

Turkey – a bridge between two continents

A uniquely varied and beautiful country, Turkey spans the continents of Europe and Asia. For thousands of years, Anatolia – the Asian part of Turkey – has witnessed mass migrations of diverse peoples, shaping the course of history. Home to countless civilizations, Anatolia has developed a unique synthesis of cultures, each with its own distinct identity yet each linked to its

predecessor through insoluble threads. For many years now a popular destination for holidaymakers, Turkey with its hospitality, accessibility and pleasant climate is attracting more and more meetings business, particularly in the capital, Istanbul, and the region around Antalya on the Turquoise Coast.

ISTANBUL – historically dynamic

The world's only city on two continents has been a crossroads of trade, culture, learning and art for over 3,000 years as well as the capital of three of the greatest empires the world has known. It is no accident that Istanbul was the city the Eastern Roman emperors, the Byzantine dynasty and the Ottoman sultans chose to call home.

The city offers a unique combination of accessibility, variety and natural beauty. And to that natural beauty, those empires added their own artistic and architectural masterpieces, making Istanbul one of the world's great cultural treasure houses. The names themselves conjure up exotic visions ... Haghia Sophia, The Grand Bazaar, The Blue Mosque, The Basilica Cistern, Topkapi Palace.



Süleymaniye Mosque, Sea of Marmara ©Turkish Ministry of Tourism

These are complemented by the masterpieces of hospitality and versatility that are Istanbul's hotels, convention centres and exhibition facilities: award-winning, state-of-the-art, experienced, elegant, comfortable, flexible, expansive and simply unique.

Venues: from antiquity to the future

Istanbul has three conference and meeting "clusters" combining purpose-built venues with quality hotels, many featuring meeting and exhibition facilities: the Airport & Exhibition District, the Business & Financial District and the Conference Valley.

The Airport & Exhibition District consists of two massive exhibition centres with almost 150,000m² of exhibition space, plus meeting and event facilities as well as several



Istanbul Convention and Exhibition Centre

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hotels, three of which are five-star. The Business & Financial District, in addition to major conference centres under construction, offers five-star accommodation with extensive meeting space. Its location near the headquarters of numerous companies, including multinationals, and proximity to the Istanbul Stock Exchange make it ideal for corporate meetings. The Conference Valley combines dozens of hotels within walking distance of three conference venues featuring exhibition space and has been the site of major international conferences for over 10,000 participants. Venues within congress valley offer auditoriums for 500–2,000 delegates with extensive breakout and meeting rooms, as well as a ballroom where 3,500 can enjoy a gala dinner. Plus there are historic venues unique to Istanbul, like Esma Sultan Pavilion, the Imperial Cannon Factory, Sepetciler Kasrı, and the recently restored Adile Sultan Palace, all of which have been transformed into modern meeting facilities. History, entertainment, top-class accommodation, natural

beauty, exquisite and unique venues to satisfy the most demanding meeting planner ... Istanbul, where the world comes to meet.

Antalya – the city of sunshine ...

Antalya is a city full of sunshine and opportunity, a place where work and leisure go hand in hand. As well as being the main holiday destination on the Turkish Riviera, it is also a sought-after meetings location with a capacity to accommodate 50,000 delegates.

There are not many places that can boast both extremely good value for money and high standards of accommodation and service, a warm, sunny climate and an exhaustive range of leisure facilities. Antalya is located in the west of the Turkish Mediterranean region. In ancient times it covered all Pamphylia which means "the land of all tribes". The land really deserves the name since it has witnessed many successive civilizations throughout history. In the first century BC, the Pergamum King Attalus ordered his men to find the most beautiful piece of land on earth; he wanted them to find "heaven on earth". After a long search all over the world, they discovered this land and said: "This must be Heaven" and King Attalus founded the city giving it the name "Attaleia". From then on many nations kept their eyes on the city. When the Romans took over the Pergamene Kingdom, Attaleia

became an outstanding Roman city which the great Roman Emperor Hadrian visited in 130 AD; an arch was built in his honour which is now worth seeing. Then came the Byzantines, after which the Seljuk Turks took over the city in 1207 and gave it a different name, Adalya, and built the Yivli Minaret. The Ottomans followed the Seljuks and, finally, within the Turkish Republic it became a Turkish city and an important port.

The climate of the province is typically Mediterranean: hot and dry in the summer and temperate and rainy in the winter. Sunshine is guaranteed from April to October and the winters are pleasantly mild. Antalya is really a heavenly place where three seasons are spring and one season is summer. The city has an interna-



Antalya

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tional airport with connections to many major European cities and is a multifunctional meetings location (with a total seating capacity of 50,000) with a wide range of top-quality hotels (total bed capacity of 40,000).

In addition, the city boasts friendly, welcoming locals, delicious food, excellent shopping opportunities and a rich culture and fascinating history waiting to be explored.



