

turizm aktüel

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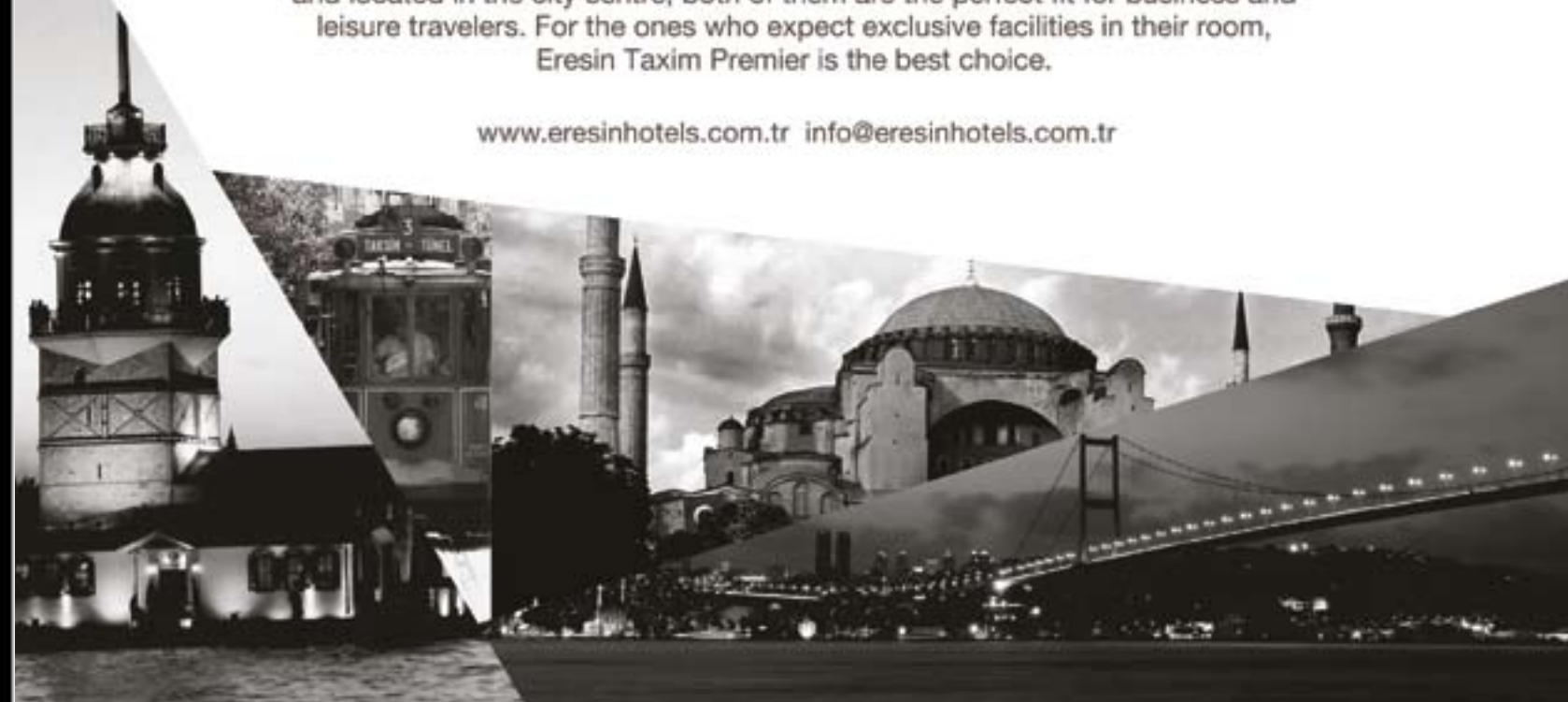
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NEW RECORD KNOCKS ON THE DOOR

I would like to salute our readers in our new edition specially prepared for WTM London, one of the most important tourism fairs in the sector. We are almost ready to leave behind the season of 2013. The sector is getting ready for the season 2014 which is expected to be full of new excitements and hopes. Every period has its own conditions. Not always the stable conditions can be effective. And that's what happened this season. We started the season with great expectations. After that we experienced some hesitance period. But we quickly put all together again. And now we are close to end the season. Of course the numbers of this year arrive. I would like to express myself with pride and happiness that the sector is ready to announce a new record. The expected record number is 38 million tourists at the end of the year...

Turizm Aktüel made a particular research for the special edition which will go to WTM London. The representatives of tourism sector evaluated the season of 2013 for our readers. And also we asked them "what do you expect from the season 2014". In general view, the great part of answers was positive. Pleasant by the season of 2013, the preventatives of our sector are quite hopeful for 2014. So, there is a great number of tourism managers and investors who are proud of the sector.

Our special WTM London edition is not limited with that. In every number we introduce to our readers portraits of tourism sector. And in our new edition you will get know better some successful portraits of our tourism sector and you will read their success stories. Our short news will take the pulse of our tourism sector and our news files will introduce you the beauties of Turkey.

Some of our guests whom we welcome in our special edition are Yaşar Çelen the partner of TTG Travel, Suat Akgül Executive Board President of Faros Group, Ali Akkaş the founder of Köşebaşı restaurant, Harun Çadırıcı the manager of White House Hotel, Gürkan Özcan the owner of She Tours, Cem Aksoy the General Manger of DaruSultan Hotel and Gökhan Özbattır the General Coordinator of Titanic Hotels. Yes, these are some of the clues about this edition; and more you can read on the pages of Turizm Aktüel.

Visited every year by over 10 thousand tourism firms from over hundred countries, WTM London Tourism Fair is streamed by over 150 thousand tourism professionals. Besides, WTM is watched by a huge army of press. Almost thousand journalists from hundreds of countries visit the fair and that shows the importance of this WTM London. And it is as always, Turkey is getting prepared to hit the headlines of WTM. The next edition will be especially prepared for UTRECHT Tourism Fair in Holland. I hope to welcome you again on these pages, see you soon...

Hasan Arslan
harslan@turizmakuel.com



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

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THE NEW PEARL OF BOSPHORUS

The Central Palace Bosphorus



Would you like to look through your window and see the marvelous view of Istanbul's Bosphorus? And to live in a seaside residence? In Istanbul there is a new hotel which will make you feel privileged and special while you will look through the marvelous views of Bosphorus; **The Central Palace Bosphorus**. Launching three months ago in Bosphorus/Istanbul, the hotel promises an unforgettable accommodation for its guests.

The splendid and beautiful Bosphorus of Istanbul, the doves, the seaside residence which witnesses a great history... You can find this magic atmosphere and more in Istanbul. But it isn't finished yet: What would you say if you have the opportunity to live into this atmosphere? Then, there is a call from The Central Palace Bosphorus: "We will be gretefull to welcome you in our hotel where we offer you both quality and comfort". Launching only three months ago under the motto "Your dreams only come true in The Central Palace", The Central Palace Bosphorus offers the comfort of boutique hotel together with the pleasure of living in a seaside residence. The only and one address in Istanbul where you can sip your tea and look at the same time through your balcony at the blue waters of Bosphorus and to watch the flying doves, and where you can see all the shades of green in the arms of Istanbul's nature, The Central Palace Bosphorus aims to become one of the irreplaceable places of Istanbul. Located in Tarabya seaside which is one of the most beautiful parts of Istanbul, the hotel offers both the quality of "Central Palace" and the splendid Bosphorus view. Excelling in the concept of boutique hotel and integrating aesthetic and comfort with an elegancy, The Central Palace Bosphorus makes difference with the concept of seaside residence.

So, if you don't have a residence near the seaside, don't regret too much. The Central Palace Bosphorus is here to provide you the pleasure of seaside residence inside of the comfort of boutique hotel where you will recreate both your body and your soul and where you will feel yourselves special and privileged.



The Central Palace Bosphorus offers to its guests a comfort and quality designed in details with corridors furnished with Ottoman ceramics, ceilings decorated with Seljuk motifs, spacious bathrooms equipped with extraordinary beautiful marbles and natural granite stones, nostalgic wrought iron bedspring and specially designed natural handmade beds.

Leaving the tough, unhealthful and stressful conditions of everyday life out of the door, The Central Palace Bosphorus promises a healthful, peaceful and joyful atmosphere by its authentic style. If you can leave the

splendid view of Bosphorus and need to watch TV or to connect on internet, the hotel provides you the highest technology LED TVs and WI-FI.

The Central Palace Bosphorus is the only address that can host your pleasure and comfort with a possibility to enjoy waterside at the Bosphorus with the comfort of a boutique hotel, see the blue waters and flying seagulls of the Bosphorus while sipping your tea and witness all tones of green in the arms of nature thanks to its garden ornamented with colorful flowers.

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Do not miss this experience which you can only have at The Central Palace Bosphorus with our home-made types, unique ambiance of our restaurants, and our special service for you. Ceilings graced with Seljuk motives, natural parquet floors, lake furniture, nostalgic wrought iron mattresses, handmade special natural beds, and a chic working desk are at your disposal. Spacious bathrooms equipped with Jacuzzi or state of the art technology shower system and covered with extraordinarily beautiful marble and granite natural stones, and specially designed luminaries and wall lamps are ready for your pleasure.

If you can watch it by giving up the magnificent view of the Bosphorus, LED TV (in its special frame which you can also use as a mirror) and WI-FI internet connection are at your service.

TOURISM AGENCIES ARE HOPEFUL OF 2014, YET

Tourism in Turkey is preparing itself for a difficult but exciting season. It is the consensual idea of those in the sector to primarily greatly increase the numbers of 2013 in the coming year. **HASAN ARSLAN**

In truth, the aim is much higher, but the circumstances demonstrate that setting an even higher aim will not be realistic. We asked those in the sector, who are as always enthusiastically preparing for the coming season, 'Can you evaluate the tourism season of 2013 in general terms? And what should be the aims and expectations of tourism in Turkey in the year 2014? Our questions engaged the sector to reflect upon itself, and they revealed its aims and expectations. Here are the expectations of tourism in Turkey from the 2014 season...





TIMUR BAYINDIR
PRESIDENT OF TUROB

WE WILL RECOVER IN THE YEAR 2014

It shows an increase also in Turkey and Istanbul. Yet when we assess the situation in the hotels, the outcome is not so bright. The decline in the hotels in Istanbul since May unfortunately continues, and there is not a high reservation rate in the future, either. So it is difficult to say the situation will go very good. It is apparent that there will be a decline in the number of guests and in the income of the hotels in Istanbul at the end of the year. On the other hand, there is a 10-15% rise in the numbers of visitors. Yet it is necessary to assess this from different vantage points. The number of beds in hotels in Istanbul increase. I can say that hotels will end the year 2013 with a decrease.



MÜBERRA ERESİN
GENERAL MANAGER OF ERESİN HOTELS

I AM HOPEFUL OF 2014

2013 started with an increase compared to past years and our expectations were that it would be higher by 10-12% compared to 2012. Our expectations were met until May. Yet unfortunately, starting from June, during the second half of the year the numbers were below our expectations. It continued to be 30% below the expectations. We could not reach the numbers in 2012 yet. We will close behind last year. The winter season will not be as productive as last years, but we hope that after March the numbers will increase.



UFUK ARSLAN
GENERAL MANAGER OF MINA HOTEL

TOURISM INCOME WILL RISE BY 7-8 POINTS

The first half of 2013 really met the expectations. But because of the undesired problems that we do not want to face again, June, July and August were a nightmare for the tourism in the country and especially in Istanbul. Yet we are trying to dress the wounds with the help of the hospitable climate that came with September. Our accounts which expected a 15-20% rise in income and visitors compared to 2012 did not meet the expectations. We would even be happy if we could close the 2013 season meeting the numbers of 2012.

TOURISM AGENCIES ARE HOPEFUL OF 2014, YET

ENİS AKCAN

GENERAL MANAGER OF SULTANHAN HOTEL

WE SHOULD GIVE WEIGHT TO CONVENTION TOURISM

Depending on the provision of peace and welfare in the world, although we keep our best wishes and being optimistic for the coming year 2014 as well, as it happens every year, we should release the Southern tourism from being addicted to Russia, Istanbul tourism from Middle East and Iran, and head to new markets instead and by livening up convention tourism which I believe to be the future of Turkish tourism we should try to boost the number of congresses held annually.



SERKAN ÜSTÜNOL

FAROS HOTELS SALES AND MARKETING MANAGER

I AM VERY HOPEFUL IN 2014

In Sultanahmet and Taksim, around the end of June we needed to update quickly the plans for sale of the second six months in 2013, and we needed to work really hard compared to past years to close the year with the best numbers. We will succeed in closing with a small decrease in the expected numbers at the end of year. 2013 would have been a great year, but the last six months were full of ambiguity. I think the first three months in 2014 will be alike in ambiguity to the last six in 2013.



SERDAR BALTA

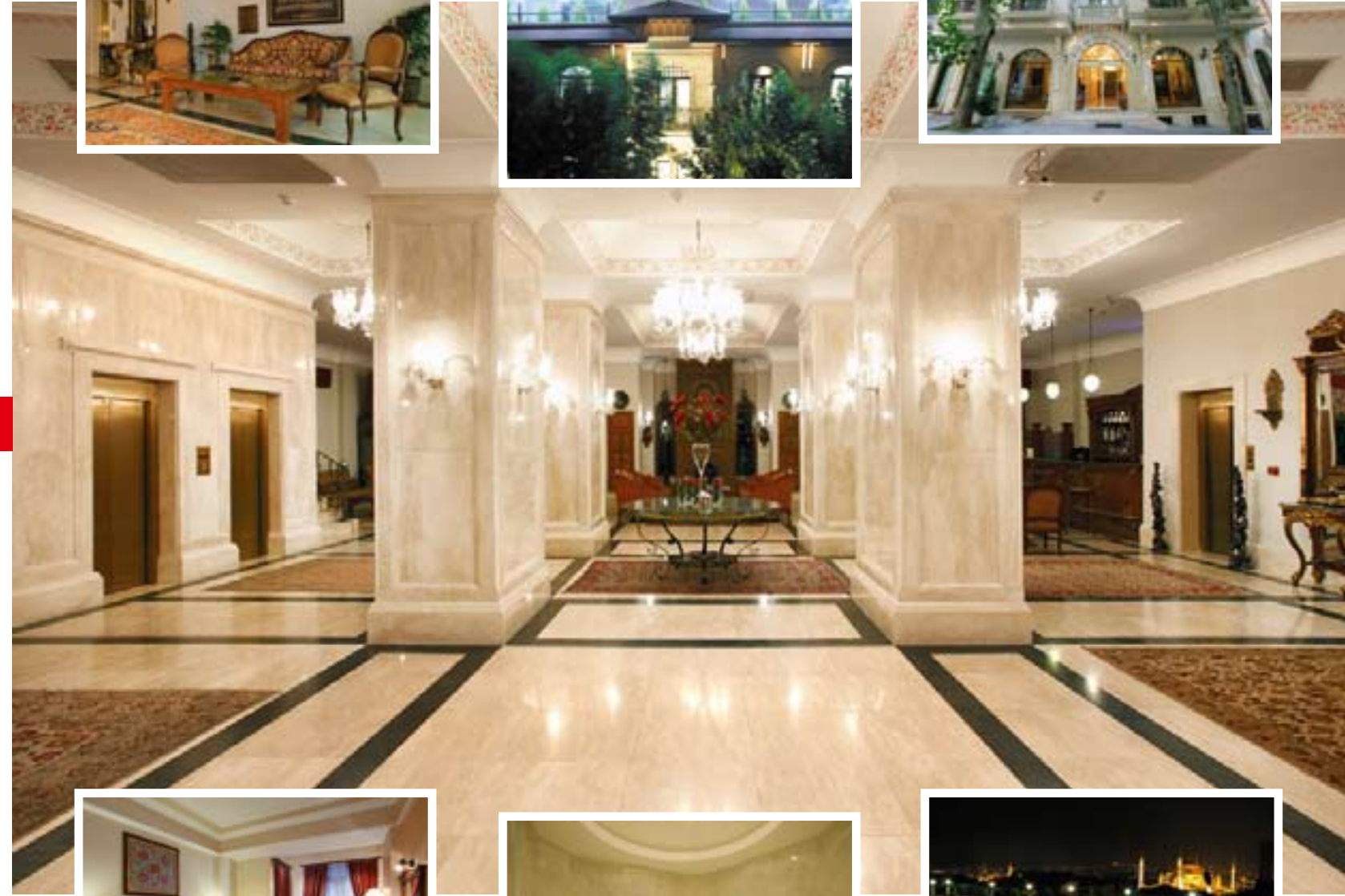
GENERAL MANAGER OF OTTOMAN HOTELS

STABILITY AND SUSTAINABILITY ARE OUR GOALS

In 2014 we firstly should leave behind the numbers of 2012. We should provide stability and sustainability. We should work on increasing the rate of per capita expenditure and on improving the product quality and diversity. We should keen on different markets and we should increase our promotion budget. We should spend a serious amount for online commercials. According to whole these goals, Turkey will become a powerful and peaceful destination for every potential tourist.



