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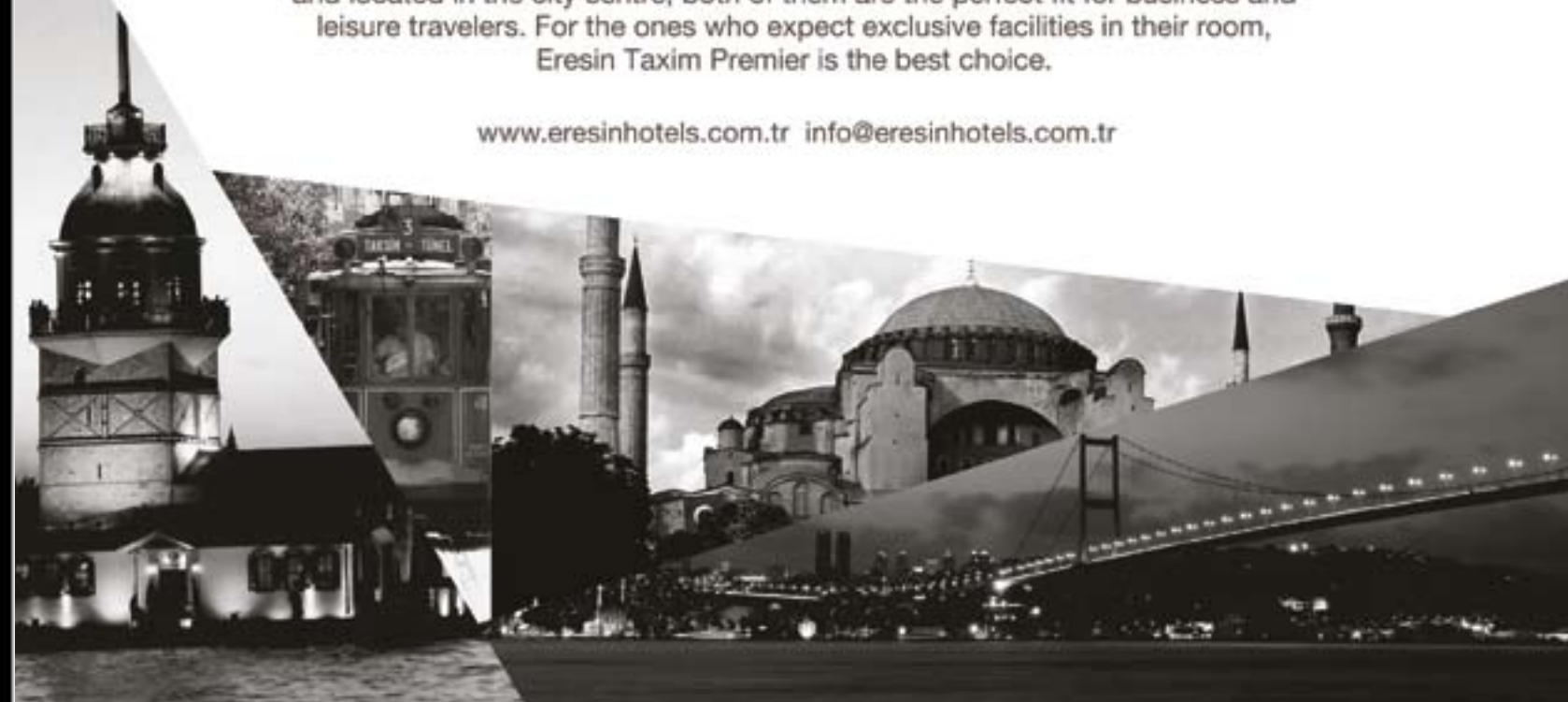
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Welcome to the ITB special edition of Turizm Aktüel

Another year has passed and once again we are in Berlin. During the year left behind, many things have changed in Turkey and all over the world. As a dynamic branch of economy tourism is influenced by these changes. We experienced hard times but managed to overcome them. 2013 has been an exciting year in many aspects. It has been a year of changing values and changing balances...

But 2013 brought along nice things as well. Turkey has moved up to the sixth rank in global tourism, with close to 35 millions of visitors from abroad, resulting in a growth rate of 9.8 percent compared to 2012. If people of Turkish origin living abroad are added, the number of visitors from abroad amounts to more than 39 millions of people. This resulted in 383 millions of hotel nights, with a growth rate of 3.4 percent.

Figures like the ones mentioned above might appear boring, but for tourism professionals in Turkey they are of high importance, because they represent our success in 2013, and they even shed light on our future, indicating that following the interest of foreign visitors in Turkey also the interest of potential investors will increase. As a matter of fact most international hotel chains are present in Turkey now, and quite a lot of investments are being realised right now. Developments of this kind give us hope for the future of our branch of economy.

As far as we are concerned, we are happy to show ourselves with a new ITB special edition in Berlin. We offer you news from our branch, information on the newest hotel investments, hunches and valuations from professionals in the wake of the new season and some interviews. Our next special edition will be presented for the Arabian Travel Market in Dubai in May. We are looking forward to meet again in Dubai...

Hasan Arslan
harslan@turizmaktuel.com



White House Hotel

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





GERMAN OPERATORS WELCOME EXTRA CAPACITY

Tour operators in Germany have welcomed the current massive expansion of hotel capacity in Turkey.

As many as 16 new hotels with 6,000 rooms will open on the Turkish Riviera this year after 10 properties with 4,500 rooms already opened their doors in 2013. Alanya will see six new hotels this year, Belek three, Kemer three and Side four. Virtually all the new properties have five stars. Experts believe this boom will not necessarily lead to over-capacity and the kind of price war that would inevitably break out in other destinations. For tour operators, the boom represents a general improvement in the overall hotel quality on the Turkish Riviera. "A broad quality improvement is taking place on the Riviera at present," said Altan Tarakci, Turkish Riviera product manager for Öger Tours, the Thomas Cook brand. "Because of the pressure created by the new buildings all the others have to improve as well. The whole region is benefiting as a result, he explained. The days of small, family-run hotels are over. "Both service and hardware have to be top, he said. Two of the new hotels have even named themselves "Platinum", he noted. "Gold doesn't seem to be good enough today." Kadir Ugur, managing director of Turkey specialist Bentour, agreed. "If I had my way, then even twice as many new properties would be built," he declared. "The good ones aren't afraid of competition and the others are eliminated." He also predicted that hotels on the Riviera would start to segment themselves according to source markets and customer needs, partly for language reasons. "I believe there will be four big different landscapes in future: for Western Europeans, for Russians, for Asians and for Muslims." Among hoteliers, Crystal Group is focusing on large luxury properties, including the 886-room Crystal Waterworld and 584-room Crystal Sunset, which both opened in Belek last year, and the forthcoming Nirvana Lagoon in Kemer. The company will even open its own VIP area at Antalya airport and transfer guests in VIP shuttles to the new hotel, Eyüp Kıkce, sales manager Europe, said.



Eyüp Kıkce



Kadir Ugur



GERMANS WANT TO TRAVEL MORE

About 45% of Germans will definitely take a holiday this year, 2% more than at the same time last year, according to the long-running Tourism Analysis from the BAT Foundation for Future Topics. Although one third are still unsure if they will travel, experience shows that at least 10% of this group normally opts for a trip. "Overall, we can expect a further rise in travel intensity," said the organisation's head of research Ulrich Reinhardt.

In 2013, 57% of the German population went on a holiday of five days or more, the representative survey of 4,000 consumers aged 14 or more conducted last month found. This was the fifth year in a row with a rising figure.

Germany itself remained by far the most popular destination with about 37% of holiday trips last year. Spain was the clear leader among foreign destinations, with a slight rise to 13.2% of all trips by Germans, according to the survey. Second-placed Italy lost market share slightly while Turkey, in third place, saw stable demand. Austria, France, Croatia, Benelux, Greece, Scandinavia and Poland were the other top destinations in Europe. Both Spain and Italy can expect further growth this year but prospects for Turkey are less clear following the recent unrest in the country, according to Reinhardt.

Among overseas destinations, North Africa suffered from political turbulence but Asia proved more popular and North America staged a slight comeback. Spending dropped back slightly last year to €1,063 on average per person per trip. In addition, the average length of the main annual holiday dropped to 12.1 days last year from 14.8 days in 2000, partly due to the growth of short trips in recent years. (FVW)



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WEALTH-X REVEALS THE WORLD'S MOST EXCLUSIVE HOTEL SUITES

Here are the top five exclusive suites

- Royal Penthouse Suite at the Hotel President Wilson**
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- Royal Suite, Hotel Plaza Athenee**
Paris, France
Average price per night: **US\$27,000** 450 square metres
- Ty Warner Suite, Four Seasons Hotel**
New York City, USA
Average price per night: **\$41,000** 400 square metres
- Presidential Suite, Mandarin Oriental**
Pudong, Shanghai, China
Average price per night: **US\$26,450** 788 square metres
- Hilltop Estate Owner's, Laucala Island Resort**
Laucala Island, Fiji
Average price per night: **US\$40,000** 1,200 square metres
- Shangri-La Suite, Shangri-La Bosphorus**
Istanbul, Turkey,
Average price per night: **US\$26,385** 366 square metres
- Penthouse Suite, Grand Hyatt Cannes Hotel Martinez**
Cannes, France
Average price per night: **US\$37,500** 180 square metres
- Presidential Suite, Hotel Cala di Volpe**
Porto Cervo, Italy
Average price per night: **US\$26,000** 450 square metres
- The Royal Villa, Grand Resort Lagonissi**
Athens, Greece
Average price per night: **US\$35,000** 410 square metres
- The Apartment at The Connaught Hotel**
London, UK
Average price per night: **US\$23,500** 285 square metres

The list was compiled initially on the basis of average price per night, with one suite per city. Taste, style and exclusivity were also taken into account when evaluating the shortlist. Geneva's Lakeside Hotel takes top spot with US\$67,000/night suite.

WEALTH-X reveals the world's most exclusive hotel suites for lovers with deep pockets. "For the world's most demanding ultra wealthy individuals, only the best will do, regardless of cost," said Tara Loader Wilkinson, editor in chief at Wealth-X and editor at large at sister publication Billionaire. "With the help of travel consultants Kiwi Collection and Elite Travel International, we have ranked these hotel suites top in taste, opulence and amenities." The list was compiled initially on the basis of average price per night, with one suite per city. Taste, style and exclusivity were also taken into account when evaluating the shortlist.



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Fairmont Hotels & Resorts plans to debut in Istanbul, Turkey in 2016

FAIRMONT TO DEBUT IN ISTANBUL IN 2016

Fairmont Hotels & Resorts plans to open a 210 - room hotel together with branded residences here in 2016 as part of the Quasar Istanbul complex, a new mixed-use development in the Sisli district.

The project is being developed through a joint venture between Viatrans-Meydanbey. Viatrans is a Geneva, Switzerland-based company specializing in shipping logistics and insurance as well as commercial real estate. The Quasar Istanbul complex is in the central business district whose showpiece is the former Mecidiyeköy Liqueur and Cognac Factory. Built in the 1930s on then-undeveloped land, the factory was designed by Robert Mallet-Stevens, who, with Le Corbusier, was among the influential modern French architects of that era.

Two 41-story towers will sit above a four-story office podium with fitness facilities and luxury retail stores. The towers will house a Fairmont Hotel and Fairmont Residences as well as Quasar Residences and offices that will be managed by Fairmont. The hotel will feature Fairmont Gold, the brand's hotel within a hotel lifestyle offering, a number of lounges and several restaurants, function space and a Willow Stream Spa.

