reach to 5,000 beds when 21 hotels construction is completed within 2 years.

Dr.Cingi said they had already started participating in international fairs to promote Erciyes to foreign tourists.

Tourists will be able to visit Cappadocia during



Dr.Murat Cahid Cingi, Chairman of Erciyes Inc.



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Timur Bayındır

Timur Bayındır PRESIDENT OF TUROB AGAIN

In the 21st Ordinary General Assembly of Touristic Hotels and Investors Association (TUROB) held in Çırağan Palaca Kempinski members of administrative board, supervisory board and disciplinary board were elected.

Abdurrahman Arıcı, The Deputy Minister of Culture and Tourism; Hüseyin Avni Mutlu, the Governor of Istanbul; Kadir Topbaş, the Metropolitan Municipality Mayor Of Istanbul; Ghassan Aridi, the Head of International Hoteliers and Restaurants Assosociation; Kent Nyström, the European Trade Association of Hotels, Restaurants and Cafes (HOTREC); Temel Kotil, the General Manager of Turkish Airlines and Cumhuriyet, the Publicity General Manager of Ministry of Culture and Tourism; Timur Güven, the Head of TUROB and the sector's representatives were present at the General Assembly. Timur Bayındır, the only candidate nominated at the assembly was elected again. As TUROB's president, Timur Bayındır is to continue his duty from 2013 to 2016.

FULL MEMBERS OF TUROB'S ADMINISTRATIVE BOARD

1. **Timur Bayındır** - Harem Hotel
2. **Eşref Yıldırım** - İstanbul Royal Hotel
3. **Vedat Başaran** - Nar Lokantası
4. **Müberra Eresin** - Eresin Taxim Hotel
5. **Esra Değirmenci** - Ataman Uçhisar Hotel
6. **Taner Yallagöz** - Romance Hotel
7. **Banu Dedeman** - Dedeman İstanbul Hotel
8. **Levent Erdoğan** - Mydora Hotel
9. **Hasan Ekmen** -Barcelo Saray Hotel
10. **Armin Zerunyan** - Hilton İstanbul
11. **Kasım Zoto** - Armada Hotel
12. **Hediye Güral Gür** - Güral Sapanca Wellness Park
13. **Asli Pehlivanlar** - Zurich Hotel
14. **Dr.Faik Öztunç** - Turyid
15. **Ulustan Muhluoğlu** -Richmond İstanbul

In the speech Bayındır gave in TUROB's 21st General Assembly he entered as the only candidate, he declared "The tourism in Turkey is going well. We are the ones who play a part in this course as well. In fact, everything in Turkey is going better. A new airport for İstanbul is in the pipeline as well. According to the information dear Temel Kotil has given, Sabiha Gökçen is going to be used as Airport's international lines. So until the new airport is opened, we will heave a sigh of relief. I thank everyone for their participation".



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Lufthansa Group has transported 1.5 MILLION PASSENGERS FROM TURKEY



The total passenger number of Lufthansa went through 1 million in 2012. The planes of Lufthansa reached 86% of total passenger number in October, which is the highest score by now.

Bea Berke, General Manager of Lufthansa Turkey, said "Turkey has a strategic importance for Lufthansa Group. The score that we reached in 2012 are pleasing for us."



Airline companies within the scope of **Lufthansa Group** have broken the records in 2012 by their total number of passengers landing in Turkey. In 2012 more than 1,5 million passengers preferred to fly with Lufthansa, Swiss, Austrian Airlines and Germanwings.

Lufthansa Turkey General Manager Bea Berke has laid emphasis on Turkey's market and added: "Turkey has a strategic importance for Lufthansa. The numbers of 2012 are pleasing for us. We will provide sustainability in the field of reinforcing Lufthansa's position in Turkish market and developing new global strategies for the rapidly emerging sector". The General Manager Berke has continued to his speech as following: "We launch every week over 75 flights on Turkey-Germany line, and by 2nd January 2013 we enriched the service content with Turkish kitchen. YESAM - Culinary Art Center, member of Turkish Cultural Foundation, gives special attention while preparing the menus offered in our planes. The menu is prepared at the premises of LSG Sky Chefs, world's greatest airline catering company". Lufthansa Global: Lufthansa Group was able to consolidate its efficiency in 2012 by its forceful capacity management. Last year over 103 million passengers gave preference to airline companies of Lufthansa Group. While carrying approximately 2.5 million people in between January-December 2012, Lufthansa, Germanwings, SWISS and Austrian Airlines increased their total number of passengers by 2.4 percent compared to the previous year. With the flexible capacity management adapted correspondingly to this increase, the offered seat capacity augmented by 0.6 percent in 2012; on the other hand, the sales of airline companies increased by 2.2 percent. Thus, the capacity utilization rate of throughout Lufthansa Group increased to 78.8 percent rising by 1.2 percent. Lufthansa Airlines holds the share of 74.7 million people in the total number of passengers. Thus, the number of passengers who give preference to Lufthansa augmented by 2.4 percent. Especially there is a characteristic increase of passenger number in Near East/ Africa and Europe. On the other hand, flight numbers were cut in on by 1.3 percent. However, the seat capacity was increased by 0.2 percent by means of using larger planes and the offered seat number sold over the offered kilometers. While the sales increased by 1.3 percent, the capacity utilization rate reached to 78.1 rising by 0.8 percent.


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World speaks now about Kayakapı Project

Featured on Natonal Geographic Channel's "World Heritage" documentary, Kayakapı Premium Caves - Cappadocia will open it's first exclusive 16 rooms on 1st of May 2013 as "Soft Opening".



Yakup Dinler

Lighting up the present history of Cappadocia, the project of "Kayakapı Cultural and Natural Environment Protection and Revival" has come to be accomplished. Initiated by Dinler Hotels and by support of UNESCO and World Heritage Center this long-term project will open doors for accommodation on 1st May 2013. Kayakapı Project has attracted the attention of International media; National Geographic Channel that has considerably mentioned about this project during their Cappadocia documentary emission. This programme has a great repercussion all around the world. Vice President of Kayakapı Tourism Investment Trade Inc. Yakup Dinler mentions that this project is among the most important projects in the world that will become affective for the tourism sector of Cappadocia.

Expressing that cultural tourism will become more efficient by the end of this project, Dinler declares "Presenting the most efficient example of human life's history in Cappadocia region, Kayakapı was one of the projects that we always dreamt to realize some day. In this land that we rented for 49 years properly to Build Operate Transfer Model of Ürgüp Municipality, we have already held most of the cleaning, conservation and restoration processes. Gathering the history of Rome, Byzantine, Seljuk, Ottomans and the Early Republic Kayakapı Project is the pride of Turkey, which is a country, considered among the best tourism and historical regions. Under the commercial name Kayakapı Premium Caves - Cappadocia, the project will be ready to welcome its guests with its 16 rooms by the date of 1st May 2013".



General View of "Koylu Mehmet Evi", a room which is 85m² in size with separate living room and an "indoor pool" inside the room

Yakup Dinler added that by the accomplishment of Kayakapı Project, they will reach 220/250 room capacity and they will provide employment for at least 500 people.

KAYAKAPI PROJECT, WHAT IS IT?

Kayakapı neighborhood, first settlement in Ürgüp and known as "Landowners' Neighborhood", will regain its old hilarious days. Located over an area of 2.7 hectares, Kayakapı neighborhood had been abandoned completely in 1984 and those living in the area moved to different region. Since being announced as one of the cultural heritage of

UNESCO in 1986, this neighborhood has been put under protection included to "Göreme National Park and Cappadocia Valley". Important to be the one and only region that owns the social, cultural and historical values of Roman, Byzantine, Seljuk, Ottoman and early Republic periods, Kayakapı neighborhood is surrounded by 421 particular monuments. The project held in Kayakapı neighborhood has the characteristic of being the single international sample in its own field. Some parts of structures under Ürgüp Kayakapı Project will be evaluated for the construction of natural museum. On the other

hand, traditional handcrafts which come from past to present will be kept alive. As a "model project", Kayakapı Project has a considerable importance for forming the future of tourism in this region. Representing the life style of Cappadocia at all points, Kayakapı neighborhood will contribute functionally not only to Cappadocia's tourism but also to whole Turkish tourism sector. Kayakapı Project is also essential from the point of renovating living areas of Muslim and Christian societies who lived in peace for ages in this region and reintroducing to tourism sector.



Bed Room view of "Koylu Mehmet Evi"



Living Room view of "Koylu Mehmet Evi"

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The winners of **DEDEMAN** PROJECT CONTEST receive their awards

The awards of “**Mehmet Kemal Dedeman Research and Development Project Contest**”, which is arranged periodically every year in respect of the commemoration of Mehmet Kemal Dedeman the founder of Dedeman Holding, have been presented to the winners. **HALİL TUNCER**



14 academicians were awarded by the 9th “Mehmet Kemal Dedeman Research and Development Project Contest” in the category of mining and tourism at the ceremony held in Dedeman Hotel. A great number of invitees have attended the ceremony. At the night the Executive Board Chairman of Dedeman Holding Murat Dedeman declared “At his 15th anniversary of passing away we commemorate with love, gratitude and nostalgia our dear father Mehmet Dedeman, who started his own business at a very young age, founded with his passionate heart one of Turkey’s most powerful companies and left to his family, workers and to the new generations irreplaceable and unique values”. Vice Chairman of Dedeman Holding Executive Board, Nazire Dedeman Çağatay gave a speech at the ceremony night and declared “As the

children of Mehmet Kemal Dedeman, who broke many grounds in mining and tourism sector, we experience once again tonight the pride of holding “Mehmet Kemal Dedeman Research and Development Project Contest” for 9 years”.

WINNERS OF TOURISM CATEGORY

Erol Karabulut won the best prize by his project “Service-Oriented Reciprocal Marketing in Accommodation Sector”. Second winner was Serkan Karahatay with the project “Social Media Usage As A Marketing Tool In Hotel Management - One Model Proposal For Hotel Marketing”. Asst. Prof. Dr. Özlem Köroğlu, Prof. Dr. Cevdet Avakurt and Asst. Prof. Dr. Ahmet Köroğlu were awarded at the third place with their project “One Model Proposal For Efficient Usage of Internet In Hotel Management and Marketing”. The academicians Prof. Dr. Ahmet Hakan

Onur, Prof. Dr. Halil Köse, Prof. Dr. Ercüment Yalçın, Assoc.Prof. Dr. Gürcan Konak, Assoc. Prof. Dr. Hayati Yenice, Asst. Prof Dr. Doğan Karakuş, Asst. Prof Dr. Alper Gönen, Res. Asst. Mehmet V. Özdoğan and Res. Asst. Abdurrahman Tosun have received the best award for their project “Researching Precautions For Mine Fires in Underground Coal Mining Activities - Gli Tunçbilek Ömerler Mechanized Underground Mining Regulation”. The second award has been given to the project of Dr. Özlem Bıçak “Oxidation Degree Calculation of Sulphur Ore Minerals and Its Effect on Floatation Performance”. The third award went to Dr. Mete Kun for his project “Tunnel Excavation, Fortification and Projection Parameters in Deficient Rocks and Faulted Zones - The Sample of Izmir Metro Project”.



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LEGENDARY HOTELS ON STAGE AGAIN

Yeşilçam films' indispensable place, Büyük Tarabya Hotel has been reopened with the name The Grand Tarabya.



Bora Göymen
İzzet Bayraktar
Deniz Ömürçölüşen



Turkey's one of the first 5-star hotels, Büyük Tarabya Hotel, once bought by Bayraktarlar Holding entered into the process of construction and was opened being called as The Grand Tarabya. Having been put into service in the beginning of 1900s and called as Tarabya Tokatlıyan Hotel back then, Büyük Tarabya Hotel, which was reconstructed by the government subsequent to the fire broken out in 1954 was opened as Istanbul's third 5-star otel in 1966 and gained an indelible place. Büyük Tarabya Hotel, which was taken into privatization when it used to be public property was purchased in 2006. Gaining a world-wide recognition, Büyük Tarabya was once as Turkish films' indispensable set....

MY WIFE SAW ME OFF SAYING "I HOPE YOU CANNOT WIN"

Bayraktar Holding's Chairman of Executive Board İzzet Bayraktar, who gave a speech in the press conference held in respect of the hotel's opening, by stating that Tarabya Hotel had become a really important value along with its history so far said "It turned to be a place in which not only Istanbulers but also guests who come here from all around the world but also the ones from Turkey experience unforgettable times. The news announcing that the hotel, which had been out of service for a long time was put up for sale excited me so much. During the auction process, by offering the highest bid among the other nine companies attended we were the one who won it. That auction which I participated secretly without telling my children was so important to me. The only thought I had while participating in that auction to which my wife had seen me off saying "I hope you can't win" was to make such a hotel stay national, as an important cultural heritage." By stating that the interest foreign hotel chains have in Tarabya Hotel continued during its reconstruction, "For the rebirth of Tarabya hotel, we worked day and night for four years" said Mr. Bayraktar.