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KEREM TATAROĞLU
GENERAL MANAGER OF LASAGRADA HOTEL

WE WILL CAPTURE A GOOD TREND IN 2014

We encountered shocking cancellations in reservations because of the Gezi Protests in 2013 tourism season that started very good. The 50% disappointment in occupancy rates in July, 75% in August, and over 85% in September and October, the expectations from 2013 in terms of income and occupancy were not met. The demand in tourism that expands every year with a 10-15% increase in prices showed a decline this year because of the Gezi Protests. But it we will not do justice if we think of 2013 as a lost year. As Gezi Protests did not last long, we only had a little break in the course of 2013.



CEM AKSOY
GENERAL MANAGER OF DARUSULTAN HOTEL

2014 WILL BE A GOOD SEASON

The expectations in the 2013 tourism season seemed very difficult because of the 2012 season. The greatest factor was the greatly decreased prices in line with the economic crisis in our neighbours. Hotels that might have met yearly expectation of occupancy rates seem to be in the need of managing the last quarter of the year very well in order to meet the budgets they prepared in the beginning of 2013. The greatest aim of the 2014 tourism season is to increase the brand image of Turkey that saw a fall in 2013 because of some negative events.



HÜSEYİN GENÇSOY
HRS HEAD OF REGIONAL SALES EUROPE/MIDDLE EAST

WE ARE ANTICIPATING A SUCCESSFUL YEAR

As HRS, we have been experiencing a successful and productive year. Hoteliers in Istanbul has 10% price increase in the first place compared to 2012, after events of Occupy Gezi strating from July, by conducting a 10% decrease recovery were the exact opposite. The response to increase in price or selling at a higher price should be quality and service. While Antalya region meets that properly, compared to season, we observe that in Istanbul market, unfortunately there are unmerited prices asked for offered services. It has become necessary to take measures in this regard.

TOURISM AGENCIES ARE HOPEFUL OF 2014, YET

H. TOLGA TOSUN
GENERAL MANAGER OF INDIGO GROUP

AIM IS AT LEAST 10% EXPANSION

2013 season was a season of many zigzags and ambiguities. We were pointing out the fact before the season that the ambiguity in the situation in Syria would constitute a great risk. We unfortunately saw in the second half of the season that our fears were not in vain. We had aimed to meet the numbers of 2012 this year, and despite all the problems we are closing the season higher than the 2012 season. I am quite happy because of this. Our greatest risk in 2014 will again be Syria. Even though the prospect of war is not so imminent now, this is a situation pregnant to spontaneous change.



ZEYNEL BOZKURT
GENERAL MANAGER OF SULTAN HOUSE

WE SHOULD BE ON THE SAFE SIDE

2013 tourism season is a total disappointment. Despite having a good start for the season and having approached the targets made for the first half of 6 months, the continuation has been a disappointment. I think, the recession in Europe which they couldn't get over yet spiced up that result. All factors undermining tourism as mentioned above will keep being a risk for 2014. If we take the new numbers of beds added into inventory, for 2014, we should act with deliberation and marketing policies that come round to the fact should be followed.



GÜREL AYDIN

SHAJA HOTELS THE CHAIRMAN OF EXECUTIVE BOARD

TURKISH TOURISM WILL KEEP GROWING

Early booking period in 2013 was quite good. With the opening of the season and following the effects of Gezi events, there was a feeling of hesitation in June. Because of that, action prices were announced. In summary, in 2013 although there is increase in the number of guests and revenue in tourism, there is decrease in profitability. Turkish tourism will continue to get bigger like a snowball thrown down the mountain and in 2014, unless there is an exceptional case this will continue.



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GÜLÇİN GÜNER
PRESIDENT OF ALTID

TOURISM SHOULD BE OPENED OUT FOR 12 MONTHS

The approximate occupancy rate was % 90 in between May-September 2013 in Alanya. According to the dispersion of tourism from other countries, Russia is on the first place (%28); second is Germany (%24); and thirds are Scandinavian countries (%13,5). The Turkish tourist rate reached %8,5. I expect that we will end 2013 with an increasing occupancy rate by %4,5 according to the last year. In 2014, new bed demand should be carefully inspected, customer satisfaction and service quality should reach the highest level.



UMUT DÜLGER
ALAN P.D.M. CO-FOUNDER

WE SHOULD STUDY HARDER

The season had started so well, however, as you all know Gezi events broke out in the most gainful days and in the middle of the hotels district. Hoteliers as well as losing summers season, in fact it damaged the image of Istanbul tourism abroad and its feature of being a top valuable destination in Europe. I think going back to its previous situation and attracting tourist who spend well and visitors of conventions again will take quite a bit of time. More serious practices of marketing, publicity and target oriented studies should be carried out. For long years we have been making short term plans.



VOLKAN CAVUŞOĞLU
DIRECTOR SALES & MARKETING OF AKKANAT HOLDING

TURKEY IS ONE OF THE MOST IMPORTANT GLOBAL ACTORS IN TOURISM

I think, in terms of Turkish tourism, 2013 tourism season went very well. The season which started very well this year, after a short hesitation gained its previous pace. The 8-month data that has just been announced can be accepted as an indication of meeting the target figures. Turkish tourism sat on a steady base. I think we got over our image issue as well. From now on, Turkey is regarded as a safe destination. First of all, we should carry on working with a steady pace without resting on our laurels.

TOURISM AGENCIES ARE HOPEFUL OF 2014, YET

HALUK OTÇU

GENERAL MANAGER OF EUROSTAR HOTEL OLD CITY

WE EXPECT A CONSIDERABLE GROWTH IN 2014

Because of the crisis in Greece and the low prices in whole country, the European tour operators supported this country in order to provide currency flow. Thus, there wasn't a considerable increase in the demand of European countries. If there aren't considerable political unrests in 2014, parallel to 2013 the sector may grow by %2 or %4. While we are sure that there won't be a decrease in the growth of the investments, may be the sector can slow down according to an economic crisis.



NILGÜN ÖZTÜRKMEN

GENERAL MANAGER OF GOLDEN CROWN HOTEL

I AM VERY HOPEFUL FOR 2014

Turkey deserved to enter among the first ten countries in world's tourism sector as a growing tourism sector in 2013. From the beginning of 2013 to the end of May, tourism gained a considerable speed, but after May the tourism in Istanbul was blocked by the unrest in Gezi Park, Taksim. Although our economic growth decreased because of the economic crisis in some European countries, Istanbul continued to be an unique tourism brand. As I mentioned, I believe that Turkey's tourism will get better results in 2014 considering the unrests in Middle East and the economic crisis in Europe.



ALI ÖZTÜRKMEN

GENERAL MANAGER OF SUNLIGHT HOTEL

WE KEEP BEING HOPEFUL

Unfortunately, 2013 ended under the expected numbers for tourism sector. There are these already mentioned reasons as Gezi Park unrests, instability in Middle East and economic crisis in Europe. Despite all these negative developments, we keep being hopeful for 2014. The instant changes in the agenda will be crucial for the next year that I don't expect any fall in numbers.



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**FIKRET UZUN**

GENERAL MANAGER OF SANTA OTTOMAN HOTEL

WE WANT TO HAVE HOPEFUL THOUGHTS FOR 2014

The tourist demand which increases regularly since 2005 for Istanbul's tourism sector, reached its pick at the end of 2012. The sector tidied up until today, but 2013 was an accidental year especially for Taksim's region, and after whole Istanbul, then finally the south of Turkey. We know well that we have to live on a knife-edge. I believe that all the privileged representatives of our sector should come together and help each other to get out of the crisis.

**MERT OKAN**

GENERAL MANAGER OF ORKA ROYAL HOTEL

2014 WILL BE A TOUGH YEAR

Being among the destinations which provide reasonable prices for several tourism products, our country became an attraction center for the world. 2014 will be a tough year according to the political and financial unrests in the world. In our region, the unrests between Syria, Egypt, Tunisia and Turkey affects negatively whole the country, and of course tourism sector is getting the negative effects. Differing in interior regions, the incoming tourist number and the income will decrease by %3-5, I suppose.

**HAKAN BEDİR**

GENERAL MANAGER OF KLAS HOTEL

IN 2014, RIGHT PRICING POLICY IS SO IMPORTANT

First of all, by taking existing crisis around the world, pricing policies should be revised. In order to increase the number of eligible tourists and tourism income, alternative tourism plans should be made. In accordance with the tourist profile, correct products and packages should be developed.

TOURISM AGENCIES ARE HOPEFUL OF 2014, YET

ALİHAN AKKOÇ

GENERAL MANAGER OF BW AMBER HOTEL

WE HAVE BIG EXPECTATIONS FOR 2014

The economic crisis in Europe could create disadvantageous in two manners. The first is the European tourist can't travel because of the crisis; and the second is the low price policies of our two opponents, Spain and Greece. The instability in Middle Eastern countries after the Arabic spring, the unrests in Syria and Egypt may cause negative effects on our tourism sector.

**ŞENOL ÖZTÜRK**

GENERAL MANAGER OF EROİL HOTEL

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**ARZU ÖZDEN**

GENERAL MANAGER OF MOMENTO HOTEL

TURKISH TOURISM WILL GAIN A GOOD MOMENTUM

As it happened in the past, in 2014 we should take Turkish tourism to a better place in accordance with specific targets. More publicity, more advertising, a better marketing strategy, high quality service should be our primary duty. Having all of these together will eventually help Turkish tourism go forward.



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Erdal Çelik, General Manager of PGS World Palace

WE EXPERIENCED A BETTER SEASON THAN LAST ONE

Stressing that the 2013 tourism season has been better than the last year, the General Manager of PGS World Palace in Antalya-Kemer Kiriş region, Erdal Çelik said “We outreached the figures we had last year”.



Erdal Çelik, General Manager of PGS World Palace

Our hotels serve tourists from Russia and Ukraine. And, with a small percentage, we render services to citizens from domestic market as well. Based on some outcries in our country, we encountered some comments saying that specific bookings slowed down. However, as I said before, we didn't experience any of these. There might have been a deceleration in the visitors coming from Europe. Speaking of Antalya based tourism, according to airport data which reveals that there was more tourists arrivals than previous years, it is not mathematically correct to say this year was worse. There is a rise in the numbers of tourists but there as many as beds even more that had been added to Antalya tourism. The comment can be as “the number of new beds doesn't and the number of coming tourists don't meet each other”

Not a problem, new beds surely can be a cause of preferability for consumers. The state of the hotels whose service, location and stucture of organization is strong and good has always been well. And it will be. We, even though it is little, outreached last year's figures. If it is going to be interpreted as better year even when it is just one person more, yes, we had a better season than the one last year. However, there should be a 20-25% increase. Because of this little increase, it would be more correct to say “let's say it is slightly better but there is no difference”. In May, there was a bit of handicap in occupancy, room prices are indexed. Apart from that month, we had a pretty good season.

For Turkish tourism, what should be aimed or anticipated in 2014? I think there will be an increase of one million. Because, for 20 years we have seen that each year there is an increase over one million although in some years this increase was over 2- 2.5 million. The average for this job is one million. And think it is a bad figure. The government has bigger targets but I think to meet that target, we should what we need to do about peace, the vital source of tourism. It cannot be like “we have target but no intention”. If we have both then it is possible. I hope 2014 will be like this. Unless there is brawl and insecurity, and unless the seas are polluted, huge clouds wil not cover Turkey, the sun will not be able to cover the sun and tourism find a way. Because Turkey founded a good tourism base. Tour operators who lead the world started to be born in Turkey. Also the number of investors hoteliers and we managers who love their country and tourism is not a little. I don't see any unfavorableness in 2014. The pricing index might be with ups and downs. Room doesn't affect the divergence from targets.

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ONE SHOULD **WORK** **HARD** IN THE **FIELD** IN ORDER TO BE SUCCESSFUL

HASAN ARSLAN - HAKAN YILMAZ

Even if the tour is for a short while, you create a cosmopolite atmosphere inside of a vehicle. You should conduct the tour as good as a maestro in an orchestra.

Sometimes it's not enough just to work; in order to be successful you should work harder and harder. All in all, life doesn't hand you everything on a silver platter. "Think about a work that starts every day at 7 in the morning and continues 7 days during the week, may be sometimes you work 24 hours a day, even during weekends and holidays..." That's how Gürkan Özcan describes the success of She Tours, the brand he created out of nothing. Organizing city tours in Istanbul for at least 300 people every single day, Özcan shared with Turizm Aktüel how they created She Tours and what are their further projects.

How was She Tours founded?

In first place the firm was founded in Sultanahmet during the travel agency management of my brother Nevzat Özcan. While we were organizing small city tours, the real adventure of She Tours started in 1994 in Harbiye.

With its story, She Tours gives a life lesson to those who will start a new job. This agency went through lots of critical phases and finally today arrived at its current position. When we took the road with considerably humbled conditions, may be it wasn't so easy, but we never lost our determination to succeed and our will to work.

For sure, you preferred one of the most difficult professions of tourism sector. Are you pleased with your decision?

In a travel agency, you work 24 hours without weekends and holidays. This job

doesn't allow you to do holiday. By making a radical decision, my brother left his job in 2004. He got exhausted because of working with people. One day he said "Do whatever you want", and so he handed over the company to me. In that time I could also quit the job, but I chose to put up a struggle in this sector and finally I achieved.

