



SATW 2024 CONVENTION İSTANBUL, TÜRKİYE

Treasures of Türkiye: Step into a World of Enchanting History & Beauty



TURKISH BLACK SEA

ISTANBUL
IS THE
NEW COOL

CAPPADOCIA
THE LAND OF FAIRYTALES

TURKAEGEAN
Coast of Happiness

TURKISH RIVIERA
EAST MEDITERRANEAN

TAŞ TEPELER
THE LAND OF GREAT TRANSFORMATION
CAPPADOCIA



Why **Türkiye** Tops the Charts as a Leading Destination

#5

- Easy access
- **4 seasons** on different geographies
- **All year** around activities
- Extensive coastline spanning over 8,000 kilometers
- 750 archeological sites to visit
- 21 UNESCO World Heritage Sites
- A perfect blend of Past and Future
- State of the Art Infrastructure
- Customized Service
- Vibrant Tourist Spots
- Culinary Experiences
- Pleasant Shopping Venues & Attractions
- High Quality Service
- **Embrace the warmth of traditional Turkish hospitality**



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY





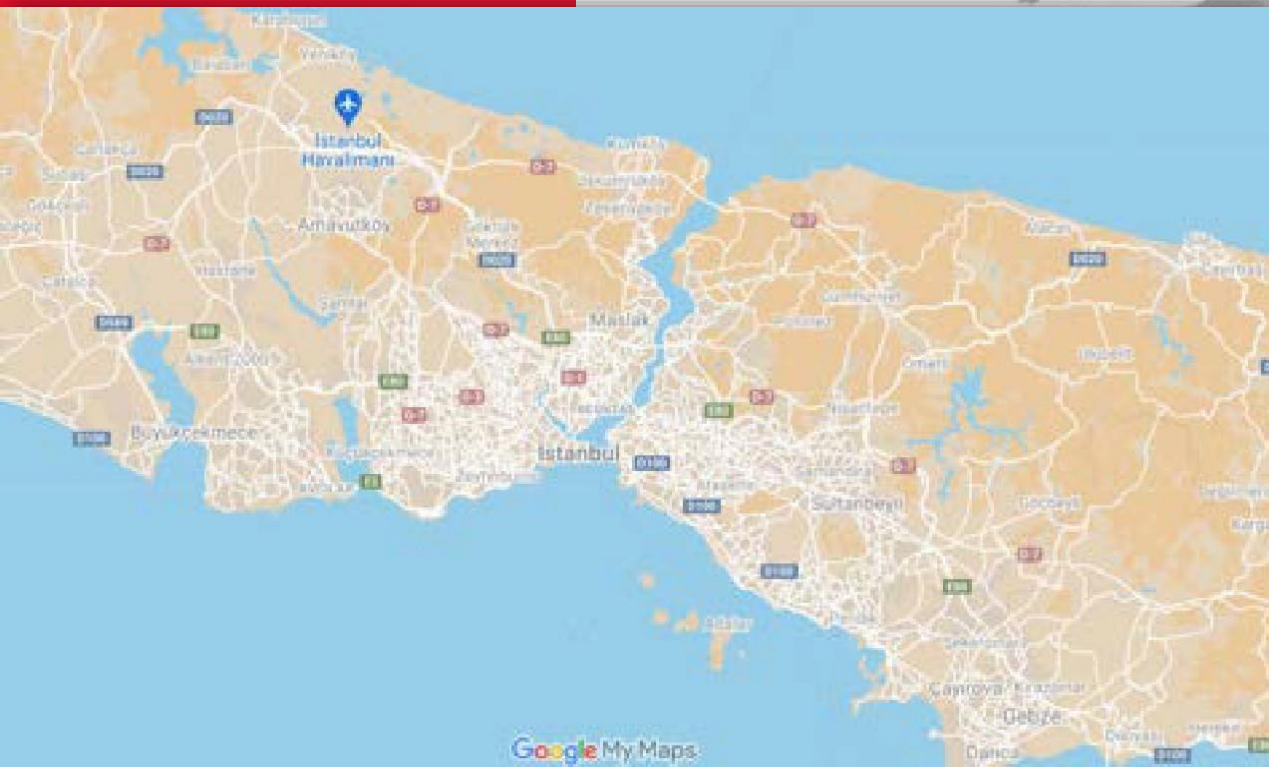
İstanbul bridges continents and cultures, the past and the present



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Prehistoric & Neolithic
Yarımburgaz Cave
BCE 300.000 – BCE 667

Byzantion
of **Megarans**
BCE 667 – CE 330

Kostantiniyye/İslambol of
Ottaman Empire
1453 - 1923

Constantinapolis
of **Roman Empire**
(**Byzantium**)
330-1453

İstanbul
of **Türkiye**
1923



ISTANBUL
IS THE
NEW COOL



- Tradition and modernity at the crossroads of **two continents**
- **Historic** landmarks and monuments
- Modern and **contemporary** artists
- Culinary adventures in a **Gastrocity**
- The ultimate **shopping** experience
- **Cultural** diversity embracing world faiths



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TÜRKİYE TOURISM
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Istanbul Crowned as World's Most Visited City in 2023

1st

Condé Nast
Traveler
**TRAVEL+
LEISURE**



ABD'de İstanbul'a "Avrupa'nın en iyi destinasyonu" ödülü verildi

ABD'nin New York eyaletinde düzenlenen gecede İstanbul, "Avrupa'nın en iyi destinasyonu" ödülüne layık görüldü.

12 Ocak 2023



@TIME ve @TimeOutNewYork dergilerinde dünyanın en gözde seyahat destinasyonları arasında gösterilen İstanbul, @TravelLeisure 'in "Dünyanın En İyi 25 Şehri" listesinde ise ilk 5'teki yerini korudu. #Istanbul



Historical Peninsula



Sultanahmet Mosque (Blue Mosque)
Hagia Sophia & Experience Museum
Hippodrome
Basilica Cistern (Yerebatan)
Topkapı Palace & Harem
Archaeological Museum

Imperial Ottoman Monuments



Topkapı Palace
Dolmabahçe Palace
Süleymaniye Mosque
Mihrimah Sultan Mosque
Valide Sultan Mosque

İstanbul Markets & Bazaars



Spice Bazaar (Egyptian Bazaar)
Grand Bazaar
Kadıköy Market

Golden Horn



Chora (Kariye) Mosque
Theodosian City Walls
Tekfur Palace
Fener & Balat Neighborhoods

Galata – Taksim



İstiklal Street
Tünel
Galata Tower
Galataport

Along the Bosphorus



Ortaköy
Bebek
Beylerbeyi Palace
Dolmabahçe Palace

Prince Islands



Büyükkada
Ayayorgi

Asian Side



Kadıköy Market
Üsküdar
Kızkulesi (Maiden's Tower)
Mihrimah Sultan Mosque
Kanlıca





Turkish Hammam



Modern Art in İstanbul





Balat



Asian Side Üsküdar



Levent



Gastrocity İstanbul

- A creative, dynamic and original culinary culture that brings the past and future together
- Gastronomic traditions that span continents
- The birthplace of celebrated palace cuisines