VETERANS OF YEŞİLÇAM TO COME TOGETHER AT THE HOTEL

"Investing 350 million dollars to build The Grand Tarabya Hotel, we put it into service with 248 luxurious rooms with unique view, design, historical texture and international service standards" said The Grand Tarabya Hotel's General manager Bora Göymen once having stated that they were aware of the fact that they took over an important history and heritage when they bought it. Mr. Göymen, who remarked that Tarabya Hotel has a special place not only in Istanbulers' heart but also in Yeşilçam's stated that "The hotel was stuck in memories as being the set of those countless films in which Turkish cinema's most important actors used to play leading roles. Having taken over such a premium, in addition to the infinite pride it gives, bearing such a tradition brings an important responsibility. Hence, I'd like to state that as Tarabya Hotel, we will continue honouring both Yeşilçam and any actor or veteran once was occupied in anything related." Mr. Göymen also added that this year they aimed about fifty percent occupancy.

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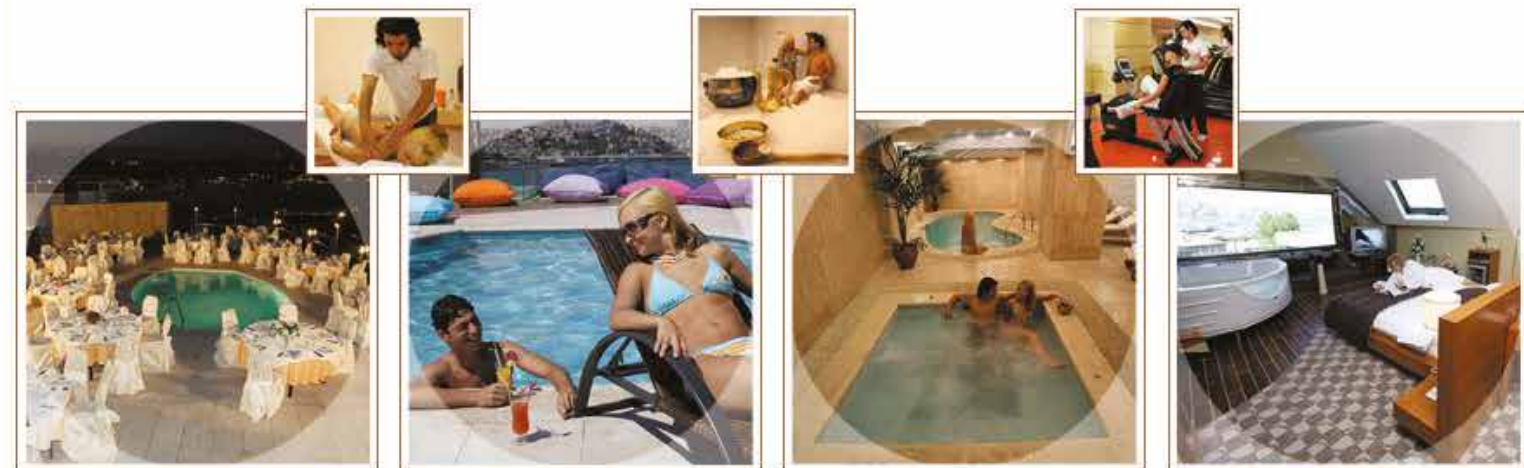


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Bringing business and art worlds together in Istanbul, which connects two continents to each other, Nixon Bosphorus Dry Hotel has become one of the indispensable meeting points of the city. The hotel whose General Management is run by Leyla Taşkın, one of the successful names in the sector, is assertive not only about the field of accommodation but also food.

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Leyla Taşkın



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ROOM RATES IN TURKEY AND EUROPE!

According to the report come by comparing data gathered in February 2012 and January 2013, it has been seen that in room rates in Istanbul and Ankara there is a drop up to 8% when compared with January. However, in room rates all across Turkey it is seen that there are rises up to 55%.



Trivago, the hotel prices comparison website that helps you compare over 600 thousand different hotel prices, has published February's "trivago Hotel Price Index" (tHPI) report. In the list elicited by using data on www.trivago.com.tr, it is seen that in 2013's February, hotel rates have risen all across Turkey.

In the beginning of January, with the price of TL458 for a standard double room, Uludağ comes first among the highest rated places. With a TL 363 priced standard double room, The runner up city following winter season's favorite Uludağ is Marmaris. While winter season's other important places Sakarya and its nearby places come third with their TL 337 rated rooms, they are followed by Belek with TL308, Nevşehir with TL284 and Bolu with TL270. In February, the places with the lowest priced double rooms generally have been the touristy districts situated by the sea. Although the double room prices haven't been changed in Patara, in Antalya's Patara district, the town becomes lowest priced touristy district of February as a result of TL71

priced standard double rooms. The room rates following Patara are TL98 in Ayvalık, TL100 in Kumluca and TL119 in Kuşadası.

CHANGES IN JANUARY 2013:

When we look at the changes in standard double room rates in January, it is seen that there have been rises in most of the hotels all across Turkey. The place with the highest increase in price, with its 55% rise, was Göcek. While Safranbolu, where standard room price per night rose to be TL167 came second with an increase of 29%, İçmeler came third with its 26% rise. Mersin with 23%, İzmir with 22% and Çanakkale with 18% are among the other places where hotel rates have risen. With 51% decrease, Kemer became the place where



Turkey's standard double room rates have shown the biggest drop rate. With 20% drop Dalyan, with 16% drop Belek and with 16% drop Bolu's hotels are followers of Kemer.

RATES IN EUROPE:

In the beginning of January, the city with the highest increase in prices has been Venice. In February 2013, Venice became the city where the highest increase was seen. Double rooms in Venice became €152 with a rise of 29%. The runner up European city following Venice with its highest increased rates in standard room prices was Barcelona with 28%. Valencia came third with 11% increase. Even though there aren't huge changes seen in room rates in European cities, there have been a rise of 10% in Stockholm, 9% in Dublin and Brussels, 6% in Edinburgh and 2% in Milano. The city with the biggest drop in January was seen in Latvia. In Riga, where a 31% drop was seen the hotels room prices became €64 on average. While it was with 26% Prague, also with 19% drop Florence which followed Riga in the biggest drop rates, with 8% drop Istanbul became the seventh city.

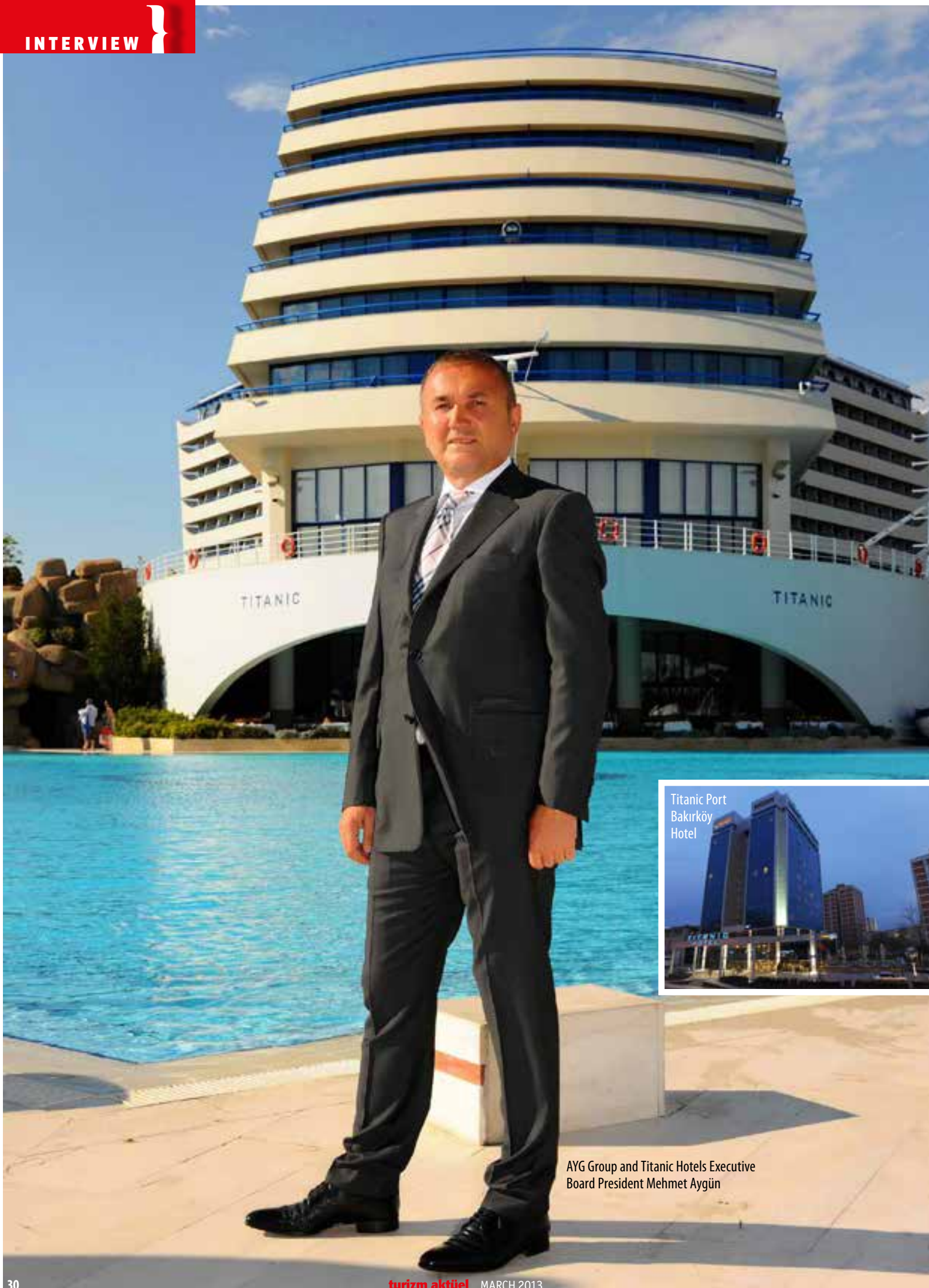
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AYG Group and Titanic Hotels Executive Board President Mehmet Aygün

AYG Group and Titanic Hotels Executive Board President Mehmet Aygün:

We set sight on building 10 HOTELS EVERY YEAR

Titanic Deluxe Belek will build up the 9th circle of Titanic Hotels. We will welcome our first guests by the beginning of April. Titanic Deluxe Belek is a combined project which brought together many tourism professionals. **HALİL ÖNCÜ**

The “flagship” of Turkish tourism, AYG Group keeps investing in tourism sector with its brand “Titanic”. Getting ready to start a new season by launching Titanic Deluxe Belek, AYG Group aims to build 10 hotels per year both locally and worldwide. AYG Group and Titanic Hotels Executive Board President Mehmet Aygün shared with Turizm Aktuel their new investments, targets and expectations for 2013 and mentioned about Titanic Deluxe Belek, which is stirring up the sector.

we know very well how is difficult to manage with hotels of both categories and are aware of how to find solutions. Titanic Deluxe Belek is a combined project which brought together many tourism professionals. We have achieved to launch the most successful concept in Titanic Deluxe Belek. With its meeting and conference rooms, SPA center and bazaar and by its settlement area, Titanic Deluxe Belek is a resort that will contend against international hotels. Every hotel has its own SPA center but ours is

The sizes of our rooms are changeable from 42 m2 to 75 m2. There are totally 17 villas of 3+1 and 2+1. Every villa has its own swimming pool. We provide 84 family rooms. Titanic Deluxe Belek is featuring breathtaking views like as splendid as it's painted by a master artists. In touch with forests, the hotel is surrounded by golf courses, rivers and sea. AYG Group built this very special hotel in this privileged area bestowed by the God. We are so happy and proud of it. We are going to open doors for our guests in April 2013.

Titanic Port Bakırköy Hotel



Titanic Beach Lara Hotel



Titanic Deluxe Belek Hotel



Titanic Business Kartal Hotel



Arousing the joy of tourism sector, Titanic Deluxe Belek will be opened in April. First of all, we would like to know what are your feelings and thoughts about this project. Then, could you introduce to us your new investments?

Titanic Deluxe Belek will build the 9th circle Titanic Hotels. We will welcome our first guests by the beginning of April. As AYG Group we are proud and happy and also we are pretentious for the next projects. Titanic Deluxe Belek must be considered as a sample investment by the means of tourism sector. As we operate both city and resort managements,

located in a dramatic land of 12 thousand m2. We own a SPA center that can contest with international SPA centers and we are notably assertive about this issue.

What makes Titanic Deluxe Belek different among its counterparts is that it has a shopping center where you feel yourselves in Nişantaşı, Istanbul. World's leading brands' boutiques, cafes and other managements will take a part in our shopping facilities. Besides, there will be a corner that will recreate the atmosphere of Kumkapi. Sport, Bar and Disco and other entertainment services will also create a world of differences.

Could you give some more information about investment value of Titanic Deluxe Belek? Also, why did you prefer Belek for that splendid hotel?

Until today we have made an investment of 120 million Euros. There is a pie chart of 30 billion Dollars in Turkey's tourism sector. The 60 percent of this pie takes shape in Antalya. And the best 5-starr hotels are located in Belek. That's why we have decided to invest in Belek. **AYG Group makes mark on tourism sector with the brand “Titanic”. What is the exact secret of this achievement, which keeps increasing every passing day?**



Titanic Comfort Mitte Hotel



Titanic Business Bayrampaşa Hotel



Titanic City Taksim Hotel

You succeed if you do your best in your job, if you have an open mind and if you never forget that you're on a competition. We constructed our three hotels in Germany. There are six hotels in Istanbul and two in Ankara. Our future target is to open hotels in Anatolia. We desire to spread the quality of Titanic to Anatolia. We intend to open hotels in Kocaeli, Afyon, Eskişehir and Izmir. Actually our group aim to invest on 10 hotels every year. Our group is featured by its professional crew. We are continuously on the job, we work without stopping, and we always run after doing better than this. We are always in search of how we should render the better service and how we can be more successful. There are lots of hotel chains on the world.