Ok, but didn't you get worried about going on all alone in this sector?

Of course, I got into difficulties in first place. Begin with, I closed down the office in Taksim, that we opened with my brother. I moved to Sultanahmet. I started to work online and I brought tourists to Istanbul. But I never cut off my connection with hotels and tourist guides. In 2007 my friends of this sector encouraged me to start over city tours in Istanbul.

But of course it wasn't very easy to turn over a new leaf. Our financial resources were limited. Even I didn't pay for the flyers. For this reason, we attached stickers on the old flyers, left by my brother. By auto loan we bought two vehicles each for 27 passengers. Also we rented a minibus for 17 passengers. And I had 20 thousand Turkish Liras in my pocket. So how I picked up where I left off the sector. Weren't there any difficulties, I can't say no. There were always difficulties. When I look back on today, I really understand how difficult was to come along this way and that fills me with pride.

How much did the business volume of She Tours increase since its beginning?

During the first times, we were getting

out my e-mails and faxes. I go through the bookings. Then we pick up the tourists in this region and at 9 am we start the tours. We divide every tour by the spoken language. We provide guides for every language.

We do our best for the maximum customer satisfaction and contentment. All in all, we account for both our customers and the cities where we carry the tourists. For that our guides are very careful and attentive.

You bring together tourists from different cultures who speak different languages. Isn't it hard for you to come up to the expectations of your customers?

Even if it's for a short while, we create a



Gürkan Özcan

OUR PROFESSION IS NOTABLY DIFFICULT AND WE PROVIDE A CRITICAL SERVICE. IF WE DIDN'T HAVE A PROFESSIONAL STAFF, WE WOULD NEVER GET THROUGH THIS JOB SUCCESSFULLY.

very happy when we reached 50 customers. Today we provide service to 300 customers. At that time we had only 8 employees. Now we are 23. Including the guides, I can say that we reach 40 employees. For now we own 11 transportation vehicles; 4 minibus, 6 midibus and a bus with 46 seats. Also we provide an authentic boat with 150 seats. We organize trips on Bosphorus with this wooden catamaran.

How does She Tours spend a day?

We are on 7 days and 24 hours. We work non-stop going neither on holiday nor on weekend. You can't manage this job if you don't work in the field. Every day I arrive at 6.50 am to the office. Firstly, I check

cosmopolite atmosphere inside of a bus. You should conduct the tour as good as a maestro in an orchestra. We work with professional and well-experienced tour guides. We have rendered service up to 600 thousand tourists since we opened the agency. Only 25 of them have complained about our service. I think, this is a great success. The rate of complaint is a one in a thousand. Some of these complaints are because of the disinformation of the hotels about our tour and the other reason is traffic problem in the city. After all, it's always difficult to meet the expectations of each tourist. However, believe it or not, we make a considerable effort to satisfy our customers.

Do the tourists have prejudgments about Turkey?

It's formidable to overcome the prejudice. Some of our guests still believe that we use camels for transportation. They are surprised with female guides and ask them "Are you Turkish?". Last year a female tourist from the US asked to our guide "Why did you bomb the Twin Towers? Why don't you like us? Why are women second-class citizens in this country?". Generally we don't enter in an argument with those who ask that kind of questions. However, these are very crucial questions... For example, our female guide answered to these questions and said "I am a woman and a tour guide. I'm doing the job that I want. Women in this country can choose their jobs". But, we are always surprised and speechless against that kind of questions. Actually the mean reason of putting the name "She Tours" is to eliminate these prejudices.

How can you describe the place and importance of daily tours in the sector?

Only one person can't organize a tour. Besides, he/she can't bear the cost. We bring together tourists from different cultures who speak different languages. And these people are satisfied with our tours. We render a good bit difficult and critical service in this sector. We never got through this job if we didn't have a professional and experienced framework. We are responsible both for our guests and for Istanbul. We should provide a qualified service in order to introduce our city and to guarantee the continuance.

How can you reach your customers?

We strike out to increase the incoming tourist number in Istanbul. However, what we have to do urgently is to reach the qualified tourists. The tourist number can be lower, but we need a qualified tourist profile. I will gain much more, if I serve to 10 thousand qualified tourists instead of 100 thousand ordinary tourists.

What are your further plans?

Right along with travel agency, we plan to open boutique hotels in Sultanahmet and Cappadocia. But, Sultanahmet is in the forefront. Including to this, we plan to change our tour boat. We will continue to create new services in order to improve our business.



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OUR CUSTOMERS ARE THE GREATEST BOSS OF OUR HOTEL

When we say ‘customer satisfaction’, most of the people think that these achievements are based on fake reviews. But the truth is, hotels and managers that use the real data, are always at the top. It’s required to provide the customer to see the hotel as second home.

HAKAN YILMAZ - HASAN ARSLAN



Harun Çadırcı, “We work hard to raise our hotel’s standards. That’s why we want to prove that our success is not emerged by accident.”

disappointed us. Because, unfortunately the overall impression was on negative side (room number, location, the insecure impression of the young people in the sector).

What did change your mind?
It’s obvious that our close friend and a tourism professional, Yaşar Çelen was the biggest factor of White House Hotel’s beginning, which became a great brand now. He showed us the way and he motivated us. Th hotel’s rent was extremely higher than the district’s usual prices and the district

THE MOST IMPORTANT SPECIALTY OF OUR **PERSONNEL** IS TO CONSIDER THE CUSTOMER AS THE BOSS

hotel’s front office department. We passed novitiate at a small hotel in Sultanahmet containing 10 rooms that we rented together.

How long did you manage this hotel?

It started in 2007 and we managed the hotel for 2 years. We had to separate our ways with the owner somehow. Me and my partner were doing the market research in the meantime. After that, we decided to rent the apartment of White House, which was still under construction in the meantime. In those years, me and my partner did the feasibility studies about the course of events - tourism in Istanbul all the time (occupancies, pricing, and following tourism course, management policies to be followed etc.) The results of consultation we did with the tourism professionals of that time,

wasn’t actually well developed yet. And none believed that we could get through this job. We were following the advices and on the other hand we formed our agreement. Çelen’s words were really helpful for me. Yaşar Çelen told me that we could start doing this job, while everyone else was telling the contrary.

Did it take long to find White House?
A friend introduced us to Mr. Mustafa Horozoğlu. He is White House’s proprietor. We agreed in the same day, everything went really easy. There was a higher price offered than we did, but Mr. Horozoğlu believed us and he wanted us to do the business management of the hotel to be constructed. And even more, he did most of the modification that we were supposed to do, and then he passed it to us. We can

Opened in 2010 January, White House Hotel has 2 Superior, 4 Family, 1 Single and 13 Standard rooms, 22 rooms in total.



White House Hotel Istanbul is among rare hotels which are awarded with 'Certificate Of Excellence 2010, 2011, 2012 and 2013' Plaquet by Trip Advisor.



WHITE HOUSE HOTEL IS AMONG THE HOTELS THAT SELL ITS ROOMS WITH THE HIGHEST PRICE; THE MAIN REASON OF THIS IS THE HOTEL'S GOAL TO RAISE THE SERVICE STANDARDS

say that he worked more and harder than us for the hotel's opening and for the best. He encouraged us and he cheered us up. We don't know how to thank him.

How did the works develop after the opening?

We took over Adora Hotel's management while White House Hotel's construction continued. So we began with 2 hotels. Everyone thought that this street wasn't appropriate for a hotel. We opened the hotel in December 2009. Three months after the opening, the hotel was at the top in terms of customer satisfaction.

Your hotel's success is mentioned a lot in Sultanahmet scene. How did you do that?

One must trust himself first of all. Faruk Boyacı is among the people who know this community well. I didn't know him back then. I observed him and I followed in his footsteps. But he had better opportunities than us. And I said "If Faruk Boyacı's hotels succeed, why wouldn't ours?" I focused on customer satisfaction with a great effort. I worked accordingly and I succeeded.

When we say 'customer satisfaction' these days, everybody thinks something different. When we say 'customer satisfaction', most of the people think that these achievements

are based on fake reviews. But the truth is, hotels and managers that use the real data, are always at the top. It's required to provide the customer to see the hotel as second home. Your personnel need to adapt this, and also take education for this. The most important specialty of our personnel is to consider the customer as the boss. I always emphasized that I'm not on the top of the respect line, but the customer is.

Can you tell us more about giving the right information to customers?

We usually give information to our customers before their stay in order to avoid them to think that or hotel is a five star one, but we actually give a customizable service to our customers as if they were at their own home. We have customers coming here with the reference of our former customers.

How do you take care of your customers' demands?

I think that our customers' demands are the most important case. I looked after all my customers in our first two years by myself. I never gave this task to the personnel. And in the meantime I worked hard to train my personnel with this discipline.

What kind of things do your customers demand?

We mostly have demands about breakfast. But even if you try to do the best, it's not that easy to make customers happy because their demands and expectations are changing all the time. Our customers expect to be the determiner in cases like meeting the physical needs of the hotel as well as how the hotel staff treats.

How did you find the name of White House?

We were actually thinking to name the hotel as Blue Eyes. A tourism professional friend of ours came to see the hotel right before the construction works ended. The hotel's external wall was whiter than white. He said 'Hey, this looks like the White House.' I think we have been the first hotel in Sultanahmet district that had a white external wall. And that moment I decided to name the hotel as 'White House'.

Can you give us information about the technical specification of White House?

There are 22 rooms at the hotel. 2 of them are superior rooms, 4 of them are family rooms 1 of them is single room, and 13 of them are normal rooms. Me and my partner decided together for its interior design. We didn't work with an interior architect. Instead of that, we considered what our customers advised us and we designed the rooms according to their demands.

Do you have another hotel investment except White House Hotel?

We aim to take our part in the sector with our 4 new hotels; the current one, Adora Hotel located in Sirkeci, Karaköy Port Hotel located in Tophane and another hotel that is under construction at the moment. Ümit Gül is in charge with the management business of Adora Hotel and Karaköy Port Hotel.

Working so hard and taking care of everything must be tiring for you, right?

It's not possible to talk about the personal space in such a mess. But it's not possible to be in a different way for me either. Because, I think a hotel needs at least 2 years after its opening in order to form a full system. In order to raise the hotel's service standards, you have to look after the business carefully and be around the happening, and also, you should invest in the hotel continuously and renew the rooms according to customers' needs.

Your room prices are pretty high. Isn't it difficult to find customers with these prices?

White House Hotel aims to raise its standards and improve its service concept and because of its conditions, the basic goal is to provide the customer satisfaction. I think it's obvious that our customers see our effort about it.

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TURKEY TOP DESTINATION FOR TOURISTS IN EUROPE

In a time of global economic crisis tourists preferred Turkey over Europe to spend their holidays, **World Tourism Organization** figures said.

In a time of global economic crisis tourists preferred Turkey over Europe to spend their holidays, World Tourism Organization (UNWTO) figures said. Undersecretary of the Ministry of Culture and Tourism Ozgur Ozaslan evaluated the UNWTO data released for the September 27 World Tourism Day.

Ozaslan said while the increase in the number of tourist hovered around 4 percent in Europe, the same figure has been realized around 8 percent for Turkey. The growth in tourism sector was expected to be around 4 percent on a global scale, and that expectation has been realized, he said.

Stating that for developed countries the increase was 3.3 percent, for developing countries it was 4.6 percent and for Europe it was 5 percent, Ozaslan said, "The growth rate for Turkey realized as 8.6 percent for the last 8 months. That means the growth is double of Europe and 2.5 times

more than the global figures. Ozaslan also noted that the World Tourism Organization estimated growth for the 2010-2020 period to be 2.7 percent, and 1.8 percent for 2020-2030 period, but again he said the growth in Turkey was expected to be more than Europe and the world for the same period. "There has been a sharp increase in number of tourists coming from closer regions and the Gulf States. In that way, Turkey has become main destination point," Ozaslan added.

Turkey ranks third in increasing tourism income in 2013

World Tourism Organization 2013 report says Turkey increased its tourism income by 22 percent in the first eight months of 2013. Turkey ranked third in increasing its



tourism income the most after in the first eight months of 2013, World Tourism Organization's 2013 report said. According to the report, Turkey increased its tourism income by 22 percent compared to the January-August 2012 period. Thailand ranked first with 27 percent, Hong Kong ranked second with 25 percent and Turkey ranked third with 22 percent. Turkey was followed by Japan (19%), Britain (18%), India (14%), Malaysia (12%) and USA (11%). The report also emphasized that tourist numbers exceeded 100 million for the first time in June 2012



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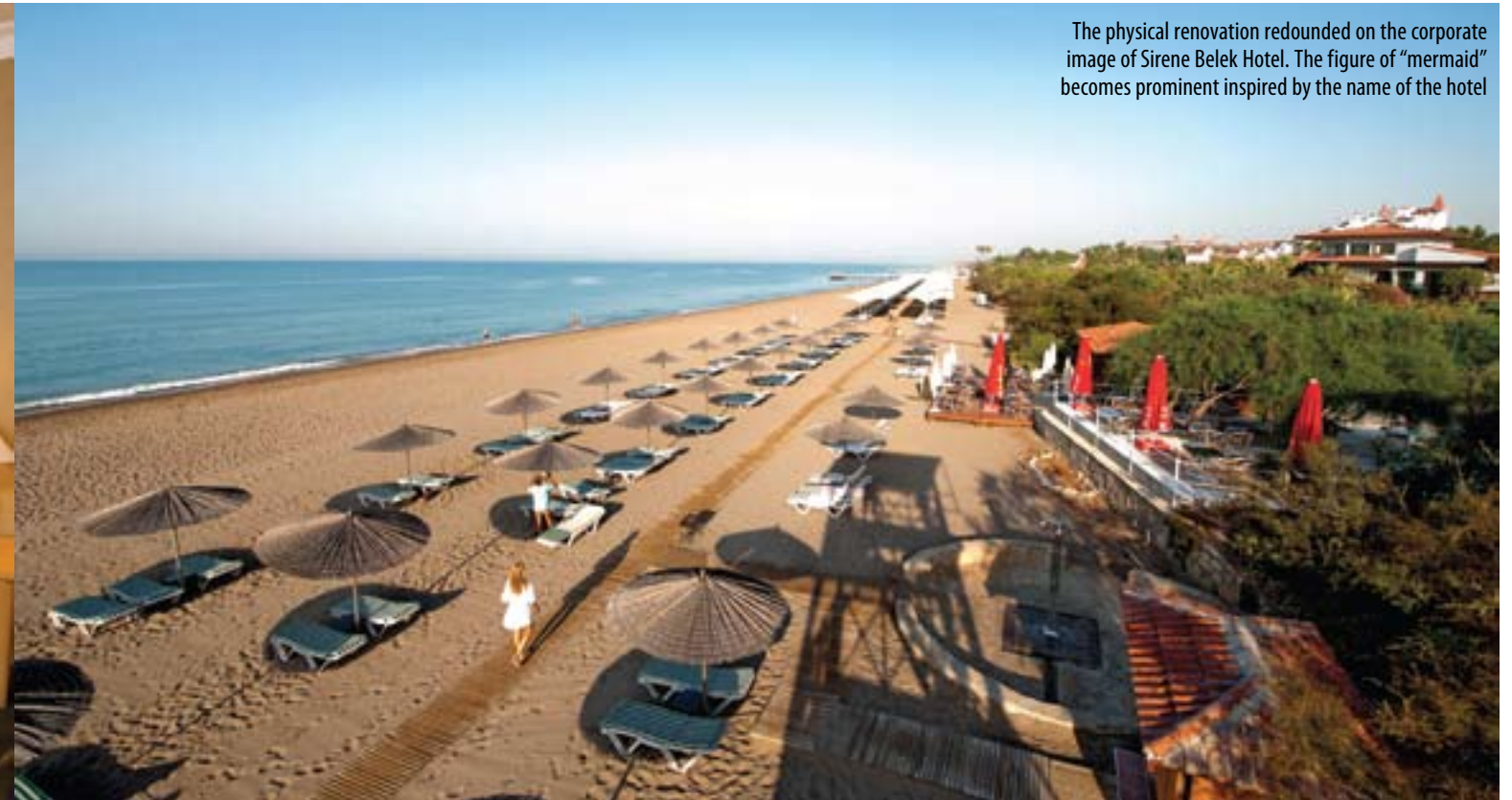
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SIRENE BELEK HOTEL

RENEWED ITS CORPORATE IMAGE AFTER A RENOVATION PERIOD



The physical renovation redounded on the corporate image of Sirene Belek Hotel. The figure of "mermaid" becomes prominent inspired by the name of the hotel



Volkan Çavuşoğlu, the Sales and Marketing Director of Akkanat Holding: "We even renewed each detail hidden inside the walls and we called it a "face-off" operation".

