

# turizm aktüel



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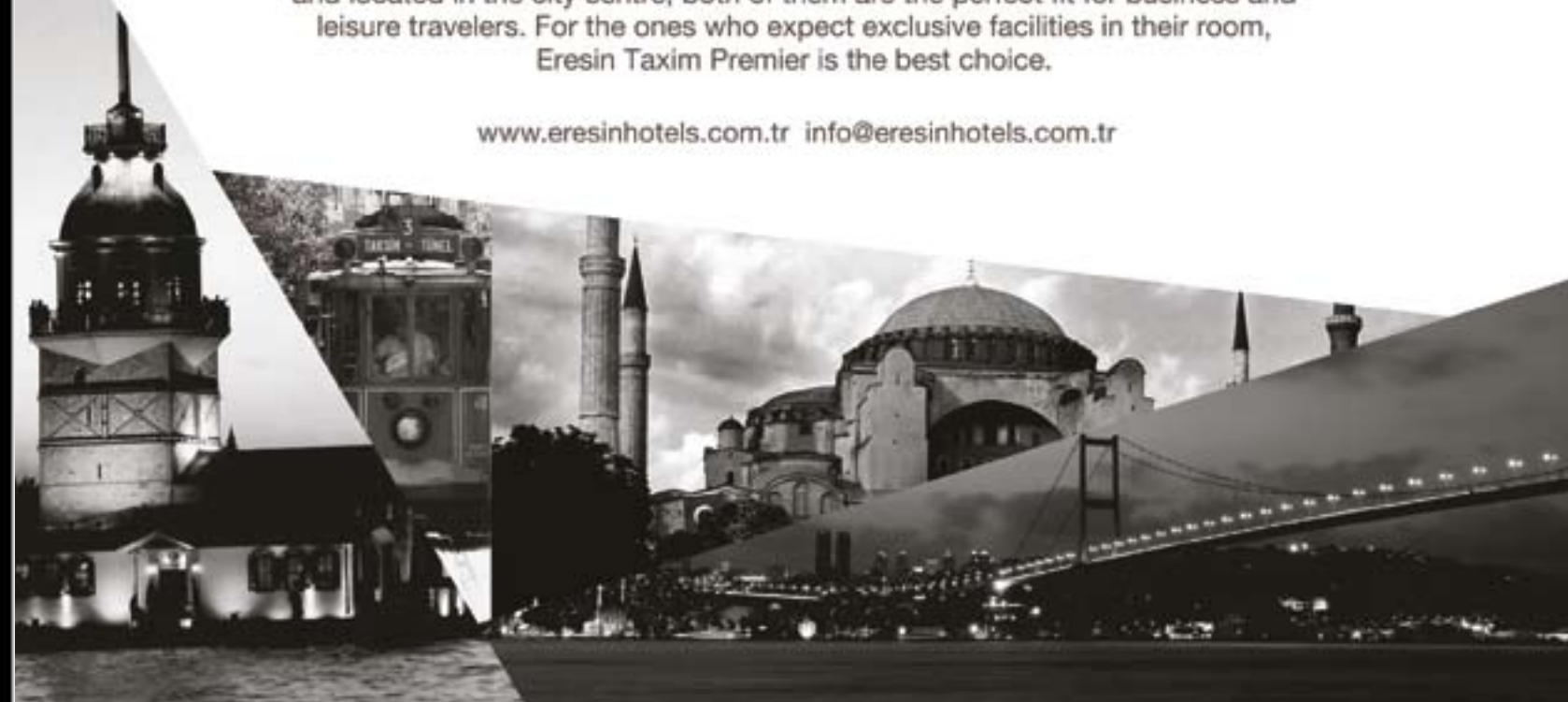
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## THE SECTOR IS READY FOR 2014

**W**elcome to the special edition of Turizm Aktüel from Holland Utrecht Fair...  
Utrecht Fair gave the start signal for tourism sector where Turkey both will make an appearance in the international tourism arena and will observe how the land lies among the sector representatives. So, we entered the arena with new excitements, new hopes and with an endless energy. We are glad to close 2013 with positive results. We worked hard and we got tired. We became happy when everything went well. But we encountered lots of negative developments which were not inflicted by us. Sometimes we got upset, even we worked hard. The sector had a busy internal dynamic such that sometimes we felt dizzy; but at the end, when we look back, we were proud of ourselves in 2013.

The seaside tourism has accomplished the season, while the winter tourism lives its busy days. And now every step, every target, every hope is for 2014. It seems that those who follow closely the new market tendencies will catch the success in 2014 for the reason that the balances, actors and tendencies are always changeable in global tourism sector. It is reasonable to take precautions in order to keep the standing customer profile, but this is not enough. Those who follow the new trends will guarantee both this season and their future. As it is always, this year again we prepared a special edition for Utrecht Tourism Fair. We are proud of representing our tourism sector in Holland with a special edition that contains news taking the pulse of the sector, special interview introducing the new portraits and important files about novelties in the sector. Our new edition gives the latest information about every corner of tourism. We hope you will enjoy reading our special edition. Well, these are some clues about the content; but you can find more through our pages. A giant press army observes at close quarters every part of Utrecht Tourism Fair, which hosts 1.500 attendees from 150 countries and approximately 150 thousand visitors every year. Followed by almost one thousand journalists from hundreds of countries, the fair itself proves how important it is for global tourism sector. This year, Turkey is getting ready to hit the headlines in Utrecht as it does every year. By the way, as Turizm Aktüel family we wish you a happy new year. We wish as well good luck to the sector in 2014...

The next special edition will be prepared for EMITT Tourism Fair. See you soon...

**Hasan Arslan**  
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# OTI HOLDING HOPES TO REACH 2.9 MILLION TOURISTS FOR THE NEW YEAR

Leaving behind a successful year, OTI Holding aims to grow by 20 percents in the coming year. OTI targets to operate 20 planes and to carry 2.9 million tourists besides the present market growth in 2014. **HASAN ARSLAN**

Ayhan Bektaş



Coşkun Yurt-Ayhan Bektaş-Ahmet Bektaş

Ayhan Bektaş, OTI Holding Executive Board President shared with us the results of 2013 and their new targets for the next year. "We aim to grow by 20 percents in 2014 and to reach 2.9 million tourists", said Mr. Bektaş.

**How was the year of 2013 from the point of you and your company?**

We celebrated the 21th anniversary of the foundation of Odeon Tourism International (OTI). With our shareholders in Russia, Ukraine, Belarus, Poland, Egypt, BEA, Thailand and Turkey, we carry out business in tour operation, travel agency, aviation, hotel management and security in 26 countries, 5 continents with our 3.500 professional employees. In 2013, we rendered service for 2.4 million tourists and gained an endorsement of 2 billion dollars with a growth of 25 percents. According to the report of Brand Finance for 2013, one of OTI Holding's companies ODEON Tours became 42th in Turkey's most valuable brand list. ODEON Tours is the only tourism management in that list.

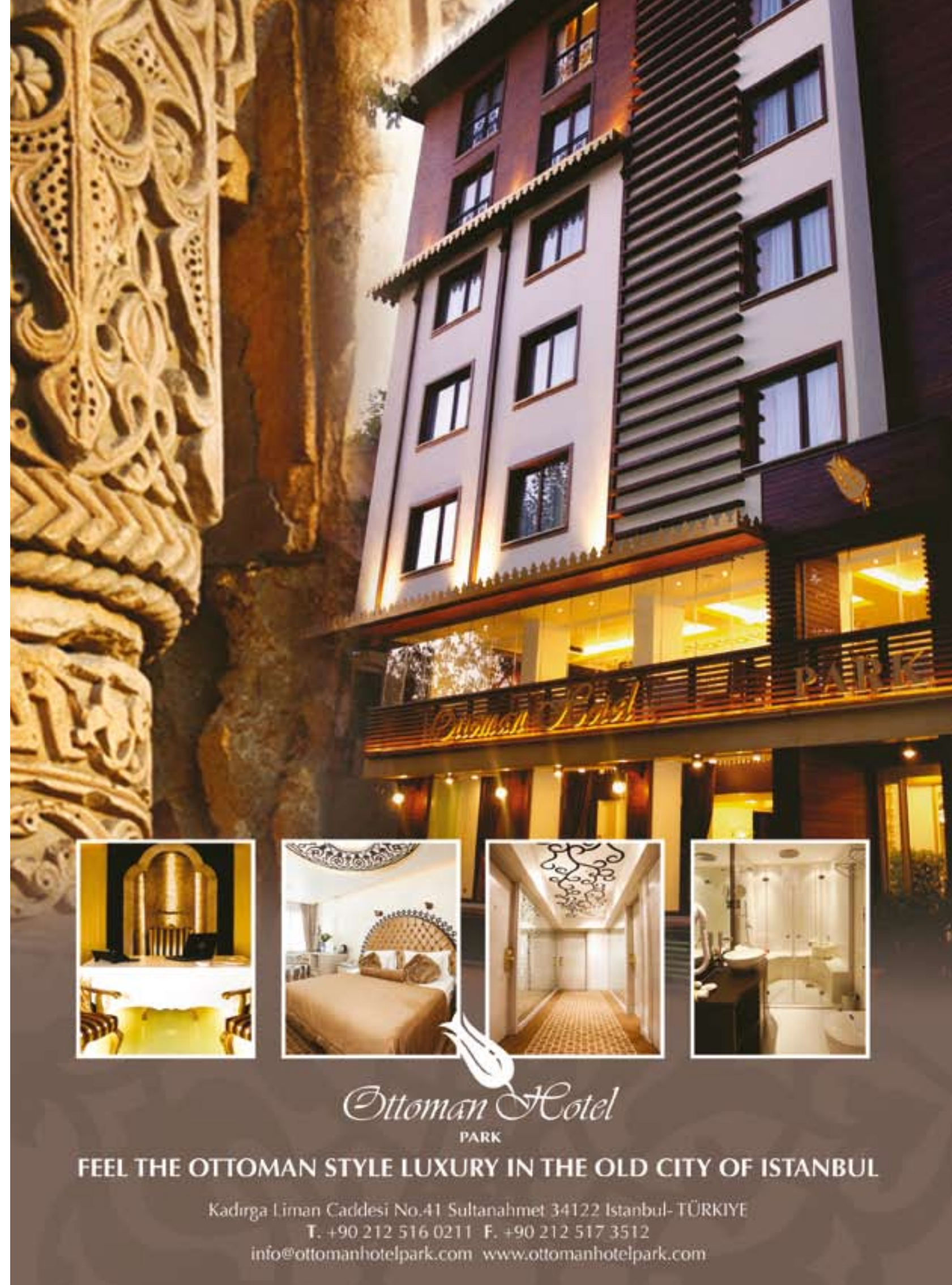
**What are your targets for the new year?**

We will continue reinforcing our brands in the markets where we render service. In middle term, we aim to restructure tour operation agency in Germany. We plan to increase our branches in foreign countries according to our activity area. As OTI

Holding, we will keep developing new projects in order to grow abroad. The first thing to do is to open our office in Georgia in 2014. On the other hand, our goal is to augment the number of plane to 20 by the end of 2014. We expect to grow by 20 percents and to reach 2.9 million tourists in 2014. We hope to increase the endorsement by 21 percents.