The two residences are whole-ownership, private homes and will offer studios, one and two-bedroom apartments and three-bedroom duplexes. While in residence, owners will have access to a private lounge and a number of services and amenities, such as 24-hour concierge, wine cellar, preferred pricing for various hotel offerings, including dining, spa and fitness, meeting facilities, hotel guestrooms and other services. Owners also will be awarded VIP status and privileges when they travel to any Fairmont hotels or resorts worldwide. The former distillery, located adjacent to the hotel, will undergo a restoration echoing the Modern style of its French designer to become a culture, fashion and arts center for

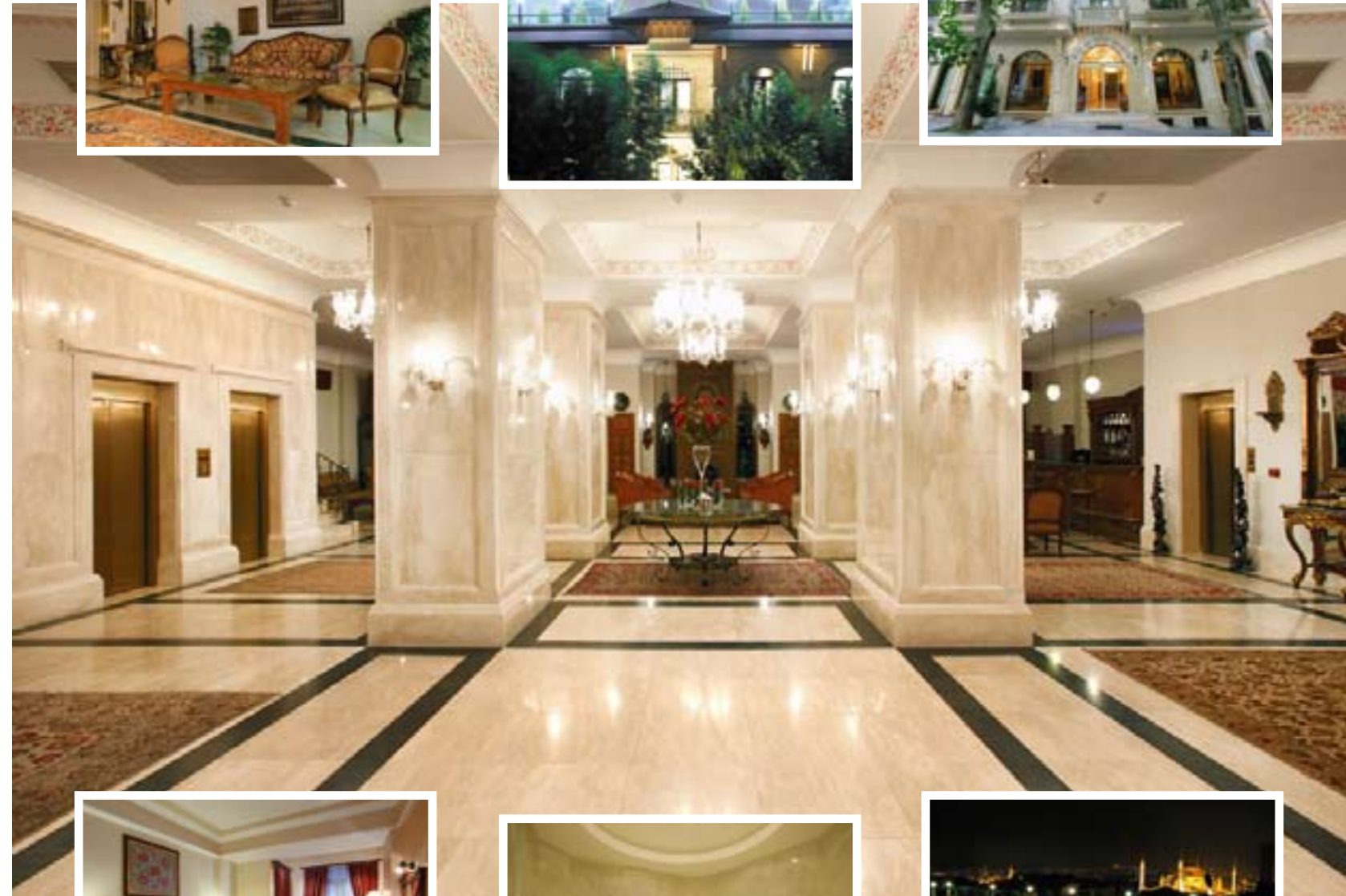
events and exhibits. Open space also is planned for the development of a city park and recreation area. "Istanbul is an exciting, dynamic city that will appeal to our business and leisure guests," said Jennifer Fox, president of Fairmont Hotels & Resorts. "As well as complementing our other developments in the region, it is very exciting to be partnering with Viatrans on this amazing project blending hotel, residential and community space." Fairmont Quasar, Istanbul is the most recent project to be announced by the brand in the region and joins Fairmont Kyiv, Ukraine; Fairmont Baku, Azerbaijan (2013) and Fairmont Pekin, Moscow (2016).

The hotel will be joined by branded residences and is part of the Quasar Istanbul complex, a mixed-use development in the Sisli district.




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310.000 VISITORS IN SKIES OVER CAPPADOCIA

In 2013, 310,000 visitors enjoyed hot air ballooning over Cappadocia, a well-known Turkish tourist destination of unique underground cities carved into the rocks.

Cappadocia, located in the Anatolian province of Nevsehir, is famous for its spectacular geography of minaret-shaped sedimentary rocks, called peri bacaları, or 'fairy chimneys', formed by ancient volcano eruptions. The Nevsehir Representative of the Turkish Civil Aviation Directorate (SGHM) reported that the number of people taking hot air balloon rides increased from 235,000 in 2011 to 310,000 in 2013, with the number of balloons increasing to 220.

The region is one of the top three sites in the world for hot air ballooning, boasting excellent air conditions for flights. Balloons drift over the chimneys, houses carved into unique rock formations, and magnificent valleys. Hot air balloon tours can be arranged any time of year and cost approximately €110-130. Tours are usually arranged two to three hours before sunset when winds are typically lighter, thus avoiding extreme air currents.

Cappadocia's main attraction is the relative lack of wind and the bird's eye view of breathtaking landscapes. Now with a tougher inspection schedule, the Civil Aviation General Directorate is aiming to make the experience even safer and more comfortable.

SGHM's Nevsehir representative reported that there has been a serious increase in ballooning activity in the Cappadocia region,

with the number of companies operating hot air balloons rising from just eight in 2006 to 22 in 2013. In line with such an increase, the number of pilots licensed to operate hot air balloons has increased from 43 in 2006 to above 200.

SGHM representative Sinan Cetinkaya stated that although hot air ballooning is one of the safest forms of flying, with the number of companies and clients steadily increasing stricter safety measures should be taken. In order to ensure safe and secure flights, SGHM has launched its Nevsehir Office in June 2013 and will be publishing more advanced and detailed regulations complimented by more regular inspections.

Cetinkaya also said that in order to monitor problems and be aware of new developments in hot air ballooning, a team has been established to arrange meetings with local agencies and companies and provide reports to SGHM. Since balloons are only used for entertainment and not for transportation, any kind of incident or problem, no matter how small, would be considered disastrous for the tourism industry.

Some of the new regulations regarding hot



air ballooning focus on limiting the number of passengers in a balloon. "In order to prevent overloading of the balloons above the maximum number allowed, we will determine the maximum capacity for each type of balloon and make sure that the number is visibly displayed on the balloon. Thus, the passengers would be able to see the capacity before they enter the balloon. In the past, balloon companies allowed up to 28 to 30 people on a single balloon, but with new regulations in place, the maximum number allowed will be 20," Cetinkaya said.



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GM Grand Haber Hotel: The European Market Grows



Metin Peltek stresses the fact that the European Market grows, but thinks that the growing demand will not fill the new beds. **HALİL ÖNCÜ**

According to Metin Peltek, "the European Market is growing. I would like to express the opinion that the information we received on the European trade fair shows indicate a positive atmosphere in Europe. We also witness increasing bookings. On the other hand this increase in demand will not be able to fill all the new beds. Because of this the growth on the European market is not very important. We'll have to wait and see what will happen during the season."

Peltek stresses the influence of political unrest in a lot of countries all over the world on tourism and states: "Personally I am a bit worried because of the political developments in some countries and their possible outcome on tourism. There is serious trouble in Ukraine,

the Middle East and in Thailand. If you take all these into account as a whole this might cause problems. And there is political unrest in Turkey as well from time to time, and this has to be taken into account as well. Thus this season does not provide a net picture for me. In Kemer, our biggest market is Russia. With the devaluation of the rouble we experienced a serious slowing in early reservations, and we have not been able to achieve the booking numbers we had in December and January. There was a sudden cut to be witnessed. If the rouble should regain its value the season will be as good as the last one, but not a really very good one. On the other hand facilities with high quality and good service and thus satisfying their guests will always keep up good booking rates and even achieve growth rates in any year."



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TOURISM UP 9.8 PCT IN 2013 NEARING 35 MILLION VISITORS

The number of foreign tourists visiting Turkey increased by 10 percent in 2013 compared to the previous year, despite the high tensions in neighboring Syria and Iraq and the political turmoil.

The Culture and Tourism Ministry said 34.9 million foreign tourists visited Turkey last year, while the number was 31.7 million in 2012.

"We are one of the top countries in the world with potential for tourism," Culture and Tourism Minister Ömer Çelik said, adding Turkey's tourism is on the rise, despite the regional and local crises. The numbers include Turks living in Europe who spend their holidays in Turkey. More than 4.5 million Turks residing abroad visited Turkey in 2013. Turkey was the sixth most popular destination in the world last year and Turkey's southern city Antalya beat all records by attracting 12 million visitors, according to figures from the U.N. and Turkey's Culture and Tourism office. Three million Russians and two million Germans visited Antalya, a city of one million last year.

Fifty-two million more people travelled



the world in 2013 when compared to 2012 according to the U.N. World Tourism Organization (UNWTO), an organization which monitors trends in international tourism. France attracted more tourists than any other country in the world, while the United States came in second place, with China, Spain and Italy completing the top five most visited countries. Germany,



Russia and the United Kingdom are the top three sources of Turkey's tourists. In 2013, Germany sent 5.4 million, Russia sent 4.5 million and the UK sent over 2.5 million tourists to Turkey. Antalya was the number one destination, attracting 11.1 million tourists, while İstanbul came second, with 10.5 million. Muğla ranked third, with over 3 million.



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HILTON WORLDWIDE adds 50th hotel to growing Turkey portfolio

The newest property, owned by Ever Kocaeli Turizm Ticaret A.Ş., will be branded under the Hampton by Hilton brand and plans to open to guests in early 2016.



Hilton Worldwide today announced that it has reached an agreement to operate its 50th hotel in Turkey. The newest property, owned by Ever Kocaeli Turizm Ticaret A.Ş., will be branded under the Hampton by Hilton brand and plans to open to guests in early 2016. Turkey attracts more than 30 million visitors each year and Hilton Worldwide has maintained rapid growth in the country since 2007, when it had fewer than 10 hotels in operation. In the last month alone it has announced two new projects in Izmir with a further hotel planned in Istanbul, while recent openings include the new Hilton Istanbul Bomonti Hotel and Conference Centre in the heart of the capital. The stylish new hotel, which is the largest in Istanbul, includes 12,000 square metres of state of the art events space and 829 guest rooms and suites. Jim Holthouser, executive vice president, global brands, Hilton Worldwide said, "Our brands have proven popular in Turkey, whether they are opulent, large scale properties with sophisticated conference and events facilities or friendly, focused service hotels in prime leisure locations. Turkey's enduring popularity represents a great opportunity for our hotels, and as tourism and business travel continues to gather pace, we will look for further locations in which to introduce our great value, quality brands."

Hampton by Hilton Kocaeli will be located near the centre of Kocaeli, one of Turkey's most affluent cities and a powerhouse of industry and manufacturing. The hotel will have 147 guest rooms, a breakfast area and 24/7 snack bar, in addition to a work zone and fitness centre. As with all Hampton by Hilton properties, breakfast will be included in the hotel's room rate and guests at the hotel will be subject to Hampton by Hilton's 100% Satisfaction Guarantee. Patrick Fitzgibbon, senior vice president, development, Europe & Africa, Hilton Worldwide said, "This agreement marks an important milestone in our European growth story. Istanbul's flight connectivity is growing faster than any other global city and there is a clear correlating demand for business and leisure accommodation in Turkey's best locations. These new hotels reaffirm our long term commitment to one of Europe's most exciting markets." Hampton by Hilton has a global presence, and has proven popular with value conscious travelers, offering a friendly welcome and competitive room rate. The new hotel joins two hotels in Turkey currently operating under the brand: Hampton by Hilton Bursa, located 20km from the Sea of Marmara and Hampton by Hilton Ordu, situated on the Black Sea.