One of the most recognized and most long-established hotels in Antalya Belek, Sirene Belek Hotel has recently renewed its corporate image after renovating its physical appearance. **HASAN ARSLAN**

Sirene Belek Hotel is located perhaps in the most beautiful point of Belek where the pines display their beauties, the green makes the most beautiful colors dance, and the sea has a glamorous blue. Since 1992, Sirene Belek Hotel renders service as one of the most long-established hotels in Belek. Renovated as its physical appearance as its corporate identity in order to provide more dynamic and modern service during the new season, Sirene Belek Hotel is recognized to break grounds for 20 years in Belek and Antalya tourism sector. "We desired to make new investments in order to adopt as fast as we can the changing dynamics of the century. The

renovation period of Sirene Belek Hotel is based on putting into prominence the spirit of family, children, entertainment, relaxing and sport events. We spent a great amount of a budget that could be enough to build in this region more than medium scaled hotel in order to enlarge our hotel to make our guests feel comfortable here. We renovated completely from up to down the villa part, the palace rooms, the palace building, and the other general spaces as restaurants, bars and lobby. We even renewed every detail inside the walls which can't be seen by eyes. We called that a "face off" project. We renovated whole the physical appearance of Sirene Belek Hotel,



without changing its soul. We will keep rendering our warm, friendly and qualified service with our staff of 450 employees", declared Volkan Çavuşoğlu, Sales and Marketing Director of Akkanat Holding. The physical renovation redounded on the corporate image of Sirene Belek Hotel. While highlighting the figure of "mermaid" inspired by the name of the hotel, the new Sirene logo was



designed to symbolize the turquoise and dark blue colors of Mediterranean. Becoming warmer and more sincere atmosphere with these new colors, Sirene Belek Hotel promises from now on fun, relaxation, happy holidays for children and unforgettable honey moons

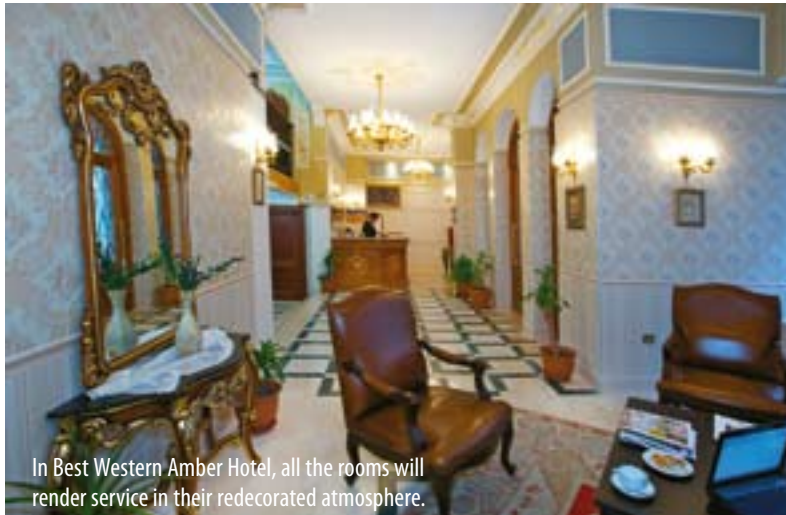
in an atmosphere where "mermaids" will welcome the guests. With the green areas and large swimming pools of its neighbor Antalya Golf Club, Sirene Belek Hotel will continue being one of the most sincere holiday resorts in the region during the new season.

"Our hotel fulfilled the expectations of our guests after a period of several renovations" said Alihan Akkoç, the owner of Best Western Amber Hotel



AMBER HOTEL

COMES INTO SERVICE WITH ITS NEW APPEARANCE



In Best Western Amber Hotel, all the rooms will render service in their redecorated atmosphere.

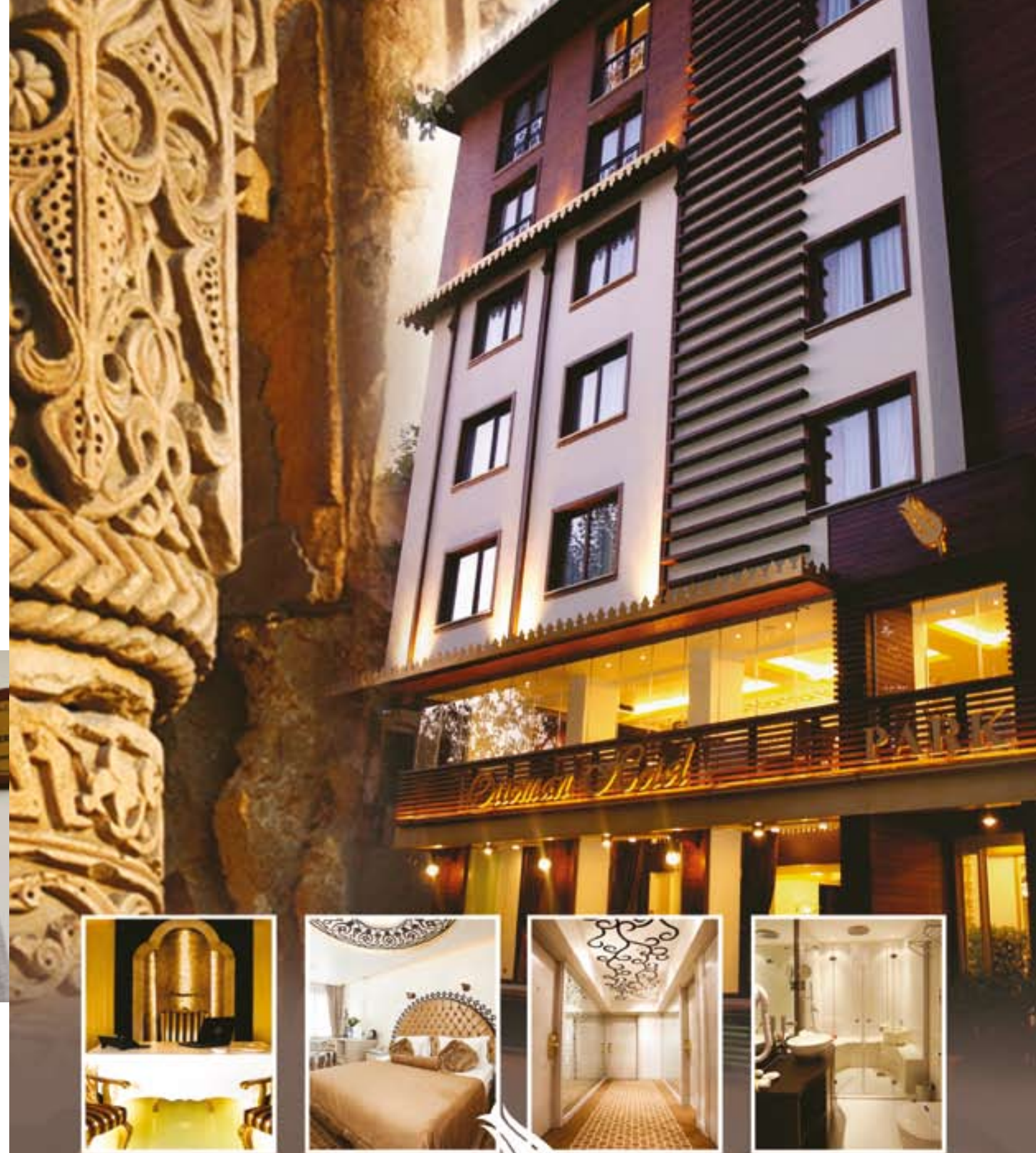


Located in Kumkapı Istanbul, Best Western Amber Hotel comes into service with its new appearance after a 4-month renovation.

Renovated from top on down and decorated with gold foil, the lobby was replaced to a comfortably spacious part of the hotel. The specially designed droplights, the antique table and the sultan's throne create a particular atmosphere in the lobby. The elevators were renewed during the renovation period in Best Western Amber Hotel. The guests are attracted by the renovated terrace restaurant café of Best Western Amber Hotel. Best Western Amber Hotel where all the rooms were renovated from up to down, changed over the old air conditioning system to a central air conditioning. Welcoming its guests with its new appearance after a 4-month renovation period, Best Western Amber Hotel's owner Alihan Akkoç declared "The renovation in the hotel fulfilled the expectations of our guests. We became the most luxury and most contemporary hotel of our region. There are 28 rooms in our hotel which are designed to provide a private and luxury atmosphere. We are glad to welcome our guests in our hotel which promises both quality and comfort".



Alihan Akkoç



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CAPPADOCIA ATTRACTS 2.5 MILLION TOURISTS ANNUALLY

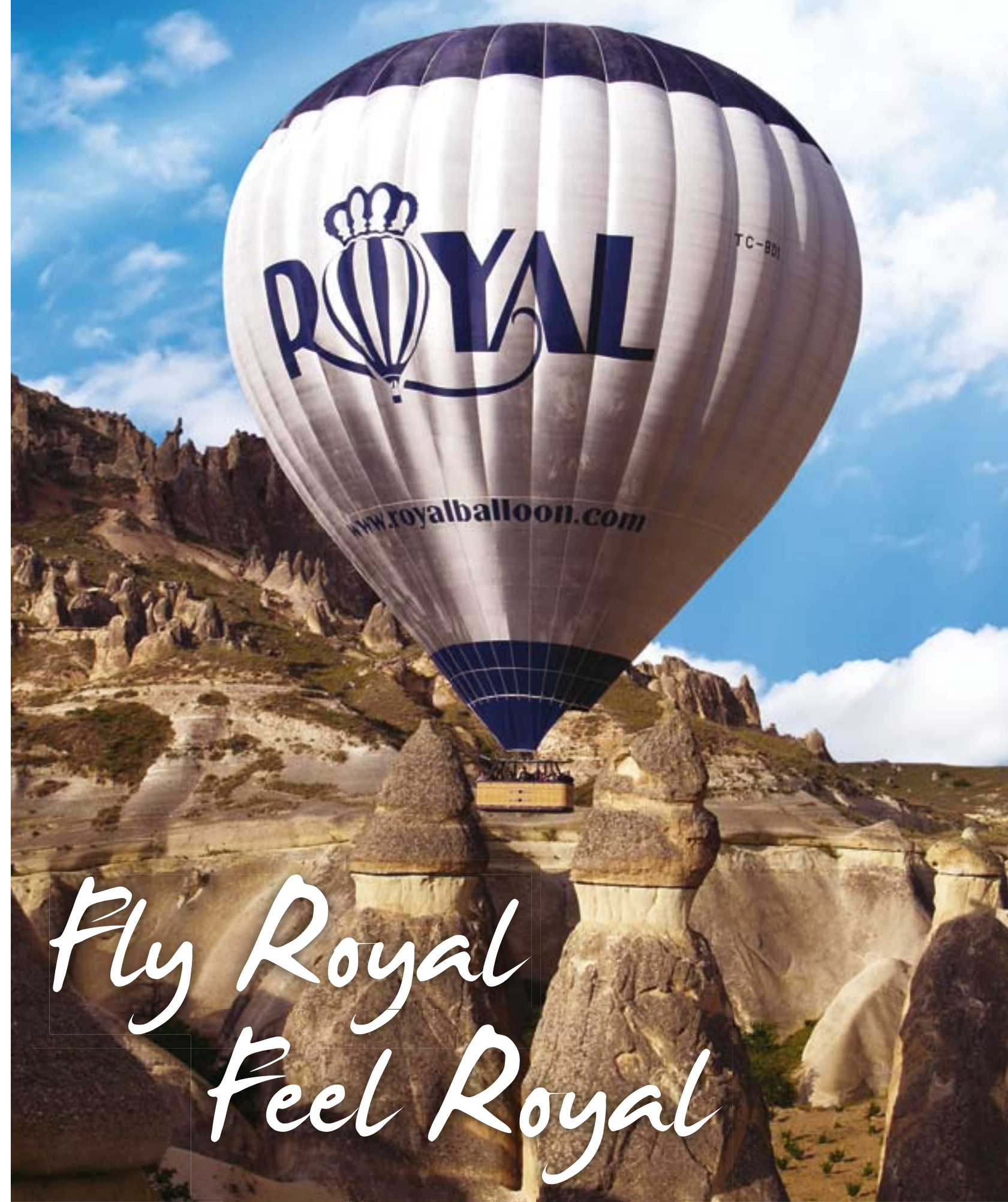
Renowned for its “fairy chimneys,” rock-hewn churches, underground cities and hot air balloon tours, Cappadocia especially attracts tourists in spring and fall.



Cappadocia's facilities are 80 percent full due to autumn crowds at one of Turkey's most important tourism centers. 2.5 million tourists annually visit Cappadocia, renowned for its “fairy chimneys,” rock-hewn churches, underground cities and hot air balloon tours. The crowds of tourist are streaming in as the season for cultural tours has begun. The Goreme Open Air Museum where numerous churches can be found is one of the key places of interest for tourists. The approximately 94 thousand domestic and foreign tourists who visited the open-air museum in September could stroll around with valley tours, on horseback or on foot.