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Street Food



Art in İstanbul is the new cool: The city stages vibrant arts scene



An Unparalleled Shopping Experience: From traditional treasure seekers to fashion aficionados, this city is a paradise for every shopper

- Historical covered bazaars
- Colorful street markets
- Artisans' stores
- Shopping malls with all major local and international brands



Galataport İstanbul

- a lively waterfront area in Istanbul offering luxury shopping, dining, and cultural experiences by the Bosphorus.
- a modern cruise terminal for easy city access. located at the heart of city,
- is a major waterfront development project covering a length of 1.2 kilometers of coastline on the Bosphorus.
- the world's first underground cruise terminal with a special hatch system.
- the finest works of modern art in Türkiye with **the İstanbul Museum of Modern Art and Mimar Sinan University İstanbul Museum of Painting and Sculpture**

Istanbul

Vibrant Nightlife Amidst Breathtaking Vistas and a Rich Cultural Legacy



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Marmara Region



PRE-08 Epic Chronicles of Çanakkale and the Dardanelles: From Troy to Gallipoli



Day 1 Çanakkale

Transfer to Çanakkale & Check – in



Day 2 Çanakkale

Alexandria Troa
Troia Museum
Troia Ancient City



Day 3 Çanakkale & İstanbul

Gallipoli Peninsula Historical Site
Transfer to İstanbul & Check - in



Day 4 İstanbul

Transfer to İstanbul Airport for
departure



TURKAEGEAN

Coast *of* Happiness

Turkaegean is “Coast of Happiness”
offering experiences from every theme, not limited to a
single location, by uniting green and blue.



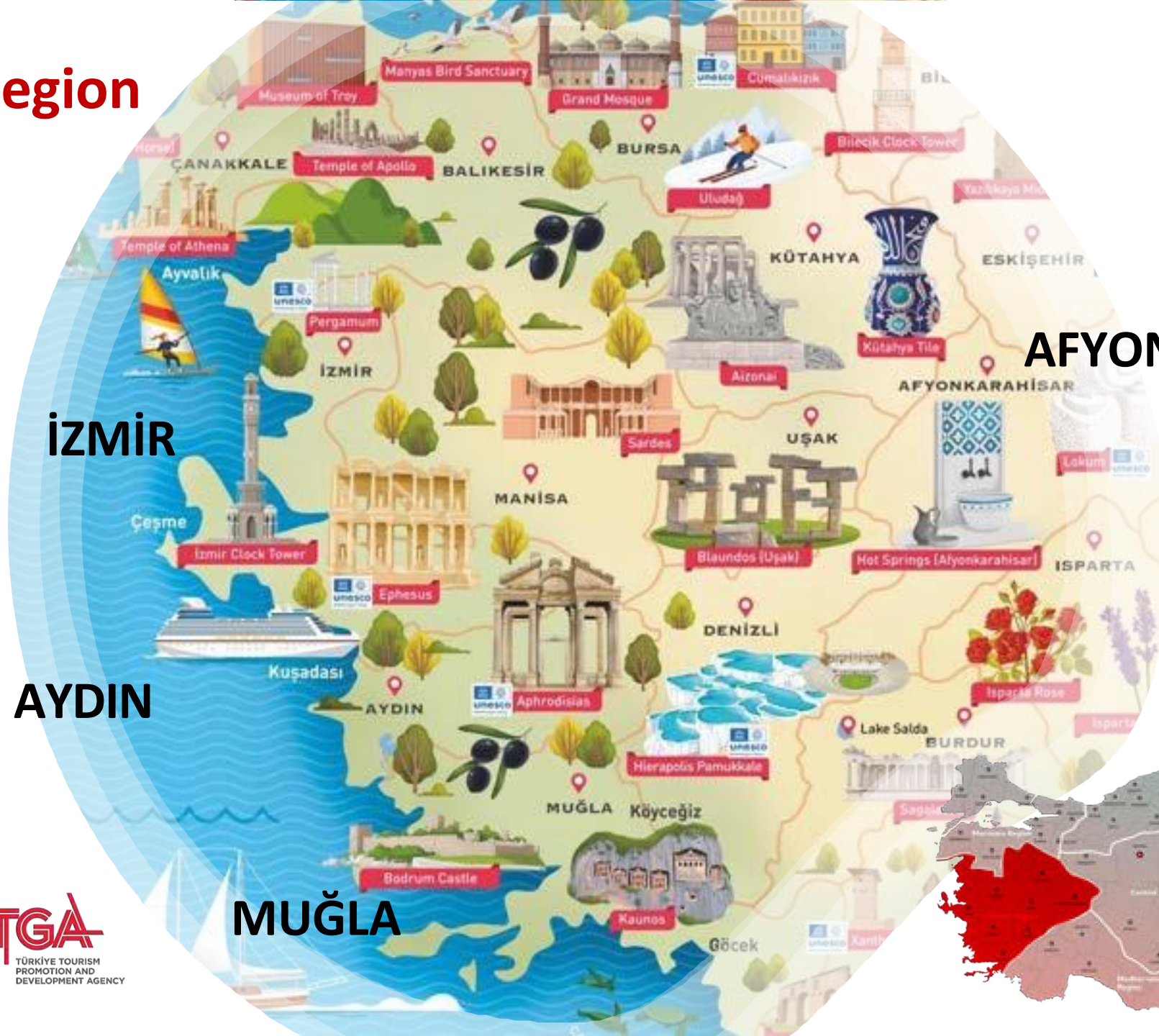
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Aegean Region



İZMİR

AYDIN

MUĞLA

AFYONKARAHİSAR

DENİZLİ



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TURKAEGEAN

Coast of Happiness



- Turquoise waters
- Secluded bays
- **UNESCO World Heritage Sites**
- Accommodation at its best
- Idyllic vineyards
- Custom-made experiences
- The Aegean way of life



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İZMİR

- at the heart of the **Aegean region of Türkiye**, offers an exquisite fusion of classical history, natural beauty, and unique experiences
- İzmir is the sound of the sea and the wind
- windsurfing, kitesurfing, cycling, trekking & hiking
- hypnotizes visitors in an aura of history and modernity
- **Two UNESCO WHL sites: Ephesus and Pergamum**
- Entertainment facilities, magnificent sea views and 49 beautiful Blue Flag beaches

ÇEŞME

- One of the most popular tourist areas
- Marinas, beaches, nightlife and rich cuisine
- Historical monuments, vibrant nightlife and beautiful beaches
- **Windsurfing, kitesurfing, cycling, trekking & hiking**
- Many **thermal springs** with healing mud baths in the Çeşme Peninsula & world-class spa treatments
- **Alaçatı**; a town of Bohemian luxury & entertainment.