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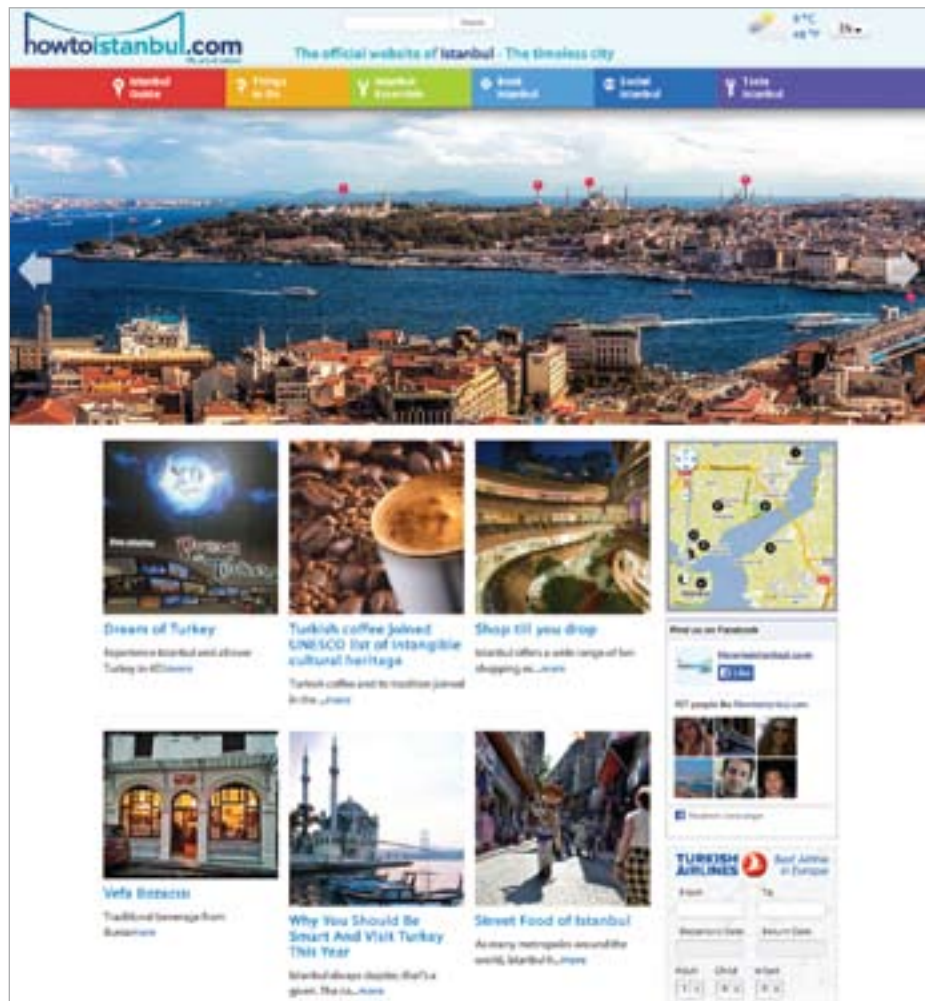
The Official Website of Istanbul has been launched!

Howtoistanbul.com is the official website of Istanbul, established by Istanbul Governorship and supported by Istanbul Development Agency.

Howtoistanbul.com is a result of the Istanbul Digital Platform Project which continued for 10 months, while the actual web/content production took approximately 6 months to complete. Therefore, many partners have put a great deal of effort to establish the official website of Istanbul in such a limited time. Istanbul's legal institutions, museums, travel agencies and many other sectoral representatives contributed to the creation of this Digital Platform, which extensively reflects the social and cultural life of Istanbul as well as aims to increase the quality and accessibility to tourism services.

The Official Destination Portal of Istanbul, Howtoistanbul.com has 6 coordinator partners ;

Everything about Istanbul at one point... With more than 70 contributing partners. Among them are, 16 municipalities of Istanbul, historic landmarks, modern museums, art museums and art centers, Turkish Airlines, AtlasJet Airlines, event module Biletix (Ticketmaster), top 3 football clubs, Century Old Brands Association, Istanbul Foundation of Culture & Arts, Expedia hotels, Team Parks, Natural Parks, Istanbul Birds Associations, means of transportation in Istanbul, Turkish Leather Brands, Turkish Society of Travel Agencies, TURSAB Museum Enterprises, Turkish Baths, Mosques and Churches, etc. Howtoistanbul.com is the only official website of Istanbul with rich, trustworthy and original content of the city. Howtoistanbul.com includes historic landmarks, museums and many other



attractions of Istanbul such as Topkapi Palace, Hagia Sophia Museum, Blue Mosque, Unesco World Heritage sites, Bosphorus Shores and Villas, towns and neighbourhoods of the city, recreational areas with Bird watching information, forests, beaches, restaurants, hotels, street food in Istanbul, events in Istanbul, local ferry, bus and metro, traditional Bazaars and modern shopping malls, shopping streets and districts... The website is user-friendly and will be multi-lingual soon (4 more languages beside English will be added) It will be introduced and

promoted in 42 Turkish Tourism Information Offices worldwide. All Social Media channels of Howtoistanbul.com are new, vibrant and active; Facebook, Youtube, Pinterest, Google+, Flickr, Twitter, etc. Many TURSAB member travel agencies and their tours are also included in Howtoistanbul.com. Mobile application of Howtoistanbul.com will soon be ready. Howtoistanbul.com aims to provide useful, user-friendly and valuable information to all visitors to Istanbul, before their visit, during their visit and after their visit to Istanbul by social media.



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Turkish aviation exceeds **150 million** passengers in 2013

Turkey's civil aviation had a record-breaking year as the passenger number jumped to over 150 million in 2013, the country's transportation minister has announced.



The number of passengers has been posting remarkable rises steadily since the liberalization of the sector in 2003 but the numbers climbed to a record high in 2013 with a 14.6 percent rise from the previous year, Turkish Transportation Minister Lütfi Elvan said. Most of the growth was driven by the domestic passenger traffic across the country that has jumped 17.6 percent to 76.1 million, Elvan said. "While the number of passengers flying on domestic lines was 8 million in 2002, today the number of domestic passengers exceeds Turkey's population, which is around 76 million," he stated. "This situation shows people from every section of the country can use airlines." Elvan also noted the number of international flight passengers approached 73.4 million last year, surging by 11.8 percent from 2012. Istanbul Atatürk Airport, which is located on the European side of the city, also kept its top place as the busiest airport with 17.2 million domestic and 34 million international flight passengers, marking 12 and 14 percent increases, respectively. On the internal flight basis, Istanbul's second airport located on the Asian side, Sabiha Gökçen ranked second with a 23 percent rise to 11.9 million, while Ankara Esenboğa Airport followed them with 9 million passengers, despite a 22 percent jump on an annual basis.

THANK YOU

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Şeref Karakan always kept Spa Hotel Colossae Thermal at its success position since 1996.

ŞEREF KARAKAN: WE INTEGRATED CONGRESS AND THERMAL TOURISM

Spa Hotel Colossae Thermal gives an opportunity of two different thermal water for the usage of their guests. It is difficult to find two different thermal water together which is useful for multi diseases in other locations.

HASAN ARSLAN

Spa Hotel Colossae Thermal Hotel is located on land of generous of Turkey. Turizm aktüel interviewed with Şeref Karakan General Manager of the Hotel from the opening of the hotel 1993.

We would like hear opening story of Spa Hotel Colossae Thermal Hotel?

Spa Hotel Colossae Thermal hotel was the first five star Hotel in the region which was opened in 1993. After a couple of years in 1997 the Hotel opened health center by completing documents from the Ministry of Health in order to operate as Thermal Hotel establishment. In 2004, we added a soccer stadium for our multi sport activities which we realised opening with the ceremony National Soccer team. In our Health Center, the Hotel has been given the services of a number of different massages, herb baths, peeling, skin and body cares packages which

supplies to their guests in order to purify the guests stress. In 2010, the Hotel was totally renovated and continues to give services today's modern face. The Hotel continues to get all the certificates like Green Star License in 2013 from the Ministry of Culture and Tourism of Turkey. Beside this, the Hotel just opened a helicopter landing field for their guests.

Spa Hotel Colossae Thermal Hotel is located in a special location. Could you tell us more about the advantages of this region to your guests?

Our Hotel is not just offering accommodation comfort to our guests. There is also possibility to see the historical sites of the region. Like the miniature image of Pamukkale of Kaklık Cave, one of the famous seven churches of Little Asia Laodikeia, Aphrodisias was named after Aphrodite, the goddess of love, ancient



ephesus which covers one of the ancient wonders of the world named Artemis. Besides this, Buldan and Babadaglılar Business Center and within the Old city culture, handicrafts and special weaving.

Do you have care units within the Hotel?

Within the Hotel; it exits Health Center Complex specialists with the certificates from the Ministry of Health, thermal pools, private thermal baths, sauna, Turkish bath, jacuzzi, steam baths, fitness hall, semi Olympic open pool, soccer, volleyball, basketball area, squash, tennis court, billiard, ping pong, trekking, jogging areas for sporting activities. Health care programmes are applied after the doctors check ups at Health center for the applications of massage types, mud therapy and also exercises. Anti stress programmes are the major and mostly used when you think of a number of care programmes.

Spa Hotel Colossae Thermal Hotel is not only serving accommodation comfort and also giving an opportunity to visit historical sites of the region.



Spa Hotel Colossae Thermal Hotel, was totally renovated in 2010 and also giving high standards service to its guests.



Turkey and Neighbours Hotel Investment Conference Returns to Istanbul in 2014

The Turkey and Neighbours Hotel Investment Conference (CATHIC), the region's leading hospitality conference, will return to Istanbul for the fourth year running 9-10 June 2014 at the newly opened Hilton Istanbul Bomonti Hotel & Conference Center.

The event will showcase investment opportunities available in Turkey and provide an opportunity to meet the industry's top-level executives with a wide range of knowledge from both the local and international perspective. "Turkey is a key market for investors seeking growth opportunities. CATHIC provides the perfect venue for both the local and international market to come together to listen, learn and network" said Mehmet Önkal, Managing Partner, BDO Hospitality Consulting. According to the World Tourism Organization (UNWTO) 2013 report on global tourism, Turkey ranked third in terms of increasing tourism revenues for the first eight months of 2013, an increase of 22 percent compared with the same period in the previous year. The CATHIC Advisory Board, composed of high-level investors and industry experts, recently convened in Istanbul to discuss opportunities and challenges facing the region's burgeoning tourism and hospitality sector. Board members include A. Murat



Ersoy, President, Turkish Tourism Investors Association (TYD); Ömer İsvan, President, Servotel Corporation; Emre Narin, Vice President, Marti Hotels & Marinas and Marti Gayrimenkul Yatırım Ortaklığı AS, a Turkey-based real estate investment company; and Mehmet Önkal, Managing Partner, BDO Hospitality Consulting. "The advisory board is instrumental in developing a well-rounded and balanced programme with topics and regional issues to be presented and discussed at the conference, ensuring that CATHIC remains an event created by the industry,

for the industry," said Marilyn McHugh, Vice President of global events for Questex Hospitality + Travel. This year's event, which attracted more than 300 delegates from 23 countries, highlighted the need to alter the current perceptions surrounding investment in the Turkish market as well as instigating more open and in-depth conversations between the government and the investment community. The advisory board also identified an opportunity in the CATHIC programme for a focus on the

resort market and plans are already underway to include a steam dedicated to this important segment of the Turkish hospitality industry. A selection of other key issues from the meeting include: the role transportation and air linkages play in hotel and tourism investment, opportunities for development in the luxury market, how to minimise unused hotel capacity, the development of extended-stay and mixed-use products including residential complexes and the paradigm shift to social platforms within the hospitality industry.

