



MEE TURKEY

November 2019 Year: 25 No:95

Alternative Tourism & MICE Magazine

Mardin, A City of Tolerance



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Turkey triathlon races
The 41st Istanbul Marathon
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FROM THE EDITOR

Cultural Heritage and Tourism

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

The beauty of tourism is that it works its way into the hearts of people through the desire to visit other cultures and learn about their customs. The world is connecting through 'conserving cultures'. Different cultures are coming closer and holding hands by heritage conservation. In this issue, our cover story is Mardin. Mardin is a city situated on the Turkish border with Syria and populated by diverse ethno-religious groups. Its complex history and groups are different from other cities of Turkey. Its cultural, social and linguistic plurality has fascinated academics, politicians, and travelers. Turkey has not had a multicultural policy. However, Mardin's structure has been a device to show the multiculturalism of Turkey. Travelers can see the interaction of four ethno-religious groups: Sunni Arabs, Sunni Kurds, Syriac Christians and Ezidis, and how they all live together peacefully till today.

In this issue, besides news from Turkey and around the world, you will find photos from IT&CMA and CTW Bangkok, news coverage from art and sports events around Turkey.

Happy reading,

Özgür Töre



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Turkey Revealed its 2023 Tourism Strategy

Turkey's Minister of Culture and Tourism, Mehmet Nuri Ersoy has revealed Turkey's Tourism Strategy for 2023 at the conference with domestic and foreign press members held in Istanbul Dolmabahce Palace, on September 27, World Tourism Day. Bringing Turkish tourism to a sustainable and income-driven growth model, Tourism Strategy for 2023 aims to welcome more than 75 million tourists and reach a tourism income of 65 billion dollars in 2023, as a result of the studies to be conducted and multi-directional new practices.

Tourism Strategy for 2023, within the scope of targets determined in 11th Development Plan and benefit from the outputs of 3rd Council of Tourism, summarizes the path to the great change and improvement expected to be made in Turkey's tourism sector. At the press conference, the Minister of Culture and Tourism, Mehmet Nuri Ersoy talked about Turkey's Tourism Strategy for 2023:



“Turkey is a world leader that offers a wide array of travel opportunities and that is able to meet the ever-changing expectations of today's tourists. By putting new strategies into practice set forth in Tourism Strategy for 2023, we will ensure that Turkey will advance to the upper league in global tourism market with its tourist number and size of income. We are aiming that more than 75 million tourists will visit our country and reach an income of 65 billion dollars in 2023. We are planning to realize that by increasing the average spending of a tourist and raising the number of average nights from 9.9 to 10 and thus reaching the average level of spending of 86 dollars per night.”

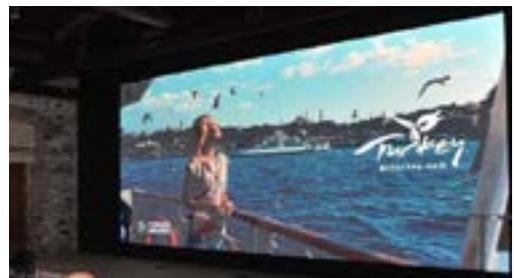
A central agency model for touristic promotion and development, in practice for long years in the countries that are our competitors across the world, is brought into action in our country as well. We have increased the Ministry's promotional budget that was 18 million dollars in 2018 to 72 million dollars in 2019 thanks to the change of policy. We aim to raise the promotional budget to 180 million dollars with our Ministry and newly-established Tourism Promotion and Development Agency of Turkey in 2020.

We intend to meet the deficit with great promotional budgets of our competitors in tourism that are in use for the studies which are the products of a long-time investment through yearly increments. In that line, we will work to reach a promotional budget of 220 million dollars in 2023. We will increase our tourism incomes thanks to the promotions with Tourism Promotion and Development Agency of Turkey and as our income increases, our promotional budget will expand as well. Furthermore, in this sense, we target to increase the package tour rates to 15 – 60 percent by ensuring the security of supply.

We're also expecting an increase in the number of visitors with high spending potential. We will develop new products in this aspect. We will approach gastronomic promotion under a separate title. We will add new ones among our cities registered by UNESCO. We will draw a 'Taste Map of Turkey' and create gastronomy routes. We will take actions to improve health tourism and increase the shopping expenses of the tourists. We will focus on many fields ranging from educational tourism to sports, faith tourism, third age target group, congress tourism, festivals, and events and to cruise-yacht tourism. We will continue to open new museums across Turkey. We will increase the number of our items in UNESCO's World Heritage Lists. We will create routes for land and road cycling bicycle tourism with new culture destinations. We will increase the number of "Bicycle-Friendly Hotels" as well. By keeping digitalization at the center of all our studies, we will provide the experience that the new-generation tourists are looking for before even their trip starts. For faith tourism, we will put 'Digital Faith Map and Faith Portal of Turkey' into practice."

New 2020 Advertising Films revealed

The Minister also showed the new 2020 Advertising Films to be used for promotion of Turkey abroad, developed in accordance with the approaches of the strategy. The film puts forward that Turkey is an ideal address where today's visitors can have the unique experience they're looking for travel and exploration with impressive editing. The film also emphasizes that Turkey is a sought destination for family trips.



Turkey's advertising film which has 3 individual versions for Western, Asian and Far Eastern markets underlines both the current status and cultural

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diversity and depth of Turkey. Telling about the experience-based travel with an innovative and different approach, the film features the nature, history, cultural treasures, faith destinations, gastronomy, shopping, fashion and art world, and the entertainment life.

The new advertising films have been completed as a result of a two-month work by a team of 98 people in 5 different cities with the shootings held in a total of eleven different venues.

The shootings were held in different places such as Turuncpinari, Cennet Bay, Babadag, Patara, Kekova, Cappadocia (Balloon), Karanlik Kilise (Dark Church) in Goreme Open Air Museum, Kas Road, Hierapolis and Istanbul for the new advertising film of Turkey. Moreover, drone shootings were held also for Butterfly Valley, Yassica Island, Suluada, Gocek Bays, Kas-Fethiye Road, and Oludeniz. With the main advertising film, 19 short films appearing frequently on digital channels were prepared. The short films, fictionalized as 10-15 seconds long stories, will be broadcast as "serial advertising films" on the channels around the world as well as the social media channels. New advertising film will constitute the foundation of an integrated marketing campaign to be organized by the Ministry in 2020 with all versions. The Ministry will conduct a 360-degree communication campaign comprised of public relations works, next-generation digital applications, online and printed publication ads, fairs and special events envisaged specific to each market along with advertising films. Watched it <https://youtu.be/vnntP5joBlI>

Turkey hosts record number of travelers in 2019

Turkey welcomed 36.4 million foreign visitors in the first nine months of 2019, marking a 14.5 percent rise, the Culture and Tourism Ministry announced.

The Mediterranean resort city of Antalya was the top draw for foreign visitors with a 34.2 percent share, attracting 12.5 million foreigners. Istanbul, Turkey's largest city by population and a top tourist spot, came in a close second, welcoming 11.3 million foreign visitors from January to September. The northwestern province of Edirne, which borders both Bulgaria and Greece, followed them with 3.4 million foreigners.

Ministry data showed that the country welcomed 41.6 million visitors, including Turkish citizens living abroad, up 12.2 percent during the same period.

Turkey's tourism revenue soared 22 percent in the third quarter, up from \$11.5 billion in the same period last year, according to Turkish Statistical Institute (TÜİK).

The tourism income jumped by nearly a quarter this July-September to \$14.03 billion. The TÜİK report said, "While 82.1 percent of this income (excluding GSM roaming and marina service expenditures) was obtained from foreign visitors, 17.9 percent was obtained from citizens residing abroad,"

Individual expenditures constituted nearly \$9.9 billion of the total tourism income in the three-month period, while some \$4.1 billion of the revenues came from package tour expenditures, official figures showed.