AYG group is like a big family where everyone works for common objectives. It's not easy to create that kind of synergy. How did you achieve that?

The success is a product of teamwork. We are a big family that goes after a common goal. Our group gets a pleasure out of employing thousands of people. By the beginning of April 1100 people will start work in Titanic Deluxe Belek. From now on they will embrace this enterprise. They are actual owners of this hotel. **What are your expectations and targets for 2013?**

I expect that 2013 will be better than 2012. 30 thousand beds will be added to bed capacity of Antalya region by the opening of new hotels in Alanya, Side and Kemer. This means that

However, everyone should be careful about reaching the highest service quality. We should plan how to reach 50 million tourists. We should work harder to increase the number of incoming tourists. 10 years ago we couldn't even imagine that kind of success. From whence we came to these days. That's to say, if we work better we succeed. There are lots of markets that we haven't gone yet. 11 million tourists come to Antalya. Should this tourist come only for the sun? We have lots of other values drawing the attention of tourists. What matters most is how we put these values forward. Football tourism brings 60-70 million Euros. It is a great success to host 2 thousand football teams in Antalya in 3 months. We should diversify that kind of opportunities.

The next target of AYG Group is to build minimum 10 city hotels per year. After **Titanic Deluxe Belek**, we are planning to open a new hotel investment in Istanbul which is going to be worth the 10 hotels. We aim to launch in a short time the other investments in Anatolia.

Some of them hold the management of three or five thousand hotels. Why a Turkish company isn't able to reach that kind of success? The foreign companies that achieved it are not more than we are. Even they have deficiencies more than us. We are always one jump ahead of foreign countries in service quality. The 75 percent of hotel management is formed by service, in other words food and beverage. Our group has such kind of principles that we will never abandon. Discipline comes first. Then, service quality is another must for us. We haven't had difficulties on these principles yet. We will become again a byword with Titanic Deluxe Belek and create a tremendous impression in the entire world.

30 thousand tourists will come to our region. Hence, as members of this sector we should do our best. Everyone should do their part. There is the fact of word-of-mouth advertising. Every guest who mentions about their satisfactions can bring new customers to the hotel. And that is how we can fill up these 30 thousand beds. We should think how to bring over 50 million tourists in Turkey. The much higher demand, the more rising price rate. Instead of searching for new ideas, we should work harder and create a vision.

Rapidly increasing bed capacity in this sector brings about new concerns. What is your opinion about this issue?

I am not against the increasing bed capacity.

Could you give more information about the future investments and new targets of AYG Group?

The future target of AYG Group is to open 10 hotels every year. After Titanic Deluxe Belek, we are planning to open a new hotel in Istanbul which is going to be worth the 10 hotels. In addition to the opening of Titanic Deluxe Belek in April; extension will continue in Berlin with two more investments, one with 400 beds capacity and the second with 230. We aim to carry out our hotel investments as soon as possible in Anatolia. In the meantime, we take into consideration to open city hotels in Paris, London, Amsterdam and Moscow.



Our facilities and service quality MAKE US DIFFERENT

Grand Haber Hotel, one of the most preferred hotels in Kemer Antalya, is rapidly getting ready for the new season, says the General Manager Metin Peltek.

HALIL ÖNCÜ



"There is a blowup in early reservation. We are rapidly getting ready for the new season", declares Metin Peltek.

While decreasing German and Dutch markets in Kemer, the interest of Eastern Europe and new members of European Union is gradually increasing, declares Peltek and adds that the early reservation breaks the records in Russian market.

"European market is on a decline in Kemer for a while. We work on taking concrete steps in order to regain the European market. This market is not only composed of Germany and Holland. As the matter of fact, the highest rates come from Germany and Holland. However, we receive a great demand from other European countries and new members of EU. This year we receive an unexpected early-reservation demand especially from Russia", declares Metin Peltek. Pointing out that hotels in Turkey are much more successful in service quality and price rather than their opponent countries, Metin Peltek declares "Our facilities and service quality make us different and superior than other brands. Those who pass over our country one time, they can't ignore us the other time. It is very pleasant that the demand is gradually increasing. The high rates of tourists, who show continuity, are very affirmative for the future".

Expressing Eastern European countries discovered the beauties of Kemer and they will never stop coming, Peltek says "Kemer attracts intensively the attention of Latvia, Serbia, Kosovo, Hungary, The Czech Republic and Moldova. Especially these markets come to Kemer with last-minute reservations. The most important characteristic of German and Dutch markets is that they prefer early reservation system. But last-minute lovers show a great interest in Kemer."

Underlining the breaking record of early reservation in Russian marker, Metin Peltek declares "The blowup in early reservation in Russian market actually reached a considerable number. These rates show that the season in 2013 will go well thanks to tourists from Russian market. The first impression in European market is considerably positive. The European market will go well this year, too. The numbers of Russian market show that 2013 will go better for tourism sector."

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The Madison Hotel has joined forces with **RAMADA**

After joining forces with international acclaimed hotel chain Ramada, we have improved in guest satisfaction and loyalty.

HASAN ARSLAN - HALİL TUNÇER

Setting a higher standard in Istanbul by its guest satisfaction rate, Ramada Istanbul Taksim Hotel offers to its guests a peaceful, modern and comfortable accommodation in an ideal city center location. And we are talking about Ramada Istanbul Taksim Hotel that is none other than The Madison Hotel, actually well known by Istanbul lovers. Rendering service in Taksim Talimhane for 15 years, The Madison Hotel has joined forces with Ramada Istanbul Taksim since the 1st October 2012. In other words, the quality of The Madison Hotel has been crowned with the success of Ramada. The General Manager of Ramada Istanbul Taksim Hotel, Ali İmdat Uçar has talked to Turizm Aktuel about the period of renovation and following issues.

Serving as The Madison Hotel for many years, you have decided to join forces with Ramada Istanbul Taksim Hotel in the later months of last year. Why did you go for that modification?

The Madison Hotel survived 15 years. Ultimately "The Madison" is a local name. While rendering service as a family hotel, The Madison Hotel decided to join forces with an international acclaimed hotel chain brand correspondingly to the changing face of Taksim region and since the 1st October 2012, we have welcomed our customers with the name of Ramada Istanbul Taksim Hotel. We don't have promotion based difficulties in the international market since Ramada is an acclaimed hotel chain worldwide. Thus, we don't lose time for thinking about promotion campaigns. We use this potential and knowledge on improving the service quality of our hotel. If you are included to an internationally acclaimed hotel chain, you gain that specified

quality of its own accord; this brings a kind of discipline to the management. Thus we both don't waste our energy and provide added value to our corporation due to the internationally acclaimed brand value of Ramada. As a community, of course, we were looking forward to benefit from the corporation of an international hotel chain. Likewise, we benefit from the central booking system of this chain right along with its standards and service quality.

How was the first reaction of your guests when you started rendering service by the name of Ramada Istanbul Taksim Hotel?

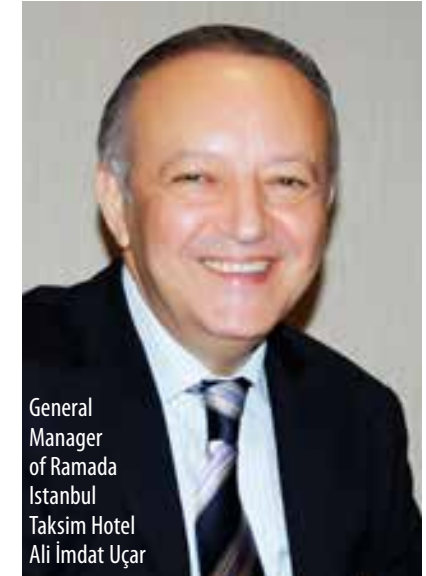
Our commitments with the previous guests have been continuing since the renovation. After becoming Ramada, we have reinforced both the guest loyalty and satisfaction. Being Ramada Istanbul Taksim Hotel has been perceived much better by our local and international guests. The first comments of our customers were ever so much positive although just 5 months passed after the rebranding.

If you compare Ramada Istanbul Hotel and The Madison Hotel, what is the greatest difference between these two names?

The most important thing is to be included to an international hotel chain. While preparing to this renovation, we have enriched our hotel from lobby to rooms, from kitchen to our general service policy. As Ramada Istanbul Taksim Hotel, we keep rendering service with our professional employees, international standards and our high service quality. Being included to an international brand provides more discipline and sustainability.

Could you explain with the main lines the renovation period in your hotel?

To be honest, we have passed a very serious renovation period. Briefly, we have changed



General
Manager
of Ramada
Istanbul
Taksim Hotel
Ali İmdat Uçar

Our commitments with the previous guests have been continuing since the renovation.

everything. The walls, beds, carpets, wallpapers, illumination system, furniture and all the architectural style were redesigned. The previous hotel was like a family hotel. But now we have completely become a business hotel. For example, we have removed the make-up tables and installed work tables and provided internet access.

The rooms were redesigned exactly determined



according to the contemporary architecture. Meanwhile, by removing the big furniture from the bedrooms we have had got more space for more comfortable and more luxury appearance. The bathrooms were renovated with glass designs in the bedrooms, which were repainted with soft and glamorous colors. In the new restaurant with the winter garden, we offer a new menu connected with the Ottoman kitchen. The utterly different bar and the cozy café combine the lobby with the street. The position of the lobby has changed and the meeting halls were increased. All the halls were redesigned and they reached much more modern and practical atmosphere. As a result, our hotel has been renovated by an eco-modern design that gathers together the city life, culture, entertainment, shopping and comfort. Redesigned entirely, our hotel also has got the Greening Hotel Certificate.

Here at the new Ramada Istanbul Taksim Hotel we offer 110 rooms, 5 meeting halls and a reconstructed technology room. The meeting halls welcome from 12 to 100 people. Our guest can freely benefit from our Turkish Hammam, closed swimming pool, sauna, steam bath and gym club. As well, our famous chef Aydın Usta has prepared a new menu for us. We preferred local tastes while organizing our menu based mainly on Ottoman kitchen. Besides, our guests share their pleasure of having tasted these unique tastes.

What is the most important characteristic of Ramada Istanbul Taksim Hotel which makes it different from the other hotels in this region?

As Ramada Istanbul Taksim Hotel, we are the only and one hotel in Talimhane which belongs to a hotel chain. Following us, some other hotels are also planning to join forces with international hotel chains. As I've mentioned before, we have improved our service quality since we joined with the hotel chain Ramada. Belonging to an



international brand has increased our value. **As a hotel, how did you close 2012? What do you expect from 2013?** The foreign tourists form approximately the 75% of our guest profile. At the first place come the tourists from European countries as Italy, Spain, France and England. Second are the tourists from Middle Eastern countries and in the third place come our guests from South America and Far East. Our national guest capacity is 25%. For the next year our aim is to increase this number. The 40% of the customers comes to our hotel for international congresses or for business. The other 60% is formed by the tourists coming to Istanbul for cultural tourism. Taksim- Talimhane attracts the attention of local and foreign tourists. As it's well known, Talimhane has a

Since Ramada is an international acclaimed hotel chain, we don't encounter any promotion difficulties in the international market. We expend our energy and sectorial background on improving the service quality of our hotel.

