

turizm aktüel

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WORLD HOTELIERS ASSOCIATION COMES TO ISTANBUL

NEVİN AKÇELİK: GUEST SATISFACTION
WILL BE AT THE FOREFRONT

VOLKAN ÇAVUŞOĞLU: SIRENE BELEK
IS THE PUPIL OF TURKISH TOURISM

SERDAR ALİ ABET: THE ARAB SPRING BLOSSOMS IN ISTANBUL

ISSN 1301-4587



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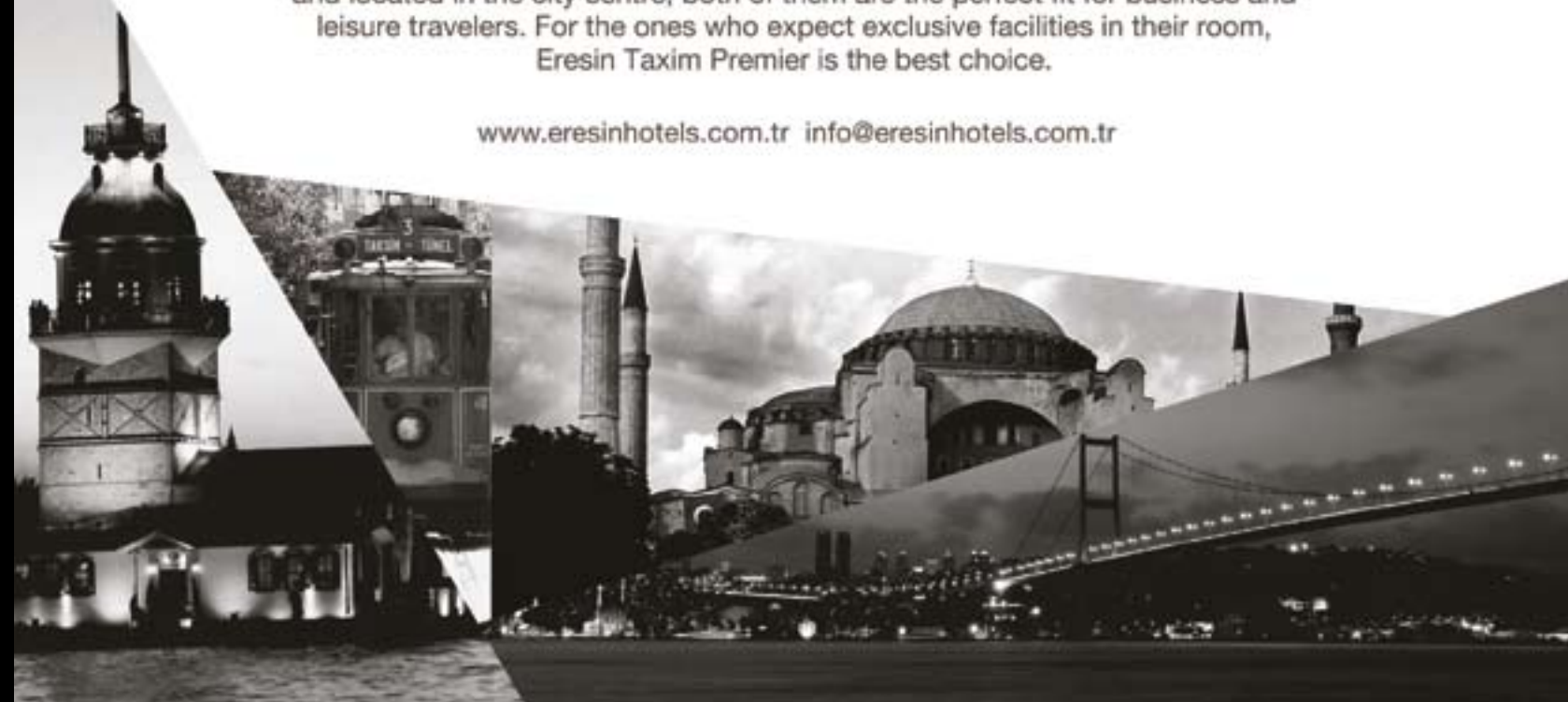
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Greetings from the special issue of Turizm Aktüel's ATM Dubai

We are in Dubai for ATM Dubai Tourism Fair, one of the most important gatherings of the sector. Just like every year, for ATM Dubai, Turizm Aktüel was prepared in English. The political and social unsteadiness seen in the Middle East in the recent years reshaped the tourism activities in this market. The movement called Arab Spring steered the potential tourist population of the Middle East market into Turkey. Following the 'One Minute' outburst the Prime Minister Erdoğan made, the flow of tourists from the Middle East countries to Turkey boomed. Strengthened with the Turkish TV series shown in the Middle East Countries, the interest the market have in Turkey has reached its peak. As a result, now and again, stirring happens in all sectors. The changes happen in social, political or economical fields bring along their own conditions. And when everything calms down and goes back to normal, nothing remains the same. That 'Arab Spring' is over and the impact of 'One Minute' outburst has lost don't change the fact that a remarkable number of tourist population recognized and loved Turkey. The permanent impact of this trend for us is actually seen at that point. Arab tourists, who were once regular visitors of Turkey and mislaid due to some mistakes we made returned to our country especially Istanbul in the first place. This trend led the sector to foster new politics. From now on, Middle East market is one of the markets feeding Istanbul. And Turizm Aktüel has been contributing in ATM Dubai Fair for long years with its special issue in English.

With its filled to brim content, once again, you won't unhand our ATM Dubai Tourism Fair special issue. On the cover of our special issue, which is packed with exclusive news files, hotels and interviews we get to know portraits from the sector appears Karnak Travel's Chairman of the Executive Board, Serdar Ali Abet. Mr. Abet, as an expert of Middle East market told us the sector's past and now, the changing equilibrium in the market following Arab Spring and its results. Akkanat Holding Tourism Group Director of Sales & Marketing Volkan Çavuşoğlu, however, told Turizm Aktüel about the group's most magnificent hotel Sirene Belek Hotel. Yes, these are the hints. Further is in the pages of the magazine. I wish a great fair and a prosperous season...

Good bye and hope to see you with our next issue again...

Hasan Arslan
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Istanbul hits decade-high in tourist numbers

Istanbul has attracted 838,000 foreign tourists in the first quarter of 2013.

Istanbul overcame the winter's seasonal troubles and showed a healthy growth in tourism, the statement said.

The statement released by the Directorate shows that one of every three tourists coming to Turkey visits Istanbul. In 2012, 28.7 percent of all tourists coming to Turkey visited Istanbul, official numbers showed. The statement further determined Istanbul's recent attempts to promote its cultural and touristic organizations, art events and efforts towards seminar and conference tourism, as the underlying impetus for the increase. German tourists topped the list of visitors to Istanbul, accounting for 10 percent of the total number of tourists to the city, followed by Russians with 6 percent. British citizens made up 4 percent of the total, and tourists from the U.S. amounted to 4 percent. French visitors decreased to 4 percent as well. The top five countries that Istanbul received the most tourists from, Germany, Russia, Britain, USA and France, were the same as in 2012. The numbers continue to show an increase in Middle Eastern tourists visiting the city as well, the directorate said.

Recent numbers have shown a sharp increase in Chinese tourists visiting Turkey, reaching a 10,000 threshold, equating to the total number of tourists coming to Turkey from the BRICS (Brazil, Russia, India, China and South Africa). Some 838,000 foreigners visited Istanbul in



One of every three tourists coming to Turkey visits Istanbul according to Istanbul's Culture and Tourism Directorate.

the first quarter of the year, marking a decade-high for the city, according to data provided by Istanbul's Culture and Tourism Directorate. A 23.8 percent increase was visible in numbers in the first quarter of the year, from October 2012 to March 2013, setting the number of Istanbul visitors to 838,201. The increase came despite the global financial difficulties, especially in Europe, where Turkey's target tourists are generally found, the Directorate adds.

ISTANBUL CHOSEN AS THE BEST TRAVEL DESTINATION IN EUROPE

Istanbul is the best place to travel in Europe, according to European globetrotters. Turkey's biggest metropolis has been voted the European Best Destination in a poll organized online by European Consumers Choice, one of the continent's leading NGO's giving voice to consumers' opinions. The award was

created in 2010 to allow European travelers to vote on their favorite European destination from a choice of 20 iconic cities. Portuguese capital Lisbon took second place while Vienna, Austria's imperial city, completed the podium. The award has also been hailed by Istanbul's 2020 Olympic Games bid leader Hasan Arat. "This prestigious award for Istanbul confirms the city's rapidly growing popularity for foreign visitors. People want to come to Istanbul, and we love to host them here. These figures show us that people from all over the world want Istanbul to 'Bridge Together' in 2020," Arat said. Istanbul has attracted 838,000 foreign tourists in the first quarter of 2013, a decade record for the city. German tourists topped the list of visitors to Istanbul, accounting for 10 percent of the total number of tourists to the city, followed by Russians with six percent, according to Istanbul's Culture and Tourism Directorate.



The Premium Cave Hotel of Cappadocia Opening May 2013

Kayakapi 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 Kayakapi present an authentic, mystical character. Now this mystical character is being renovated to become: **"The Premium Cave Hotel of Cappadocia".**

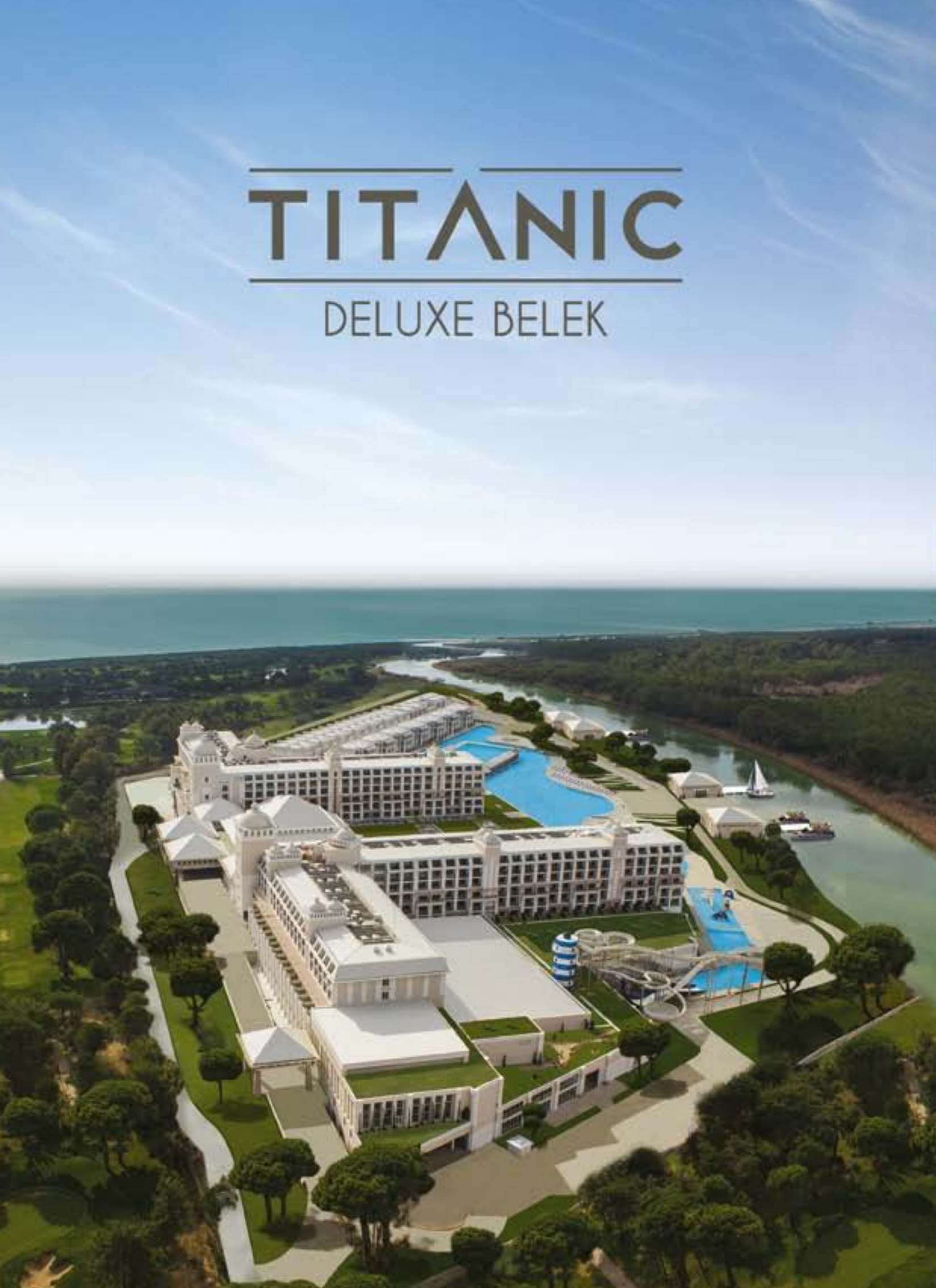


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WORLD HOTELIERS ASSOCIATION COMES TO ISTANBUL

International Hotel and Restaurants Association IH&RA has held their 50th annual conventional congress in Istanbul. At the event, which IH&RA's administration was elected, issues related to hoteliers sector were discussed through panels run by sector authorities. **HALİL TUNCER**

In the congress held by Hilton Istanbul between 2nd-4th April, agencies of hoteliers sector coming from all around the world including Switzerland, Argentina, Korea, France, China, the USA attended. At the event, which IH&RA's administration was elected current issues related to world hoteliers sector were discussed through panels run by sector authorities.

IH&RA'S NEW ADMINISTRATION ELECTED

With the election run during the congress, IH&RA's new administration has been elected. IH&RA's new administration includes;

The Chairman of Executive Board Casimir Platzer
The Vice Chairman Jordi Busquets
General Secretary Armin Zerunyan
The Bookkeeper Hala El Khatib
It was the former President Dr. Ghassan Aidi, who gave the opening speech at the opening ceremony of the congress held on 2nd April 2013. Pointing out the environmental issues, decreasing resources, the jeopardy in drinking water resources and global poverty, Mr. Aidi said that in the matter of sensible and efficient consumption of world's natural resources,

lodging sector bears responsibility. Mr. Aidi, who also touched on the role lodging sector plays in global economy, drew attention to emerging markets in his speech. Especially mentioning the potential in Chinese market, Mr. Aidi advised the sector to follow the change in China closely. The Assistant Manager of UNWTO (United Nations World Tourism Organization), Frederic Pierret, through he speech gave shared UNWTO's work, the current figures of global tourism and his foresights. On the other hand, the Publicity Deputy Director of the Ministry of Culture and Tourism, Levent

Demirel, through the speech he gave at the congress told about their work in accordance with the vision and strategies they adopted in tune with worldwide trends. Highlighting that as ministry, they attach importance to IH&RA congress organisations, Mr. Demirel told that they will continue to support this kind of organizations. Rendering that they have been concentrating two important issues such as Istanbul's nomination for 2020 Olympics and Izmir's nomination for Expo, Mr. Demirel stated that in case of bringing these organizations into Turkey, they will make major contributions in country's tourism.

However, Timur Bayındır, the President of TUROB said that their ongoing collaboration with IH&RA will continue in a more active way in the coming period. Expressing that TUROB has always been in collaboration and touch with all other international associations and organizations, Mr. Bayındır said that they have been working on getting the country's tourism just rewards and maintain them. At the end of the opening ceremony, Timur Bahadır, the President of TUROB, presented a thank you plaque to Dr. Ghassan Aidi for the contributions he had made to world tourism during his IH&RA Presidency.

