



turizm aktüel

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Discovery Türkiye



TÜRSAB

LAUNCHED THE 'CENTURY OF TOURISM' PROJECT FROM **BURDUR**

TUI SET TO BRING MORE CUSTOMERS TO TÜRKİYE IN **SUMMER 2025**

HOT AIR BALLOON BOOKINGS SET NEW RECORD IN TÜRKİYE'S **CAPPADOCIA**

DRV WANTS TO EMPHASISE DIVERSE TÜRKİYE OFFER

Mete Vardar:

WHY SHOULDN'T TÜRKİYE WELCOME 100 MILLION TOURISTS?

CORAL TRAVEL

AIMS FOR LEADERSHIP IN POLAND

BENTOUR

CELEBRATED ITS 20TH ANNIVERSARY IN ZURICH

EXPLORE THE DEPTHS OF HISTORY **GALLIPOLI HISTORIC UNDERWATER PARK**

Oya Narin:

WE HAVE A LONG WAY TO GO IN TOURISM

ISTANBUL

TOURISM FAIR BRINGS TOGETHER GLOBAL TOURISM PROFESSIONALS

A CULTURAL JOURNEY AT **LEVNI HOTELS** IN THE HEART OF ISTANBUL





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HOTEL

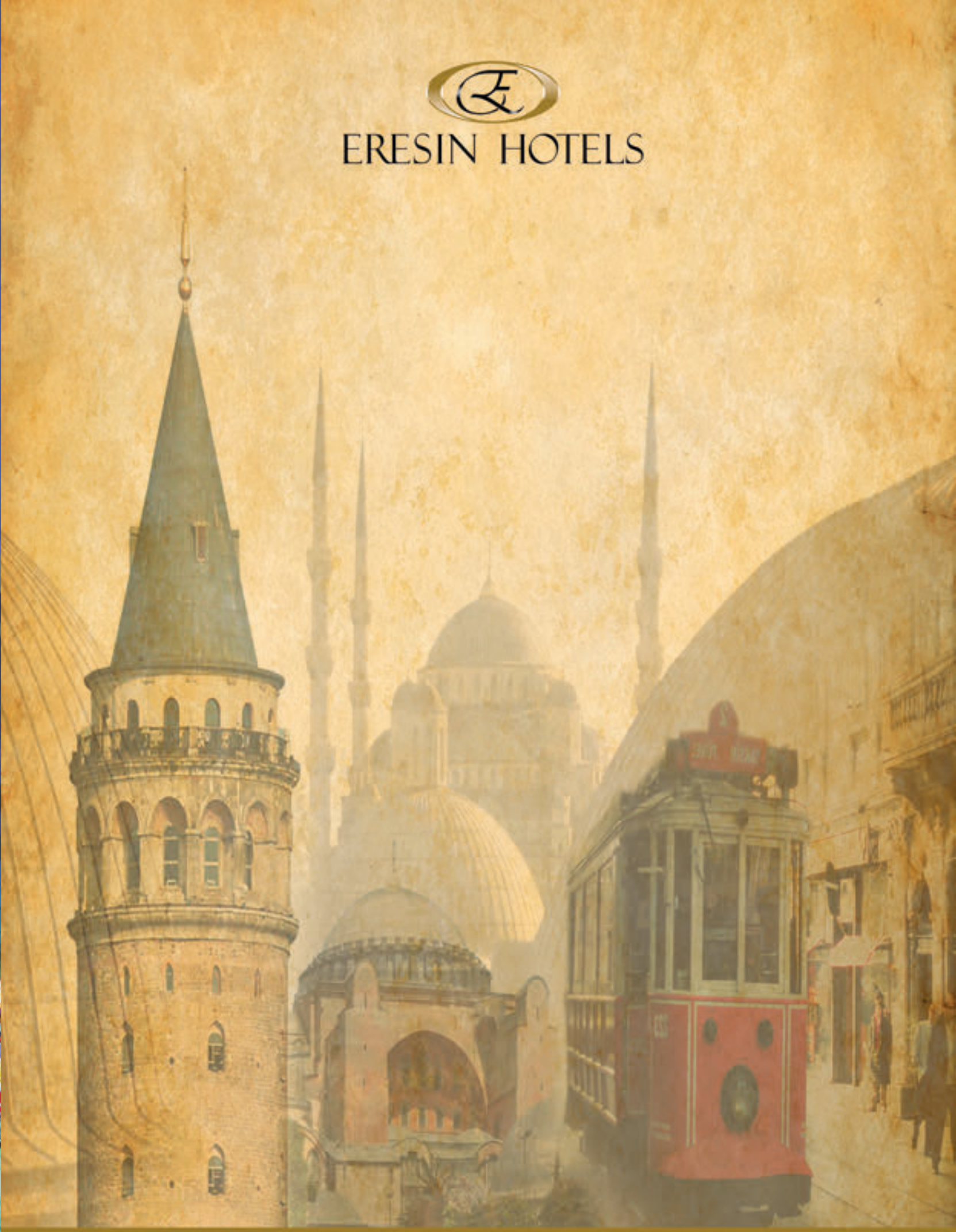
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We are ready for 2025 with all our energy...

Greetings from the WTM London special issue of Turizm Aktüel Magazine.. Once again, we have come to the end of another tourism season. The 2024 tourism season, which started with great hopes and showed signs of being good from the beginning of the year with early booking demands, made Turkish tourism professionals smile. Now, it is the end of the season. It is time for the accommodation sector to evaluate the past season and start preparing for the new season.

At such a time, the WTM London Tourism Fair will take place, providing an environment where the first signals of the new tourism season will be received, new trends in tourism will emerge, connections will be made, first contracts will be signed, and tourism professionals will assess the season and exchange ideas.

As in previous years, Tourism Aktüel Magazine will prepare a special English-language issue for WTM London and will once again be present in the UK, representing the tourism press alongside the tourism sector. Tourism Aktüel, which has always been the voice of the tourism sector and whose pages are always open to tourism professionals, once again stands out with its rich content in its new issue.

In this special WTM London issue of Tourism Aktüel, there is an interview with Aydın Karacabay, Chairman of the Board of Levni Hotels, about the newly opened Levni Istanbul Hotel Handwritten Collection in Istanbul. The GlobeMeets B2B Networking Event, which has gained great momentum in the tourism sector, took place on September 12-13, 2024, at the Rixos Tersane Hotel in Istanbul. Over 1,000 travel agencies from 50 different countries around the world and from every corner of Türkiye came together at this event, and significant partnerships were established for 2025 tourism.

Within the scope of the "Century of Tourism" project launched by the Association of Turkish Travel Agencies (TÜRSAB) with the aim of spreading tourism throughout the country and over 12 months, efforts have begun to revitalize the economy of Burdur. The strategies developed within the framework of collective wisdom to promote the beauties of Burdur, which are part of Burdur but not widely known, are also featured in our magazine. The second edition of the Istanbul Tourism Fair opened its doors to visitors at the Yenikapı-Eurasia Show and Art Center. Details of the events, which discussed developments in the tourism sector, are once again presented to our readers in the pages of our magazine. Jolly Chairman Mete Vardar stated, "Despite external factors experienced over the past three years, it is very valuable that we have a target of 60 million tourists today. There is much to be done in terms of urbanization and other factors." We reiterate our commitment to keeping a pulse on the industry and invite all our readers on an enjoyable journey through the pages of our magazine.

HASAN ARSLAN
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Istanbul Tourism Fair Brings Together Global Tourism Professionals

The Istanbul Tourism Fair (ITF), which brought together global tourism giants, took place on October 9-10 at the Yenikapı-Eurasia Show and Art Center. This year marked the second edition of the fair, which gathered a wide range of participants in Istanbul, from hotel chains to travel agencies, airlines, and cruise companies.

The opening ceremony was conducted by Dream Project CEO and Board Member Volkan Ataman, Türkiye İş Bank Deputy General Manager Sezgin Yılmaz, Deputy General Manager of Türkiye's Tourism Promotion and Development Agency Dr. Elif Balcı Fisunoğlu, President of the Turkish Tourism Investors Association Oya Narin, Istanbul Chamber of Commerce Board Member and Vice President of the Tourism Development and

Education Foundation and the Istanbul Convention and Visitors Bureau Bahadır Yaşık, President of the Association of Turkish Travel Agencies Firuz Bağlıkaya, and Mayor of Istanbul and President of the Union of Municipalities of Türkiye Ekrem İmamoğlu. During his opening speech at the Istanbul Tourism Fair, held at the Dr. Mimar Kadir Topbaş Show and Art Center in Yenikapı, Istanbul Mayor Ekrem İmamoğlu described Istanbul

as "a global capital." He emphasized, "At the core of Istanbul lies the success of addressing people, nature, history, and culture holistically. Since we took office, all our stakeholders and residents know that we have managed and shared this concept with great care. Istanbul is not a city that can be interpreted by just one or a few tourism strategies. While certain cities, like Istanbul, will naturally play a major role in tourism, it's essential to spread tourism across all of Türkiye

with a focus on quality, methods, and systems. For this to happen, we must strengthen sectors locally and functionally rather than through centralized concepts, which, as we've seen, are not sustainable in the long term," İmamoğlu said.

THE 2025 ROADMAP FOR TOURISM WAS FINALIZED AT THIS FAIR

Dream Project CEO Volkan Ataman highlighted the fair's success, stating, "This year's fair exceeded our expectations. All the dynamics of the tourism sector came together here, and the roadmap for 2025 was finalized at this fair. As part of the international hosted buyer program, potential tour operators and agencies from a wide range of regions—from Europe's top tour operators to



markets in the CIS, America, Asia, the Far East, Africa, and Oceania—were hosted in Istanbul. Tour operators and travel agencies from 37 different countries participated, signing significant partnerships that will shape the future of the sector. Over 8,000 B2B meetings were conducted during our intensive three-day program." This year's fair, which saw a 15-fold increase in demand compared to last

year, took place in a 10,000-square-meter area. Hotels and agencies that gathered at the fair signed contracts worth €100 million for the upcoming season. ITF, which shaped the 2025 season and laid the groundwork for new partnerships, made a significant impact not only in Türkiye but also on the international stage. The fair is set to continue as one of the most ambitious platforms in the tourism industry with even broader participation next year.



Ekrem İmamoğlu



Firuz Bağlıkaya



Elif Balcı Fisunoğlu



Bahadır Yaşık



Volkan Ataman



Oya Narin



Sezgin Yılmaz



OYA NARİN: WE HAVE A LONG WAY TO GO IN TOURISM

Oya Narin, the president of the Turkish Tourism Investors Association (TTYD) and Chairwoman of Martı Hotels & Marinas, stated that there is still much progress to be made in tourism, saying, "Türkiye, with its unique historical and natural beauty, vibrant culture, exceptional geographical location, and rich gastronomy, is one of the world's most important tourism destinations. We hold a significant position in global tourism. However, I believe we can reach even better levels by tapping into this rich potential."

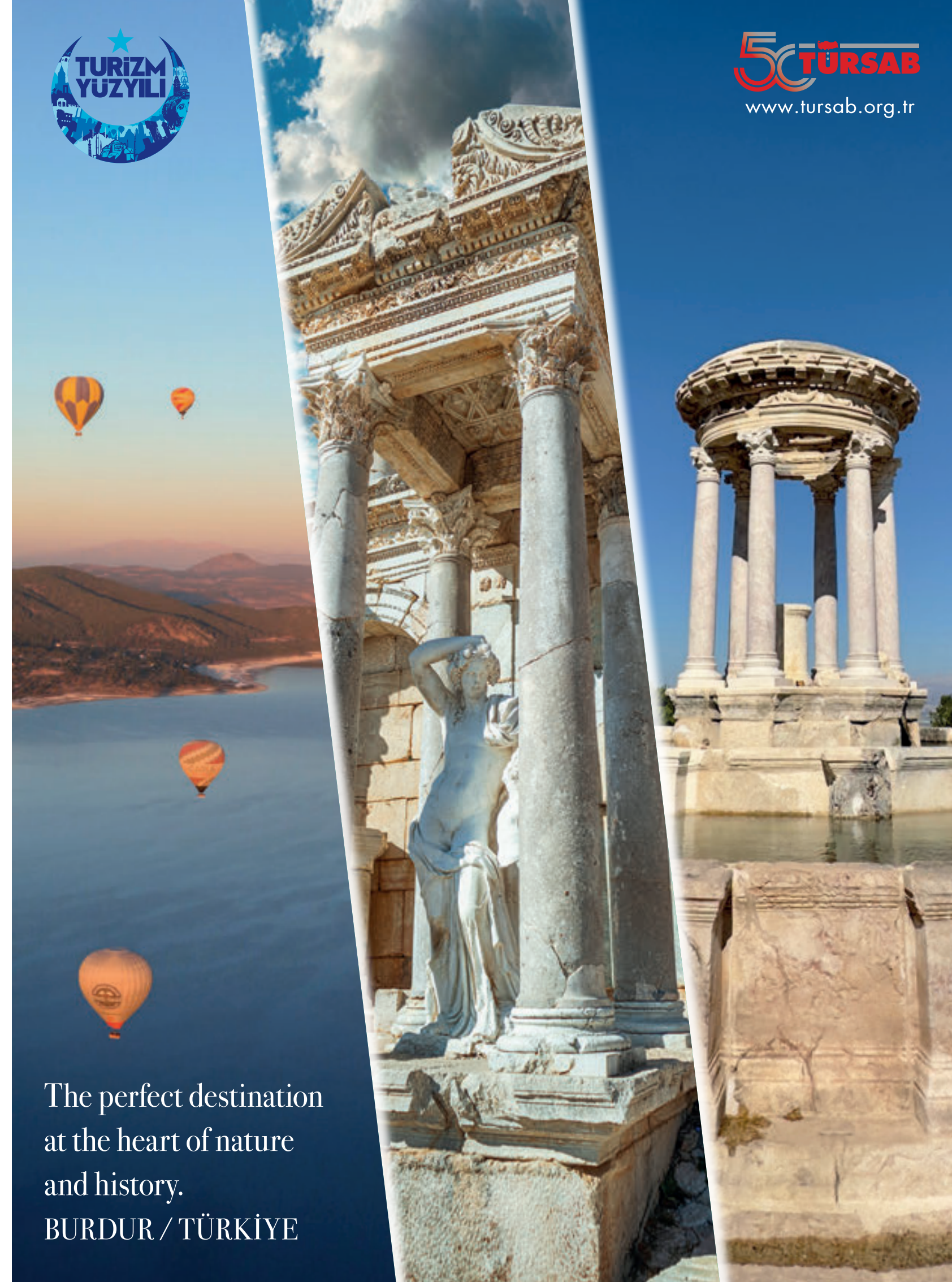
Martı Hotels & Marinas took its place at the Istanbul Tourism Fair – ITF 2024, held for the second time this year, which brought together all components of the tourism sector. Martı Hotels & Marinas, which participated in the fair on October 9-10, 2024, at the Yenikapı – Avrasya Show and Art Center, attracted great attention with its popular resorts holding the "GSTC-Sustainable Tourism Certificate."