**How many hotels do you own? Are you planning new investments in hotel management?**

OTI Holding made a distinguished name in hotel management with Otium Hotels, rendering service since 2005. We reached a successful position in hotel management with our 5-star Otium Eco Club and with Gül Beach Resort that we manage both since 2012. In addition to 426-room hotel Otium Eco Club Side, the takeover process is almost accomplished for 5-star hotels in Side and Göynük. In Antalya we bought Seven Seas and Kemer Imperial. Our total room capacity increased to 1068 together with these hotels mentioned above. Situated in Titreyengöl, Seven Seas Imperial is built on 53 thousand square meters and renders service with 364 rooms and 1128 beds. Situated in Göynük next to a private beach, Club Megic Life Imperial is built on 35.250 square meters with its 256 rooms. As OTI Holding, our strategy is to grow in accommodation sector both in our country and abroad.



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# The incoming tourist number will increase to 40 MILLION

It is expected that the expenditure in tourism sector will increase to 5,6 billion dollar in 2014.



The incoming tourist number and tourism revenue augmented in 2013. It is expected that rise will continue in 2014. According to the predictions, the incoming tourist number will increase to 40 million and the tourism revenue will rise to 34 billion dollar. **HASAN ARSLAN**

In 2013, Turkey kept its seat among the fastest growing tourism sectors in Mediterranean region. It's predicted that in 2013 the incoming tourist number increased to 38,5 million compared to the number in 2012 which was 36,7 million; in addition to this prediction the tourism revenue rose to 32 billion dollar from 29,3 billion dollar. It's expected that the incoming tourist number and tourism revenue will keep rising in 2014. It's foreseen for 2014 that 40 million tourists will come to Turkey and the revenue will rise to 34 billion dollar. While some of our rivals as Spain, Egypt and Greece weren't so lucky, Turkey still created a difference among its rivals thanks to its innovative facilities, qualified services and hospitality. The 5-star hotels increased from 375 to 413 with the new investment held in the last year. With the existing facilities Turkey reached totally 2.885 hotels in 2013. Except the prominent seaside cities as Antalya and Marmaris, the economic developments and the raise in business travels ensured the augment of hotel numbers in Anatolian cities as Kayseri, Adana, Izmir and Bursa. It's expected that the investments in Anatolian cities will keep augmenting. While observing a considerable growth in domestic tourism every passing year, the number of local tourists who travel with

tour agencies reached to 4 million. It's pointed that the 47 percent of these local tourists prefer early reservation period.

## Interest in luxury chains

In addition to the increase in 3-4 star hotels in Anatolia, luxury hotel chains as Mandarin and Viceroy race for investing in Turkey. The co-founder of Servotel which brings luxury hotel brands in Turkey, Ömer İsvan declares that international luxury hotel chains are constantly searching for new investment opportunities in Turkey and he also points 1 or 2 hotel brands that will enter the Turkish tourism sector. "Thanks to its improvement in tourism, Turkey still attracts the attention of foreign investors. Istanbul and Bodrum are the center of attraction", says Mr. İsvan.

## Rise in expenditures

According to the tourism report of the umbrella foundation of tourism sector Turkey's Hoteliers Federation (TUROFED), in 2012 36,7 million tourists spent 798 dollar per person; tourism sector gained 29,3 billion dollar, but spent 4,5 billion dollar. It's predicted for 2013 38,5 million tourists, 32 billion dollar revenue, 4,9 million dollar outgoings and revenue of 891 dollar per tourist. It's foreseen for 2014 40 million tourists, total revenue of 34 billion

dollar, total expenditure of 5,6 million dollar and revenue of 900 dollar per tourist. But in 2018 the specialists expect 48,3 million tourists, total revenue of 45 billion dollar; total expenditure of 8 billion dollar and revenue of 932 dollar per tourist.

In recent years, tourism investors race for constructing new hotels in Turkey. In the category of new investment consistency, Antalya took the first place by 34 percent; Istanbul followed Antalya by 16 percent; and on the third place are Muğla and Mersin with 5 percent. Hatay, Izmir, Gaziantep, Kocaeli and Konya entered the first 10 in the investment list.

## "We will grow by 50 percent in 2014"

"2013 was a successful year for tourism. The tourism revenue increased to 30 billion dollar and still keeps growing. Job areas are also augmenting in the sector. As Rixos Hotels, we reached 2 million 700 thousand guests in 2013. We turned our targets mainly towards foreign destination in 2014. At the first quarter of 2014 we will launch our new facilities in Azerbaijan, United Arabic Emirates, Georgia and Russia. We expect 50 percent growth in 2014 with our 14 projects."

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# New Season at Dedeman

Dedeman's CEO Murat Dedeman indicated that they aim to have 42 hotels in 2023 and said that they continue doing hotel investments both inside and outside Turkey. [HALİL TUNCER](#)



It's announced that Murat Dedeman and his family has taken over all hotel holding shares in Dedeman Companies Group which is active in tourism, mining and energy sectors.

Dedeman's CEO Murat Dedeman said; "Our group has started a reconstruction process as our partners decided in 2012. As all partners agreed, it's decided to separate by sharing system. By the agreement signed

by shareholders on October 1, 2013, the reconstruction acquired legal dimension. We ended our partnership by taking over all shares at Dedeman Group that belong to my sister Nazire Dedeman Çağatay and her family, except Dedeman Mining. In addition to Dedeman Erbil and Dedeman Park Gaziantep hotels that joined to our chain in 2013, we will open Dedeman Bostanci and Dedeman Park Bostanci in

Istanbul; Dedeman Oskemen in Kazakhstan and Dedeman Park Izmailova Moscow in Russia in 2014. Our fourth hotel in Istanbul, Dedeman Park Levent will come into service in 2015."

Vice Chairman of Dedeman – Rifat Dedeman indicated that they have 15 hotels and said; "We are giving service with 3 thousand rooms that have 5 thousand beds. We employ 2 thousand people. We will open Dedeman Bostanci and Dedeman Park Bostanci hotels in Istanbul and other hotels in Kazakhstan and Moscow in 2014. In 2015, we will open Dedeman Park Levent Hotel in Levent, Istanbul."

## Tourism and mining are separated

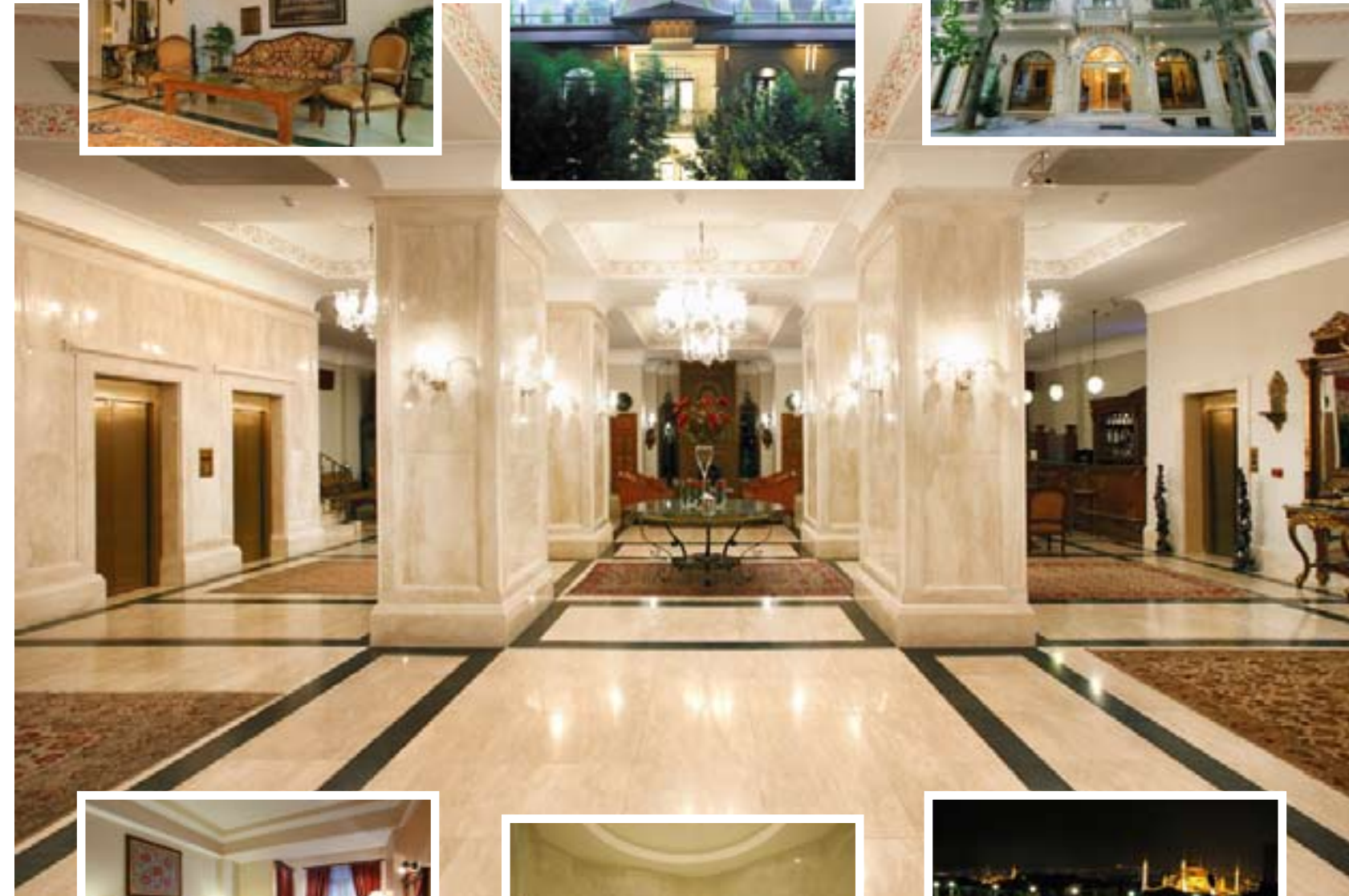
Indicating that they are going to do reconstruction in the group, Dedeman said; "As all partners agreed, it's decided to separate by sharing system. In accordance with the separation agreement, we ended our partnership by taking over all shares at Dedeman Group that belong to my sister Nazire Dedeman Çağatay and her family, except Dedeman Mining."