TRENDS IN WORLD LODGING SECTOR SPOKEN

In the panel that took place on last day of the congress, 4th April 2013 with the attendance of Cumhuriyet Güven Taşbaşı, the Publicity General Manager of the Ministry of Culture and Tourism, the subject of "The Collaboration of International Organizations and Lodging Sector" and especially achieving right figures, the relation between employers-employees unions and their progress were tackled.



SILENCE ISTANBUL IS NOT “SILENT” AT ALL

Silence Istanbul Hotel & Convention Center will make a challenging entrance to tourism sector with the dynamism it brings to the region and with its professional stuff **HASAN ARSLAN**



Birol Kaymas, “In addition to our 4 and 5 star hotels and convention center, we work on a 3 star project in the same region. This project is among our next investment schedule in 2013”.



Silence Istanbul Hotel & Convention Center will become the indispensable destination of finance and business world and will turn to an attraction center for business meetings.

The management of Erko Group caters for the Istanbul's launch of the twins of their hotel in Antalya.

Situated in an ideal location of Ataşehir district with its close distance of 23 km to Sabiha Gökçen Airport, first one of the twins counts the days to render service with the name “Silence Istanbul Hotel & Convention Center”. It's claimed this hotel will make its guests feel at their homes with the dynamism and the professionalism it brings to the region.

The concept “silence” is very crucial for hotel management from the point of guests' view. If the guest hears nothing from the next room, it proves the good performance of sound insulation of the hotel management. Starting out from the idea of “silence”, Erko Group adopted the English word “Silence” as their new brand opening soon the first hotel in Antalya.

And nowadays the group is getting ready to build in Istanbul two new hotels. It seems that one of these two hotels will create a tremendous impression due to the services it will provide to the region. As Turizm Aktüel, we asked the General Manager Birol Kaymas for the distinctive characteristic of Silence Istanbul

Hotel & Convention Center.

When did the construction of Silence Istanbul Hotel start? What is the exact date of opening?

Located in the center of Ataşehir district in Istanbul, only 23km far from Sabiha Gökçen Airport, Silence Istanbul project has continued since 2011. The final countdown has begun for the opening of this 5-star hotel. With the dynamism it brings to the sector and with its professional stuff, Silence Istanbul Hotel & Convention Center will make its guests feel like at their homes. The both hotels of Silence Istanbul Hotel & Convention Center will enrich the region with totally 592 rooms and with a capacity of 1200 beds. We give the opening priority to the 5-star hotel, which offers totally 340 modern and comfortable rooms for different demands of the guests, containing 269 Superior rooms, 61 Exclusive rooms, 2 Corner Suites, 2 Deluxe Suites, 2 King Suites and 3 Handicapped rooms. Whether guests' windows show the magnificent and relaxing view of Prince Islands or they see the panoramic view of the city, it's all in one. While proving its guests the experience of an unforgettable accommodation, Silence Istanbul Hotel & Convention Center aims to satisfy their souls as well.

Could you please give some more information about the investor? Which are the main fields of their investments and how many hotels have they built since today?

Erko Construction is the investing company. Since the foundation of the company, Erko Construction and Tourism Limited has given priority to infrastructure projects among its specialized fields. In tourism sector, Erko Group has built Silence Istanbul Hotel & Convention Center, 4-star Silence Istanbul and our hotel in Antalya, Silence Istanbul Beach & Resort Hotel.

How much is the approximate investment cost of this hotel?

The investment cost of our 5-star hotel is almost 129.8 million Turkish Liras.

Could you please give brief information about the hotel's capacity, room number, meeting rooms, spa centers?

The two hotels, one 4-star and the other 5-star, have the highest capacity in the region with totally 592 rooms and 1200 beds. Our hotels aims to provide the 100% guest satisfaction with the Executive Lounge and with its professional stuff. Silence Istanbul Hotel & Convention Center is complemented by a main hall receiving the daylight, with 7-meter ceiling and with 1500 sqm of wideness separated to 3 parts, by an alternative hall of 900 sqm and by 15 fully well-equipped meeting rooms. Our guests will be able to organize their meetings, conferences and invitations with the high-technological equipments. Complemented by the exclusive chefs and the qualified restaurants, the

The hotel offers 340 modern and comfortable rooms, containing 269 Superior rooms, 61 Exclusive rooms, 2 Corner Suites, 2 Deluxe Suites, 2 King Suites and 3 Handicapped rooms.



exquisite cuisine of Silence Istanbul Hotel & Convention Center will please both the taste and the eye of its guests. Our Spa center will offer the best service to the healing and relaxation of our guests. The Spa Center contains 4 private care rooms and one massage room, a Sauna, a Stream Room, a Turkish bath and a Fitness Center.

How did you decide to build the hotel in this region? What are the advantages of this region for your investment?

Located in Asian side, Ataşehir is one of the

most fast-growing districts in Istanbul. The most important point for us is the Finance Center which was founded in Ataşehir. Silence Istanbul Hotel & Convention Center is situated in an ideal location with its close distance to any part of Istanbul. So, we will become the most preferred hotel in Asian Side. The name of Istanbul has already been accepted as a city of Convention Tourism. However, I think that is not enough. We need significantly a larger and well equipped Convention Center in Asian Side to bring world's conventions to the town. The congress halls of current hotels are not sufficient for over 1500 persons. Istanbul will only become one of the most preferred cities if we build Convention Centers, complemented by highest technologies for 5-10 thousand persons.

What is your major distinctive feature above the other hotels in this region; will you continue investing in tourism; if yes, where and when?

“Silence Istanbul Hotel & Convention Center” is going to become an indispensable destination for finance and business world and will turn to an attraction center for business meetings. Our hotel contains a main hall receiving the daylight, with 7-meter ceiling and with 1500 sqm of wideness separated to 3 parts, by an alternative hall of 900 sqm and by 15 fully well-equipped meeting rooms. In addition, with the exclusive chefs and qualified restaurants, our exquisite cuisine will appeal both to the eyes and to the taste of the guests.




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TURKEY HAS THE EAR OF INTERNATIONAL HOTEL CHAINS

Booming tourism accompanied with reassuring economy attracts foreign investors. Foreign hotel chains have completely set sight on Turkey.



The General Manager of Er Yatırım, Ferzan Çelikkat
'International hotel chains are almost competing to enter Turkey...'

Touching on the success Turkey achieved in seashore tourism started expanding onto other areas of tourism and making it, Er Yatırım's General Manager, Ferzan Çelikkat recorded that hotel chains have started falling within in all regions of Turkey not only with their upper segment but also 3-4 star brands. He also said that tourists visit Turkey with various purposes from all around the world, and that it ranks in world's top 10 countries in tourism and has the ear of international hotel chains.

MIDDLE EAST KEEPS A TIGHT REIN ON TURKEY

Touching on the success Turkey achieved in seashore tourism that started expanding onto other areas of tourism and tackling it, as a result there is a rising investment demand not only in metropolitan cities such as Istanbul, Ankara, İzmir but also in some Anatolian cities. Stating that the concept of foreign hotel chains has also changed according to the differentiating tourist profiles and tourism formats, Mr. Çelikkat said "Hotel chains have started falling within in all regions of Turkey not only with their upper segment but also 3-4 star brands. Meanwhile, the booming numbers of tourists coming from Middle East encourages the big tourism companies invest in Turkey. We know that Katar being in the first place, BAE and Suudi Arabia have completely set sight on Turkey."

BRANDS BRING BRANDS...

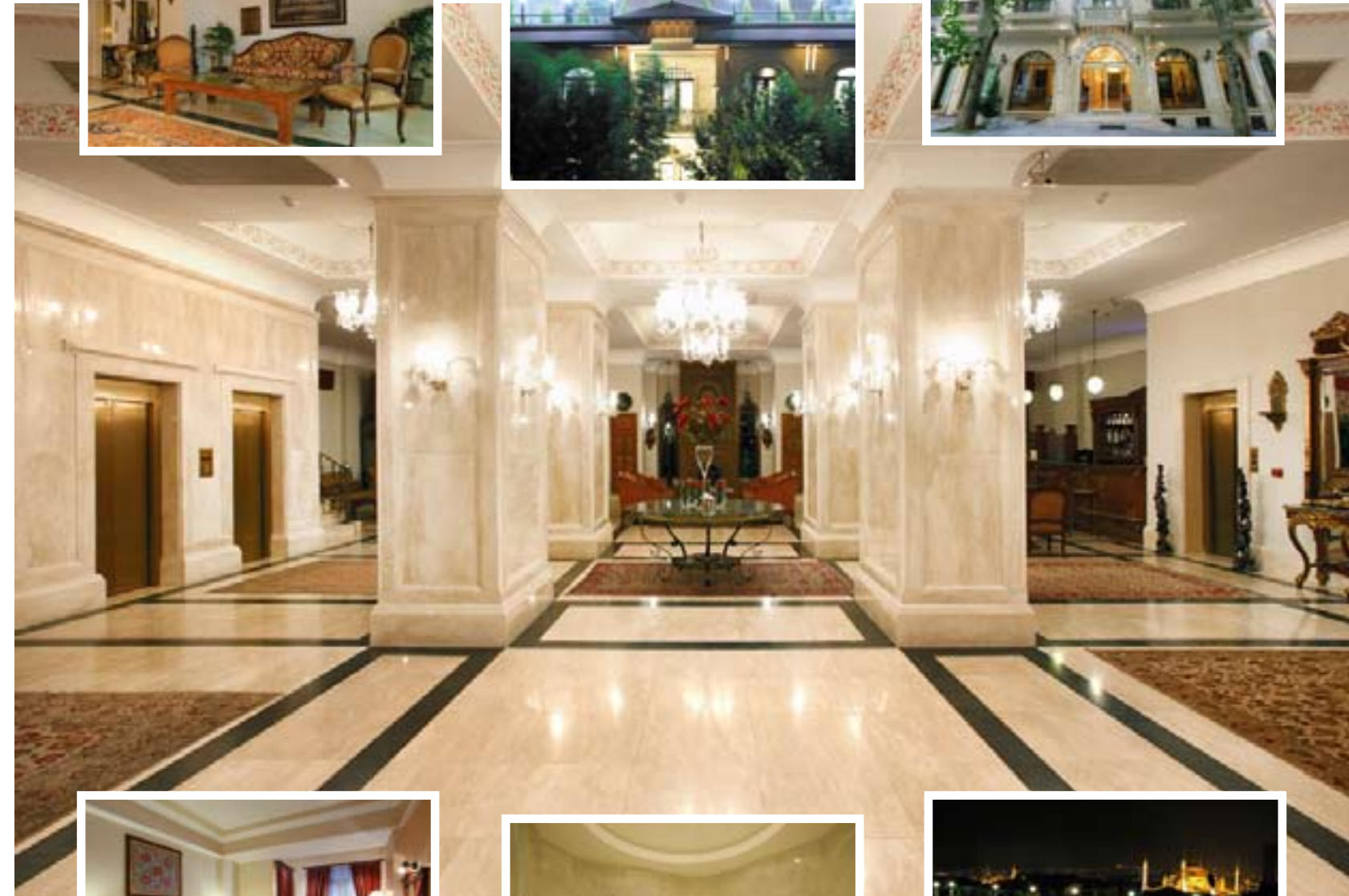
When we look at the general situation, Germany, the UK and Russian Federation come first in sending visitors to Turkey and 60% of foreign tourists prefer either Istanbul or Antalya. For the time being, the focus is on the hotels in İstanbul, Ankara, İzmir, Antalya, Muğla and Aydın. However, this equilibrium will change soon and hotel investments will spread all across Anatolia. Since 1970, several international hotel chains have entered Turkey. Whereas, in the last 10 years, world's 9 hotels chains out of 10 have been rendering services both with management agreement and name rights. In brief, with the new brands, investments are gradually continuing and the economical dynamism it will yield will be amazing. Because, let alone the employment it creates, a hotel investment offers job opportunities during both construction and management processes; from construction to textile, from porcelain to glass works and from food to housekeeping."

THE CRISIS IN EUROPE DIDN'T HIT THE SECTOR

In the meantime, pointing out that even the 2012's reflections of the economical crisis hit Europe and global security concerns haven't pulled down Turkey's tourism sector prospect from positive to negative, Ferzan Çelikkat spoke "On the contrary, international hotel chains are almost competing to enter Turkey. In the area of hotel investment which they consider to be the most secure and profitable, they are planning to spare serious quantities and sums. Yet, by offering serious partnerships, equity funds and joint-ventures, for Er Yatırım's developing projects, international hotel chains have shown how eager they are."



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VOLKAN ÇAVUŞOĞLU: SIRENE BELEK IS THE PUPIL OF TURKISH TOURISM



The hotel has totally 441 rooms. The 232 of them are in the section called Palace (on the main building), the 209 room are in the section Villa.

Located in the most beautiful point of Belek where the pines display their glamorous beauties, the green makes its most colorful dance and the sea has the infinite blue of Mediterranean region, Sirene Belek Hotel is recognized as the pupil of Turkish Tourism. **HASAN ARSLAN**

Akkanat Holding Tourism Group Director of Sales & Marketing Volkan Çavuşoğlu has spoken about their most beautiful holiday resort Sirene Belek Hotel to Turizm Aktuel. Mentioning also about the tourism philosophy of Akkanat Holding for becoming recently a group coming prominent in Turkish Tourism arena, Volkan Çavuşoğlu has declared "We sell happy holidays, indeed. Coherence and confidence are two important issues for tourism sector. We offer our guests what actually we have promised in our resort before they come to holiday".

Could you describe Sirene Belek Hotel with the main lines?

Located in the most beautiful geographical point where the pines display their glamorous beauties, the green makes its most colorful dance and the sea has the infinite blue of Mediterranean region, Sirene Belek Hotel is recognized as the pupil of Turkish Tourism. Sirene Belek Hotel is located perhaps in the most beautiful point of Belek Tourism Center which is recognized as the pupil of the Turkish Tourism and which makes us feel the magic of the coastal band. Built on

an area of 120 thousand m2, the 5-star Sirene Belek Hotel carries the traces of Mediterranean architecture. The design of the hotel with totally 441 rooms is featured with its modern and aesthetic architecture attaching importance to the living spaces of its guests. The hotel has been designed for the convenience of its guests thanks to its natural flora in which you can see all the shades of green, comfort, contentment, wide and peaceful spaces.

What are the features that bring the hotel to the forefront?

The most important feature of our hotel is to render service as a Family Hotel during the summer. The hotel has 141 Superior Deluxe guestrooms for families with 50 m2 living room + bedroom. At the villa area near the Olympic pool and in the garden of Kid's club, the hotel provides 2 pools for kids and babies with 10m diameter and 30-60 cm deepness. The Kid's Club has an open grass play ground of 350 m2, an open area of 300 m2 where the kid's pool is located, a half-indoor kid restaurant of 132 m2 and an indoor play ground of 100 m2. Sirene Fun Club renders service during day

time (for 4-12 years old groups). Special nursery units are available on request of the parents or according to the availability of nurses. Sirene Fun Club organizes every day mini cartoon film festivals or every evening mini disco clubs.

Could you mention about the features of our hotel's rooms like Palaces and Villas?

The hotel has totally 441 rooms. The 232 of them are in the section called Palace (on the main building), the 209 room are in the section Villa. Our hotel has variety of rooms. And here are the details of Palace and Villa sections; Palace: 204 Standard Junior Suite (45 m2), 8 Palace Suite (60 m2)(Bedroom+ Living room), 7 Palace Duplex (60 m2), 4 Handicapped rooms (45 m2), 9 Terrace Suite (60 m2 Bedroom+ Living room, 100m2 Terrace). Totally 232 rooms.