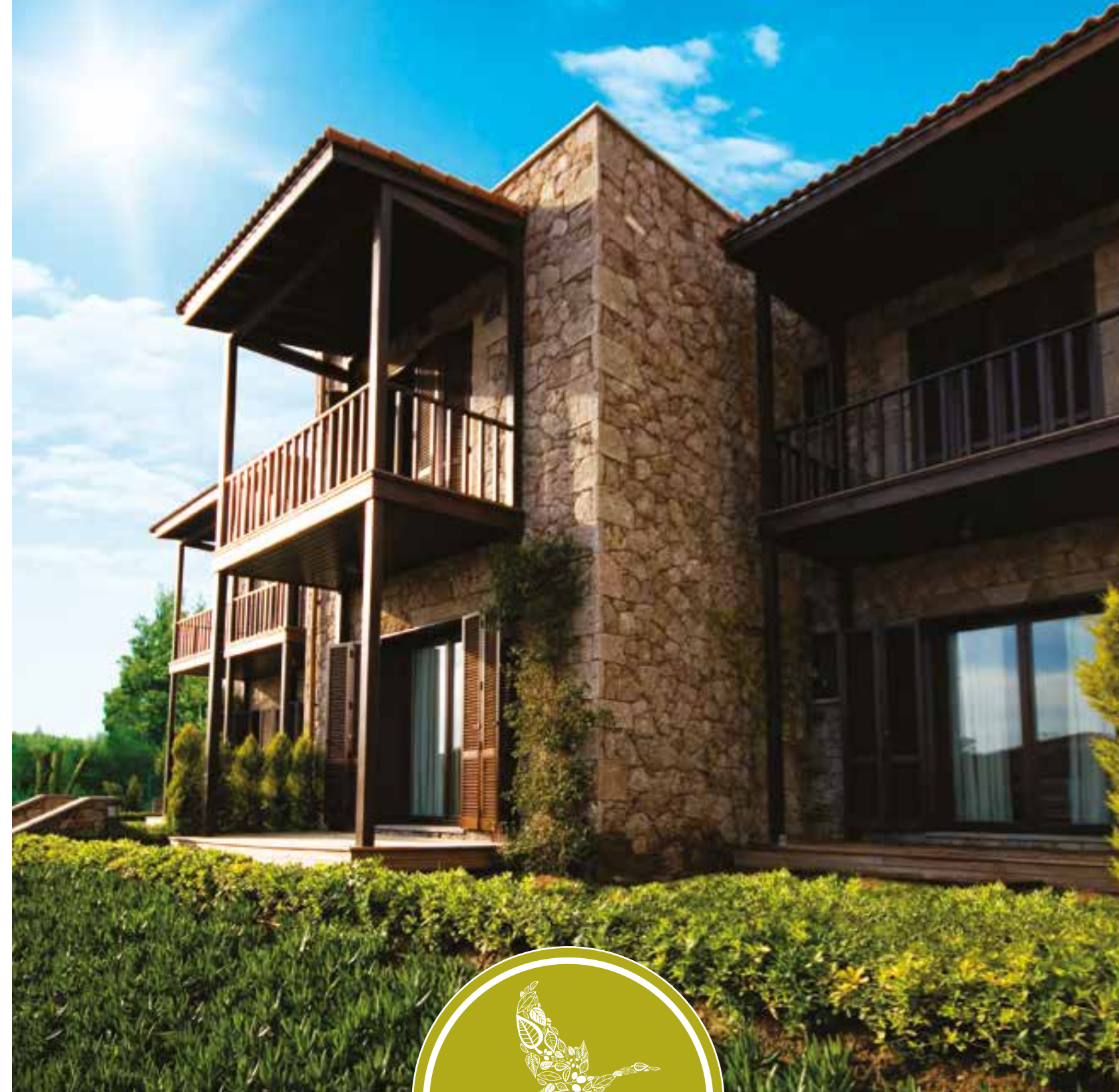
serious bed capacity. Taksim is a rich place for food and beverage and for entertainment. For example, approximately 1500 entertainment centers give service in Istiklal Street. The region where we are situated is the heart of this city. Thus, nowadays tourists run on our hotel. We had good results in 2012, we hope that 2013 will be successful as last year. The tourist number which comes to city will continue growing. However, there would be a small amount of decrease in hotel occupancy rate because of new hotel opened in the region and their increasing bed capacity. Considering the situation of our hotel, we aim to reach 75-80% occupancy rate for this year. We will go towards new markets as USA and Far East besides our present markets. Meanwhile, our

neighbor countries are an absolute must for us. The unrest with Turkey's neighbor countries affects the tourism sector as well. If we didn't have problems with our neighbors, the year of 2012 would have been the golden age of Istanbul.

In recent years, the capacity of Atatürk Airport has been increased according to the new-opened hotels in Istanbul. Thus, Turkish Airways (THY) made the decision to transfer some of its flights to Sabiha Gökçen Airport. Briefly, our city should work on developing better airport solutions. If that capacity doesn't increase, we will have problems in the next years. We know that sometimes planes have to wait at least 30 minutes for landing on Atatürk Airport. In 2013 the tourist will keep coming to Istanbul, world's attraction center. Meanwhile, for the sustainability of tourism in Istanbul the responsible forces should take immediate precautions against commissioners and selling real estate on internet. This is a very serious and urgent issue for our city.

Who is Ali İmdat Uçar?

After 14-year-old teacher career, I've decided to get down to tourism sector by entering The Madison Hotel Group. I've been working as a general manager in The Madison Hotel for 25 years. I'm still on the same position after the renovation to Ramada Istanbul Taksim Hotel. For a while I was member of TUROB's executive board. As a part of my pedagogical career, I took part in some projects of Education Committee of TUROB. I also participated in some works as tourism profession promotions and vocational training level determination with TUROB and AKTOB. I worked with Ankara Central Vocational Competence Foundation. I'm still a member of TUROB's Education Committee.



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We have raised the bar of INVESTMENT IN THE REGION

Levni Hotel was built as a front facing two really significant streets with historical characteristics. In the decoration of the hotel, we adapted the old's magnificence into today's dynamism.

HASAN ARSLAN

Levni Hotel creates its difference on its own. It's Sirkeci's only hotel with two lobbies. It was put in to service in 2010. Saying that Levni Hotel gained a new vision for tourism investors in the district and it raised the bar of investment, Aydın Karacabay, the Levni Hotel Chairman of Executive Board, told Turizm Aktüel readers about the hotel, which combines traditional style and modernism and with the name it carries, greets Ottoman times.

Could you tell us about Levni Hotel's journey? How did the idea of Levni Hotel come up, and when did it go into action?

Levni Hotel was born in 2002. That year, we bought the land that was right next to Istanbul Governorship and was used as a car park. Later on we acquired two separate buildings located in Ebusuud Street and Ankara Street. So that, the foundation of Levni Hotel on the basis of idea was laid. After a project process that took 5 years and the procedure of taking bureaucratic permissions, in 2008, we laid the base of the hotel. The construction took 2.5 years. In September 2010, we inaugurated. Subsequent to the inauguration, we received

lots of positive comments. Levni Hotel gained a new vision to tourism investors in the district, and in the sense of investment quality in the district, raised the bar a bit higher.

Could you shortly describe the hotel?

Levni Hotel was built as a front facing two really significant streets with historical characteristics. These are Ebusuud, our north entrance and our south entrance Ankara Street, the one which is now closed to traffic because of the current Marmaray Project. When the project is completed, our main entrance will be Ankara Street. The subway stop whose construction is going on was planned to be in front of the hotel. When it is over, it will make lots of contributions in a positive way. In the hotel, there are 75 rooms. 35 of them are deluxe executive superior and suites, 40 are standard. Yet, standard rooms are very sufficient as well. There are 3 fully-equipped meeting halls in the hotel. 100 people have the opportunity of organizing a dinner or a meeting at the same time. Besides, we are capable of organizing cocktails for 160 people standing. There is a 100 person capacity, 1st class

restaurant available. We are assertive about Ottoman and Mediterranean kitchens. In addition, we are one of the rare places that provides spa service in real terms, successfully and with great care. The spa in Levni Hotel is run by a professional company. Each massage is carried out by massagers that come from the country it's originated. Closed swimming pool, sauna, Turkish Hammam and adventure showers are in our guests' employ as well.

Could you tell us about the rooms in the hotel? For guests' comfort, which services do you offer?

Modernized without parting tradition, the rooms in the hotel are designed according to a concept called contemporary. We adapted the old's magnificence into today's dynamism. Our rooms that serve accommodation comfort with a different architecture that involves wooden floors and bathrooms that have Jacuzzis, all which are covered with marble receives good and positive comments.

What makes Levni Hotel stand out in Sirkeci district, what are the details that distinguish you?

Our biggest assertion is our service quality. We accomplish this thanks to our qualified and self-giving staff. Needless to say, running

Aydın Karacabay,
Levni Hotel Chairman
of Executive Board





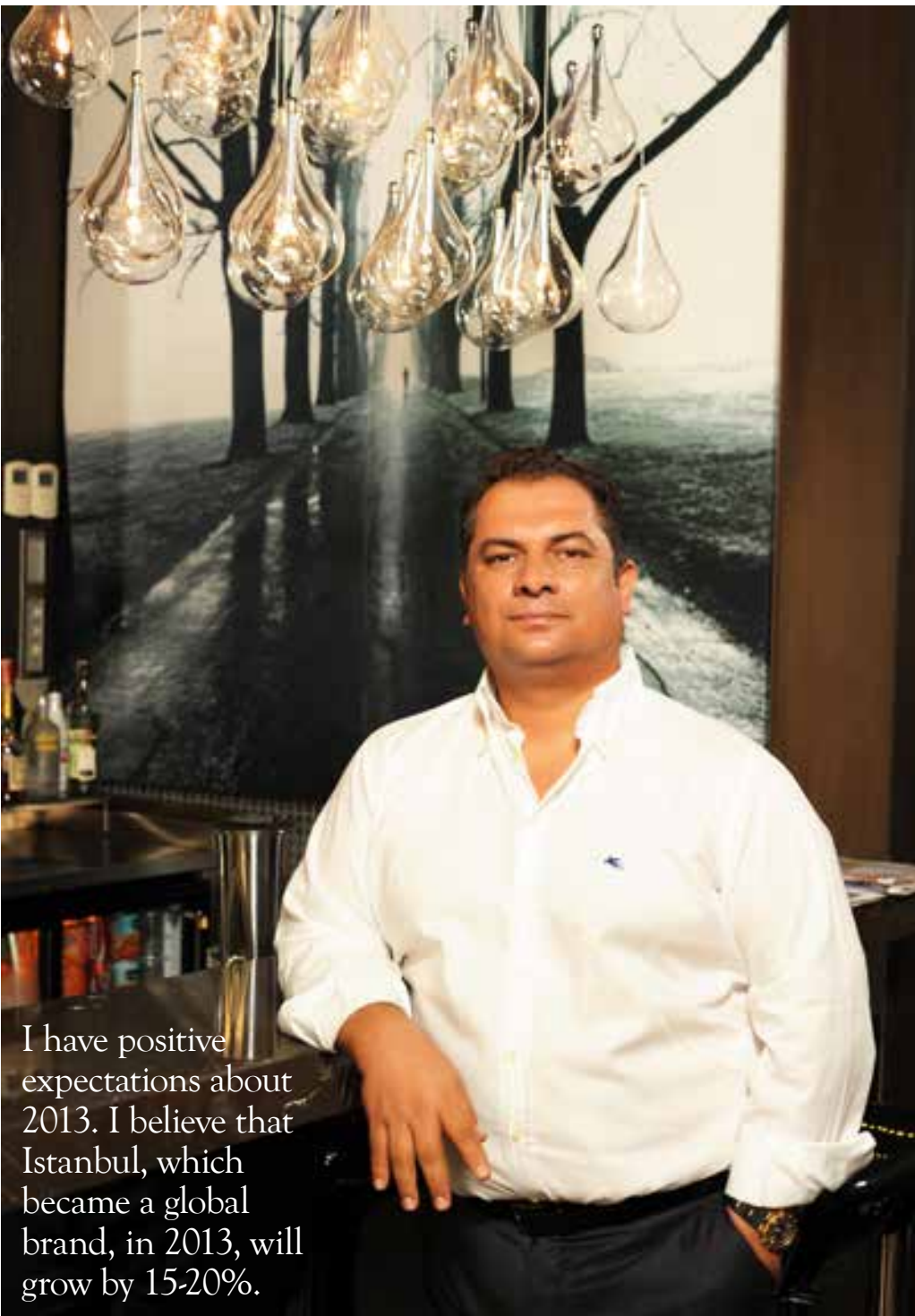
a hotel which is in a country made the name of itself for being hospitable lays a different kind of burden on us. We prioritize customer satisfaction at all times. Two friends in guests relation work on this subject full time. We always try to be attentive to respond guests' all kinds of requests.

Where does the name of the hotel come from? Can you inform us on this subject?

The name of the hotel is taken from worldwide recognized miniature artist and poet Levni, who lived in the Tulip Period, which was Ottoman Empire's longest period spent with no wars. We are proud of displaying Levni's works (reproductions) in various areas in the hotel. In addition, it is said 'Hotel Levni İstanbul' in Ottoman, means Istanbul's face, colour. We think that such a meaningful and history-reflecting name suits a hotel that is located in a historical peninsula which carries traces of 3 empires.

In the hotel, there two lobbies each of which are located in separate streets. Why did you go for such a practice?

Because Ankara Street which we had been planned as main entrance were closed to traffic, we had to built a lobby and an entrance in Ebusuud Street. However, when Ankara Street is opened, the other side will be used as information desk and concierge.



I have positive expectations about 2013. I believe that Istanbul, which became a global brand, in 2013, will grow by 15-20%.

Could you evaluate on the importance of Sirkeci district in term of tourism?

In terms of tourism, Sirkeci-Cağaloğlu line is one of Istanbul's most precious locations. We are at the heart of culture tourism in Istanbul. When Marmaray Project comes on stream, we will focus on business tourism, an area that we couldn't render much service before.

What should be the targets and expectations Turkish tourism in 2013? Are you hopeful with 2013?

I don't agree with the negative predictions about 2013. I believe that Istanbul, in 2013, will grow by 15-20%. I don't think that Istanbul has reached its potential yet.

Lastly, have you got anything you would like to add and any messages?

I think that Istanbul's future in congress tourism looks bright. Sirkeci-Cağaloğlu line which continues its way only with culture tourism, unfortunately is not as lucky in this area as

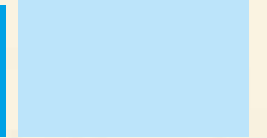
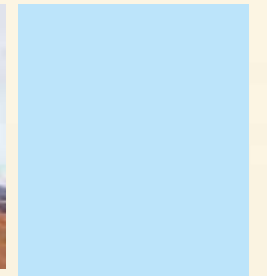
Taksim district. The conversion of the inactive Sultanahmet Court House into a congress center will be an significant opportunity for the district. The investments in the sector should be made by people who have a good command of the business, know the sector and embrace service culture. Looking charming from outside, lodging sector is actually such a demanding and laboring field. It is redeeming yourself in the long haul. In the future, insensible investments might put us into trouble. I believe that the structural problems in Antalya wait hoteliers in Istanbul as well.