Turkey to host 20th International Piano Festival

Turkey hosts the 20th International Piano Festival in the Mediterranean resort city of Antalya between 16-30 November. International Antalya Piano Festival is the most important festival in the city which contributes to the international "art city" identity of Antalya since year 2000. International Antalya Piano Festival has also proven itself with the succession of the membership to European Festivals Association (EFA) as the most prestigious association having the membership of the most important music festivals or Europe.



The festival, meeting world famous artists with the art lovers of Antalya, ever year, presents a rich program associated with special shows of classical, jazz music and many others. Public concerts, master classes which take place at many spots in Antalya, communes, exhibitions, workshops, seminars and social responsibility projects are among the events that the festival blazes a trail and as a result the festival made a tremendous impact at local and national media, while meeting the public by visiting every district of Antalya.

International Antalya Piano Festival, being praised both nationally and internationally as the most important festival of Turkey for presenting the country by its culture and tourism, shines out as a very important event in

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presentation of the wealthy history, cultural diversity and geography of the country by means of the concerts and the events within its body.

The highly anticipated event will bring many world-famous stars to music lovers. The festival will be the stage for the Stars Parade. This year, local and foreign famous names will take part in the festival such as Barbaros Büyükakkan, Selim Bölükbaşı, İdil Biret, Diego Valdivia, Kerem Görsev and Evgeny Grinko.

The festival will provide art lovers with days full of music. One of Turkey's most important orchestras Antalya State Symphony Orchestra will accompany famous soloists. Turkey's most important art event in domestic and abroad acclaimed International Antalya Piano Festival will take place in Antalya Culture Center (AKM).

Turkish Airlines to fly Newark in the US and Xi'an in China

Turkey's national flag carrier Turkish Airlines will launch service to Xi'an, northwestern China at the end of the year and to Newark Liberty International Airport (EWR) next year.

Marking its 20th anniversary of operations in China, Xi'an will be the carrier's fourth destination in China. Flights will initially be offered three times a week, with the number set to rise as summer 2020 approaches. With this new destination, the number of Turkish Airlines' reciprocal flights to China will climb to 24.



"We expect the Xi'an flights will contribute to the ties of tourism, trade, culture, and the economy between the two countries," said Ilker Ayci, Turkish Airlines' chairman.

On the other hand, Istanbul Airport (IST) - Newark Liberty International Airport (EWR) flights are planned as 7 flights per week and will be launched as of May 25, 2020.

Six Senses opens on Istanbul's Bosphorus Strait

Six Senses Hotels Resorts Spas brings its trademark unique and quirky take on hospitality to two restored Ottoman-era mansions in Istanbul, Turkey.

Six Senses Kocataş Mansions, which also incorporates next-door Sait Paşa Mansion, is located in the prosperous Sarıyer district of Istanbul's European

side, famous for its “Pearls of Bosphorus” waterfront properties. The urban resort recreates historic architectural features and artifacts from the site’s former 19th century Kocataş Mansions, which were devastated in a fire years ago, paying homage to its original footprint.

The former mansion was owned by and named after Ottoman Minister of Justice Necmettin Molla Kocataş, owner of Kocataş Water. Indeed, just behind is a 2.5-hectare community known for its pure spring water. The site enjoys far-reaching views over the Bosphorus as it begins its last curve towards the Black Sea. This iconic Strait has been sailed since the Roman era and today marks one of the world’s most strategic waterways, separating Europe and Asia.



The 45 generously proportioned guest rooms and suites are divided between the two stately three-level heritage mansions, together with lounges, banqueting and function rooms, and a gallery. Inspired by the city’s ability to embrace its contradictions – whether east and west, ancient and modern or mystical and earthly – the interior design blends traditional local flavors with contemporary Six Senses signature touches.

In addition to the abundant heritage and cultural attractions that make Istanbul a unique bridge between east and west, Six Senses Kocataş Mansions, Istanbul will also entertain guests by the water. A private boat moored in front of the property on the Bosphorus will be available for guests to take sightseeing trips and excursions.

“We are very happy to partner with the Alfardan Group for this historic project,” said Chief Executive Officer Neil Jacobs. “Ideally situated in the city’s prosperous northernmost district with its vibrant outdoor cafés and garden areas, this remains truly the best spot for a Six Senses hotel in Istanbul. It will appeal to local residents in search of an urban wellness fix and great dining experiences, and also to international travelers who wish to explore the city.”

The historic city center of Istanbul is a short boat ride away and the Istanbul New Airport, the largest hub in the world, is a 40-minute drive by a private vehicle provided by the hotel. The stately heritage mansions together with the all-day Kahve café, Toro Latin GastroBar and gym are scheduled to open on November 2019, with more facilities to be added by next Spring.

Istanbul Airport's 3rd Runway soon to open

Distinguished from many other airports across the world with its technical characteristics, Turkey's new gateway to the world, Istanbul Airport will also enjoy an important relief in terms of travel experience with its 3 independent runways. By the time the third runway becomes operational, Istanbul Airport will have 5 operational runways with 3 independent runways and the backup runways combined. Thanks to the new runway, air traffic capacity will increase from 80 plane landing/take-offs to 120 per hour. Airways' slot flexibility will also improve. Also, with the 3rd runway being positioned close to the pier that operates the domestic flights, current taxi durations will reduce by 50 percent.



Chief Executive Officer of iGA Airport Operations H. Kadri Samsunlu, following his evaluations of the Istanbul Airport's soon-to-be-completed 3rd runway, said: "Istanbul Airport, which got constructed in record time as the world's biggest airport, is among the most important projects of Turkey. Our operations continue in full force after an unprecedented, successful and nigh-flawless, massive relocation. There's no other airport in the world with these characteristics of construction or relocation. We are also proud of this success. We welcomed about 17 million 500 thousand passengers since April 6th, 2019. We did everything within our reach to create such an airport that will give our passengers every kind of comfort in the easiest possible way in such a big structure. We intend to bring into service our three independent runways, within the first 6 months of the next year. With the time efficiency and comfort the completion of the three still-under-construction runways will provide, we will carry our quality of service assertion to the top. Istanbul Airport is the most important economic asset of our country. It will be a driving force behind our country's development."

Extra operations to further reduce the plane taxi times in Istanbul Airport are also in progress. In this regard, studies have been started to install loop sensors, microwave barriers, control panels and stop bars, which are planned to be placed under the surface of the taxi roads to speed up the traffic. During these operations, taxi road asphalt and paint repair maintenance operations planned to be completed before winter are also put into practice.



4.000 Tourism Leaders will meet at Uzakrota Travel Summit Istanbul

After the Uzakrota European Summit in the Rocketspace London on 27 September, Uzakrota Travel Summit will be organized for the 6th time in Istanbul. The Summit will take place at the Hilton Istanbul Bosphorus in Istanbul on December 13, and will host professionals from tourism and media sectors, business representatives and IT professionals.

This year the event evolved further in the meaning of both concept and content with the participation of more than 4.000 local and foreign tourism professionals in 3 conference rooms, 6 scenes and addition Hotelspro B2B Area and HotelRunner Lounge.

More than 150 speakers will address topics such as "Role of the Internet in the Destination Marketing", "Power of Emerging Markets and Online Platforms", "The Present and Future of Online Platforms", "Effect of Payment Platforms on End-Users", "Future Travel Groups and Marketing Strategies" and "How Google Affects Tourism and Travel Industry? Why

will SEO be More Important in 2020?" on 6 scenes in 63 sessions.

4.000 local and international visitors will be at Uzakrota Travel Summit.

Inbrief



Pelin Ulusoy is the new GM of Sheraton Istanbul City Center.



Ahmet Misbah Demircan is the new Ass. of Minister of Tourism.



Ali Sarı named GM of Marriott International brand, A Luxury Collection Hotel & Sheraton Ankara Hotel & Convention Center



Hilton announced that Middle East, Africa and Turkey area manager is **Jochem-Jan Sleiffer**.



Serkan Özer has been appointed as general manager for Egypt Red Sea Hotels.