BODRUM

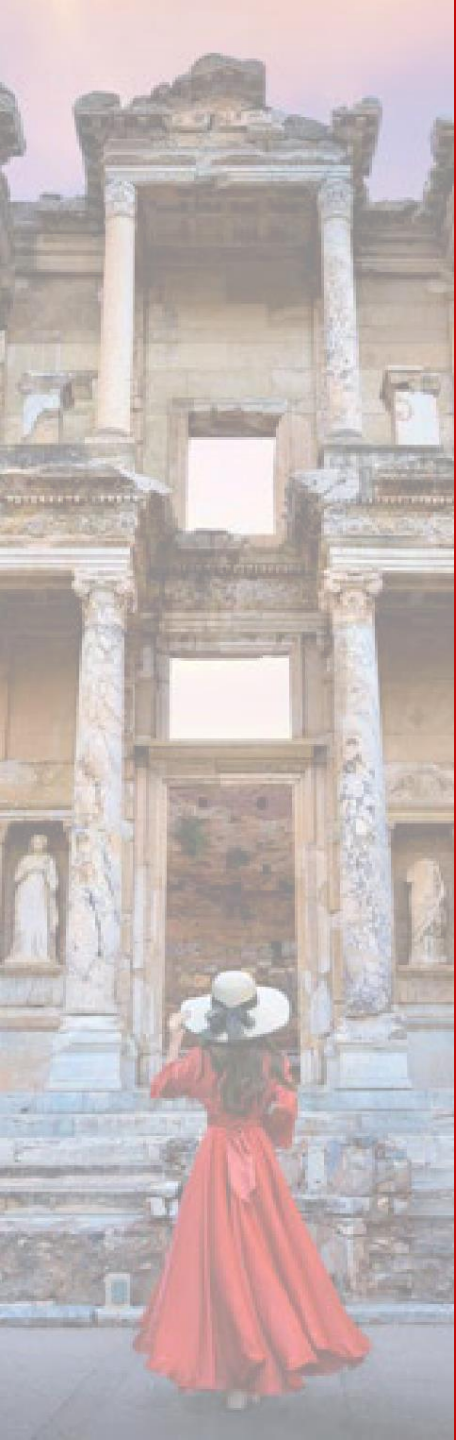
The Popular Luxury
Travel Destination
**Home To One Of The
7 Wonders Of The
Ancient World**

- Marinas of Bodrum
- Bodrum Castle and the Bodrum Museum of Underwater Archaeology
- The Mausoleum at Halicarnassus
- Blue Voyage - *Gulet*
- Sea Sun Sand
- Gastronomy
- Wellbeing
- Cycling
- Diving



KUŞADASI

- A picturesque fishing village with crystal clear waters
- Blue Flag beaches
- A short drive to Ephesus ancient city
- An important **cruise port**
- Offers a wide selection of superior accommodations
- With 18 holes 2 different premium golf courses



EPHESUS, İZMİR

- The Temple of Artemis (Artemisium) in Ephesus, was one of the Seven Wonders of the World
- The goddess Artemis was a direct continuation of the Anatolian Mother Goddess and was called the “Ephesian Artemis”
- The Anatolian goddess known as **Kybele** was venerated as Ephesian Artemis, the ancient cults of female deities were also later echoed here in the worship of Mary



PRE – 02 & POS-02 Sparkling İzmir: Heritage and Harvest on the North Aegean Coast



Day 1 İzmir

Flight to İzmir

Check in



Day 2 İzmir

Cycling experience (Konak to
İnciraltı)

Smyrna Agora Archaeological Site

Kemeraltı

Havra Street



Day 3 İzmir

Urla

Urla Art Street

Wine Tasting

Uzbaş Arboretum



Day 4 İzmir

Transfer to İzmir Airport for
departure

Seven Churches of Revelation

Day 1: İzmir

Smyrna

Pergamum

Day 2: Manisa

Thyatira

Philadelphia

Day 3: Manisa, Denizli

Sardis

Laodikeia

Day 4: İzmir

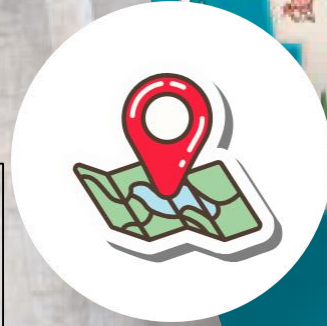
Ephesus

Optional stops:

- Pamukkale (Denizli)
- Şirince (İzmir)
- Çeşme (İzmir)

All seven churches of the Revelation are located in the Aegean region of western Türkiye:

- Ephesus (Selçuk-Efes/İzmir);
- Smyrna (İzmir);
- Pergamum (Bergama/İzmir);
- Thyatira (Akhisar/Manisa);
- Sardis (Salihli/Manisa);
- Philadelphia (Alasehir/Manisa);
- Laodicea (Denizli)



SEVEN CHURCHES OF REVELATION

EMBARC ON A SPIRITUAL JOURNEY

1. İZMİR/SMYRNA
2. İZMİR/PERGAMUM
3. MANİSA/THYATIRA
4. MANİSA/SARDİS
5. DENİZLİ/LAODİKİYA
7. İZMİR/EPHESUS



PRE-06 & POS-06 The Seven Churches of Revelation: A Prophecy from the Apostle John



Day 1 İzmir

Flight to İzmir & Check – in



Day 2 İzmir

Virgin Mary House
Ephesus Ancient City
Ephesus Experience Museum Visit

Şirince

St. Jean Church
İsa Bey Mosque



Day 3 İzmir & Manisa

Pergamum
Thyatira

PRE-06 & POS-06 The Seven Churches of Revelation: A Prophecy from the Apostle John



Day 4
Manisa

Sardes
Philadelphia



Day 5
Denizli

Laodicea
Transfer to Denizli Airport for
departure



TURKISH RIVIERA

EAST MEDITERRANEAN

Magnificent natural beauties, unmatched weather conditions, and deep history! The bright sun and blue sea of the dreamy **Turkish Riviera** welcomes you year-round.



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Mediterranean Region

BURDUR

ISPARTA



ANTALYA

MERSİN



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TURKISH RIVIERA

EAST MEDITERRANEAN

- Turquoise waters
- 300 days of sunshine
- a 1000-kilometre-long coast
- picturesque sun-kissed views
- rich accommodation options both for couples and families
- elegant beach-side luxury resorts
- refined local delicacies
- History surrounded by nature



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PRE-01 & POS-01 ANTALYA: JEWEL OF TURKISH RIVIERA



Day 1 Antalya

Flight to Antalya
Check in to Hotel
Kaleiçi



Day 2 Antalya

Perge Ancient City
Aspendos Ancient Theater
Side Ancient City



Day 3 Antalya

Kaleiçi
Hadrian's Gate
Hidirlik Tower
Yivli Minaret
Gloria Golf Resort or
Kurşunlu Waterfalls



Day 4 Antalya

Transfer to Antalya Airport for
departure

PRE-05 & POST-05 Türkiye's Southwest Coast: History and Culture in the Land of the Lycians



Day 1 Muğla

Flight to Dalaman

Check in



Day 2

Muğla & Antalya

Tlos Ancient City

Xanthos Ancient City

Zeugma Mosaic Museum

Letoon Ancient City

Patara



Day 3

Antalya

Kaş

Myra Ancient City

St. Nicholas Church



Day 4

Antalya

Transfer to Antalya Airport for
departure

CAPPADOCIA

THE LAND of FAIRYTALES

Cappadocia, known as “The Land of Fairytales,” is a natural wonder and the perfect companion on a travel route where you can experience history, art, engage in outdoor sports, or take a hot air balloon ride to gaze at the sky and enjoy the scenery, offering unforgettable moments that have never been experienced before.