Vice Chairman of Dedeman – Rifat Dedeman indicated that they have 15 hotels and said; "We are giving service with 3 thousand rooms that have 5 thousand beds."



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## Skalite 2013 Award Ceremony was held in Haliç Convention Center

Contributing to improve Turkey's tourism and to create awareness of qualified service, the tourism Oscars of Turkey Skalite Awards launched its 16th anniversary at Haliç Convention Center. **HALİL TUNCER**



16th Skalite 'Quality in Tourism' Awards, organized by Skal International Istanbul Club, to increase the contribution to Turkish Tourism, were distributed with a ceremony held at Haliç Congress Center.

At Skalite 2013, TAV Istanbul and Havaş were awarded for "Best Airport Management Company" and "Best Airport Ground Services Company". Besides, TAV Airports' service TAV Passport Card, which provides speed, comfort and privilege to its customers since 2010, was awarded in the category of "Other Events about Tourism". With its 22 thousand members and 500 clubs in tourism sector from 89 countries, SKAL International Istanbul Club organized Skalite 2013 Awards in order to gather tourism professionals in a joint communication network and to choose the bests of the sector. General Manager of Havaş Nurzat Erkal, Vice General Manager of TAV Ekrem Akgül and Sales and Marketing Coordinator of TAV Zeynep Kaptan received their awards at the ceremony night. Corporate Communication Director of TAV, Bengi Vargül received the "Sponsorship Award" in behalf of TAV Airports. 980 members of 12 Skal Clubs in Turkey selected the winners by a procedure of voting in 31 categories. Cited in the sector as the "Oscars of Tourism", Skalite Awards is held for 16 years in order to set a higher standard in quality. Founded in Paris in 1932, Skal International comes into existence by 500 clubs and 22 thousand members from 90 countries. Skal Turkey is formed by over 900 members and 14 clubs in several cities and their districts.



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# TOURISM MANAGERS RACE FOR NEW INVESTMENTS IN TAKSIM



One of the most living districts of Istanbul, Taksim arouses the interest of tourism investors.

It is sighted that tourism investors are looking for new places especially in Beyoğlu-Pera and Tarlabası-Şişhane. The old buildings and office blocks are transformed into new hotels in the region where it is difficult to find empty areas. Taksim is becoming prominent in recent years for its facilities for convention tourism, culture, art and entertainment events. Approximately 6 thousand beds were rendering service 10 years ago in this region. This number increased to 30 thousand thanks to the hotels around Talimhane. Leading brands as Hyatt, Divan, The Marmara and Elite World carry on business in this region too.

But because of increasing interest in convention numbers and in cultural events, the region needs more 30 thousand beds. With its occupancy rate of %80 and its room prices among 100 and 500 euro before Gezi Park unrests, this region arouses the interest of tourism investors. Senior Appraiser Simge Sevin Aksan from TSKB Real Estate Appraising declares that the pedestrianization project in Taksim Square will enliven the tourism sector. All these reasons attract the interests of tourism investors in order to open new hotels. For the last 2-3 years the investors accelerate their researches especially in Beyoğlu-Pera and Tarlabası-Şişhane.

## The greatest research

Although the occupancy rates decreased after Gezi Park protests, Taksim still remains as the attraction center for tourism investors, declares Timur Bayındır, the President of Touristic Hotels and Investors (TUROB). He also mentions that lots of tourism investors seek for new investment fields in Taksim-Pera.

The President of Keten Construction,

Ferhat Keten states that Taksim becomes an attraction center for tourism and real estate thanks to its geographical location and tourism potential. Expressing that seascape projects are mostly preferred among the investors, Mr. Keten indicates that local and international investors buy immediately that kind of projects. Located opposing to Divan Hotel and belonging to Surp Agop Foundation, Surp Agop Hospital's land was rented by Point

Recently launching Wyndham Istanbul Petek Hotel in Güneşli, Petek Textile is seeking for a territory to build a hotel with at least 120 rooms in the neighborhood of Taksim. ETS Tourism intends to open



Hotel's owner Özbek Tourism. This area is planned to become one of the largest convention centers in Istanbul. Similar to the project in Soğuk Çeşme Street in Sultanahmet, the back street of the old building of Power Administration in Talimhane will be turned a street of boutique hotels.

Boutique hotel projects come one after another in İstiklal Street Beyoğlu where investors can't find areas for construction. The son of former Prime Minister Tansu

Çiller, Mert Çiller entered the race of opening boutique hotels in Beyoğlu. Mr. Çiller, Pera Rose and Pera are some of the investors that can't find place for construction. Expressing that the region attracts the interests of investors thanks to its tourism potential, Ağaoğlu Group Executive Board President Ali Ağaoğlu says "We are looking for a field in Beyoğlu-Taksim region but we couldn't find a convenient place. We plan to build a hotel in this region as soon as possible we find a place suitable for a capacity of 100 beds".

## Boutique Hotels

Investors are racing to open new hotels in districts like Gümüşsuyu and Dolapdere, which are located near Taksim. Tulip City operates boutique hotels in the region. It is said that Çiller's son is looking for area to open a new hotel in this district. Also the veteran football player Emre Aşık runs a boutique hotel in Balo Street called Odda Hotel.

There are lots of rumors about the hotel investments in İstiklal Street. For example, people rumor that hotel investors lobby for book stores like Mephisto however they can't get any results. It's remarked that the leading real estate owner in the region, the director Sinan Çetin plans to open new boutique hotels. Also Galata AŞ intends to open a hotel in the region which is a hidden project, says the rumors.

It is pointed that some famous personalities like Cem Yılmaz and some businessmen like Yılmaz Ulusoy examine the historical building situated in İstiklal Street, Beyoğlu in order to build new hotels. It is remarkable that Narmanlı Han, Afrika Han, Rumeli Han and Sarkusyan Han are under construction in order to be rebuilt as hotels for the tourism of the region.



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# TURSAB'S CORPORATE structure will become stronger

Başaran Ulusoy has been put into the chair once again at the 21st General Meeting's election done by TURSAB. Ulusoy has a long project list for the new season. Ulusoy said that the most important goal is to make TURSAB's corporate structure stronger. **HALİL TUNCER**

TURSAB's (Association of Turkish Travel Agencies) 21st Ordinary General Meeting has been carried out at Istanbul Convention & Exhibition Centre (ICEC) between 30 November - 1 December 2013. 21st Ordinary General Meeting has finished with the election of new president and Başaran Ulusoy has become once again the president. Ulusoy who has been carrying out this position since 14 years, took 1168 votes and his competitor Emin Çakmak took 892 votes. At the General Meeting, Chairman of Board and other assignments are also set. Chairman of Board has been composed of Başaran Ulusoy, Firuz Bağlıkaya, Bülent Katkık, Burak Tonbul, Muammer Güner, Nebil Çelebi, Çetin Gürcün, Hande Arslanalp and Davut Günaydı.

So Ulusoy continues being one of the steadiest presidents in the business world, after the General Meeting. Ulusoy has been president between 1991 - 1993 and since 1999 he's been elected in all TURSAB's (Association of Turkish Travel

Agencies) General Meetings which has been carried out biennially. Even if he said that he would not be a nominee before the last 3 meetings and he wanted to go back to his village, tourism sector's professionals insisted him to toss his hat into the ring so he couldn't leave this position. The recent election also showed clearly that he is unrivalled. Ulusoy indicated that they want to make TURSAB's (Association of Turkish Travel Agencies) structure stronger at the new season.

Our most important goal is to update our 1618 numbered regulation on which we started working the previous season, in order to meet today's tourism and trade conditions and to make our agencies improve and expand. We'll give priority to make regulations related to tourism trade correspondent with the internet era, to provide equality of opportunities between our members, to realize a tour operator system which will provide consumer guarantee needed.

Ministry of Transportation, Maritime

Affairs and Communications has already made numerous regulations about these, correspondent with the needs and demands in Turkey as well as the European Union's standards. But there have been some problems about giving permission to provincial municipalities for the documents created within these regulations and to prepare these documents. Transportation which is a must of tourism, directly concerns our agencies therefore TURSAB's (Association of Turkish Travel Agencies). Our association met with the authorities to get over these problems and finally agreed with the Ministry of Transportation, Maritime Affairs and Communications in order to allow travel agencies to give their service such as tour and transfers without a problem, concerning to 1618 numbered law. Thus, next season our travel agencies will be able to clear these problems in such services as they are allowed by the laws, by taking a private document prepared for their vehicles which are their private goods.



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While boutique hotels offer prices close to prices in 5-star hotels, it's possible to find rooms under 49 euro in 3-star hotels during the high season.