Who is Aydın Karacabay?

I was born in Istanbul, 1970. I completed my secondary education in Çavuşoğlu College. I graduated from Nottingham University, Economy Department. I have 2 daughters and a son. I work in the field of foreign trade particularly in the field of heavy industrial machinery.



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A secret heaven in Assos: IDA COSTA HOTEL

Witnessing thousands years of history, intertwining nature and history, being located in Aegean's secret heaven Assos, a meeting point of nature and comfort, **Ida Costa** welcomes its guests with 20 rooms whose every single detail is taken into account and its entire hospitality.

Ida Costa has an amazing story. Being meant to be a summer house in the beginning, ends up being a hotel, Ida Costa is now Aegean's secret heaven. It's one of Assos' favourite, heavenly holiday destination. Owned by married couple Uğur and Hülya Olcay, the hotel, with the style, decoration and the kitchen it has, creates its holiday concept on its own. The ones who have already been to Assos would know it. However, for the ones who haven't seen it yet, here comes the tips... The rest, up to you...

It's an extremely chic and delicate hotel located at a point where Kaz Mountains comes down steeply. The facility is founded across a field that is about 8 square kilometres. It's not a hastily put up investment, kind of saying "Let's get by one or two years, and future will take care of itself". It's solid. Two-storey, stone-covered buildings are on the trackside. They look a bit bulky when you are entering. However, don't let this startle you.

After that it's all about a massive peaceful sea until Midilli... Uğur and Hülya Olcay are an Istanbul couple who had lived in Bodrum Türkbükü for years. When Türkbükü turned to be a place beyond bearing, they wanted to move their summer house to Assos. The land was bought but the government didn't give permission for a summer house. They were told 'you can get the building permit, only if you build a hotel'. So, the project which started as a "home", turned to be a venerable hotel.



Built with traditional Aegean architecture, surrounded by natural stones and olive trees, Ida Costa attracts attention with its modern but cosy style.



Stylish. Modern. But not uncosy. It is not amateur's job. The materials used are wood, stone and glass. Everywhere is bright and spacious. There is nothing that would tire eyes. 30 square meter rooms breaks all the record around. Getting up in the morning is amazingly wonderful. Food is magnificent. Istanbul gourmet kitchen is fabulous. Chef's creation calamary cocktail is such a fantastic thing. The softness of the octopus grill is mesmerizing.

Apart from these, by making the best of them, all olive oil dishes that are made with seasonal vegetables are cooked. The pastries (poğaça) served in the morning are innumerable.

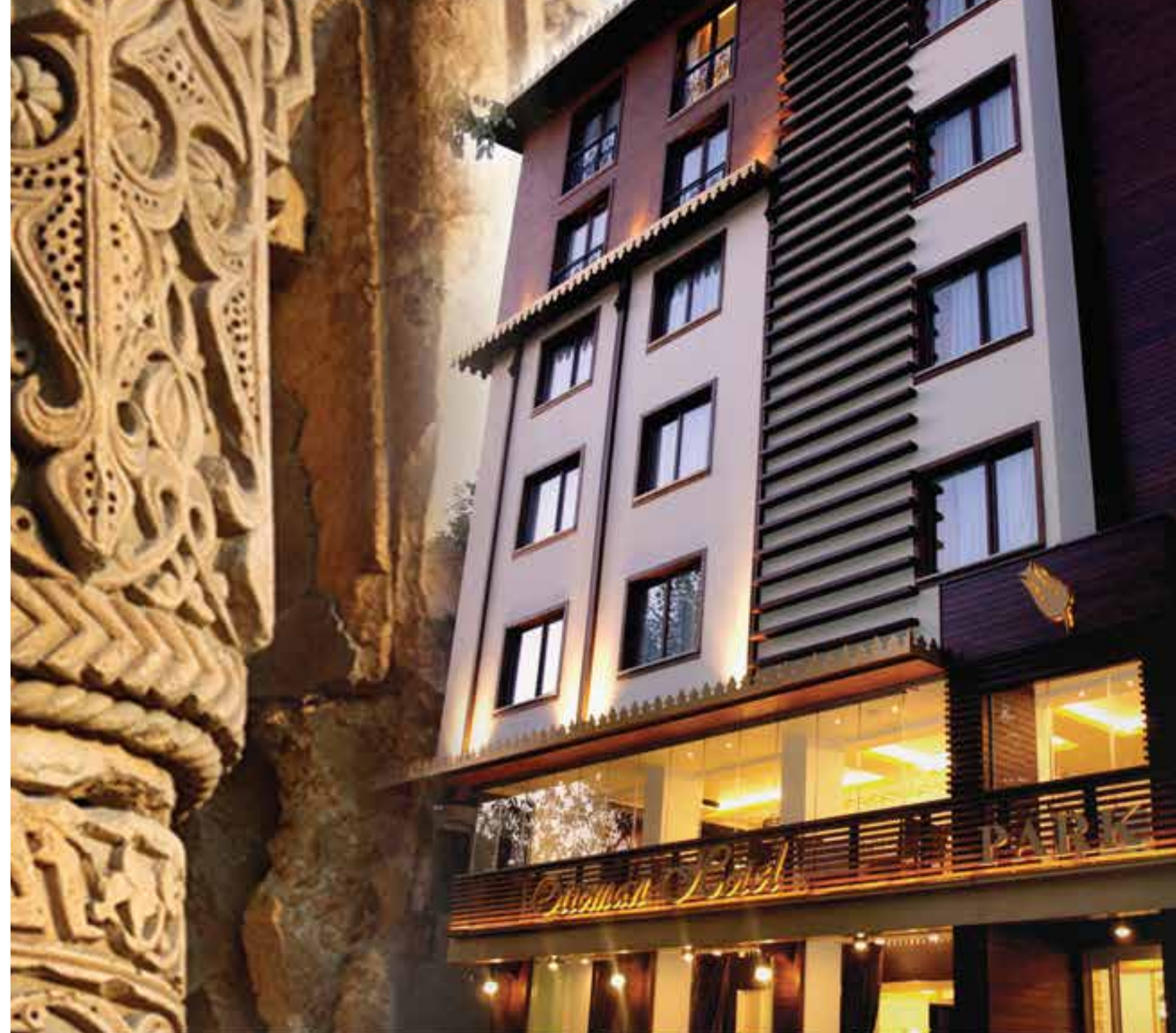
Witnessing thousands years of history, intertwining nature and history, being located in Aegean's secret heaven Assos, a meeting point of nature and comfort, Ida Costa welcomes its guests with 20 rooms whose every single detail is taken into account and its entire hospitality.

Built with traditional Aegean architecture, surrounded by natural stones and olive trees, Ida Costa, by its location that takes Kaz Mountains behind and being near the sea, presents a peaceful, comfortable and quiet atmosphere that is tête-à-tête with nature.

During the day you can either explore Assos' superb history, or experience the fabric in local Aegean villages, or enjoy the sea and the sun on mattresses on the lawn, it's all up to you. During the evenings, however, after having the chef's fabulous Aegean tastes, gaze at the stars while sipping your cocktail.

If you are keen on exploration, unforgettable trips in "Kaz Mountains" where all mythological figures like Zeus and others' existence is still felt and in villages which lost nothing in their nature are waiting for you.

Being extra beautiful in each season, Assos' precious Ida Costa Hotel offers its guests a holiday that they would enjoy both history and nature.



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THESE 'SPA'S ARE NOT AS YOU KNOW

With thermal springs and massages, limited applications are now history. A large spectrum of methods such as from anti-aging and detox specific ozone saunas to salt rooms to enhance breathing and from rain tunnel to doctor fish are waiting for their investors.

KEREM KÖFTEOĞLU

To make rising population live a healthy life, experts have been chewing over some subjects that will slow down aging process. The methods found so far are conducted in shell-changing spas. Taking what consumers say into account, spa investors offer new methods that slow down aging process and get rid of toxins that cause breakdowns and those with refreshing effect. When we look at the new methods offered in spas, we see that services such as ozone sauna, salt room, doctor fish, breath enhancing salt room, body-awakening rain tunnel, organic oil massage stand out. These mean that a brand new investment area is coming to life. Anti-aging oriented medical developments are varying rapidly.

No doubt, the most affected living spaces of increase in population and aging are cities. People who work with busy schedules yearn to keep their mind and body fit against work stress and hectic city structure. Considering the rising interest in well-being tourism, it is not necessary to be a prophet to predict that those services will come on apace. The demands for maintaining health, relaxing and staying fit force spas to change their products and services. İnanır Group Chairman of Executive Board, Dursun İnanır says that these days silver usage, alkali diet, alkali care and cookery programs on healthy diets are coming to the forefront. Pointing out that areas like body-building, loss of weight, care and anti-aging are generally ignored, Mr. İnanır states that "The concept of Medical spa is still not thoroughly known in Turkey. However, in the USA a great amount of spas are composed of those. Besides, there are also spas with a single purpose such as only

The concept is applied during 10-15 minute break times between meetings, on a special chair, without using any oils and in a way that causes no scattering in hair.

loss of weight. The guests here especially learn nutrition by losing some weight, getting rid of stress through massages and treatments return home. So, they can continue practising the diet they have learnt in a stress-free environment in their day-to-day life more easily."

NEW KIND OF SPA PRACTICES

The diversity and types of services offered in new kind of spas are of a mind-blowing quality. For example, this kind of spas offer programmes aimed at repairing irregular sleep routines as well. Mr. İnanır says that services are concentrated on getting rid of stress, detoxification, relaxation of body for a few days, gaining a healthier and more beautiful skin. New applications raises a discussion out



The package, which is for ones who want to start the day by relaxing offers options such as pilates, spa centre usage and 30 minute 'Secret Massage'.

coming first is regeneration programmes. Stating that these programmes are backed up with facilities such as phytotherapy, detox and ayurveda and applied as health cures by specialists of the field, Mr. shares the following information on the subject: "This kind of applications is becoming increasingly common in our country. However, the fact that such programs take long-term make their implementation difficult in tourism. The only obstacle that prevents them to be used widespread outside tourism is that the specialists of the area are not united. Lately, customers groups that believe the benefits of applications in spas have already arisen. I believe that representatives of the sector will overcome the present problems and will regeneration programmes widespread across the country."

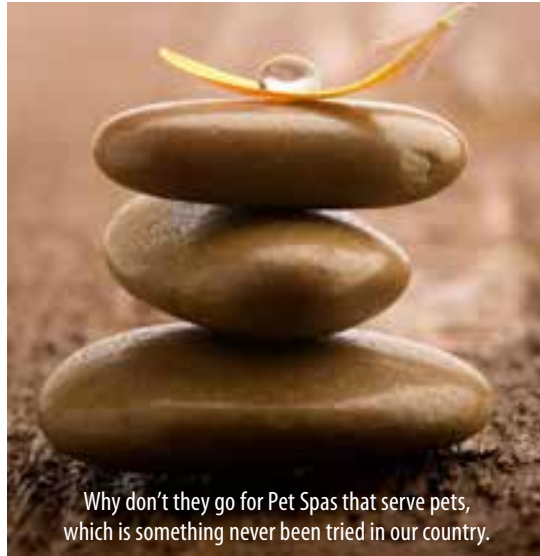
SALT ROOMS SPREADING

Himalayan Salt, which is told to be good for asthma, diabetes, circulatory disorders and

of the question "Are these really beneficial for well-being?" as well. Manolya Spa's General Manager Emin Başer, after emphasizing that those applications carry medical properties, and have turned to be a large spectrum of body of practices, states that "the affects of bio spa, rain tunnel, snow-ice room, doctor fish, salt rooms, steam rooms applications are being discussed by academicians. Are these really beneficial or just applications to increase the sector's volume? The answers to these question must be discussed thoroughly. I can already predict that some of those applications that are embraced by customers will be here to stay. However, some of them will be history." Mr. Başer states that one of the applications that is becoming widespread in the world

some are allergic diseases have become new favourite of tourism operators who seek to establish organic therapy areas. Stating that usage of salt rooms has already been kicked off in hotels as well, Rixos Royal Spa's General Manager Yunus Abdullah says that the examples of salt therapies that are used in many countries will also increase in our country much more in the coming years.

Saying that they have sign a contract about salt rooms with 40 5-star hotels in Antalya, The Himalayan Miracle's authority Ünal Güner highlights that Himalayan Salt is much more valuable than other salts because of its composition of minerals found in sea water. Güner, says that the salt, with help of the moisture in the air, magnetizes electromagnetic waves, radiation and heavily-loaded ions and absorbs them. "In Antalya, we'll found salt rooms, each of which are 15 square meters and use 20 tones in total. To build a 20-square meter room, 1.5 tones salt is used. The construction of such a room reaches 20 thousand dollars. Turkish tourism operators discovered salt late. I believe that, in coming years, salt rooms will gain a huge importance in tourism. Thanks to Himalaya Salt, facilities in Antalya will attract more



Why don't they go for Pet Spas that serve pets, which is something never been tried in our country.