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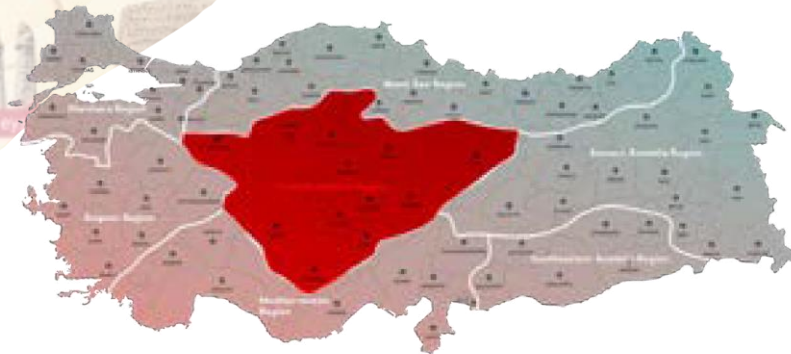
Central Anatolia Region

ANKARA

KONYA

ÇORUM

NEVŞEHİR





CAPPADOCIA

THE LAND *of* FAIRYTALES

- Göreme Open Air Museum, one of the first UNESCO sites in Türkiye (1985)
- The captivating church interiors depict biblical scenes
- Wonderful cave hotels providing travelers unique accommodation
- Rise with the sun: Hot Air Balloons
- Cappadocian Vineyards
- Horseback Riding (+full moon rides)
- Pottery-making like in the times of the Hittites.
- Hiking around the most surreal scenery of Fairy Chimneys
- Mustafapaşa Village (UNWTO)



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TURKİYE TOURISM
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GÖREME OPEN AIR MUSEUM

- One of the first two UNESCO sites in Türkiye
- Christian monasteries that date back to the 8th – 11th century
- where the ideas of Christianity were unified by Cappadocian Fathers who laid the foundation for the theology of the Christian doctrine of the Holy Trinity,
- a huge monastic complex composed of scores of refectory monasteries placed side-by-side, each with its own church
- the rock-cut churches often feature beautiful frescoes



 Dark Church


goturkiye.com



Adventures on Volcanic Terrain

- **Hiking/Trekking:** Cappadocia is also a veritable paradise for nature hikers. Hiking around Cappadocia is a unique experience offering some of the most surreal scenery in the world.
- **Cycling:** The mountain and road bike routes that pass through the valleys offer all types of cyclists a great variety of options.

PRE-03 & POS-03 Soaring Over Cappadocia: Fairy Tale Spires and Underground



Day 1
Cappadocia

Flight to Cappadocia & Check – in



Day 2
Cappadocia

Göreme Open Air Museum
Karanlık Church
Tokalı Church
Paşabağ Valley
Pottery Workshop



Day 3
Cappadocia

Kaymaklı Underground City
Mustafapaşa Village
Wine Tasting



Day 4
Cappadocia

Transfer to Kayseri Airport for
departure

PRE-10 Capturing Cappadocia: The Photographer's Odyssey



Day 1

Cappadocia

Flight to Kayseri & Check – in



Day 2

Cappadocia

Hot Air Baloon

Göreme Open Air Museum

Karanlık Church

Tokalı Church

Paşabağ Valley

Kızıl Valley



Day 3

Cappadocia

Aşk Valley

Kaymaklı Underground City

Uçhisar Castle



Day 4

Cappadocia

Transfer to Kayseri Airport for departure

BLACK SEA

- Lush greenery & beautiful landscape
- Rich history and culture
- Outdoor adventures
- Delicious local cuisine
- Tea culture
- Unique festivals and traditions
- Clusters of fishing villages
- Mountains and peaks
- Scenic coasts and lakes

PRE-09 Legends of the Black Sea: Following in the Footsteps of Jason and the Argonauts



Day 1 Trabzon

Flight to Trabzon & Check – in
Dinner



Day 2 Trabzon

Hagia Sophia Mosque
Atatürk Pavilion
Sümela Monestry



Day 3 Trabzon & Rize

Sürmene Knife Factory
Çeçeva
Transfer to Rize & Check-in



Day 4 Rize

Transfer to Rize - Artvin Airport for
departure

NEOLITHIC SITE OF ÇATALHÖYÜK, KONYA

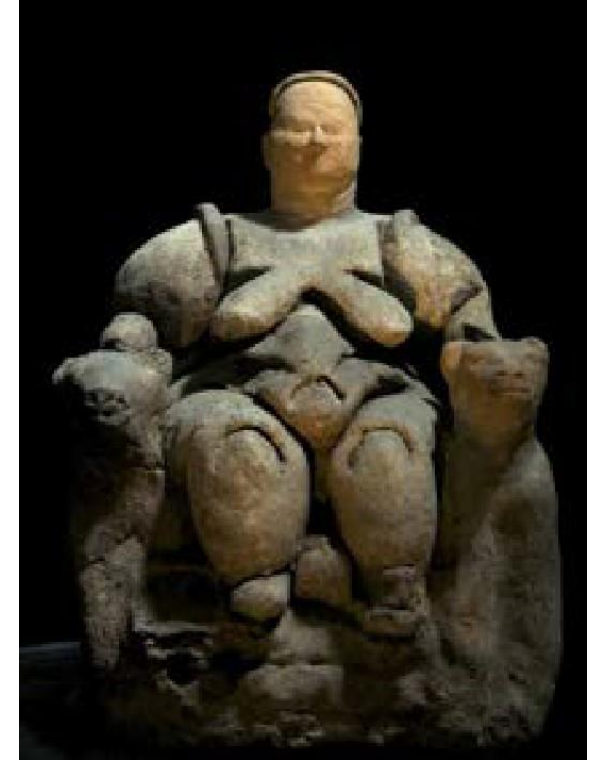
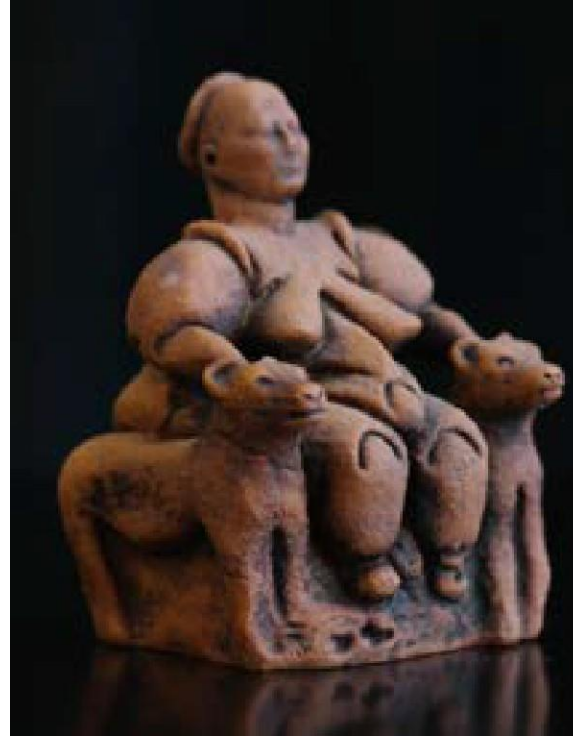
UNESCO World Heritage Site 2012