Villa: 141 Superior Deluxe Room (50 m2)(Bedroom+ Living room), 28 Corner Rooms(45 m2), 4 Lale Suite (60 m2)(Duplex), 8 Garden Suite (100 m2)(2 Bedrooms+ Living room), 8 Pasha Suite (150 m2)(Duplex 3 Bedroom+ 1 Living room). Totally 209 rooms.

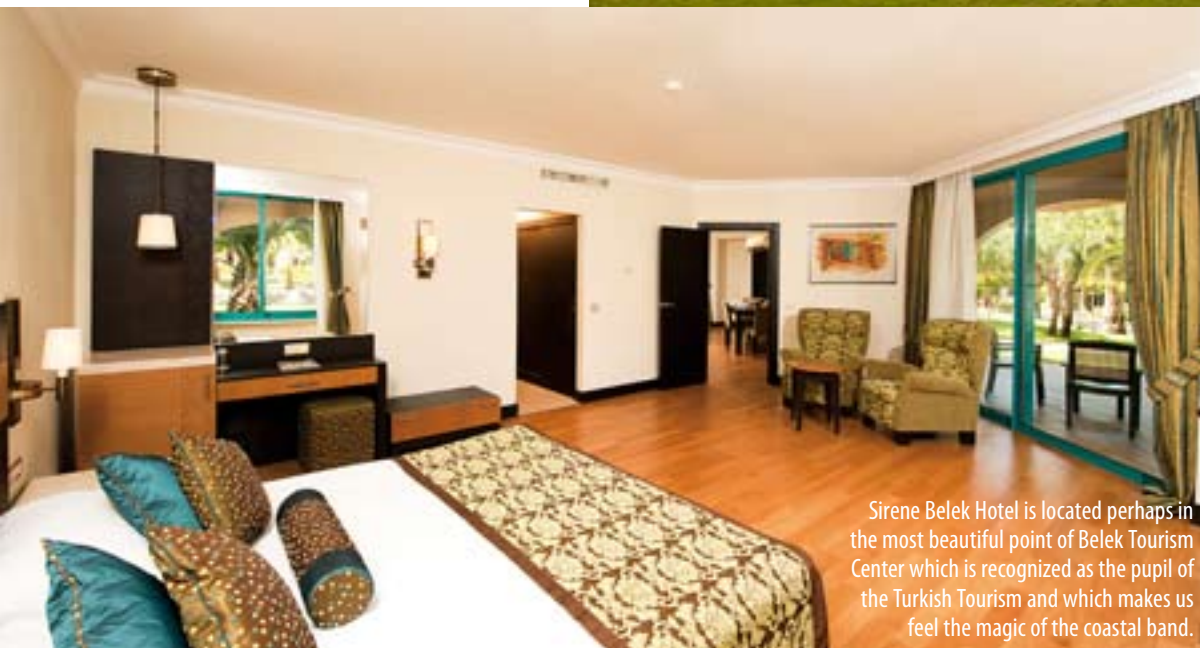
Golf is the core element of your hotel. Could you mention about your golf courses?

Situated on 1350 square meters and within walking distance to our hotel, our sister company Antalya Golf Club has two golf courses, PGA certified Sultan Golf Course and The Pasha Golf Course. Each golf course project was designed by European Golf Design, the most successful golf course design project company of Europe. The well-known golf player David Jones is leading the consultancy team of these courses. The PGA Sultan is a golf course which challenges even the experienced golfers with its par-71 and 6,411 meter long course. The Pasha is a golf course 5,731 meter long and with par-72.

World's most important golf player Tiger Woods played in Antalya Golf Club's PGA



World's most important golf player Tiger Woods played in Antalya Golf Club's PGA Sultan course for 4 day in the October of 2012.



Sirene Belek Hotel is located perhaps in the most beautiful point of Belek Tourism Center which is recognized as the pupil of the Turkish Tourism and which makes us feel the magic of the coastal band.



While giving service as a family hotel during the summer, Sirene Belek Hotel has great pleasure to welcome its guests playing golf, the swimming, football and tennis teams mainly during spring and autumn.

Sultan course for 4 day in the October of 2012. In addition, our hotel has a fully equipped Olympic pool (25m x 50m proportion, 1, 80 m depth and 10 swim lanes). As well, our resort offers a football ground of 60 x 90 m proportion. Having their holiday in our hotel, the guests can practice themselves on a range variety of water sports.

Please, tell us more about the spa center, the beach and the pools?

Our spa center is run by the professional Sanitas SPA. Our spa center can meet a wide range of expectations with its indoor swimming pool; massage rooms sauna and Turkish bath. We have totally 5 swimming pools: Palace open pool is 1,40m in depth and has two water slides (at summer season). In addition to that, in Palace main building there is a half-olympic indoor pool which is 1,80 m in depth and with average temperature of 26 degree (during winter season).

What is the tourist profile of your hotel?

The families are primarily who prefer our hotel during the summer. The most important reason for that is our hotel's family-based business policy. The families make themselves comfortable in our hotel due to its large and big rooms. Indeed, we sell happy holidays. Coherence and confidence are two important issues for tourism sector. We offer our guests what actually we have promised in our resort before they come to holiday. We never let our guests down and even we make them experience more than their imagination. In addition, we have great pleasure to welcome golfers, swimming teams, football and tennis teams mainly during spring and autumn.

As a hotel renowned by your cuisine, what kind of flavor journey do you promise to your guests?

Our gracious hotel will have a great pleasure

to welcome you together with its professional culinary team, who follows up the world cuisine for our guests. Our main restaurant, Kybele offers a wide range of tastes to its guests. Palm Garden Restaurant is open during lunch at summer season. Here you can taste salads, hot pots, and barbecues, variety of Turkish bread, diversity of pastas, fruits, ice creams and deserts. In addition, our A La Carte restaurant Mermaid is reputable for its sea food. And in A Casa you can taste the South American cuisine. Sini Anatolian Cuisine offers you the authentic Turkish culinary. High ceiling, large and spacious restaurants have been designed in order to turn dining into a pleasant feast. While you are experiencing the pleasure of dining in content and comfortable environment, our culinary will be at your disposal with a wide variety and rich menu options.



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RECEP ARİFOĞLU: THE RISE IN TOURISM SECTOR IS TO BE CONTINUED



BW Plus The President Hotel's General Coordinator Recep Arifoğlu mentioned about the current increasing interest of Arabic tourists on online booking services.

The online reservation ratio increases enduringly every year in world's travel industry. It's claimed in global travel industry that the %54 of total reservation ratio is made online.

BW Plus The President Hotel's General Coordinator Recep Arifoğlu: "Investing in information technologies and carrying out online promotion marketing strategies in different countries BW Plus The President's online reservation rate increased to 45% in the first quarter of 2013.

ONLINE BOOKING INCREASED BY 200%

Speaking of their acceleration in online booking, Recep Arifoğlu declares "We became a reliable brand worldwide since therefore we provided the same online booking price for each country. Our national and international customers follow closely each campaign that we launch in different periods. Both the Turkish hospitality and our highest service quality for 24 years make us one of the most recommended hotels in many markets, especially in Spain. If considering all of our features, our online booking rate is going to increase every passing year."

THE RISE OF ISTANBUL IN TOURISM SECTOR IS TO BE CONTINUED

Mentioning they have already had a successful tourism year, Recep Arifoğlu says that the increase in Istanbul's tourism sector is to be continued. As a matter of fact the numbers have already affirmed this, thinks Mr. Arifoğlu. According to him, the most of arriving tourists prefer Sultanahmet and the Historical Peninsula in Istanbul. He also declares, "Sultanahmet and the Historical Peninsula are the most tourist-attractive areas of Istanbul. For this reason it's crucial and urgent to overcome the infrastructure problems of this region. For example, precautions like stopping the traffic in Ordu Street and opening it to pedestrian areas will provide added value to the region. Still, an arrangement should be formed for the pedestrian area when the subway is going to be opened. This will create a serious dynamism in Yenikapı.

THE OTHER REGIONS OF THIS CITY SHOULD BE COMMERCIALIZED

Recep Arifoğlu confirms the idea of commercializing the other parts of Istanbul right along with the development of cultural and artistic activities for extending the duration of stay and the return of foreign tourists back to the city. For this, he gives the example of the present interest of Arabic tourists on Princess Islands. Recep Arifoğlu also adds the suggestion to promote more the regions of Bosphoros, Riva and Şile.



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Özgür Kurga affirms that Kemer is one of the most important tourism destinations of Turkey.



ÖZGÜR KURGA: KEMER IS THE HONOR OF TURKISH TOURISM

Kemer Özgür Kurga has emphasized on Kemer to be one of most important destinations in Turkey, but unfortunately this city could get what it deserved from tourism sector. **HALİL ÖNCÜ**



According to the statement of Kurga, the tourism of Kemer has shown a marked decline in recent years. "Kemer has fallen behind other positively developing tourism destinations because of wrong methods and non-fulfillment of expected projects", says Özgür Kurga. According to his statement, Kurga declares, "Being the flagship of tourism since 1980s, Kemer welcomes another tourism season. Certainly, Kemer is one of the most important tourism destinations of Turkey. Especially for its geographical position, Kemer has always made a distinguished name among other destinations. However, in recent years Kemer has fallen behind other positively developing tourism destinations because of wrong methods and non-fulfillment of expected projects. Nevertheless, it's always possible to overcome the bad times. I believe these troubled days can be overcome by fraternity, solidarity and development of new

projects which will satisfy every segment of society". Expressing Turkish tourism should be managed with modern measurements, Özgür Kurga says, "The tourism cities should be dreamt and wanted to see by tourists, should be worthy to explore new things and should be lived with pleasure. Researching conferences should be held in order to evaluate the world's recent trends, featured tendencies, opportunities and dangers. Responsible and related association should determined the new suggestions after creating new research projects; and then the final suggestions should be added to the schedules. In the past 40 years Turkish tourism lost blood because of lack of programming and organizing. The suspicious Turkish investor has started this business with "Özal's Incentives". However, the coast of Kemer got full with unvarying hotels after the end of control and reporting".

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KETOB'S PRESIDENT TAYYAR GÜL: WE RAISE THE STANDARDS IN TOURISM

The tourism managers expect a lot from 2013. The positive comments from recently held tourism exhibitions raise our hope for 2013. **HALİL ÖNCÜ**



Kemer is among world's charming tourism destinations.



Tayyar Gül: The bed capacity increases without control. We should take immediate precautions in order to control the new investments.



KETOB's (Association of Tourism Hotel Managers of Kemer) President Tayyar Gül expresses the necessity of creating awareness by diversifying services and products in Turkish tourism sector. The tourism investors expect a lot from 2013; the feedbacks from recently held exhibitions show that the year of 2013 will be more efficient than 2012. According to the trimester of 2013, we can see the positive effects on numbers.

THE TOURISM SECTOR WILL BLOOM IN 2013

As long as our tourism sector is not confronted by a financial or political problem in foreign tourist number or in inflow of receipts, I expect a better year than 2011 and 2012. However, one of the main problems is the increase in bed supply that can become the most serious opponent of tourism sector in the next season.

The increase in demand on our holiday regions has geared down, but hopefully the decrease is not stable. However, unfortunately the bed capacity increases without any precautions.

WE SHOULD DIVERSIFY OUR TOURISM PRODUCTS

We should urgently take precautions against the increasing number of investments. The

tourism investors should get involved with creating alternative services and products instead of building new establishments. There is a wide range of destinations in the world where tourists can find sea, sand and sun. As the representatives of our regional tourism sector, we should create awareness on diversifying new tourism services and products.

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Eric Danziger, president & CEO, Wyndham Hotel Group, said: "We are investing a significant amount of time and resources into developing our presence in Turkey, and the neighbouring markets."

TURKEY 'TO SEE 33M GLOBAL TOURISTS IN 2013'

Turkey is set to welcome 33 million international tourists this year – its biggest annual arrivals forecast yet, according to estimates by the Association of Turkish Travel Agencies.

Mehmet Önkal, co-organiser of the upcoming Turkey & Neighbours Hotel Investment Conference (Cathic) scheduled for May 29-30 at the Marmara Taksim in Istanbul, said this year's inbound tourism revenues are expected to top \$25 billion.

"Tourism is known to contribute to overall economic success by increasing job opportunities across a multitude of sectors, which in turn leads to increased consumer spending. Everyone benefits, as tourism becomes a catalyst for economic growth," said Önkal who is also managing partner, BDO Hospitality Consulting. Önkal cited WWorld Travel & Tourism Council (WTTC) figures that suggest the sector directly created more than two million jobs in Turkey last year, and contributed 10.9 per cent to the nation's GDP (Gross Domestic Product). WTTC's Executive Director, Geoffrey Breeze said inbound visitors accounted for half the sector's GDP contribution. He also noted that the GDP attributed to domestic tourism grew 4.9 per cent, almost double the rate of the international

contribution, presently pegged at 2.5 per cent per annum. "If the growth in domestic tourism continues at around 5 per cent each year, then by 2023 this will account for 59 per cent of total GDP contribution," Breeze said. Meanwhile, figures released by Turkey's Ministry of Culture & Tourism suggest that international visitor numbers could, on average, top 50 million per annum in the upcoming

decade, increasing year-on-year revenues in excess of \$50 billion respectively. Önkal confirmed that Cathic will address both the opportunities and challenges that Turkey and the greater region faces as they look toward achieving this growth, including the role of governments, regional air travel, and understanding international investment. The programme includes a discussion on what is driving new investors into the

market, as well as the appeal of Turkey for foreign direct investment. Other sessions include a look at what is driving the demand for the hotel sector and the impact of the global and European slowdown, alongside sessions from industry analysts. In addition to the conference programme, Cathic offers many networking opportunities including an exhibition where delegates have the opportunity to meet the key industry players.



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TITANIC DELUXE BELEK OPENED

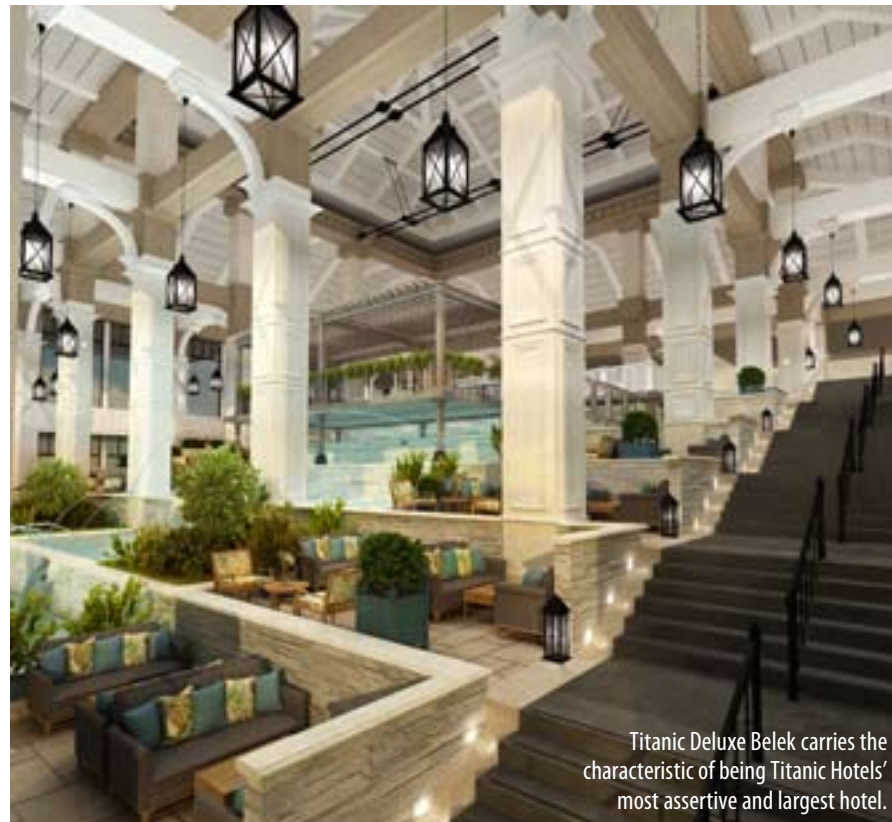
Titanic Deluxe Belek, Titanic Hotels' last ring in Antalya Belek opened.