Sinan Köseoğlu named GM of JW Marriott Istanbul Bosphorus and Sheraton Istanbul City.



Max Zanardi is the new operation GM of Atlantis The Palm



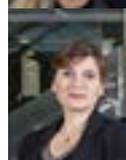
Sevtap Polat, has been appointed as general manager of JW Marriott Istanbul Bosphorus.



Istanbul Mayor's office has a new GM: **Emre Dündar**.



Merve Kadioğlu Sönmez has been appointed as general manager of Radisson Blu Hotel, Istanbul Ottomare.



Ruhsar Eryöner has been appointed as GM of Turkey, Italy and East Europe countries for Hilton Garden Inn and Hampton by Hilton.



Eyüp Babür named director of Shaza Hotels Turkey & CIS countries.

Top 10 Sustainable Destinations for Business Events in 2019

The 2019 ranking of the sustainability performance of global business tourism and events destinations are revealed at the closing ceremony of the 58th ICCA Congress held in Houston. The Global Destination Sustainability Index (GDS-Index) is the leading sustainability benchmarking and improvement programme for business tourism and events destinations around the world. The GDS-Index serves as a collaborative and competitive platform for Destination Management Organisations (DMOs) that promotes the sustainable growth of destinations, regions and countries through knowledge sharing, capacity building, strategy development and certification. Increasingly, the GDS Index is being used on a political level to allow local governments to evaluate their progress in sustainability.

In this fourth year of benchmarking, the GDS Index developed and aligned a more demanding set of criteria with other significant stakeholders including the Global Sustainable Tourism Council, the Social Progress Imperative and the Events Industry Council. With the help of an external technical advisory board, this process has



The graphic features the GDS-Index logo, a stylized green and blue flower-like shape, and the text 'GLOBAL DESTINATION SUSTAINABILITY INDEX'. Below the logo, the title 'GDS-INDEX TOP 10' is displayed in large white letters on a dark blue background.

#	DESTINATION	2019 SCORE	CHANGE
1	Gothenburg	89.6	▲
2	Copenhagen	88.0	▲
3	Zurich	84.6	▲
4	Glasgow	78.5	▲
5	Aalborg	76.2	▲
6	Reykjavik	75.8	▲
7	Malmö	75.6	▲
8	Sydney	74.9	▲
9	Uppsala	74.3	▲
10	Melbourne	74.3	▲

brought transparency, rigour and additional value to the GDS Index, further embedding its use in the Meetings, Events and Tourism sectors.

The GDS-Index benchmarks performance across four key areas: city's environmental strategy and infrastructure; city's social sustainability performance; industry supplier support; and the destination management organisation's strategy and initiatives.

Gothenburg came top of the list of cities in the GDS-Index for the fourth year running. With a score of 89.64 out of a possible 100 points, and with a 7% improvement from last year, Gothenburg received the 2019 GDS-Index Leadership Award.

The 2019 GDS-Index results demonstrate that DMOs are in action on sustainability with a 29% increase in terms of overall performance from 2018. New destinations who advanced into the top 10 included Aalborg and Dublin, with significant jumps in performance for Glasgow, Sydney, and Zurich.

Most Popular Meeting and Incentive Destinations in 2019

Global DMC Partners, the largest global network of independently-owned destination management companies (DMCs) and creative event experts, announced their 2019 Global Destination Index.

Based on data collected from nearly 7,000 meeting and incentive programs in the over 500 destinations that Global DMC Partners represents, the index presents the most popular meeting and incentive destinations around the world for 2019 and global markets that are already trending for 2020. The implications of these findings reach far beyond the travel and meeting industries, which bring millions of people, as well as jobs and dollars, to destinations around the world.

To compile the index, Global DMC Partners evaluated leads received from their global client base of meeting and event planners organizing meetings, conferences, incentives and business events around the world in 2019 and 2020. The data was separated into two categories, meetings and incentives, to highlight how cities attract different types of groups.

“Because our client database is global, we are able to see some surprising destinations that show up on either list or on both and provide valuable insights,” explained Chaulet. “For example, Budapest is a popular location for European meetings but also a top pick for incentive trips from the Americas.”

Top 2019 Global Destinations for Meetings & Conferences:

1. Paris
2. Copenhagen
3. Chicago
4. San Francisco
5. Budapest
6. Orlando
7. Barcelona
8. Washington, D.C.
9. Prague
10. Las Vegas

Top 2019 Global Destinations for Incentives:

1. Costa Rica
2. France
3. Bahamas
4. Italy
5. Miami
6. Budapest
7. Lisbon
8. Prague
9. Cancun
10. Aruba

2020 Meeting & Conference Destination Hot List

1. San Diego
2. Nashville
3. Singapore
4. Las Vegas
5. New Orleans
6. Tokyo
7. Washington, D.C.
8. Austin
9. Bahamas
10. Phoenix

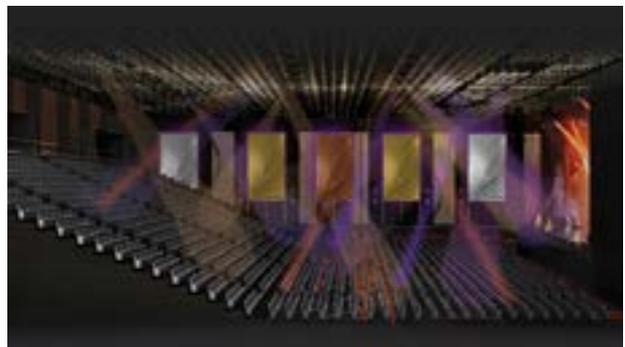
2020 Incentive Destination Hot List

1. Greece
2. Bahamas
3. Costa Rica
4. Budapest
5. Aruba
6. Iceland
7. New York
8. Italy
9. Switzerland
10. Puerto Rico

A New Auditorium, Conferencing and Entertainment Complex opens in Bangkok

ICONSIAM, the US\$1.7 billion Bangkok riverside landmark destination announced the opening of a new auditorium, conferencing and entertainment complex. It spans 12,000 square meters of floor space across its seventh and eighth floors, and which is the first major, modern conferencing complex on Bangkok's Chao Phraya River.

Mr. Supoj Chaiwatsirikul, Chief Executive Officer of ICONSIAM Co., Ltd. said, "TRUE ICON HALL is Thailand's most advanced auditorium, conferencing, and entertainment facility, which will attract a new class of high-value meetings and performances. It is one of the most inspiring venues in Asia, made unique by its majestic, panoramic views of the Chao Phraya River."



"The opening of TRUE ICON HALL gives major new impetus to Thailand's MICE (Meetings, Incentives, Conventions & Exhibitions) industry as well as to the development of the Thonburi side of the river. It will also help fill many rooms in the numerous four- and five-star hotels along the river, and

reinforce the Chao Phraya River as a new global destination,” he said.

TRUE ICON HALL is a joint venture between ICONSIAM and True Corporation and was built with an investment of US\$700 million. It seats up to 2,700 people in flexible, fast-change halls that incorporate automated banks of seating and LED lighting that can rapidly be reconfigured to maximise stage visibility and suit different types of functions and live performances. In addition to its three large halls, TRUE ICON HALL has 14 meeting rooms, ranging from 26 square metres to almost 400 square metres, which can accommodate a further 950 people.

ICCA and UNWTO collaborate on developing meetings industry expertise

International Congress and Convention Association (ICCA) and World Tourism Organization (UNWTO) have begun to collaborate on a series of education and knowledge economy development initiatives named Masterclasses on the Meetings Industry for tourism stakeholders in the UNWTO Member States, focused on helping to build their capacity as new meetings destinations.



As part of a new partnership set to revolutionise meetings industry knowledge transfer opportunities and skills development in emerging destinations, the first ‘UNWTO-ICCA Masterclass on the Meetings Industry’ took place

in Tashkent, Republic of Uzbekistan on 10 August 2019 and the second one on October 9 in Nur Sultan, Kazakhstan, as part of the 8th UNWTO Global Summit on Urban Tourism, “Smart Cities, Smart Destinations”. A third Masterclass will take place in Batumi, Georgia, on 5 December 2019.