Nevşehir Guides Chamber Chairman Sami Yılmaz told that the Cappadocia region receives the most tourists in the months of April, May, June, September and October. Noting that high levels of tourists continue until the middle of November, Yılmaz explained that numbers decrease in summer due to high temperatures. Yılmaz added that the region was very popular among Japanese tourists, who visited all 12 months of the year. “99 percent of the Japanese who visit Turkey won't leave without seeing Cappadocia,” he said. Japanese guide Ercan Bircan noted that Japanese tourist showed great interest in balloon rides. He added that visitors from Far East countries such as

South Korea, China and Taiwan were also common. Hotels in Cappadocia, the famous tourist destination in the central Turkish province of Nevşehir, have already reached 90 percent occupancy rate ahead of the Islamic Feast of the Sacrifice. Cappadocia Touristic Hoteliers Association (KAPTİD) General Secretary Nazif Demir said as the 9-day holiday approaches, all hotels, motels and hostels are filled by both foreign and domestic tourists. Noting that Cappadocia is one of the popular tourist sites in Turkey, Demir added October is the busiest time of the year as most of the foreigners prefer to visit the region during this period.



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The Pearl of Turkish Tourism

ALANYA



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. 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,

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.

The Project "Surfing Days in Alanya"

According to the Financial Promotion Program for Alternative Tourism Development 2012, the West Mediterranean Development Agency BAKA leads the project "Surfing Days in Alanya". The project will support in long terms Turkey to be known by means of sport, to create a surfing legislation in our country, to found Turkey Surfing Federation, to support the surfing trainers in international arena, to educate referees and licensed surfers and to make surfing known in whole Turkey in order to increase the demand in this sport. 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. With our long-termed professional certification partner ALTSO VOCTEST, we lead the educational project "İşte Standart İşte Kalite" (Standard in Work, Quality in Work). By this project the professions as Housekeeping (stage 6), Front Office Management (stage 6) and Laundry keeping will be supported and new employees will be educated in expected profession standards. After finishing the courses those who attended the program will be able to get their certificates. We continue holding this kind of studies for Housekeeping (stage 2 and 2), Front Office Management (stage 4)



As well as historical and natural beauties, Alanya hosts prominent sport and cultural events.



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

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.

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 Emişbeleni (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

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 ALTID'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

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Titanic Hotel's SECRET OF SUCCESS IS TO BELIEVE

"Your hotel is so different, so that we travelled the whole world but we didn't see a hotel with such concept. We experienced Vegas in Turkey. It's hard to say whether you are in the Wonderland or in a hotel. I've never seen a pool as big as you have in my life, neither a kindergarten like this..."

HASAN ARSLAN

The investment attack of Titanic Hotels which is among the group of Turkish tourism that has national capital continues unprecedently fast. Titanic Hotels that add new hotels to its portfolio every year, continue investing both in-land and abroad. Titanic Group is getting prepared to open 2 new hotels in Germany in 2014, and at the same time to invest in new hotels both in Antalya and Istanbul. Titanic Hotels' General Coordinator Gökhan Özbattır explained the management philosophy and investment plans of Titanic Hotels, to the readers of Turizm Aktüel.

Can you give us information about available hotels and number of beds?

We have 9 hotels belonging to Titanic Hotels Group. Our group has 6 thousand bed capacities.

In which cities are you planning to open a hotel in short and long terms?

In addition to our hotel activating in Berlin,

risk diversification in the tourism sector, like in all other sectors. Our group has inner city hotels and resort hotels. Inner city hotels group as business, convention and touristic hotels. And these hotels are also planned to be in different star categories. Our resort hotels are 5-star and activating in luxury and deluxe categories. As you can see here, we have a hotel variety that will appeal to all sectors.

Our growth strategy, according to the location and salability, is to plan hotel investments correctly, to avoid inactive investments, to manage the hotels lucratively, then to turn formed synergies and savings again to hotel investments.

Don't you think that ultra luxury hotel which you just have opened in Antalya, where is considered as the center of all inclusive system, is a risky investment?

I think that all inclusive system has been the motor drive of Turkish Tourism. By force of

ALL INCLUSIVE SYSTEM HAS BEEN VERY SUPPORTIVE FOR US TO BE AT THE SAME LEVEL WITH OTHER COUNTRIES COMING TO OUR MINDS WHEN TALKING ABOUT 'TOURISM'

the capital of Germany and including 226 rooms, there are 2 hotels under construction and their properties belong to us. They are planned to be a 5-star and a 4-star hotels. These new hotels will have 600 room capacities in total. We plan to open these hotels at the end of 2014. And in Istanbul, we have 6 hotels that continue activating. We have plans for opening a new hotel in Istanbul, because it's one of our investment locations. And Antalya is among the lead tourism destinations where we always can invest. Berlin, Istanbul and Antalya will be always on our list too. Apart from that, we plan to invest in all destinations that we think it's proper with the location and feasibility.

Titanic Group's hotel investments vary. According to this, can you explain us the growth strategy of Titanic Group?

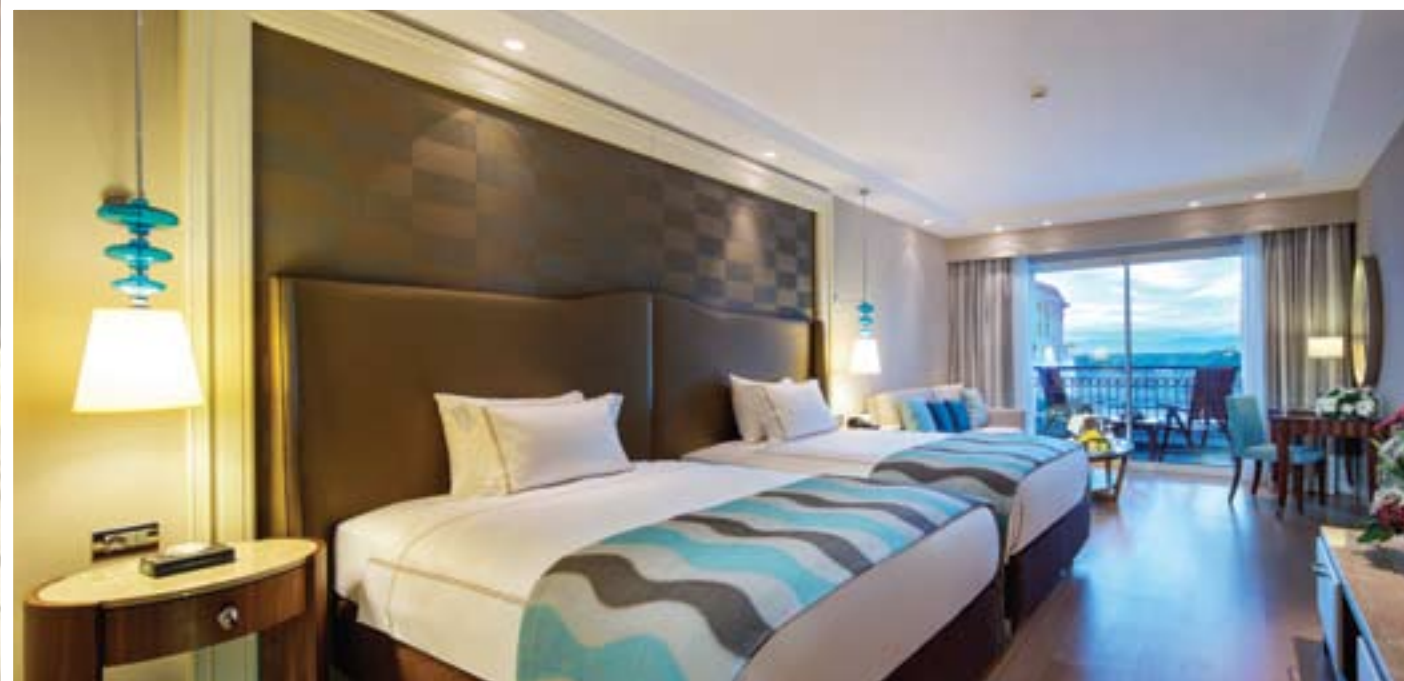
The variety of the products provides advantage to the investor in marketing and

this system, Turkish Tourism could get there. All inclusive system has been a very supportive system for us to be at the same level with other countries coming to our minds when it's talked about 'Tourism'. And it's not a system that it can be left easily, as they say.

Turkish tourism professionals analysed and operated this system very well and correctly. They showed everyone how this system works and how to make money on this. For instance, ultra luxury hotels called this system as 'Ultra all inclusive' and they made their prices following this. Each product has a specific cost and sale price. The bottom line is, to give back the fee taken from customers comparatively.

If you open an ultra luxury hotel, give an ultra luxury service at all points, to make this service standard and continue without impairing the quality, you certainly get in return for your efforts. We didn't think that

Titanic Hotel's
General Coordinator
Gökhan Özbattır



this kind of investment to be risky for us, because we are sure about or brand, brand name and service quality; we started our way faithfully and we succeeded.

Why did you prefer investing in Germany in your overseas investments? Do you have new overseas investments?

Aygün Family, the owner of Titanic Hotels, managed the business they founded in the capital of Germany, Berlin with a great achievement motive for many years. They turned the revenues in to hotel investments in Turkey. So the core business of our firm became the tourism sector.

Germany, that is among the world's and EU's leader countries and its capital Berlin was a city that we knew very well. So we thought 'Why don't we make the hotel management business in Berlin?' and we decided to have our first overseas investment in Berlin. We are about to open our second and third hotels that are going to be abroad, again in Berlin.

You said before that you will rewrite the hotel management business' rules. This was quite assertive though. Did you make this happen?

I said this right before that Titanic Deluxe Belek was opened, which is giving service in ultra luxury category. And we opened our hotel. Now it's been 6 months already. In other words, we passed the summer season in our new hotel. When we consider the period between the opening and now, I see 100% occupancy rate and 95% customer satisfaction. I think we passed a successful season, as our management reached these rates. And if you ask about my assertion to come true or not, you need to look at our customers' reviews.

Our customers review like this;

"Your hotel is so different, so that we travelled the whole world but we didn't see a hotel with such concept."

"We experienced Vegas in Turkey."

"We don't need to go to Vegas, it's in Turkey"

"It's hard to say whether you are in the Wonderland or in a hotel"

"I've never seen a pool as big as you have in my life, neither a kindergarten like this."

"This is more beautiful than Disneyland."

I've shared only a few reviews we got.

There are hundreds of reviews like these.



I BELIEVE THAT **TITANIC DELUXE BELEK** WILL BE ONE OF THE MOST IMPORTANT HOTEL MANAGERMENTS WITH ITS SERVICE AND QUALITY DISCIPLINE, NOT ONLY IN TURKEY BUT ALSO IN THE WORLD

I believe that Titanic Deluxe Belek will be one of the most important hotel managements with its service and quality discipline, not only in Turkey but also in the world.

Titanic Group makes a tremendous impression in the sector with its hotel investments. How did you achieve this growth performed in such a short time?

I think the growth rate is not that important. Maybe we could have grown even more rapidly. What really matters is to perform a straight head and on a firm footing growth. It's important to invest in the right place, in the right time. And for this, one needs to analyze good. The right place and right investment factors can be varied according to the investors. Instincts and common senses are really important to establish these factors. When we decided to invest in a 330 room hotel in Bayrampaşa, everybody was saying 'How on earth can you open a hotel in Bayrampaşa?'. But we proved that it actually could happen, by reaching a yearly occupancy rate of 95%. Look at the Istanbul map, and you will see that Bayrampaşa is actually a right

location. We were the ones who came to Bayrampaşa first. And now the investors are searching for a right place to open a hotel. There are five hotels now that are under construction. We were the ones who came to Antalya Lara first. Now there are at least 25 hotels at this line and they all work with good occupancy rates. So, to believe is actually the base of this achievement, when everyone else is saying the contrary.

What is the satisfaction rate of the customers who stay overnight at the hotels belonging to Titanic Group?

Like all other hotel management crews, we lost which indicators to follow in this case too. Because, the customer satisfaction rates vary according to many variances. There are inner house surveys and there are reviews and comments written on the travel websites. And the number of this kind of websites is increasing day by day. It's known that there are manipulations on such websites. The satisfaction rates differ according to the countries and nations. And the customer satisfaction rate of Titanic hotels is between 91% - 95%.



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I WILL REUNITE THE TOURISM IN ISTANBUL IN ONE PORTAL

The secret of our success is to have a team including the right people. In conclusion, this is a teamwork. Most of our competitors in the sector try to handle this business in an amateur way.

HASAN ARSLAN - HAKAN YILMAZ

To tell the truth, every person in this life writes his own success story. And the hero of this story is the one himself. But some people are out of the line. People who try hard to make their dreams come true and do the job that suits with their personalities are the ones who succeed. So do Yaşar Çelen. As it's well-known by the most of you or if it's not, let us introduce him to you; Çelen is among the most successful people in the tourism sector.

Yaşar Çelen that achieved to make the company he bought an extensive firm in a very short time is planning to make sizeable investments in the future. The person behind the success of TTG Travel Yaşar Çelen their story's detail and explained their plans for the future, to the readers of Turizm Aktüel.

How did you establish TTG Travel?

TTG Travel was actually established by Hacı Şimşek in 2006 and it was an A group tourism agency. Then we bought TTG Travel in 2010, with all its portfolio, asset and equities. TTG Travel is a company that has 5 partners now and all partners are specialists in their own fields.

How was the purchasing process? Can you tell us how TTG takes İstanbulhotels.com?

First of all I must say that İstanbulhotels.com is a good domain name. It was already active on a small scale before us. It was a small sized company with its 10 employees. At the moment we are trying to make İstanbulhotels.com the portal of İstanbul. We purchased TT Travel for 1.5 Million dollars. We increased the number of the cars that fleet have, which was 6 at the beginning, to 25. We are a firm to give corporational service to almost 250 firms - particularly hotels and agencies for twenty four hours. Here I would like to emphasize this more; the airport transfer is a hard job that needs to be followed carefully and we know how to do it really well.

What kind of hardship did you mention?

Our job is extended over twenty four hours and there is a huge traffic jam problem in İstanbul that can never be solved. So that's why timing and planning are the most

important things for us. The personnel has to be well trained and needs to know where the traffic jam is and when there is. You might easily pass the same streets where you get stuck in another day. In this sense, the operation management has problems.

In conclusion, we must take the people to the airport in time so they catch their flights. Even 10 minutes is important for us. If you exceed the time limit, there can be failures in the holiday plans. If you can't do the time management well, you can't be successful in the sector. And there are not so many firms in İstanbul which can do that.

And also, there is a serious competition between the sector's leader firms. That's why, even though the costs are high, the prices are low. The prices we charge for our transfers are compared with taxi prices. We renew our prices at season beginnings and New Year's Eve. As the prices are fixed during the season, the costs increase. We have expenses that are usually ignored, such as the gas, traffic tickets, parking expenses and so on. That means, what it's planned at the beginning of the year, might not go in the way it's planned. So the firms that couldn't develop

SO THAT'S WHY TIMING AND PLANNING ARE THE MOST IMPORTANT THINGS FOR US. THE PERSONNEL HAS TO BE WELL TRAINED AND NEEDS TO KNOW WHERE THE TRAFFIC JAM IS AND WHEN THERE IS

themselves corporationally, can't succeed because they can't balance incomes and expenses.

What kind of precautions do you take?