Titanic Deluxe Belek launched out hosting their first guests.



Titanic Deluxe Belek also distinguishes with its 13 thousand square meter Spa and Fitness.



Titanic Deluxe Belek carries the characteristic of being Titanic Hotels' most assertive and largest hotel.

Having its name rather frequently mentioned and achieving a speedy growing trend, Titanic Hotels have been launched out welcoming their guests in Titanic Deluxe Belek, their second hotel in Antalya. Located by Antalya's one of the most important tourism centres Beşgöz River - in Belek, Titanic Deluxe Belek brought a breath of fresh air into Turkish tourism sector. Titanic Deluxe Belek is composed of chic and modern rooms that bring different concepts together, and all of which are with natural pinewood, river and sea view. The facility, being situated by the river, with this feature steps forward leaving the other hotels behind. The architecture of Titanic Deluxe Belek has also stands out with its location and concepts it shelters. The hotel represents a different kind of holiday perspective as well. Titanic Deluxe Belek also distinguishes with its 13 thousand square meter Spa and Fitness. Besides, the facility will contribute a lot in Antalya's tourism thanks to the 8 thousand 500 square meter meeting and congress centre.

Titanic Deluxe Belek carries the characteristic of being Titanic Hotels' most assertive and largest hotel. Along with being group's largest and most extensive equipped hotel that will render services 12 months, it is also expected to bring massive synergy. Having said that, it will also accelerate the Group's growth and branding process.

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‘THE ARAB SPRING BLOSSOMS IN ISTANBUL’ SAYS SERDAR ALİ ABET

THE ARAB SPRING AND THE APOLOGY RECEIVED FROM ISRAEL, DOUBLED THE NUMBER OF TOURISTS VISITING TURKEY. ALL EQUILIBRIUM IN THE MIDDLE EAST MARKET CHANGED OVERNIGHT, ECONOMICAL AND POLITIC EQUATIONS REGENERATED. TO TURİZM AKTÜEL, KARNAK TRAVEL'S CHAIRMAN OF EXECUTIVE BOARD, SERDAR ALİ ABET, WHO IS ALSO AN EXPERT ON MIDDLE EAST AND AFRICA MARKETS, EVALUATED THE YESTERDAY AND TOMORROW OF MIDDLE EAST MARKET, THE CHANGING EQUILIBRIUM AND CONSEQUENCES FOLLOWING THE MARKET THE ARAB SPRING.

HAKAN YILMAZ - HALİL TUNCER - HASAN ARSLAN



Serdar Ali Abet, 'Arabs used to see Turkey as pro-western. However, in the last 5 years this attitude has evolved a lot. In the eyes of Arabs, the Prime Minister Tayyip Erdoğan is a hero.'

Being half Syrian from his father and half Turkish from his mother, Serdar Ali Abet has the inside track by being close to Arab market which has a socially challenging structure with his blood and cultural ties. Touching on natural challenges Arab market possesses, Mr. Abet said “Not every society or agent would be able to cope with Arab tourists who have a socially difficult lifestyle. Because they can change their booking a hundred time until the tour organization is realized. This is a challenging market. In fact, big agencies want to enter the market as well. However, they think that they won’t be able to cope with it. I’m half Arabian half from Black Sea.

WHILE ALL HELL WAS BREAKING LOOSE IN TUNISIA AND EGYPT, WE CONTINUED CHARTER FLIGHTS

I have an interesting cultural mixture. This hybrid blood provides me with an advantage too. So, I can anticipate how the other side see the situation or how they could look at it. This market is world’s most challenging market. While all hell was breaking loose in Tunisia and Egypt, we continued charter flights. It was such a strange situation. The Arabs should never be approached in the short run. If they feel themselves as a prey, they would run away. If they believe you, they would pay back with interest. Stating that the countries constitute North Africa and Arab markets culturally differ from one another and that each one has different requirements and expectations, Serdar Ali Abet highlighted that they,



While Karnak’s 2002 turnover was USD 2 million, in 2012 this number went up to USD 35 million. Those days, Karnak used to bring 3 thousand travelers, we closed last year with 62 thousand though.

MIDDLE EAST AND AFRICA MARKETS ARE AMONG THE MOST CHALLENGING MARKETS IN THE WORLD. THEY REQUIRE EXPERTISE AND ATTENTION. THE SUCCESS ACHIEVED BY KARNAK TRAVEL, AN EXPERT AT THIS AREA IS A RESULT OF THE QUALITY SERVICE THEY RENDER.



Serdar Ali Abet, ‘Our target is to exceed the figure of 100 thousand and reach USD 50 million turnover. These figures will carry Karnak Travel among Turkey’s top 10 agencies.’

bearing these different features in mind, they offer a region, product and hotel accordingly. Mr. Abet said “What both markets have in common is being Muslims and speaking Arabic language. Apart from that, North Africans’ being under the influence of French culture more and having a rather western lifestyle distinguish themselves. The guests from Gulf countries, however, bring along all the characteristics Arab culture has. On the other hand, Gulf countries have differentiating characteristics among each other. How you approach a citizen from Bahrain and one from the United Arab Emirates requires to be different.

KARNAK IS AN EXPERT AT MIDDLE EAST AND NORTH AFRICA MARKETS

Evaluating the impact Arab Spring has over Turkish tourism, as an expert at Middle East and

Africa market, Serdar Ali Abet highlighted that this issue should be taken sophisticatedly. Well-versed tourism professional, who analysed the market one by one conveyed “Our biggest market Syria came down to zero. Libya receded into almost zero. However, new markets prospering against those and ones allowing us to exceed our previous number of guests opened and blossomed out. Thanks to those and despite everything, we were able to close 2012 with 20% growth. Each change brings along new opportunities. The important thing is to see that and utilise it.”

Saying that Arab tourism in Turkey splits in half as pre-AKP and after AKP, Mr. Abet stated “Gazze and One Minute have the characteristics of being milestones. Arabs used to see Turkey as pro-western. However, in the last 5 years this attitude has evolved a lot. In the eyes of Arabs, the Prime Minister Tayyip Erdoğan is a hero. Palestine has been embraced

for the first time. Israel has apologized for the first time. All these incidents caused outburst in number of Arab tourists. What their leaders hadn’t been able to accomplish for 60 years Turkey realized only in two years. Israeli Arabs visit Turkey a lot as well. Thanks to the TV serial ‘Magnificent Century’ (Muhteşem Yüzyıl), the number of visitors in Topkapi Place are blasting.”

WE ARE THE MOST EXPENSIVE STILL FAVORED THE MOST

Stating that the increase in Arab market can be seen at Karnak Turizm’s turnover, Serdar Ali Abet said “While Karnak’s 2002 turnover was USD 2 million, in 2012 this number went up to USD 35 million. Those days, Karnak used to bring 3 thousand travelers, we ended last year with 62 thousand though. So Arab market and Karnak travel became markets and agents who determine the overnight stays in Istanbul.

The price of Arab markets is higher than any other market. In Arab market, we are growing fast yet surely. In winter we get ready for summer. Be sure that we can’t keep up. We sell costly but still have difficulty in meeting the demands. Because we render quality service. A person visiting via us never experiences any disappointment. Their expectations are exceedingly met. Therefore, we never get any complaints. Stating that about 80 employees work at Karnak Travel’s Istanbul office, Mr. Abet said they possess offices in Dubai, Damascus, Beirut, Casablanca, Tunisia, Algeria and Erbil. Stating that Karnak Travel employs 150 employees in total, Serdar Ali Abet explained the facilities Karnak Travel runs with these words: “We bring guests from sixteen countries including North Africa, Middle East and Gulf regions. We carry out this work not by being a ‘coming’ agent of big tour

operators in those countries but by making our own travelers. We have built a network with 1500 travel agents in those countries. As if we live and work in those countries, we prepare different products, prices and promotion materials for each country and we receive guests' bookings via agents."

ARAB TOURISTS LIKED ISTANBUL'S WINTER AS WELL

Stating that this year Arab tourists have come to Istanbul in winter as well, Mr. Abet said "2013 should be singled out from previous years. Because this year Arab tourism has continued in winter as well. While our winter turnover in 2010 was USD 360 thousand, this figure has gone up to USD 1 million 860 thousand in 2013. This sum is periodically increasing. Istanbul is replacing Beirut and Cairo. The Arab used to think that Istanbul was as freezing as Siberia. When they came here, they saw that actually it wasn't at all. We brought 1300 travelers in January. This is a serious number. Our aim, in the short run, is to exceed 100 thousand and reach a turnover of USD 50 million. This figures will carry Karnak Travel among the top 10 agencies in Turkey."

Pointing out that politic incidents, however, might put Arab market into trouble, the well-versed tourism professional highlighted that it is necessary to endeavor not to Arab market, which became one of the most important actors for Istanbul's tourism. Stating that Arabs are an easy-going society, Mr. Abet gave away about Arab tourists he knows well, saying these words: "Arabs are an easy-going society. They ask for water, green,

OUR TARGET IS TO EXCEED THE NUMBER OF 100 THOUSAND AND REACH A TURNOVER OF USD 50 MILLION. THESE FIGURES WILL UPLIFT KARNAK TRAVEL AMONG TURKEY'S TOP 10 AGENTS.

food and shopping. They are in Istanbul now, because we possess the best of them." Stating that without a shadow of a doubt, Istanbul gets the biggest share of Arab market, Serdar Ali Abet said "Istanbul is followed by Abant, Izmit, Sapanca and Bursa. There is high interest in Sapanca nowadays. We haven't been able to welcome Arabs only in Antalya though. Some hotels don't lean towards Arab tourists much. The Arabs visiting Antalya either for aqua parks, for their children. Because in Gulf Antalya is not well-known yet." Mr. Abet also said that Karnak Travel's forward target is to exceed the figure of 100 thousand and reach USD 50 million

turnover. These figures will carry Karnak Travel among Turkey's top 10 agencies. Revealing that Karnak Travel has some business enterprises in healthcare tourism as well, Serdar Ali Abet said that they carry out a collaboration with brands and institutions that are Turkey's most valuable in their own area. Mr. Abet said "A Dubai based collaboration with Dünya Göz, Acıbadem, Esteworld, Diş 32 has already started. We started extending this practices across our source markets. In Turkey, developments in all areas of medicine; from plastic surgery to the most serious operations is reassuring for foreigners. There is an intensive

Mr. Abet said 'Karnak Travel renders quality service. A person visiting via us never experiences any disappointment. Their expectations are exceedingly satisfied. Therefore, we never get any complaints.'



tendency. The USA, the UK and Germany are no longer alone in this area. The fees for services in Turkey are much more affordable. We would like to benefit this situation with our collaborators. We are on the side of travel and accommodation. However, with 1500 agencies we have across 16 countries we make serious contributions in the publicity of those institutions. We would like to utilise this potential in terms of thermal tourism as well. We are extending our collaboration with Güral Group in Afyon as well that we already have in Sapanca. In this matter, Zafer Airport is a great opportunity. Thermal holiday is not enough on its own. We need to expand our facilities by adding physical therapy and check-ups. We are paying excessive attention to this subject. We accept Afyon as an "Thermal Valley". There will be some investments that we will make on our own, too."



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JOLLY TOUR JOINS THE FORCES WITH DOĞUŞ GROUP

An open market place that serves in e-commerce sector, n11.com with B2C-concept, which is owned by Doğuş Planet founded by the collaboration of Doğuş Group and SK Group, one of the biggest groups in the South Korea, thanks to their alliance with Jolly Tour brings another novelty to the sector.

Offering millions of products in dozens of categories from textile to electronics, from home and lifestyle to automotive and accessories, n11.com sat around the table with Jolly Tour about the categories of travel, holiday and ticket. Realized within the frame of strategic business alliance, this agreement is expected to open the doors in e-commerce sector into a new sense of tourism and bring a fresh perspective into tourism trends with the help of Jolly Tour's 26 year long business experience and knowledge they have in internet commerce. Highlighting the importance of being able to run every kind of marketing activities from

promotion to sales on internet environment and the convenience it possesses for future tourism sector, Jolly Tour Chairman of Executive Board, Mete Vardar said, "With its 26 year long tourism history and serious purchasing power in Turkish and World markets that comes along the experience, Jolly Tour, annually, renders 450 holiday-makers the best quality service. We continue keeping in step with changing and developing technology and making investments. In this sense, the agreement we made is an important investment for both brands. Due to the fact that, via our technological power, we are going to offer n11.com's customers holidays

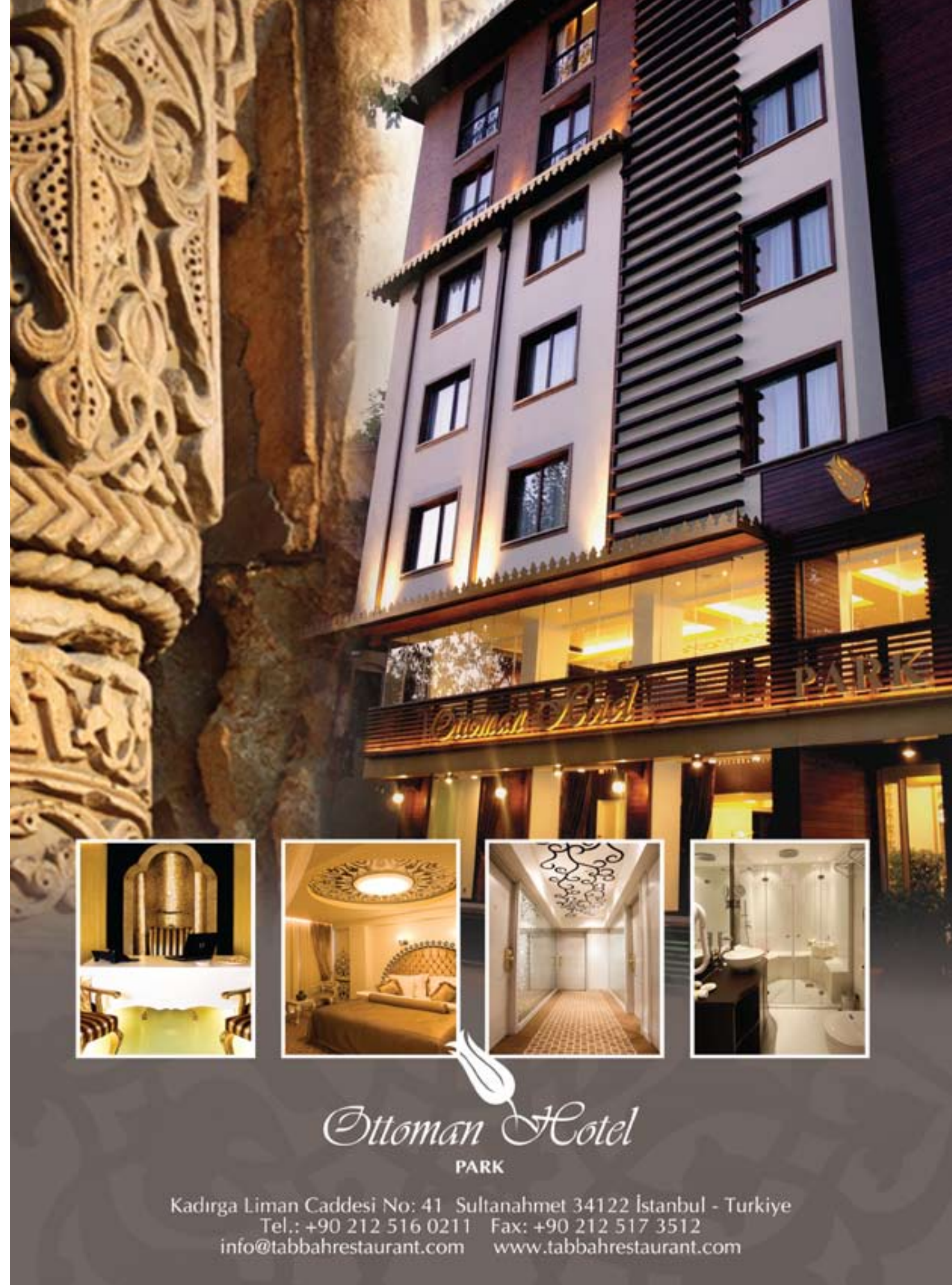
with the best advantages and breathe a new life into the sector, we are so excited." Doğuş Planet's Executive Board Member, İzi Adato said, "We have priority target dedicated to developing n11.com as an open market and in general sense the e-commerce sector. In accordance with this purpose, we sign agreements we believe will add value to internet users with Turkey's prominent companies that gained consumers' reliability. Within this framework, we believe that the agreement we made with Jolly Tur will give an additional acceleration in tourism and e-commerce sectors that are showing serious growth."