Utilising the global insights and industry knowledge of ICCA experts and delivered using UNWTO’s training division “UNWTO Academy”, the Masterclasses serves as a platform to explore the potential of the meetings industry and equip participants with the necessary knowledge and skills to drive its further development in their destinations, while harnessing the meetings industry’s extensive potential as a source of sustainable development, knowledge exchange and economic growth.

NEWS LINE WORLD

UNWTO Secretary-General Zurab Pololikashvili said: "As the United Nations Agency responsible for the promotion of sustainable, responsible and accessible tourism, UNWTO provides immense opportunities for its Member States and Affiliate Members to join forces towards empowering tourism sector. Today, destinations have identified the power of the meetings industry to generate income, create jobs, attract foreign investment, and foster international cooperation and the exchange of knowledge. This Masterclass on the Meetings Industry represents an excellent opportunity for any destination interested in harnessing the potential of this promising segment, and UNWTO is very pleased to be collaborating with ICCA, a valuable Affiliate Member, on its development."

Against the backdrop of business events becoming increasingly recognised as a driver of long-term global societal and economic progress, ICCA views this new collaboration with UNWTO, a United Nations specialised agency, as a strong indicator that international intergovernmental organisations are beginning to formally recognise business events' contributions to worldwide development.

Speaking about this new partnership, Senthil Gopinath, Chief Executive Officer, ICCA said: "Our new collaboration with UNWTO signals a new and exciting chapter in both ICCA's relationships with governments and international development decision makers and how our flourishing sector is regarded as vital to societal advancement on a global scale. As part of our vision to shape the future and legacy of international association meetings, ICCA has always sought to take a leading role in meetings industry advocacy; we are proud to be able to continue our efforts in this field by developing educational materials and training initiatives in collaboration with UNWTO Academy.

"Through these Masterclasses, not only will new destinations be able to carve a foothold for themselves in the rapidly-evolving and lucrative meetings market, they will be able to access the resources needed to empower them to drive their development through the knowledge and economic power of business events. Our collaboration has got off to a strong start with the first Masterclass taking place in Uzbekistan on Saturday 10 August 2019 and the second one on October 9 in Nur Sultan, Kazakhstan. On behalf of ICCA, I would like to thank UNWTO, the government of the Republic of Uzbekistan and the city of Tashkent for their warm hospitality and successful organisation of this prestigious event."

APG World Connect 2019 held in Monaco



The 11th edition of the APG World Connect was successfully held 1-3 November in the elegant setting of the Monte Carlo Bay Hotel in Monaco.

“We had in attendance 520 participants, including 80 airlines represented by 100 of their managers of 90 different nationalities. A RECORD!! This places the APG WORLD

CONNECT today as one of, or perhaps if I may say without pretension, the most important and most glamorous airline event in the world” says Jean Louis BAROUX - founder of the APG WORLD CONNECT.

He continues: “Once again this year, we spent the entire afternoon of Thursday, and most of the Friday morning, at ‘business & networking’ sessions, which were a great success with our valued partners, our APG members, and the invited airlines.”

He concludes, “We invite all of our participants to join us again next year, on the same date in Monaco, for the 12th edition, the topic of which will most likely be the environment and geopolitics.”

APG Turkey invited S&M Publication, Uzakrota Summit, Pegasus and Onur Air representatives to World Connect 2019.



Amway selects Sydney

Global health and beauty corporation Amway had awarded the state hosting rights for three of its large-scale APAC gatherings to be held across 2020 and 2021 in Sydney, Australia.



The Amway Malaysia, Japan and Korea business win by strategic bidding services organisation BESydney, will see approximately 6,500 of the company’s top selling APAC distributors visit Sydney and regional NSW for five days each:

NEWS LINE WORLD

Amway Malaysia, Singapore & Brunei Leadership Seminar in December 2020;

Amway Japan Leadership Achievement Seminar also in December 2020; and,

Amway Korea Leadership Seminar in November 2021.

New South Wales (NSW) Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said, "This win involved a whole-of-Sydney approach with BESydney showcasing Sydney as Australia's ultimate incentive destination and the city's experienced suppliers pulling out all the stops to impress."

"These three meetings are expected to grow the NSW economy by A\$36 million as Amway delegates get out and about in Sydney and surrounding regions on itineraries tailored to their unique cultural and business interests.

"Over the past decade, Sydney has welcomed almost 20,000 Amway representatives from their various regional hubs – Amway China alone has returned to Sydney three times to incentivise their independent business owner network."

When BESydney was first conceived 50 years ago, Amway was 10 years old, and had begun its global expansion to a network that today reaches more than 100 countries around the world. The following decade, the Michigan-headquartered powerhouse chose Sydney as the location for its first overseas office, opening in 1971.

China hosts International Mountain Tourism and Outdoor Sports Conference

The 2019 International Mountain Tourism and Outdoor Sports Conference kicked off in the Qianxinan of Guizhou Province on October 30th. Over 1,200 guests from China, the United States, Britain, Hungary, South Korea, Thailand, Japan and other countries and regions were invited to attend this two-day event.

The former Prime Minister of France and President of the International Mountain Tourism Alliance Dominique De Villepin spoke at the opening ceremony.

The International Mountain Tourism and Outdoor Sports Conference has been



successfully held for four consecutive years since 2015. The theme of this year's conference is "Enjoy Harmony between Man and Nature -- Integrated Development of Culture, Tourism and Healthcare."

The conference is hosting 55 various events including the Mountain Tourism Sports Equipment Industry Expo, the Guizhou Hot Spring Tourism Industry Matchmaking Symposium, the Colorful Guizhou Tour, the China-Japan-Korea TV Producers Forum, and the International Mountain Outdoor Sports Competition.

Brussels to host European Association Summit 2020

European Association Summit 2020 will take place on 10 and 11 March 2020 at SQUARE – Brussels Convention Centre in Brussels, Belgium. Digital transformation, brand and change strategies, GDPR and sustainable management are just some of the topics that will be discussed during this eighth edition.

2,250 international associations are headquartered in Brussels, making it the largest community association "ecosystem" in the world. Everyone involved participates, interacts and thrives on the experiences of others. In the Brussels-Capital Region, several tens of thousands of people are active in the employment sector alone. As a compelling pole of attraction, associations come to establish their headquarters every month in the capital of Europe. The European Association Summit brings together everyone in the world of associations for a series of workshops and talks every year, in order to exchange and benefit from the experience of their peers. In 8 years, it has become an event that is not to be missed. Participants can meet secretary generals, managers and project managers, as well as external actors orbiting the association sector.



Whether their headquarters are already established in Brussels or in other cities around the world, a wide variety of international associations will be present at the summit. Meetings, networking, panels, exhibits, etc. The programme is a reflection of the diversity of domains and topics that characterise the sector.

Organised by the Association Bureau visit.brussels, EAS 2020 is one of the tools being made available to facilitate the establishment, growth and professional lives of association representatives in Brussels.



Arkas Art Center in Izmir hosts Picasso exhibition

Arkas Art Center in Izmir represents Turkey with the “Picasso: The Art of Spectacle” exhibition in the context of “Picasso-Méditerranée”, a series of exhibitions in which various institutions from different countries participate.