Most of the failures happen in cases when they can't do the timing well or manage the operation well, so they take the passenger to wrong airport and they miss the flight. To avoid this, we provide a good training to our personnel. We improve ourselves technologically in order to check the traffic constantly as well as to track the vehicles. We have software prepared especially to follow up the transfer system. Thanks to this program we avoid the transfer problems and we can do prepare our schedule more effectively.

What is the secret of your success and what does make you different among other companies that do the transfer business?

The secret of our success is to have a team



The secret of our success is to have a team including the right people.

including the right people. In conclusion, this is teamwork. Most of our competitors in the sector try to handle this business in an amateur way.

They try to do this business with 3-5 cars and they try to work more than their capacity allows them. This can only possible in the months with low performance, or in the winter months. But these firms try to give transfer service with the same capacity and they fail. We set our predictions before the season starts. If we predict that we would need 30 vehicles before the season starts, we provide 30 vehicles. If

Travel?

TTG Travel is an A group travel agency and performs all activities that are performed by other travel agencies in this group. We take care of tour organization, hotel reservation, transfer services, providing flight tickets and all other services needed by the travel field. Or, we purchase these services from the ones who prepare, making them a package and present to the consumers.

What is the condition of İstanbulhotels today?

İstanbulhotels.com was a website activating by taking ads of the branded hotels in İstanbul. The software of the website was rented from a firm. We didn't think it was proper for us to work with the same firm. Because they didn't develop the programs we needed. So we founded our own team and we develop the software programs we need. Next summer, we think to be online with our new interface.

How will be the new format of İstanbulhotels.com?

We plan to make İstanbulhotels.com an İstanbul portal. We are creating a portal which will serve to the guests who come to İstanbul with touristic purposes. They will be able to find all information they need such as the information of hospitals, police stations, museums, restaurants, hotels and transportation. This portal will provide also sale opportunities to the firms that give service in tourism field. For instance, they will be able to take reservations and follow their reservations through this system. A tourist guide will be able to present himself or herself to the tourists to come to İstanbul, and share the personal information with them. The agencies, guides and hotels will be able to get membership for this portal. They will be able to present themselves, make sales and get income.



Yaşar Çelen, General Manager of TTG Travel

THE DISCREET CHARM OF MARTI ISTANBUL

Istanbul's abundance of brash hotels may entice first-time visitors, but expertly run Marti Istanbul feels like a real discovery **CLAIRE WRATHALL**

To Turkey for the 13th Istanbul Biennial (until October 20), which is less overwhelming than Venice; though, with a handful of outstanding exceptions (don't miss Gülsün Karamustafa show at SALT Beyoğlu), the art is not as good. As ever, the question with Istanbul is where to stay, given that distances are vast; the traffic clotted; and the Bosphorus bridges few and far apart. But I may finally have found my preferred hotel. Not one of the new waterfront palaces on the European shore of the Bosphorus (of which the Shangri-La is the newest; the Four Seasons Bosphorus the loveliest). Nor one of the glitzy new towers in Levent (Ian Schrager's Istanbul Edition opened in 2011; a Raffles is due next March). Nor even one of the fit-for-a-pasha boutiques. Armagğan Bosphorus, for example, is a collection of three lavishly furnished, immaculately restored 19th-century yalis or "water palaces", due to open in November as a super-exclusive, super-expensive 17-room hotel in the outlying village suburb of Ortaköy. The hotel looks enchanting from a passing ferry. But with its picturesque mosque under scaffolding, it's hard to think of a compelling reason to stay this far from Istanbul's centre. Rather, my discovery is Marti Istanbul,

located a block north of Taksim Square, a 20-minute walk from the restaurants of Pera; the galleries and antique shops of Çukurcuma (whether or not you have read the novel that inspired it, Orhan Pamuk's Museum of Innocence is a revelation); Istanbul Modern; and the historic funicular that takes you to the Galata Bridge, over which you'll be in Sultanahmet for Topkapı Palace and the legendary mosques. The hotel, which opened last year, is a slightly glitzy, essentially business-focused five-star. (That means there are very good room rates at weekends; last time I looked Trivago was offering rooms for the first weekend in October from £174). Independently owned and expertly run, it was designed by Zeynep Fadilloğlu, the architect behind Uluş 29, one of the city's most modish "scene" restaurants, full of clever references to the glory age of Ottoman culture. The rooms are rich in ikat fabrics, tasselled canopies and painted glass panels cleverly designed to recall the fretwork screens that enclose the cantilevered balconies of traditional Ottoman houses. The spa, in particular, is a triumph, with its glittering tiles, white pebble flooring and elaborate corning, all of which recall the décor in the Harem at Topkapı. (Some of the guest rooms, incidentally, have hammams in their bathrooms.)



With 270 rooms (and quite a line in conferences and weddings), it doesn't feel especially personal, though the almost entirely local staff are infinitely helpful and charming. You might not want to eat in. (My advice would be to book a table at Mezze by Lemon Tree in Pera, scarcely a dozen tables, miraculously inexpensive, but as good a meal as I have ever eaten in Turkey). Indeed it's worth upgrading to a room that allows you to breakfast in the 11th-floor club lounge, so you can avoid the main restaurant, Quad, located at the base of an atrium and the only space that really doesn't work. But that's a minor disappointment, more than compensated for by the roof terrace bar, from which the views, across almost the entire city, are sensational. Another restaurant (with better acoustics) is promised for next summer.



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Your Legendary Chateau in Pera...

Palazzo Donizetti Hotel, named after the musician **Giuseppe Donizetti** who lived in **Beyoğlu** in the times of the Ottoman Empire, opens an era for your accommodation rituals in **Istanbul**.

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

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





Faros Group's Board
Chairman Suat Akgül



Faros Hotel Sirkeci



Faros Hotel Sirkeci



Faros Hotel Marmaris

TOURISM ADVENTURE STARTED VIN MARMARIS IS CONTINUING IN ISTANBUL

HASAN ARSLAN - HAKAN YILMAZ

The tourism vision of Marmaris wasn't enough for us. We started searching for new opportunities because of this old school vision, as the season is tried to fit in a six months period.

Faros Group's Board Chairman Suat Akgül started to his tourism adventure by being a taxi driver in Marmaris and now it's about to be a hotel and restaurant chain. Faros Group invested in hotels in Marmaris and Istanbul, and in the near future it's planning to have more hotels in Anatolia with a new concept. The main actor of this success story which is a natural outgrowth of having vision, working and achievement motives, Suat Akgül explained the success story and investment plans of Faros Group to the readers of Tourism Aktüel.

How did you come up with the idea of Faros Hotels?

We went to Marmaris in 1989. Our first

job was to be a taxi drivers. After 1991, we started doing the restaurant business. This wasn't enough for us and we started doing the leather and jewelry business which are very close to the tourism sector. And after these, we opened a four star hotel on May 1999 in Marmaris. And we came to Istanbul in 2005.

How did your adventure in Istanbul start?

The tourism vision of Marmaris wasn't enough for us. We started searching for new opportunities because of this old school vision, as the season is tried to fit in a six months period.

I started visiting my brothers who started to the university in Istanbul. And all that visits and going-comings made me even more

bored of Marmaris. It was getting even smaller for me. And after that, we made a calculation and decided to invest in Istanbul.

Why did you prefer Sultanahmet?

The historical peninsula's history for thousands of years, its location in Istanbul and the customer profile influenced me to invest here. We were quite unhappy with the customer profile in Marmaris. We chose Sultanahmet to invest because it has a qualified customer profile which develops us with right reviews and has a specific vision.

Did you have a question mark as 'What if it doesn't become popular?' in your head before investing in Sultanahmet?

I trust myself in that way. The environmental factors are not permanent. If you do your

job as best as you can and if you spend enough time for it, you reach your goals. Don't doubt that.

How did the work develop?

Our success we achieved here left a positive impression in our circle. We became more famous. And soon after, we opened our second hotel in Sirkeci. In order to improve our vision, we decided to be in Taksim then too, which is a more 'business intensive' center.

When did you open your hotel in Taksim to the service?

We opened our hotel in Taksim in 2011. We prepared an international menu for our customers here, differently from our other hotels. We designed it differently from other hotels located in the same neighborhood. We tried to create a home-like space for the customers. We tried to protect the historical base of the building. In order to do this, we spared no high costs. And we made a difference in Talimhane district. We have been attentive to recruit personnel, because every district has its specific customer profile. The customer profile in Sultanahmet is more different than the customer profile in Taksim. Even the expectations from the restaurant crew are different for both.

Does your group have new investment plans?



We chose Sultanahmet to invest because it has a qualified customer profile which develops us with right reviews and has a specific vision.

We bought a new hotel at the coast in Marmaris. Its location is fantastic though. And a nice restaurant has been opened at the bottom of the hotel. We also think to have a new concept in Istanbul. We want to start chain hotel management which is going to appeal to the middle class. With these chain hotels, we will be in Anatolia too.

What does 'Faros' mean?

We are a Siirt-based family. Faro was the name of our grand-grand dad. In other words, our name is coming from our family

name. And the 's' makes is plural, i.e. 'Faros'.

Can you tell us more about your new investment in Ataköy?

We have launched a new project by getting into a strategical partnership with Efes. But for now, it's a pending project because of the alcohol prohibitions.

Which one of your hotels is privileged for you?

All of them are my children. I can't make a distinction among them. I make the same effort for all of them. And I take care of the details for all of them.



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ISTANBUL'S MASTER OF DELICACY IS STILL 'HUNGRY' FOR SUCCESS

"hALİÇ" restores in Istanbul the forgotten culture of grill restaurants with an open fire from 1950s. Here, like in the old days, the order is prepared immediately upon the request of the customers.

"Ali" and "hALİÇ" render service for two months. My sons preferred "hALİÇ" in order to show continuity of my first name "Ali". They aim to create a new brand as: "Ali Seafood, Ali Steak and Ali Fireside." **HASAN ARSLAN - HAKAN YILMAZ - HALİL TUNCER**

If we call Ali Akkaş "The delicacy master of Istanbul", we suppose no one can object to our opinion. In his own history which started at the steep-lands of Anatolia and continued meeting with difficulties, Ali Akkaş is one of the most interesting and successful characters of this sector. Already well-known around the world with his brand "Köşebaşı", Akkaş creates a difference with "Ali" and "hALİÇ". Never forgetting the place where he was born and always being faithful to his homeland, Akkaş talked about his new brands "Ali" and "hALİÇ" and shared his new projects with *Türizm Aktüel*.

When did exactly Ali and hALİÇ begin rendering service?

"Ali" and "hALİÇ" render service for two months. My sons preferred "hALİÇ" in order to show continuity of my first name "Ali". They aim to create a new brand as: "Ali Seafood, Ali Steak and Ali Fireside". If we find a nice place near the Bosphorus, we can also open there a seafood restaurant.

What exactly did you aim at opening this restaurant?

I think, yes we did it. Although it's holiday and most of Istanbul's population is out of town, tonight we are full. Our view is beautiful, we render a good service. We meet both the visual pleasure and the expected taste by our customers.

Isn't it hazardous to open restaurant in a district like Karaköy?

In few years Karaköy will become the attraction center in the city thankfully to Galataport project. Karaköy will catch a success in a short while.

What is "ocakbaşı" (grill house) culture for you?

Ocakbaşı (grill house) is a restaurant where sweetbread, grilled small pieces of meat or any kind of meat are cooked simultaneously at the moment you ordered. "hALİÇ" restores in Istanbul the forgotten culture of grill house with an open fire from 1950s. Here, like in the old days, the order is prepared immediately upon the request of the customers. For example, we cook the "çigköfte" (steak tartar a la turca) without meat. That's because sometimes our foreign guests can't digest the ingredients of "çigköfte". If the customer orders "cacık" (cucumber-yogurt), we prepared it simultaneously in order to be fresh. In



Ali Akkaş: I love the restaurant in Levent. In summer, I follow rigorously the restaurant in Reina...

"Ocakbaşı" culture, people should hear the sound of how the chef works with the knives.

What is your customer policy?

We aim to service these customers who demand to welcome their guests in a pleasant atmosphere. Here we welcome both local and foreign customers. Our customers are those who know this place before. Those who don't know about us, won't come. We are very busy during the week-ends. Our capacity is limited with 60 seats. We can't meet much more than this.

What are the specials of hALİÇ?

For now, other restaurants don't serve "sweetbread". Also "liver" is not cooked. These are special dishes that you can find only in our menu.

Are there customers who come here only for these dishes?

Yes, there are. It's said that there are some restaurants in Golden Horn. However, these kind of places are not appropriate for families. Because of that, lots of customers prefer us. Before arriving, they call and order the meat they want to eat and we cook. We don't allow food cooked from the previous day; deserts are included too.



You work for small amounts. You don't cook for big groups, do you?

We are a boutique restaurant. We cook for our special guests.

Do you have a special desert?

We cook semolina desert with cheese and ice cream; and as well as meat, the desert is cooked spontaneously here in the kitchen. According to the order of the customers, the chef cooks the semolina and serves it with ice-cream. There is a demand for baklava. We think to add it to the menu. However we look for a special baklava producer.

Will this grill house have other branches?

We have time for this. For now we are focused on proving ourselves on the market and creating a successful brand. I desire not for a restaurant for 150-200 people, but for a family company for 60 customers with 8-10 employees. I can open a place to a friend who is known in this sector, has a good career and who knows well the job. I can support him. I can give this person a share of my company; I can let him be my partner. If a management which has a considerable income thanks to my staff, why don't I support them?

You opened restaurants all over the world. Is there a restaurant that you dream for?

If Mimar Sinan (the Architect) had lived today, he would be affected by the economic crisis and would open a restaurant instead of building bridges or mosques. I would like to build a restaurant which keeps the history alive and prepare the cuisine of the past century in the exact decoration of that period.

You invested all around the world but you

never forgot the place you came from...

I was born in Anatolia. I opened my eyes to the steep lands. I lived my childhood in that region. I finished primary school there. I always say that I from Sivas although I live in Istanbul. I visit every month the village where I was born in order to make some contributions to people living there. People are encouraged to start a new project when they see it on practice. First of all, I planted walnut and cherry trees in my garden. Those who saw my action were interested in it. And we supplied walnut and cherry trees for them. I always think that if people plant these trees in big amounts and start to take products from them; this could be a plus value to our economy. Lately I am

interested in beekeeping. I began with 5 honeycombs. Now I reached 12 combs. My desire is only to encourage people. I don't have any financial problem.

Another thing; there was no students in the primary school. So we rebuilt the buildings and open an ethnography museum. Here we show the agricultural instruments and clothes of our ancestors. So the next generation can follow the past of their fathers. We would like to bring the past to future, so how we won't let young generation break with our past.

Which one of these restaurants is your favorite?

I love the restaurant in Levent. In summer, I follow rigorously the restaurant in Reina.



Ocakbaşı (grill house) is a restaurant where sweetbread, grilled small pieces of meat or any kind of meat are cooked simultaneously at the moment you ordered.

Le Meridien is inspired by the Turkish breakfast culture

Le Meridien Istanbul Etiler's main restaurant La Torre keeps being the attractive meeting point of the city where they meet each demand of the guests and offers different delights. Right along with the already known Sunday brunches of La Torre, "Art of Breakfast" events introduce you to the traditional breakfast cultures of different regions in Turkey. You can taste diversified list of traditional delights as "murtağa" and "kavut" from Van; "kuymak, kaygana and roasted pickles" from Blacksea region; "grassy omlet and boyoz" from Aegean region...