This kind of applications is becoming increasingly common in our country. However, the fact that such programs take long-term make their implementation difficult in tourism.

tourists." Himalaya Salt whose formation traces 250 million years back is excavated from a salt mine in Pakistan's Kherva region, which is 300 kilometers from the south of Himalaya Mountains. In Turkey, tourism operators claim that salt mines in Çankırı and Ordu aren't utilized enough. Salt rooms possess four significant effects such as cleansing lungs and respiratory passages and renewing the skin, being anti-oxidant and anti-aging. supporting cardiovascular system. Becoming an important trade product in the recent years thanks to its structure that looks like a crystalized stone, its unique colour, its feature of filtering light, being easy to be watched, Himalaya Salt is tourism sector's favourite.

DOCTOR FISH ON THE JOB

Known as "Garra Rufa-Kangal fish" in medicine, this species whose homeland is Sivas and is one of the smallest of sazan family lives in some rivers, cracks and springs of Mesopotamia. Until 20 years ago, nobody, except the local people, knew that it would be a doctor spreading recovery. However, today, these fish's fame has

already gone behind Sivas's limits. The interest shown in doctor fish, years ago, directed people with neurological and rheumatismal disorders to springs in Sivas. By surrounding the body entering the pool in the beginning, the fish, hit the body but don't injure. On the contrary, the disturbance felt on the skin at first leaves its place to a relaxing massage. This massage is carried out by fish that need more nutrition than the others.

"People benefit from this job as well" says

Spa Management Manager Sezgin Aydın and goes on his words saying "Although spa services are the same in principle all around the world, their application way might differ from country to country and from culture to culture. For example, doctor fish have dead skin that is softened by the dethrone enzym they excrete thrown out of the body. Being good for many disorders, including Psoriasis in the first place, this fish, from now on, serve Antalya's tourism as well. The treatment pools they are kept in are sterilized with ultraviolet filters. This application purifies the water from any bacteria. Aydın, who emphasizes that the trends in the world should be followed has some tips to the entrepreneurs: "Why don't they go for Pet Spas that serve pets, which is something never been tried in our country. Present regulations in Turkey don't allow any services to be given to anyone under 18. Should this hindrance be broken through, I recommend them to go for Kids Spas that render services to children.

OZONE SAUNAS SWEAT

Ozone is commonly used because of its

features such as being anti-stress, anti-cellulites, weight loss, detoxification, regulator of digestion and circulation, skin firming and beautifying. In general, it is used for beating up fat and cellulite cellars that are bedded in floppy parts of the body, abdomen, legs, hip and waist. With ozone, heat is absorbed through 4 to 6 centimeter beneath the skin. So the toxins that have been accumulated inside fatty areas and oils are attained. Ozone saunas, when compared to ordinary steam saunas, provide sweating to be seven times more. Specialists say that the ozone that is absorbed through pores opened with the effects of heat passes through tissues of blood, lymph and fat. By taking toxins apart from lymphatic system, it relaxes muscles and it cleanses skin as well. Besides, ozone saunas accelerate circulation system and beget killing bacteria and virus fungus.

MESSAGE TO PARTICIPANTS IN MEETING

As a new application, NG Güral Sapanca Wellness & Convention, which is used by business world's representatives for meetings and seminars, started to give head and neck massage service during break times. Güral Sapanca Spa Manager Hatice Demirtaş, declaring that they have prepared three different meeting packages special to business world, related to the subject, gave the following information: "Business world shows great interest in concept of "wellness". The concept is applied during 10-15 minute break times between meetings, on a special chair, without using any oils and in a way that causes no scattering in hair. This relaxing massage, which is applied by Balinese masseuse on the acupuncture areas of head and neck eases the person and helps them be in fine fettle in the meeting he will attend afterwards.

The first package contains a breakfast to be eaten following a 30 minute bushwalking, 10 minute head and neck massages practiced during break times and lunch and dinner meals that involve light nutrition and low-in-calories food. The most significant feature of the second package is people who benefit from it can get well-being consultancy service. Should the guests demand, they can start the day having a nutrient breakfast once their measurements are taken by Dietitian Ali Dereli and his team. Apart from lunches, dinners, in refreshments served during break times there volumed, low-in-calories nutrition that with wellness concept. Our guests can also benefit from fitness and exercise programmes lead by Aliva Wellness staff. The package, which is for ones who want to start the day by relaxing offers options such as pilates, spa centre usage and 30 minute 'Secret Massage'."

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THE MOST SIGNIFICANT DIFFERENCE WE HAVE IS THE INVESTMENT WE MAKE IN PEOPLE

The most significant difference we have is the investment we make in people. As a company, we are well aware of the fact that success comes with team work.

HASAN ARSLAN - HALİL TUNCER

Located at Taksim - the heart of Istanbul, Point Hotel makes a difference with its quality of service. Point Hotel General Manager Nuri Kalyoncu, who says that they are one of Istanbul's best serving hotels and accordingly that they conduct entirely all processes including personnel trainings in the first place told Turizm Aktüel the formula that lead Point Hotel to success.

Could you tell us a bit about Point Hotel?

Point Hotel is located at Taksim- the heart of Istanbul. We serve tourists visiting here for business or a holiday and the ones that come here for congresses, as well. Point Hotel has 164 rooms.

Within the body of the hotel, there is View Point Restaurant, which offers a bosphorus view and the Japanese cuisine restaurant called Udonya. Besides, there a gorgeous a Spa and Fitness centre.

In Point Hotel, which stands out with the value it gives to art and artists, the well-recognised photography artist Ara Güler's photographs are exhibited. Point Hotel Taksim's general area and the photographs of Istanbul taken by Ara Güler creates a special atmosphere in the hotel. Hosting guests both from Turkey and abroad with the highest customer satisfaction, our hotel ranks at the top of the customer loyalty list. When we look at quality of service, our main aim is to be one of the best serving hotels in



Point Hotel General Manager Nuri Kalyoncu.

Can you inform us about Point Hotel's guest profile?

Point Hotel Taksim is on the valley of congress. When viewed from this aspect, I can say that the number of guests coming here for congresses is quite high. Apart from that, we especially host guests who are here either for holiday or business. In the hotel, the ones who come here for holiday or business purposes reach up to 40%. In addition to all of these, people who come here to see Istanbul and travel around to see the sights also particularly prefer Point Hotel Taksim as well. Most of guests are the German, the British and The Americans. There is a considerable

amount of guests from Middle East too. Especially, in summer months Middle Eastern guests show a great interest in Taksim. As Point Hotel Taksim, by exceeding out targets by 5-10 %, we completed the last year with success. We predict that this year will be quite busy as well. With international congresses, meetings also guests here for holiday, a busy season is ahead of us. Considering the hotel, we expect to reach 80-85% occupancy rate in 2013. Particularly, by March there will be high occupancy in the hotels. As a matter of fact, in terms of business tourism, as consequence of the international congresses and fairs to be held, Istanbul is going to have a fruitful year.

Istanbul. So as to raise the service standards to the highest level, including our personnel trainings in the first place, we carry out all the necessary actions regularly. Besides, by offering our guests the comfort they have home, we work to host them in the best way. We offer free wifi connection throughout the hotel. In the rooms there are sleep booklets, sleeping CDs and music CDs ready. In the rooms that all kinds of comfort offered for a quality accommodation wifi-connection is available as well. In Spa, Fitness Center and Indoors swimming pool, service is rendered by experienced and qualified staff. We receive a lot of praise especially on our private massages and Turkish Hamman.

Point Hotel Taksim, when viewed from this aspect, I can say that the number of guests coming here for congresses is quite high.

Point Hotel is located at Taksim- the heart of Istanbul.



We are one of Istanbul's best serving hotels. We have come to prominence thanks to our quality of service.



and restaurants, which are among the most important reasons why Point Hotel Taksim is favoured?

In our hotel, there is Bosphorus-view View Point Restaurant and a Japanese restaurant called Udonya. Udonya attracts so much attention from both Turkish and foreign guests. Foreign visitors who have been here say that the most delicious Japanese dishes outside Japan are made here. However, in View Point, particularly Turkish cuisine and world kitchen is served. Besides, we hold private dinner invitations and wedding organizations successfully.

In the hotel, there 6 meeting halls, 4 of

which are receive daylight. These salons are available to serve with the capacity of 50 to 300. All the technical equipment required is available. One of the reasons why our meeting halls are preferred so much is that they receive daylight. Yet, meeting and congress halls' all technological availabilities from lightening to sound systems must be good in Istanbul, a rising star in business meetings and congress tourism.

Lastly, with your point of view, could you summarise Istanbul's tourism and its future in tourism?

In terms of tourism, Istanbul has a great potential. As a matter of fact, there are 1.5 billion people living a 3-4 hour-flight away from Istanbul. The significance of the geography we live on is beyond argument. On the other hand, Turkish Airlines' having flights to many destinations, got the substructure ready for any success Istanbul has gained in various areas such as tourism, trade in the recent years.

As a consequence of flights Turkish Airlines have from Africa, the number of people visiting Istanbul either for business or vacation purposes raised as well. Besides, from now on, dealer meetings of multinational companies are held in Istanbul. Regarding their Middle Eastern investments, multinational foundations give their trainings in Istanbul. When congress and fair tourism are added, the rate of visitors with business and meeting purposes igoes up year after year. In the recent years, Istanbul has become a meeting point for countless businesspeople from Europe to MiddleEast from Middle East to Africa. Shortly, on the subject of tourism, Istanbul's on a roll.

Who is Nuri Kalyoncu?

I started working in this business in Ramada Hotel, 1987. I received various important trainings there, in Ramada Hotel. Afterwards, I moved on to Net holding's local chain Merit. During my career in Merit Group, I worked as an Operation and Sales Manager in their hotels in Capadocia, Cyprus and Mersin. Then I returned to Istanbul. I continued working for Merit Group until 2004. In 2004, I took the task of General Management for Nippon Hotel, which is in the scope of Özbek Turizm. Since March 2009, I have been carrying out the General Management of Point Hotel Taksim, which is in the body of Özbek Turizm as well.



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.



Palazzo Donizetti is named after the famous composer Gaetano Donizetti brother's Giuseppe Donizetti who was called "Donizetti Pasha".

Palazzo Donizetti WILL AROUSE IN THIS HOTEL

Palazzo Donizetti Hotel was put into service in 2010 in Pera, the heart of Beyoğlu.

The notably spectacular building of the hotel belongs to 19th century. **HASAN ARSLAN**

Palazzo Donizetti Hotel was put into service in 2010 in Pera, the heart of Beyoğlu. The notably spectacular building of the hotel belongs to 19th century. The hotel is located in a century old historical building which represents the baroque architecture of "Belle Epoque" and is appreciated as the most valuable building of Pera. The boutique hotel was named after the musician Guiseppe Donizetti. Tourism Group Coordinator of Palazzo Donizetti Hotel, Umut Dülger described this hotel to Turizm Aktüel. Semerkand Construction Inc Tourism Group Coordinator, Umut Dülger shared with us the new investments of their group. Expressing that Semerkand Construction Inc incorporated with Palazzo Donizetti Hotel, Dülger added to his words "This building is the most precious building of Pera. After taking over the hotel, we are going to reconstitute a new professional management. First of all we renewed our management personnel. Orhun İnkaya was assigned as the General Manager and Banu Ulaş as the Sales Manager".

Mentioning about the changes made in the hotel, Umut Dülger said "The renovation will start at the terrace. Here we will open a luxury restaurant worthy for the beauty of Istanbul. We will host our guest in that restaurant. Café de Paris and North Shields are the other entertainment facilities of our hotel. We also renovate the agency and online connections. We will regain the occupancy rate

that deserves this hotel. We will give credit for this historical building and we will never give up of our service quality. The hotel is settled in a beautiful location. The face of the street where the hotel is settled will change completely. A professional crew will operate the SPA and wellness services of the hotel. We agreed with Serenity SPA. They will give a modern and elegant appearance to our SPA service. The hotel has a total of 79 deluxe rooms and suites. The brand of Donizetti is very crucial for us. We will reflect the spirit of this building to our hotel. Each tourist will learn about Donizetti". Giving information about the new investments of their group, Umut Dülger declared "The extension in tourism will continue with the next investment in Esenyurt, Istanbul. We will open in Hilton Garden Inn Istanbul in Esenyurt. This will be the third Hilton Garden in Istanbul. Hilton Garden Inn Istanbul Esenyurt will have 182 rooms and also 72 residences". Palazzo Donizetti is named after the famous composer Gaetano Donizetti brother's Guiseppe Donizetti who was called "Donizetti Pasha". Invited to Istanbul by Mahmut the Second in order to found the military band and to teach the souldiers during the occidentalisation period of Ottoman Empire, Guiseppe Donizetti never returned to his homeland and went down in history.