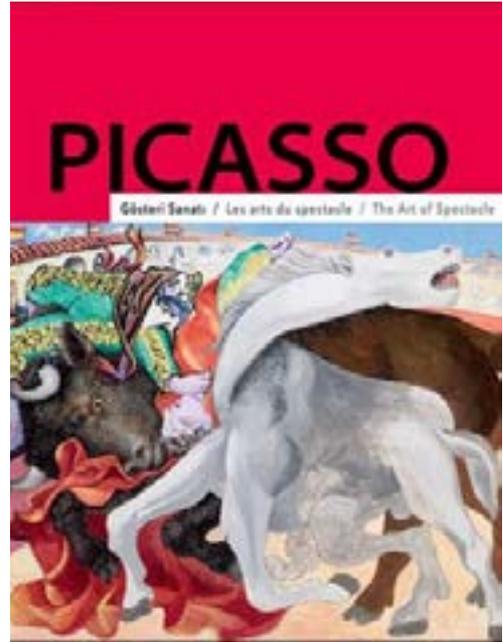
The exhibition presents 83 works from the Paris Picasso Museum, Foundation Julio Gonzalez, Opera Garnier and the Kontaxopoulos-Prokopchuk Collection in Brussels. Each space at the center will guide you through a series of studies, mock-ups, sketches, sculptures, paintings, drawings, photographs, films, costumes, and videos, documents that attest to the various areas of expertise of this versatile artist who exploded classical traditions, paving the way for so many areas of modern art. All art enthusiasts are invited to discover the magic, mystery, and eclecticism of Picasso’s unparalleled, protean body of work.

Throughout his long career, Picasso’s eclectic genius was expressed in the lively interest he took in spectacles



– dance, circus, theater, and the corrida – even the pleasure he took in creating a spectacle of himself. These are the themes that this exhibition explores. Another theme that emerges implicitly is the close ties that this prodigious artist maintained with luminaries in many fields of creative endeavor: artists, writers, poets, musicians, and theater people. This circle, “Picasso’s galaxy,” made him, according to Pierre Cabanne, “one of the key figures and witnesses of the movements and transformations of one of the most extraordinary periods in art history.”

Curated by Jean Luc Maeso and directed by Mjde Unustasi, this exhibition has been organized with the exceptional support of the Muse national Picasso-Paris as part of the “Picasso Mditerrane” program and is free for visitors until January 5, 2020.



Arkas Art Center was established in line with the wish of Mr. Lucien Arkas, President of the Board of Directors of Arkas Holding, to share the Arkas Collection, being formed through his personal interest and professional approach, with the art-lovers.

Sea-viewing side of French Honorary Consulate Building, which has been serving since 1875 in Izmir as one of the most beautiful works of its period, was assigned to Arkas Holding by the French Government for a period of 20 years to be used for cultural and artistic purposes. Following one-year restoration works, the building was opened under the title “Arkas Art Center” in 2011.



There are 9 exhibition rooms and 1 atelier in the historical building consisting of 2 floors that were converted into a modern featured art center. Arkas Art Center, in addition, to

be a historical building brought to Izmir, is also the first art center where the works of many international painters are exhibited.



Istanbul Modern Cinema starts off the new season with 'Another Russia'

Istanbul Modern Cinema starts off the new season with a program titled "Another Russia". The program focuses on the less well-known side of contemporary Russian cinema, famous for its deep and intricate psychological dramas within the cinema of the 21st century.

Istanbul Modern Cinema will display films from the last decade of genre cinema and films that have gained box office success in Russia despite being less known internationally – many of which that have not been shown in Turkey.



Rather than presenting a depressing and lost Russia, the selection offers diverse films in terms of style and genre, from comedies to thrillers; alternative characters and stories regarding the changing identities of the young population within the quickly globalizing society following the demise of Communism.



For example, *Zoology* (*Zoologiya*, 2016) portrays a middle-aged woman with a tail, and her struggle for life. The story of Natasha, who lives with her pious mother in a conservative town, is a representation of all individuals who have been marginalized because they don't fit the norms of society.

Directed by Natasha Merkulova and Aleksey Chupov *The Man Who Surprised Everyone* (*Tchelovek Kotorij Udivil Vseh*, 2018), is an adaptation of a folk tale, depicted through the story of Egor, a forest keeper living in a poor Siberian village. In the film, Egor decides to change his gender as a means to cheat death, and begins to wear women's clothing and make-up. Another film included in the selection is *Celestial Wives of the Meadow Mari* (*Nebesnye Zheny Lugovykh Mari*, 2012) that illustrates folkloric narratives within the culture of Mari through the story of 23 women while it examines pagan rituals.





Classical concerts to gather music enthusiasts in two cities

The Tekfen Philharmonic Orchestra, led by conductor Aziz Shokhakov, performs autumn concerts at Ankara's Presidential Symphony Orchestra (CSO) Concert Hall on Nov. 13, and Istanbul's Lutfi Kırdar Convention and Exhibition Center on Nov. 14 and Hisar Schools on Nov. 15.

The Tekfen Philharmonic Orchestra's autumn concerts feature young clarinetist Sebastian Manz, one of the key performers today, as soloist. Manz, who won the ARD International Music Competition with clarinet after 40 years, is also known for his band Variation5, which plays wind instruments. Sebastian Manz will be accompanied by popular Turkish clarinet virtuoso Serkan Çağrı during performances in Ankara and at the Hisar Schools in Istanbul.

This autumn, Tekfen Philharmonic Orchestra is welcoming German clarinetist Sebastian Manz who has a fascinating intonation and a unique technique. The autumn tour, which will start at Ankara's CSO Concert Hall on Nov. 13, will continue with a concert at Istanbul's Lutfi Kırdar Convention and Exhibition Center on Nov. 14 and at Hisar Schools on Nov. 15. Turkish clarinet virtuoso and academic Serkan Çağrı performs "Nazende Sevgilim" ("Enticing Lover") in company with Sebastian Manz.

Tekfen Philharmonic, which takes great care to perform Turkish compositions, starts the concert with Ferit Alnar's "Prelüd ve İki Dans" ("Prelude and Two Dances") and continues with Weber's "Clarinet Concerto No. 2," by soloist Sebastian Manz, and Tchaikovsky's S"ymphony No. 4," respectively. (Daily Sabah)



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Mardin, A City of Tolerance



Mardin's cultural diversity is further enriched by the deep-rooted culture of various communities including the oldest Christian community, the Suryani. Who can refuse to see a city of tolerance where ezan from mosques lives in brotherhood with church bells?





Mardin

is a city in southeastern Turkey. The capital of Mardin Province, it is known for its Arab-style architecture, and for its

strategic location on a rocky mountain overlooking the plains of northern Syria. Mardin has a very mixed population, Kurds, Turks, Assyrian/Syriacs and Arabs all represent large groups. There is also a small Armenian community in the region.

The city is located on the slope of a hill looking down south to the Mesopotamian plains. Mardin is on the rail and highway routes connecting Turkey to Syria and Iraq. According to a hearsay, the history of the city dates as far back as the Flood. The city lived under the rule of the Hurri-Mitani, Hittites, Surs, Babylonians, Persians, Romans, Arabs and the Seljuk Turks. Later, the Mardin branch of the Artuklu Kingdom called "Tabaka Ilgaziyye" was established and the city flourished during this time.



Historically many different names were used for Mardin. These include Erdobe, Tidu, Merdin, Merdo, Merdi, Merda, Merde, "Eagle's Nest", "Birds' Nest", Maridin and finally Mardin

In recent years Mardin has become a center of attraction for many people from different parts of the world. Mardin is one of the few cities in the world wherein the entire city has been declared a UNESCO World Heritage Site. This is because just about every inch of the city oozes history and culture, and these lands along the Tigris River have been the crossroads of civilizations since the dawn of civilization itself.



Mardin has an enormous historical, cultural and architectural richness. The entire city is essentially an open-air museum. Most of the city's buildings use beige colored limestone rock which has been mined for centuries in local quarries.

Traces of the first settlements in the region extend back to the Neolithic Age. The Assyrians, Persians, Romans, Byzantines, Arabs, Seljuks, Mongols, Mamluks, Karakoyunlus, Artuklus, Akkoyunlus, Safevids and Ottomans – all these peoples, states and empires left their mark



on Mardin, the city of rocks.