TÜRKİYE IS ONE OF THE WORLD'S MOST IMPORTANT TOURISM DESTINATIONS

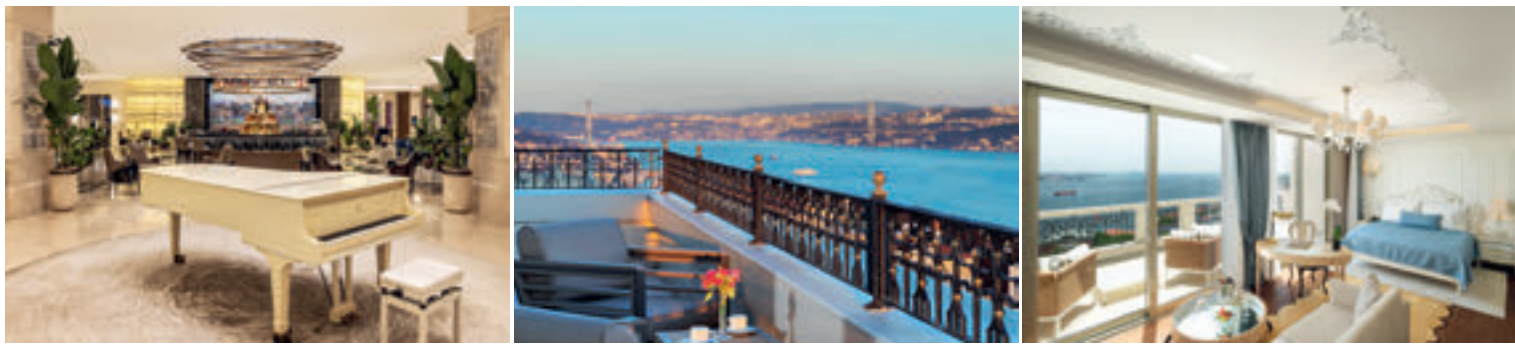
Emphasizing that they continue to move forward towards their goals with strong and steady steps, Oya Narin, Chairwoman of TTYD and Martı Hotels & Marinas, said: "As a well-established group operating five hotels and one marina in the tourism sector, we are experiencing a successful season. As a country, we started 2024 with the goal of attracting 60 million tourists and generating \$60 billion in revenue. Despite cost increases and the hot developments in our target regions to the north and south, we can say that as a sector, we continue to move towards

our goals with stability. In fact, the data shared by our Ministry of Culture and Tourism regarding the first 8 months of 2024 also indicate a successful season. According to the data from January-August 2024, the number of visitors to our country in the first 8 months exceeded 40 million 295 thousand. These figures show that we are likely to achieve our initial goals. As a brand that has served Turkish tourism for more than half a century, we believe that we still haven't fully utilized our potential. Türkiye, with its world-renowned hospitality, unique historical and natural beauty, vibrant

culture, exceptional geographical location, and rich gastronomy, is one of the most important tourism destinations globally. We are among the top in global tourism and have big ambitions. As the actors of the tourism sector, we are determined to continue progressing towards these goals. However, I believe we still have a long way to go in tourism. By extending tourism to 12 months, spreading it across all regions and sectors, updating and increasing our bed capacity with new investments, and, of course, promoting our unique richness better, we can advance much further."



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The luxury of the past, the privileges of the present, the swiftness of the future

The five-star CVK Park Bosphorus Hotel Istanbul, The Luxury Hotel of CVK Hotels & Resort Group, is located in the center of the European part of historical Istanbul in the Taksim-Gumussuyu area on the site of the legendary Park Hotel.

CVK Park Bosphorus Hotel is a real resort in the center of vibrant Istanbul and the heir to the wealth of the magnificent century of the Ottoman Empire. The history of CVK Park Bosphorus Hotel Istanbul began at the end of the 19th century, when the Italian Ambassador Baron Blanc built a mansion for his diplomatic mission. Later, the building was bought by Abdul-Hamid II and transformed into the Ministry of Foreign Affairs of the Ottoman Empire, and then into a hotel. At the very beginning, the hotel was named "Miramare", and then transformed into the famous "Park Hotel" under the management of Aram Khidir. For many years, this luxurious place has been one of the most popular for hosting and holding social events. In the period until 1979, the hotel hosted a lot of famous and important guests visiting Istanbul, as well as the founder and leader of the Republic of Türkiye, Atatürk in the 1930s. In addition, Atatürk once hosted here the King of England, Edward VIII, throwing a grand dinner dedicated to him.

Nowadays, the CVK Park Bosphorus Hotel Istanbul has a modern design in its exterior and interior. At the same time, charts of Ottoman architecture are viewed in it. Each floor is named after the spouses of the sultans, who left an important mark on the history of the Ottoman Empire, and the halls of the floors are decorated with amazing costumes. The lobby is decorated with the greatest artwork «An Istanbul



Tale», created exclusively for CVK Park Bosphorus Hotel Istanbul by Ismail Acar - the winner of numerous international awards in the field of contemporary art and holder of the title «The Best Turkish Painter». Art lovers can scan figures on the artwork using their mobile phones and listen to the stories about the most remarkable sights of the city. An oil painting on canvas measures 264 cm by 664 cm and is the largest artwork depicting Istanbul ever exhibited in a hotel lobby.

The CVK Park Bosphorus Hotel has 382 modern rooms ranging from 35 sq.m., including the largest and the best Presidential Suite in Türkiye according Travel Time Awards with an area of 850 sq.m. with its own SPA and a picturesque terrace overlooking the Bosphorus. The interior is made in an elegant classic style using soft pastel colors and marble.

Guests can also stay in 68 modern

apartments in a separate CVK Park Prestige Suites building surrounded by a lush green atmosphere and garden landscaping. Ranging from 45 to 950 sq.m. each apartment has fully equipped kitchens and washing machines for a comfortable extended stay. The gastronomy of the resort is represented by three restaurants and two lounge bars. The main restaurant called "Gümüşsüyü", named after the area of the location, serves buffet breakfasts in the morning. During lunch and dinner time guests can taste «A la carte menu» in panoramic Stella Lounge restaurant or visit flagship restaurant Izaka Terrace located on the largest terrace in Istanbul with an amazing Bosphorus view, with the capacity to host up to 250 guests. Izaka Terrace offers a magnificent view of Bosphorus and the historic peninsula—home to the world-famous Topkapı Palace, Hagia Sophia and Blue Mosque



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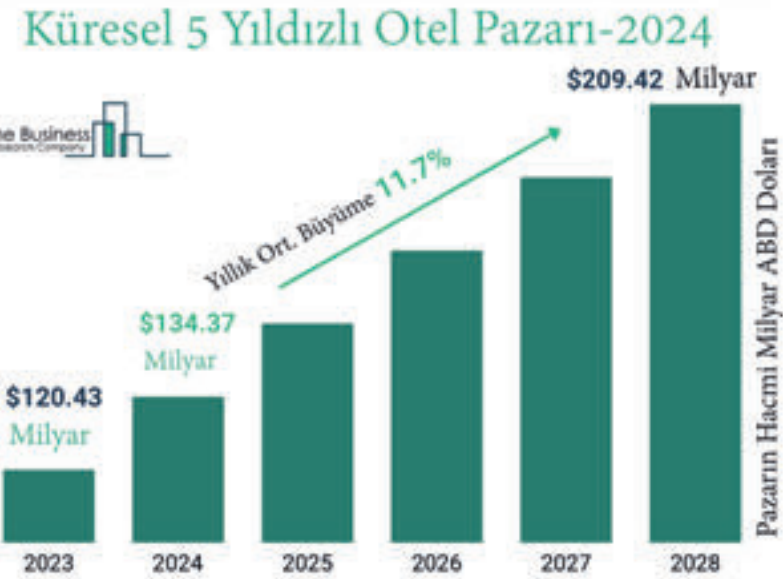
The world has change a lot since the 19 th century



The Global Five-Star Hotel Market Will Exceed \$209 Billion by 2028

The global five-star hotel market, which exceeded \$120 billion last year, is expected to grow by 11% in 2024, surpassing \$134 billion. According to information gathered from The Business Research Company's report titled "Global Five-Star Hotel Market Report, Trends, and Global Forecast 2024-2028," the market size is expected to reach \$209.42 billion by 2028, with an average annual growth rate of 11.7%.

The report explains the reasons behind the growth of the global five-star hotel market as follows: International travel is increasing, the global middle class is expanding, demand for luxury amenities is rising, and investments in online booking and tourism infrastructure are continuously increasing. Experts, who estimate that the market size will reach \$209.42 billion by 2028 with a growth rate of 11.7%, state: "This growth is driven by increased demand for first-class accommodation services, corporate travel, eco-friendly practices, wellness facilities, and the use of digital booking platforms."



PERSONALIZED GUEST EXPERIENCES

According to experts, advanced digital technologies, personalized guest experiences, eco-friendly infrastructure, smart room technology, and blockchain integration are the key trends driving growth. The growth of the five-star hotel market is expected to result from developments in the tourism sector. This growth is supported by economic development and rising disposable incomes, allowing more individuals to travel. Improved transportation

and infrastructure enhance access to destinations, while technological innovations elevate the booking and travel experience. Five-star hotels typically position themselves in important tourist areas, which increases their reputation and attracts both leisure and business travelers seeking premium experiences. The major players in the five-star hotel market are listed as follows: Hotel Group, Kohler Co., Rosewood Hotels & Resorts LLC, Hilton Worldwide Holdings, ITC Limited, Hyatt Hotels Corporation, Four Seasons Hotels

Limited, Accor S.A., InterContinental Hotels Group PLC, Kerzner International Holdings Limited, Kempinski Hotels, The Trump Organization, Jumeirah International LLC, Shangri-La International Hotel Management Ltd, Belmond Management Limited, The Peninsula Hotels, Mandarin Oriental Hotel Group International Limited, Soneva, Banyan Tree Hotels & Resorts, Capella Hotel Group, Leela Palaces and Resorts Limited, The Oberoi Group, The Indian Hotels Company Limited, Anantara Hotels, Resorts & Spa.

Several notable historical events and figures emerged during this period, which spanned from the early 19th century to the early 20th century. Neptune, the eighth planet in our solar system, was discovered. Queen Victoria of England married Prince Albert, while renowned author Agatha Christie published her first book. Beethoven created his iconic Ninth Symphony and Louis Pasteur made groundbreaking advancements in healthcare. This era also saw the births of influential figures such as Abraham Lincoln, Charlie Chaplin, Albert Einstein, Mahatma Gandhi, Vincent Van Gogh and Mustafa Kemal Atatürk. Meanwhile, the Industrial Revolution was taking hold, transforming people's lives and work.

And, Hafız Mustafa was established in Istanbul Bahçekapı in 1864





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METE VARDAR: WHY SHOULDN'T TÜRKİYE WELCOME 100 MILLION TOURISTS?

Jolly's Chairman of the Board, Mete Vardar, expressed his ambition for Türkiye's tourism potential, asking, "Why shouldn't 100 million tourists visit Türkiye?" He emphasized that despite external challenges in the last three years, setting a target of 60 million tourists is a significant achievement. However, Vardar stressed the importance of long-term planning, especially regarding the infrastructure of cities, for sustainable tourism growth. He stated, "There are many things that need to be done in terms of urbanization and other factors. Medium and long-term planning is essential in this regard."



Mete Vardar,
the Chairman of
the Board of Jolly

During the Istanbul Tourism Fair, a panel titled 'Evaluation of the 2024 Season and Expectations for 2025' was held. Moderated by tourism writer Emir Hepoğlu, the panel featured AKTOB President Kaan Kavaloğlu, Izmir Chamber of Commerce Board Member Ahmet Oğuz Özkardeş, Jolly Chairman Mete Vardar, and Schmetterling CEO Ömer Karaca.

CHALLENGES WITH FTI'S BANKRUPTCY, BUT RECOVERY IS UNDERWAY

Vardar mentioned that Türkiye faced difficulties after the bankruptcy of FTI, a company that brought over 1 million tourists to the country, but the situation improved starting in August-September. "The TGA (Türkiye Tourism Promotion and Development Agency)

played a significant role in helping us navigate the pandemic with fewer setbacks compared to other tourism destinations. As we enter 2024, we have set ambitious goals, and as we approach the last quarter of this year, we are on track to meet those targets," Vardar explained.

WHY NOT 100 MILLION TOURISTS?

According to Vardar, for tourism to continue to grow, cities need comprehensive infrastructure planning. He noted, "We know we are the best tourism destination in the world. Türkiye, with its sea, agriculture, and all its economic assets, is a very important tourism country. Despite the external challenges of the last three years, our goal of 60 million tourists today is valuable. However, we must

think about the future and make long-term plans for the infrastructure of our cities. Why shouldn't we aim for 100 million tourists?"

JOLLY REPRESENTS 50% OF TÜRKİYE'S PACKAGE TOUR MARKET

Vardar highlighted Jolly's dominant role in Türkiye's tourism industry, stating that the company accounts for 50% of the package tours sold in the country. He added, "Our company has 13 departments, and each of them exceeded their budget this year. Commerce is important, and we provide employment for 5,000 people. We bring valuable individuals into the sector, and we're not just doing this for profit. Jolly controls almost 50% of the package tour market in Türkiye."

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For your dream holiday, all you need is Jolly!

Coral Travel Aims for Leadership in Poland

Coral Travel hosted its successful business partners from Poland in Antalya. Having operated in Poland for 25 years, Coral Travel is now one of the most recognized tour operators in the country.

With a market share exceeding 20% in Poland, Coral Travel Poland provided vacation services to nearly 950,000 Polish guests in 2024, offering holidays in countries like Türkiye, Greece, Spain, Egypt, Tunisia, Thailand, Vietnam, and the Dominican Republic. As one of Poland's largest and most well-known tour operators, Coral Travel Poland welcomed its successful business partners to the Starway Tourism Awards 2024 ceremony in Antalya. During the event, 220 representatives from Poland's top 100 travel agencies gathered in Belek. In addition to Coral Travel Poland's senior executives, representatives from hotels and Odeon Tours also attended the event, where market insights, operational data for Coral Travel Poland, and key developments affecting the 2024 season were shared. At the ceremony, Kaan Ergün, Vice President Responsible for Coral Travel Group Poland, presented awards to successful business partners. Erdem Fidan, Deputy General Director of Sales and Marketing for Coral Travel Poland, reflected on the week-long event, which included various meetings and workshops: "We've been in the Polish tourism market for 25 years, and we've collaborated with most of the partners present at the Starway Tourism Awards 2024 for



many years. We are grateful for the cooperation, trust, and friendships built over these years."

CORAL TRAVEL'S 25 YEARS IN POLAND

Fidan continued: "We offer our partners well-tested and comprehensive products developed

over 25 years. We regularly introduce these through webinars, meetings, and discussions. We constantly exchange feedback, learn about expectations, and, as a result, provide high-quality sales and customer service through various sales channels. Our partners know what, from whom, and for whom they are selling, which leads to satisfied, returning customers—a top priority for all designers in the tourism industry."

Having operated in Poland for 25 years, Coral Travel is one of the most recognized tour operators in the country. The group, which has captured over 20% of the market, served nearly 950,000 Polish guests in 2024, offering vacations in countries like Türkiye, Greece, Spain, Egypt, Tunisia, Thailand, Vietnam, and the Dominican Republic. Thanks to Coral Travel Poland's influence in the country, Türkiye welcomed 500,000 Polish guests in 2024 alone.