İzi Adato - Mete Vardar

THE COUNCIL OF SWISS INTERNATIONAL HAS GATHERED IN TURKEY

The international hotel chain Swiss International Hotel & Resort's regional managers have gathered in Ramada Plaza Istanbul in order to exchange information about the latest developments and strategies and to discuss the newest modern reservation system GDS. The newly set Swiss Business School has provided workshops for the crew of 30 existing hotels, management or franchising and for the personnel of hotels, which will be soon opened. The regional managers from Switzerland, Holland, Italy, India, South Eastern Asia, China, North and West Africa, Turkey and Brazil have participated in the workshops held in Ramada Plaza Istanbul.



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MERIT EXTENDS T.R.N.C'S POWER OUT TO THE INTERNATIONAL MARKET

Incorporating with Mercure, one of T.R.N.C's largest hotels, Merit Tourism has increased the hotel number to 7 in this island. Their next goal is to attract Chinese and Arabic tourists. **HALİL TUNCER**

As a part of NET Holding, one of largest tourism investment groups in Turkish Republic of Northern Cyprus, Mercure International Hotels & Resorts continues its existence in the island. Having invested 1.5 billion TL to T.R.N.C. since today, Merit Tourism has already incorporated with Mercure Hotel, one of the biggest hotels of the island. By having taken this hotel on lease for 20 years, Merit Tourism has increased their total bed capacity to 2500 in the island. The new hotel will be named Merit Park Hotel, which will increase Merit Tourism's hotel capacity to seven together with Merit Royal Hotel which will be put on service in May.

CHINESE MARKET IS THE NEW GOAL

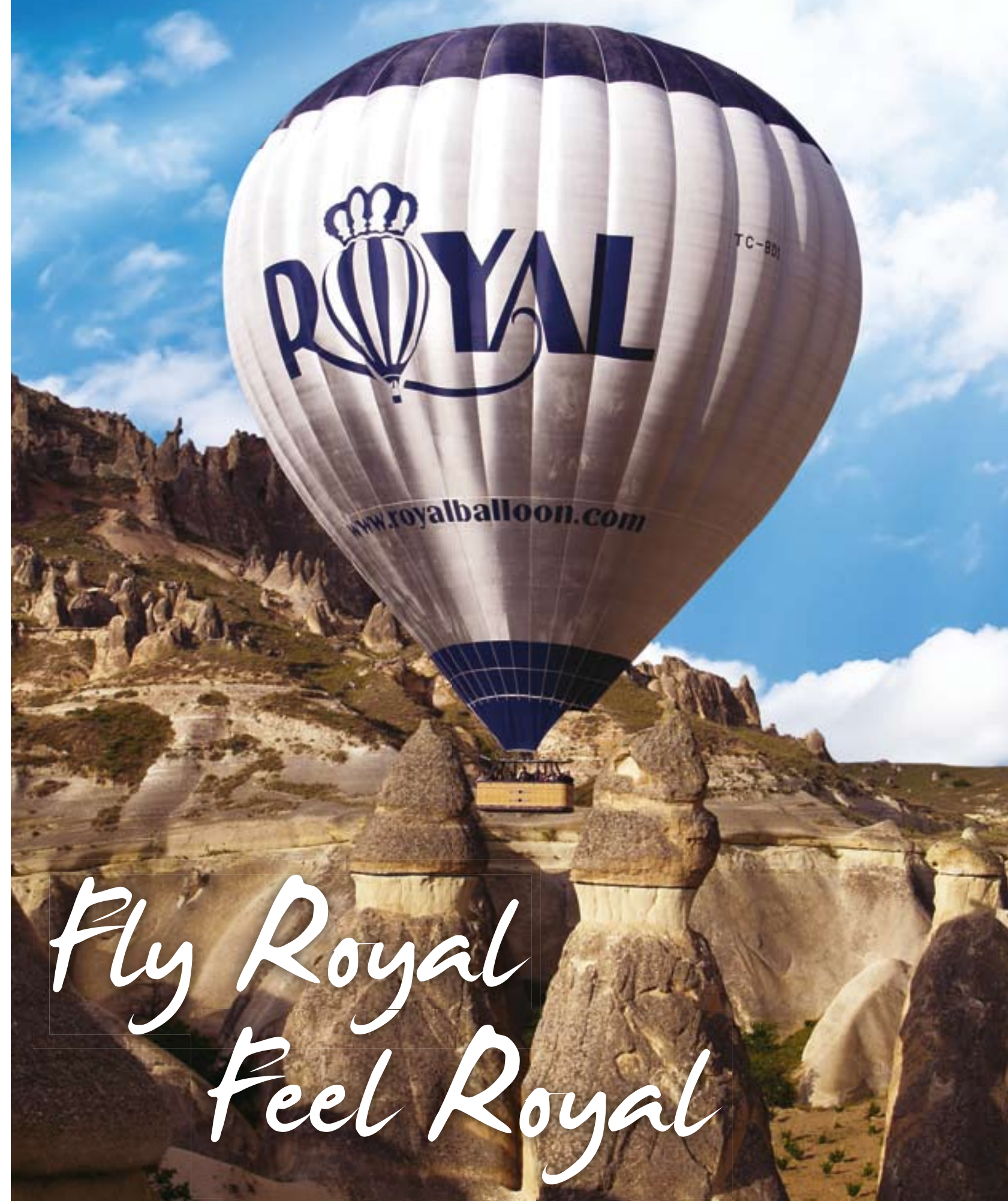
While putting more effort forth on bringing foreign tourists to T.R.N.C., Merit Tourism also promotes the island in international arena. With the aim of attracting attention of potential tourists markets especially as China, Merit Group expects a significant increase in Chinese tourists for the year of 2013. By the help of tourism investments the service



Reha Arar, Merit International Hotels' Executive Board President.

quality in the island has reached its highest level in recent years, expressed Reha Arar, Merit International Hotels Executive Board President and added, "Under favor of our quality in service we will expand abroad in wealthy countries of Middle East". "By the recent investments of Net Holding in T.R.N.C. their balance sheet value has reached to 1,5 billion TL. Caring about the promotion of our island, the executive board of this holding

is significantly engaged with attracting the attention of foreign tourists on T.R.N.C.", said Ersin Tatar, Finance Minister of T.R.N.C. Expressing that by the help of tourism investments the service quality in the island has reached its highest level in recent years, Merit International Hotels Executive Board President Reha Arar added, "The current flagship of our tourism group Merit Crystal Cove Hotel hosts its guests in the best atmosphere for peace, comfort, quality and good food. Our hotels always lead the sector in best service quality and highest custom satisfaction. As Merit Group, we will continue to support T.R.N.C's tourism sector with our new investments. In the newly appealed Merit Royal Hotel, we will move our present achievements forward by means of exclusive, luxurious and qualified services and several exotic kitchens. In T.R.N.C., we look for the wealthy tourists from Middle East. Our all-inclusive service will be of high quality as privileged as the a la carte service. Everything will be special for you and however you prefer it to be. We will change your routines of making holiday."



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Future's tourism venues will be authentic, original and cosy



The award ceremony of International Tourism Caricatures Competition which received 312 artists works from 72 countries was realised after the panel organised with the collaboration of Tourism Writers and journalists Association (TUYED). **HALİL TUNCER**

At the panel organised by Vitra and Turkish Independent Architectures Association and held in Istanbul Modern within the frame of Vitra Contemporary Architecture Series, novelist, story and travel writer Buket Uzuner, Mimar Gökhan Avcioğlu and Öger Tur's Chairman of Executive Board Vural Öger seached for an answer to the changing trends in tourism perspective and venues.

Making salient observations at the panel, Vural Öger argued that because the haphazard concretion and structuring in the last 30 years,

Turkey started having difficulty in offering attractions and change to foreign tourists. Pointing out that tourism has been seen as a sector only bringing foreign currency for years, Mr. Öger said "In tourism, authentic architecture is so important. Unfortunately, as a result of unearned income benefits and haphazard structuring, Mediterranean and Aegean Coast ended up being a region mounted with concrete blocks. We possess the most picturesque hotels. However, because of 'all-inclusive' system, we imprison tourists from visiting here. As a result, tourists come

leave here without experiencing Turkish hospitality and seeing Turkish culture. We are in need of authentic tourism architecture."

TOWARDS A VENUE-FREE TOURISM ARCHITECTURE...

Worked on dozens of award-winning architectures, Mimar Gökhan Avcioğlu, in accordance with the points Mr. Öger made highlighted that Turkey's competitive advantages in tourism is the concepts of "hospitality" and "friendliness". Young generation tend to behave more spontaneous. Plus, the convenience of developing transport helps that too. Instead of building artificial venues, tourism architecture should put forward the characteristics the venue has.

FEMALE TOUCHES IN ARCHITECTURE...

Skillfully treating architecture as well as the character she created in her novels, travel writer, Buket Uzuner, reminding Bernard Shaw's Quote "A perpetual holiday is a good working definition of hell." defined holiday as "temporary freedom and stolen time". Ms. Uzuner pointing out that all old cities in the world are designed by men and constructed in accordance with their needs, said "in paralel with the rise in the number of female architects and female customers' turning determinative in buying decision, tourism architecture is changing."



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- Start Alanya 21-22 April 2013
- Alanya Mountain Biking Championship 27-28 April 2013
- Alanya International Tourism and Arts Festival 25-28 May 2013
- ETU European Triathlon Championship 14-16 June 2013
- International Handball Festival 24-29 June 2013
- Turkey Regional Beach Football League 12-14 July 2013
- 13th Streetball Tournament 14-18 August 2013
- Alanya Tennis Tournament 01-08 September 2013
- Turkey Lacrosse Opening Championship 23-28 September 2013
- Alanya International Jazz Festival 26-29 September 2013
- Alanya International Wooden Sculpture Symposium 1-30 November 2013

Cleopatra Beach provides an excellent sunbathing area with beach chairs, paths and showers specifically designed for disabled visitors, who can enjoy the sea with an accompanying person.

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Shangri-La Hotels and Resorts holds the second hotel in Europe in Beşiktaş, Istanbul.



Shangri-La Bosphorus Istanbul attracts the attention of customers by its magnificent ballroom having a capacity to 1000 persons and a 6-meter high ceiling.



Offering guests 186 rooms, the hotel rises upon the old tobacco warehouse in Beşiktaş district. There are 169 deluxe guestrooms and 17 suites in the hotel.



Sinan Yılmaz will assume the title of General Manager in Shangri-La Bosphorus.

SHANGRI-LA BOSPHORUS ISTANBUL COUNTS THE DAYS

After Paris in the spring of 2013 Shangri-la Hotels and Resorts is going to open their second European hotel, set on to an old tobacco warehouse within the Beşiktaş district in Istanbul. **HASAN ARSLAN**

The new address of luxury, Shangri-La Bosphorus Istanbul is getting ready to host its guests with 186 rooms providing exquisite views of the Bosphorus strait, from the Historical Peninsula to Ortaköy. Ideally located between Dolmabahçe Palace-one of the astonishing buildings of Istanbul witnessing the history- and the Navy Museum- the largest museum of Turkey, Shangri-La Bosphorus Istanbul will hold the greatest luxuries of Istanbul by providing the flawless heartfelt hospitality of the Asian culture and the most exclusive services.

ROOMS WITH THE VIEW OF BOSPHORUS STRAIT

Holding one of the most astonishing views of Istanbul, Shangri-La Bosphorus Istanbul offers guests 186 rooms and suites, containing 169 deluxe rooms with sizes from 42 sqm to 60 sqm and 17 suites offering 80 or 110 sqm of luxury. Any of the rooms offers guests both comfort and peace in their elegant ambience, modernized with the vivid and sophisticated decoration details of Asian architecture.

Shangri-La Bosphorus Istanbul will become a must for flavor passionates with the creative menu of IST TOO offering a unique satisfying combination of Asian and Mediterranean cuisines including Japanese and Turkish flavors,



complete with fantastic views of Bosphorus strait. Leading by the Executive Chef Fabrice Giraud, IST TOO brings a brand-new food culture to the town complemented by the different sushi varieties from the hands of the Japanese sushi chef, the delightful dishes served in a 12-meter-long chargrill, the noodle alternatives served with the special shows of noodle masters, the Southeastern Asian cuisine flavors from the Indonesian chefs and the most delicious Turkish dishes.

LUXURIOUS SPA TREATMENTS...

The spa brand of Shangri-La Hotels and Resorts which is going to render service for the first time in Europe with the opening of the hotel in

Istanbul, "CHI, The Spa" will introduce to their guest the unique self care ritual at Shangri-La. CHI, The Spa is going to create the difference not only with the healing massages of Far East but also with its ambience. The Spa CHI, The Spa provides a wide range of exquisite healing developed with local tissues from East, West, North, South, Middle Anatolia and Istanbul and they guarantees the use of natural and organic products in these treatments. The Health Club of CHI, The Spa offers an indoor heated swimming pool and a full range of high-technology fitness products. With its professional team, CHI, The Spa opens its doors not only to the hotel customers but also to anyone, who want to indulge themselves or to purify their bodies from the fatigue and the stress after a long day.

ELEGANT SURROUNDINGS FOR YOUR INTIMATE CELEBRATIONS...

Shangri-La Bosphorus Istanbul makes a difference also with its magnificent ballroom having a capacity to 1000 persons and a 6-meter high ceiling. In addition to social events and invitations, any kind of other events can be held in the mentioned ballroom, which provides a logistic facility with its outdoor entrance.



KLAUS PITTEr'S CARICATURE COMES FIRST

In the International Tourism Caricatures Competition held this year, Australian Klaus Pitter's work came first.

At the competition 692 works by 312 artists from 72 countries entered, Ahmet Aykanat's work from Turkey came second, Norbert Van Yperzeel's work from Belgium came third. The winners of the 4th International International Tourism Caricatures Competition organised to promote Turkey's recognition in the world tourism and to comprehend how caricaturists worldwide see tourism concept were announced. The awards were given to their winners with a ceremony held in Istanbul Modern.

In the aforesaid competition, while Klaus Pitter's work from Australia got the first place, Ahmet Aykanat's work from Turkey got the second and Norbert Van Yperzeel's caricature came the third. The Special Award given in commemoration

of Prof. Atilla Özer, the founding father of the competition, was given to Alla & Chavdar Georgievi from Bulgaria. The artists who won honorable mention are Darko Drljevic (Karadağ), Arif Sutristanto (Indonesia), Damir Novak (Croatia), Jovan Prokopljivic (Serbia) and Ahmet Öztürklevet (Turkey).