# ACCOMMODATION RATES IN ISTANBUL DOUBLED UP EUROPE



**T**UROB (Touristic Hotels and Investors Association) announced the second Accommodation Capacity Report of Istanbul. Elaborating the present hotel number and the accommodation capacity of Istanbul, the report evaluated the existing investments and the prominent regions for new hotel investments in both European and Anatolian sides. The President of TUROB Timur Bayındır declared that Istanbul's matchless tourism

The junction point of Asia and Europe which remains its growth in domestic and international tourist number, Istanbul outdistances Madrid and Athens in accommodation prices.

wealth is widely spreading all around the world every single day. "The brand value of Istanbul is gradually increasing. Advantageous to be situated in a geography rich in history and culture, our city became one of the charming and indispensable destinations for its technological services and modern products", said Mr. Bayındır. According to the report, declared Mr. Bayındır, 4-star hotels from the point of facility and 5-star hotels with a capacity of 34 thousand beds share the largest lot of Istanbul's accommodation sector. 1272 facilities with 70.087 bed capacity which are not licensed by Culture and Tourism Ministry, reached the half of the total bed capacity in Istanbul.

In the city room prices change between 49 and 200 euro according to the season and the quality, said Mr. Bayındır and added that the districts like Fatih, Şişli and Beyoğlu and the neighborhood of airport hold the highest number of bed capacity in Istanbul. Expressing that even during the low season the hotels in Istanbul can outreach the

average of occupancy rate in European cities, Mr. Bayındır declared "While occupancy rates change among 50 or 60 percents in Europe, this rate reached over 90 percents in Istanbul's hotels. These hotels run almost in full capacity during the high season. While facilities in special category and boutique hotels have difficulties about occupancy although their room capacity is restricted, the 5-star hotels remain first in occupancy rates. These facilities reach 60 percents of occupancy even during the low season in Istanbul.

On the other hand, 4-star hotels offer room prices among 100 and 190 euro, while it isn't possible to find rooms under 100 euro in 5-star hotels. While boutique hotels offer prices close to prices in 5-star hotels, it's possible to find rooms under 49 euro in 3-star hotels during the high season. The average room price is approximately 119 euro in Istanbul; this average is 97 euro in Madrid and 87 euro in Athens. According to these results, Istanbul pulls ahead of important tourism destinations in Europe." Mr. Bayındır indicated that



. Mentioning about regional rates, Şişli has the largest capacity with 6.088 beds.

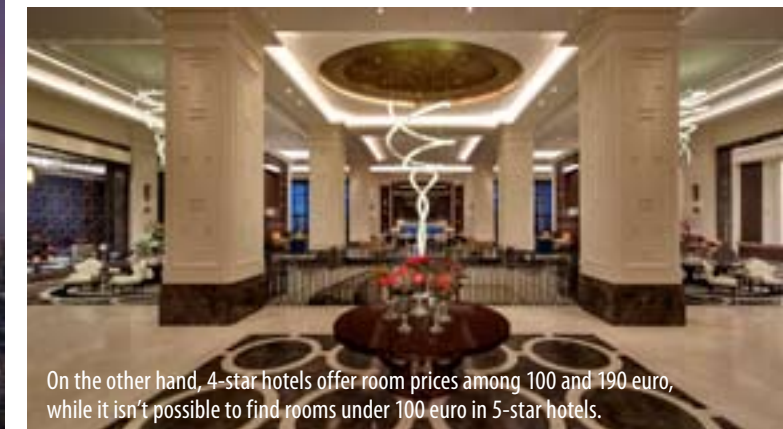
accommodation facilities are intensively located in Fatih, Beyoğlu, Şişli, Beşiktaş and around Atatürk Airport according to the location of tourism and business centers. He also mentioned that the capacity outreached the 75 percents of the total capacity and the total number increased to 100 thousand in these districts. On the other hand, gaining ground in becoming a megacity, Istanbul will soon host lots of new hotel projects, said Mr. Bayındır. "New facilities which are under construction will serve with 36 thousand beds. With 22.068 beds, the 5-star hotels own the maximum rate in new investments. Mentioning about regional rates, Şişli has the largest capacity with 6.088 beds. Beyoğlu and Zeytinburnu follow Şişli in this rate. In Istanbul facilities with 40.676 rooms and 82.354 beds are licensed by Culture and Tourism Ministry. The accommodation capacity including the unlicensed facilities reached totally 75.079 rooms and 152.441 beds. The specialists predict an increase of 25 percents in accommodation

capacity including the new investments", said Timur Bayındır. According to the report of research company Lodging Econometrics (LE), 3.445 new hotel projects will render service after 2015. LE specialists compile to new hotel projects from the United States, Asia Pacific, EMEA countries (Europe, Middle East and Africa) including Turkey as well. According to this research, 3.445 projects which are still under construction will render service with a capacity of 697.257 beds. The projects which are still planned will offer a capacity of 580.445 beds.

## 1,2-million room investments are still under construction in the region

	Under construction		Planned		Total projects	
Regions	Project	Room	Project	Room	Project	Room
USA	1.004	142.135	2.572	326.744	3.576	468.879
EMEA	726	156.436	526	98.889	1.252	249.325
Asia Pacific	1.715	398.686	641	160.812	2.356	559.498
Global	3.445	697.257	3.739	580.445	7.184	1.277.702

RESOURCE: LODGING ECONOMETRICS



On the other hand, 4-star hotels offer room prices among 100 and 190 euro, while it isn't possible to find rooms under 100 euro in 5-star hotels.







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# JOLLY TOUR WILL GROW 36 PERCENT IN 2014



Mert Vardar - Mete Vardar

Jolly Tour Management set their turnover based growing goal as 36 percent in 2014. The management stated that their early-bird campaign is launched with a discount of 50 percent on 18 November. **HASAN ARSLAN**

CEO Mete Vardar, Vice Chairman Mert Vardar, Jolly Tour's General Manager Figen Erkan, Vizyon Software's General Manager Vahit Çatbak and department managers attended to the press meeting carried out by Jolly Tour. Mete Vardar who gave the opening speech said; 'We reached the number of people and turnover based growing goals we set for 2013. We grew by 30 percent in 2013. We aim to grow 36 percent in average of all our departments. We aim to collect the fruits of our technological investments we've done since 2005, in 2014. Jolly Tour's General Manager Figen Erkan said; 'We were planning to have an increase of 28 percent but we've reached 31 percent. Since the last 8 years, early reservations has been popular. We brought the sector to a good position by our international tours, culture tours and Cyprus tours in the last 2-3 years. Erkan gave some information at the press meeting: We achieved 27 percent growth in domestic tourism department, 46 percent in international department, 27 percent in Cyprus department, 49 percent in culture tours, and 78 percent in Cruise tours.

**We aim to achieve 29 percent growth.**

We aim to achieve 29 percent growth in 2014. Early reservations have started in domestic tourism with a discount of 50 percent. Last year we received 55 percent demand in early reservation. This rate will be 60 percent in 2014. We created early reservation packages not only for summer season, but also winter season and



thermal hotels. We are back now on winter tourism in our daily sales. Our early reservation insurance gave us an acceleration. This also affected the customer's view positively. It removed the concerns. The biggest concern of people attending to our international tours was not to be able to get visa. But with these early reservation insurance and safe travel packages consumers feel better. Our customers can buy a holiday package which cost normally 4 thousand liras for 2 thousand liras and they refer each other. Turkish people prefer mostly Bodrum, Kemer, Side and Alanya in domestic tourism. We achieved 46 percent growth abroad in 2013. We aim to achieve 32 percent growth in 2014. Central Europe, Benelux, Italy and Spain are among the most preferred countries. We've been taking early reservations since 3 years. We tell to our customers that early bird catches the worm. There can be discounts up to 200 Euros per room. Our aim is to send 10 thousand people by early reservation in this winter season. On December our customers will start realizing our advertisement campaigns for 2014 summer season. With our wide range of products, we'll take the early reservations for international travels. Safe travel packages are also pushing people to buy those safely. And this is increasing their interest.

We achieved 49 percent growth in culture tours. We are expecting to have 45-49 percent growth in 2014. We think that we improved ourselves by our guidance services. Of course, the transportation and the hotels are so important but we give a lot of importance to these guidance tours. We are launching the early reservation campaign next week. We've been heading

Mete Vardar: "We reached the number of people and turnover based growing goals we set for 2013. We grew by 30 percent in 2013."



to range of products lately. We organize culture tours starting from almost every cities. One of the reasons made Jolly Tour gain acceleration, is that it is widespread in Turkey. Our Capadoccia, GAP, Mediterranean, Black Sea, Aegean-Mediterranean tours attract intensive attention.

**We are expecting an increase in Cyprus destination.**

Cyprus has been a destination which met our turnover based expectations last year. We are closing 2013 with an increase of 27 percent. We aim to have over 40 percent turnover increase. New hotels opened have increased the interest for Cyprus. We see Cyprus as a competitive destination against Mediterranean. It's on the top of the destinations where we are expecting to have an increase. Our early reservation campaigns for Cyprus have been started with discount up to 30 percent and these campaigns are to be continued until May.

We achieved 78 percent growth last year. We aim to achieve 49 percent growth in 2014. Those who travel with us are having different experiences. First they don't feel uneasy about travelling in a cruise but to be honest it's something to experience. Cruise travels will increase in the next years. Aegean-Adriatic, Greek Islands, Mediterranean, Northern Europe and river tours are among the most preferred ones. We also apply discount up to 30 percent in the case of early reservations.

It's very important to give service to the corporational firms in tourism. We've noticed that there is such a need and we founded Jolly Business. We give private service to the firms from flight tickets to hotel reservations, in all their travel needs. We also founded Jolly Mice in order to provide professional services to the firms at their meetings and organizations.

**Mert Vardar: All our products are on sale on internet**

We develop all kind of software developments in our departments. We re-built CRM and we reordered all of our call centers. We think that we are the best of the sector with our reservation software. We founded jollytour.com. We re-plan to travel. Our website is a user friendly website. It can be also used as a tourism encyclopaedia. All of our products are focused on online sales. As we presented firstly in Turkey, all products have dynamic packages. Our costumers will be able to buy appropriate hotel and flight package for them with Jolly Tour's discounts. This system will be available on December on androids and smart phones too.