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A Cultural Journey at Levni Hotels in the Heart of Istanbul

Levni Hotels, progressing confidently towards becoming a chain, has opened its third hotel, Levni Istanbul Hotel Handwritten Collection, in October. Located in Istanbul's Sirkeci district, the hotel is managed by General Manager Doruk Aktoprak. Levni Hotels Chairman, Aydın Karacabay, shared insights about Levni Istanbul Hotel Handwritten Collection with Turizm Aktüel Magazine.

Mr. Karacabay, what distinguishes Levni Istanbul Hotel Handwritten Collection from other hotels in Istanbul's Historical Peninsula?

Aydın Karacabay: Our location is truly unique—guests can explore Istanbul's most iconic landmarks on foot. We blend modern luxury with cultural heritage, appealing to guests, especially from UK and Europe. Our new Levni Istanbul Hotel Handwritten Collection merges the charm of the Tulip Era with contemporary design, offering a memorable stay for history enthusiasts.

Levni Istanbul Hotel is now part of the Accor Group's new Handwritten Collection. How did this collaboration come about?

Aydın Karacabay: We are honored to

join Accor Group with Handwritten Collection, a rapidly expanding brand that has opened over 20 hotels in just two years. Accor saw Levni Hotels as a perfect partner for this collection. Our hotel will be the first flagship hotel in the Middle East and Africa. Our hotel embodies a blend of modern luxury and historical charm, reflecting Istanbul's heritage through art pieces inspired by Abdulcelil Levni and the Tulip Era, while offering modern comforts.

What makes this new hotel unique for guests?

Aydın Karacabay: At Levni Istanbul Hotel Handwritten Collection, guests experience Istanbul's cultural richness, from private hammams in the rooms to engaging cooking and cocktail workshops. Our design reflects the

artistic vibrancy of the Tulip Era, offering an immersive stay where modern luxury meets history.

Mr. Aktoprak, could you elaborate on the cultural workshops, such as the cooking and cocktail classes?

Doruk Aktoprak: Certainly! Our cooking workshops allow guests to explore traditional Turkish recipes, guided by our expert chefs, while our cocktail workshops introduce them to the unique flavors of local ingredients. These experiences are enhanced by the hotel's design, inspired by the Tulip Era, creating an atmosphere that brings Ottoman art and culture to life.

How do you ensure guest satisfaction at Levni Hotels?

Doruk Aktoprak: Our team focuses on personalized service, offering tailored experiences and understanding each

guest's needs. From private tours to in-room amenities, we aim to provide a seamless stay. We believe that our staff satisfaction and retention is the key of our success in our guest satisfaction.

Sustainability is becoming increasingly important to travelers. How does Levni Hotels incorporate eco-friendly practices into its operations?

Aydın Karacabay: We focus on sustainability through energy-saving technologies and local sourcing, reducing our environmental footprint. Collaborating with local artisans helps us preserve Istanbul's heritage while supporting the community.

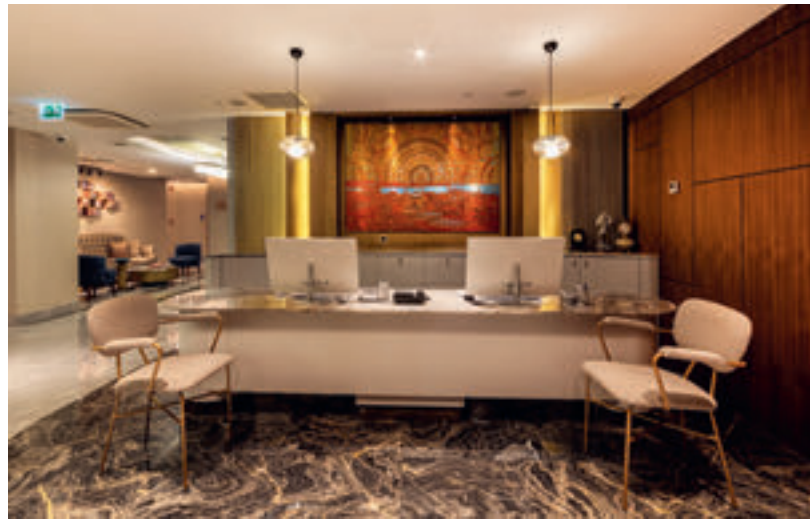
What are Levni Hotels' plans for growth and innovation?

Aydın Karacabay: Our growth strategy is focused on expanding our footprint while maintaining the cultural depth that defines Levni Hotels. We are exploring new projects, including a luxury hotel in Istanbul's Historical Peninsula and a midscale property in a central location in the city. Additionally, we are looking into opening a business hotel in one of Anatolia's industrial cities. Also for high-end travelers, we have plans



Levni Hotels Chairman, Aydın Karacabay





You New Gate To The Old Times

for a coastal retreat in Bodrum and Çeşme, as well as a luxury property in Cappadocia, offering unique regional experiences. Our goal is to provide diverse, culturally rich stays across Türkiye.

Mr. Karacabay, you have had a significant impact on Türkiye's tourism, particularly during your 10-year tenure as the head of the Tourism Committee at the Istanbul Chamber of Commerce. What are your thoughts on the development of Istanbul and Türkiye's tourism, and what message would you like to share with the Ministry of Tourism, promotional bodies, local authorities, and international tourism professionals?

Aydın Karacabay: During my time at the Istanbul Chamber of Commerce, we focused on promoting Istanbul



Levni Istanbul Hotel
Handwritten Collection
General Manager
Doruk Aktoprak

as a global tourism destination, enhancing the city's appeal through various initiatives. We worked to improve infrastructure, support local businesses, and foster relationships with international markets. I believe that collaboration between the Ministry of Tourism, promotional bodies,

and local authorities is key to Istanbul's success. For further development, I encourage a focus on sustainable tourism and authentic experiences that highlight Türkiye's cultural richness. Promoting Istanbul's unique blend of history and modernity is essential for appealing to the growing demand for cultural tourism from Europe and beyond. To international tourism professionals, I'd say: Invest in Türkiye's potential, engage with its diverse regions, and work closely with local partners to create unforgettable experiences. We have so much more to share with the world, and by working together, we can elevate Istanbul and Türkiye to new heights on the global tourism map.



Our hotel is located in the Historical Peninsula, the heart of Istanbul. This area is home to most of the city's must-see attractions, surrounded by authentic food and drink venues, shopping centres, numerous museums, historical buildings, and landmarks. It is just 10 metres from Sirkeci station, part of the metro line connecting the Asian and European continents. The hotel is also within walking distance of other transport options, such as ferries and trams, making it easy for you to explore the city and enjoy your holiday.

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TÜRSAB launched the 'Century of Tourism' project from Burdur

The Association of Turkish Travel Agencies (TÜRSAB) has rolled up its sleeves to revitalize Burdur's city economy as part of the 'Century of Tourism' project, which aims to expand tourism throughout the country and over 12 months.

The project focuses on the hidden beauties of Burdur, which are not widely known. The answer to the question "What are these beauties?" is so extensive that TÜRSAB held a two-day meeting to address it.

Firuz Bağlıkaya: The project is centered on 'common wisdom'
In his opening speech, TÜRSAB President Firuz Bağlıkaya expressed his happiness to be in Burdur, stating, "We need to evaluate undiscovered destinations like Burdur. We should

position this beautiful city as a prominent destination with its historical and cultural values, gastronomy, and untouched natural beauty. We envision a Burdur where tourism creates added value for the city's economy and contributes to the residents. We want



Nail Olpak



Tülay Baydar Bilgihan



Firuz Bağlıkaya



Burdur to be seen not as a city to pass by, but as a place where people stay, explore, and spend time."

Hüseyin Dalgar: There are undiscovered beauties

Mehmet Akif Ersoy University Rector Prof. Dr. Hüseyin Dalgar emphasized the importance of contributing to society in all fields of education, noting that in addition to ongoing excavations in three ancient cities, significant steps have been taken in areas like cultural tourism, sports tourism, and gastronomic tourism.

Nail Olpak: It is our duty to protect burdur

DEİK President Nail Olpak highlighted that many people are unaware that important sites like Lake Salda, Sagalassos, Kibyra Ancient City, and İnsuyu Cave are located in Burdur. "If Burdur stands before us with an infrastructure that has remained relatively untouched in terms of preserving its values, it is our duty to protect it even more moving forward," he said.

Tülay Baydar Bilgihan: Steps to protect ecological wealth

Burdur Governor Tülay Baydar Bilgihan stated that steps would be taken to protect and promote Burdur's ecological wealth, mentioning that beautiful initiatives have begun around Lake Salda under the leadership of the Ministry of Environment.

İlker Ünsever: Tour packages prepared by travel agencies are important

TÜRSAB Chief Legal Advisor İlker Ünsever shared the outcomes of the Century of Tourism Search Conference, emphasizing the importance of tour packages that travel agencies will prepare for the future of Burdur tourism.

Key Views on Burdur Tourism from the Century of Tourism Panel

During the panel moderated by journalist İhsan Aktaş, DEİK President Nail Olpak, MAKÜ Rector Prof. Dr. Hüseyin Dalgar, artist Sümer Ezgü, and TV presenter Güven İslamoğlu shared their views on Burdur tourism.

Balloons rise over Türkiye's Salda Lake in 'Tourism Century' project

The Association of Turkish Travel Agencies (TÜRSAB) has launched the "Tourism Century" project to enhance the diversity of tourism offerings and extend tourism throughout the country year-round. As part of this initiative, TÜRSAB organized a large-scale balloon tour over Salda Lake in Burdur province, southern Türkiye. A total of 138 participants participated

in the event, soaring to an altitude of 1,400 meters in 23 hot air balloons, which created postcard-worthy views of the lake. This time, Salda Lake's breathtaking scenery was captured from above. The event was attended by several officials, including TÜRSAB President Firuz Bağlıkaya and Nail Olpak, President of the Foreign Economic Relations Board (DEİK). In his remarks, Bağlıkaya highlighted that one of the main objectives of the "Tourism Century" project is to attract high-spending tourists to various destinations across Türkiye. He expressed the association's goal to promote value-added tourism products in new locations. "Salda Lake is a natural wonder in itself. The visual spectacle created by the increasing number of hot air balloons will ensure that Salda Lake's stunning beauty is recognized by a wider audience," Bağlıkaya stated.

He emphasized the importance of travel agencies in tourism, noting that even the most attractive destinations cannot realize their true value without being packaged and presented to the public. "The commercialization of tourism elements and their accessibility to consumers can only be achieved through travel agencies. We organized this balloon tour to lead efforts in uncovering Burdur's true tourism value so our travel agencies can recognize this product and present it to their guests," he added. The event concluded with a visit to the ancient cities of Kibyra and Sagalassos following the balloon tour.



Nail Olpak - Firuz Bağlıkaya

Explore the depths of history... Gallipoli Historic Underwater Park

Gallipoli Historical Underwater Park, one of Türkiye's most important underwater cultural heritage sites, is located along the shores of the Gallipoli Peninsula in the Dardanelles Strait. This unique underwater park provides divers and history enthusiasts with an unparalleled experience, preserving the traces of World War I's fiercest battles, including historic shipwrecks and significant underwater archaeological remains.



President of Çanakkale Wars and Gallipoli Historical Site İsmail Kaşdemir

The park boasts 21 dive sites, featuring 20 World War I shipwrecks and approximately 1.5 kilometers of natural rocky formations along a fault line. It offers both recreational and technical (deep) dives. Diving enthusiasts have the opportunity to witness history firsthand, exploring famous British warship wrecks like the HMS Majestic, HMS Hythe, HMS Triumph, the Midilli (Breslau), and the Australian AE2 submarine. These dive sites, varying in depth, are appealing to both seasoned divers and beginners, offering an additional chance to observe the rich marine life that surrounds these wrecks. Gallipoli Historical Underwater Park is managed under international standards for preservation, blending underwater archaeology with ecotourism. Dive routes are conducted with professional

guides, offering visitors the chance to explore a space where history, culture, and nature intersect. The park also utilizes virtual reality and 3D modeling to bring underwater relics to a broader audience, merging historical richness with modern technology. For those looking to discover the rich history of Çanakkale underwater, this historical park promises an unforgettable diving and cultural experience. In the calm waters of Gallipoli, visitors can journey into the depths of history, bearing witness to remnants of the past.

İSMAİL KAŞDEMİR: YOU CANNOT PROTECT THE UNKNOWN

İsmail Kaşdemir, the President of the Gallipoli Historical Site, emphasises the unique importance of the Gallipoli Historical Underwater Park in terms

of diving tourism and historical preservation, and states that 'You cannot protect the unknown' as a basic principle. Kaşdemir stated that the First World War warship wrecks and the remains of the war period in the depths of the Dardanelles offer important historical information and human stories of the past. Kaşdemir states that by making underwater war wrecks

visible and promoting them through diving tourism and scientific research, it is possible to keep alive not only the underwater cultural heritage but also the awareness of history.

JOURNEY IN A TIME TUNNEL

Stating that especially the Gallipoli Historical Underwater Park offers a 'journey in a time tunnel' opportunity

for history buffs and diving enthusiasts, Kaşdemir pointed out that history and nature are experienced together in each of the 21 diving points located here. Emphasising the importance of the sustainable protection of this area, Kaşdemir draws attention to the need to promote the underwater cultural heritage to a wide audience in order to pass it on to future generations.

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Bahadır Yaşık: Istanbul Climbs from 133rd to 19th Place in Congress Tourism

Bahadır Yaşık, a member of the Board of Directors at the Istanbul Chamber of Commerce (ITO) and Vice President of the Istanbul Convention and Visitors Bureau (ICVB), highlighted Istanbul's impressive progress in congress tourism. He stated that according to ICCA data, Istanbul has moved up from 133rd to 19th place globally in this sector, expressing confidence that "by 2027, we will see Istanbul in the top 10."

Yaşık emphasized Istanbul's major strides in congress tourism over the past five years, and how it has risen significantly in global rankings. He added, "In 2027, I believe we will see Istanbul in the top 10." Additionally, he mentioned that the results of a significant study reflecting the holiday profiles of foreign tourists visiting Istanbul will soon be published. "To accurately gauge the pulse of the industry and formulate strategies, we need real data. We have been working on a comprehensive set of tourism statistics, which will be released shortly. The data has been sourced from academic institutions, businesses, and even Oxford. This will allow us to map out the behaviors of tourists visiting Istanbul—how long they stay, how much they spend, and more. This study, which we've been working on for almost a year,



Bahadır Yaşık stated, "We will soon release the findings of an important study that will reveal the profile of tourists visiting Istanbul. This research contains crucial data that will excite the sector."

was conducted in collaboration with the Istanbul Chamber of Commerce and the Tourism Development and Education Foundation. Our goal is to further elevate the Istanbul brand,"

Yaşık explained. Pointing out Istanbul's resurgence in congress tourism, Yaşık said, "Congress processes are long-term. I can already tell you where we will be in 2027 and 2028. In the past five years, Istanbul has jumped from 133rd to 19th place globally in congress tourism, according to the International Congress and Convention Association (ICCA). Don't be surprised if you see us in the top 10 by 2027." Yaşık also acknowledged that the tourism sector occasionally experiences turbulence but emphasized that industry professionals have developed a resilience to crises. "We've been dealing with this for years. However, we, as the tourism sector, have developed different solutions to every problem. Our hope is that the tourism industry can continue without facing any more crises," he concluded.