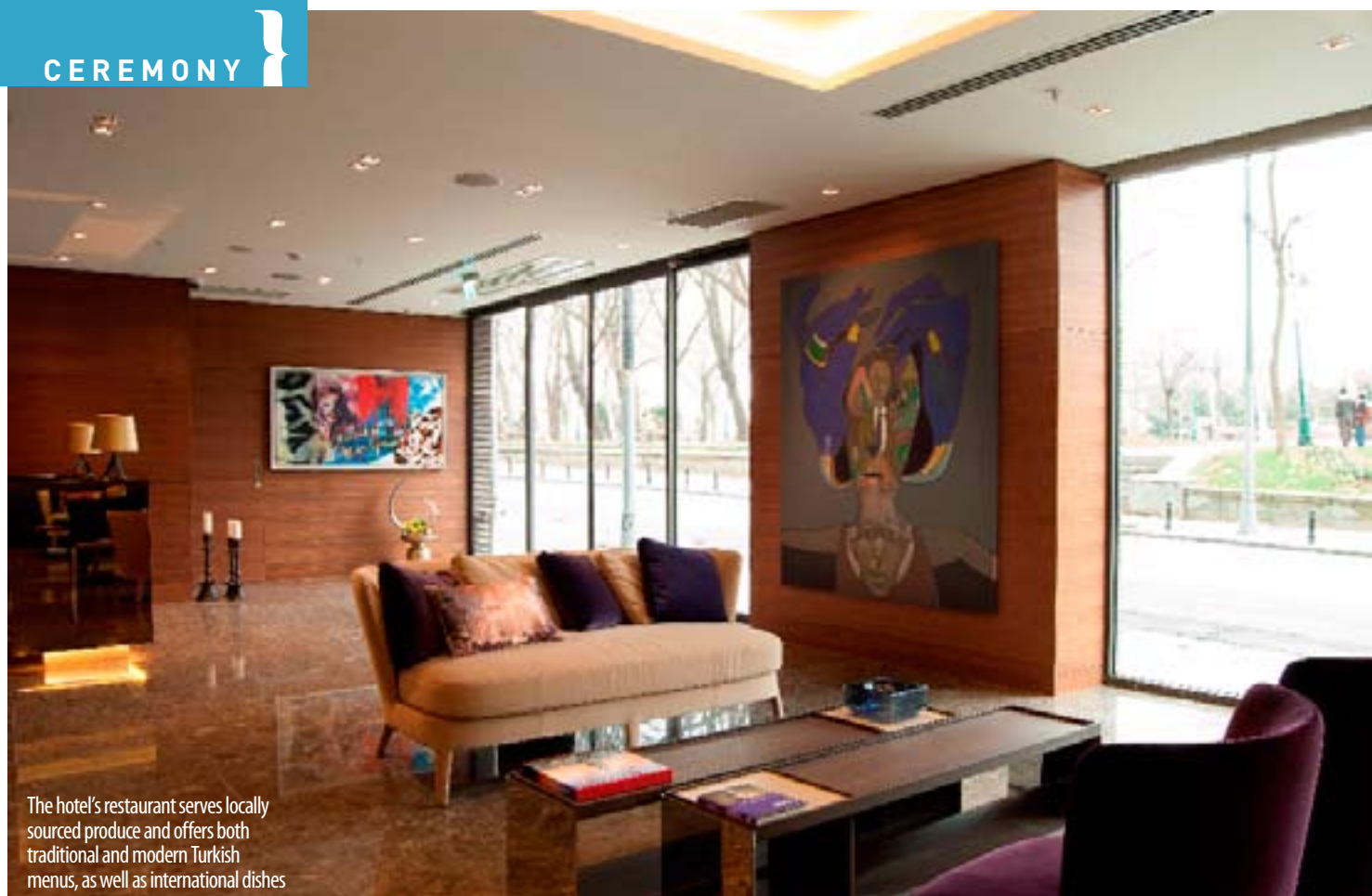


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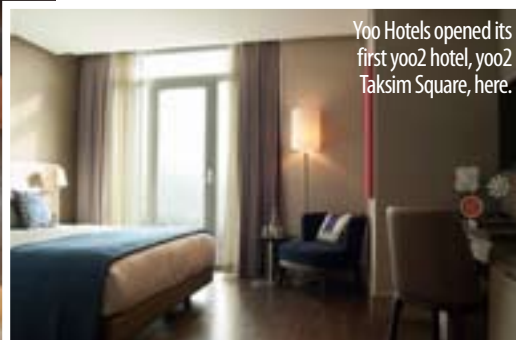
The hotel's restaurant serves locally sourced produce and offers both traditional and modern Turkish menus, as well as international dishes

YOO HOTELS OPENS FIRST YOO2 HOTEL IN TURKEY

YOO HOTELS OPENED ITS FIRST YOO2 HOTEL, YOO2 TAKSIM SQUARE, HERE [HALİL TUNCER](#)



Yoo2 is a departure from its sister-brand, yoo, a global design brand. Its entire ethos "is about creating extraordinary living spaces and positions itself as a playful and vibrant mix of creative design that is locally tuned for a global trendsetting crowd," attracting visitors who are fashion-conscious and lead the way in cultural change and creativity, according to the company. Marco Nijhof, CEO of yoo Hotels, stated, "We are excited to launch the first yoo2 hotel in Istanbul, a vibrant city rich in culture and heritage. Yoo2 Taksim Square appeals to those interested in both design



Yoo Hotels opened its first yoo2 hotel, yoo2 Taksim Square, here.

and modern lifestyle, looking for a great stay and a sense of local culture, whether traveling for business or leisure." With views of the Bosphorus and positioned on the steps of Gezi Park, yoo2 Taksim Square's design and technology highlight the 59 rooms and suites, which include a Family Suite, Classic Double, Classic Twin, Park Superior, Corner Bosphorus or Bosphorus Deluxe Room. Recycled materials have been used throughout the hotel public areas and rooms, including walnut tree casings and natural stone floors. The hotel's restaurant serves locally sourced produce and offers both traditional and modern Turkish menus, as well as international dishes. Yoo Hotels, part of yoo Ltd., is a design brand owned by Philippe Starck and John Hitchcox. With views of the Bosphorus and positioned on the steps of Gezi Park, yoo2 Taksim Square's design and technology highlight the 59 rooms and suites, which include a Family Suite, Classic Double, Classic Twin, Park Superior, Corner Bosphorus or Bosphorus Deluxe Room.



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REVEAL OF NEW TURKISH AIRLINES LOUNGE ISTANBUL

Following new global brand positioning, Turkish Airlines' flagship destination lounge is relaunched to showcase its worldwide reach and mark its place as the airline's hub city and the place to be when travelling.

Turkish Airlines Lounge Istanbul, already a world-class facility, has added another 2400 m² to its existing 3500 m², increasing the size by over 40% in order to meet the needs of growing passenger numbers. Located in the departure area of Ataturk Airport, Istanbul, the expanded lounge adds a second floor to the existing space and connects them with a spiral staircase that integrates a global sphere, representing the worldwide reach of Turkish Airlines. The new addition creates additional space and increases the capacity of the lounge to over 1000 guests. The existing facility, which included a children's playground, library, billiards area, prayer

room and teleconference section, has seen an expansion of the rest and shower space as well as additional massage beds. The enhanced lounge caters to virtually every passenger need - whether that is to sit

quietly or find activities that help to pass the pre-flight time. The lounge concept provides a wide range of activities and services that will bring additional satisfaction to customers with diverse requirements.

The lounge is operated by Turkish Airlines' catering partner, Turkish DO&CO, a group that has repeatedly won awards for providing Turkish Airlines' passengers with the best meals in the sky. The same attention to detail and variety is evident in the multiple and changing varieties of food available to the lounge guests. Meals and snacks are provided as appropriate to the time of day and many items are cooked on site to ensure maximum



The lounge combines both modern and traditional design, a space able to provide traditional Turkish hospitality in a setting that offers the most modern conveniences, such as free Wi-Fi access through the lounge.

flavor and freshness. Equally varied is the selection of beverages which provide something for every passenger's needs. The spiral staircase connects the two sections of the lounge and its design represents the connectivity that Turkish Airlines provides to its global customer base. It incorporates a tea garden reminiscent of those found in Istanbul and provides an experience similar to places in the city where both residents and visitors can enjoy a Turkish tea and bagel. If you wish to have heartier fare or wish to learn a bit about Turkish cuisine, the lounge provides unique tastes of Turkish and World dishes with a twist not found in other airline lounges. For instance, it includes pastries prepared according to the recipes from Vienna's

famous pastry shop, Demel. And there is a local corner where chefs prepare regional Turkish delicacies that appeal to both the eye and the taste buds under a classically designed copper range hood-including 'Mant?' and 'Gozleme'. In another corner guests can sample famous specialties such as 'Turkish Pide' and 'Borek'; newly roasted in its special oven. Plus, throughout the lounge there are offerings of fruit, salads, appetizers and nuts as part of Turkish hospitality. For those wishing a bit more excitement, there is a miniature model of Istanbul through which guests may experience a virtual car rally as well as other game consoles and electronic diversions. In keeping with Turkish Airlines' ongoing support of golf related events as 'Turkish Airlines

Open', the lounge includes a realistic golf simulator for passengers interested in trying their skills while awaiting a flight. In short, the refurbished and expanded lounge offers, depending on one's mood and needs, a place of quiet relaxation, a place to shower and revive, a place to snack, dine or watch food presentations, a spot for children to play and/or an arcade full of exciting and challenging electronic diversions. These are all integrated into a space that reflects both Ottoman and Seljuk architectural roots with different activities available in each colonnaded section. The wide range of activities and services transforms preflight or connecting time into its own special experience, unique to Turkish Airlines.



60 MILLION DOLLAR INVESTMENT OF ELITE WORLD STARTS TO PROVIDE SERVICE



Elite World Business Hotel, the most luxurious hotel of Florya that is one of the most strategic points of business life has been put into service with the participation of Efreem Harkham, CEO of Luxe Worldwide Hotels.

The first guest of Elite World Business Hotel that has been put into service with 60 million dollar investment by the Elit Turizm Yatırım A.Ş. became Efreem Harkham who is the CEO of Luxe Worldwide Hotels and came to Turkey for the opening ceremony. Efreem Harkham, the CEO of Luxe Worldwide Hotels which is one of the significant international hotel chains all over the world came to Turkey for the opening ceremony held on January 23rd, Thursday of Elite World Business which is the new investment of Elite VWorld Hotels, the only member of Luxe Worldwide Hotels in Turkey. While Efreem Harkham, the CEO of Luxe Worldwide Hotels visiting Turkey for the opening ceremony of Elite World Business Hotel that has started to provide service by 60 million dollar investment was expressing his appreciation as being the first guest stayed at the hotel, he presented his compliments to the management of Elite World Hotels about the successful Business Hotel concept. Elite World Business Hotel that is the member of Luxe Worldwide Business which incorporates 200 hotels especially business hotels in 64 cities on five continents and that is among the program partners of THY Miles& Smiles will open a new era with such features as being a point linking the whole world to Istanbul. Elite World Business Hotel will offer a different alternative with its quality and unique service towards the business and tourism intended accommodation and meetings in terms of its convention halls and area of activity. Target is to have 8 hotels within 5 years Elite World Hotels presenting the 4 star "superior" Elite World Prestige in Istanbul Taksim having 102 rooms capacity; 5 star Elite World Istanbul having 245 rooms; and 5 star Elite World Van Hotel having 230 rooms will continue to grow with the new rings of the chain. Elit Turizm Yatırım A.Ş. that puts Elite World Business Hotel into service with 60 million dollar investment on January 23rd 2014 will increase the number of hotels to 8 within 5 years.



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EUROPEAN HOTEL PRICES DROP TO THREE-YEAR LOW

Based on the 23 most popular European countries on trivago, hotel prices have decreased by an average of 7 per cent year-on-year. One night this month will cost an average of £82, compared to £88 during February 2013.

Hotel prices in France, Italy, Poland, Portugal, Turkey and Southern Cyprus have dropped to the lowest average price per night since January 2011, according to the February trivago Hotel Price Index (tHPI) reported monthly by hotel comparison website trivago.co.uk. Based on the 23 most popular European countries on trivago, hotel prices have decreased by an average of 7 per cent year-on-year. One night this month will cost an average of £82, compared to £88 during February 2013.

HOTEL PRICES AT THREE-YEAR LOW

Most notable is Poland, down 57% from the most expensive month (June 2012), when one night cost an average of £106. One night in Poland this month will cost just £46 on average. Also showing large percentage decreases are Southern Cyprus (down 52 per cent from £128 per night during August 2011) and Turkey (down 51 per cent from £143 during May 2013). One night in Southern Cyprus

HOTEL PRICES AT THREE-YEAR LOW

Country	Price Feb 2014	Most Expensive Month	Percentage Decrease
Poland	£46	£106 (June 2012)	-57%
Southern Cyprus	£61	£128 (August 2011)	-52%
Turkey	£70	£143 (May 2013)	-51%
Italy	£83	£135 (May 2011)	-39%
Portugal	£60	£94 (August 2011)	-36%
France	£100	£149 (June 2011)	-33%

will cost an average of £61 this month and one night in Turkey £70. When looking at individual cities, Rome, Vienna and Istanbul are displaying the cheapest hotel prices since January 2011. One night during February will cost on average of just £79 in Rome (compared to £158 during May 2011), £83 in Vienna (compared to £125 in May 2011) and £71 in Istanbul (compared to £159 in May 2013).

HOTEL PRICES DOWN 7% YEAR-ON-YEAR

Compared to this time last year, European hotel prices have decreased by an average of 7 per cent to £82 per night. The most notable countries are Norway (down 15 per cent to an average of £123 per night), Bulgaria (also down 15 per cent to £46 per night), France (down 12 per cent to £100) and Sweden (also down 12 per cent to £130). Individual cities with the largest Y-O-Y percentages decreases are Oslo (down 14 per cent to £125), Sofia (down 13 per cent to £47) and Munich (down 11 per cent to £98). Denise Bartlett, UK Public Relations, says: "Although it is normal to see huge price differences between summer and winter, particularly during January and February, it is unusual to see a year-on-year drop in hotel prices of more than a few per cent. This suggests a general trend of decreasing hotel prices, and it will be interesting to see how hotel prices this summer compare to the summer of 2013. It is also surprising to note that the highest hotel prices over the past three years occurred primarily during the month of May, followed by June and August - with little appearance of July. With the debate on prices during school holidays compared to prices during term time continuing, it is clear that hotel prices are at their highest during the May half term and August summer holiday."