# The first official web site of İstanbul: HOWTOİSTANBUL.COM

HALİL TUNCER

The “İstanbul Digital Platform Project”, created by a partnership of between the İstanbul Governorship and the İstanbul Provincial Culture and Tourism Directorate with the participation of TÜRSAB and İRO (İstanbul Tourist Guides Chamber) and supported by İstanbul Kalkınma Ajansı (İstanbul Development Agency), was finalized. Within the scope of this project, the outcome of 9 months’ preparation, howtoistanbul.com, the first official website of İstanbul came into service. This site brings together all services and aims to increase the number of tourists visiting İstanbul and introduce the city on international platforms. The site, howtoistanbul.com, which was put into practice with 60 shareholders, 40 tour operators, a team of 40 people, 200 work days, 125 videos and 875 pictures, will eradicate information pollution. In just 3 clicks, apart from buying tickets, you can access the city’s historical background, live performances, address directions and other

updated and useful information. Amongst the site’s technical collaborators are Turkish Airlines, Atlas Airlines, Cityline Ferries and Biletix. The daily weather forecast, daily exchange rates, and information on e-visas and Museum Cards are among the live information and links available.

## CONTENTS AND TARGETS

howtoistanbul.com is described as a “project of life, art and culture”. The content is listed below:

- To provide a reliable source
- To include institutions that serve the tourism industry
- To reflect the social and cultural life of İstanbul
- To display updated and accurate information

- To increase the accessibility of İstanbul to tourism services.
- Targets of the Project:
- To make İstanbul more visible with true content in the digital world,
  - Instead of disorder and out of date information, to form a consistent and contemporary online database.
  - To make a sustainable contribution to the development of İstanbul, an attractive center in the world tourism arena.



# TOTOB GOT TOGETHER AT THE “HAPPY NEW YEAR” EVENING

Founded by hotel front desk personnel in İstanbul, TOTOB (The Association of Hotel Front Officers) met up for “Welcome to the New Year” evening in Sultanahmet Loti Café & Dining Restaurant. Mentioning about their new projects for 2014, TOTOB’s president Erdal Oylum declared; “We will gather together more often for working group meetings. While ascertaining the problems of our colleagues with the attendance of all members, we will look forward for common solution offers. The front desk employees met in a common point that they should gain strength in unity for the future of their profession. Expressing his ideas about new projects, the president Erdal Oylum said that they would like to benefit from the experience of other tourism organizations and local managements.” OZBI’s (Historical Hotels of Turkey) President Ufuk Aslan and executive board managers attended the special night of TOTOB. In addition, general managers of some regional hotels joined the special night.



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

# TOURISM'S KEYSTONE IN ÇANAKKALE

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

Büyük Truva Hotel, one of tourism's keystones in Çanakkale, for 48 years has been continuing to be its guests' irreplaceable address with its central location, unique Bosphorus view and quality service. Büyük Truva Hotel, which has been presenting the best examples of Çanakkale's hospitality since 1964 was told by Salih Yüksel, the name rose to be the General Manager after having served in many different ranks for 27 years there.

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

Büyük Truva Hotel is located at the heart of Çanakkale. With its unique location, it exhibits the best examples of Çanakkale's hospitality on weekend holidays, in business meeting and on summer holidays. Since 1964, it has been serving as an establishment which exhibits its difference with a peaceful architecture and decoration that sheds light on art and history.

**Who makes most of your guests?**

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

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

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

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

When it is said Büyük Truva Hotel, the first thing comes to mind is its high quality service, cleanliness and satisfaction it brings with its location. When the guests are checking out, they leave here really satisfied by hotel's comfort, view, delicious food, quality service. Most of our guests choose to come here again. This is a proof of their absolute content.

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

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

**What kind of message would you deliver to your guests?**

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

**Who is Salih Yüksel?**

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



Büyük Truva Hotel General Manager Salih Yüksel





## “HAPPY NEW YEAR” PARTY BY THE PRESIDENT HOTEL

Situated in the Historical Peninsula region of Istanbul, BE Plus The President Hotel welcomed its guests at the “Happy New Year” party. Travel agencies, tourism professionals and press members attended the night in 24th December at the original English Pub, located inside the hotel. Hosted by General Coordinator of BW PLUS The President Hotel Recep Arifoğlu, General Manager Gülseren Vatansever, Sales Manager Fercan Başkan and the sales department team Tourism professionals drew a deep interest to the “New Year Party” party. The General Manager of the hotel Gülseren Vatansever declared her thoughts “Welcome to our “Happy New Year” evening. We all feel honored and grateful to be with you in this nostalgic atmosphere where you will take a stroll down memory lane. We hope to do a new start in 2014 and to get over of a fruitful but a crashing year.”



## TUROB'S NEW YEAR PARTY STIRRED UP THE SECTOR

The New Year party of TUROB (Tourism Hotels, Managements and Investors Association) gathered all tourism sectors in Nişantaşı Sir Winston Brasserie. TUROB's executive board members, protocol guests, tourism professionals and press members attended the party which was held in Nişantaşı The Winston Brasserie. While seizing upon the year of 2013, the tourism professionals wished for a more successful year for tourism sector in 2014.



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of Sultans  
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*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.*



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# WHEN WAS THE LAST TIME THAT YOU SPEND A HOLIDAY WITH YOUR GRANDMA?

According to the research of InterContinental Hotels Group and IPSOS, Y generation wants to come closer again with their grandparents. Thus, more than 80 percent of the young population dreams to spend a holiday with their grandparents. **ÖZCAN MUTLU**

Unfortunately when we grow up we go far from our grandparents who are sometimes second parents or sometimes real hero in our childhood. The developing cities, the varying interests, the increase in work load and the stress of metropolitan cities cause more and more alienation between young generation and their grandparents; so we start to visit them only in special days. Especially when

survey describe the relationship with their grandparents as "great" or "good". However over than one-third of young people confess that their meeting frequency "slows down" in adulthood stage compared to the previous stage. More amazing is that over the half of the participators miss the childhood that they passed with their grandparents and they would like to become closer again with them. The rate

like to play games with them. Turkish youth indicate that "religious days" create a sharing environment between their grandparents. Preferring to be with them in religious days, Turkish youth dreams to rebuild new relationships with their grandparents after the age of 25. The %36 of Turkish young population says that they have better relationships with their grannies and granddads compared to the past. But, what causes this separation? When do we start to forget our grannies and granddads who are maybe the most important people of our childhood? The answers differ from country to country. For example, the one-third of Italians says that it's because of "natural flow of life"; for French, Spanish, Portuguese and Israeli, the deteriorated working conditions cause alienation with their grandparents. However, leaving their cities of birth is the main reason for Turkish youth. These young people who have to immigrate to bigger cities start rarely to see their grandparents because of "logistic reasons". But of course the distance isn't the main reason. According to the survey, Italians and Turks mention also about the generational differences that restrict the communication between their grandparents. While the French are focusing on building their own families; the Spanish take their careers to forefront.

## Super grannies love technology

One of the main estrangement reasons is the technology and the new communication means that affect our relationships. Y generation prefer mostly the social media to communicate with their friends. Texting on mobile phones and other smart phone applications follow the social media. Under these circumstances, Y generation doesn't have in mind to communicate by traditional devices with their grandparents who are far from using technology.

we speak about holiday, grandparents are almost at the end of the list for young travelers.

Considering this assumption one of the leading hotel brands InterContinental Hotels Group collaborated with IPSOS in order to realize a research about the interests of young generations. Over 2500 young people (age of 18-30) from Mediterranean countries as Italy, Portugal, Spain, France, Israel and Turkey attended the completion which showed us some clues about the relationship between Y generation and their grandparents. The 70 percent of participators of this

increases to 70 percents including those who agree with this opinion but don't prefer it in prior order. The survey also asks for the first things coming to mind when we talk about grandparents. "Food" is on the first place of the list (%60 in Italy and France; %50 in Spain and Portugal); the second favorite item is "pocket money" (the most of Spanish youth, more than %60 of Italians and French, approximately %40 of Turks and Portuguese). The item "holiday" takes the last place among the youth in the mentioned countries instead of Italians. French prefer their grandparents for visiting museums; therefore Portuguese



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TUI PLC's CEO Peter Long attended the 3rd Resort Tourism Convention, which was held in Antalya last week.

# PETER LONG: WE WILL OVERGROW IN TURKEY

TUI is a leader in tourism sector. Peter Long, TUI PLC CEO announced the strategies of the German leader in Turkey. Long declared that in the next period they would bring new brands in Turkey. **KEREM KÖFTEOĞLU**

World's tourism industry is shaped by the European companies. These companies have a specific power and existence beyond to being tour operators. In addition to hotels, they lead also cruises and planes. They manage thousands of employees and they own hundreds of offices. They render service as ecosystem of tourism sector on their own. And of these names is TUI...

With its over 18 billion endorsement, its 248 hotels in 24 countries and its 74 thousand employees, TUI sends 30 million tourists every year to different destinations from 180 countries. And that's because TUI is called "world's tourism leader". Incorporating with over 240 brands from tour operation to hotels, from cruises to airplane companies, TUI PLC's CEO Peter Long attended the 3rd Resort Tourism

Convention, which was held in Antalya last week. Mr. Long spoke with Turizm Aktuel although he doesn't prefer to appear before the cameras.

**This year your guests selected Turkey as the "best popular vacation center". As TUI, what will be your strategies about your relationship with Turkey?**

We send our guests to 31 destinations which are considered as main resource

strategies.

**Do you plan to bring a new hotel brand in Turkey?**

We embody lots of hotel brands. TUI Travel Hotels Management that we founded in Turkey will carry out the management of hotel brands belonging to our company. In 2014 Club Magic Life and two TUI Best Family hotels will start to render service. One of the TUI Best Family will be opened in Belek and the other in Dalaman. We plan to add new names to the present brands. In short, we will grow enormously in Turkey.