The International International Tourism Caricatures Competition realised by the Ministry of Culture and Tourism's support is organized by the collaboration of TUYED (The Association of Tourism Writers and Journalists) and Anatolia: Tourism Research Magazine. The main sponsorship of the competition organized for the 4th time this year is undertaken by OTI Holding and Vitra, and the secondary sponsors were Prontotour, Nar Gourmet and Karaköy Güllüoğlu.



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Club Nena's Chairwoman of Executive Board, Nevin Akçelik, 'We are celebrating our 16th anniversary in the sector'

NEVIN AKÇELİK

'GUEST SATISFACTION WILL BE AT THE FOREFRONT'



In Club Nena, we went through a serious innovation process again. We carried out serious renovations from our restaurants to rooms.

The Chairman of Executive Board of Club Nena, Nevin Akçelik evaluated the 2013 season to Turizm Aktuel. Saying that they expect to have a great season, Ms. Akçelik while stating that they value guest satisfaction more, said "In this job, we don't take trade as a prime concern. Primarily, here to visit our country and hotel, we put guests' the satisfaction at the forefront. We always try to enable our guests leave to their country feeling well and satisfied." **HALİL ÖNCÜ**

I keep my fingers crossed for tourism community's 2013 tourism season. As Akçelik Mining, we are celebrating our 55th anniversary, in tourism area it's our 25th and professionally as Club Nena 16th one. We take a bright view of the liveliness in tourism this year and we expect to have a great season. We are also reflecting this positive attitude to our personnel. In our all trips, fair events abroad, we have seen that as usual tourism is carried out reprovingly. Because complaints are facts arisen from some datum and tour operators.

THIS YEAR QUALITY IS TO WIN ANEW

This year will get a good service and 'guest satisfaction' will be at the forefront. We see every foreign currency we bring to our country as elbow grease. Because this elbow grease is not earned easily. It's achieved by going through challenging conditions and by visiting people in person. In the meantime, even

though there are really powerful rival hotels being opened we try to promote the refreshed projects of our ageless hotel. We tell them that we render services with an earnest and well-versed team. In this job, we don't take trade as a prime concern. Primarily, here to visit our country and hotel, we put guests' the satisfaction at the forefront. We always try to enable our guests leave to their country feeling well and satisfied. In some way, we carry out what Turkey do the best and host our guests in their best interest. Besides, not leaving trade behind as well, we implement a good sales policy. It'll be a great year for Turkey."

WE MAKE OUR GUESTS' DREAMS AND FANTASIES COME TRUE

We love welcoming our guests with surprises. We make our guests' wonder "I wonder what will be Club Nena's surprise this year" come true. We make what our guests dream and

fantasies come true. Because there are guests who have stayed here 28 times in a row. We feel ourselves obliged to make these changes. We enjoy happiness our guests have during their stay in Club Nena and while there are leaving here.

EUROPEAN MARKET, OUR 'MUST-HAVE'

In Club Nena's portfolio, our 'must-have' is European market. Among the primary importance of this market comes Germany. Even though the number of guests from Germany seems to be decreased, in Club Nena we don't experience that. It is possible to see variations in destinations though. However, Germany is one of the primary never-ending resources. As long as we render them the best service. Besides this market, Russia is also an important one. By the way, apart from foreign markets, we are open to domestic market as well. In our hotel, we offer all our facilities to Turkish citizens and domestic market as well.



Niclas Prokop

ISLAND HIDEAWAY AT DHONAKULHI

MALDIVES SPA RESORT & MARINA APPOINTS NEW DIRECTOR OF SALES & MARKETING

Island Hideaway at Dhonakulhi Maldives, Spa Resort & Marina is a luxury boutique resort situated on the privately owned uninhabited virgin island of Dhonakulhi, North Maldives, Indian Ocean. The resort has appointed a new Director of Sales & Marketing to head up the team. **HASAN ARSLAN**



Niclas Prokop, previously Contract Manager at Thomas Cook AG for the Middle East market, will oversee the positioning of Island Hideaway.

Niclas Prokop, previously Contract Manager at Thomas Cook AG for the Middle East market, will oversee the positioning of Island Hideaway.

With over 16 years of hospitality experience in Germany and Turkey, Prokop previously worked in a senior role on the other side of the table with Thomas Cook and says "I am excited about the new challenges this step up will provide me."

"There are solid foundations in place at Island Hideaway at Dhonakulhi - the resort is well respected and the management team experienced, so I'm looking forward to taking things to the next level. The sales & marketing team and I will be able to effectively deliver first class results taking a hands on approach with a strong focus on delivering effective strategy and building bridges to our industry partners." Prokop has a proven track record in delivering results across consumer and trade sectors.

"We are delighted to have Niclas Prokop onboard", commented Michael Wieser, COO of Turquoise Experiences Maldives.

"His experiences and achievements speak for themselves and we're confident he will exceed our goals as a brand. Niclas brings original ideas and the know-how to implement them; he will be an asset to Island Hideaway at Dhonakulhi."

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Emin Çakmak stated that in healthcare tourism, Turkey will reach a great potential such as USD 10 billion in 2015.

WE BECAME WORLD'S BIGGEST HEALTH COUNCIL

By attending 500 international events across 94 countries for 7 years to promote Turkey's healthcare tourism, we set the Thames on fire... **ÖZKAN ALTINTAŞ**

Presidency will last only a year but Istanbul will remain the centre of world health tourism forever. We achieved amazing things in Turkey's healthcare tourism" said Emin Çakmak, who was elected as the president of Global Healthcare Travel Council, which was founded by 38 countries' signatures attended the International Health Tourism Congress-IMTEC held in Monaco and now reaches 45 countries all around the world following the accretion of Asia Pacific Council. The President of Global Healthcare Travel Council-GHTC and the Presidential Candidate of Türsab, Emin Çakmak stating that health tourism is growing worldwide day by day declared that a tourist's expenditure coming to Turkey for health tourism is approximately between USD 8-10 thousand and said that in 2012, 617 thousand foreign patients left Turkey USD 4,2 million. Expressing that the target for 2015 is 1 million tourists and USD 10 billion revenue, Mr. Çakmak defined their 2023 target as 2 million tourists and USD 20 billion revenue. Stating that they founded Turkey Healthcare Tourism Council in 2008 with 32 members and so far they have reached 278 members

including hoteliers and hospitals, "By attending 500 international events across 94 countries worldwide for 7 years, we promoted Turkey's healthcare tourism." said Mr. Çakmak.

2023 TARGET IS USD 20 BILLION

"Since Turkey's Healthcare Tourism became a part of "government policy", by coming together with managers of travel agencies, hotels and private healthcare institutions, we define our targets in the regions" said Emin Çakmak, who stated that they continue having meetings in Bursa, Ankara, Antalya, Alanya and İstanbul with the aim of enlightening Turkey's hoteliers' in the subject of healthcare tourism. Stating that in these meetings titled as "Healthcare Tourism in Turkey" cooperations between sectors and target markets are evaluated, Emin Çakmak continued his speech with these words "With the intention of becoming the leader, we are working on increasing the diversity in tourism, taking an active part in the booming sector and making the sector get to know each other and provide cooperation. So by improving



Emin Çakmak said that they founded Turkey Healthcare Tourism Council in 2008 with 32 members and today they have reached 278 members including hoteliers, hospitals.



Emin Çakmak stated that for the last 7 years, they have promoted Turkey's healthcare tourism by attending 500 international events across 94 countries.

the perception of tourism Turkey is in the need for, we are trying to enable each region to receive a share from world healthcare tourism market. By means of founding regional councils, the regions must grow stronger and we must bring each one's distinguishing alternative tourism into view.

RINGS OF THE CHAIN MUST WORK CONCERTEDLY

In the meetings he explained healthcare tourism by giving examples both from Turkey and the world, Emin Çakmak said that healthcare tourism agencies, transporters, guides, hoteliers and hospitals each, working concertedly, are rings of the chain.

The President of Turkey Healthcare Development Council-THTDC Emin Çakmak gave information about the visits he stated in hospitals in India, Bangkok and Pattaya. Summarizing their work accomplished for Turkey's healthcare tourism for 7 years long, Emin Çakmak, once pointing out that there hadn't been enough numbers of hoteliers from Turkey who made an appearance in countries around the world before, said "as Turkey Healthcare Tourism Development Council, we head out in 2008 with 32 charter members. We have reached 278 members thanks to shareholders including institutions such as hospitals, hotels, clinics, medicals, SPA and physical therapy centres, agents. We became world's biggest healthcare council. In the last 5 years, we have become diamond sponsor in worldwide events. In all those practices, I owe to THTDC members and government's supports." Stating that Turkey Healthcare Tourism Council has become world's biggest in the area of healthcare tourism, Emin Çakmak highlighted the importance of the government and universities's support has in Turkey's healthcare tourism. Emin Çakmak said that World Healthcare Tourism Council, which was

founded with 38 members' signature in Monaco reached 48 members following the accretion of Asia Pacific Council. He stated that World Healthcare Tourism Council - GHTC founded under the presidency of Turkey's is a great power for Turkey's healthcare tourism. Saying that world's healthcare tourism strategies will be operated from Istanbul, and Istanbul is to be constant centre, Emin Çakmak stated "the world is having lively times in healthcare tourism. Including the USA, Germany, Turkey, Thailand, India worldwide, Turkey ranks the third with the number of foreign patients we receive. In terms of revenue, however, Turkey comes 5th following the USA, Germany, Thailand and India. When it is looked as revenues, it is seen that in India there USD1500-2000 made per capita. Turkey, however, makes USD 8-10 thousand."

DISJOINTED RINGS INHIBITING

Stating that they are talking about a great potential, which Turkey reaches USD 10 billion in healthcare tourism, Emin Çakmak said "Even if we only attract 3rd generation tourism from Europe, we will reach figures like 350 billion Euros. Because of the disjointed rings, we haven't been able to meet out targets. All shareholders of healthcare tourism should do something about rings of this chain. The risk taken when bringing a patient is the same as when a travel agent brings a tourist. In case of an illness the responsibility belongs to hospital. Before a patient arrives, they undergo pre-examinations and doctors are the decision makers to decide if they should come or not. This is something that moves agency's responsibility. It's not travel agent's duty. A travel agent's job is to bring the patient, provide transfers and lodging. And if they like, they are supposed to arrange tours. I see that travel agents tend to stay away from the subject. We say sell the healthcare facilities."



CREATIVITY IS IN SKAL TURKEY'S 'TOURISM ARENA'

"Creativity" was what discussed in Skál Tourism Arena, organised this year for the second time by Skál Associations Federation (Uluslararası Skál Dernekleri Federasyonu) in order to strengthen professionalism in Turkey's tourism industry. **HALİL TUNCER**



Deniz Anapa

With the support it provides in the growth of the sector and its 56 year long past, having a prominent role in 'World SKAL action, Turkey Skál Associations Federation discussed "The influences Creativity has on Turkey's Future" at Tourism Arena, the event they brought tourism professionals together. The moderators of the Arena, which brought prominent names of culture, art, design, publicity and television with the purpose of inspiring the tourism sector and share opinions were Chair man Advisor of Skall Turkey Federation and former Ministry of Tourism Bahattin Yücel, with 2009 Skál World Chairwoman Hülya Aslantaş.

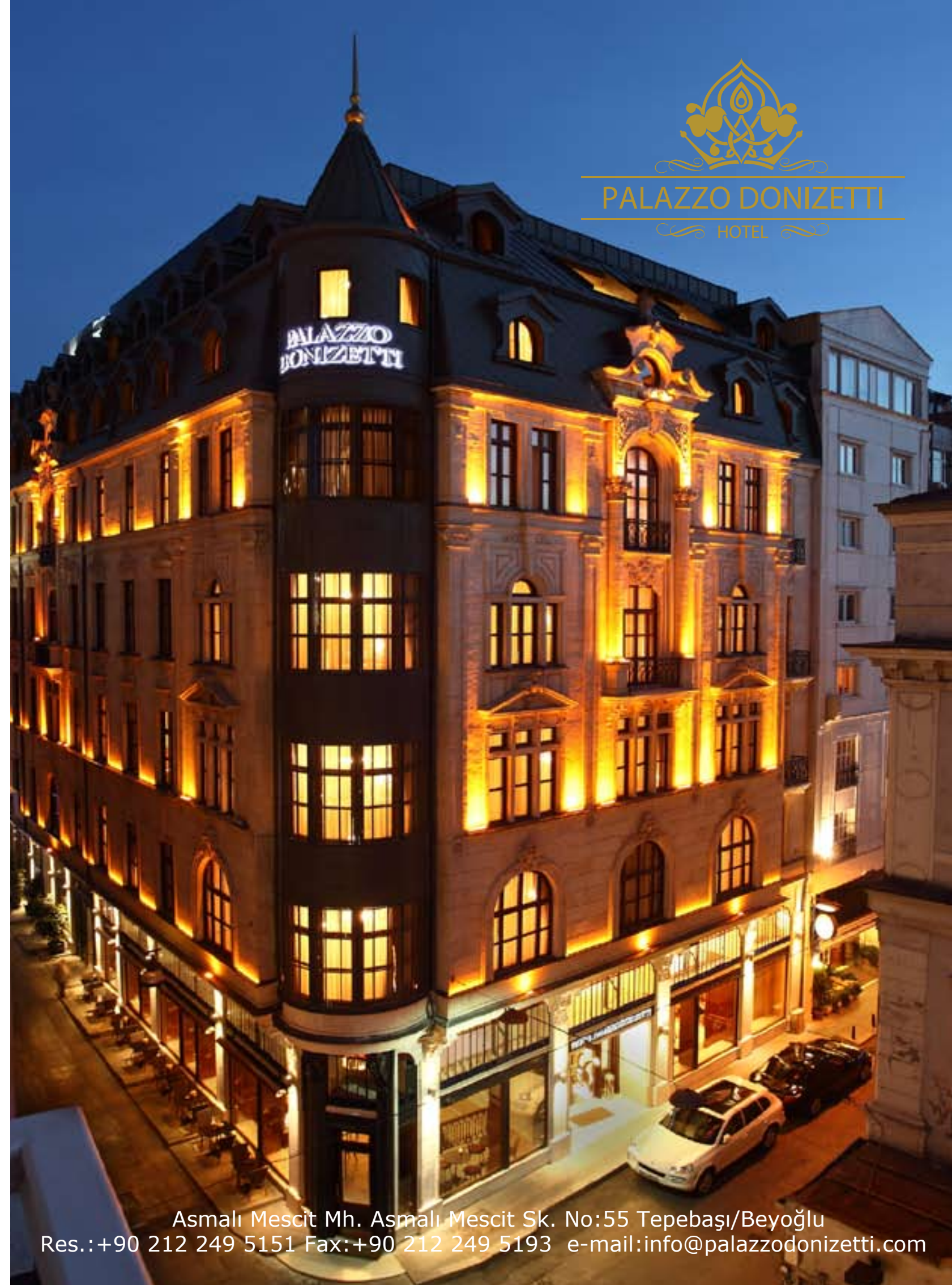
Saying that creativity means offering new products along with the already existing ones, the President of Skál Turkey Federation, Deniz Anapa stated "It's impossible to isolate tourism from that. Besides, around the world as well, there are existing academic studies and the subject of creativity in tourism within the frame of concepts agreed on is being plied."

This year, the moderator of the Skál Tourism Arena 2013 was Bahattin Yücel, former President of TURSAB

and Minister of Tourism and today President of Tourism Researches Association's (TURAD). In Tourism Arena, during which the subject of creativity is discussed, Mr. Yücel said "When we take a look at the recent developments, tourism has gained more importance. Compared to the competition in the world, the eating behavior in Turkey can be taken with some new understanding. The diet trend in the world drives healthy food forward."