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THIS SUMMER HOTELS WILL FILL WITH DOLLARS



Turkey's travel industry follows the development on the foreign currency market with interest. The decreasing worth of the Turkish Lira and the end of the economic crisis in Europe make Turkey more attractive for European tourists. 2014 might become a record year for Turkey's tourism. **KEREM KÖFTEOĞLU**

Developments on the foreign currency market are very important for tourism managers. If one keeps in mind that most of the tourists visiting Turkey come from Europe, the increase of worth of the Euro against the Turkish Lira will have positive effects on tourism in Turkey. We asked the leading tourism managers in Turkey how the developments on the foreign currency market will influence the coming tourism season. The answers we received indicate that the volatility on the foreign currency market will boost the interest of European tourists in visiting Turkey.

On the other hand the rouble has lost about 6 percent against the US dollar in Russia which happens to be the second most important tourism market for Turkey. According to the tourism professionals this loss of the rouble might result in a small decrease of early bookings. But since the political upheavals in Egypt and Thailand as two of the best loved destinations of Russian tourists keep on going on, Turkey is bound to weather this storm. Istanbul, the second most important tourism destination after Antalya, has started very good into 2014. The number of visitors from abroad shows an increase of 19 percent in

comparison to January 2013, and this also indicates that 2014 will be a good tourism year for Turkey. But let's leave the word to the tourism experts after all...

THE APPLE OF THE EYE FOR EUROPEAN TOURISTS

Germany is the pulling locomotive for the European tourism market, indicating overall developments for all of Europe. According to the tourism authorities in Germany, bookings in January have reached record levels. This stems from the fact that this year school

holidays in the 16 federal states of Germany will take place in the relatively short period of only 71 days. According to Thomas Cook, FTI and Alltours, three of the leading German tour operators, booking figures for Turkey are very high. Besides, according to the "Holiday Money Report" by the British Post Office, the Pound Sterling has won about 22 percent against the Turkish Lira, thus making Turkey a much more affordable holiday destination another point indicating that Turkey might be Europe's rising star this year. Crystal Hotels' CEO Umman Çetinbaş expects the developments on the foreign currency market to result in more money in the hands of the tourists, which will not necessarily lead to longer holidays, but: "if the amount of TL tourists receive when they exchange their currency increases, they

will spend more on shopping, and they will consume more. I expect a decrease in the number of Russian and an increase in the number of European tourists for this season." According to Çetinbaş, the decrease of Russian tourists will not be distinct: "I do not expect a serious decrease on this market. But even if it should come to this the improving relations with Israel and positive developments on the internal market will balance its effects." Burhan Sili, the President of the Association of Tourism Entrepreneurs Alanya (ALTİD), concerning the Scandinavian Market emphasizes that visitors from this region generally prefer Alanya as destination and adds: "We see that the interest of Scandinavian people in our region of Alanya is stable. The number of tourists might not increase a lot, but it will not stagnate either."

"THE RUSSIAN MARKET WILL HAVE NO MAJOR EFFECTS"

The Federal Bank of Russia indicated that the Rouble lost about 6 percent against a currency mix of 55 percent US dollar and



Umman Çetinbaş



Burhan Sili



Yusuf Hacısüleyman

45 percent Euro. However, tourism professionals in Turkey do not expect the number of tourists from Russia to drop considerably. ALTİD's President Sili: "The loss of value of the Rouble might result in a small decrease in early bookings, but concerning normal bookings I expect the figures to get back to their normal levels."

Yusuf Hacısüleyman, the general manager of the Xanadu Hotel and President of the Union of Tourism Hotels and Facilities of the Mediterranean (AKTOB) is also convinced that the loss of value of the Rouble will not lead to a big decrease in the number of Russian visitors. Hacısüleyman sees the loss of the Rouble as a "small devaluation" and thinks: "If at all, this might influence tourists who prefer economic tours a little. If there is no other devaluation we don't expect a big decrease from Russia. Also one has to keep in mind that destinations like Egypt and Thailand which are preferred by Russian tourists are still in trouble. Thus Russian tourists will decide to spend

their holiday in Turkey. Also the demand for Turkey in Western Europe is increasing. In the light of these facts we expect growth rates of about three to four percent."



“LOSSES CAN BE BALANCED”

Ramazan Aslan, Chairman of the Board of the ASKA Hotels, stresses that there are tour operators who plan to expand with Turkey on the Russian market. These tour operators have secured guaranteed hotel capacities already. “For this reason the summer season is very important for the Russian market. If the plans I mentioned should succeed, Turkey will have a very good summer season. Also the first signals coming from Western Europe are positive.” This positive trend is enhanced by a growing demand stemming from the Middle East. Ramazan Aslan: “I am convinced that the increase of the number of visitors from Middle East countries will go on in the near future. If we keep up our high quality, growth rates will be attained each year.” Erkan Yağcı, member of the board of the Concorde



Ramazan Aslan



Ali Onaran



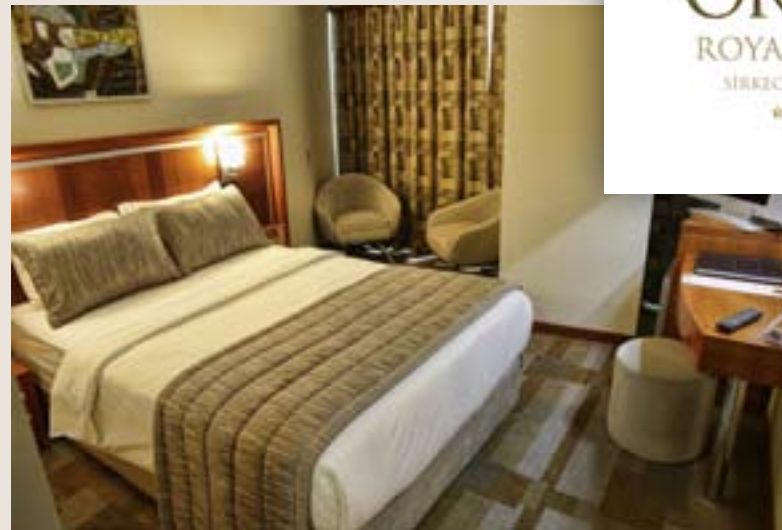
Erhan Çakay

De Luxe Resort concedes that further devaluations of the Rouble might lead to a decrease in numbers of visitors from Russia, but also underlines that: “there might be changes between different segments of hotels, there might also be a loss of accommodation nights, and in the end a diminishing demand. But the time is too early to anticipate this. The rate and the speed of the devaluation of the Rouble during the next months will be crucial.” Yağcı thinks that the Russian market will play a leading role in a further growth of mass tourism and that Russia could not be replaced by any other market if it should fail, but he also states: “If the decrease of demand on the Russian market shows a minor rate, we might be able to balance it with other markets”. Ali Onaran, chairman of the board of Prontotour, due to economic prices does not expect Turkey to experience losses on the Russian Market. Onaran also expects tourists from the West to prefer Turkey because Turkey has become more economic

“The devaluation of the Turkish Lira is an advantage for tourists from Europe. Because the major tour operators are able to obtain their tours for better prices, they will put Turkey on the forefront. If there should really be a decrease on one of our major markets we can easily balance this with visitors from Italy, the Netherlands or from Iran. Istanbul shows high growth rates anyway and might even reach Antalya. Our company expects growth rates between 15 and 20 percent stemming from new operations in France in relation with the Aegean Coast of Turkey.”

MIDDLE EASTERN MARKET GROWING

Erhan Çakay, the General Manager of Karnak Travel which caters to the Middle East and Africa market, underlines the fact that one should not treat Arab tourists on a short term basis, and emphasizes: “We have offices in Dubai, Damascus, Beirut, Casablanca, Tunis, Algeria and in Erbil along with our head office in Istanbul. This year we are working with about 2,000 tour operators from 18 different countries. If there are no politic problems and if we invest in tourism and PR during the elections, we will not experience any problems this year. We plan to bring 58,000 persons from our markets to Turkey, creating 125,000 accommodation nights and a cash flow of about 40 millions of dollars.”



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Nina and Vural Öger
(centre) with Selim Atas
(left) and Ali Dogan (right).

NEW TURKEY OPERATOR LAUNCHES IN GERMANY

Vural Öger's new tour operator V.Ö. Travel has officially launched on the German market with the presentation of its summer brochure for Turkey.



The German-Turkish tourism entrepreneur surprised the industry with his announcement of a new tour operator three years after selling his original company Öger Tours to Thomas Cook. But the 72-year-old, who agreed to a three-year "industry ban" as part of the sale, said he felt the time was right to return to the business. However, Öger has admitted that the expiry of a contract between Öger Tours and his incoming agency Holiday Plan, run by his daughter Nina, was a factor in his decision. The V.Ö. Travel 292-page brochure includes many well-known hotels on the Turkish Riviera, Aegean coast and Lycian coast, including the eight family-owned Majesty hotels, as well as diverse tours. Flights, on carriers such as Sun Express, Germania, Germanwings, Atlasjet and Corendon, have been contracted by his German flight-only company Öger Türk Tur, run by Selim Atas, and can be combined

flexibly. Overall, V.Ö. Travel is aiming to sell 100,000 to 120,000 holidays this year. The entrepreneur said the new tour operator would "not be the cheapest but would offer quality". He stressed he did not want to take customers away from his former company Öger Tours. "Tourism in Turkey is growing and the cake is big enough for everyone," he commented. There was also potential due to tour operator insolvencies last year, he added, in a reference to the collapse of GTI Travel last summer. Öger said he had already signed up some 3,000 travel agencies to sell V.Ö. Travel offers and expected to double this figure once the new brochure was distributed during the coming week. Tourism director Ali Dogan said the tour operator had agreements with several large cooperation groups such as RTK and Schmetterling as well as all major online portals, and could be booked through all major reservation systems.



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Myrna Katz, Frommer and Harvey Frommer

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

Vedat Milor, Food and Writer critic



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

Hemispheres Magazine, United Airlines



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

Discovery Channel

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In the heart of Old Istanbul, next to Hagia Sophia and a few steps from Topkapı Palace, Matbah Restaurant offers a selection of dishes that used to be served at the court of the Ottoman Empire. We invite you to embark on our historical voyage and experience the exclusive delight of a menu fit for a sultan.



"I was pleased to hear of your meticulousness about Ottoman cuisine, and of your fearless use of spices common in Ottoman cuisine, such as coriander, cinnamon and ginger."

Marianna Yerasimos, Food Historian



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

Lonely Planet



"In a venue that offers a menu fit for its location and its name, right next to Topkapı Palace, local and foreign guests can taste dishes that used to be prepared centuries ago"

Gastronomi, local Food & Beverage Magazine



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

Hürriyet, National Newspaper

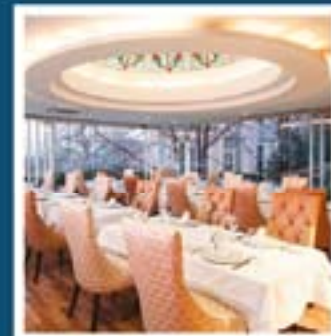


Reception at the Court of Sultan Selim III (1761-1807) Topkapı Palace Museum



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NEWLY RENOVATED SIRENE BELEK HOTEL ALSO CHANGED ITS IMAGE

Sirene Belek Hotel, one of the senior hotels in Antalya-Belek, has been renovated lately. Now it started to change its corporate identity as well.

HASAN ARSLAN

The Sirene Belek Hotel is located in Belek, the place where the wonderful green of pine trees meets the fascinating blue of the Mediterranean since 1992. Being one of the best and thus also best-loved hotels of the region, the Sirene Belek Hotel strives to offer its guests the best comfort and holiday experience possible. As part of this endeavour the newly renovated facility will start into the new season also with a new corporate identity. Being one of the most innovative hotels in Belek and Antalya for more than 20 years now, the Sirene Belek Hotel will follow this way in the future as well.

In a statement, Volkan Çavuşoğlu, Marketing Director of the Akkanat Holding, stresses they wanted to make now steps in order to adapt to the changing dynamics of the time, and says: "With our renovation activities which encompassed the entire hotel, we stressed our basic philosophy of "family, children, entertainment, recreation and sports" even more than before. In order to offer our guests even better services and in order to rejuvenate our hotel we invested a sum which would be sufficient to build a middle class hotel in other destinations. Thus we renovated our lobby, our villas,

the main 'palace' building, our restaurants, bars and all the general spaces used by our guests. The renovation includes also lots of details which are hidden inside the walls. I think we managed to rejuvenate the body without changing the spirit of our hotel. Most important of all our 450 employees with their friendly and attentive services are still the same."