- Çatalhöyük is the first urban city settlement in the world
- The archaeological evidence shows a complicated social organization
 - The elegantly decorated houses and the elaborate artifacts that were found here indicate a sophisticated society that goes beyond what could be associated with a village



NEOLITHIC SITE OF ÇATALHÖYÜK, KONYA

- Çatalhöyük is the first urban city settlement in the world
- The earliest shrine of the Earth Mother is at Çatalhöyük
- Hundreds of statues of the Anatolian Mother Goddess unearthed at Çatalhöyük and they can be seen at the Museum of Anatolian Civilizations in Ankara.



HATTUSA: The Hittite Capital

- The capital of the Hittite Empire 2000 BCE
- Ancient temples and palaces, monumental sculptures, and the enormous fortification walls with ceremonial gates and tunnels
- Many cuneiform clay tablets that shed light to history (Kadesh Peace Treaty)
- The Open Air Rock Sanctuary of Yazılıkaya



PRE-07 & POS-07 Ankara and Çorum: Anatolian Civilizations of Gordion and the Hitite Empire



Day 1 Ankara

Flight to Ankara

Check in



Day 2 Ankara

Anatolian Civilizations Museum

Ankara Castle



Day 3 Çorum

Boğazköy

Hattusa

Yazilikaya Open Air Temple

Alaca Höyük Ruins

PRE-07 & POS-07 Ankara and Çorum: Anatolian Civilizations of Gordion and the Hitite Empire



Day 4 Çorum & Ankara

Gordion
Midas Tumulus
Leisure Time



Day 5 Ankara

Transfer to Ankara Airport for
departure



TAŞ TEPELER
THE LAND OF GREAT TRANSFORMATION
TÜRKİYE

TAŞ TEPELER, the discovery that changed the course of history.

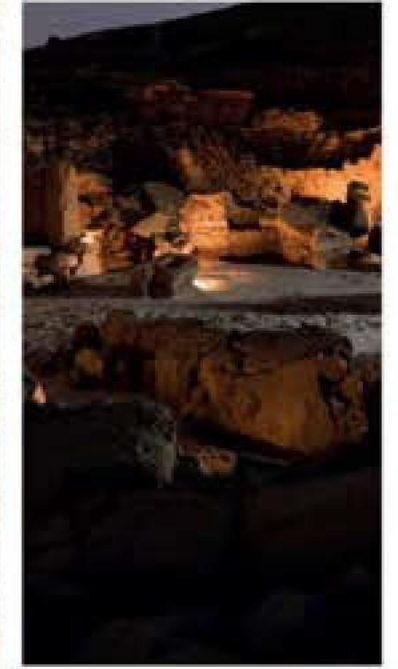
THE LAND OF GREAT TRANSFORMATION



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TÜRKİYE TOURISM
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The Land of Great Transformation

In addition to these sites, Şanlıurfa Archaeology Museum showcases some stunning artefacts and items from Palaeolithic and Neolithic eras including the world-famous Urfa Man - a limestone sculpture from the Pre-Pottery Neolithic era.



TAŞTEPELER

Dawn of Humankind

GÖBEKLİTEPE

- is 11.500 years old
- the first monumental worship place ever known
- a UNESCO World Heritage Site since 2018
- a recent participant of the European Route of Megalithic Culture



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PRE-04 & POS-04 Southeastern Anatolia: Megaliths at the Brink of Human Civilization



Day 1 Gaziantep

Flight to Gaziantep

Check in



Day 2 Gaziantep

Bakırcılar Çarşısı

Tahmis Kahvesi

Zeugma Mosaic Museum



Day 3 Şanlıurfa

Halfeti

Göbeklitepe

Balıklığöl

Şanlıurfa Archeology Museum



Day 4 Şanlıurfa

Transfer to Şanlıurfa Airport for
departure

Cultural Journeys

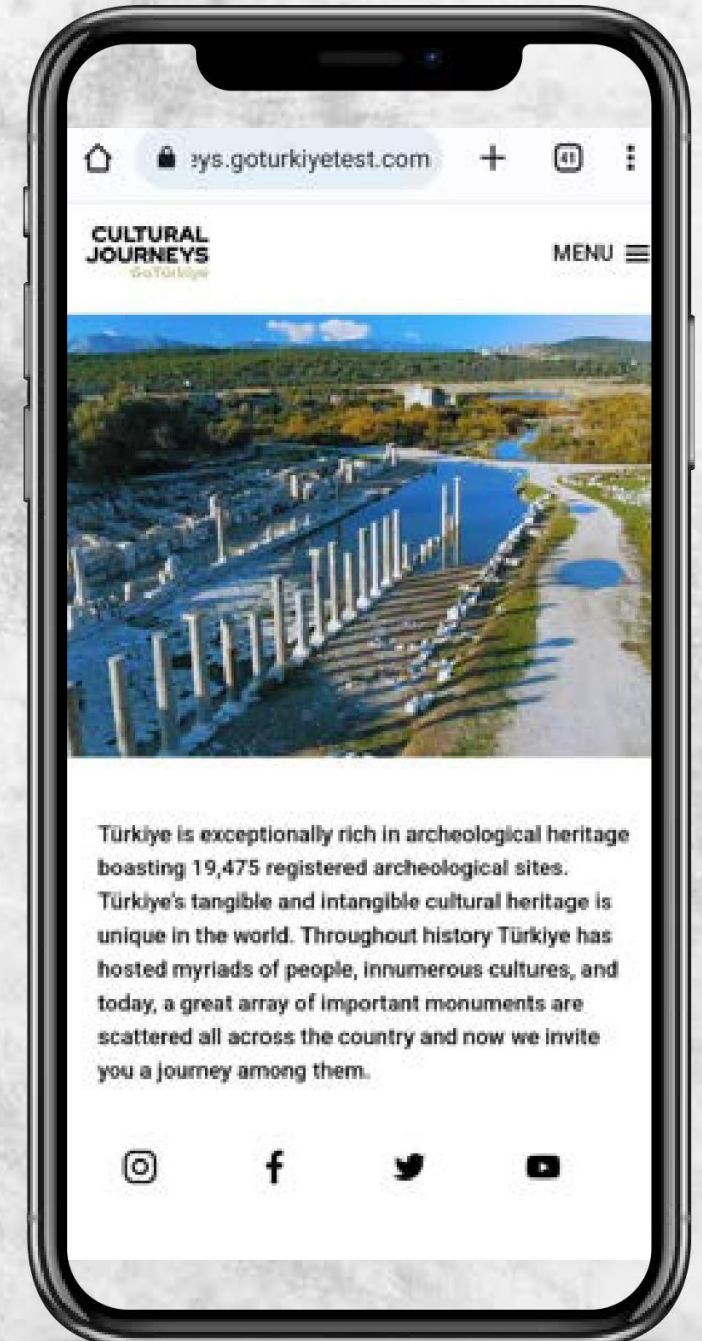
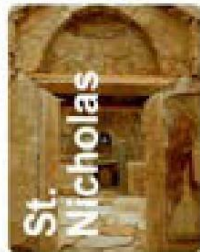
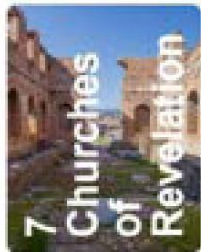
CULTURAL
JOURNEYS
GoTürkiye