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All Seasons Hotel Istanbul is located in the historical Fatih district, close to the touristic and cultural richness of Istanbul, 40 km from the newly opened Istanbul Airport. Findikzade tramway station is 1 minute and 50 m away from the hotel, and you can reach the popular places such as historical peninsula, Grand Bazaar, Spice Bazaar, Blue Mosque, Hagia Sophia, Topkapı Palace, Taksim Square and Istanbul shopping / entertainment centers with a fast and comfortable journey.



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“a golden start to the day”



All Seasons Hotel Istanbul is located in the historical Fatih district, close to the touristic and cultural richness of Istanbul, 40 km from the newly opened Istanbul Airport. Findikzade tramway station is 1 minute and 50 m away from the hotel, and you can reach the popular places such as historical peninsula, Grand Bazaar, Spice Bazaar, Blue Mosque, Hagia Sophia, Topkapı Palace, Taksim Square and Istanbul shopping / entertainment centers with a fast and comfortable journey.

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Restoration of historic Ottoman mansions completed in Istanbul

The restoration of two iconic Ottoman-era mansions, the Fehime Sultan and Hatice Sultan mansions, also known as Sultan Palaces, located in Ortaköy along the Bosphorus, has been successfully completed.

The palaces, which are considered architectural gems of Istanbul, underwent an extensive restoration process to preserve their historical significance and grandeur.

The Fehime Sultan Mansion — originally built by Sultan Abdulhamit II in 1883 and gifted to Fehime Sultan, daughter of Sultan Murad V, in 1901 — underwent meticulous restoration works in which over 12,900 individual pieces were dismantled and reassembled.

In addition to the Sultan palaces, restoration efforts were also carried out on nearby structures, including Selamlık Mansion, a Turkish bath, Seyis House, and the historic Police Station. All renovations adhered to the original construction techniques to ensure authenticity.

The Sultan palaces are planned to be utilized as luxury accommodations by Turkish Airlines.

Ahmet Bolat, the chairman of the



Board of Directors and Executive Committee of Turkish Airlines, announced the completion of the restoration on social media. "Restoration processes have been ongoing for a long time in Fehime and Hatice Sultan mansions, which are known as the 'Pearls of the Bosphorus,'" Bolat said. "These processes are now complete, and we will soon open these mansions to guests."

Bolat emphasized the historical and cultural importance of these structures, noting their potential to enhance Türkiye's tourism experience. "Built by Sultan Abdulhamid II, these mansions are examples of exquisite Ottoman craftsmanship and ornamentation and will surely captivate guests with their beauty." These mansions will serve in all areas from accommodation to dining, from meetings to cocktails, he added.



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Royan Hotel Hagia Sophia Istanbul, a member of Radisson Individuals, was chosen as Europe's Best Destination Hotel. The Haute Grandeur Global Awards 2024 are considered the pinnacle of success in global hospitality.

Fatih Gedikli: We brought trust, high standards, and a professional service approach to the region



Fatih Gedikli, Chairman of the Board of Royan Hotel Hagia Sophia Istanbul

Fatih Gedikli, Chairman of the Board of Royan Hotel Hagia Sophia Istanbul, the first representative of Radisson Individuals in Türkiye, said that the hotel has introduced trust, high standards, and a professional service approach to the area, making a significant difference, especially in terms of trust, guest satisfaction, and quality.

Fatih Gedikli spoke to Turizm Aktüel about the Radisson Individuals member Royan Hotel Hagia Sophia Istanbul, which was named "Best Destination Hotel in Europe 2024," and new hotel projects they plan to launch.

You opened Royan Hotel Hagia Sophia Istanbul, the first representative of Radisson Individuals in Türkiye, in 2022. Why Radisson Individuals?

The main reason we chose the Radisson Individuals brand is that it includes unique and distinctive facilities and caters to an upscale clientele. The

historical texture, unique location, and architecture of our hotel align perfectly with the values of the Radisson Individuals brand, and this collaboration has added value to our hotel. We have brought trust, high standards, and a professional service approach to the region. We've made a difference, especially in terms of trust, guest satisfaction, and quality. Reliability and high standards are among the most important criteria for guests, and we've ensured these through the strength of the brand and our experienced team.

Can you outline your hotel, located in

the Historic Peninsula?

Our hotel is a boutique facility located in the heart of Sultanahmet, offering service with 50 rooms in a historical atmosphere. We have two restaurants, one of which is the Cisterna Brasserie, located within a historic Byzantine cistern dating back to the 8th century, offering a unique à la carte dining experience. Additionally, we feature global brands like Starbucks in our hotel. Our core principles include high service standards, a focus on guest satisfaction, and creating a happy working environment for our team. Unlike other hotels, we not only provide high-quality service but also strive to create a warm and happy atmosphere for both our guests and staff. Our hotel stands out in the region with its historical and central location, unique architecture, and guest-oriented approach. Moreover, we have recently certified this distinction by winning the award for Europe's Best Destination Hotel.

Royan Hotels also has other properties in the Historic Peninsula. Can you tell us about these hotels?

Royan Hotels' first hotel in the Historic Peninsula, Royan Suites Sultanahmet, offers luxury boutique accommodation with only 7 rooms, providing guests with an exclusive and privileged stay. Despite its small size, this hotel creates an unforgettable experience by combining a historical atmosphere with modern comforts.

What kind of feedback have you received from your guests since the opening of your hotel?

The feedback from our guests has been overwhelmingly positive, which is



largely due to our systems that allow us to quickly evaluate real-time feedback from guests. We use a system like ReviewPro that allows us to monitor all guest reviews and comments from online platforms collectively. This enables us to respond quickly to the real-time needs of guests from all over the world and continuously improve our service quality. In general, our guests appreciate the hotel's design, location, the friendly and professional service of our staff, and our sea-view breakfasts. The high percentage of repeat guests and the loyal guests who have stayed with us more than 10 times are the biggest indicators that we are doing our job well. This brings us significant success in terms of both guest loyalty and satisfaction.

Royan Hotel Hagia Sophia Istanbul was named "Best Destination Hotel in Europe 2024." How did you achieve this success in such a short time?

First, I would like to thank all my team members who played the biggest role in this success. This award was given by Haute Grandeur, a prestigious global organization that evaluates hotels worldwide, based on our hotel's performance and guest reviews over a year. They meticulously reviewed every detail of our hotel during this process, and this title was awarded to us as a result of keeping guest satisfaction at the highest level. This award has increased the brand value of our hotel and provided us with greater recognition internationally. Achieving such success in a short time demonstrates how seriously we take our work and our commitment to providing the best service to our guests.



DRV WANTS TO EMPHASISE DIVERSE TÜRKIYE OFFER

A meeting of the Jetco working group took place in the German capital under the leadership of Federal Minister of Economics Robert Habeck. One of the aims of the binational co-operation is to further promote tourism to Türkiye.

Guests included the Turkish Minister of Trade Ömer Bolat, Achim Wehrmann, Managing Director of the German Travel Association (DRV), and other representatives of German-Turkish tourism and business. According to the Turkish business newspaper "Dünya Gazetesi", Bolat stated before travelling to Berlin that a memorandum of understanding entitled "Partnering with Germany" would also be signed. During the consultations in Berlin, reference was made to the very good



development in bookings for beach holidays on the Turkish Riviera and the Aegean coast. According to the DRV, Türkiye is the destination with the highest demand in this segment this summer. The Jetco working group is pursuing the goal of developing tourism offers in Türkiye outside of these main regions, as the range of cultural and study trips on offer is still too little known among German

travellers, according to Wehrmann. The development plan for new innovative products also includes culinary holidays, for example. Wehrmann: 'Another focus of our work over the next few months will be sustainability.' The Jetco working group will be focussing on the area of energy generation.

CROSS-INDUSTRY PLATFORM

Jetco was founded in August 2013 following an agreement between the economic ministries of both countries. The cross-industry platform aims to improve cooperation, particularly in the areas of trade, industrial cooperation, tourism and infrastructure, and to develop specific projects.



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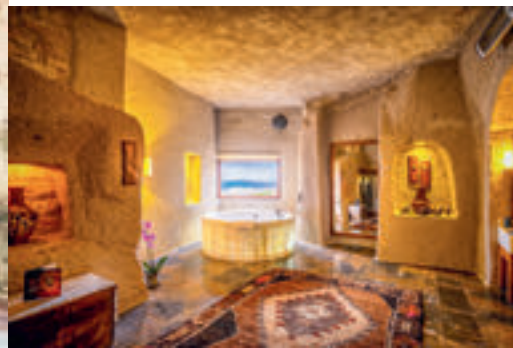


Museum Hotel; A unique cave hotel with a unique living-museum concept

Situated in a very special geographic region in Cappadocia, Museum Hotel has been designed and created from a distinctive combination of the land and historical features and ruins, some intact and some beautifully restored to their original glory. The hotel features 34 rooms & suites—each of them

exceptional in their own inimitable way. No room can be alike, with each bringing its own special ambiance, contributing to Museum Hotel's evident character and charm. Steeped in thousands of years of history, there is a magical feel to the hotel. Our unusual 'living museum' concept means our cave rooms and specially restored

traditional rooms are all decorated with priceless antiques and feature stunning views of Cappadocia—just some of the elements that go to make Museum Hotel... well, unique! As evidence of this, Museum Hotel is the only hotel in Türkiye invited into the family of luxury hotels and special dining establishments that comprise Relais & Châteaux.





TUI SET TO BRING MORE CUSTOMERS TO TÜRKİYE IN SUMMER 2025

2.3 million TUI guests travelled at Türkiye's beach resorts this season. The Vice-Governor of İzmir, Mr. Ümit Cavuldak, The Provincial Director of Culture and Tourism Fahrettin Kerem Çevik, TAV İzmir Airport General Manager Erkan Balcı joined the celebrations.

This year, TUI brought 2.3 million customers to Türkiye so far – increasing its capacity across all markets compared to 2023 levels, thus increasing its market share. 120.000 TUI customers travelled to İzmir which is a key destination in TUI's growth strategy, evident by naming one of its newest aircraft "İzmir". The official name-giving ceremony took place at İzmir airport, with Turkish National Team Swimmer, Bengisu Avcı selected as godmother of the aircraft. The naming ceremony was addressed by local TUI representatives and TUI Belgium Director of Product Sofie Van den Driessche, who accompanied the guests from Türkiye and Belgium at the event. The Vice-Governor of İzmir, Mr. Ümit Cavuldak, The Provincial Director of Culture and Tourism Fahrettin Kerem Çevik and TAV General Manager were at the airport to greet the arriving plane, together with other representatives of Turkish tourism and hotel associations, TUI's hotel partners and local media. "We have been bringing holidaymakers to Türkiye for over 40 years." Sofie Van den Driessche, TUI Belgium Director of Product. "With its fantastic mix of beaches and culture, İzmir is popular with TUI customers across all markets. We're delighted to be increasing our capacity next summer,



so even more customers can enjoy the delights that this destination offers." TUI is modernising its airline with new aircraft and to emphasise its long-term partnerships with tourist destinations, is naming its new Boeing 737- 8 aircraft after destinations. In his speech, The Vice-Governor of İzmir, Mr. Ümit Cavuldak, stated: "İzmir continues to grow in the field of tourism every day. It is a city greatly admired by tourists for its cultural heritage and natural beauty. Therefore, I am very pleased that TUI has named one of its aircraft after "İzmir". In their speeches, İzmir Provincial Director of Culture and Tourism Mr. Fahrettin Kerem Çevik and İzmir Tav General Manager Mr. Erkan Balcı emphasized the importance of İzmir in Turkish tourism, stating that TUI's initiative is of great significance for the promotion of both İzmir and our country.

Miss. Bengisu Avcı, The godmother of the Aircraft, "Today I was honored as a National open water swimmer who grew up in İzmir. When we named the Plane after "İzmir" I was thinking of the Albatros bird, which accompanies me during the ocean crossings. The Albatross flies through miles without having a rest, crossing the continents, I would like to wish the same for TUI company, best of luck and success. I have been swimming for years for raising awareness to "Life Below water" which is among the 17 Global Goals determined by United Nations. And I am very happy to be here. Because TUI has also been working for a very long time to reduce its carbon footprint and trying to help us create a sustainable world. I am honored that a TUI plane is named after the city I live in." said the new godmother of the airplane, Bengisu Avcı. "

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ONE OF THE WORLD'S FIRST HOTELS REOPENS TO GUESTS

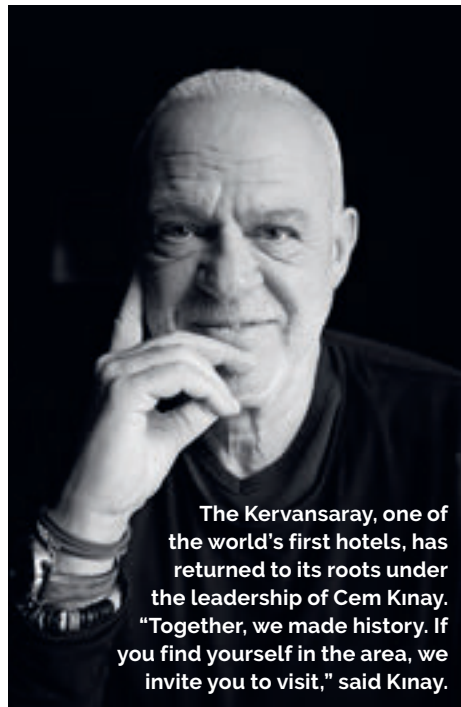
The Obruk Kervansaray Museum/Hotel, a project led by tourism entrepreneur Cem Kinay, reopened its doors in June after a 4-year restoration process. Originally one of the world's first hotels, this Kervansaray has now returned to its roots, welcoming guests once again.

Dr. Cem Kinay shared his thoughts on the reopening: "For centuries, the Silk Road served as the main route for trade between the East and the West, with Anatolia being a key part of this passage. As part of a state policy by the Anatolian Seljuks to facilitate trade through Anatolia, numerous Kervansaray were built between the 11th

and 13th centuries at 30-40 km intervals. These Kervansaray provided everything travelers needed, offering spaces for both people and animals to stay, as well as facilities such as storage, mosques, and baths. Equipped with guards to ensure safe trading, these structures were like small fortresses, featuring thick walls for security.