**You decided to become partners with Turkey in Chinese tourism industry. And what is the final situation in that purpose?**

We did a "joint-venture" with Turkey in Chinese market. We work how to improve the traveling services on that project. We aim to go further in this project as soon as possible we find the best way to realize it. So we still have some points to develop on the project and we need time to launch it. In we consider the growth in Asia, Turkey

will grow gradually, I should say. We will come up with a new tourist profile. As tour operators, we should follow closely the probable developments and find the best position in this region. **How will the economic recession in Europe reflect the year of 2014?**

The dark clouds are dispersing from Europe. We will witness the positive effects of that. We expect a restrained endorsement growth at the end of 2013. As TUI, we look optimistic for 2014. In nine countries we plan to employ over 500 thousand people for over

100 different positions in the summer of 2014. **What are your thoughts about the competition of tour operators in Europe?** That kind of competition is utterly healthy and I don't have any concerns about it. This type of consolidations is going to end soon in Europe. Thus we are focused on cash flow while optimizing the vertical integration. Preferring to diversify our products we offer new experiences to our guests. We desire to be "Number One" in every market. We can everything that can bring us profitability and higher

measure. We render service by focusing on direct sale, private hotel concept and holiday resorts. And we updated our existing service mentality with the point of view of "differentiated products". This new format brings us the opportunity to provide matchless substance. Reinforcing our growth for the next year we will continue to be leader in the market.

**What do you hope for the future of tourism? What kind of developments do you expect from the upcoming years?**

We will witness durable, healthy developments in the future of tourism. We hope this enlargement will spread not only in conventional markets but also in developing countries as Russia, China and Africa. As an example we should mention about the results of trend analysis that show us Chinese tourists will become dominant in European countries in 2017. So this development will make for the acceleration of "niche" regions. The US and Australia are racing for the Chinese tourists during the recent years. Also Europe should be included to this race.

Several hotel brands belonging to TUI render service in world's important tourism centers. Magic Life, Robinson Club, Viverde, Purivada, Sensatori, Iberotel and Sensimar provide service in Turkey. These 17 hotels belonging to TUI have already outreached 15 thousand beds in Turkey. TUI Best Family and 3-star Suneo Club hotel chains will start to render service in Turkey in the next years.

Speaking at the 3rd International Resort Tourism Convention, TUI's CEO Peter Long made some crucial suggestions to Turkish tourism managers. And there are some of these suggestions: "Turkey's success in tourism is a professional success. Your hospitality and sincerity are indispensable factors for our guests. At this point Turkey became one of the major players of global tourism. You, the tourism managers, keep doing whatever you do. Do not enormously enlarge your destination that will cause negative results. Attach importance to preserve the existing quality. I witness in every convention that professionals offer to make awareness for winter tourism. So what can we do about this? For example, you can't bring your customers to a holiday resort giving the impression that is closed during winter. These hotels should be open during the year. Antalya could be a great destination for winter tourism. This could be both difficulty and opportunity for Antalya."





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# TOURISM PROFESSIONALS ARE HOPEFUL FOR 2014

The result of recent survey concerning the expectation for 2014 and a review of 2013, made by the Association of the Mediterranean Tourism's (AKTOB) for tourism sector's representatives, show the majority of the sector that expects 2014 to be better than last year.



In the survey made by the Association of the Mediterranean Tourism (AKTOB) and responded by its members, questions were addressed related to the tourism expectation for 2014 and the review of this year. 46 percent of members responded that it's going to be better than 2013, 22 percent of them responded that it's going to be the same and 11 percent responded that it's going to be worse than 2013. 10 percent of them responded that the exchange rates will rise and 4 percent of them answered that companies' bankruptcy will increase, 3 percent of them responded that exchange rates will not change at all, 2 percent of them responded that single authorized dealer will be on agendas and 2 percent of them answered the others.

## Gezi left its mark on tourism

45 percent of the Association of the Mediterranean Tourism (AKTOB) members responded to 'Gezi Park Protests' when they were asked about the greatest happening which left its mark on tourism this year. 20 percent responded Egypt protests, 11 percent of them responded the crisis in Syria, 9 of them responded the impact of the alcohol regulation on Turkey's image, 7 percent of them responded company bankruptcies, and 8 percent of them responded the other happenings.

## The best is increasing exchange rates

The best news for tourism sector has been doubtlessly the increase of 53 percent in exchange rates. 13 percent of the respondents found the increase in number of tourists and 11 of them found the increase in occupancy rates as the best development. The other cases such as increase in flight points, domestic growth, increase in tourism income and promotional works related to the candidature for the Olympic Games have been lined up in other category.

The worst news for tourism sector has been bankruptcies with 30 percent in tour operators. Underselling with 23 percent and decrease in rate of return with 15 percent have come to the forefront in the worst development factors rating. Other respondents pointed out the factors as labor shortage, decrease in occupancy rates, insufficient overseas promotion, decrease in tourism income per person, public-private sector cooperation not to be created, and not to be reached to the Asian market.

## 'All inclusive' will continue

The all-inclusive system was also questioned. 47 percent of the respondents reviewed this system to be continued and 20 percent of them reviewed this system to be continued with a new order. Minority of them responded the all-inclusive system to be over in a short time, the expenses to become way too much and full pension system will be better so the number of tourists to decrease, and the competition to decrease as well.

## The greatest expectation is winter employment

In the survey made by the Association of the Mediterranean Tourism (AKTOB) it's asked what the primary thing to deal for the sector in 2014 is and 31 percent of respondents said that it is the encouragement for winter employment. The sector's representatives also pointed out the factors as the regulation of seacoast laws and the encouragement for tourism, increasing the promotion fees relatively tourism income, including tourism incomes in promotion applied on export revenues, including tourist attractions in urban transformation projects, starting the works for Asian market and landing field for themed park projects.



# Tourism trends of 2014

According to the researches done by TUYED in 2014 these concepts will come to the forefront among 12 basic tourism trends; holiday mothers, millennial generation, glampings, transformation of hotel rooms to one-day offices, river tours and exclusive guides.

According to the research, tourism sector will recover itself worldwide. There will be renewed and private services not only for old people, but also young people whose ages range among 18 - 30. Tourist who pays attention to price-quality balance and also the climate, will prefer Turkey. And travelers who are curious about travelling underwater by Marmaray will prefer especially Istanbul. Twitter and Facebook will take the place of travel consultants, and social media will be the place where people take decisions for their travels. Consumer will be after services that they can take immediately and cheaper. Conventional marketing will be replaced with mobile marketing. Eco-hostels will be in demand. 12 tourism trends coming to the forefront in 2014 are:

Exclusive guides are getting more popular these days on internet and this market is growing as an alternative of regular tourist guides. This system is bringing appropriate people together so they can



TUYED Chairman  
Kerem Kofteoglu

## Urban tourism will be more popular

Except its current touristic values, Istanbul will be even more popular this year with Marmaray that provides underwater transportation between two continents. And worldwide, themed cities will be developed to appeal especially to group of people whose ages range among 15 to 40.

New blocks that have been developed against unipolarity, will be determinative also for tourism. This year MMENT block including Mexico, Malaysia, Indonesia, Nigeria and Taiwan,

SLIMMA block including Sri Lanka, Mexico, Malaysia, Indonesia and Argentina, will become byword in addition to BRICS block that we've heard before.

## Technology will be determinative

Rapid changes in information technologies will be determinative both for firms and tourists. Social media will be very effective too. Facebook and Twitter will replace with travel consultancy and social media will be top on the list. Conventional marketing will replace with mobile marketing.

Those who attend to meetings at hotels or convention halls want to get relax at their breaks. For this reason, short term massage services will increase at meeting points as well as the airports. 8Glampings will come to the forefront. Glamping is formed of two words in English; Glamorous and Camping. These special tents are equally good as luxury hotel rooms and prepared in compliance with the needs of people who have high spending power, who like open-air concerts and other events.

## River tours will be popular

Those who want to be close to the water when they are on the sea, and want to see beautiful places when they are onshore, will prefer river tours. Volga, Ren, Seine, Tuna, Mekong, Yangtze, Amazon, Kwai and Duoro Rivers are the most popular ones for these tours.

exchange information. They can prepare their private files including the places to visit as restaurants, stores, clubs and private places, and then they can stay in touch via internet or mobile phones.

## Millennial generation will travel

Millennial generation is the group of young people today who were born among 1980 - 2000. Their ages range among 18 to 30 so they are pretty excited to attend popular events, concerts and organized tours with their friends. Tours to be organized for these generations will be quite popular in 2014.

The number of old people is estimated worldwide around 1.5 billion. This group of people is extremely sensitive about customer relations and they have no tolerance to get a poor service. This year, number of facilities for old people who don't like the crowd and noise, and splurge on travel.

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# NUMBER OF PLANES IS INCREASING, LUFTHANSA TECHNICAL IS CHEERING UP

Lufthansa Technical among world's limited in number aircraft maintenance companies has started following Turkish market closely.

Southeastern Europe Sales Director of Lufthansa Technical Andre Fischer gave information about the company and their works, after a trip organized at the company's facilities located in Hamburg, Germany.



Andre Fischer

Fischer said; Lufthansa Technical companies group employ more than 26 thousand people at more than 30 subsidiary companies and shareholdings and it is among the world's most important companies that give manufacturer-independent aviation technology services. Lufthansa Technical provides all services for commercial aircrafts including maintenance, reparation, modification and hardware substitution, motor and its components.

saying Fischer added; Turkey to have a young population is a great advantage for the growing aircraft sector. Engineering and professionalism is increasing. Technical high-schools and aeronautical training programs at the universities must be increasing. We haven't done collaboration in Turkey yet, and we are open to do every kind of collaboration. We can give program and training support to technical high-schools and universities. As we set up our office in Istanbul, we are so much closer to the airlines and the market. Our relationships have started developing rapidly.