The change the Sirene Belek Hotel underwent physically also influenced its corporate identity. Emphasizing the mermaid in its name as a symbol the new logo of the Sirene Belek Hotel was created using the hues of blue and green of the Mediterranean Sea. While the hotel achieved an even warmer and amiable identity it will offer its guest unforgettable holidays, attracting tourists who care for the Antalya Golf Club neighbouring the facility, the vast green areas, the big swimming pools and the special kids club of the Sirene Belek Hotel.

Volkan Çavuşoğlu,
Marketing Director
of the Akkanat
Holding: We even
changed details
hidden in the walls
and gave this activity
the name "face off".



The physical changes in the Sirene Belek Hotel also influenced its corporate identity. The "mermaid" in its name is now stressed in its new logo.

TOURISM IS THE MOST VITAL BRANCH IN TURKEY

According to a study made by the Research Department of the Union of Tourism Hotels and Facilities of the Mediterranean (AKTOB), looking into the structure, dimensions and contributions of tourism to the general economy, tourism in Turkey is the branch which has the biggest effects on economy and social life in Turkey.

The study with the title “Structure, Dimensions and Economical Contributions of Tourism”, made by the Research Department of the Union of Tourism Hotels and Facilities of the Mediterranean (AKTOB Ar-GE) aims

at showing the role played by tourism in economics and social life and thus to help establish visions and politics to shape its future. The study was supported by the Turkish Institute for Statistics (TÜİK) and the Faculty for Economics of the Akdeniz

University in Antalya, as well as by original works of the caricaturist Bülent Çelik. The study consists of 100 pages which detail the relations between tourism and other branches of economy, and its effects on economic and social life.

According to the results of the study, one unit of development in tourism creates two units of development in Turkey's economy. Tourism effects a total of 54 economic branches by buying products, thus creating a cash overturn of 26 billions of US dollars. With these characteristics, tourism is ranked as number 20 amongst the 59 leading branches of economy in Turkey. For example the main branch of fishing sells more than half of its products to tourism. About 20 percent of the products of food and beverages are consumed in tourism. The furniture industry sells about 14 percent of its products to tourism facilities. On the other hand quite a few of economic branches earn more through sales to tourism than they earn by exporting their goods. According to the figures obtained by the study, 20 branches of economy create more income by selling their goods to tourism than by exporting their goods.

Some headlines of the study

EFFECTS OF TOURISM ON ECONOMIC AND SOCIAL LIFE

- Tourism buys goods from agriculture and husbandry worth 2 billions of dollars annually.
- Travel organisation receives an income worth 4.8 billions of dollars from tourism.
- Tourism creates incentives worth 1 billion of dollars for real estate annually.
- Tourism adds 1 billion dollars of income to the energy sector.
- Tourism spends 1.3 billions of dollars for design, branding, trade fairs etc.
- Accommodation facilities spend 9 billions of dollars annually.
- Accommodation facilities contribute 11 billions of dollars net to the economy.
- In five-star-facilities 150 tons of meat are consumed per year.



2023'E DOĞRU TÜRKİYE'DE TURİZMİN 100 YILI

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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**.





THE FAMILY AT THE “NIRVANA” OF HOTEL BUSINESS

Crystal Hotels Chain owner Kilit Family of Antalya, became the the leader of the sector with 19,200 bed capacity. Crystal Hotels CEO Mr Tuncay Kilit told about 14 th investment of Nirvana Hotel opening in April. **KEREM KÖFTEOĞLU**

The story of Kilit Family is just like a short history of Turkish tourism sector. The family from Antalya started its business with a small glassware shop. First of all they started as a supplier to the various hotels and then they started their own hotel investment in Antalya. Today, the family has the biggest bed capacity in Turkey. The family owns 11 properties out of total 14 establishments. They will increase the hotel bed capacity to 19,200 with the new opening Crstal Hotels Nirvana Lagoon Villas Suites & Spa. Kilit Group of Companies was established by father Turan Kilit in 1955 in Antalya in a small glassware shop. Today the company managed by the sons Suleyman, Tuncay and Taner. The group has various sectoral companies such as Kristal Kimya, Orion Turizm ve Dış Ticaret, Kristal Endüstriyel Mutfak, Galerî Kristal, Üntar Tarım Gıda, Ar-Yıldız, Renka, Max Style, Kilit Et ve Crystal Hotels. The group employs 6,250 staff within the companies. The group has reached to 500 million dollars turnover last year.

THEY WERE HOTEL SUPPLIERS

The Kilit Family hotel investment stories goes back to 1980's, but the family made the major investment in hotel business in 2005 firsttime. They opened Kilit Hotel and Can Pension in Antalya after seeing the development in hotel business in that region. Growing parallel to the tourism sector in Antalya, the group opened Crystal Palace in 2005 but sold out in a short period. They opened Crystal Admiral Resort and Crystal Family resort afterwards to grow in this sector. Crystal Hotels CEO Mr. Tuncay Kilit said that they know the sector and analyse properly because they have been serving to the sector as a supplier for many years. They used this knowledge as an advantage and they reached thier goals in hotel business without any difficulty. He said that, they learned the hotel business when they were supplier to the hotels. They learned the business very well. Today they are still supplier to the hotels with the brand Ar-Yıldız producing fork, knife and spoon,



Tuncay Kilit

with other brand Max Style producing hotel textile and with another brand Kristal Endüstriyel producing kitchenware. Becoming the biggest in hotel business, Kilit Family bought a tour operator company called Time Services which was owned by

Detur, a Russian based company. Owning the Time Services company they became the partners with Biblio Globus, the Russian tour operator. With this new partnership they had an opportunity to bring tourists to Turkey said Mr. Kilit the CEO. He also said that, their partners Biblio Globus Russia also operates in Dubai beside the countries like Georgia, Iran, Tailand, Egypt, Spain and Greece. They aim to bring around 500 tourists to Turkey together with their partners. Mr. Kilit mentioned that total accomodation including child and adult guests are realised over 300,000 last year in their 13 hotels in the destinations Kemer, Side, Bodrum and Cappadocia. He also added that, the group companies turnover reached to 500 million dollars. The family is planning to add a new Crystal hotel to the chain in İstanbul.

EURO 100 MILLION FOR HOTEL INVESTMENT

Mr. Kilit shared some information about the new hotel investment. He said that the total investment costs of Crystal Hotels Nirvana Lagoon Villas Suites & Spa is realised as Euro 100 million. Afterwards they are planning new hotel investments. They are not willing to increase the number of beds and hotel establishments, but they are looking for new opportunities in Egypt, Dubai and İstanbul. There are some negotiations continuing. He hopes to finalise those negotiations in a short period of time and add new chains to the group. They are evaluating the investment plans carefully, considering needs and demands and they decide to invest with their own



capital. He said that, "that's the reason which carry us to the success". Crystal Hotels Nirvana Lagoon Villas Suites & Spa which will be opened in April, will have an extremely charming concept. There are 115 villas with different styles in new hotel, the investment cost euro 100 million. The new hotel has a beautiful landscape features; there are 3,200 pine trees, over 300 various plants, and olive trees almost 300-400 years old. The hotel has 524 rooms and 115 of them will be made of wood. There will be various restaurants serving for 24 hours. Crystal Hotels CEO Mr. Tuncay Kilit; "Total investment cost of Crystal Hotels Nirvana Lagoon Villas Suites & Spa is Euro 100 million".



Private cultural immersions range from private jet trips to see the otherworldly landscapes of Cappadocia, to after-hours shopping experiences at Armaggan's two flagship emporiums.



INTRODUCING THE ARMAGGAN BOSPORUS SUITES

Available singly, as three separate houses or as one large residence, the 18 individual Suites celebrate the finest in local craftsmanship and hospitality, from exquisite textiles and objects d'art by Istanbul's hottest young designers to Anatolia's purest natural and regional cuisine.

Having launched on 28 January and occupying three immaculately restored yalis (waterfront mansions) on the Bosphorus's European shore, Armaggan Bosphorus Suites bring a new hospitality concept to Istanbul: "Intimate home-style living finessed by the city's most exclusive design house". Available singly, as three separate houses or as one large residence, the 18 individual Suites celebrate the finest in local craftsmanship and hospitality, from exquisite textiles and objects d'art by Istanbul's hottest young designers to Anatolia's purest natural and regional cuisine. Suites are a masterpiece of Ottoman symbolism and homely touches,

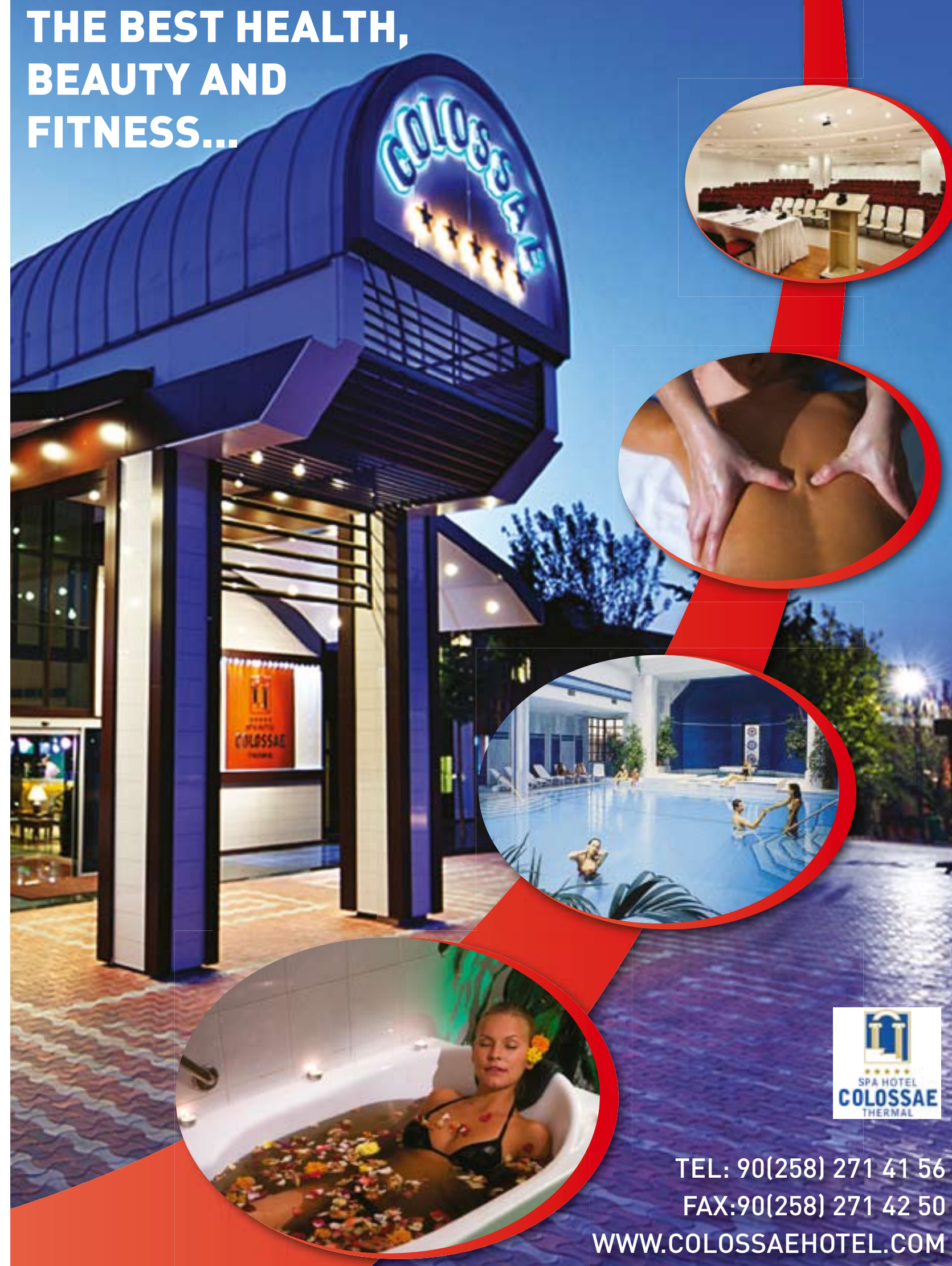
adorned with antique glass chandeliers, silk drapes, hand-painted ceilings and original paintings, while cozy nooks and Bosphorus-view terraces lend themselves to easy conversations and lazy afternoons. But it's their conceptual celebration of Istanbul's rich contemporary culture that really set Armaggan Bosphorus Suites apart. Conceived as a meeting place for international aficionados, the Suites

draw on the knowledge, expertise and connections of the Turkish Cultural Foundation and NAR (Natural and Regional) Gourmet, transporting guests far from the homogenised idea of a guesthouse to a stylish immersion in Istanbul's thriving cultural heritage. "Armaggan Bosphorus Suites bring together two cornerstones of Turkish culture - hospitality and heritage - and package them as a gift for international aficionados and cosmopolitan sophisticates alike."