The most common design for Kervansaray during the Anatolian Seljuk period was a combination of a courtyard and a covered area. Built in the early 13th century along the shores of the Kızören Obruk, the Obruk Kervansaray is an important prototype of Seljuk architecture, consisting of a covered shelter and a courtyard surrounded by porticos, standing tall like a fortress in the middle of the steppe. Nearly reduced to ruins, the Kervansaray underwent a comprehensive 4-year restoration, led by Karatay Mayor Hasan Kılca and sponsored by Karatay Municipality. With a focus on sustainability, we transformed this caravanserai near the Obruk lake into a museum hotel. As one of the world's first hotels, this caravanserai has returned to its original form. The Obruk Kervansaray Museum/Hotel now has 13 rooms, a courtyard housing

the Rumi Taste and Scent Museum, and the SEV Artisan Restaurant. We've also planted 1,500 almond, oleaster, and apricot trees in the surrounding steppe and created lavender and scent gardens. Now, we have a truly unique offering to present to the world. I am incredibly happy to have brought this vision to life and would like to extend my deepest thanks to Mayor Hasan Kılca for this opportunity. I also want to thank our Deputy Minister of Culture and Tourism, Nadir Alpaslan, for his unwavering support, and Minister Mehmet Nuri Ersoy, who constantly checked in and motivated us. Lastly, my heartfelt gratitude goes to the hundreds of unsung heroes who worked tirelessly, summer and winter, to bring this magnificent project to completion. Together, we made history. If you find yourself in the area, we warmly invite you to visit."



The Kervansaray, one of the world's first hotels, has returned to its roots under the leadership of Cem Kinay. "Together, we made history. If you find yourself in the area, we invite you to visit," said Kinay.



Türkiye ranks fourth in Europe in hotel projects in pipeline

Türkiye ranks fourth in Europe's hotel constructions in the pipeline with 117 projects/17,856 rooms, according to Lodging Econometrics' (LE) second quarter Europe Hotel Construction Pipeline Trend Report.



The United Kingdom leads the list with 306 Projects/43,515 rooms, followed by Germany with 178 projects/28,637 rooms and France with 120 projects/12,831 rooms. Portugal came fifth after Türkiye with 114 projects/14,247 rooms. These five countries combined account for 50 percent of the projects and 47 percent of the rooms in Europe's total pipeline and are expected to lead in new hotel openings through 2026. The cities with the largest pipelines are London (76 projects/14,954 rooms), Istanbul (50 projects/8,397 rooms), Lisbon (36 projects/4,425 rooms),

Dublin (26 projects/5,012 rooms) and Dusseldorf (24 projects/4,448 rooms). In the second quarter, most projects in the pipeline in Europe are concentrated in the upper upscale, upscale, and upper midscale chain scales, according to the report. The upscale chain scale leads with 358

projects/55,936 rooms, accounting for 21 percent of the pipeline. Europe experienced significant growth in new hotel openings during the second quarter with 81 hotels and 10,569 rooms opening, a 72 percent increase compared to the first quarter, the report said. In total, 128 new hotels with 16,829 rooms opened throughout Europe in the first and second quarters. LE analysts forecast an additional 202 new hotels with 27,106 rooms to open in the third and fourth quarters, bringing the total forecast for new openings in 2024 to 330 hotels with 43,935 rooms.



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THE ROLE OF GLOBAL CUISINES IN ISTANBUL'S CULINARY MAP: Diversity, Richness, and Cultural Encounters

Istanbul is not just a city; it is a crossroads of cultures, languages, religions, and, of course, cuisines. Over the centuries, it has been home to many civilizations, each leaving its mark and creating a mosaic of cultures. This cosmopolitan spirit of Istanbul is not only reflected in its architecture, art, or people but also in its culinary traditions.

While Turkish cuisine undoubtedly represents a rich and diverse culinary heritage, a true metropolis—especially one like Istanbul—cannot solely rely on its local cuisine. A thriving city opens its doors to global flavors, and in Istanbul, we are fortunate to experience a blend of tastes from around the world. Whether it's the spices of Asia, the fresh herbs of the Mediterranean, the refined flavors of Europe, or the bold aromas of the Middle East, Istanbul offers a unique gastronomic experience.

THE CONTRIBUTION OF GLOBAL CUISINES TO ISTANBUL: A CULTURAL ENRICHMENT

A restaurant is not merely a place to eat; it tells a story, conveys a culture, and offers a way of life. Take the rise of Thai cuisine in Istanbul, for example. It doesn't just bring new flavors to our culinary table; it adds to our cultural awareness. When you walk into a Thai restaurant, you're not just savoring the food; you're being introduced to a slice of Thailand's deep cultural heritage. Exotic spices, balanced flavors, vibrant presentations—these are not just about food; they are reflections of a culture. By embracing global cuisines, Istanbul not only offers locals new flavors to explore but also creates unforgettable experiences for visitors. Our city's culinary culture shouldn't be limited to local tastes; this diversity elevates Istanbul as a true global gastronomic destination. And it's important to remember that these international cuisines are not in competition with Turkish cuisine; rather, they complement and enhance the city's food scene.



Bekir Kaya - Homage Hospitality Chairman

GLOBAL CUISINES AS COMPLEMENTS TO LOCAL TRADITIONS

Many people might view the spread of foreign cuisines in Istanbul as a threat to Turkish cuisine. However, this is a misunderstanding. Reducing a city's culinary identity to a single perspective would mean ignoring its true potential. Global cuisines are not competitors to Turkish food; they are valuable companions that enrich the overall gastronomic identity of the city. Istanbul's strength lies in this diversity. For instance, the presence of Thai cuisine in Istanbul doesn't overshadow Turkish cuisine. On the contrary, it broadens the culinary map and offers both locals and tourists a richer dining experience. Every global cuisine brings with it a unique cultural essence, allowing us to embark on a journey of flavors and experiences that go beyond just eating.

THE IMPORTANCE OF CULINARY GUIDES AND GLOBAL CUISINES

Today, for Istanbul to secure more recognition in global culinary guides, the role of international cuisines cannot be overlooked. Local flavors are undoubtedly a significant part of a city's identity, but what makes a destination truly appealing in terms of culinary tourism is the variety of cuisines it offers. This diversity is already present in Istanbul—from Thai and Italian to Japanese and Indian. Highlighting this in global culinary guides will help Istanbul claim its rightful place on the world's gastronomic stage.

ISTANBUL: THE HEART OF GLOBAL CUISINE

Looking ahead, Istanbul's culinary vision should embrace the richness of global cuisine. In this city, local and international flavors blend seamlessly, enriching the culinary landscape. Each new restaurant adds a new taste and cultural richness to our city. By bringing Thai cuisine to Istanbul, we're not only offering food, but we're also introducing a piece of that culture to our city's diverse palette.

CONCLUSION: TOGETHER, WE ARE STRONGER

In conclusion, global cuisines make Istanbul even richer. They don't overshadow Turkish cuisine; instead, they contribute to and elevate it. A city enriched with diverse flavors attracts more visitors, and this strengthens our place on the global stage. A metropolis is defined not only by its local cuisine but also by the doors it opens to the world's kitchens. Every dish, every culture has a place in this city—and that's what makes Istanbul truly unique.



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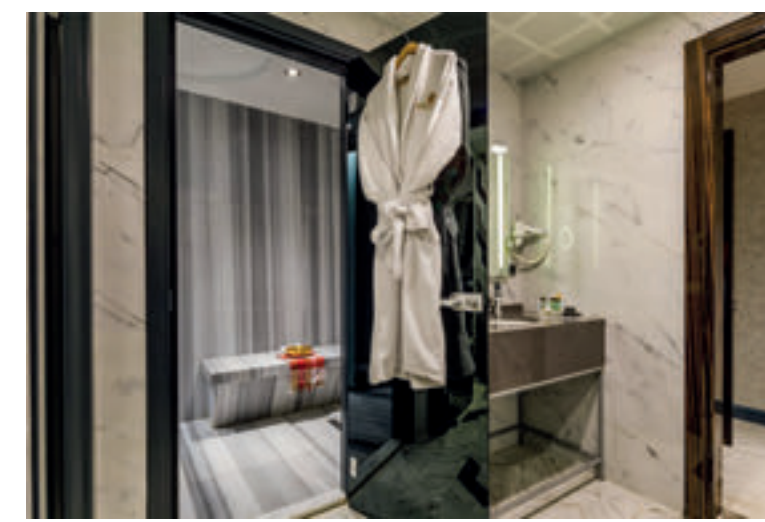
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TÜRKİYE TOPS POPULAR DESTINATIONS AMONG GERMANS THIS SUMMER

The most popular destination for German holidaymakers this summer has been Türkiye, DERTOUR Group, one of the leading travel groups in Europe, reported.



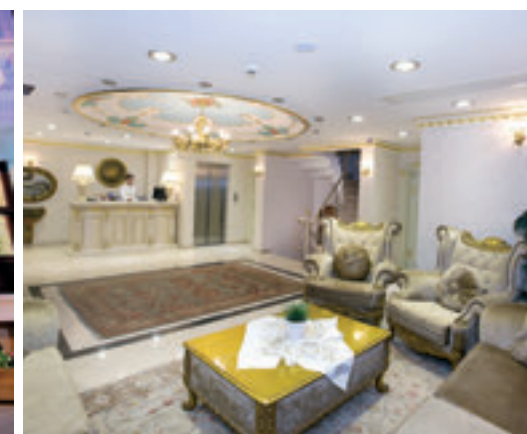
A sparkle in Istanbul

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.

"A fifth opted for this popular holiday country," said Sven Schikarsky, head of products at Germany's second-largest travel group after TUI. Türkiye was even more popular among families, with every third family choosing the country, he said. DERTOUR posted an annual rise of 18% in the number of customers for the period June to September, bringing the numbers up to around pre-pandemic levels. The collapse of the FTI travel group

helped to boost numbers at DERTOUR. Munich-based FTI, previously the third largest in the sector in Germany, entered insolvency proceedings in June and soon afterward canceled all pre-booked trips. TUI, the world's largest travel group, reported a record quarter. TUI has provided an additional 75,000 holiday locations for the approaching autumn season following FTI's demise. According to TUI, Antalya on Türkiye's Mediterranean coast has pushed Mallorca on Spain's Balearic Islands

into second place as the most popular destination. Within Germany, the most popular destination this past summer was Bavaria, with around a sixth of those opting for a holiday in their home country traveling to the southernmost state. The information was derived from a representative survey of some 5,500 respondents by the Consumer Panel Service GfK, part of the YouGov group. It was conducted on behalf of the HDE trade association.



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THE OBJECTIVE OF GLOBEMEETS B2B NETWORKING EVENT

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GlobeMeets primarily focuses on fostering business relationships, building a new client base and enhancing opportunities between different continents and countries.

By bringing international industry professionals together,
GlobeMeets offers an efficient platform for direct business transactions through scheduled B2B meeting system.

THE PROFILE OF GLOBEMEETS B2B NETWORKING EVENT

There are basically 2 categories in this event:

Exhibitors (Participants)

Buyers (Visitors)



Prontotour's Chairman Ali Onaran

PRONTOTOUR AIMS FOR RECORD GROWTH IN 2025!

As the leading operator in the outgoing tourism market, Prontotour has set ambitious targets for 2025. In 2024, the company grew by 60% in its main product categories and plans to accelerate its growth further in 2025, offering international vacations at domestic prices with new tour packages.



International travel surpasses 11 million in 2023. This year, the first six months saw a 9% increase compared to the same period last year. Speaking about the significant demand for international vacations during the 2024 summer season, Prontotour's Chairman Ali Onaran said, "The number of travelers choosing affordable, visa-free destinations like Sharm el-Sheikh and Budva, which offer both cultural and beach vacations, has risen. Destinations with visa-free travel options, such as the Balkans, Morocco, and Egypt, saw an approximately 60% increase. Due to the high cost of domestic accommodations and stable exchange rates, reasonably



EARLY BOOKING STARTS AT PRONTOTOUR!

Travel enthusiasts are already securing their spots for the 2025 season. Prontotour, a trendsetter in Türkiye's travel industry, has launched its early booking campaign as of October 7 this year. Holidaymakers looking to save on their travel expenses can take advantage of the highest discount rates available during the first phase of the campaign, with discounts of up to 50%. This allows early planners to enjoy an international vacation at domestic prices. Moreover, with the P Installment option, travelers can purchase their international tours in foreign currency without any additional interest when opting for payment in installments. Prontotour's Chairman Ali Onaran, highlighted that travelers will be able to find vacation options that suit their budgets during the early booking period. He also anticipates strong demand for the campaign due to the variety of options and payment benefits. Onaran stated, "During the 2024 early booking period, we offered affordable travel opportunities to around 50,000 people. This year, we are aiming for a 20% increase, targeting 60,000 travelers."



priced international travel has been the star of the tourism sector in 2024. Consequently, agencies organizing international tours had a busy summer season. Of course, Prontotour's attractively priced package tours added to the appeal, allowing our citizens to enjoy vacations abroad at the price of domestic trips. I believe this interest will continue in 2025." Onaran emphasized that Prontotour continues to be a trendsetter in travel, offering new destination packages every year. "In 2025, we are showcasing many new regions, starting with Saudi Arabia. We've expanded our operations and sales teams, and our network of agencies is rapidly growing. I can say that international travel will continue to increase in 2025."

WHICH DESTINATIONS STAND OUT?

Ali Onaran highlighted that preparations for 2025 began months ago: "Travel enthusiasts are already

securing their spots for the 2025 season. As Prontotour, we rang the bell for early reservations on October 7th this year. Vacationers looking to save on their budgets can take advantage of up to 50% discounts and flexible payment options during this early booking period. In the first phase of early reservations, Egypt, the Balkans, Central Europe, Spain, Italy, Benelux, Portugal and America are among the most in-demand destinations. Domestically, GAP Tours, Cappadocia, and the Black Sea tour including Batumi are highly sought after. Exotic and distant continents, cruise trips, North Africa, Dubai, Thailand, Indonesia, Singapore, and Cuba—visa-free destinations—continue to attract interest. Demand for Greek islands offering visa-on-arrival nearly doubled during the summer months. It was one of the most popular options in 2024, and if the visa-on-arrival system continues in 2025, we anticipate it will see strong demand once again."



New Heights of Luxury **Kempinski Hotel The Dome Belek** Introduces Exquisite Lagoon and Golf Suites

Kempinski Hotel The Dome Belek, nestled along the Turkish Mediterranean coast, introduces a new level of luxury following a comprehensive property-wide upgrade. Recently unveiled, the hotel features 31 exclusive Lagoon Suites and 12 Lagoon Golf Suites, each offering a heightened sense of private indulgence. Enhancements include the debut of Seljuk restaurant and the complete refurbishment of Lale restaurant.