LEVENT ERDEN SAYS 'WE DO ONLY SELL CUSTOMER EXPERIENCE'

"From now on we are alone, the technological developments are a sing of how lonely we are. People now do something only for themselves. People want to satisfy themselves first. Anything that is massive is dying - massive media, massive production... , In a word, we live as communities now, so we do only want things made by someone like us, watch things someone like us would watch, read things only someone like us would read. Tourism has to create its own spoken currency as well."



ADVISORS GIVE INVESTORS A LEAD

Since competition has escalated and share of profit has fallen accordingly, among hoteliers the tendency to run businesses by consulting a specialist outweighs. The need for knowledge, to improve strategies from the commencement of the investment until its conclusion and conceptional development results in the emergence of “Tourism Advisors” who predominantly focus on tourism. **KEREM KÖFTEOĞLU**



There are three generations of investors in Turkey. One generation is the ones who build the hotel and look for somebody to run it, the other ones are who avoid this mistake and possess a brand as a companion. The third generation, however, are the ones who will to work with a well-versed partner. These are the best clients of consultancy firms.

In tourism industry, there are dozens of things that have gone through a change. Take chains, there is a trend in which the issue is entirely seen finance-wise. In chains, the motivation is no longer hospitality, instead it is how much it is made per each hotel.

As all sectors, in travel industry too, there are unseen bodies and administrators as well as the ones having pride of their place. One of those is consultancy firms. As it is evident from the name, consultancy firms are the facet whose advice in the areas of individuals and foundations are taken. In addition to being confidants of the companies they render services with, the consultancy firms, as part of their job, are mentors whose advice is consulted. Consultancy firms also act as a bridge bringing parties together.

EXPERTISE GAINS IMPORTANCE

From now on, every walks of life is attracted to tourism. However, showing interest on its own is not enough to enter the sector. To do so, being well-versed in the sector is necessary. And this can be attained by consulting the ones knowledgeable about the sector. Each of the consultancies covers different demands of the sector. Take Atlas Project & Land Development for example, to tourism entrepreneurs, their administration body renders services of project development and active services of project management included in the whole project. Tavit Köletavitoğlu, the Atlas



Şule Billur, Emir Hepoğlu, Avni Aker

Project & Land Development's Chairman of the Executive Body, summarizes what their consultancy comprises saying “Our services include market audit and surveying the best usage integrity, developing the management and architectural concepts, pre-feasibility/feasibility analysis, coordination of architectural and engineering projects, budget estimate/yardage, work schedule, budget, tender, contract and contract management, management of the process and timing, quality and cost management.”

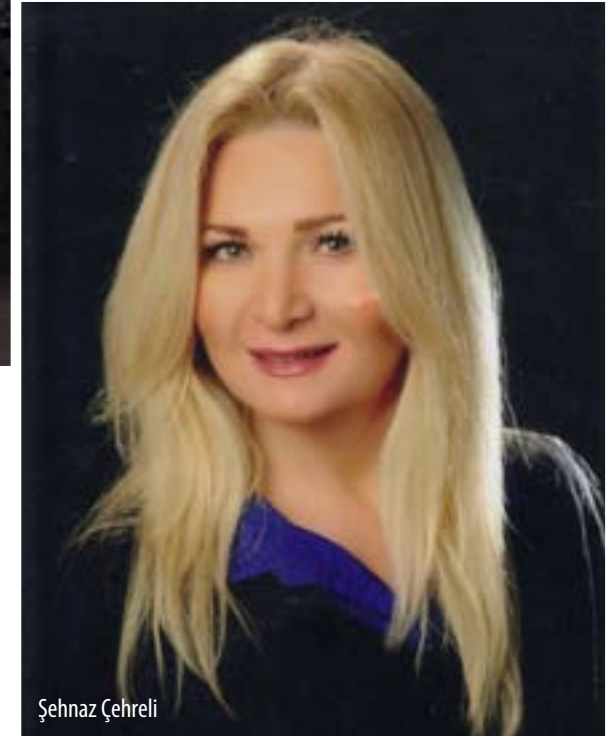
MINIMIZING RISKS

The Çehreli Consulting Chairwoman of Executive Board, Şehnaz Çehreli, says that they have been rendering consultancy

services in tourism, hotel, recreation, brands, publicity of real estate investments since 1998 when they founded the company. Adding that they also provide services in areas of business development consultancy, economic analysis, feasibility, management, marketing, selling, concept creation and branding to both domestic and foreign entrepreneurs, “The most important service in hotel consultancy must be enabling the hotel to be built at the right place, with the right concept and make the investment return with optimum timing” says Ms. Çehreli.

THEY IDENTIFY THE NEED OF GETTING QUALIFIED

Şule Billur, Emir Hepoğlu, Avni Aker, among Tourism sector's experienced names, have just announced the opening of a company called 'Trio To Do', with the reference to 'the to do lists' that are written aiming at professional hoteliers to run their business regularly and without missing anything. Well-versed associates once reminding that they had been providing consultancy in ideal sense to entrepreneurs by virtue of their cooperate identities of various companies they worked for before they founded Trio To Do, provides us with this information: “We had already been sharing advice



Şehnaz Çehreli

that we believe to be the right thing to do. With the company we founded, now we embodied this knowledge and experience under the same roof. We provide services in the areas of Cost Oriented Management Systems (Housekeeping, Service and Kitchen Mid-level Managers and Department Managers), Determining Training Needs, Process Analysis, Installing and Application of Quality Management Systems, Management Coaching, Creating Company Vision and Cooperate Culture.”

CONTRIBUTES IN BEING COMPETITIVE

Speaking to entrepreneurs thinking of investing in tourism, Mehmet Önkol, the Chairman of Executive Board of BDO Denet Tourism Consultancy stating that they have carried out services such as feasibility surveys about the projects, determining the lodging company for the facility, arranging and bringing agreements to a conclusion including 'management agreement', 'franchise', 'leasing' and 'technical services' said “We can collect our services under three headings as investment planning, investment&pre-opening and management period.”



Tavit Köletavitoğlu



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OLYMPOS TELEFERİK-SEA TO SKY:

South Turkey's unique attraction

Olympos Teleferik is located on Tahtali Mountain in Beydağ-Olimpos-Nationalpark in Kemer/Tekirova. It uniquely combines two classic holiday destinations – the sea and the mountains and there are only few places in the world having similar features.

Tahtali Mountain was named as “the Olympus of Lycia” in the antiquity and from time to time “Solymos Mountain”. This name comes from Solymys who reigned as a mighty tribe in the vicinity.

Tahtali mountain is one of the biggest members of the “Beydaglar” mountain chain that lies north-south of Antalya Bay. It rises sharply from the sea and reaches a height of 2365 meters, so it can be seen from every direction with its full magnificence. There is no other mountain above 2300 meters and so close to the sea. The parts which are 1700-1800 meters from the sea level are covered with forests. Above 1800 meters, rocky areas begin. The main summit shapes the peak like a conical hat. Some flat areas on the way to the summit are suitable for camping. Next to the flat areas there are lime holes called “dolin”. The sight of those lime holes when filled with snow in the winter is magnificent.

Olympos Teleferik carries today's travelers to this most beautiful summit of the Mediterranean. What is done in Olympos Teleferik (Cableway) is a unique journey from sea to sky. Along the way Bey Mountains-Olympos National Park, intact spectacular cedar forests, deep abysses formed by crags, and clouds are passed over and finally, you reach the summit with the desire to explore a new land. The real prize awaits you at the summit after an exciting rise. In the middle of the year breathtaking spectacular scenery from all sides of the mountain meets guests. Depending on the season or the daytime the guests of

the mountain sometimes remain over the clouds, sometimes enjoy themselves under the snow and sometimes catch the sun with their hands... Exquisite foods and drinks accompany the spectacular scenery that lies hundreds of kilometers beyond Mediterranean. Finally, nobody is unaware that mind and body are renewed in a matchless environment. The spectacular scenery that strikes the travelers and explorers at first sight since Antiquity till today has always been illustrated in one aspect for thousands of years. What is seen from the coast, from Antalya has been described. At the summit you can spend as much time as desired on the 200-person capacity open and closed restaurant, the multipurpose hall suitable for exhibitions, weddings, meetings, promotion etc, the cafeteria, the 360° panoramic terrace equipped with sunbathing and binocular services and a magnificent panoramic view. The dining and musical events organized each year in July and August at Olympos Teleferik (Cableway) summit facilities draw the interest of foreign tourists, as much as local guests.

ACTIVITIES

With Olympos Teleferik (Cableway) Kemer is becoming a center of extreme sports. The Kemer Hard Enduro Races held in Kemer every year start on the beach and finish at the summit at 2365 m. Paragliding activities, which commenced as of 2011, is drawing the intense attention of amateur and professional paragliders from all over the world as it is the

world's longest paragliding course. Leaping from a mythological mountain, where Pegasus flew, is an unimaginable dream for all those who love this sport. And there is even a four-hour long magnificent walking track from the summit of Mount Tahtali to the Beycik Village and six-hour long track to Çukuryayla. These tracks provide unprecedented opportunities for those who enjoy long walks and mountain biking

TECHNICAL EFFORT

The world's second longest and Europe's longest cableway connects the Mediterranean Sea and the summit of Mount Tahtali with a height of 2365 meters. This glorious mountain is located in the Kemer, Antalya region, which is rapidly growing and is a center of tourism. The Olympos Cableway a technology and engineering wonder, which definitely has to be seen by everyone coming to Antalya for tourism or business purposes, shall be an ideal and unforgettable choice for daily visits. The Olympos Cableway project, which was completed in three years and pushes the limits of what mankind can do and considered to be a wonder of technology and engineering, is also indicated to be among the unachievable projects of the world. The cable is 4350 m long and travels to an altitude of 1639 with two 80-person cars in approximately 12 minutes. Thanks to it, in addition to swimming in the sea at the same time it is possible to enjoy the activities and panorama at the summit, which is covered in snow for 5 months and always cool.

SeatoSky

Türkiye



OLYMPOS TELEFERİK
Tahtalı 2365 m • Kemer • Antalya

Coral Travel awards the best hotels

Coral Travel has announced the list of "Starway World Best Hotels" at ITM Tourism Fair held in Moscow

At ITM Tourism Fair held in Moscow, Coral Travel, an OTI Holding's affiliate, made the scene as the pride of Turkey. As a result of the rating based on Coral Travel's survey whose groundwork they have been carrying for 12 years and the one that has been directed to 175 thousand customers listed 'World's 100 Best Hotels'. And they introduced 'Starway' awards to their winners with an magnificent event held in Moscow, this year for the first time. A hotel in Belek, by being the winner among 4 thousand hotels across 26 countries was a source of pride. In Starway 2012 World Best Hotel awards, the Grand Prize was given to Maxx Royal Belek Golf&Spa-Turkey, the Runner-up Prize to Dusit Thani Pattaya- Tailand and the Third Prize to Gloria Serenity Resort-Türkiye.

The Chairman of Executive Board of OTI Holding, Ayhan Bektaş, stating that they entered the sector 21 years ago, declared that today they take pride and content in embodying Turkey's most significant



companies operating abroad and will carry on growing both in Turkey and abroad with their experience. Mr. Bektaş said "With Coral Travel, we are Russia's one of the most important players. We were ranked the 5th in the list of "The Biggest Turkish Companies in Overseas" published in Capital magazine's 2012 issue. We will keep growing."

The hotels hit the top 10 list

4. Mitsis Ranela Beach Resort & Spa, Greece
5. Iberostar Bavaro, The Dominican Republic
6. Nana Beach Hotel, Greece
7. Magic Life Kalawy Imperial, Egypt
8. Mitsis Laguna Resort & Spa, Greece
9. Barut Hotels Arum Resort & Spa, Turkey
10. Eldar Resort Hotel, Turkey



At the opening ceremony, the government representatives extended their gratitude to Ulusoy family, who built Wellborn Luxury Hotel in the interest of Kocaeli.

A MAGNIFICENT OPENING CEREMONY TO WELLBORN LUXURY HOTEL

One of the reputable families of Kocaeli that takes a prominent role for the development of the city, Ulusoy Group has already launched their first investment in tourism sector.

The official opening of Wellborn Luxury Hotel was celebrated by a magnificent ceremony. The opening event attracted the intense interest of Kocaeli's officials. Each guest complimented on the businessman Haluk Ulusoy, to his brother Çınar Ulusoy and to their father Hayrettin Ulusoy who invested to this 5-star project Wellborn Luxury Hotel located in Başiskele. Speaking at the ceremony, Nihat Ergün, Science Industry and Trade Minister, assured Ulusoy family to support always their projects while extending his gratitude for their successful investments.

INVESTMENT OF 20 MILLION EUROS

At the ceremony night, it was affirmed that it would be wrong to accept Kocaeli not only as an industry region and for this purpose

Wellborn Luxury Hotel would aim to promote the city as a tourism destination. Located in an area of 22 thousand sqm and along the most preferred destination of the city, the 7-floor Wellborn Luxury Hotel has been completed totally for 20 million Euros. The hotel will welcome the guests with its 142 rooms expanded in 5 floors and offering %80 sea view, with its restaurants and bars, with wellness and Spa centers, with its ballrooms and meeting rooms. In addition, it will provide a private Yacht Dock for guests arriving by sea way. For corporate events, Wellborn Luxury Hotel will meet the demand of business world with the seven fully well-equipped meeting rooms offering sizes from 50 sqm to 115 sqm. Providing any service especially for conventions with a capacity for 1000 persons, the swimming pool side and ballroom for 450 persons will host special organizations and invitations.

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ITB Berlin has given hope to tourism sector

The world's leading travel trade show, IBT Berlin Tourism Exhibition was held in Berlin, the capital city of Germany, among the dates of 6-10 March. **HASAN ARSLAN - HALİL TUNCER**



The 47th ITB Berlin Tourism Exhibition has worked out from the point of Turkish tourism. Turkey won the best fair booth among the other European countries. The Mediterranean competitor of Turkey, Spain approached the second leading market Germany more seriously even than Italy and France. While Spain and Italy came into prominence with their destination-oriented promotion strategies, our neighbor losing force in Germany, Greece paled beside other participants. For the first time in ITB Berlin, Turkey has presented the natural and alternative holiday varieties right along with sea tourism. The fair stands from Olympos, Mont Ida and Marmaris have laid emphasis on herbal variety, cultural wealth, and exquisite flavor of Anatolian culinary and traditional handicrafts.

This year, 10 thousand 86 brands from 188 countries attended the ITB Berlin. Turkey was represented with 105 stands and 122 representatives in a space of 3 thousand 79 m2. However, there was a decrease in the number of visitors during ITB Berlin Tourism Exhibition. In addition, the number of press members went into a decline by approximately 1000. Instead, the participants drew attention on conventions and meetings. 3 thousand was the decline in professional visitors' number. Turkey won the best fair stand among the other European countries.

GLAMOROUS PRESENTATION FROM TURKEY

This year in world's leading travel trade show ITB Berlin, Turkey preferred multi-color graphic designs in the stands. Designed in order to pay attention on the oxygen content of Turkish mountains, the oxygen dome has made visitors live a virtual mountain adventure. In addition, 4 different domes 5 m in diameter projected the different cultural monuments of Turkey. The visitors have shown a great interest in these original presentation designs.

THE MINISTER ÇELİK HAS MET WITH THE LEADERS OF TOURISM

The Culture and Tourism Minister Ömer Çelik has visited Turkey's stands and has had a talk with the visitor during his visit in ITB Berlin. Meeting up with senior tour operators and leading tourism brands, Ömer Çelik has given point to open out tourism sector all the year round and accordingly he has affirmed their promotion strategies on alternative tourism resources.