GIUSEPPE DONIZETTI PASHA (1788-1856)

Guiseppe Donizetti, the eldest brother of the famous opera composer Gaetano Donizetti,

came to Istanbul in 1828 as "Istruttore Generale delle Musiche Imperiali Ottomane" (Instructor General of the Imperial Ottoman Music) to organize the training of the military bands of Sultan Mahmut II according to European teaching methods. At that time the Ottoman Empire was trying to remodel itself along Western principles, which also applied to musical reform within the newly created army following European models and thus the centuries old bands of the janissaries, known as "mehter", were replaced by European style military bands. Giuseppe Donizetti, who had previously served under Napoléon Bonaparte, came to the Ottoman capital, expecting to stay for a few years, but remained in his post for 28 years until his death in 1856, when he was buried in the crypt of the St Esprit Cathedral near Taksim. Donizetti lived in Pera, today's Beyoğlu, where in those years the majority of the Latin Catholic community of Istanbul resided. In fact his house was on Asmalimescit Sokağı, the same street where the Palazzo Donizetti Hotel today stands. As soon as he arrived in Istanbul Donizetti composed a military march for Sultan Mahmud II, known as "Mahmudiye March", which was adopted as the official national anthem of the Ottoman Empire in the early 20th century. He also taught members of the Ottoman royal family and at court presided over productions of Italian opera in the presence of the sultan. When the famous Hungarian pianist Franz Liszt came to Istanbul in 1847 he visited Donizetti's house and later used themes from his "Mecidiye March" dedicated to Sultan Abdülmecid in his "Grand Paraphrase". Rossini and Gaetano Donizetti also communicated their marches dedicated to the sultan through him. Giuseppe Donizetti was known as "Donizet Bey" to his pupils and later he was raised to the rank of a "pasha" by Sultan Abdülmecid in recognition of his services. Hence he is known in Turkey today as "Donizetti Pasha". Palazzo Donizetti Hotel is named after this other Donizetti, who is not known to the world.



Semerkand Construction Inc Tourism Group Coordinator, Umut Dülger.



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Olympos Teleferik (Cablecar) SEA TO SKY “THE BEST ONE OF BOTH WORLDS”

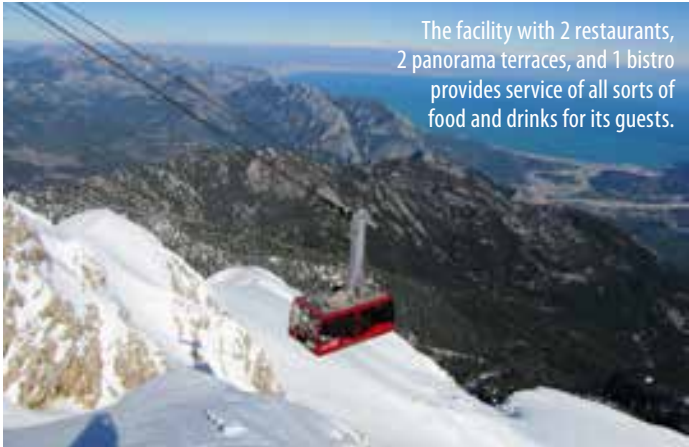


Olympos Teleferik (Cable car) and Kemer almost turn out to be Extreme Sports Centers.

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

Trip to mythological summit at the height of 2365 meter via cable car takes ten minutes.

Those who enjoy themselves on the beaches rise over the clouds or find themselves in a snowy environment after a while. If the weather is clear, almost all the coasts, mountains, and immense Mediterranean Sea are watched. The quality of watching the unique scenery on the summit attracts a large number of people there. The events such as Valentine's Day, Mother's Day, festivals, and even engagements and weddings are performed within Teleferik or over the summit. Also, those who take interest in arts such as music, painting, and photography wish to experience in place the sense of freedom induced by the mountain. The easiest and enjoyable way of coming in contact with the snow for the people in Antalya is Olympos Teleferik (Cable car). The summit that entertains student groups intensively during the winter season means adrenalin to children and young people. The facility with 2 restaurants, 2 panorama terraces, and 1 bistro provides service of all sorts of food and drinks for its guests.



The facility with 2 restaurants, 2 panorama terraces, and 1 bistro provides service of all sorts of food and drinks for its guests.

Guests also watch the scenery lying in their lounge chairs over observation terraces. The facility built by using the latest technologies has unequalled features in terms of security. In the cable car built in partnership with world famous cable car firm, Garaventa & Doppelmayr there are two 80-person cabins and move to and from half-hourly each day between 09:00 a.m. and 19:00 p.m. during the summer season.

Over the Olympos Teleferik (cable car) summit facility dining and music events organized in July and August months each year attract the intense interests of domestic tourists as well

as that of tourists. Restaurant services are covered by Shakespeare Mountain Bistro.

Olympos Teleferik (Cable car) and Kemer almost turn out to be Extreme Sports Centers. Kemer Hard Enduro races that are performed each year start on the coast and finish over the summit at the height of 2365 meter. Paragliding activities that shall be initiated as of the end of June are managed by professional Escape firm. At present there is an intense interest of the amateur and professional paragliders all over the world for the jumps over the summit as the longest racing track in the world. Jump from a mythological mountain where Pegasus roared to the sky is really an unbelievable dream for many people who have a liking for this sports activity. Since the year 2007 it started its operation, Olympos Teleferik (cable car) Enterprise that has become a leader in many social projects has reached the peak in respect of both its location and the successes it has achieved. The facility as a great added value for the regional tourism has also the title of cable car to carry people as the longest one in Europe and the second longest one in the world.

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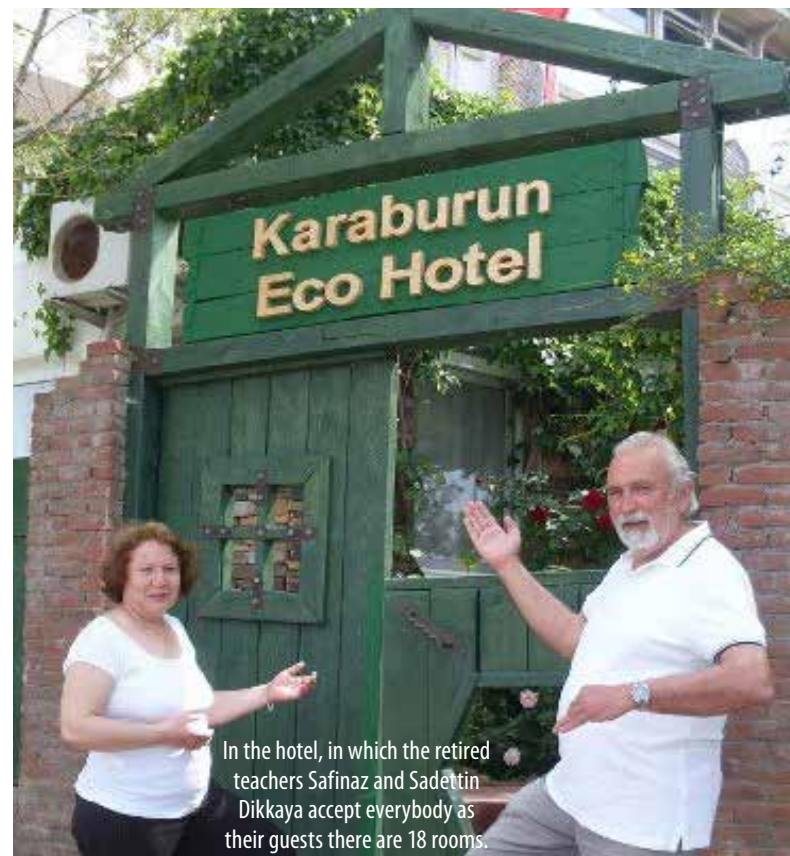
To purify your soul, discover KARABURUN ECO HOTEL

Located at the entrance of İzmir Bay and carrying the same name as the Peninsula it's built on, Karaburun is gaining its ground to be Aegean's tourism centre with its natural and historical richness. In **Karaburun Eco Hotel**, which is situated at Aegean's pearl Karaburun, thanks to its eco tourism concept, makes its guests experience a holiday of their dreams.

In Karaburun Eco Hotel, there are some specific principles being carried out to maintain the continuity of ecological life and for sustainability of a green environment.

Reflecting magnificent harmony of sea and green nature, the hotel makes its guests feel themselves special by making them refreshed both physically and spiritually. In the hotel, in which the retired teachers Safinaz and Sadettin Dikkaya accept everybody as their guests there are 18 rooms.

Dikkaya couple describe their hotel with these words, "Following eco-tourism approach and by steering for natural fields, you should definitely discover Karaburun Eco Hotel to recognise wild plants, animals, views, cultural values; to experience the culture peculiar to Karaburun region in an authentic way; and to get to know Karaburun olives that offer peace in their leaves, health in their oil, Karaburun narcissus that came out when Narsissus underwent a change due to his love in himself, to get to know Mediterranean seal, one of the endangered species; to get know date olives which due to the humid sea winds ripen earlier and that are blended with thyme grown on the skirts of the mountains we pick ourselves; to get to know Karaburun artichoke whose benefits on physical and mental disorders have been proven and to see Windy Mimas - Karaburun, Homeros mentions in his famous work Odessa." In Karaburun Eco Hotel with a sea view authentic restaurant, open swimming pool, private sunbathing platformed-seaport, 24 hour-open reception and room service, laundry service, daily tours and transfer services, there are some specific principles being carried out to maintain the continuity of ecological life and for sustainability of a green environment.



In the hotel, in which the retired teachers Safinaz and Sadettin Dikkaya accept everybody as their guests there are 18 rooms.

NASHIRA Resort Hotel & SPA SIDE



Rising star of the Mediterranean

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

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



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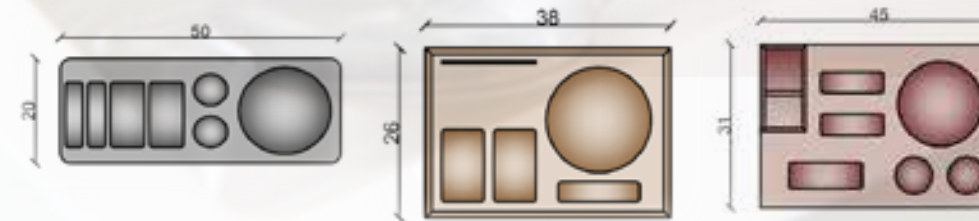
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Kettle clip for anti-theft protection.

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

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

Ölçüler





MIRACLE ISTANBUL ASIA OPENS

The second ring of Miracle Resort Hotel's chain which MÖN İnşaat brings chicness and comfort together at Antalya's Lara, has been opened in İstanbul's developing district Kurtköy with a concept saying a comfortable business address.

Completed by MÖN İnşaat in January 2013, across 20,000 square meters and with 219 rooms, Miracle Istanbul Asia has been designed in order to bring the comfort and convenience the business world has been looking for especially in Pendik-Kartal-Maltepe district.

Located around Sabiha Gökçen Airport's exit which is connected to TEM, Miracle Istanbul Asia welcomes its guests in a total of 219 rooms, including 5 suites, 1 king suite, 60 deluxes, 46 business executives and 107 superiors.

In Miracle Istanbul Asia, which is designed and equipped peculiarly for the business world's meetings, conferences, presentations and working space in the district, there are 2 large and 4 boutique meeting halls, the largest of which is 460 square meters and the smallest one is 70 square meters, and all of them take daylight in.

LUXURIOUS LIVING SPACE IN PENDİK

As well as being designed to respond to business world's needs, Miracle Istanbul Asia with the private sections that have been created to meet luxurious requirements regarding life in Pendik will become the district's meeting point. Miracle Istanbul Asia's SPA&Wellness Center, where the joy of swimming pool, sauna and chance of having a massage are offered creates a brand new alternative to respond Pendik districts' requirements. While offering a peaceful atmosphere with its modern-cosy architecture, Miracle Spa&Wellness will also help guests get rid of the effects caused by their busy working schedule. Miracle Asia will take their guests on a gastronomical journey thanks to their restaurant in which Turkish and World cuisines' most exclusive samples and their glamorous

presentations are displayed. In Miracle Istanbul Asia, world cuisines prepared by professional chefs are presented to their guests with unique recipes and a visual feast.

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TOURISM WORLD TOOK TO THE STAGE IN **ISTANBUL**



East Mediterranean Tourism and Travel Exhibition, EMITT was launched in Istanbul in between the dates of 24-27 January. This year the exhibition hosted lots of participants from 67 countries; every local tourism representatives and guests from other sectors attended the exhibition. The Former Tourism Minister Ertuğrul Günay gave a speech at the opening ceremony. He declared that EMITT reached an international success and Turkey became a brand in tourism sector and he added to his words: "Even if there were some inconveniences, Turkey hosted 32 million tourists in 2012. We set sight to enter between the first five best tourism destinations". Argentina was the guest country of this year and the exhibition broke the record of attendance. Awarding the best participants and regions, "EMITT Stand Awards" committee ended up the voting. 70 participants were deemed worthy for EMITT Stand Awards among the 4,500 stands one more beautiful than other.

ENTERING AMONG THE FIRST THREE IN THE WORLD

World's fifth biggest tourism exhibition which broke a new attendance record by 58,920 tourism professionals from Turkey and abroad and 131 thousand guests, EMITT sets a new target to enter among world's first three exhibitions. Speaking of numbers, 67 countries, thousands of tourism regions, 10 tourism ministers, tourism ministry representatives from 42 countries and 4,500 agencies and institutes attended the exhibition. Expressing that they took pride on breaking a new attendance record in 2013, Director of Ekin Fair Hacer Aydın declared that being already among the first five tourism exhibitions EMITT raised the level this year and by now aims to enter among the first three.