Architect Kürşat Aybak, renowned for his work on several five-star hotels in Türkiye, has artfully designed these new highlights, incorporating Selcuk-style architecture into the main building. The spacious Lagoon Suites, spanning 90 square meters, provide a serene escape with direct access to the Lagoon Pool from private terraces, picturesque golf course views, and elegant wooden interiors connected by charming wooden bridges from the hotel lobby. Each suite includes a bedroom, living area, powder and dressing rooms, a spacious bathroom, and a private deck with loungers, offering a tranquil retreat amidst nature. Interior designer Tre Tasarım has curated a serene ambiance using warm hues like stone grey, wooden

brown, and orange, catering to golfers, leisure travelers, couples, and small families alike. Golf enthusiasts will delight in the secluded Lagoon Golf Suites, seamlessly integrated into the golf course grounds, offering privacy and exclusivity away from the main building. Furthermore, all guest rooms and suites at Kempinski Hotel The Dome have been meticulously renovated to ensure an exceptional guest experience. Among the culinary highlights, Seljuk restaurant offers a blend of world-class cuisine and impeccable service in a serene setting. Guests can start their day with a lavish breakfast buffet featuring locally sourced ingredients, including Aegean olives, Turkish Simit, cheeses,

yogurt, and freshly baked Turkish pastries. Executive Chef Adnan and his team impress during lunch with live interactive buffets showcasing Turkish, European, and Levantine specialties, complemented by a vibrant decor of light greens, beige, turquoise, and blue with Selcuk patterns. Meanwhile, restaurant Lale sets the stage for evening dining with its warm atmosphere accented by copper, gold, off-white, and beige tones. Guests can enjoy themed buffets with live cooking stations, highlighting locally sourced ingredients, fresh seafood, and a diverse selection of international flavors. With indoor and outdoor seating and nightly live entertainment, Lale provides a perfect conclusion to a memorable day at Kempinski Hotel The Dome Belek.



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Rayelin Old City - Vezneciler



Rayelin Old Town- Aksaray



Rayelin Old City - Vezneciler



Rayelin Taksim



Rayelin Taksim

Hakan Bedir: Rayelin Hotels Becomes a Star of the Region with Its Quality

Operating in different sectors such as healthcare, construction, automotive, maritime transport, and tourism in Libya, Dubai, Germany, and Switzerland, Rayelin Hotels entered the Turkish market in 2020 and continues to expand its number of hotels. The group, which currently has two hotels in operation, is set to open a new hotel in Taksim in 2025. Hakan Bedir, the general coordinator of the group, shared Rayelin Hotels' investment plans in Türkiye with Turizm Aktüel.



Hakan Bedir said, "Rayelin Hotels will open a new 120-room hotel in Taksim in February 2025. This hotel will take the concept of luxury to a completely different level and significantly shift the balance in the region."

Can you tell us the story of Rayelin Hotels? How did it start, where was your first hotel, and when did it open?

Al Rayyan Group is a family business operating in various sectors such as

healthcare, construction, automotive, maritime transport, and tourism in Libya, Dubai, Germany, and Switzerland. Since 2020, the group has prioritized tourism investments by expanding into Türkiye and

Greece. The group opened its first hotel, Rayelin Old City, in the historical peninsula of Istanbul, Vezneciler, in 2023. In June 2024, Rayelin Old Town opened in the Aksaray area.

Your group has two hotels. Can you briefly describe them?

Our group currently operates two hotels located in the Vezneciler and Aksaray areas. The Vezneciler hotel has 64 rooms and, due to its proximity to the metro station, offers easy access to transportation. It is the most luxurious hotel in the region, featuring a café that operates until 2:00 AM, a professional spa with expert physiotherapists, an indoor swimming pool, a shock shower, a steam bath, and a sauna. Additionally, we offer a professional fitness center and a 70-person meeting room, making Rayelin Old City a standout in the area. Rayelin Old Town, located in Aksaray, has 40 rooms and is also close to the metro station, providing convenient transportation access. It is the most luxurious and ambitious hotel in its area, reflecting its distinction with high-quality products used throughout. Our 1+1 kitchen-equipped rooms offer home-like comfort for long-term stays.

The hotel also features a café run by our group.

Do you have any new hotel projects? Are you planning to add new hotels in Istanbul or other regions?

As Rayelin Hotels Group, we will open a 120-room hotel in Taksim in February 2025. This hotel will take the concept of luxury to a completely new level and significantly shift the balance in the area. The hotel, which will be called Rayelin Taksim, will feature cafés and restaurants. Combining modernity and luxury, it will bring great energy to the area. Our hotel will cater to all accommodation needs with various room types, including "Special Family Suites" for large families that can be used as three rooms, and suites with balconies on the terrace. The indoor pool in the hotel will be the largest pool and spa area among hotels in the region. Additionally, with two meeting rooms of different sizes, we will offer an alternative for meeting groups. With the opening of this

hotel, the understanding of luxury will change. The Galata area of Istanbul is also part of our investment plans.

What are the key elements that make Rayelin Hotels stand out? What distinguishes your group's hotels from others in the area?

We can summarize the key elements that highlight Rayelin Hotels as follows: Our group's hotels stand out in their regions with their quality and the services they provide. As Rayelin Hotels, our priority is to maintain our service standards and elevate guest satisfaction. To ensure this, we focus on the training of our team members. Our hotels operate with a tourism approach based on sustainable tourism principles. Some examples include coffee-scented and cocoa-infused soaps made from used coffee grounds and general cleaning products made from waste oils. All the amenities we use in our rooms are recyclable, and plant-based products free from chemicals like dyes, preservatives, colorants, salt, and parabens.

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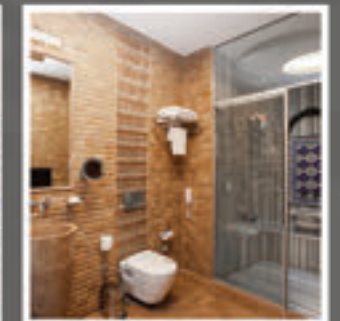
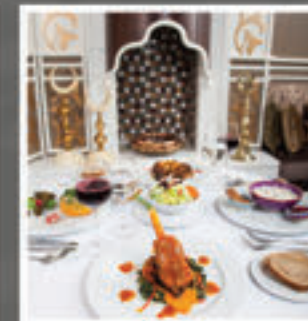
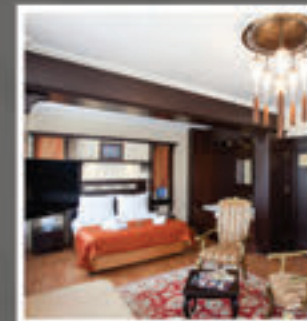
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HOW KARAÇOR WANTS TO GROW WITH THE FOUR ANEX BRANDS

Türkiye specialist Anex has had a successful financial year. The new head of the Anex Group in Germany, Yasir Karaçor, continues to pursue ambitious plans for the German market.

Yasir Karaçor has been head of the Anex Group in Germany and Austria for a year now. He succeeded Murat Kızılsaç, who led the subsidiary of the Turkish Anex Tourism Group (ATG) for seven years. Karaçor is an experienced tourism expert and knows the Turkish group very well, which is active in 15 source markets – the tour operator is even the market leader in Russia – and has its own network of Destination Management Companies (DMC) and a dozen hotels. However, despite his experience in Turkish tourism and the Turkish owner and chairman Neşet Koçkar, Karaçor emphasised in an interview with fvwlTravelTalk: "We are a global company." Türkiye is the most important market - the entire group

will bring around two million guests from the various source markets to the country this year. However, Anex has a strong presence in Türkiye and plenty of growth potential in other countries. It also has its own DMCs in destinations such as Spain, Greece, Egypt, Thailand and the Dominican Republic.

EXPANSION ON MALLORCA "WITH A BIG STEP"

In Germany, following the bankruptcy of Thomas Cook, Koçkar acquired its subsidiaries Bucher Reisen and Öger Tours as well as the brand rights for Neckermann Reisen. The cult brand Neckermann was reactivated two years ago. Neckermann and the short-haul specialist Bucher, both of which have always been strong

in Spain and Greece, are to ensure the expansion of business beyond Türkiye alongside the Anex brand.

ANEX WANTS TO BECOME THE FRONTRUNNER IN TÜRKİYE

One thing is clear for Karaçor: the group, which has been active in Germany since 2016, wants to continue to grow here and in Austria. Among the top ten tour operators, Anex is already on a par in terms of turnover with Coral Travel/Ferien Touristik, which also has Turkish owners and is also active as an operator in Russia, Poland and other source markets.

However, the expansion in the western Mediterranean and on long-haul routes in no way means that the company is cutting back in Türkiye, its main destination. After all, the destination is doing brilliantly and has replaced Spain as the number one in German travel sales this summer. According to the Managing Director, 560,000 of around 750,000 participants flew to Türkiye in the financial year ending at the end of October (up 15% on the previous year). "This puts us in second place in Germany after TUI," says Karaçor. "In the long term, we want to be in first place. But we don't want to rush into this and want to grow sustainably." Like other tour operators, the Anex Group, which has the well-known Türkiye brand Öger Tours in its portfolio, benefited from the FTI bankruptcy. In addition to new bookings, this was helped by a campaign in which Anex offered FTI customers that the tour operator would take care of the refund of advance payments to the DRSF. This was accepted by 5000 customers.



Yasir Karaçor



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HAFIZ MUSTAFA 1864'S LONDON BRANCH OPENED WITH A CEREMONY

Hafiz Mustafa 1864, known for its rich tradition of Ottoman desserts, has expanded to the UK's capital, London, following its success in Dubai. The new branch opened with a ceremony on London's prestigious Knightsbridge street.

Following the opening of numerous branches in Türkiye, and after expanding to Dubai, Hafiz Mustafa 1864 has now opened a new store in one of London's most central areas, Knightsbridge, right next to the historic Harrods department store. The branch offers a variety of

traditional treats such as baklava, Turkish delight, cakes, puddings, and künefe.

THANKS WERE GIVEN TO THE ONGURLAR FAMILY

Hafiz Mustafa 1864 also owns a production facility in the Enfield area

of North London. The brand aims to offer its freshly made products while maintaining high standards for its customers in the UK. Türkiye's Ambassador to the United Kingdom, Osman Koray Ertaş, spoke at the event, saying, "Our large Turkish family is expanding with a new brand here. One of the oldest brands in our country is now present here. Wishing you success on your journey." Avni Ongurlar, Honorary Chairman of the Board of Hafiz Mustafa 1864, noted that they have been working on this store and factory for four years, adding, "We believe we will be successful and sweeten London and the UK with our desserts."

TARGETING 8 BRANCHES IN LONDON

Eren Ongurlar, Vice Chairman of Hafiz Mustafa 1864, said, "We've established our production network, built our factory, and opened our branch. We



aim to open 7 to 8 more branches in the UK. Our discussions are ongoing. We plan to open a branch on Oxford Street next year. We don't offer franchises to maintain high standards; we open the branches ourselves."

RIBBON CUT WITH CEREMONY

The opening ribbon was cut with prayers by Ambassador Osman Koray Ertaş, Consul General Korkut Tufan, TRNC London Representative Ambassador Çimen Keskin, Honorary Chairman of Hafiz Mustafa 1864 Avni Ongurlar, Vice Chairman Eren Ongurlar, along with Emre Ongurlar, Emirhan Ongurlar, Timur Ongurlar, Emirhan Ongurlar, Lord Syed Kamal, Embassy officer Hülya Karayılan, Consulate Secretary Nalan Tellioglu, Yunus Emre Institute Director Dr. Mehmet Karakuş, City Council Members Şazimet Palta



Honorary Chairman of Hafiz Mustafa 1864 Avni Ongurlar



businessman Kazım Akkuş, Director of Hafiz Mustafa 1864 Ahmet Halit Demir, and restaurant manager Erdem Güven. The London store is Hafiz Mustafa 1864's 20th branch. The brand also has 16 branches in Türkiye and 3 in Dubai. Founded in 1864 in Istanbul's Bahçekapı, Hafiz Mustafa has grown to offer a wide variety of traditional Turkish delights and desserts, including baklava, kadayif, cakes, and milk-based sweets.



Türkiye increasing share in luxury tourism

As the global travel market prepares for new records throughout 2024 following the coronavirus pandemic, the luxury tourism sector is also experiencing growth. The luxury travel market is expected to reach a size of \$578 billion by 2028.

Türkiye has been attracting attention with its increasing share in recent years, and this year, it is once again on the radar of the world's jet set, especially with Bodrum. This demand is supported by investments made by high-end brands in tourism centers, such as hotels, restaurants, and stores.

Volkan Büyükhanlı, a board member of Büyükhanlı Kardeşler Group, the investor of Caresse, a Luxury Collection Resort & Spa, Bodrum, stated that they are positioned as the only year-round luxury resort in the region. He mentioned that considering the first five months of 2024, they anticipate a very successful summer season. "Based on the reservations we have received this season, we can say that the prominent countries are the U.K., the U.S., Russia and Europe," Büyükhanlı said. "Our hotel, which is among the favorite venues for Turkish weddings, also hosts Indian, American and British destination weddings, which are a major trend worldwide. Additionally, our Carresse Art project, which started nationally last year, has become an international art project this year, attracting many art-enthusiast guests to our hotel."

According to Büyükhanlı, global



Volkan Büyükhanlı

conflicts and the economic downturn are negatively affecting the tourism sector, which is the most vulnerable sector. However, he said that demand in the luxury market continues to increase, contrary to this general trend, citing Russia as an example. "While middle-income Russian tourists have had to postpone their travel plans or choose domestic destinations within Russia, high-income tourists have been almost unaffected," he said. "Russian tourists who are unable to travel to world-famous popular destinations have come to Türkiye, the most accessible country for them. This situation has provided a significant benefit to upper-segment hotels like ours during the crisis period." Can Göktaş, general manager of Six Senses Kaplankaya, stated that they expect a 21 percent growth in their

revenue in 2024. "The Aegean Region, particularly Bodrum, is a preferred destination due to the presence of luxurious international resort establishments, the preference for high-end international food and beverage establishments, and the high quality of service provided," Göktaş added. "With the addition of quality establishments and high service quality every year, Bodrum has now become a brand and one of the most popular destinations for upper-income tourists. Additionally, the ease of access to the airport is a prominent factor in tourists' preferences." Göktaş noted that they expect the demand from the U.K., Germany and Russia, as well as from European countries and the U.S. in general, to continue increasing for their facility.



Cher Hotel & Spa Beyoğlu is in the heart of Istanbul, within walking distance of some of the world's most famous squares, convention centers, places and luxury shopping districts. Cher hotel & spa is home to 136 luxury rooms, including 13 suites. Cher Hotel & Spa Beyoğlu's themed rooms inspired by Haute Couture are one of the largest in the capital city of Istanbul and one of the most highly customized in the world. They are real showcases of Istanbul's heritage and experience.



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Eco-tourism and sustainable travel in Türkiye

These efforts not only help conserve the environment but also support local communities through economic growth and cultural preservation. By involving local populations in green initiatives, Türkiye ensures that the benefits of tourism are shared equitably and that its unique natural and cultural resources are respected.

WHAT IS ECO-TOURISM AND WHY IS IT IMPORTANT?

Sustainable tourism focuses on preserving nature, biodiversity, cultural integrity, and ecosystems. It emphasizes using natural and cultural resources in ways that benefit future generations. This approach promotes environmental stewardship, social equity, heritage preservation, and economic development. Rather than being a specific tourism

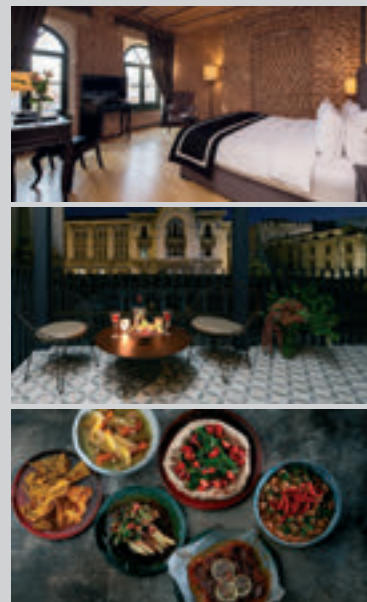


type, sustainable travel is a broad framework encompassing various methods aimed at protecting the environment, culture, and economy. Within this framework, eco-tourism has seen notable advancements. Türkiye offers a range of destinations

where travelers can enjoy natural beauty and cultural heritage while practicing sustainability. These highlighted locations reflect Türkiye's commitment to environmental protection and provide memorable travel experiences.