## Bridge between two countries

Lufthansa Technical's Istanbul Contact Office Manager Fulya Türköz reminded that they set up their office 2 years ago and said; 'We've come little bit late here but we caught up. My task is to represent Lufthansa Technical in Turkish market. And to connect Lufthansa with Turkish airlines. When we consider both the number of airlines and the number of active aircrafts, the market is growing in the Turkish economy. We are expecting a great development in the next 10 years at the Turkish market. Therefore I follow the market closely and to make our company act quickly, and to give a better service to the Turkish aeronautic profile. We set up our office as Lufthansa 2 years ago. There are 400 - 450 active aircrafts carrying passengers and cargo. 300 more aircrafts will be added to this number in the next 10 years. That's why we think that the Turkish market is a great and upgradable market.

The Hamburg-born family, Türköz are aviators for three generations. Her grandfather worked as technician for Turkish Air Force in Edremit, and her father is still working as landing technician at Lufthansa Technical. Saying that she is working like the Bosphorus Bridge, Türköz continued;

I'm the representative of Lufthansa Technical in Istanbul, and in Hamburg I represent about 13 Turkish airlines. We are expecting a great development in the next 10 years at the Turkish market. There are 400 - 450 active aircrafts carrying passengers and cargo. 300 more aircrafts will be added to this number in the next

10 years. That's why we think that the Turkish market is a great and upgradable market. We don't take Turkish Airlines (THY) as a competitor, but as a customer. Turkish Airlines Technical's portfolio is not extensive as ours. I know that they are searching for VIP areas for private jets these days.

Fischer also said that the company is efficient mostly in USA. Fischer emphasized that they give great importance to Turkish market and added; Turkish market is a market of almost 5 billion dollars. That's why we give a great importance to this market. And that was the reason why we set up a Lufthansa Technical office in Istanbul. We can follow the developments and news of the market closely as we have an office in Istanbul. We've observed that it goes better with our customers Pegasus and Sun Express. We think to have this office here for long-term. We are following the developments in Turkey closely.



Fulya Türköz

# Love at first sight



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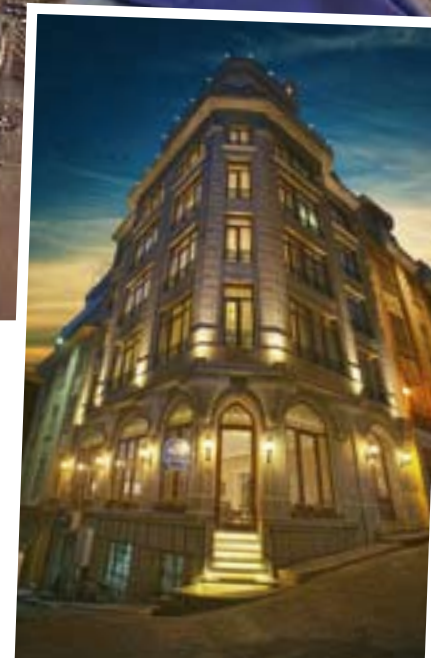
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# TRAVEL TURKEY GATHERED TOGETHER THE TOURISM SECTOR IN IZMIR

Held in Izmir between 5-8 December 2013, the 7th Tourism Fair and Conference ended with a great success. 867 tourism companies attended the fair and 26.487 people visited the stands. **HALİL TUNCER**



Travel Turkey brought together the tourism sector of Izmir in the historical city center. The participants developed their commercial networks with the professional visitors for a more successful year in 2014. And this time the fair broke a record again: 60 destinations from 22 countries were introduced to visitors and 867 participants presented their tourism services and products. The new trends of tourism sector will start from Izmir thanks to the organization of Travel Turkey. The fair created a great platform for professionals in order to establish new commercial networks. During the fair, where Egypt was the partner country and Çanakkale the partner city, lots of destinations had the opportunity to introduce themselves to new visitors. And there is the list of participant countries: Germany, Belarus, Bosnia and Herzegovina, Indonesia, Ethiopia, France, South Korea, Croatia, India, Kosovo, North Cyprus, Cuba, Lithuania, Macedonia, Malaysia, Egypt, Poland, Slovenia, Tunisia, Turkey, Jordan and Greece. The participants left the 7th edition of the fair by declaring their satisfaction and appreciation. Several agreements were signed at the fair just before the early booking season and the participants have already booked their fair stands for 2014.

## Tourism sector is hopeful about 2014

During the fair, ETİK (Union of Aegean Tourism Managements and Resorts) launched a conference in 5th December 2013. The tourism leaders talked about the Aegean tourism during the conference. Promotion General Manager İrfan Önal declared that they would keep in touch with the ministry about the future of Turkey's tourism and they would continue supporting the sector in that purpose. And the common thought of tourism leaders who attended the conference is that 2014 will be a successful year for tourism. Sponsored by Turkish Airways in means of transport private guests from Germany, Austria, United Arab Emirates, China, France, England, Swiss, Italy, Qatar, Jordan, Serbia, Ukraine and Greece had an opportunity to meet with tourism professionals who were attendees at the fair. Sponsored constantly by Turkish Airways, the procurement committee had the chance to speak privately with the attendees for the first two days of the fair.

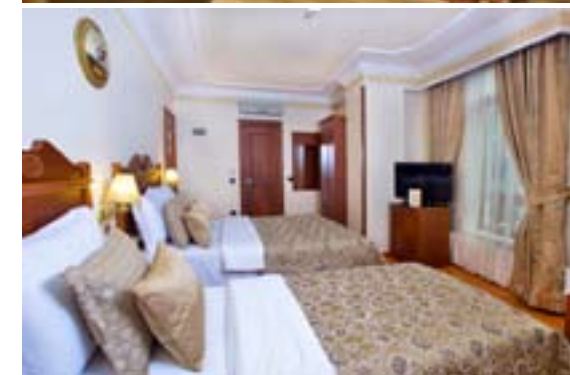






# TOURISM LEADERS MET UP IN ANTALYA

The leading names of tourism sector met up in 3rd International Resort Tourism Congress in Antalya held by AKTOB (Mediterranean Touristic Hotels and Management Association) and by Resort Magazine. The future of tourism sector was discussed during the congress where the managers from Ankara constituted the majority of the participants. The 3rd International Resort Tourism Congress was held in Wow Kremlin Palace Hotel in Kundu region of Antalya. The former president of Germany Gerhard Schröder, the Minister of Culture and Tourism Abdurrahman Arıcı, the Governor of Antalya Sebahattin Öztürk, the Mayor of Antalya Mustafa Akaydin, the President of TUOFED (Federation of Turkey's Hotel Managements) Osman Ayık, the President of AKTOB (Mediterranean Touristic Hotels and Managements Association) Sururi Çorabatır, The CEO of TUI Travel PLC Peter Long, the General Manager of Denizbank Hakan Ateş and majority of tourism managers attended the congress in Antalya.



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# WTM REPORT IS OPTIMISTIC THE PARTICIPANTS ARE WORRIED

In the report prepared for the World Travel Marken Fair which has been carried out in London for the 34th time, it's stated that the sector is optimistic for 2014. But the participants agree that partially and they are not that optimistic for 2014. **HASAN ARSLAN**

Those who participated to WTM from Istanbul, pointed out the reflections of Taksim Gezi Park protests happened on last June in the international and they said this was not only the most important happening from 2013 and Istanbul, it was among the most important happenings for Turkey in the in the recent years. Turkish tourism professionals agreed that they reached their goal in 2013 tourism season, even if Greece, Spain and Portugal proceeded to attack in tourism along with Gezi Park protests. They stated that they are optimistic for 2014 in case of providing diversification in tourism, a right pricing policy and policies to avoid statements that are going to create tension... Tourism professionals that came from Istanbul, pointed

out that they are the group which has been affected by Gezi Park protest mostly. They said that they could make up the cancellations because of the protests happened in one week, hardly in one month, and tourists beware of coming to Istanbul because they think that Gezi protests are related



to turmoils in Arab countries. Tourism professionals that approach cautiously to 2014 tourism season, emphasized that especially the politics made people worried at Gezi protests with their statements creating tension. The Ministry of Culture and Tourism - London Consultancy for Promotion has been preparing normally every year a market report of England to distribute in the course of WTM Fair. But this year this report hasn't been published on account of the fact that Gezi protests would reflect negatively on the results. Tourism professionals defended that the government perform an accomplished management in possible crisis, bring the culture and the health forward and offer diversity, and follow a steady pricing policy.



**SERDAR BALTA**  
**OTTOMAN HOTELS**

## NO SURPRISES ALLOWED

Istanbul made a good start to the season. But Gezi and Syria affected Istanbul tourism negatively. I expect more positive things happening in 2014.



**MUHARREM KAAN YILDIRIM**  
**DELMAR SUITES HOTEL**

## EGYPT EFFECTED POSITIVELY

We want to enter to the English market as well. We want to offer centre of Izmir and the whole peninsula to international tourism. We are hopeful for 2014.



**TEZCAN ÖZDEMİR**  
**NG GÜRAL SAPANCA**

## GEZI EFFECTED POSITIVELY

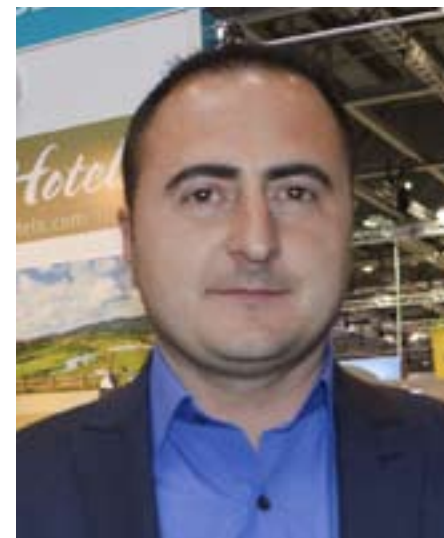
Gezi protests affected Istanbul negatively and tourists who didn't want to spend their holidays in Istanbul, preferred close cities like Sapanca. So it was a positive affect for us. We are more hopeful for 2014.