Built by Hamdanis in 975-976, the citadel with its excellent stone work stands on a hill dominating the city. Ulu Mosque is Mardin's oldest mosque built in the time of Artukid ruler, Kutbeddin Ilgaz in 1186. The 15th century Kasım Paşa Madrasah is remarkable for its fine stonework and at the lovely İsa Bey Madrasah from the 14th century you can admire the magnificently carved portal and climb to its roof to enjoy a fantastic view of the Mesopotamian plain. The fortress, Kasimiye Medresse, Zinciriye Medresse and Grand Mosque are also important historical sites around the city. Other historical assets in the area worth seeing include Dayrul-Zeferan Monastery and Harizm Medresse.



The best examples of Artukid architecture can be seen at Kiziltepe, 21 kilometers south of Mardin, with the 13th century Ulu Mosque with its fine mihrap relief and beautifully decorated portal.



At Hasankeyf which is on the borderline with Batman province, you will see the ruins of the ancient 12th century capital of the Artukids. The bridge which once connected the two parts of the city over the Tigris (Dicle) river and the palace, are others. Hasankeyf will be completely flooded when they will finish the nearby dam, a part of GAP Project.

The 15th century Zeynel Bey Mausoleum nearby, is attractively decorated with blue tiles.

Deyr'ul Zafaran Monastery is a Syriac monastery 9 kilometers to the east of Mardin, built in the 9th century. At present, it is a visit place and a shelter for impoverished Syriacs. The monastery used to be a religious centre for the Syriac until 1932.





One of the biggest of many monasteries existing in the region, Deyr'ul Zafaran has 52 Syriac Patriarchs buried here. The secret section for worshipping called "mahzen" is the oldest part of the monastery. The monastery was enlarged with additional sections built later. Around the structures which form a trinity with Deyr'ul Zafaran, Church of Virgin Mary and

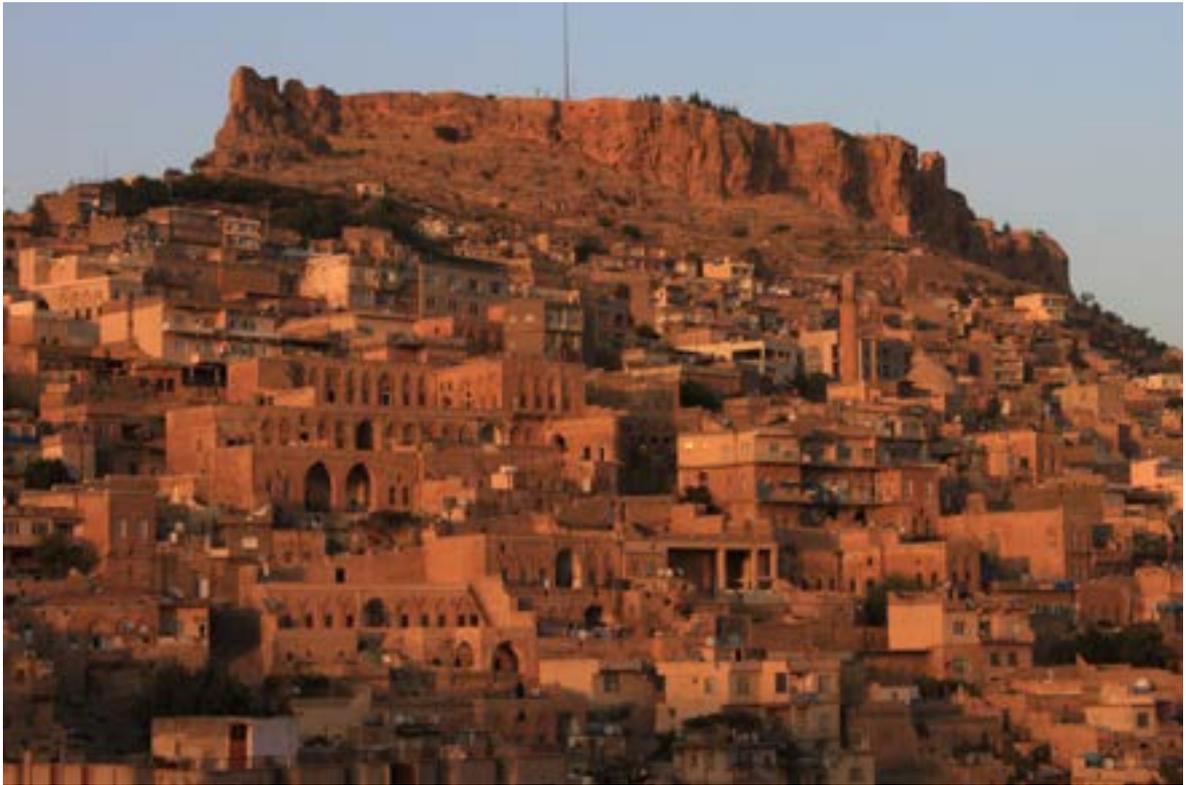
Mar Yakup Monastery, there are three fortresses built for protecting the trinity.

Mar Yakup Monastery derives its name from a priest (Marislium). It was later known as "Marevgan Monastery". According to a hearsay, Marbinyamin, one of the heralds of the east had the bones of his oldest disciple buried here. The monastery was also known as "Marhonesya" for a time.

The museum is housed in the former patriarchate constructed in 1895 by the Patriarch of Antakya, Ignatios Benham Banni. Now restored to its original condition, the building houses collections dating from 4000 BC up to the present day and representing the Assyrian, Urartian, Hellenistic, Persian, Roman, Byzantine, Seljuk, Artuklu and Ottoman periods. Pottery, seals, cylinder seals, coins, lamps, figurines, teardrop bottles, and jewelry are among the many and fascinating exhibits.



Mardin has preserved the old-style carving in its houses. Since located in a volcanic area, the basic input used in local architecture is easily workable calcareous rock. Houses in Mardin, reflecting all features of a closed-in life style are surrounded by 4 meters high walls and isolated from the street. These walls also provide protection from harsh climatic conditions.



Houses have their separate sections for males and females and mostly have no kitchen. The most important feature of these houses is the stone craftsmanship called "Midyat Work". Doors, windows and small columns are dressed with arches and various motifs. The central settlement was given the status of urban site area in 1979. Above the house doors are carved pictures of the Kaaba if the owner has made the pilgrimage to Mecca, and the door knockers have a distinctive form resembling the beaks of birds. Often the lanes run through arched tunnels beneath the upper floors of houses. Relief carvings of animals and fruit lend the city a dream-like character, and the modern world seems to fade away.

Syrian Orthodox gold and silver smiths whose work is famous throughout the country still practice their craft here, their workshops side by side with those of Muslim copper smiths. Along with the buildings themselves, it is to be hoped that this living culture can also be preserved.





Midyat

Midyat is historically important town of Mardin. This name is used to mean the land and mountain of the warshippings.

There are different opinions about the foundation and name of the province. According to some sources the name of province means “mirror” coming from a combination of Arabic Persian on Suryanic language after lots of changes.

According to another opinion ,the name “Midyat” comes from “Matiate” which means the land of the caves. Thinking about this opinion , say that the name “Matiate” is on Asur prescriptions in the 9th century B.C. Paralel to this opinion, it’s said that “Elath” land showing that caves were the first places of living in Midyat (The place Ziyaret - Nesire 3 kms distant to Midyat and near Acırlı Municipality) has been here since Romans.





This information is included about the history of the province in the Mardin Annual of 1973 ; Eti Turks coming from Middle Asia to Anatolia, inhabited in the land between Dicle and Fırat rivers called Mesopotamia (in about 2000 B.C) while passing into the region they built a large land of caves and raised their animals here. The caves under Midyat were used as shelters in that times. There are connections between these caves. Then Komuk Turks the vanguard inhabitant of Middle Asia Turks inhabited in this region .

Komuks in this region fought with Asurs for years. It's determined that Asurs conquered this region for few times. But this invasions didn't last for long and they had to go back. As a matter of fact Komuks were dominant in this case in the period of the Asur Ruler Tiglatnininip. The region was invaded by different nations in the years between 500-100 B.C. Makedonians, Persians, Romans ruled in this region Midyat was really inhabited or founded as a region in the period of Selefkus (the years in 180 B.C.)