IN THIS HOTEL, FEEL YOURSELVES AT HOME

Entering tourism sector with its particular concept in Çayır yolu, Ankara, N'evö Studios is of first priority for businessmen who would like to feel both the cosy atmosphere of their homes and the comfort of a hotel.

Taking a leading role with their particular residence and business building projects in construction sector, NFN Group entered tourism sector as well with the project N'evö Studios. Executive Board President Ahmet Öztürk expressed that they set off on tourism sector in their minds of providing a modern perspective with N'evö Studios where you feel both the warmth of your home and the comfort of a hotel. Öztürk declared that N'evö Studios was supplied with concepts, colors and furniture different from each other and for alternative pleasures in each room. He also added:

"Each room is utterly designed like a singular house in N'evö Studios, where you can find a diversity of 1+0, 1+1 rooms, penthouses and double suites with size variable from 30 to 100 m². The sizes, colors, furniture of each room and even the kitchens were designed in many different concepts, so as soon as entering these living areas you feel yourselves at home. N'evö Studios is not a huge building but more than that; it was designed with living spaces and streets, but it also offers neighbor apartment buildings separate from each other with a garden. These juxtaposed apartments containing variable-sized rooms are designed as villas at the same time".

Being a model of a new modern perspective in tourism sector, N'evö Studios are especially preferred by businessmen who come to Ankara for a short of long term business, declares Öztürk and adds that they offer to their customers meeting room, cleaning, laundry, breakfast, lunch, private driver, renting cars and fitness room services. "The customers won't lose their time for that kind of duties when they are in N'evö Studios, which is situated at the first entrance point to Ankara from Istanbul's highway. Here, there will be a huge team caring about their business life and dealing with their housework. As well in N'evö Studios you can rent a room proper to your pleasure from one month to one year. So, with the concept of a hotel that you can rent for a long period, you can make your hotel into your home", says Öztürk. In a project area of 8.500 m², N'evö Studios provides to their customers the luxurious and rich menu of Gustosavor, mentions Öztürk.



Entering tourism sector with its particular concept in Çayır yolu, Ankara, N'evö Studios became of first priority for businessmen who would like to feel both the warm atmosphere of their homes and the comfort of a hotel.



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ALANYA, THE PRIMARY TOURISM DESTINATION

Whereas being a small town by the seashore, from 1950 when tourism started with rest housing until now, Alanya today is a primary destination with ministry approved 86 thousand hotels including 1-2-3-4 or 5-star hotels, holiday villages and apart hotels, holding 152 thousand-bed capacity and hosting 3 million tourists coming from over 40 countries all around the world. **HALİL ÖNCÜ**

In terms of seashore tourism in which mainly sea, beach and the sun become prominent, Alanya has the characteristics of having a model beach coast organization, 51 flagged beaches and marinas with the chance of swimming along 70 km shore line, entertainment venues and eateries, shopping opportunities integrated with shore line and the heart of the city; and offering all opportunities available in cities and tourism (sea/sun/beach). It features a nested tourism with a lively city life and public. With the golf fields to open in Alanya's Emișbeleni (Baltepe), Mahmutlar (Gökçebelen), Kargıcak, Okurcalar (Ortaören) ve Türkler (Akıyar) districts, golf tourism will be kicked off. 15 thousand-capacity stadium, 1000-person capacity 10-swimlane olympic swimming pool, sport fields are to host important teams all the year round and we are holding momentous competitions.

Alanya-Konaklı located Turkey's second biggest Congress Centre across 10 thousand square meter, with 200-person capacity 5 saloons, 350-person capacity 1 saloon, 4 VIP saloons, 1750-person capacity 1 saloon and 50-person

capacity 6 saloons started hosting congresses and seminars. Via Gazipaşa Airport, our guests can get to Alanya in a much shorter time, easily.

WE RUN VARIOUS PROJECTS

Alanya, Unhindered Tourism City Project: With a very important project in human dimensions that is within the frame of 'unhindered city' - 'tourism for everyone' perspectives, aiming at disabled guests, we will be able to host third generation tourism in our hotels or city. With the aim of creating a model city that is designed to enable domestic and foreign disabled tourists living either in Alanya or visiting Alanya to experience all areas of social life without anyone's help or with the least help; and allowing them to enjoy a holiday as well as abled people do; and to get to know new cultures and fuse with them, this project, within the frame of projects run to bring Turkey 12 month tourism perspective is a long lasting work that has been applied and collaborated with a protocol signed by the Ministry of Culture and Tourism, Prime Ministry Department of the Administration of the Disabled, Alanya Municipality, Alanya Chamber

of Commerce and Industry, Alanya Hoteliers Association. 'Alanya Developing Coast Safety' Project, which was carried out by ALTİD's West Mediterranean Development Agency and supported by 2011 Monetary Support Program and lasted for 8 months is now completed. With the project including work and facilities run in Antalya's centre Kleopatra ve Keykubad beaches, it is aimed to enable beach-comers to have a comfortable and peaceful holiday, to leave satisfied and for the disabled, to make the central Alanya seashore convenient to travel and have a swim. As the consequence of the project, by increasing the quality of businesses, buffets serving at the beach and their preferability will be increased. Within the project, the disabled will be able to benefit from having an attendant when going swimming. In Kleopatra Beach, with the model wooden walk way built for the disabled, sunbathing platform, shower section, men and women dressing rooms, disabled wc and underground work, for the first time in Turkey somewhere enables an disabled person to sunbathe on

a wooden platform accompanied with an attendant and benefit from showers and dressing cabins. As part of a project like this, this is applied for the first time in Turkey, by contributing in R&D of the firm that makes these special disabled sunbeds, we have been purchased 4 disabled sunbeds.

TRANSFERED ALANYA TO MEDIA

Under the roof of ALTAV, we attend approximately 24 tourism fair a year. In cooperation with West Mediterranean Development Agency, we host Fam Trip organisations and welcome agency authorities from Gulf countries. On Belgium's RTBF TV, a program broadcasting Alanya was shown. With the sponsorship of ALTİD and support of the Ministry of Culture and Tourism Brussels Promotion Adviser, between 27th August-1 September 2012, the team of Belgium National Television RTBF was invited to Antalya and the program about Alanya was shot. The mentioned "Alanya Trip" programme was broadcasted on 9th, 11th and 15th December 2012 on RTBF channel. (You can watch on <http://www.altid.org.tr/tr>)

Considering the seashore tourism in which the sea, the sun and the beach combination comes to the forefront, it's possible to have a swim, along Alanya's model beach coast organization, 51 flagged beaches and marinas and 70 km shore line

Ministry of Alanya Certificated hotel capacity takes up 21 % of Antalya and 9% of Turkey.

In Russia's shopping malls, promotions have been performed. (In shopping malls in Moscow-St Petersburg-Kiev, publicity desks were set up). We had the program called Tourist Guides (Matkaoppat), one of Finland's prominent channels and one the most viewed on Neolen Channels shot in Alanya for the second time. The shooting of the comedy film picturing Russian tourists' holidays took place in Antalya. In Germany, with a range of magazine promotions, we have reached 260 thousand subscribers. Within the frame of publicity work, thanks to a series of magazine publicity run with the cooperation of Ministry of Culture and Tourism, ALTİD, Tourism Today, Alanya's first market reached 260,000 readers in Germany. In Spiegel's 49th, 50th, 51th weeks

and in Stern, Bunte, Das Goldene Blatt, Bilders Frau, Frau im Spiegel, Auto Bild magazines' 52th weeks, Alanya was promoted.

WHAT ARE WE DOING?

We are shooting a promotion film about Alanya, the host of historical and natural beauties as well as prominent sport and cultural events. The app aiming at iphone and ipad users is already ready and we are developing it further. We are organizing some training courses to raise bronze and silver certificated lifeguards. Also, in cooperation with Altın Golden Spoon Chefs Association (Kepçe Aşçılar Derneği), we are planning to include dish washer training programmes in the coming days.

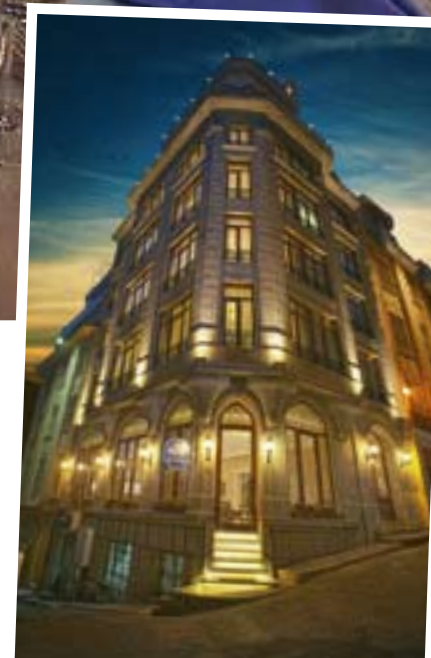
A WARM GALATA LA BELLA HOTEL
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Location

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 crowddest street in İstanbul and famous 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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Anchor Marina Operation Certificate to D-Marin

Within the structure of D-Marin Marinas Group since 2009, D-Marin has been worthy to be the first marina taking 5-Anchor Marina Operation Certificate from Culture and Tourism Ministry. With its Yacht club, SPA center, Beach club, restaurant and café, fitness center and swimming pool, heliport and tennis court, D-Marin Didim is qualified to 5-anchor certificate with its privileged marina, which offers 576 berths to 70m and dry dock area for 600 yachts. With its professional team and by its service quality, D-Marin Didim renders the best all-inclusive yacht maintenance and wintering services in Mediterranean region.



Sheraton Bursa has been put into service

Starwood Hotels & Resorts has launched the pre-opening of its two brand-new investments in Turkey, Sheraton and Aloft. Starwood Group continues growing in Turkey's market in one of the most fast-growing cities Bursa with its two investments Sheraton Bursa Hotel and Aloft Bursa Hotel. The group has contributed to this cultural and industrial city with over 300-bed capacity in Sheraton Bursa and Aloft Bursa belonging to Faik Çelik Holding.

Increase in the tourist number of Cappadocia

According to the written statement of Nevşehir Governorship, the historical and cultural monuments in Cappadocia region, known for its fairy chimneys, churches inside the rocks, underground cities and fire balloons, have been visited by totally 350,532 tourists from Turkey and abroad since the first three months of this year. At the same period of last year, 262,290 people visited the region, mentioned the governorship and added that the increase in tourist number reached 35 percent for this year.



Hotels at apartment cost wait for you!

Kosovo Vice Prime Minister Mimoza Kusari Lila and Bosnia and Herzegovina Federal Energy, Mining and Industry Minister Erdal Thrulj have presented the investment opportunities in Federation of Bosnia and Herzegovina and Kosovo to Turkish businessmen in Istanbul. At the meeting held in Wow Istanbul, Turkish businessmen from wide range of sectors have had the chance to discuss the latest economic developments in Balkan countries and to get to know better the investment conditions in Federation of Bosnia and Herzegovina and Kosovo.



A spectacular opening ceremony for The Haze Hotel

At an opening ceremony with premium guests, The Haze Hotel has just entered the sector in Karaköy district, Istanbul. The Haze Hotel welcomes its guests in a glamorous architecture with a historical ambiance. This exquisite hotel features the beauties of Istanbul complemented by the splendid Galata Tower and the panoramic sea view. Designed with the harmony of modernism and history, the luxurious 44 rooms and the sea view Penthouses with private balconies offer you an unforgettable feast of Galata Tower and Bosphorus views.

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Maridin Hotel has been put into service

The businessman from Mardin, Fırat Irmak has taken over the old nearly-ruined orphans care institution due to create a hotel called Maridin Hotel with 32 rooms, 2 King suites and 5 standard suites. With its capacity of 80 beds, Maridin Hotel has been put into service as a Special-Certified Boutique Hotel.



New General Manager for Double Tree by Hilton Istanbul-Avcılar

Turkey's first and Europe's highest steel construction, Double Tree by Hilton Istanbul – Avcılar Hotel has appointed Cihat Çiçek as the new General Manager. Çiçek has been serving in Double Tree by Hilton Istanbul –Avcılar Hotel as Business Development Director since May 2012.

2 Million 95 Thousand 673 people have arrived in Turkey by 1517 cruise ships!

According to the statement of MSC Cruises Turkey General Manager Necla Tuncel, the cruise tourism has come into prominence in recent years and last year 2 million 95 thousand 673 tourists arrived by 1517 cruise ships to 22 ports of Turkey.



Mehmet Mülâyim has been appointed as the manager of Radisson Blu Kayseri

The senior hotel general manager Mehmet Mülâyim has been appointed as the general manager of Radisson Blu Hotel Kayseri since April 2013. Mehmet Mülâyim is the member of SKAL and Chaîne des Rotisseurs, the International Association of Gastronomy. He expends his effort on the contribution of these international associations for the benefit of Turkish tourism sector.

“Super Brand” Award goes to The Marmara Hotel

The first and unique hotel of Turkey among the 159 Super Brands, The Marmara Hotels received its award by Superbrands Turkey in the ceremony held in Esma Sultan. The investments run for brand development, creativity, labor force quality, loyalty to ethic values were determinant once again this year for the evaluation of the Superbrands' list. The Marmara Taksim General Manager Ata Esmersoy has represented the hotel at the award ceremony of Superbrands Turkey.



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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Vialand is opening on 29th of May

Turkey's first world's standards thematic park is going to be opened on Wednesday May 29th with its shopping streets and performance center. Vialand brings in Turkey the first thematic concept which offers both shopping streets and performance center to be together. This thematic park is going to be Turkey's first entertainment center which brings together for the first time over 50 entertainment venues as the Roller Coaster, King Kong, Justice Tower, Crazy River and Viking.



Ufuk Aslan, the new president of OZBI

At the general assembly of OZBI- Association of Historical & Boutique Hotels of Turkey, BVV Empire Palace Executive Board President Alihan Akkoç has assigned his 6-month presidency to Mina Hotel General Manager Ufuk Aslan. The newest executive board members of OZBI are as following: Ufuk Aslan, Aydın Karacabay, Zeynel Bozkurt, Arzu Gültekin Özden, Enis Akcan, Hüseyin Açıık and Şenol Öztürk

Germany aims to increase Turkish tourist number by 5 percent per year

Being the country from which Turkey received the highest tourist number, Germany has already started welcoming tourists mostly from Turkey. The German Tourism Center DZT Executive Board President Petra Hedorfer has stated in the press conference in Istanbul that they aim to increase Turkish tourist number by 5 percent every year until 2020. At the press conference held in Istanbul, Baden-Baden Tourism Office Marketing Director Anne-Greth Paulus and German Tourism Center DZT Executive Board President Petra Hedorfer have announced their targets in Turkish market.



Tourism managers have come together in Cevahir Hotel

Run by the professional organization team of Cevahir Hotel Istanbul Asia, the ceremony event has been livened up by the magnificent performance of Art Nüans Orchestra and the visual shows of the dancers. Enjoying till the late hours of the night, the guests have had the opportunity to get closely acquainted with Cevahir Hotel Istanbul Asia. Speaking personally with each guest and mentioning about the recently opened 70-million-dollar investment Cevahir Hotel Istanbul Asia, Cevahir Holding Executive Board President İbrahim Cevahir has made a speech about the problems in tourism sector.

GTI Travel has made a strategic partnership alliance with MTS-OTS Group

The German GTI Travel has signed a new protocol for a further partnership with MTS-OTS, Europe's leading incoming service brand. According to the structure of this new protocol which is going to enlarge the incoming services of both groups in Turkey, MTS-OTS will render service to GTI Travel's guests arriving to Antalya Airport.



GOLDEN CROWN HOTEL

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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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