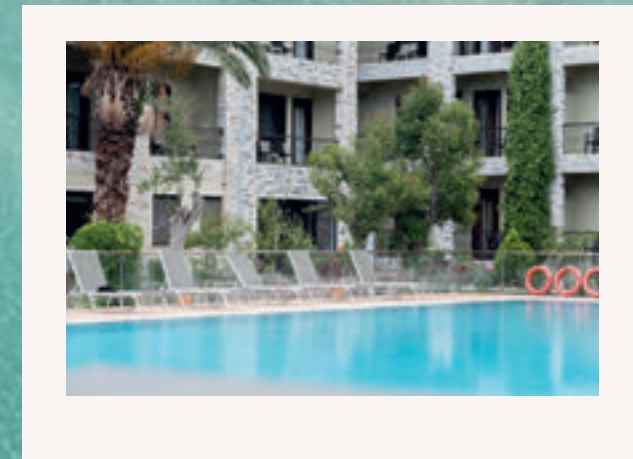
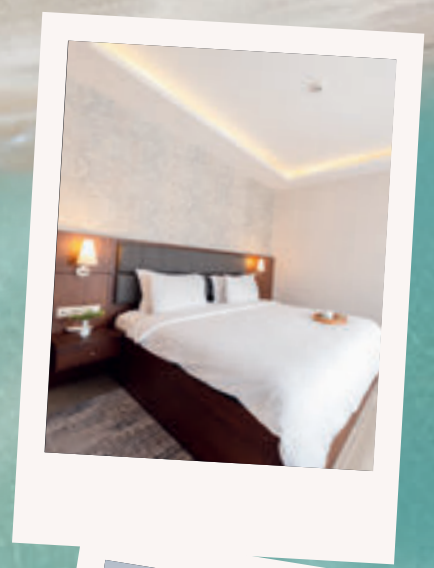
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TURKISH TOP SOURCE MARKETS CONTINUE TO GROW

Türkiye recorded significant growth in its traditional source markets of Russia, Germany and the UK. Two Asian source markets, on the other hand, have great growth potential.



In the first half of 2024, the number of international visitors to Türkiye rose by 13.9% year-on-year to 26.1 million. Tourism revenue rose by 9.3% to 23.7 billion US dollars. According to the Turkish Ministry of Tourism, the average daily expenditure per visitor reached US\$98. Turkish Tourism Minister Mehmet Nuri Ersoy explained that Türkiye is well on the way to reaching the target of 60 million tourists and US\$60 billion in revenue. Russians ahead of Germans and Brits. It was particularly pleasing for the tourism sector that the traditional source markets of Russia, Germany and the UK had recorded growth. More than 2.7 million Russians chose Türkiye as their holiday destination, which corresponds to an increase of

3%. In the same period, the number of German visitors was over 2.5 million – an increase of 9%. The UK source market recorded an increase of 19% with almost 1.8 million Britons visiting the country in the first half of the year.

TWO ASIAN MARKETS SHOW STRONG RECOVERY

The Chinese source market recorded particularly high growth of 111% with 187,000 visitors. The number of visitors from Japan also almost doubled to 56,000 – an increase of 96%. According to the ministry, more and more international tourists are interested in Türkiye's historical, cultural and archaeological heritage. In the first half of 2024, the country's museums and historical sites recorded almost

14 million visitors, an increase of 12% compared to the same period last year. The most visited sites were Efes (Ephesus) in İzmir, the Mevlana Museum in Konya, Hierapolis and Pamukkale in Denizli as well as Göreme and Zelve/Paşabağları in Cappadocia/Nevşehir.



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RIXOS TERSANE ISTANBUL OPENS

Rixos Tersane Istanbul opens as the city's newest luxury hotel, offering a blend of hospitality, culture, and art that promises to redefine Istanbul's tourism landscape. Located in the historic Tersane area, this new addition to the Rixos Hotels family is not just a place to stay but also a cultural and artistic hub, catering to both travelers and the local community.

During the grand opening ceremony, attended by President Recep Tayyip Erdoğan, the significance of Rixos Tersane Istanbul was highlighted as a major milestone for the city's tourism and cultural sectors. Erdoğan emphasized Türkiye's strategic focus on tourism, noting that the country's tourism revenue has reached \$56 billion, with over 26 million tourists visiting in the first half of 2023 alone. "We see tourism as a strategic area," Erdoğan stated, adding that Türkiye offers diverse opportunities in health, cultural, religious, and adventure tourism.



Sophia, the hotel is surrounded by a wealth of cultural landmarks, further enhancing its appeal to international tourists. The hotel is part of a broader effort to promote Istanbul as a premier destination for global travelers. "A city's cultural heritage and art scene are crucial to its tourism development," Ersoy noted, emphasizing that the Turkish government and private sector stakeholders are committed to supporting projects that enhance Istanbul's tourism and cultural sectors.

A NEW CULTURAL AND TOURISM LANDMARK

Rixos Tersane Istanbul is more than just a luxury hotel. It is also designed to function as a cultural and event space, contributing significantly to the city's vibrant cultural life. Speaking at the ceremony, Mehmet Nuri Ersoy, Minister of Culture and Tourism, highlighted the dual role of the new establishment: "This modern facility is a significant asset for both tourism and the cultural

and arts scene of our city. It will serve Istanbul and its residents for many years, leaving guests with unique experiences and memories of Istanbul."

A HUB FOR LUXURY, ART, AND HISTORY

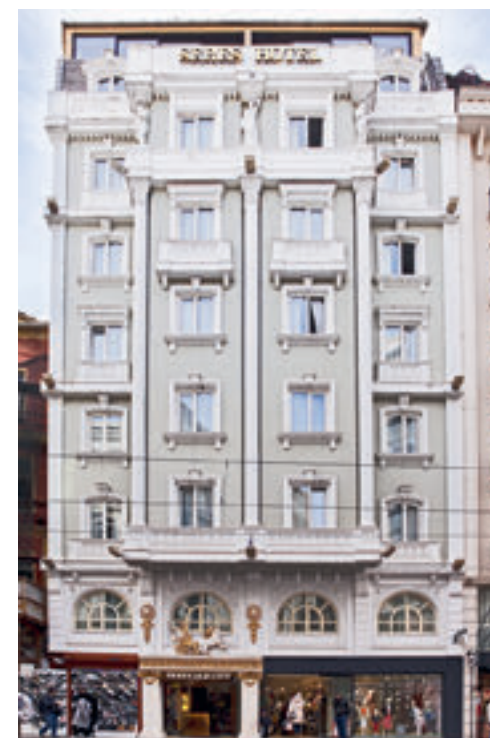
Rixos Tersane Istanbul is strategically positioned to offer more than just luxury accommodation; it aims to become a cornerstone of Istanbul's cultural and artistic offerings. From the Atatürk Cultural Center to the Istanbul Cinema Museum, Galata Mevlevihanesi, and the iconic Hagia

BRIDGING ISTANBUL'S PAST AND FUTURE

The opening of Rixos Tersane Istanbul also represents a commitment to preserving and celebrating Istanbul's rich history while incorporating modern luxury and sophistication. Ersoy mentioned that the city has significantly increased its accommodation capacity over the past 22 years, now boasting over 6,000 facilities with nearly 500,000 beds. This expansion is a testament to Istanbul's growing reputation as a global tourism and cultural hub.



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Istanbul Metropolitan Municipality Introduces İstanbul to Foreign Journalists

The Istanbul Metropolitan Municipality Tourism Department hosted 45 foreign journalists, members of the Germany/Berlin-based "International Programs for Journalists" (IJP e.V.), in Istanbul. This event not only contributed to increasing Istanbul's visibility on international platforms but also strengthened international cooperation in the field of journalism.

Organized in cooperation with the IMM Tourism Department and the Germany/Berlin-based "International Programs for Journalists" (IJP e.V.), the media event took place from October 2-6. Prestigious media representatives from outlets such as "Süddeutsche Zeitung", "Berliner Zeitung", "Bayerischer Rundfunk", "Deutsche Welle", "Politico", and "Zeit" had the chance to experience various aspects of Istanbul, from its history to its gastronomy. Throughout the event, journalists gained comprehensive information about the city's global significance. Accompanied by IMM Tourism Director Hüseyin Gazi Coşan, the foreign journalists explored historic areas such as Gülhane Park, the

Basilica Cistern, Sultanahmet Mosque, the Hippodrome, Tekfur Palace, Büyükkada, Heybeliada, and Beyoğlu. They also visited restored landmarks brought back to life by IMM Heritage, including Art Istanbul Feshane, Bulgur Palas, Taş Mektep, the City Walls, Çubuklu Silos, Anadolu Hisari, Metrohan, and Casa Botter.

AMBASSADORS OF ISTANBUL

During the event, foreign journalists expressed their delight at discovering the beauty of Istanbul. Evgeniya Sayko, representing "Magnet", remarked, "These three days spent in the beautiful atmosphere of Istanbul were truly wonderful and unforgettable." Estonian journalist Mele Pesti shared

her feelings, saying, "The Istanbul trip was amazing! I am already working as an ambassador of Istanbul. I have already told a few people, including those I sat next to on the return flight, about it. Thus, I've started working as an ambassador of Istanbul." Urte Karalaite from Lithuanian National Radio added, "I'm full of beautiful memories of Istanbul. Thank you for everything." Monika Petkeviciute commented, "It was very interesting to see beautiful Istanbul."

STRENGTHENING INTERNATIONAL COLLABORATIONS

The program, organized in cooperation with IJP e.V. and the Istanbul Metropolitan Municipality Culture Department, was not only important for promoting Istanbul but also for strengthening ties in international journalism. Thanks to the tours included in the event, foreign journalists had the opportunity to closely experience Istanbul. They shared their experiences in the media outlets and platforms they represent, helping to convey the city's cultural richness to a wider audience.



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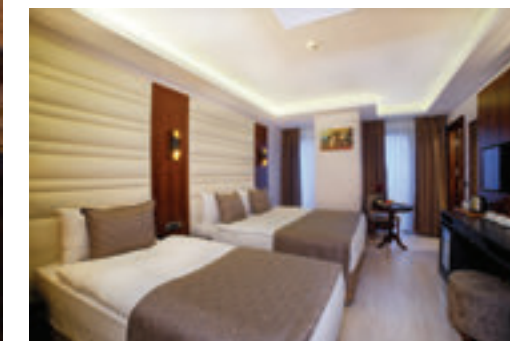
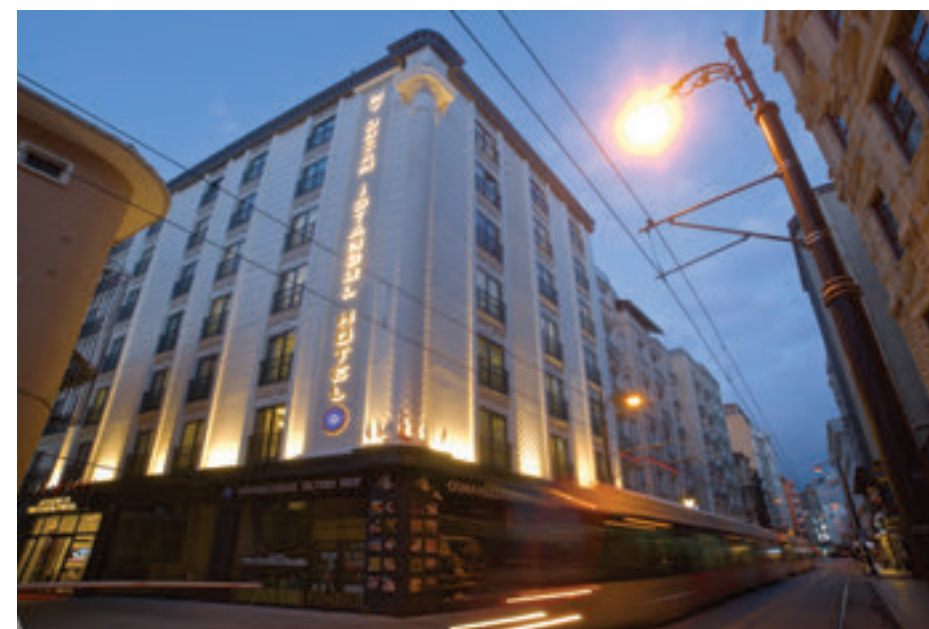
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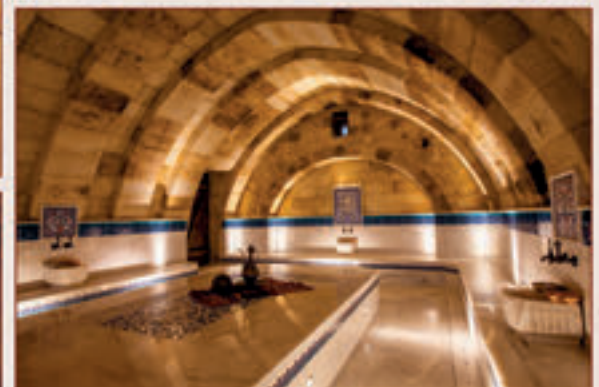
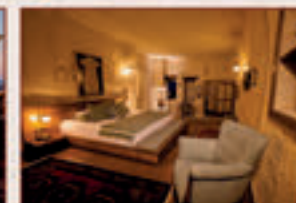
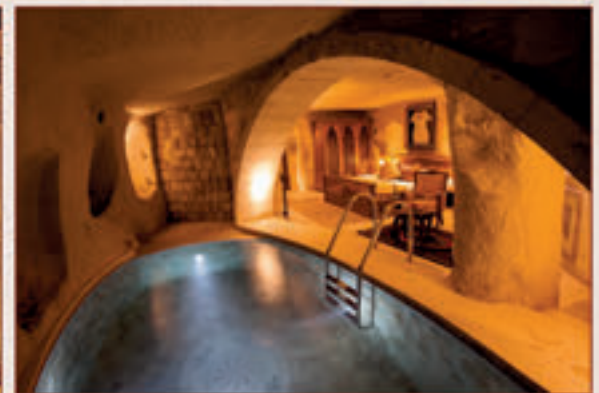
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GlobeMeets B2B Networking Achieves Great Success

The GlobeMeets B2B Networking Event, now recognized as one of the most important B2B networking events in the tourism sector, took place in Istanbul on September 12-13. The event saw the participation of over 1,000 travel agencies and resulted in significant agreements for 2025.