## WTM 2013

**BÜLENT PEHLIVANLIOĞLU**  
**KUŞADASI GOLF**

## DEVALUATION TRANSFORMED DECREASE TO INCREASE

By the reason of the fact that Gezi protests and other happenings, the Aegion Region had problems between 15 June-15 July. We are expecting an increase of 10-22 percent at the English market.



**SADUN ALP**  
**SURMELİ EFES**

## PROVIDING STABILITY ON PRICES IS NEEDED

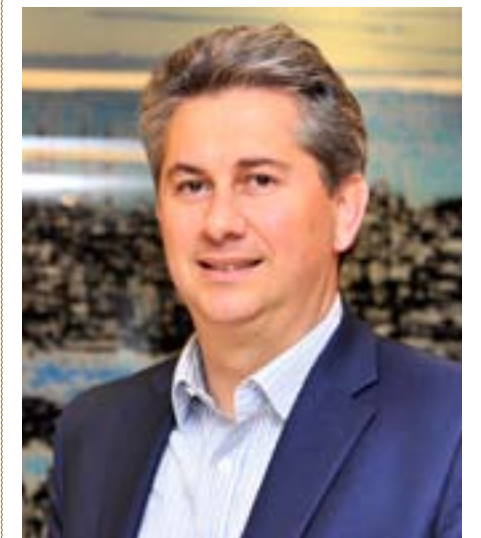
The season hasn't been so well. It remained below the expectations. This decrease will reflect negatively on 2014 season. Excessive prices should be avoided and stability in prices should be achievable.



**GÜREL AYDIN**  
**SHAHA HOTELS**

## OUR 3RD GREATEST MARKET

England is our 3rd greatest market in tourism. So it needs more attention. Bodrum takes an important part at the market, the sales of our Shaia Bodrum hotel have been good so far, comparing with the last year, there is an increase of more than 5 percent country-wide. If there is not happening which would cause a crisis in 2014, a rise will be seen in English market.







**DENİZ ÖZKARDEŞ**  
MOVENTPICK HOTEL

### İZMİR WILL BE AN IMPORTANT TOURISTIC PLACE

Gezi protest affected us. We could gain our loss in 1 week, rarely in 1 month. The season has been better than we expected. Izmir will be a good tourism area in the next 5 years.



**BURCU DELİGÖZ SANLI**  
MAVARET HOUSE TRAVEL

### PRICES HAVE BECOME NORMAL IN TAKSIM

We've reached appropriate prices this season. Under the favour of Gezi protests, the high prices in Taksim hotels have become appropriate prices. Turkey must develop new strategies in congress tourism and also culture, history and health tourism, by moving beyond the sun, sea, sand tourism.



**KAZIM ALAYBAŞI**  
CACTUS HOTELS & RESORTS

### WE HAD A GOOD SEASON

Our market is mainly focused on France, and then other European countries. I think that 2014 will be better for us. Gezi protests affected negatively the hotels located at the coast. Some of our customers asked about the happenings and course of events.



**UFUK ARSLAN**  
MINA HOTEL - ÖZBI PRESIDENT

### POLITICS SHOULD AVOID GIVING NEGATIVE STATEMENT

We've started very well to the season with an increase of 10-12 percent. But Gezi protests caused hotels to lose 1.5-2 months. These losses have been especially at online tourism. We played into Spain and Greece's hands.



**ÇOŞKUN AKSU**  
BİV EMPIRE PALACE

### FOREIGN TOUR OPERATORS ARE COMPLAINANT

The season has been quite well until the Gezi protests. It affected Istanbul tourism negatively. Foreign tour operators are saying that they had difficulties in sellin Istanbul. We are expecting the increase of this season to be continued in 2014 as well.



**ENİS AKCAN**  
HOTEL SULTANHAN İSTANBUL

### IT WAS AN UNPLEASANT SEASON

There has been a decrease in Istanbul tourism. There are positive expectations for 2014. But we actually started 2013 like this too. We should increase the number of tourists before the number of hotels. I am in a cautious positivity for 2014.

**WTM 2013**



**KAMIL BERK**  
NTC TOURISM COORDINATOR

### NEW PRODUCTS ON TOURISM NEED TO BE MARKETING STEADILY

Happenings in Syria affected the cities in the region negatively. I'm more hopeful for 2014. We have the structure and facilities of wellbeing tourism as it's performing in the West. We need to advertise and market this feature.



**MUHAMMET YAŞARATA**  
CYPRUS PARADISE VE CYPRUS PREMIER HOLIDAYS

### 2013 WAS A GOOD SEASON FOR TRNC

The director of Cyprus Paradise and Cyprus Premier Holidays, sending the most tourists from England to Turkish Republic of Northern Cyprus, Dr. Muhammet Yaşarata said that they reached their goals in 2013 and they are cautiously expectful for the next season.



**VOLKAN ÇAVUŞOĞLU**  
SİRENE HOTELS

### THERE ARE GOOD DEVELOPMENTS IN GOLF MARKET

Works and promotions concerning golf at the English market are producing nice results these days. Especially hosting world's most important players like Tiger Woods in Belek under the main sponsorship of Turkish Airlines had positive effect on sales. Not to have scheduled services from Belek to Belek is such a big problem.



**ALİHAN AKKOÇ**  
BEST WESTERN AMBER

### PEOPLE THOUGHT GEZI WAS THE ARAB SPRING

Foreign tour operators are worried about the political instability to be seen after the elections. I want to be positive about 2014. The political instability and statements of politics affect Turkey's tourism directly.



**İSMAIL TAŞDEMİR**  
TUROB

### DESPITE THE HOBBLE IT WAS A GOOD SEASON

It's been a good season. Gezi affected us partially. The charts of the first 5 months were good. Despite the hobble on June and July, it was a good season then. I think that 2014 will be better.



**HAKAN ALPAY**  
HILTON DALAMAN SARIGERME

### THE NUMBER OF BEDS SHOULD BE INCREASED ACCORDING TO THE NUMBER OF TOURISTS COMING

2013 was a better year than 2012. If the number of flights are not to be increased, the number of tourists are not going to increase either. I think that the acceleration of 2014 will be continuing vertical comparing to 2013.





## Jolly tour met with agency representatives

One of leading companies of tourism sector which provides professional and qualified services and gains the satisfaction of customers before and after the operations for 26 years, Jolly Tour gathered together all its travel agencies in order to evaluate the year and to celebrate the new year. The management crew of Jolly Tour welcomed 300 agency representatives and their families in Antalya Titanic Deluxe Belek. Jolly Tour Executive Board President Mete Vardar, Vice President Mert Vardar, General Manager Figen Erkan and all department managers have gathered together with agency representatives for 3 days.

## New Period with, Çağlar in TUGEV and ICVB

The President of Istanbul Commerce Chamber (ITO) Ibrahim Çağlar has been nominated to the Executive Board Presidency of Tourism Development and Education Foundation (TUGEV) and to the Presidency of Istanbul Convention and Visitors Bureau (ICVB), which is affiliated to TUGEV. "Our goal is to make everyone look at world from the point of Istanbul", said the President Çağlar.



## The Joy of 11 Million Passengers in ICF Antalya

ICF Airports Antalya Airport turns upside-down the records in tourism sector. The 11 millionth passenger who flew from Stuttgart to Antalya by Freebird Airways FHY 424, was welcomed with a ceremony by the airport workers. Giving information during the welcome ceremony, Antalya's Mayor Sebahattin Öztürk shared his feelings "ICF Airports Antalya Airport became the first airport company which welcomed its 11 millionth passenger who arrived to Turkey from abroad. I believe we will welcome the 12 millionth passenger when the winter tourism gain popularity in Antalya".



## IKSIR RESORT TOWN WELCOMED THE STUDENTS

Situated in Daday district of Kastamonu, Iksir Resort Town hosted students of Okan University for "2013-2014 Fall Term Outdoor Activities Camp", which is organized every year. During the camp 39 students from different departments had enjoyable moments attending in outdoor activities as horse riding, orienteering, trekking, golf, bicycle riding, football, basketball, bocce, swimming and chess.

## ŞİRİN HOTEL GOES INTO SERVICE



Built by Şirin Tourism in Adana for 10 million euro, "Şirin Park Hotel" opened its doors for new customers. The hotel provides 90 standard and deluxe rooms among 35-60 square meters, 2 ball rooms, 3 meeting halls, 1 fitness center and 2 restaurants.

## Let's go skiing

Come to Renaissance Polat Erzurum Hotel and experience the pleasure of skiing in Palandöken, one the best ski -runs in the world... Renaissance Polat Erzurum Hotel renovated itself for the new season in order to make you experience the pleasure of skiing in a 5-star hotel with qualified service.



## "BILECIK WORLD'S TOURISM DESTINATION" PROJECT GOES INTO OPERATION

With the support and sponsorship of Bilecik's Union of Municipalities and Bursa Eskişehir Bilecik Development Agency (BEBKA), "Bilecik World's Tourism Destination" project went into operation. In the first stage of the project, actors and actresses have been photographed in front of important historical and touristic buildings. The famous Turkish photographs have taken the photos of these historical and touristic places which were chosen by a selective field research. The actors and actresses who attended the project were defined by a audition made in Bilecik.



## Arcanus Side Resort is ready for the new season

Located in Sorgun region of Manavgat district, Arcanus Side Resort Hotel is getting ready for the new season. Known as Asteria Sorgun which is transferred to AS Construction Tourism Inc by Asteria Group, the hotel will render service with its new name Arcanus Side Resort Hotel in the new season. Arcanus Side Resort Hotel will open its doors in 1st April 2014.



## BERLIN MEETS WITH ISTANBUL

Berlin's tourism representatives and 5-star hotels' delegates gave information about their events in 2014. Berlin's Tourism Chef Burkhard Kieker and 10 delegates of 5-star hotels informed Istanbul's traveling sector and press-media representatives especially about the important activities for the next year. In 2014, Berlin must be visited by tourists. Those who have high expectations for accommodation can choose one of 26 5-star hotels when they arrive in Berlin. In the edition of November, Guide Michelin evaluated 14 most famous restaurants in Berlin.





## 



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

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



## 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 well 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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