Life at the Suites is based around a communal sense of living that celebrates a coming together of minds. Meals are taken around the 18 seater dining table, in the individual yali's dining rooms or on the terrace with friends from Istanbul's thriving arts, media and business worlds regularly visiting to engage in lively cultural discourse. Guests can enjoy bathing and massages in the private Turkish Hammam; make use of the Suites private boat and direct water access and mix with like-minded sophisticates in an atmosphere of relaxed refinery.



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Along with the renovated rooms, the lobby, the open kitchen and the restaurant will offer the guests more comfortable services.



The meeting room of the hotel was renovated along with its technical infrastructure and the wireless system. Until summer the hotel's terrace and the decoration of the Turkish Bath will be finished as well.

EVEN MORE BEAUTIFUL, EVEN MORE COMFORTABLE AND INDISPENSABLE

The renovation activities of the Orka Royal Hotel were undertaken taking into account the wishes of the customers. In a way, the guests changed and decorated the hotel themselves. **HASAN ARSLAN**



Mert Okan, General Manager of the Orka Royal Hotel: We made all the renovations in our hotel according to guest opinion polls and internet comments.

One of the most preferred hotels of the Sultanahmet quarter in Istanbul, the Orka Royal, has opened its doors for its guests after an encompassing renovation. The renovated Orka Royal has become more comfortable and also more energetic and is now much more beautiful and attractive than before. The Orka Royal Hotel is not content with being a simple accommodation facility any longer but aims at becoming one of the marks of the city of Istanbul. Mert Okan, the GM of the Orka Royal told Turizm Aktüel about the details of the changes it underwent.

What does the Orka Royal Hotel offer its guests after the changes?

We opened the Orka Royal Hotel in 2005, in March. Our hotel reflects a minimalistic style of architecture. It did raise the expectations towards hotels in the quarter of Sirkeci with the open swimming pool, the fitness club, the terrace, its conference and meeting rooms as well as its service quality. It added a new value to the quarter,

attracting new hotels to open in Sirkeci. Now, 9 years later, I am happy to be the one to reopen the hotel for a second time with my friends. It has been designed anew, taking into account new developments in the accommodation sector, the wishes and expectations of the guests, the changes which came with the opening of the Marmaray Tunnel, and also the future tourist profile of Istanbul. With our new rooms, lobby, open cuisine and restaurant we will offer our guests better and more comfortable services.

What are the differences in the rooms of the hotel?

We took the guest polls and internet comments of our guests as guideline for our renovations. We switched from central air control to individual air control in the rooms. We managed to have fresh air connection for some of the rooms on the first floor. We changed our bath from individual bathing tubs and showers to combined ones and also introduced mixed mosaic marble

and ceramic tiles. We changed the fixtures and water supply technology in the baths, and illuminated the bath better than before. We also disposed of the dark colours used in the room decoration and used lighter colours for wallpapers and the wall to wall carpeting. We even increased the size of some of the windows and had special beds constructed for our rooms. I expect guests will want to take these beds home...

Which changes were made in the lobby and the restaurant?

In the lobby, the reception and main entrance were moved to the place where the bar had been before. The Rocket Cafe-Bar was moved to the place where the reception had been. We expect the Rocket Cafe-Bar to be the main incentive for food & beverage consumption in our hotel. The Rock Cafe-Bar is expected to become

which was in the second basement-floor up to the lobby-restaurant. It is an open kitchen which will serve the guests directly. The decoration, lighting and also the open buffet of the restaurant were completely renovated.

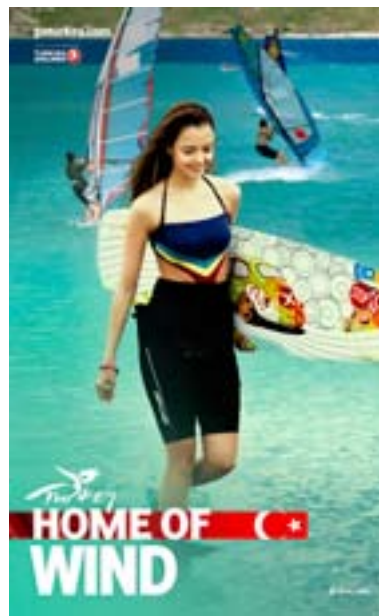
After all these changes to the Orka Royal will there be also changes concerning the general style and the customer profile of the hotel?

We are working mainly with groups and agencies. I suppose that we will be able to attract a bit more of individual guest and some bookings via internet. But we will certainly go on working with groups and guests from agencies. I expect to experience a slight change in percentages. Our guests mainly come from Europe and also from different corners of the world. We will try to raise the percentage of guests coming from far away countries a little. Also the price adjustment for our renovated hotel will without doubt help to raise the quality of our guest profile a little higher.



The Turkish PR-Posters 2014

A group of advertising specialist, mostly living abroad, under the leadership of Emrah Yücel, has started to plan a campaign to support Turkey's branding and global awareness for Turkey.



The aim of the campaign is to make Turkey one of the five countries attracting most tourists until 2023, the year the republic will celebrate the 100th anniversary of its foundation. The group is convinced that countries which are able to manage their perception abroad positively have greater success in attracting investors and tourists alike. Thus they believe that branding actually should concentrate on perception management.

Turkey campaign for 2014 will be run under the heading "Home" by the agency Iconisus & I Mean it, which can boast of offices in Los Angeles and Istanbul.

Within the scope of the campaign for Turkey's branding different posters have been prepared to promote different cities according to their authentic cultural heritage.



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Elite World Business Hotel is located a few minutes away from the airport and is created by an exclusive service concept up to the smallest detail.

elite world
business



Ramada İstanbul Taksim hotel which combined its rytm with İstanbul, takes the motto of Top City Hotel.

WE RENEWED OURSELVES BUT OUR TRUST AND SMILES ARE REMAINED SAME

One of the best tourism investments in Talimhane İstanbul the Ramada Taksim Hotel which expands the range of services both with 'Family' and 'business hotel' concept, also receive green hotel certification.

The General Manager of hotel Mr Ali İmdat Uçar said that the latest total renovations changed the hotel positively became like a brand new hotel and the guests are highly pleased. We are also proud of getting Greening Hotel Certificate as a result of our efforts. The biggest change after renovation was serving with business concept to our esteemed guests.

TAKSIM'S TOP CITY HOTEL

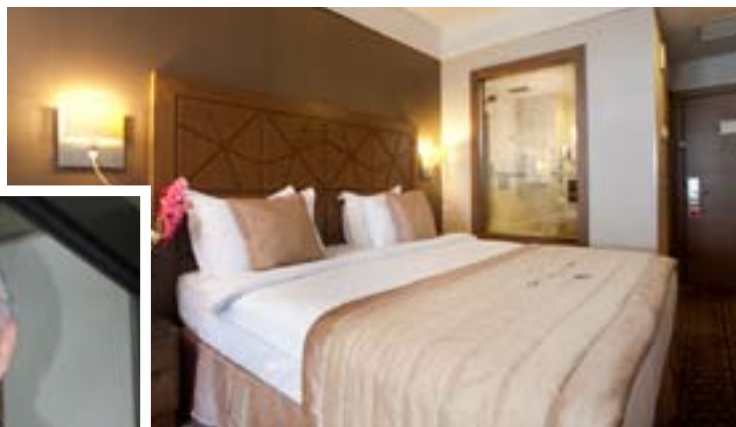
Ramada Taksim Hotel accepts as a prior duty to give the best comfort to its guests with busy business schedule and afterwards. Mr İmdat also added that, they support their guests in their business life as well as daily life that they can feel the comfort and privileges of Top City Hotel.

Ramada İstanbul Taksim Hotel General Manager Mr Ali İmdat Uçar said that Talimhane Region has an significant role in tourism potantional of İstanbul. Talimhane region was redesigned as a tourism project due to the increasing accomodation demands for both business and cultural visits gradually within the



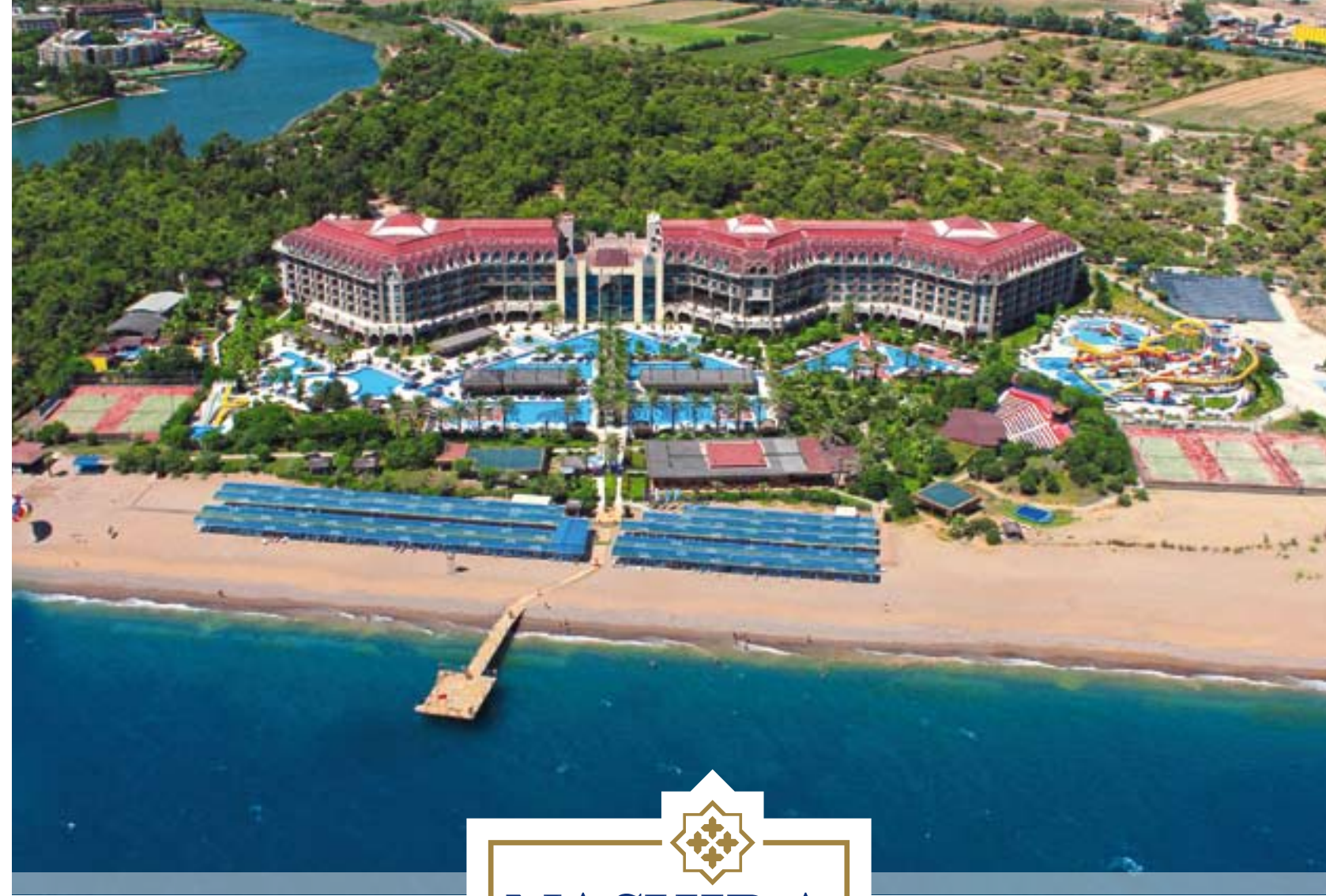
Ramada İstanbul Taksim Hotel General Manager Mr Ali İmdat Uçar

years. We have taken an active role and supported fully from the beginning to end, both designing and imlementing stages of this project. As a result of this, one of the most remarkable change was



creating secure and non traffic region. Mr.Ali İmdat Uçar mentioned that when their guests enter to the Hotel lobby, they feel the refreshing and relaxing ambiance of the hotel. Our Clourful lobby concept integrated with the environmental friendly. We also take the positive feedbacks from our guests that we keep our confidence and hospitality after all the changes in the hotel.