D-Hotel Maris hosts meetings and organizations

Member of "The Leading Hotels of the World" one of prestigious names in hotel management and being Turkey's the one resort hotel which meets the highest expectations, proved its service quality, D-Hotel Maris continues its highest service in meeting and event tourism.



An important visit by Spain to OTI Holding in

The governor of Tarragona, Catalonia/Spain Josep Poblet and the Tourism Manager of Costa Dourada rendered a visit to OTI Holding in Antalya. Both sides shared their feelings and thoughts for the new commercial relationships between both cities.



Ramada Encore enters Turkey's market

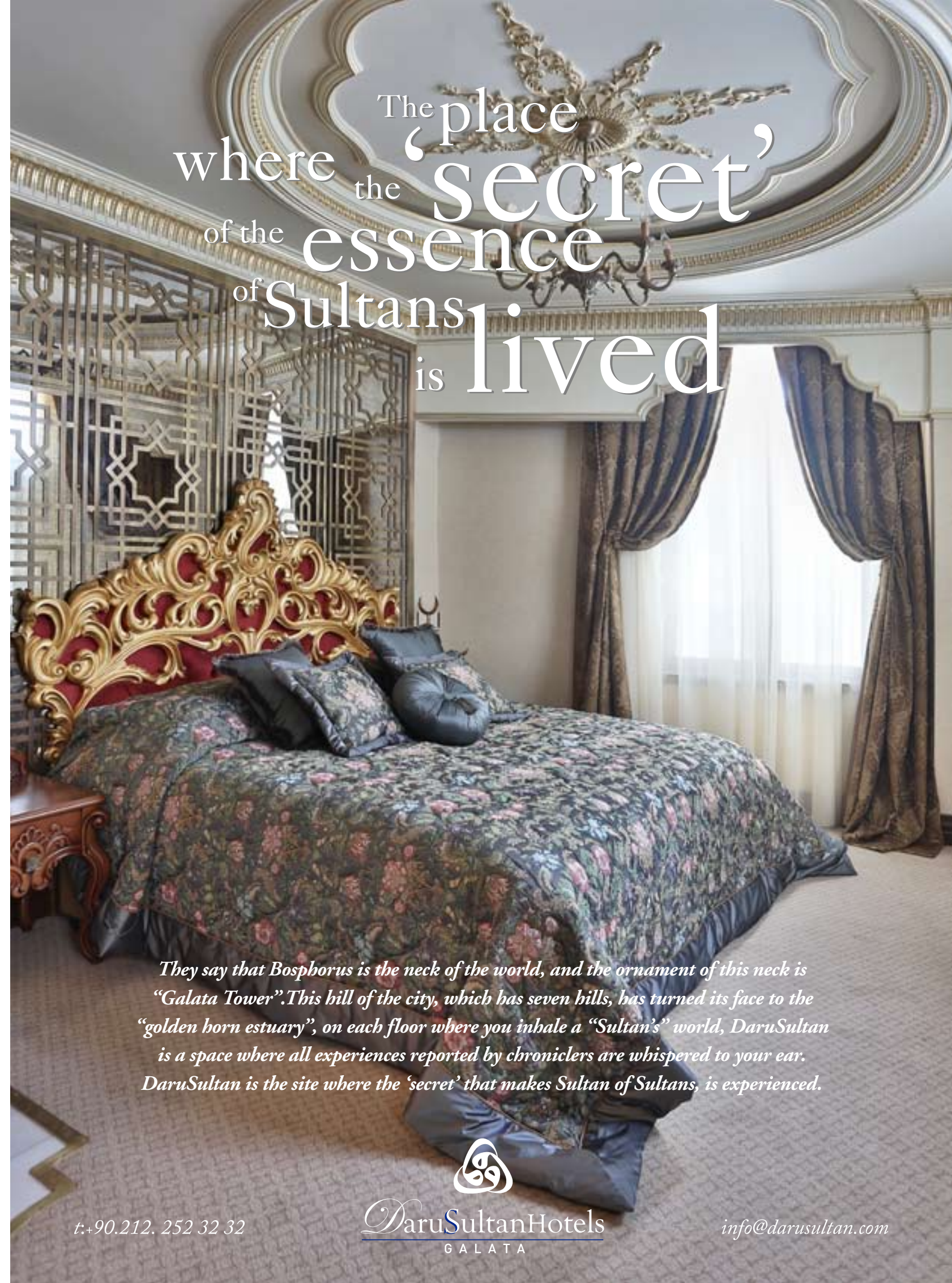
Cooperating with world's prominent hotel chains in the field of investments and management, Ever Tourism will open 30 new hotels with the corporation of Wyndham Hotel Group. According to the agreement for 4-star Ramada Encore, the first hotel will be built in Balçova/Izmir. Aiming to open 33 hotels in the next 10 years and to reach a bed capacity of 5000, Ever Tourism sets forth for 320 million Euros to the 30 new investments of Ramada Encore.

Partnership between TUROFED and SunExpress

TUROFED and SunExpress signed an agreement in Antalya. According to this agreement, SunExpress became the transportation sponsor of TUROFED and meanwhile TUROFED will be the accommodation sponsor of SunExpress. Besides, these two powerful names will work on new commercials in order to contribute the tourism sector in Turkey. In the protocol released in SunExpress Plaza in Antalya, TUROFED Executive Board Manager Osman Ayık and SunExpress Deputy General Manager Hacı Say signed the agreement.



The place
where the 'secret'
of the essence
of Sultans
is lived



They say that Bosphorus is the neck of the world, and the ornament of this neck is "Galata Tower". This hill of the city, which has seven hills, has turned its face to the "golden horn estuary", on each floor where you inhale a "Sultan's" world, DaruSultan is a space where all experiences reported by chroniclers are whispered to your ear. DaruSultan is the site where the 'secret' that makes Sultan of Sultans, is experienced.



DaruSultanHotels
GALATA

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BACK TO THE HISTORY INTO A MODERN LIFE



DaruSultan is a splendid and unique place to make a brief visit and to think, to discover, to feel the history, to live, to feel special and to give a break to the routine life.

You can breathe the history in a modern time inside of DaruSultan Hotel. We offer to our guests a journey through a time tunnel. **HASAN ARSLAN**

Galata comes to the forefront with rapidly increasing hotels that welcome their guests in recent years with the story of Ottomans inside of a historic atmosphere. In Beyoğlu Galata DaruSultan Hotel is one of the last two examples of Levantine Architecture that resides at the neck of Bosphorus; with its shoulder directed towards Galata and its face towards Haliç. Due to its geographical position interpenetrating with history and its rooms designed by the inspiration of Ottoman sultans' lives, you go back to the history when you take a step inside of DaruSultan Hotel. We talked with General Manager Cem Aksoy about DaruSultan Hotel, where you can breathe the life of a sultan who steers the time at each floor.

Could you explain us the story of DaruSultan Hotel?

Actually, it has a very old story. The building was built by an Armenian architect 150 years ago and for ages it has been used as a commercial building. For a while this building was used as a residence, and finally Süper Group bought it in 2009. In 2011 they lead away the project to convert it into a hotel. Being put into service not a long time ago, DaruSultan Hotel is a private entity where guests can breathe the atmosphere of a palace. One of the last two examples of Levantine architecture in Istanbul, DaruSultan Hotel welcomes its guests in the lobby with a throne which you can discover in an Ottoman palace. DaruSultan Hotel is a place where you will breathe in the world of a Sultan who steers the

time at each floor, where incidents that runs out of the "chroniclers" and where the enigma of the Sultan is whispered. We offer to our guests a splendid journey through a time tunnel. I believe this is a unique accommodation experience. **Could you mention about the room facilities in DaruSultan Hotel?** The indoor architecture of DaruSultan Hotel was designed by imitating the Ottoman palaces. As a concept hotel, DaruSultan Hotel has 35 rooms, each designed with different concepts. In this 5-floor hotel, each floor has 7 rooms. Every floor of the hotel is dedicated to an Ottoman sultan. In the nature of the concept, each room of DaruSultan has been designed in different ideas from each other. Every floor takes a name of a sultan : Fatih Sultan Mehmet, Kanuni Sultan

DARUSULTAN HOTEL IS A LUXURY HOTEL. EACH CLOTH IS DESIGNED BY VAKKO; EACH HOTEL GUEST AMENITY IS FROM BVLGARI. EVEN, THE SCENT OF THE HOTEL IS BVLGARI



The indoor architecture of DaruSultan Hotel was designed by imitating the Ottoman palaces. As a concept hotel, DaruSultan Hotel has 35 rooms, each designed with different concepts

Süleyman, Yavuz Sultan Selim, 4.Murat and Yıldırım Bayezid. Each floor has one suite of the name of the sultan; one deluxe and 5 superior rooms with the name of important personalities lived in the period of that sultan. The rooms reflect the character and interior world of the sultan to whom they are dedicated. All in all, every room was designed according to the life style of the sultans and the colors used in the rooms were chosen from the favorite ones of the sultans. Thus, during the decoration we collaborated with an expert of Ottoman history. "Chroniclers" were put in every floor where you can find the historical incidents of that period and the memories of each sultan. Both in English and Turkish, these chronicles give brief information about the life of the sultans. **And why is the name "DaruSultan"?** The meaning of the hotel is "the residence of sultans". And our motto is: "The place



where the secret of the essence of sultans is live". Honestly I recommend one should live this experience at least for once in a life time. DaruSultan is a splendid and unique place where you can stop for a while, you can think, discover and feel the history and you can feel yourselves special and you can give a break to your routine lives.

DaruSultan Hotel is a special place which brings together both technology and history. Which are the technological facilities that you offer to your customers in that kind of a historical hotel?

The technological elements also come into prominence right along with our historical components. The highest technology was provided in the rooms; 3D televisions, wireless and Led technology are some technological components in the hotel. We can say that new and old, technology and history go in circles in our hotel. We especially paid attention to intertwine all in one. Ok, here is a historical hotel, but we benefit from means of highest technology.

Could you give more information about the meeting rooms and spa center of the hotel?

There are 3 meeting rooms and a spa center in our hotel. Designed regarding the comfort of our guests, our Spa center notably provides a full-service in order to relax the customers. We have a private massage room right along with a Turkish bath, sauna and stream bath.

DaruSultan contains within itself both history and luxury. How did these both characteristics come together in one?

DaruSultan Hotel is a luxury hotel. Each cloth is designed by Vakko; each guest amenity is from Bvlgari. Even, the scent of

the hotel is Bvlgari. We give as a present the perfume of Bvlgari to our female customer where they leave the hotel. These are some of our differences among other hotels. What makes us different and unique is the luxury concept designed for our hotel.

We attached a special importance to the furniture. Each of arm chairs, sofas, beds and bed rails are products of a special design. Gold foil is used in each of them. We used gold foil even for coffers and droplights. At the lobby there are a sultan throne and a very special library. The whole library contains collections about Istanbul's history and Ottoman Empire's stories. Right behind the library there is a painting that shows the three different conditions of Galata. As a location, we are on the middle of old Istanbul. To create a combination with interior architecture, the personal staff wears uniforms with Ottoman designs.

From the architecture to the decoration, every inch of the hotel represents the Ottoman history. And what about the cuisine, do you offer Ottoman delights, too?

For now we welcome our guest in Dar'inn Restaurant. In a short while we will open our second restaurant which will render service on the roof. With its shoulder directed towards Galata Tower and its face towards Haliç, DaruSultan Restaurant will offer outstanding delights both from Ottoman and world cuisines. The menu is finically prepared in order to serve the unknown delights of Ottomans and also the special dishes of sultans. There is no alcohol in our hotel however we offer the delicious Ottoman sorbets together with the Ottoman delicacies.

Cem Aksoy,
General Manager
Daru Sultan
Hotel



TURKEY SHINES IN WORLD GOLF TOURISM

Becoming a prominent country in world golf tourism, Turkey has already 27 golf courses including 18 international championship courses.

Turkey has recently become a prominent country in world golf tourism with its 27 Golf courses in total, including 18 Championship courses.

Turkey has recently become a prominent country in world golf tourism with its new-built international golf facilities. According to the data of Turkish Culture and Tourism Ministry, Turkey has already 27 golf courses in total, including 18 championship courses. 23 out of these 27 golf courses fall within the Development Zone of Tourism Center, and Culture and Tourism Protection. As an emergent country in world golf tourism, Turkey naturally shows lower figures compared to the countries with similar geographical characteristics and similar tourism structure. In Europe, there are 6,756 golf courses in service as of 2010 while the Mediterranean Basin including Turkey enholds over 1,300 golf courses. Turkey ranks the 21th among European countries and the 4th among the Mediterranean Basin countries in number of golf courses. As of 2010, there are 578 golf courses in France, 345 in Spain, 269 in Italy and 88 in Portugal, according to the European Golf Association (EGA). As a new type of tourism that has been recently developing, there are more than 31,000 courses world-wide that are convenient to play golf, 60 pct of which falls within the North American continent.

THE NUMBER OF GOLF COURSES IN SERVICE IN TURKEY ARE AS FOLLOWS

Facility	Place	Holes	Courses
Istanbul Golf Club	Levent, Istanbul	9	1
Klassis Golf Club	Silivri, Istanbul	27	2
Kemer Golf Club	Kemerburgaz, Istanbul	18	1
Gloria Golf Resort	Belek, Antalya	45	3
Robinson Golf Resort	Belek, Antalya	18	1
National Golf Club	Belek, Antalya	27	2
Tat Golf Resort	Belek, Antalya	27	3
Sirene Golf Resort	Belek, Antalya	36	2
Cornelia Golf Resort	Belek, Antalya	27	3
Papillon Golf Club	Belek, Antalya	18	1
Carya Golf Otel	Belek, Antalya	18	1
Kaya Eagles	Belek, Antalya	18	1
Sueno Golf Club	Belek, Antalya	36	2
Turko Belek Golf Otel	Belek, Antalya	36	2
Lykia Links Golf Resort	Tasagil, Antalya	18	1
Vitapark	Milas - Bodrum, Mugla	18	1



Turkey ranks the 21th among European countries and the 4th among the Mediterranean countries in number of golf courses.

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★★★★★★

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RUSH OF CRUISE SHIPS TO AEGEAN TOWN OF ÇEŞME

Çeşme is one of the most popular tourist spots of Turkey, has already guaranteed 66 new cruises for the coming year.



The Aegean province of Çeşme has reached 35,000 cruise passengers by way of 53 cruise tours in 2013 from only 211 at the beginning of 2011, sector representatives said.



The number of cruise ships visiting Turkey was 887, carrying a total of 582,000 passengers in 2003.