Firuz Bağlıkaya - Hüseyin Kurt

Held at the Rixos Tersane Hotel in Istanbul, the event brought together more than 1,000 travel agencies from 50 different countries and across Türkiye. The opening ceremony was attended by prominent figures such as Deputy Minister of Culture and Tourism Nadir Alpaslan, Istanbul Governor Davut Gül, Gaziantep Metropolitan Mayor Fatma Şahin, Turkish Travel Agencies Association (TÜRSAB) President Firuz Bağlıkaya, İGA Digital Services and Commerce Deputy General Manager Server Aydın, and more than 15 consuls general.

DMCS FROM 50 COUNTRIES PARTICIPATED

In its second year, the GlobeMeets B2B Networking Event achieved major success by bringing together buyer agencies from 37 cities in Türkiye and 20 different countries. The event hosted Destination Management Companies (DMCs) from 50 countries, airlines, tourism offices, cruise companies, insurance companies, and marketplace partners.



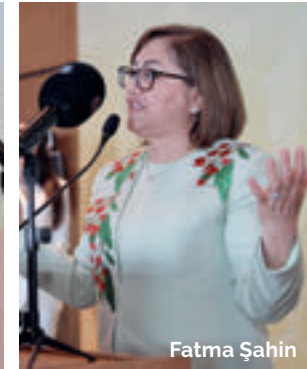
Firuz Bağlıkaya



Davut Gül



Hüseyin Kurt



Fatma Şahin



Nadir Alpaslan

HÜSEYİN KURT: THE FUTURE OF TOURISM IS SHAPED AT GLOBEMEETS

GlobeMeets President Hüseyin Kurt emphasized the importance of unity in the industry: "We brought the right buyers together with the right service providers. This event is the realization of a vision and a dream. We are stakeholders who grow stronger despite every obstacle and always support each other. We believe that with our competitive strength and our vision that quickly adapts to the world, we will overcome all boundaries. GlobeMeets, which breathes new life into the tourism sector and breaks down barriers, provides a platform for buyers to establish future partnerships and collaborations, while exchanging ideas about new destinations and cultural experiences."

FİRUZ BAĞLIKAYA: GLOBEMEETS HAS TAKEN ON AN IMPORTANT MISSION

TÜRSAB President Firuz Bağlıkaya highlighted, "Tourism is the most important driver of the economy, and travel agencies

are the drivers of tourism. GlobeMeets has taken on a crucial mission in the marketing of tourism products in this changing world. As TÜRSAB, we will continue to support events like GlobeMeets. I wish all participants productive meetings and extend my respectful greetings to you all."

NADİR ALPASLAN: TGA ACHIEVED SUCCESSFUL RESULTS

Deputy Minister of Culture and Tourism Nadir Alpaslan also noted, "In 2018, our President declared tourism a strategic sector. We are working to maximize the benefits Türkiye can gain from tourism. Our tourism sector is rising through the collaboration between public and private sectors via the Turkish Tourism Promotion and Development Agency (TGA). The TGA has achieved significant success in both handling crises and leveraging opportunities." The successful GlobeMeets B2B Networking Event concluded with a "Networking Party" on the evening of September 13, held at Istanbul's prominent cultural, artistic, and gastronomic venue, Fişekhane.



Jet2holidays 'Excellence in Service Quality' award winner: **Serpina Hotel Bodrum**

The winner of the "Excellence in Service Quality" award for 2023, given annually by Jet2holidays, one of the UK's leading tour operators, was Serpina Hotel Bodrum.

Known for its high standards and commitment to excellence, Jet2holidays regularly presents awards in various categories, and this year's winners have been announced. Serpina Hotel Bodrum earned the 'Quality Award' in the service quality category, determined by the statistical data from surveys conducted in various countries, thanks to its outstanding service quality and customer satisfaction in 2023.

Ali Rıza Coşkun, General Manager of Serpina Hotel Bodrum, expressed his satisfaction with the success at the Jet2holidays awards and said, "As of 2025, we will extend the season by a total of 23 days, contributing to a 12-month sustainable national tourism industry. We are very pleased to have been deemed worthy of this prestigious award by Jet2holidays, one of the UK's leading tourism operators. Our goal is to provide our guests with an

unforgettable holiday experience by always maintaining the highest levels of guest satisfaction and service quality. We are proud that our principle of offering an exceptional customer experience and our flawless service philosophy have been crowned with such a valuable award. As we have done so far, we will continue to turn our guests' holidays into unforgettable memories with our superior services that exceed expectations."



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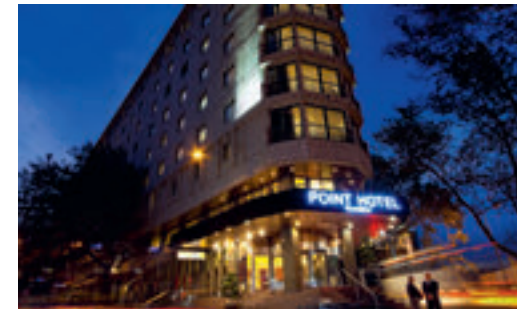
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Hot air balloon bookings set new record in Türkiye's Cappadocia

The number of people booking hot air balloon rides over Türkiye's renowned Cappadocia region, one of the prime tourist spots in the country, reached a record high of 583,063 between January and October this year.



Cappadocia, a UNESCO World Heritage Site recognized for its historical significance and natural beauty, offers hot air balloon rides as one of its most sought-after tourist activities. During 182 days of favorable weather this year, over 583,000 tourists enjoyed the balloon rides, marking a new record – an increase of 74,882 compared to 2022's total of 508,181. In 2023, 473,396 people took balloon rides during the same nine-month period. "In the nine months in Cappadocia,

more than 580,000 domestic and international visitors participated in balloon tours," said Mehmet Dinler, head of a local balloon tour service. "When we compare this data, we see that we've reached the highest numbers."

"I believe we will surpass the annual target of 700,000 passengers that we've aimed for over the years in Cappadocia. We will set new goals and break new records." Balloon pilot Tolga Eke added: "Balloon flights have been taking place in our region for many years, and interest continues to grow each year."

"We welcome guests from all over the world. This year, there's been more interest compared to previous years." "Cappadocia is the world's hub for hot air ballooning. People know this and choose to fly in this region."



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CORAL TRAVEL BRINGS TWO NEW MANAGERS ON BOARD

Coral Travel Germany has expanded its management team with two new managers. One previously worked for the insolvent tour operator FTI, the other for the tourism software developer Peakwork.



New faces in the management team of Coral Travel Germany: Hicabi Ayhan joins the tour operator as Director Product Management

Daniel Zingsheim is the new Deputy Managing Director Digital Development.

The Coral Travel Group is broadening its organisation. Hicabi Ayhan has joined Coral Travel Germany as Director Product Management. He was most recently employed as Strategic Destination Officer for Türkiye and Northern Cyprus at FTI Touristik in Munich, which had to file for insolvency in June.

WELL CONNECTED IN THE TURKISH HOTEL SCENE

Ayhan had worked for FTI since 2005. During these years, he played a key role in shaping their business in Türkiye – the third-largest German tour operator to date was the market leader in Germany for a long time –

and is well connected in the hotel industry. Daniel Zingsheim took up his position as Deputy Managing Director Digital Development at the beginning of September. He will be responsible for day-to-day IT tasks as well as for the strategic development of IT and the digital requirements of the European tour operator brands under the umbrella of Coral Travel Germany. Daniel Zingsheim previously spent eight and a half years at Peakwork – the company develops software for the tourism industry – most recently as Vice President Operations. Prior to that, he held various positions at Traveltainment (now Amadeus Leisure) for the same length of time.

STRONG EXPERTISE IN THE TRAVEL TECH SECTOR

The two new managers will also support the business of Coral Travel Germany in Central Europe (Germany, Austria, Switzerland). With them, the ambitious goals in Germany and Europe will be pursued with great strides, says Managing Director Koray Çavdır. With the Coral Travel and Ferien Touristik brands, Coral Travel Germany is one of the fastest growing tour operators on the market. The medium-term target is one million guests and €1 billion in turnover. In the past financial year 2023/24, turnover totalled €510 million.



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BENTOUR CELEBRATED ITS 20TH ANNIVERSARY IN ZURICH

Bentour Reisen, a leading Turkish tour operator specializing in Türkiye, celebrated its 20th anniversary with an exclusive event in Zurich. Operating in Germany, Switzerland, and Austria, Bentour marked the milestone during its third annual "Summer on the Lake" event.



The special evening, hosted at Zurich's Bürkliplatz Harbor, welcomed over 120 guests, including top-selling agencies, key partners, and special invitees. The guests were greeted by Bentour's senior management and enjoyed a scenic cruise aboard the MS Wädenswil. Throughout the voyage, industry professionals had the opportunity to network and exchange insights.

WE ARE A COMMERCIAL ORGANIZATION, NOT A CHARITY OR ASSOCIATION

In his welcome speech, Kadir Uğur, Founder and Chairman of Bentour Reisen, shared his 56 years of experience in the tourism industry. He emphasized the company's commercial nature, stating, "The tourism sector must remember that we are not a charity or association, but a commercial organization. What propels us forward is not the number of passengers, but the healthy profits we generate. Tour operators, travel agencies, and tourism associations need to highlight the benefits of organized travel more strongly, as many customers have not yet fully grasped this concept."



STICK TO YOUR CORE BUSINESS

Uğur stressed the importance of specialization in the tourism industry, which is composed of tour operators, travel agencies, hotels, and airlines. "You can't carry two watermelons in one hand," he remarked, underscoring the need for each player to focus solely on their own area of expertise.

QUALITY-FOCUSED GROWTH

Looking ahead, Uğur expressed his desire for Bentour Reisen to continue growing with a focus on quality, a principle that has defined the company's success to date.

He highlighted the central role of employee commitment and a conducive work environment in achieving this vision. He also mentioned the company's new headquarters in Antalya, which will feature social spaces, including a fitness center, designed to foster a healthy workplace.

WE WOULDN'T BE HERE WITHOUT PARTNERS

Following Uğur's speech, Bentour CEO Deniz Uğur thanked the company's partners and travel agencies, saying, "This evening is dedicated to our top travel agencies and partners, who have supported us for many years. We wouldn't be where we are today without you. Looking back, we are proud of our achievements, but we know that our greatest accomplishments have come from the successes we've achieved together."

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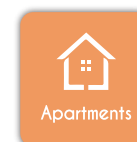
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Istanbul's Luxury Hotels to be Promoted in Uzbekistan and Kazakhstan

The event "The Istanbul Workshop Tashkent and The Istanbul Workshop Almaty 2024," organized by Leisure Business Travel (LBT SERVICE), will take place in Tashkent, Uzbekistan, on November 19, and in Almaty, Kazakhstan, on November 21. Around 300 travel agency representatives will meet with hoteliers from Istanbul at the event.

The organization, featuring Istanbul's leading luxury hotels, will be held at the Hyatt Regency Hotel in Tashkent and the Rixos Almaty Hotel in Almaty. At these Istanbul-themed workshops, representatives from 300 prestigious travel agencies from both regions will meet with Istanbul-based hoteliers. Leisure Business Travel (LBT SERVICE) Chairman Ilımdar Rıza stated, "We are excited and proud to host 'The Istanbul Workshop Tashkent and The Istanbul Workshop' again, an event that has become a traditional platform for promoting Istanbul as a destination. This year, we will host two back-to-back workshops, first in Uzbekistan and then in Kazakhstan. Only luxury segment hotels from Istanbul will participate in these events, and we will limit the number of participating hotels. We carefully select the visiting partner agencies invited to the workshops."



Rıza also announced the creation of a platform called The Royal Experience Club: "We have many shortcomings in promoting Istanbul. We established a VIP program called The Royal Experience Club, and the first event, held in Istanbul last March, made a big impact. In March 2025, we will take a

strong step into 2025 with The Royal Experience Club event, which will again take place in Istanbul. The 2025 edition will be unique, as we plan to invite our top-selling agencies to Istanbul to meet with our hoteliers. We aim to hold this event annually and expand it internationally."



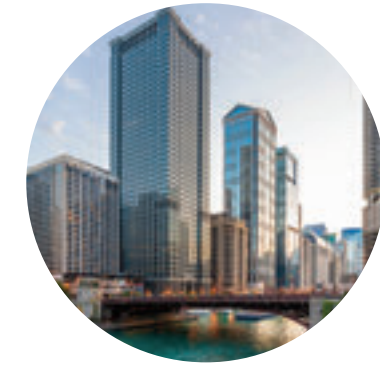
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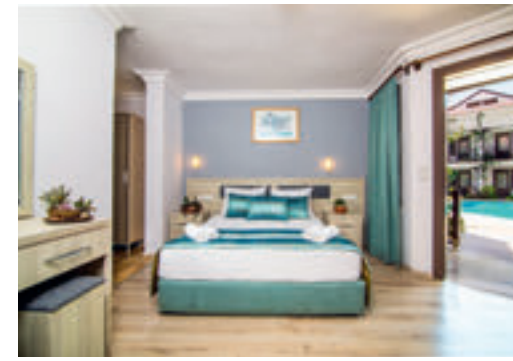


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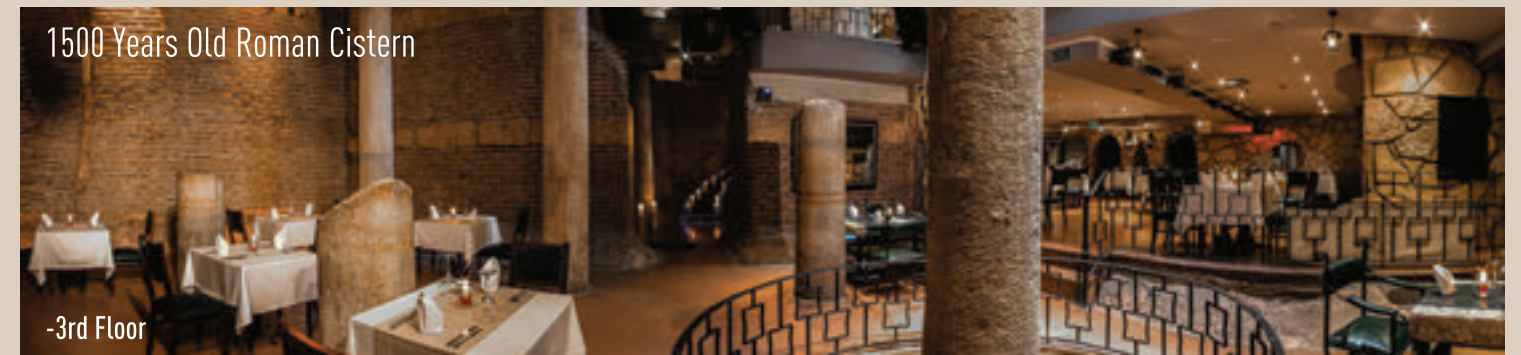
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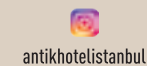
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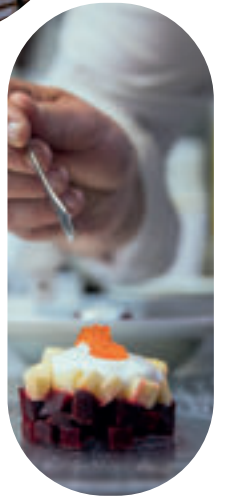


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