Adile Sultan Palace Garden

©Adile Sultan Palace



Antalya Beach Park

©Turkish Ministry of Tourism



Hagia Sophia ©Turkish Ministry of Tourism



Hot air balloons over Cappadocia ©Turkish Ministry of Tourism



Sailing boats on the Turquoise Riviera ©Turkish Ministry of Tourism



Catamarans ©Turkish Ministry of Tourism

Incentive ideas in Turkey

Exotic sparkle in Istanbul

Istanbul knows how to bring people together. Its 3,000 years as capital of three empires, crossroads of trade and mosaic of cultures are the proof. A wide choice of historic venues unique to Istanbul is available for social and cultural programmes, receptions and gala dinners.

Istanbul is an incentive planner's dream-come-true. Imagine organizing a gala dinner for 2,000 in the



Flower market, Istanbul ©Turkish Ministry of Tourism

world-famous Grand Bazaar along with authentic Ottoman cuisine, performances by folk musicians, folk dancers, a Janissary band and belly dancers. Or organize an exclusive whirling dervish show and Sultan's night fancy dress themed event at a five-star hotel in a former Ottoman Palace. Send your guests on an exciting treasure hunt in the Old City and the Grand Bazaar. Cruise the Bosphorus by candlelight as your guests enjoy a string quartet and five-star cuisine, topped off by a glass of champagne under the stars. What about a cocktail reception in an Ottoman Cannon Factory? Design an exciting team-building game on the shores of the Bosphorus ... or a reception in the gardens of Dolmabahçe Palace, the last residence of the Sultans... The list goes on, because there's just



Restaurant on the Bosphorus ©Turkish Ministry of Tourism

no limit to the exciting motivational and team-building programmes you can organize in Istanbul. Count on Istanbul's experienced, professional and creative DMCs to provide you with top-notch support and service that will make your incentive run smoothly and leave your guests with lasting memories of their fantastic time in Istanbul.

Sightseeing and places of interest

Few cities in the world have such an amazing array of treasures. The impressive Blue Mosque, the glorious Hagia Sophia and Topkapi Palace are world-famous historical monuments. The architectural marvels of three empires, remains and art pieces of many different cultures line the streets of modern Istanbul that is now a city alive 24 hours a day with restaurants, bars and nightclubs to suit all tastes, festivals and with international-standard golf courses for the more sporty.

The tremendous variety of pre- and post-tours which can be organized by PCOs will leave you spoilt for choice. Among them are ancient cities such as Ephesus, Hittites Boğazköy and fantastic Cappadocia. Cruising on the crystal waters of the Aegean Sea, in a Turkish-style gullet is another splendid experience. All tours are within a one-hour flight of Istanbul.

Antalya – sports, festivals and fun

Antalya lies on the Turquoise Riviera and boasts fine marinas, world-class golf courses and sea sports from scuba diving to windsurfing. Daily tours to surrounding tourist areas such as Side, Perge, Aspendos, Alanya and Termessos are available, in addition to longer tours to Pamukale, Ephesus and Nemrut Mountain to name but a few.

The region around Antalya offers excellent sporting facilities such as golf, horse riding, rafting, diving, trekking, tennis and football tournaments, Turkish baths, jeep safaris in the Taurus Mountains and yachting



Rafting ©Turkish Ministry of Tourism

along the strikingly beautiful coastline of south-western Turkey.

Antalya is a province of festivals, film and fun – throughout the year. For aficionados of opera, ballet, musicals and classical music, the Aspendos International Opera and Ballet Festival has been the place to be in June and July every year since 1994. Organized by the General Directorate of the State Opera and Ballet, this festival attracts large numbers of Turks and holidaymakers from all over the world. The British newspaper, "The Daily Telegraph", reported that the Aspendos Festival ranked 5th in the world's best festivals listing. Aspendos Theatre is one of the best preserved ancient theatres in the

world. It was built around the 2nd century AD and was later used by the Seljuks as a caravanserai. With a seating capacity of over 17,000, it is used today to host not only the Aspendos Festival but also other spectacular concerts, ballets and significant events.

The oldest festival which has taken place in Antalya over the past 33 years in October is the Golden Orange Film Festival along with the Golden Orange International short film festival. Celebrity artists and film producers from all over Turkey and abroad attend this event.

Other events hosted by the top hotels, the Antalya Cultural Centre and other venues include beer festivals, jazz nights, basketball, tennis and football tournaments, classical concerts and Christmas celebrations at the birthplace of St. Nicholas in Myra. An updated performance programme can be found at www.antalyafestivals.org.

For further information and advice, contact Istanbul Convention & Visitors Bureau at www.icvb.org and Antalya Convention Bureau at www.antalyaconvention.org.



Myra, birthplace of St. Nicholas ©Turkish Ministry of Tourism



Dolmabahçe Palace, Istanbul ©Turkish Ministry of Tourism



Topkapi Palace, Istanbul ©Turkish Ministry of Tourism



Aspendos Theatre ©Turkish Ministry of Tourism



Mosque at sunset ©Turkish Ministry of Tourism