CULTURAL JOURNEYS GoTürkiye

Türkiye is exceptionally rich in archeological heritage boasting 19,475 registered archeological sites. Türkiye's tangible and intangible cultural heritage is unique in the world. Throughout history Türkiye has hosted myriads of people, innumerable cultures, and today, a great array of important monuments are scattered all across the country and now we invite you a journey among them.



Cultural Journeys



ys.goturkiyetest.com

CULTURAL
JOURNEYS
GoTürkiye

MENU



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VINEYARDS OF TÜRKİYE

RHAPSODY OF GRAPES



ROUTE OF THE OLIVE TREE

CHASING THE WAY OF OLIVE TREE THROUGH TURKAEGEAN



SEVEN CHURCHES OF REVELATION

EMBARK ON A SPIRITUAL JOURNEY



BREWED TO PERFECTION: TURKISH TEA

A SYMBOL OF HOSPITALITY AND SOCIAL INTERACTION



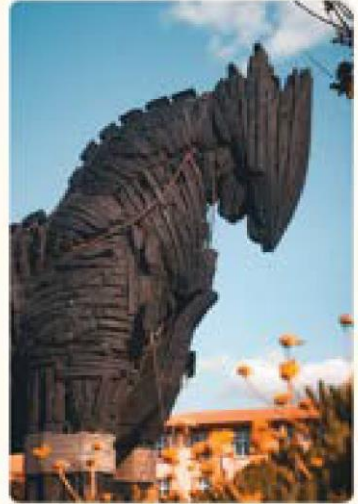
ST. NICHOLAS

THE ROUTE OF MIRACLES



AENEAS ROUTE

LEGENDARY JOURNEY OF THE TROJAN HERO



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MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
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Vineyards of Türkiye

Aegean:

Day 1 -2:
Çanakkale
Troia
Bozcaada Island

Day 3-4:
Urla vineyards - Klazomenai
Teos Ancient City

Cappadocia:

Day 1:
Göreme Open Air-Museum
Mustafapaşa Village
Kaymaklı Underground City

Day 2:
Ürgüp
Avanos
Wine Tasting

Thrace:

In Thrace, bud break usually takes place in April and typically harvest occurs in October.

Day I: Kırklareli
İğneada Longoz Forests
Kıyıköy
Vize

Day II: Tekirdağ
Perinthos
Uçmakdere

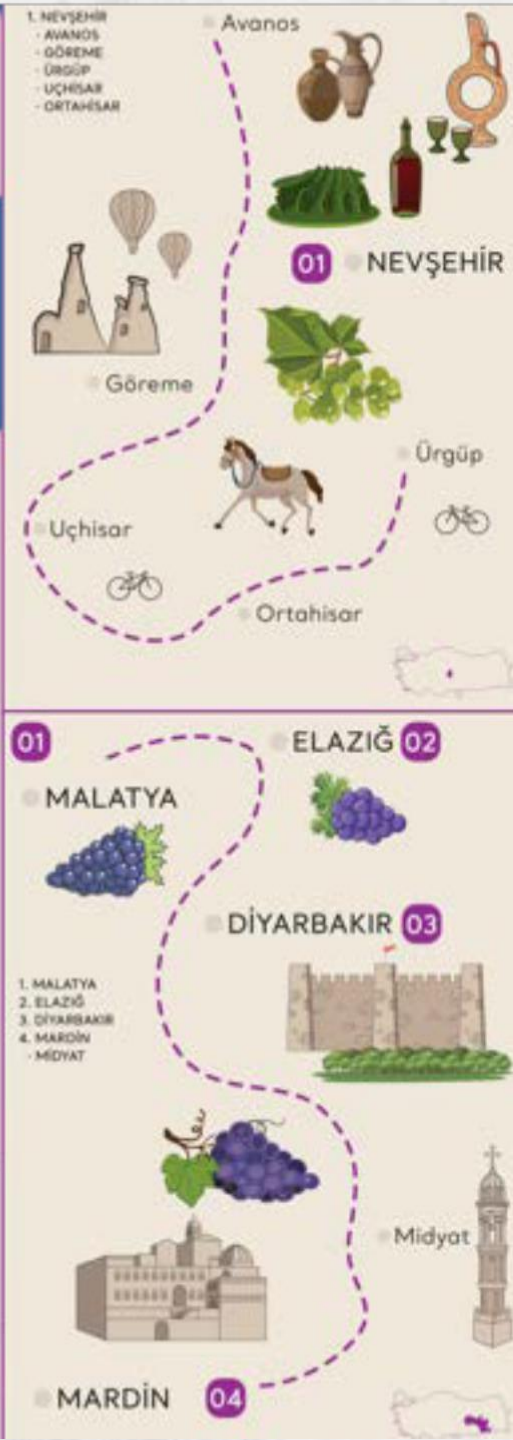
Day III:
Şarköy
Mürefte
Feyzi Kutman Wine Museum
Aker Wine Museum

Day IV:
Gelibolu Peninsula
Saros Bay
Troy

Mesopotamia:

Day 1: Mardin
Deyrulzafaran Monastery
Syriac wine Tasting

Day 2: Midyat
Mor Gabriel Monastery
Syriac Wine Tasting



Route of the Olive Tree

Day 1:
Adatepe Olive Oil Museum in Ayvacık (Assos)
Ayvalık
Cunda Island

Day 2:
1650-year-old monument tree of Kırkağaç in Manisa
Seferihisar (Ancient Teos)

Day 3:
Urla – Klazomenai Ancient Olive Press
Köstem Olive Oil Museum
Çeşme

Day 4:
the Oleatrium Olive and Olive Oil History Museum in Kuşadası – Aydın

Day 5:
Milas - Muğla
Temple of Zeus in the ancient city of Euromos



St. Nicholas

The Route of Miracles

Day 1: Antalya

Patara

Ancient Myra in Demre

Day 2: Antalya

Church of St. Nicholas in Demre (the Santa Claus Museum)

Gemile Island (St. Nicholas Island)