The province, one of the most popular tourist spots of Turkey, has already guaranteed 66 new cruises for the coming year. "This represents a 24 percent increase in the number of cruise tours from this year," said Mayor of the town, Faik Tütüncüoğlu. Over 50,000 cruise passengers are expected to come to Çeşme. "We want to make Çeşme one of the world's most popular cruise stops," the mayor said. Istanbul, the western ports of Kuşadası, Bodrum and Marmaris, and the southern port of Antalya are among other favorite destinations of cruise ships out of a total of 23 ports. The number of cruise ships visiting Turkey was 887, carrying a total of 582,000 passengers in 2003. The figures hit 1,623 cruise ships carrying 2.2 million passengers as of the end of 2011.

Love at first sight



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Leave yourself to the fresh breeze of Kefaluka.
You will feel yourself in fairy tales, in an environment where you will feel lost in the turquoise heaven of the Aegean Sea and the magic luxury of the nature.
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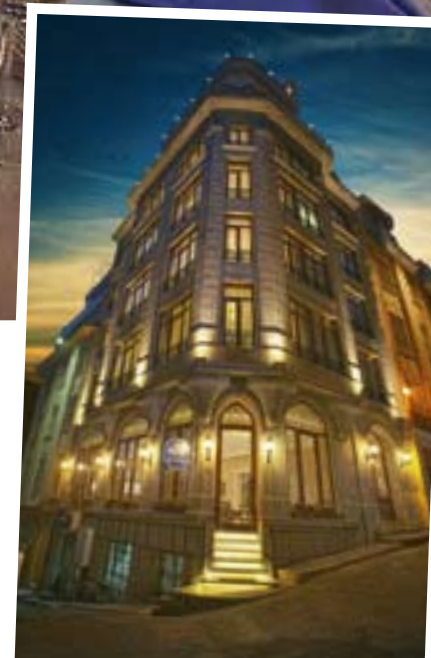
A WARM GALATA LA BELLA HOTEL
WELCOME IS WAITING FOR YOU



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

Location

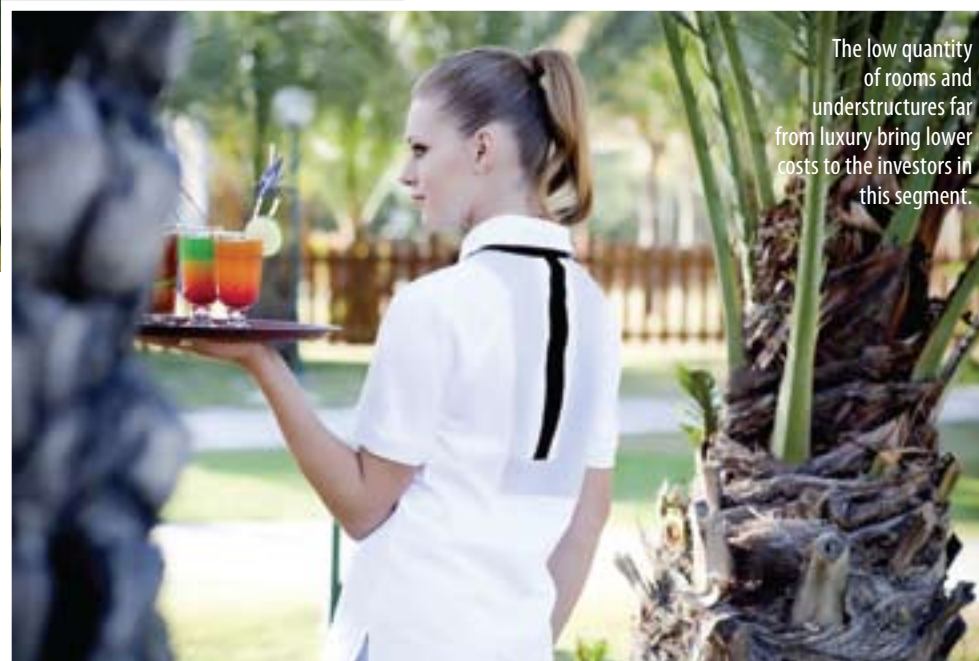
Galata La Bella Hotel is just couple of minutes walk away from all attractions in Istanbul. When you start to explore this beautiful city, you will enjoy the best location of the hotel. In 2 minutes you can reach to Taksim / Istiklal avenue by tunnel which is the crowdest street in Istanbul and famous 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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Foreign hotel chains as Hilton, Mövenpick, Radisson, Marriott, Accor and Kempinski and local hotel groups and Dedeman, The Marmara, Divan, Anemon, Rixos and Limak have already launched their new investments in Anatolian cities.



The low quantity of rooms and understructures far from luxury bring lower costs to the investors in this segment.

THE TIME IS FOR “3-STAR” HOTELS IN TOURISM

The low land costs and the government promotions make Anatolia attractive for 3-star hotel investments. 3-star hotel investments are 50 percent lower in costs compared to the 5-star ones. And the investment return comes only in 5 five years. Thus, domestic and international hotel chains prefer Anatolia for their new investments. **KEREM KÖFTEOĞLU**

While global enterprises are increasing every single day, the intercontinental commercial relationships, conventions and other events augment in this direction. These developments enhance the quantity of business travels too. Besides all these, the increasing flights of airway companies, the decreasing ticket prices and the addition of new destinations create a huge traveling sector.

This transformation in tourism sector takes effects in Anatolia right along with metropolitan cities as Istanbul, Izmir and

Ankara. The investors in Turkey who became successful both in seaside and city tourism, now are looking for new destinations out of Istanbul. The quickly growing industry and economy in Anatolia increased the need in accommodation resorts. Especially the increasing trips of businessmen to Anatolia's cities and the growing success acceleration in convention, health, food, culture and religion tourism speed up the investments of 3-star hotels in these regions.

However, the reasons for investments steering for this category are not restrict

with the reasons we mentioned above. Nowadays, the businessmen who travel for a short time to the cities in Anatolia don't prefer to spend huge amount of money for luxurious hotels and in the opposite they choose three star hotels which promise reasonable prices for quality and comfort. Under these circumstances the investors give preference to build 3-star hotels. Long story short, the answer of “Why 3-star hotels?” is quite simple. The hotels in this segment that budget more reasonable prices compared to 5-star investments, are already the preference of customers

who want to accommodate for adaptable prices. While regions with disadvantages of protected areas and town planning problems advance with 3-star hotels, the medium and small sized enterprises who wants to enter tourism sector invest in Anatolian cities thanks to government promotions. And the Cultural and Tourism Ministry that aim to reach 50 million tourists and to gain 50 million dollars in 2023 promotes these 3-star hotel investments. The ministry that aims to spread tourism season to 12 months and to diversify the accommodation alternatives in different cities of Turkey opens the gates of Anatolia to new investors by its incentive founts. These promotions have already started giving

positive results; thus in the first six months of 2013 the highest growing rate was seen in the segment of 3-star hotels. And only in this period the number of 3-srat hotels increased from 719 to 750.

The steady growing, the quickly developing Anatolian cities and being center of the industry have a great portion in this success. Besides this, 3-star hotels increase in these regions because the government gives the wide-ranging promotions to the cities in 5th and 6th regions. According to the numbers of the first part of 2013, 1,8 billion Turkish Liras were promoted to over 160 projects in 47 cities in Anatolia. According to the genre and segment of the hotels, the 3-star hotels took 35.1 percent of the promotions which became the second highest rate among other segments. Government promotions and lower land costs attract the interest of domestic and

Every single day businessmen prefer these 3-star hotels because of being both reasonable and qualified.



foreign investors. However, there are other reasons to attract the investors. The low quantity of rooms and understructures far from luxury bring lower costs to the investors in this segment. According to the press lease of the ministry, the cost of one bed is 50 percent lower in 3-star hotel compared to the cost in 5-star hotel. For example, while the investment cost of a luxury city hotel is 150-200 billion dollars, the expenses of this investment may return at least after 10 years. On the other hand, the cost of 3-star hotel investment is approximately five times lower than the other one; and the return may arrive in 5 years.

Every single day businessmen prefer these 3-star hotels because of being both reasonable and qualified. The main role belongs to the domestic businessmen who don't prefer anymore to spend a huge amount of money in a short trip. Especially the middle class white-collars prefer to accommodate in hotels which offer the good standards and qualified service. This modification is realized by the increasing quality in the Anatolian cities. On the other side, the foreign investors share the main role in this development. The first example for that is Accor Group's Ibis Hotel Chains. Likewise, Hilton and other foreign brands take their part in Turkey's market with their 3-star hotels. And this makes the increase in the market. Also there are domestic hotel chains who share the portion in this success. Actually the most important reason of the success in this segment is to be able to modify the perception of both domestic and foreign investors who claim “a qualified hotel have to be a 5-star hotel”.

The cities with potential

And to mention about the most attracting regions for 3-star investments... The trigger is not only pulled by the lower land cost neither by the government promotions. With the Anatolian cities included to the dynamics of Turkish economy the commercial movement changed to the middle and eastern parts

of the country. Being in the first place the developments in airways, the improvement of telecommunication and infrastructures broaden new horizons to tourism investors in Anatolia.

There are 20 cities in Turkey whose population quantities climb over 1 million. It is expected an explosion in 3-star business hotel investments in these cities for the next season. However, while choosing the city, the investors don't look only for the increasing population. They analyze the economy and industry growth potential in these cities and global hotel chains focus on government promotions and on their positive results.

Hotel chains on race for investment

In the result of achievement satisfaction in big cities in Europe and Turkey, the national and international investors rushed into Anatolian cities. After seaside regions, the potential of Anatolia attracts the attention of domestic and foreign investors. Foreign and domestic hotel chains and groups have already turned towards to industrial regions of Anatolia who promises culture and tourism potential. Foreign hotel chains as Hilton, Mövenpick, Radisson, Marriott, Accor and Kempinski and local hotel groups and Dedeman, The Marmara, Divan, Anemon, Rixos and Limak have already launched their new investments in Anatolian cities.

According to the explanations, a considerable number of domestic and foreign hotel chains are planning to invest in the great part of Anatolia. Known in Turkey with the brand Ramada, the American Wyndham Hotels will launch a new project in one of the Anatolian cities with its new brand. The group aims to grow with 3-star Days Inn and 4-star Tryp by means of franchising. And the other groups who desire to improve themselves in management sector in Anatolia enter Turkish market with 3-star hotels besides their A plus brands.



Exquisite destinations took their awards in a special ceremony night

Exquisite Destinations of Europe project (EDEN) awarded Turkey's National Destination finalists as Taraklı district of Sakarya, Karaman and Seferihisar. Undersecretary of Culture and Tourism Ministry Özgür Özaslan, Sakarya's Deputies Ayşenur İslam, AyhanSeferüstün, Mayor of Taraklı Tacettin Özkarman, Karaman Taşkale's Mayor Muhittin Sunaoğlu, Taraklı District Governor Ömer Yılmaz, Assistant Mayor of Seferihisar Osman Kocaman attended the ceremony which was held in State Art and Sculpture Museum



Exquisite destinations took their awards in a special ceremony night

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The Symbol of England, the two-layered buses are now in Turkey

Aiming to develop new commercial relations and to create new corporations between Great Britain and Turkey, the campaign "GREAT" is ready to depart for Anatolia. Already used in city transportation in London, the symbol of Great Britain, two-layered bus brand 'Wrightbus' Routemaster will arrive in Turkey on the middle of October. The bus will stop by from Istanbul to Ankara and Izmir and will also visit Bursa, Cappadocia, Kayseri, Gaziantep, Adana and Eskişehir at least for one month.



Chasing culture and new delights with Gezgin Damaklar

Traveling according to make awareness among traditional delights and cultural and natural beauties, Gezgin Damaklar Travel Agency provides cheerful and delicious tour programs in order to introduce the culinary, cultural and natural beauties of Anatolia. Gezgin Damaklar Travel Agency's General Manager Süha Alnitemiz declares that Turkey's culinary culture has to be researched in every detail. "We own different delights which can be even changeable in every city, even in every village", says Alnitemiz.



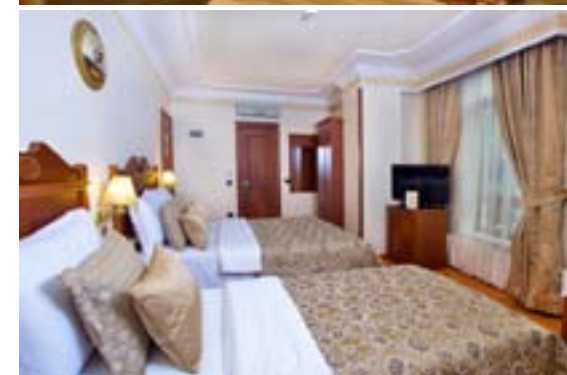
Jolly Tour breaks the grounds

Jolly Tour started a new regulation in tourism sector. After the project which was focused on early booking system, Jolly Tour created the project "Go Early Make Profit". According to the Winter Campaign which was regulated for the first time in Turkey, those who will go firstly abroad will make a profit. This new regulation of Jolly Tour will provide a discount of 200 Euro per room to a trip for 45 days, 150 Euros to among 45-90 days and 100 Euro to among 90-120 days.



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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Corporation between Skyscanner and Sequoia Capital

Sir Micheal Moritz will attend to the executive board of Skyscanner, while Sequoi Capital appraises 800 million dollars to its investment Skyscanner. World fastest growing international travel search application, Skyscanner announced their partnership with Sequoia Capital. Sir Micheal Moritz, the Executive Board President of Sequoia Capital, will represent Sequoia in the executive board meetings of Skyscanner.



New investment from ELITE WORLD HOTELS

Elite World Hotel Chains will launch on January 2014 their 4th investment Elite World Business Hotel



Member of world's most célèbre hotel chains "Luxe Worldwide Hotels" and THY Miles&Smiles, Elite World Business Hotel will begin rendering service in Istanbul/ Florya E-5 highway which location is known to be close to the airport, the fair centers, the Historical Peninsula and the popular shopping centers. Elite World Business will render service with its 181 rooms, especially one king suit and 4 suits. Contained within meeting rooms and fields for activity, Elite World Business will be a different alternative for business and tourism due to its unique and qualified service mentality. Located in the city center and promising both quality and comfort, Elite World Business Hotel will make Florya a business center in global business

world with its 11 meeting rooms which were designed with the highest technology for 2000 persons, and 2 ball rooms, sized 650 m² and 752 m². Guests of Elite World Business Hotel will have the opportunity to taste the world cuisine in "Elite Restaurant" within the Turkish cuisine, to eat the fresh cakes and to drink the special coffee of "Coffee Company", to dance and listen to music in "One Bar" and to taste the delights of Italian cuisine in "Loliva Restaurant". In Fit Life SPA & Health Center where the masters of healing, the adventure showers, Turkish baths, pools and sauna center and stream rooms, Elite World Business Hotel will make customer relaxing and taking a new breathe.




erbil hotel

Center of İstanbul is Erbil Hotel

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

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Kenar Çıtlamalarına ve Kırılmalarına Son



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Porselen - Porcelain
Rostfrei - (Forks, Spoons, Knives Set)
Mutfak Malzemeleri - Kitchen Equipments
Kat arabaları - Floor Trolleys
Oda Malzemeleri - Room Materials
Servis Malzemeleri - Service Equipments

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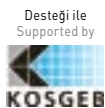
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Best Western

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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