Christianity was the dominant religion till the 5th century A.D. in the 6th century, the Arabian rushes began after the spreading of Islam, and the armies of Halid Bin Velid conquered the region. It's seen there were



movings for development in the period of Arabics .A large number of the villages in Midyat were founded in the period of Harun El Resid. Harun El

Resid placed an army which is a combination of Turk - Arabic rations and formed by his son Memun on 100 station houses began the old way of Cizre-Mardin. Mahalmies was born after this case. The name "Mahalmi" used to call the villages around Midyat comes from that. Mahalmi means 100 districts ,100 lands,100 encampments, and today those



old villages on the way to Baghdad speaking a language called Mahalmic language consist of Turkish Suryanic language and particularly Arabic. These villages are Söğütlü, Şenkay, Acırlı, Çavuşlu, Sarıkaya , Gelinkaya, Düzgeçit , Ovabaşı ,Ziyaret, Estel Part, Yolbaşı, Sarıkay, Düzova, Yayvantepe, Eğlence and Delitli.

There are also other opinions about the inhabitants of these villages talking in Mahalmic Language. According to an opinion, these are from "cengaver"

and fighter Beni Hal Tribes living in the Desert Necef . And it has been believed that they are Turks from Middle Asia. Memun following a conquering and defending policy by placing them in the Midyat Region between Cizre and Mardin had Midyat Mosque and Derizbin (Acırlı) mosque built. According to Prof. H. Hollerwegar, a lot of villages of Mhalmoye in the east of Mardin and west of Midyat accepted Islam after Christianity in 1209.



In the 11th century Artuk State widened and invaded Halep in west , Musul



and Bitlis in east, Harput (Elazığ) in north and Darzuru in south. And Midyat lived its most comfortable times because of being a land between Mardin and Hasankeyf. At those times Derizbin (Acırlı) village was the centre of the region. The authors of Derizbin used to rule as a commonplace related to Artukoğulları, Midyat was conquered by

the Ottoman Army ruled by Bıyıklı Memet Paşa in 1535 after Mervanis and Eyyubi.

Midyat became a province in 1810 and then Cevat Paşa Mosque and Ulu Mosque were built at that time.



According to the general census in 2000; the population of the province is 56.669 in the centre, 71.416 in the villages and totally 128.085. In recent years, an intensive amount of the people in the villages and migrating to the centre of the province.



Dara Ruins

This ancient Roman city held a great deal of strategic importance during the Roman era, and it was the focal point of Roman-Persian conflicts well into the 6th century, including the famous Battle of Dara in 530 A.D.

It also holds great religious importance as it's listed by the Catholic Church as an official titular see, for the Latin and Syriac Catholic Church.

You can walk through most of the ruined city, past the stunning cisterns and rock cut buildings. The history and spirituality of this city is evident every step you take.





27th IT&CMA and 22nd CTW Asia-Pacific

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network with industry players from around the region and beyond.



Since 2012, the event has incorporated Luxury Travel in its ambit.. IT&CMA and CTW Asia Pacific 2019 concluded on a high with delegates expressing positive experiences across board, as a variety of business, learning and networking objectives were met through newly introduced initiatives.

27th and 22nd installment of IT&CMA and CTW Asia-Pacific organized in Centara Grands Congress center at 24-26 September 2019





41st Vodafone Istanbul Marathon

A total of 63 elite athletes and Istanbulites attended the Vodafone 41st Istanbul Marathon. The marathon started on 4 November from Istanbul's Asian side and ended on the European side of the city.

Some 37,000 chipped runners from 106 countries and all across Turkey participated in the 41st edition of the race. Thousands of Istanbulites have signed up for the fun marathon and ran at the Fun Run which started under Altunizade Bridge and finished in Dolmabahce, between the Besiktas Inonu Stadium.



Kenyan athlete Daniel Kipkore Kibet wins the Istanbul Marathon men's title by breaking the 42 km Istanbul Marathon track record while Ethiopian athlete Hirut Tibebu wins women's title. Both win the US\$50,000 grand prize.



Vodafone Istanbul Marathon has three categories -- 42.2-kilometer (26.2 miles) marathon, 15-km run (9.3 mi), 8-km (4.9 mi) FunRun as well as a wheelchair competition.



Antalya to host Ironman 70.3 Turkey triathlon races

The countdown has started for the excitement of Ironman 70.3 Turkey which will be held for the 5th time this year in Belek, one of the important tourism centers of Antalya. "Ironman 70.3 Turkey", one of the most popular races in the world, is held by TURSET PM achieving successes in the greatest sports events such as Wings for life, Runatolia under the venue sponsorship of The Land of Legends. Some 2 thousand athletes from 84 countries will participate in the race that will be held on 2-3 November 2019. Belek will be hosting a total of 5 thousand people together with the families of athletes and relatives in November.



Athletes who will compete with each other in swimming, running and cycling branches will both compete and push their limits. The race of approximately 2 thousand athletes begins with swimming in Kadriye Beachpark. The athletes who complete the swimming section will then complete

the cycling section and finally the running section and they will end the race in The Land of Legends.

FAME & GAME

Ironman 70.3 Turkey, where a great struggle will be exhibited, will cheer Belek in November, one of the most beautiful months to visit Antalya. Belek, which is one of the most special and beautiful destinations of

Antalya, will be colored with the performances of the athletes. The race will not only contribute to tourism during the period outside Antalya's peak season and but also provide important support to the promotion of the region and the image of the country. Families and relatives accompanying the athletes will rush into Belek for holiday and



giving the athletes moral support. The athletes and their families coming to Antalya one week before and they are booking rooms at 6 different 5-star hotels. For just Ironman 70.3 Turkey, approximately 5 thousand people, including athletes, will create a tourism movement in Belek.

ironkidsstart Children aged 4-12 will also compete in Ironman 70.3 Turkey.



Ironkids in which more than 500 local and foreign young athletes will be competing on November 2, 2019 aims to encourage children to sport and show the importance of struggling.

TURSET PM General Manager, Özgür Emeklioğlu stated that they are organizing an exciting race with Ironman 70.3 Turkey in

Belek, and the race in which power and will are at the forefront will give a magic important touch to Antalya and Belek. Emeklioğlu said, "The race that we will organize for the 5th time this year will make an important contribution to the promotion of Antalya and Belek as well as sports. Sport is an important tool that meets, promotes, leads around and ensures you to communicate. Ironman 70.3 Turkey became an indispensable organization of Antalya at this point. Ironman 70.3 Turkey, with its growing structure every year, also promises hours of struggle, ambition and adrenaline."

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DESTINATIONS - ANKARA



Ankara, the capital of Turkey, is located in the center of Anatolia province. With a known history of around 3000, Ankara has seen great heights in the past. Around 3000 years ago, the Hittites established a city by the name of Akuwash (old name for Ankara) at the intersection of two trade routes in Turkey. During its earlier phase, Ankara was ruled by Phrygians, Macedonians (under Alexander the Great), and Romans. Seljuk Turks captured the city in 1071 AD and renamed it as Enguriye.

Most important moment in the history of Ankara came when Atatürk founded his provisional government here in 1920, and in 1923 when it became the capital of Turkish Republic. The city has seen a number of changes since then, however it has been successful enough in maintaining a fine balance between the old and the new and thereby living up to its unique identity as the “Melting Pot of East and West”. Today, Ankara is a sprawling urban mass thoroughly organized and well - planned and much European in look than most of the cities in Turkey. Its wide-open roads, large hotels, restaurants and government offices distinguish the city. Besides, there are several tourist attractions and meetings in the city making it an ideal destination for the tourists and mice industry.

City At a Glance

Population: 3,627,098 Traffic Code: 06 Telephone Code: 0312

How to go

Ankara’s international Esenboga Airport is well connected to other cities in Europe as well as to important destinations in other parts of the world.