ST. NICHOLAS
THE ROUTE OF MIRACLES

1. PATARA
2. ST. NICHOLAS ISLAND
3. MYRA
4. DEMRE

TURKISH RIVIERA
EAST MEDITERRANEAN



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY

Aeneas Route

Legendary Journey of the Trojan Hero

Day 1: Çanakkale

Troy
Troy Museum
Tevfikiye Village

Day 2: Balıkesir

Mount Ida – Kazdağları
Ezine and Ayvacık
Antandros
Altınoluk

Day 3: Edirne

Ainos in Enez



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Healing Waters of Anatolia

- Thermal springs & spa facilities
- Turkish Hammams
- Turkish health care & medical care
- Mediterranean diet
- Eco-luxury holistic health resorts
- All inclusive and the best wellness and spa programs
- Escapism and relaxation including beaches and nature trails
- Perfect climate



PAMUKKALE

- A world-renowned thermal center at the **UNESCO WHL list since 1988**
- Famous for its calcite travertines full of warm, mineral-rich waters
- Built upon **Hierapolis**, an ancient spa city during Roman times
- a world-famous marvel of calcite travertine filled with warm, mineral-rich waters
- the ancient city of Hierapolis which is also home to the extraordinary octagonal **Martyrium of St Philip the Apostle**





Türkiye UNESCO

Tangible and Intangible Cultural Heritage

UNESCO Inventory of Living Human Treasures: 67



19 Cultural
2 Mixed UNESCO World
Heritage Sites



79 Cultural and
Natural Heritage Sites on the
UNESCO Tentative List



UNESCO Creative Cities: 8
Gaziantep – Gastronomy
Hatay – Gastronomy
Istanbul – Design
Kütahya – Crafts and Folk Arts
Afyonkarahisar – Gastronomy
Kırşehir – Music
Bursa – Crafts and Folk Arts
Şanlıurfa-Music



Intangible Cultural
Heritage: 30
2nd in the World

21 UNESCO World Heritage Sites of Türkiye



Highlights in Sustainable Tourism



2021

Sakarya, Taraklı – Marmara Region
Nevşehir, Mustafapaşa - Cappadocia

2022

Birgi, İzmir

2023

Şirince, İzmir - Ephesus



TARAKLI



MUSTAFAPAŞA



BİRGİ



ŞİRİNCE



DELICACIES OF TURKISH CUISINE

- Healthy, traditional and waste-free
- **Fresh** and **locally sourced** produce
- An array of **herbs**, **seafood** and delicious **olive oil**
- Focus on **whole grains** such as bulgur wheat, whole-wheat providing sustained energy and dietary fiber. up to 1,000 grape varieties
- A selection of more than 100 **local cheeses**
- Traditional harvest and brewing of **Turkish tea**
- Generous and diverse **Turkish breakfast**
- **Farm-to-table** approach

MICHELIN recognises the culinary excellence of Türkiye!

Istanbul, Izmir, and Bodrum are now in the MICHELIN Guide 2024 with 111 culinary gems to explore, including;



1 Two MICHELIN Star restaurant,



11 One MICHELIN Star Restaurants,



5 MICHELIN Green Star restaurants,



26 Bib Gourmand restaurants,

And 73 selected restaurants.



ISTANBUL, IZMIR
& BODRUM



DESTINATION PARTNER



Turkish TEA

Tea plantations & harvest in Black Sea Türkiye



Türkiye has the highest tea consumption rate in the world.

Türkiye
goturkiye.com

Turkish Coffee: **A Sip of Tradition**

In 2013, UNESCO inscribed «**Turkish coffee culture and tradition**» on the Representative List of the Intangible Cultural Heritage of Humanity.

“What my fortune is, so will tell my coffee cup!”





TREKKING & HIKING

- **2500 km long thematic historical trails**
- Golden **beaches** that meet the turquoise sea
- Virgin bays hidden **amidst forests**
- Slopes of **range mountains**, high plateaus, canyons, and lesser-known caverns
- **Volcanic terrain** of Cappadocia

With its many national parks and mountains, Türkiye's great geography offers some of the most beautiful trekking and hiking trails in the world.



CYCLING

Türkiye is a magical land with the unique ability to convert the humble **bicycle** into a “time machine.”

EuroVelo 8: Mediterranean Route
The first Eurovelo Route of Türkiye

EuroVelo 13: Iron Curtain Trail



REPUBLIC OF TÜRKİYE
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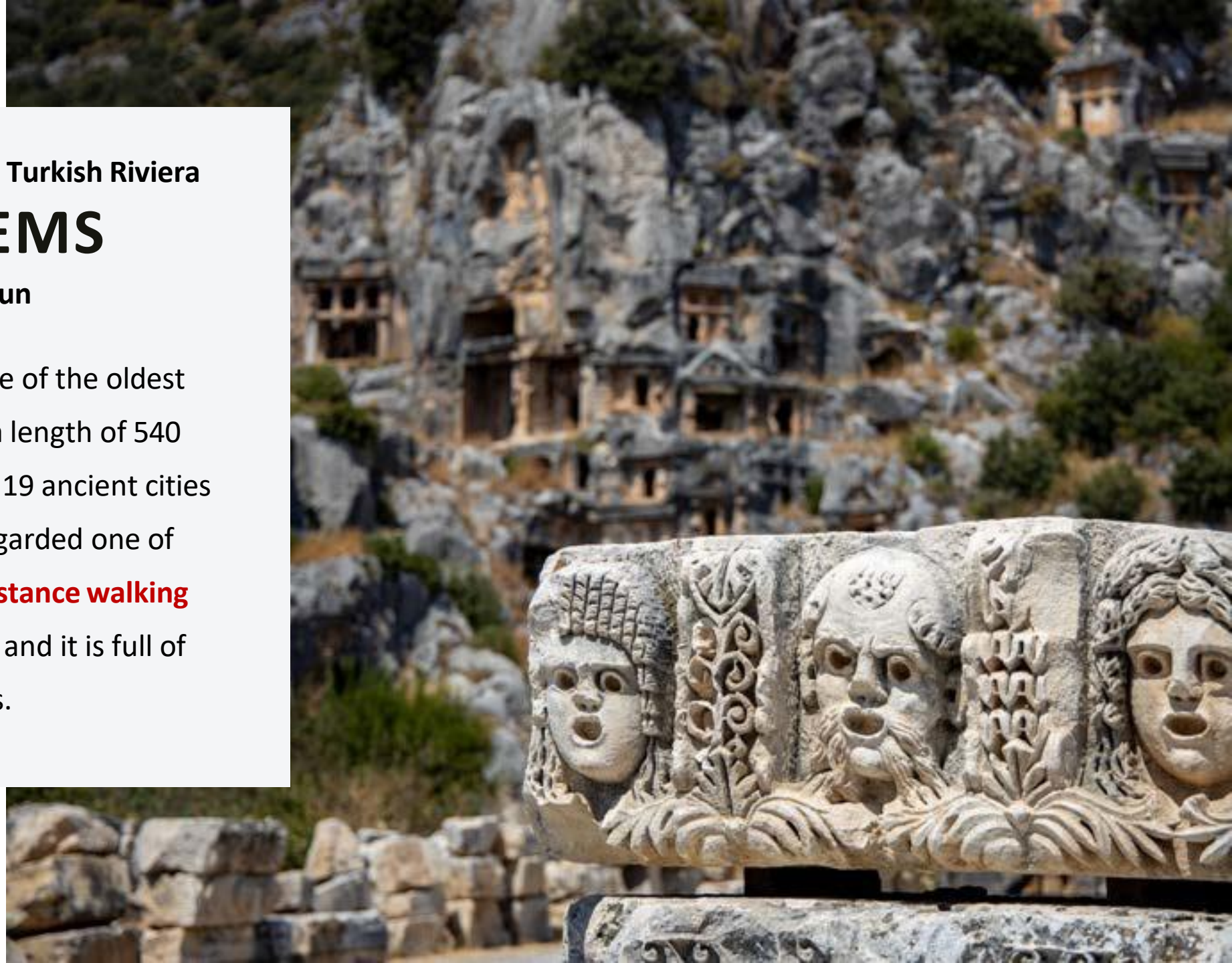
TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY