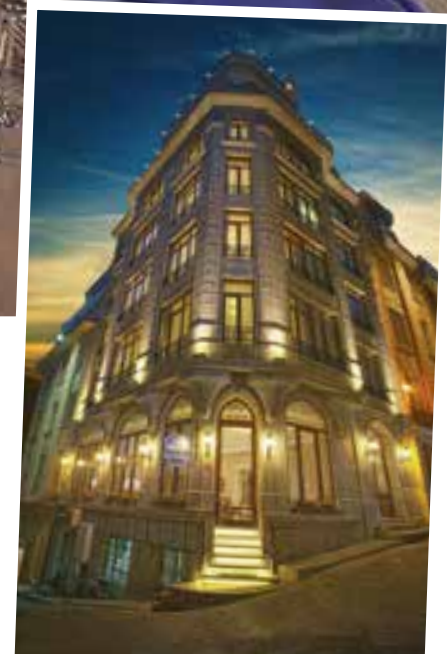
A WARM GALATA LA BELLA HOTEL
WELCOME IS WAITING FOR YOU



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

Location

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



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galatalabellahotel.com
info@galatalabellahotel.com

The first prize of 2013 goes to A'ija

A distinguished boutique hotel and restaurant in Kanlıca's traditional Ottoman mansion Ahmet Rasim Paşa, A'ija Hotel was deemed worthy of "Best Hotel" by Best Luxury Contemporary Hotel 2013. One of world's most prestigious awards taking the pulse of the sector, Best Luxury Contemporary Hotel Awards' web site is visited monthly by 90 thousand people. The guide section of the web site offers inclusive information about the best places in Europe. Besides, the web site's monthly edition has over 180 thousand members.

Convention Center to Kemer and Side

The symposium "Processes of Congress and Meeting Organizations and Green Meetings" was held in Antalya by Antalya Promotion Foundation (ATAV) and Antalya Convention Bureau with the support of BAKA. President of ATAV and Vice President of Antalya Convention Bureau, Nizamettin Şen has declared that it wouldn't be right to consider the convention capacity of Antalya as the only solution and he added to his words "As Turkey's first systematic and well organized tourism region, Kemer should definitely have a congress center".

New Manager for Çırağan Palace Kempinski Istanbul

Çırağan Palace Kempinski Istanbul has been recently mentioned on media for its crucial transfers. Now it's time to mention about a very successful hotel manager from London, Leon Baum who has just attended as a hotel manager the family of Çırağan Palace Kempinski Istanbul. Baum will be responsible for the management of the reception team and will report his duties to the General Manager Ralph Radtke.



Excelencias Group creates the Ramon Alvarez Award

Last January 30th, within the framework of FITUR in Madrid, Spain, the Excelencias Awards were delivered. These awards aim to encourage the excellence in different areas, all related to the tourism industry.

Ramon Alvarez, president and founder of Convento - GSAR Marketing, who passed away on July 2012, received the Posthumous Excelencias Award for a whole life dedicated to the tourism industry. The award was collected with great honor by Charo Trabado, General Manager of GSAR Marketing.



Credit card to be used to enter museums

A project envisaging the use of credit cards as Museum Cards has been initiated with a collaboration between the Culture and Tourism Ministry and İş Bank. Culture and Tourism Minister Ömer Çelik said the card would enable holders to visit the same museum twice. The project was announced yesterday at a press conference at Istanbul's İş Bank Towers. "There has been a huge campaign on social sharing websites. People were able to enter a museum once a year, but people say it is not enough. Those who visit museums after work said they had very limited time. I am answering positively to this campaign and announce that people will have right to enter the same museum twice with the Museum Card from now on. People can easily finish their visit to a museum in this way. The Museum Card has become our identity card as the most important bridge and instrument that enables us [to access] hundreds of museums and ancient sites." İş Bank General Director Adnan Bali said that with the project, the bank's credit cards would serve as Museum Cards for one month in a year. He said 6 million credit cards had turned into Museum Cards.




erbil hotel

Center of İstanbul is Erbil Hotel

Our hotel is, in peninsula which there is a castle around, walking distance to the historical places. Our hotel is between Gülhane and Sirkeci tram station and up to Sirkeci train station. Our hotel is in the street which close the traffic. We have 56 rooms. You can watch the Bosphorus and Topkapı Palace while you have breakfast at the terrace.



The hotel that never stops winning awards

Voyage Belek Golf & Spa brought off to enter in the list of best guest satisfaction hotels while receiving very special and important awards. Being awarded with more 7 prizes related to 2012, the hotel has already started a successful year in 2013. Voyage Belek works at full speed to gear up much more in its service quality and to put in new awards to its success list.

Grand Yazıcı Hotels has registered its quality

The international supervision company, Bureau Veritas has registered one again the quality of Grand Yazıcı Club Turban and Grand Yazıcı Mares Hotel. Grand Yazıcı Hotels have certified their quality by receiving ISO 9001:2008 (Quality) and ISO 22000 (Food Safety). These ISO documents involve the accreditations of both UKAS and TURKAK.



JOLLY TOUR AND SILVERSEA JOINS FORCES

Jolly Tour has signed a distribution agreement with Silversea Cruises, the 6-star ultra luxury cruise company which travels to 450 ports in 7 continents. In an exclusive and premium ambiance, 7 ships of Silversea Cruises will provide to their passengers the access to explore world's most secluded, rarely seen harbors. With the privileged prizes of Jolly Tour, this exclusive experience will cost minimum 3500 Euros per person.



Sami Türkay turned back to Kaya Group

After 23 years in Yaşar Group having come in Öger Tours/ Hamburg Hotels Group as Tourism Group President, Sami Türkay has served in chronological order as Chief Executive Officer at Kaya Hotels & Resorts Group, Executive Board member at Türkiz Group and he has turned back to Kaya Hotels & Resorts as Vice President of Marketing.



2 hotel investments by OTI

OTI Holding agreed with İş Real Estate Investment Association Inc. for taking the charge of two 5-star hotels in Mediterranean region. By the beginning of 2014 Seven Sea Imperial and Kemer Imperial will be supervised under the name of OTIUM Hotels International. The Executive Board President of OTI Holding Ayhan Bektaş underlined that OTI Holding will carry on investing in hotel management.



New manager for Elite World Istanbul

The Vice General Manager of Elite World Istanbul, Sarhan Keyder has been appointed as the General Manager of the same hotel since 1st February 2013. Studying sociology in France, Sarhan Keyder has taken role of executive in the management of several hotels and travel agencies. Lately he worked in Intra Tourism as Vice President of Business Development and in Dedeman Hotels as Sales and Marketing Director.



BEST WESTERN



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



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Voyage Hotels will take force of Kiriş World

Hired on by Voyage Group for 5 years, Kiriş World Hotel is getting ready to offer a flawless holiday to its guests. Kiriş World Hotel boasts a convenient location which is seafront and only 50 km far from Antalya city center, 60 km from the airport and 6 km from Kemer city center. Providing ultra all-inclusive service, Kiriş World Hotel is situated on a splendid area of 160,000 m².



Turks prefer Benelux countries

The number of tourists from Turkey who travel to Europe by Interrail Pass increased by %100 in 2012 compared to previous year. While mostly people of 18-25 age range are traveling by Interrail Pass, the most preferred places were the countries on Benelux category (Belgium, Holland, and Luxemburg) and their neighbor countries. World's largest railway ticket wholesaler that applies a layer on over 50 countries, Rail Europe is officially presented in Turkey by Global Access Travel Agency.

New Manager in Dedeman Istanbul

The admiral of Dedeman Hotels & Resorts International hotel chain, Dedeman İstanbul has appointed as a new general manager Ali Türk, who has been serving as the Vice General Manager of Dedeman İstanbul since 2010.



The Marmara creates the difference with its meeting halls and ballrooms

The Marmara hosts its guests at the meeting halls and ballrooms, which were designed by Dan Kwan the owner of lots of fabulous projects known worldwide. Fully equipped with modern audio and visual systems and dividable into three break outs and five sections, The Marmara Meeting Center make this facility perfect for any occasion, event or meeting. The hotel gives particular importance to the comfort of its guests with its special design chairs and furniture and with its meeting rooms featuring automation systems that can control light systems by any key on digital boards and internet at high speed.



MPI Turkey Club hosts EMEC

The premier global association community for meeting and event professionals, Meeting Professionals International (MPI) will hold the European Meeting and Events Conference (EMEC) at Istanbul in 2014 by the host of MPI Turkey Club.



Agoda.com signs agreement with Philippine Airlines!

Agoda.com has announced their agreement with Philippine Airlines. From now on, Philippine Airlines (PAL) passengers will reach more than 100,000 hotels from all around the world via Agoda.com. The first and the eldest airline of Asia, Philippine Airlines has rendered service since 1941. In a world where means of transport are much more reachable and keep developing constantly, Philippine Airlines works harder to improve its presence in digital media. Thus, the partnership made between Agoda.com will increase the international competitive power of Philippine Airlines.



Rixos Hotels has joined forces with GlassHouse

Rixos Hotels attained a trusted technological infrastructure with its backup project counseling by GlassHouse Turkey. Thus, Rixos Hotels are able to get the edge on reducing the expenses and they reached a considerable increase in their efficiency.

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Best Western
CITADEL
HOTEL & RESTAURANT



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



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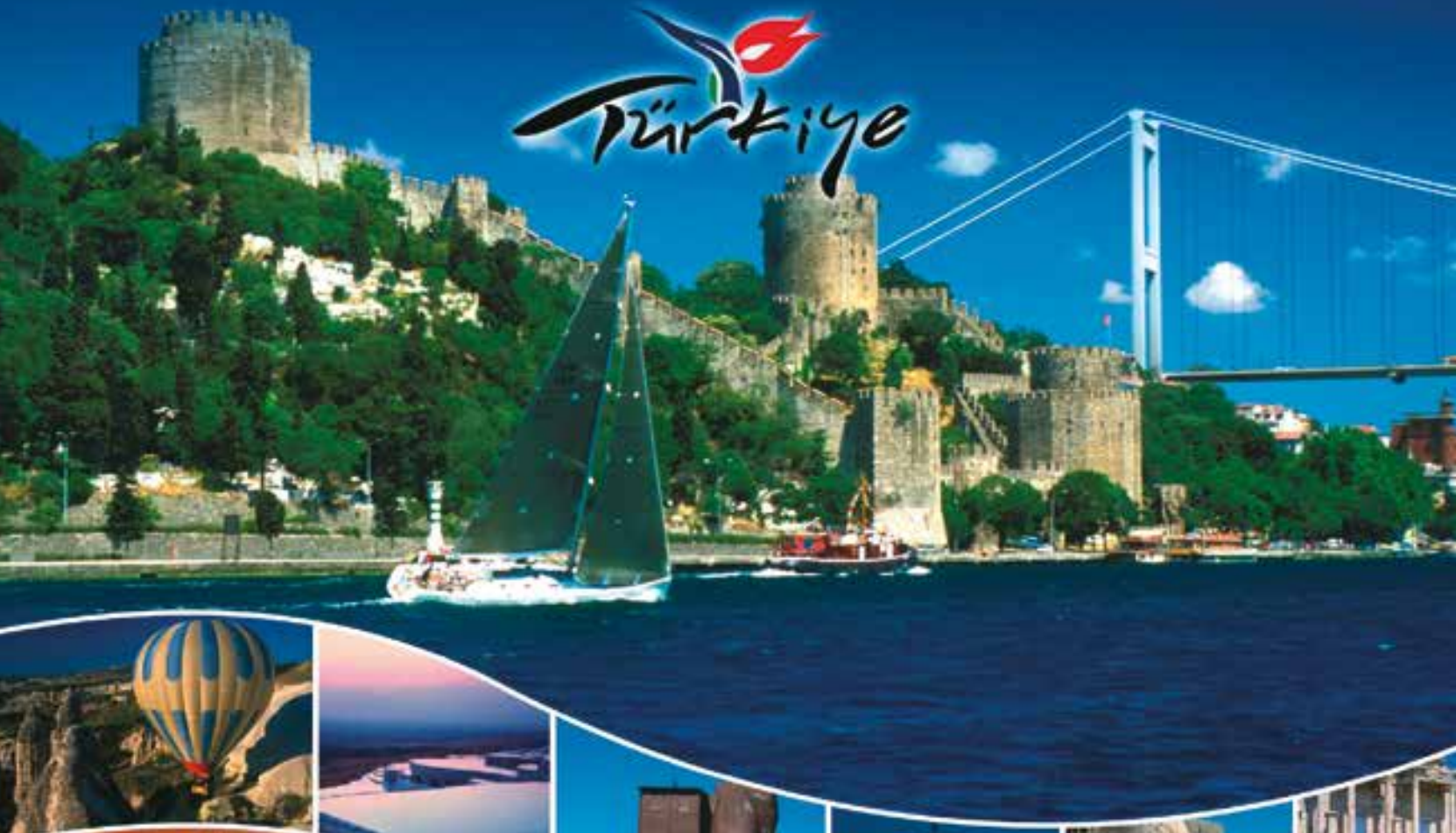
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Hotel klas

The Premium Cave Hotel of Cappadocia Opening May 2013

Kayakapı neighbourhood is a historical area located on the northeastern slope of a hill known as Esbelli in Ürgüp - Cappadocia, Türkiye. The area features many examples of vernacular and monumental architecture, including the House of Saint John the Russian. Abandoned during 1970s & 1980s, the semi-ruins and naturally evolved landscape of Kayakapı present an authentic, mystical character. Now this mystical character is being renovated to become: **"The Premium Cave Hotel of Cappadocia"**.



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