What to do

The foundations of this citadel were laid by Galatians to be completed by the Romans. Byzantines and Seljuk made major changes later on. The citadel is located atop a hill in the old city where one can see some fine examples of traditional architecture of Ankara.

What to see

- ◆ The Ankara Citadel
- ◆ The Museum of Anatolian Civilization
- ◆ Anıtkabir
- ◆ The Temple of Augustus
- ◆ The Roman Bath
- ◆ The Column of Julian
- ◆ Had Bayram Mosque
- ◆ The Hatti Monument
- ◆ Victory Monument
- ◆ Monument of the Republic
- ◆ Yeni Mosque
- ◆ Kocatepe Mosque



DESTINATIONS - ANTALYA



Visit the picturesque old quarter of Kaleici; narrow, winding streets and old wooden houses around the ancient city walls. Since its founding in the second century B.C., Antalya has been continuously inhabited. The region, bathed in sunshine 300 days of the year, is a paradise of sun-bathing, swimming and sports activities like windsurfing, water skiing, sailing, mountain climbing and hunting. If you come to Antalya in March or April, in the mornings you can ski the slopes and in the afternoons you can swim in the warm waters of the Mediterranean. Important historical sites await your discovery amid a landscape of pine forests, olive and citrus groves, and palm, avocado and banana plantations. The Turquoise Coast is the tourism capital of Turkey. Its full range of accommodations, about 35 000 delegates, sunny climate, variety of excursions and activities, and its warm hospitality make it a sought-after venue for meetings and conferences. The Antalya Convention Bureau, ACB, is an independent, non-profit making organization. Founded in 1995, the Antalya Promotion Foundation (ATAV) has become a member of the European Federation of Conference Towns (EFCT) in 1997. A Culture, Exhibition and Congress Center was opened in 1996 in the Konyaalti district. The Congress Center is located in a glass pyramid.

City At a Glance

Population: 1.132.211 Traffic Code: 07 Telephone Code: 0242

How to go

Antalya airport is 10km east of the city center, and has direct flights from Europe. It is well connected to other parts of Turkey, and daily direct flights from Istanbul and Ankara.

What to do

With its palm-lined boulevard, internationally-acclaimed marina, and old castle with traditional architecture, all set amidst a modern city, Antalya is a major tourist center in Turkey. In addition to the wide selection of hotels, restaurants, bars, nightclubs and shops, the city also plays host to a number of sporting

events throughout the year, like International Beach Volleyball, triathlon, golf tournaments, archery, tennis and canoeing competitions. Opened in 1995, the Cultural Center hosts cultural and art events. The main area of interest in the city is central old quarter within the Roman walls, known as Kaleici, and there are many interesting museums around the city.

What to see

- ◆ Archaeological Museum
- ◆ Truncated and fluted minarets
- ◆ Hadrian's Gate Old Harbour
- ◆ Perge, Side, Aspendos
- ◆ Düden and Kursunlu Waterfalls
- ◆ Antalya Castle



DESTINATIONS - ISTANBUL



The former capital of three successive empires - Roman, Byzantine and Ottoman- Istanbul is a fascinating mixture of past and present, old and new, modern and traditional. The museums, churches, palaces, mosques, bazaars, and the sights of natural beauty seem inexhaustible. As you recline on the shores of the Bosphorus at sunset contemplating the red evening light reflected in the windows and slender minarets on the opposite shore you understand, suddenly and profoundly, why so many centuries ago settlers chose to build on this remarkable site. In addition to its unique historical and cultural background and innumerable attractions, modern hotels, exclusive restaurants, nightclubs, cabarets, bazaars and shops make Istanbul a superb site for meetings, conferences and conventions. Istanbul is fast becoming one of the most popular international congress and exhibition destinations.

The opening of the Lütfi Kırdar International Conference Center (ICC) doubled the capacity of congress facilities in Istanbul. The ICC is ideally located in the modern district of Harbiye, at the center of the city's business, cultural and commercial life, surrounded by some of Europe's top quality hotels. Istanbul Convention & Visitors Bureau (ICVB) has all the contacts and information for your meetings in Istanbul.

City At a Glance

Population: 14.000.000 Traffic Code: 34 Telephone Code: 0212 (European side) - 0216 (Asian side)

How to go

Istanbul city has modern and new international airport, which is well connected by regular flights, with most important destinations in Europe, Middle East, and North America with. Besides, vast networks of flights fly between Istanbul and various other cities of Turkey. Ataturk International Airport is 20 km from city center. Helicopter service is also available between the cities.

What to do

While in Istanbul there is so much to do and look forward to. The museums, castles, palaces, great mosques, bazaars and sights of natural beauty seem inexhaustible.

Being a cultural and historical center, exploring the grand heritage of the city should be the top most priority. Shopping which can be a pleasure in the markets of Istanbul should form another important part of your itinerary. More than anything else a walk down the lanes and by lanes of the many bazaars in Istanbul can be a great experience, if interested in feeling the culture and lifestyles of the people of this amazing land.

What to see

- ◆ Dolmabahçe Palace
- ◆ Küçüksu Pavillion
- ◆ St. Irene
- ◆ Blue Mosque
- ◆ Topkapi Palace
- ◆ Mosaic Museum
- ◆ Covered Bazaar
- ◆ St. Sophia
- ◆ Kariye Museum
- ◆ Beylerbeyi Palace
- ◆ Yerebatan Cistern
- ◆ Miniaturk



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DESTINATIONS - IZMIR



Izmir, historically known as Smyrna, is the third most populous city of Turkey and has the country's largest port after Istanbul. It is located in the Gulf of Izmir, by the Aegean Sea. It is the capital of Izmir Province. Izmir has the inherit of almost 3,500 years of urban past, and possibly up to that much more in terms of advanced human settlement patterns. It is Turkey's first port for exports and it has free zone, a Turkish-U.S. joint-venture established in 1990, is the leader among the twenty that Turkey counts. Its workforce, and particularly its rising class of young professionals, is concentrated either in the city or in its immediate vicinity (such as in Manisa). Izmir is widely regarded as one of the most liberal Turkish cities in terms of values, ideology, lifestyle, dynamism and gender roles. The Izmir Convention & Visitors Bureau (Izmir CVB) was founded in 2007 by Izmir Tourism Promotion Foundation (IZTAV), as a non-profit and independent organization. Izmir CVB's mission is to promote the city's rich cultural and natural assets. It has great potential on a national and international level and is seeking guidelines and best practice to develop the city's congress tourism.

City At a Glance

Population: 3,627,098 Traffic Code: 35 Telephone Code: 0232

How to go

Adnan Menderes Airport, 16km south of the city center, has several daily flights to Istanbul, Ankara and Antalya. There are also regular flights from many European cities.

What to do

While in Izmir see the sights, the Archaeological Museum near Konak Square, which houses a superb collection of antiques including the statues of Poseidon, and Demeter that in ancient times stood in the agora. Neighboring the Archaeological Museum, the collection of the Ethnography Museum contains folkloric artifacts among which are fine collections of Bergama

and Gördes carpets, traditional costumers and camel bridles. Situated on Atatürk Caddesi (Street) there is an old Izmir house used by the founder of the Turkish Republic, the Atatürk Museum, exhibits photographs of the leader as well as some of his personnel belongings. The Selcuk Yasar Art Museum is a private museum on Cumhuriyet Boulevard with a collection of 20th century Turkish art. Wander in the bazaar, sip drinks and dine at the pleasant waterfront restaurants.

What to see

- ◆ Agora
- ◆ Pergamum – Bergama
- ◆ Milet - Dydima
- ◆ Clock Tower
- ◆ Kemeralti
- ◆ Kadifekale
- ◆ Asansor
- ◆ Ephesus – Selcuk
- ◆ Virgin Mary
- ◆ Alacati
- ◆ Seferhisar
- ◆ Cesme



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