Mr Ali İmdat Uçar said that, Talimhane region has a significant place in İstanbul tourism. The demands to Taksim-Talimhane are increased tremendously for business and cultural visits by years. İstanbul Taksim Hotel emphasizes its environmentally friendly image with Greenings hotel certification.



A BEAUTIFUL VACATION IN NATURE...





KEMER: CHAMPION DESTINATION CONCERNING ENVIRONMENT PROTECTION

According to a statement of the Union of Tourism Hotels and Facilities Kemer, visitors from Germany were the third biggest group in 2013 again.

HALİL ÖNCÜ



According to the study published by the Union of Tourism Hotels and Facilities Kemer (KETOB), the number of visitors who will visit Kemer in 2014 from Germany is expected to increase by up to 10 percent. Kemer once was "paradise" for German tourists during the nineties, and also German tourists were the apple of the eye for tourism professionals in Kemer. While the latter still is true today, and while hotel owners and managers in Kemer still take all the wishes and needs of German tourists into account, the number of German visitors in Kemer has dropped. But newer developments are showing that this could change now. Knowing that German tourists care a lot for environment protection, Kemer tries to win back German visitors also by improving environment protection in hotel facilities. A project developed by KETOB in collaboration with BAKA and the Antalya Tourism Authority aims at increasing the number of environment-friendly facilities and plans to make

Kemer into a town dominated by "green" hotels. Kemer also expects to raise the rate of "green" facilities up to 20 percent for Turkey in general with this project. Future PR activities will emphasize Kemer "environmental" role. In his statement announcing the project, KETOB President Tayyar Gül underlined the following points: "Kemer is also struggling to become the securest holiday destination in Turkey. Thus we are educating our beach guards in order to provide safety for our visitors and will repeat a special contest between beach guards first held in 2012 once again this year. In order to extend the season with the aim to welcome visitor all through the year we are developing "nature tourism", building trekking paths in the mountains. We collaborate with official and civil institutions in order to attract international events and contests to Kemer. We are convinced that Kemer will be able to succeed amidst fierce competition amongst an ever increasing number of new destinations due to its nature and the high service quality offered by its facilities."



General Manager Remco Norden, said, "It is with great pride that we open the doors of Hilton Istanbul Bomonti, welcoming travelers from all over the world and from across this fine city."

ISTANBUL'S LARGEST HOTEL AND CONFERENCE CENTER BEGINS WELCOMING GUESTS

Offering world renowned Hilton service and traditional Turkish hospitality, Hilton Istanbul Bomonti Hotel & Conference Center brings new scale to Istanbul's visitor offering.

With 829 guest rooms and suites, as well as 12,000 square meters of event space, the hotel builds on Hilton's legacy of almost 60 years in Turkey, extending its world renowned service to travelers in one of Istanbul's most thriving neighborhoods. The stylish hotel, designed by award winning GA Design of London, offers significant scale and stretches a magnificent 34 floors high. Hilton Istanbul Bomonti is adjacent to a new shopping and entertainment destination which is being created from the historic Bomonti Beer Factory site. The hotel provides guests with the perfect location to explore tourist hotspots on the European side of the city, as well as new retail, entertainment and dining options set to open on its doorstep.

"We are excited to be expanding our Hilton Hotels & Resorts footprint in Istanbul with this magnificent new opening," said Rob Palleschi, global head, Hilton Hotels & Resorts. "Hilton Istanbul Bomonti is amongst our foremost MICE (meetings, incentives, conferences and exhibitions) destination hotels across the world and we are delighted to showcase our stylish design and superb Hilton service in Turkey on such a grand scale." Simon Vincent, president, EMEA, Hilton Worldwide, said, "Hilton Istanbul Bomonti is a superb addition to the city's evolving skyline and what is a vibrant global destination. With its significant scale, the hotel supports Istanbul as a rapidly emerging international conference

and events venue to rival locations such as London, Dubai and Prague." Opening as part of the hotel is Turkey's first eforea: spa at Hilton, offering more than 3,300 square meters of wellbeing space with 14 treatment rooms, indoor and outdoor swimming pools, and 500 square meter gym with studio. eforea: spa at Hilton Istanbul Bomonti features globally renowned products such as Kerstin Florian, Vitaman

and Alessandro. Guests will be able to enjoy signature treatments such as the eforea Signature Correcting Facial and eforea Signature Full Body Repair, as well as VIP treatments suites featuring Sweet Memory and Bomonti Hammam Dream rituals for couples. A must visit for visitors and residents of Istanbul will be Cloud 34, a social hub serving a range of small plates, international drinks and cocktails throughout the day and evening. Offering a contemporary and sophisticated interior on the 34th floor, guests will be able to relax and socialize whilst enjoying the breathtaking views across Istanbul and the Bosphorus. All-day dining concept The Globe serves an array of local and international cuisines and features four live cooking stations with chefs creating Turkish, Western Grill, Sushi and Thai cuisine. Executive Chef, Yannis Manikis, has recruited a brigade of talented chefs originating from locations such as France, Greece, India and the USA. General Manager Remco Norden, said, "From the moment guests step through the door they will experience incredible Hilton service and magnificent surroundings, making our hotel renowned for its scale, stylish design, convenience and quality." Across its portfolio of brands, Hilton Worldwide features 24 hotels in Turkey under its Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Hilton Garden Inn and Hampton by Hilton brands.



Hilton Istanbul Bomonti Hotel & Conference Center, Istanbul's largest hotel, welcomes guests for the first time.

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EMITT 2014: A BIG SUCCESS!

About 5,000 national and international participants from 71 countries took part in the 18th International Trade Fair of the Eastern Mediterranean (EMITT), organised on the 30th of January to 2nd of February in Istanbul with the support of the Ministry for Culture and Tourism of the Republic of Turkey. **HALIL TUNCER**



The doors to the trade fair on the area of TÜYAP in Istanbul-Beylikdüzü were opened on 30th of January 2014. At the formal opening of the Trade Fair Show Tourism Minister Ömer Çelik, the Governor of Istanbul, Hüseyin Avni Mutlu and the Mayor of Istanbul, Kadir Topbaş were present, along with a number of members of parliament, bureaucrats and -naturally- tourism professionals.

Tourism is the peace project of the world Turkey's Tourism Minister Ömer Çelik, in his opening speech, stressed that "tourism is the most civil and democratic branch of economy all over the world, it is the peace project of the world". Minister Çelik also emphasized his belief in tourism being the only branch of economy which harms nobody and lets everybody earn something, and stressed the fact that Turkey is struggling to become number five in tourism globally.

The partner country of EMITT was Argentina. EMITT has attained rank five amongst the important travel fair trade shows and gives all participants the opportunity to present their historic monuments, natural beauties and economic as well as cultural values. EMITT closed its doors on the 2nd of February.



GOLDEN CROWN HOTEL

Hotel Golden Crown get the delicious taste of Turkish hospitality with the services of our experienced and friendly personnel. 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 personnel. 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 personnel. 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.





ISTANBUL CONVENTION EXHIBITION CENTRE - ICEC

The first and leading congress center, Istanbul Convention & Exhibition Centre (ICEC) is located in the centre of Istanbul with magnificent Bosphorus views.

The Centre consists of two facilities, Main Building and Rumeli Fair and Exhibition Centre, which offer a total of 45 spacious and recently renovated multi-functional meeting rooms. ICEC is situated in the heart of the European side of the city and it is within walking distance to major five star hotels. Five-star catering services, high tech A/V and IT solutions are provided by its experienced team to enable you to organize meetings, congresses, exhibitions and various different occasions in Istanbul.

MAIN BUILDING

The Main Building has 27 multi-functional meeting rooms in which can be hosted for intimate gatherings from 6 to grand performances for 2.000 guests. Foyers and multi-functional meeting rooms can be used in variety of combinations. The two-tier theatre-style Anadolu Auditorium with 2000 seats can be accessed through 12 entrances on three separate floors. In terms of a purpose-oriented approach, the auditorium consists of full back-stage areas, an orchestra pit at stage level, advanced acoustics and 'shell scheme' stage forming.

RUMELI BUILDING

Rumeli Fair and Exhibition Center, featuring 7000 square meters on two floors meeting and conference space, provides a huge social boost for the overall capacity of the Centre by



providing the perfect venue for international and regional exhibition organizers.

RUMELI UPPER LEVEL

With its 2,100-square-meter activity area, which can be divided into four using soundproof panels; 1,900-square-meter foyer; high ceiling; 3,500-person capacity; backstage rooms; translation rooms; small meeting rooms; complete set of technical equipment; convenient entrance and natural lighting, the upper level is a venue for giant feasts, important fairs and enchanting exhibitions.

RUMELI LOWER LEVEL

You can create your own meeting rooms with removable separators, and this unique floor's columns are natural feature of the parsers. The venue also provides separate entrances for guests and organizers. Rumeli lower level can be converted to various size

of meeting rooms with specially produced, sound proof separators. This feature of the venue gives the opportunity to organizers to hold various events simultaneously using the upper level and lower level together either separately depending on the size of the events, such as conferences, concerts, exhibition and so on.

RUMELI TERRACE

With an eye-dazzling view of Istanbul, Rumeli Terrace is an excellent choice for hosting dinners, cocktails, weddings and open-air events. Connecting the Main Building and Rumeli Building to one another, Rumeli Terrace can be used for events being held in the both buildings. In-house catering is provided by Borsa Restaurant for meetings, congresses, fairs and special events up to 15.000 guests. International and traditional cuisine is provided with its incomparable view of the Bosphorus.

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Cave Deluxe Otel, the pearl of Cappadocia

The Cave Deluxe Otel, situated in the midst of remains of the oldest civilisations, welcomes you with its glorious design and its natural ambience. The hotel is located in Ortahisar, a place right in the middle of Cappadocia and still offering much of the authentic charms of this fascinating region.

Swissôtel The Bosphorus chosen as "most luxurious hotel"

The Swissotel The Bosphorus won the "Best Luxury Hotel in Europe Award" of the "World Luxury Hotel Awards Contest 2013". With this award which is considered one of the most prestigious awards in international tourism, The Swissotel The Bosphorus once more substantiated its claims of superiority.



Business Lunch menu from Buga

Ruga Restaurant with its central location and friendly staff offers a special "Business Lunch" consisting of natural and organic products to relax and enjoy during noon breaks. The Ruga Restaurant is part of the Hotel Sürmeli and caters to the employees and entrepreneurs in its surroundings. The "Business Lunch" was designed by cuisine coordinator Uğur Alparslan and is a wonderful incentive for successful business lunches.

GERMANS LOVE THE MOUNTAINS AND NATURE OF KEMER



KETAV Kemer Yöresi Tanıtım Vakfı noticed the interest shown by German visitors in the mountains and the natural environment of Kemer during the Hamburg Tourism Trade Fair. Visitors asked for their preferences answered that they prefer Kemer because of the beauty of its mountains and landscapes. Volkan Yorulmaz, the president of the KETAV foundation, expressed his belief that Kemer will witness growing demand on the German market, also because of the intensive PR activities undertaken by the foundation on consumer trade fair shows abroad. KETAV aims at creating demand for off-season holidays in Kemer.



LUFTHANSA WILL START FLIGHTS FROM MUNICH TO BODRUM

Lufthansa announced it will start flights from Munich to Bodrum on the 8th of June 2014. The connection will be made once per week, and flights will start on Sundays from Munich at 11:20 h, landing in Bodrum at 15:10 h. Passengers from Bodrum will start at 15:55 h and land in Munich at 17:45 h. Lufthansa will employ Airbus A320 airplanes for this trip with a duration of 2:50 h.

1. INTERNATIONAL ALAÇATI Vanishing Tastes Festival

During the festival, between June 6th to 8th, the vanishing tastes will be discovered along Alaçatı Streets...

Prontotour is the official sponsor of the festival for tour operating facilities. Please ask for alternative tour packages of this festival.





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, Topkapi 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

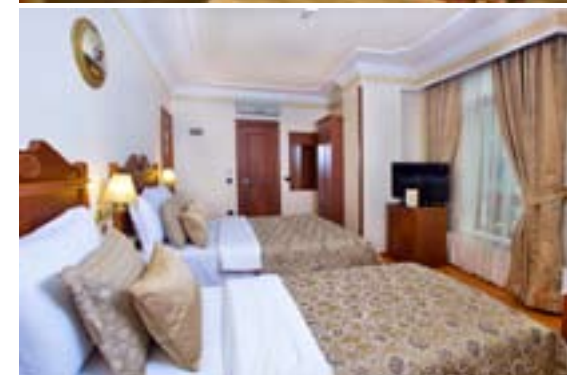


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