An Epic Journey in the Turkish Riviera

LYCIAN GEMS

The land of light and sun

- The **Lycian Way**, one of the oldest known roads with a length of 540 km and connecting 19 ancient cities along its path, is regarded one of the **10 best long-distance walking** routes in the world and it is full of ancient Lycian cities.



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TÜRKİYE TOURISM
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TURKISH RIVIERA

EAST MEDITERRANEAN



Ports of Türkiye

- **Galataport İstanbul** award winning port along the coastline of the **Bosphorus**
- **Kuşadası**; access to **Ephesus**, shops, beaches, history and entertainment
- **Bodrum**; **Mausoleum** of Halicarnassos, blue-flag beaches, whitewashed houses, and trendy nightclubs.
- **Çeşme, İzmir**; lively marina shops & restaurants, golden sand beaches, authentic villages, local vineyards, dynamic nightlife,
- **Marmaris**; where the Aegean meets the Mediterranean

23 ports on three seas over
1,500,000 cruise passengers in 2023



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TÜRKİYE TOURISM
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Accommodation in **Türkiye**

The outstanding hotel capacity of Türkiye includes international and Turkish **hotel chains**, small **boutique hotels**, luxury **resorts**, and large **convention** hotels.

Unique luxury accommodation is also available in **royal palaces**.



GoTürkiye.com

81 Cities 7 Regions

All cities and regions are included

Brand Destinations

Istanbul, Antalya, İzmir, Bodrum, Ankara, Kapadokya, Kuşadası, Şanlıurfa
A total of 104 destinations are available

58 Experiences

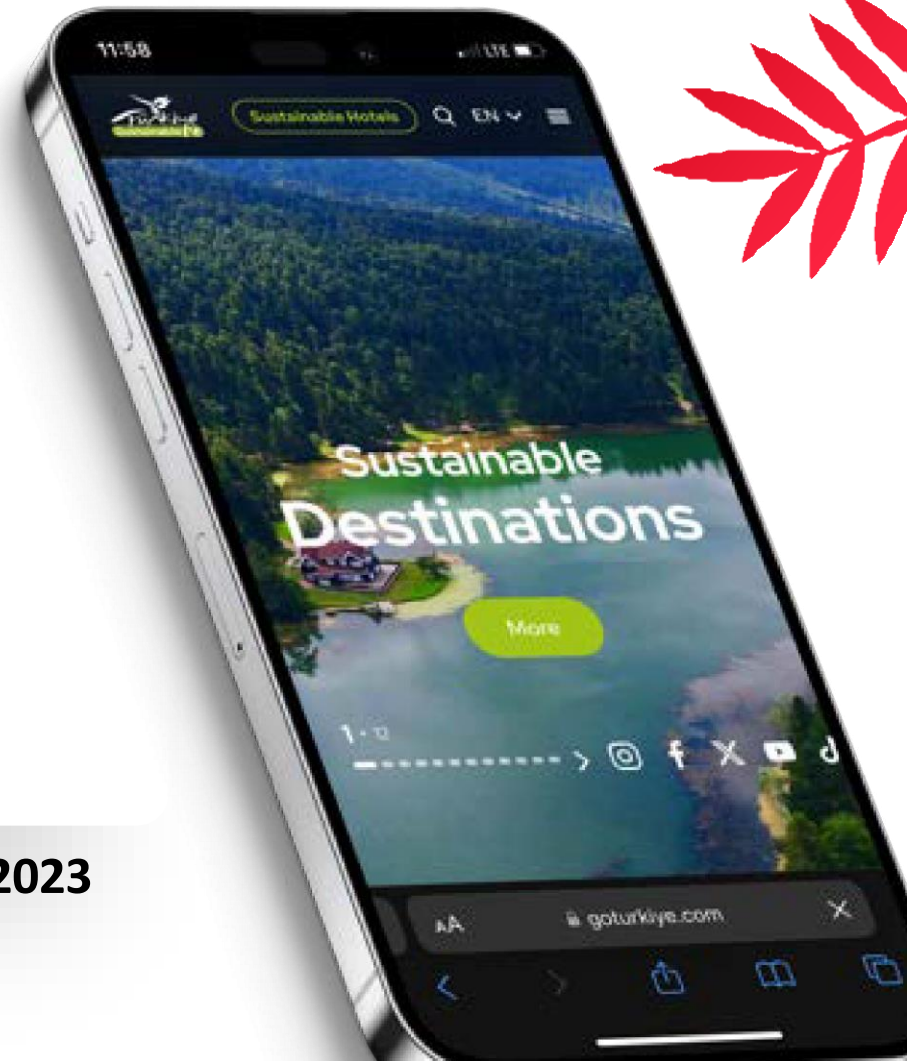
Cycling, Gastronomy, Blue Voyage, Golf, Cruise, Wedding, Faith, UNESCO,
Health, Historical places and all other priority topics are all available

10 Languages

Turkish, English, Russian, Ukrainian, German, French, Spanish, Arabic, Chinese
and Persian.

A total of **197,2 Million** individual users in 2023

A total of **197,2 million** individual users in 2023





Türkiye

Specialist Courses

Türkiye Tourism Promotion and Development Agency (TGA) offers online courses covering a broad range of topics from Türkiye's history and culture to nature and touristic opportunities. Explore Türkiye with photos, videos and detailed commentaries.

Why you should be Türkiye Tourism Specialist?

- Enhance the level of information you share with your customers
- Receive first hand marketing and branding resources to assist you in selling Türkiye
- Recognition as a tourism specialist in selling Türkiye
- Improve your earning potential
- Increase business opportunities
- Gain access to benefits associated with this program
- Receive online destination training at no costs
- It's completely free and completely flexible!

Read More



<https://allinturkiye.com/>

Social Media – Go Türkiye



3,2M

Followers



3M

Followers



1,75M

Followers



5,5M

Followers



740B

Followers





See you in Türkiye

Teşekkürler





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