CAMPAIGN NOTIFICATION

CONTENTS

✓ Current Situation of Turkish Tourism
✓ Tourism Trends and Perspectives
✓ Tourism Products of Turkey
✓ Target Groups
✓ Marketing Objectives
✓ Communication Objectives
✓ Communication Strategy
✓ Consumer Outcome
CURRENT SITUATION OF TURKISH TOURISM
Country Name: Republic of Turkey
Language: Turkish
Alphabet: Latin
Population: 74.7 million
Average Age: 28.5
GDP: 772.2 $ billion (2011)
16th largest economy amongst 30 OECD countries
GDP per Capita: 10,444 $
Growth Rate: % 8.5 (2011)
CURRENT SITUATION OF TURKISH TOURISM

PROGRESS OF TURKISH TOURISM

Number of Tourists

- 1980: 1.2 million
- 1990: 5.3 million
- 2000: 10.4 million
- 2011: 31.4 million

26 times increase
CURRENT SITUATION OF TURKISH TOURISM

PROGRESS OF TURKISH TOURISM

Tourism Receipts

- 1980: 0.4 billion $
- 1990: 3.2 billion $
- 2000: 7.6 billion $
- 2011: 23.0 billion $

57 times increase
## Current Situation of Turkish Tourism

### Tourism Statistics - 2011

<table>
<thead>
<tr>
<th>Number of Tourists</th>
<th>Rate of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>World : 982 million</td>
<td>4.6 %</td>
</tr>
<tr>
<td>Europe : 503 million</td>
<td>5.8 %</td>
</tr>
<tr>
<td>Turkey : 31.4 million</td>
<td>9.8 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourism Receipts</th>
<th>Rate of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>World : 1 trillion USD</td>
<td>3.8 %</td>
</tr>
<tr>
<td>Europe : 463 trillion USD</td>
<td>5.2 %</td>
</tr>
<tr>
<td>Turkey : 23 trillion USD</td>
<td>10.6 %</td>
</tr>
</tbody>
</table>
## Current Situation of Turkish Tourism

### Tourism World Ranking - 2011

<table>
<thead>
<tr>
<th>International Tourist Arrivals (million)</th>
<th>International Tourism Receipts (billion $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 FRANCE 77.1</td>
<td>1 USA 116.3</td>
</tr>
<tr>
<td>2 USA 62.3</td>
<td>2 SPAIN 59.9</td>
</tr>
<tr>
<td>3 CHINA 57.6</td>
<td>3 FRANCE 46.6</td>
</tr>
<tr>
<td>4 SPAIN 56.7</td>
<td>4 CHINA 48.5</td>
</tr>
<tr>
<td>5 ITALY 46.1</td>
<td>5 ITALY 42.9</td>
</tr>
<tr>
<td>6 TURKEY 31.4</td>
<td>6 GERMANY 38.8</td>
</tr>
<tr>
<td>7 UNITED KINGDOM 28.3</td>
<td>7 UNITED KINGDOM 32.4</td>
</tr>
<tr>
<td>8 GERMANY 28.4</td>
<td>8 AUSTRIA 30.4</td>
</tr>
<tr>
<td>9 MALAYSIA 24.7</td>
<td>9 TURKEY 23.0</td>
</tr>
<tr>
<td>10 AUSTRIA 23.0</td>
<td></td>
</tr>
</tbody>
</table>
## Top Ten Markets - 2011

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>4,826,315</td>
</tr>
<tr>
<td>2</td>
<td>Russia</td>
<td>3,468,214</td>
</tr>
<tr>
<td>3</td>
<td>England</td>
<td>2,582,054</td>
</tr>
<tr>
<td>4</td>
<td>Iran</td>
<td>1,879,304</td>
</tr>
<tr>
<td>5</td>
<td>Bulgaria</td>
<td>1,491,561</td>
</tr>
<tr>
<td>6</td>
<td>Netherlands</td>
<td>1,222,823</td>
</tr>
<tr>
<td>7</td>
<td>Georgia</td>
<td>1,152,661</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>1,140,459</td>
</tr>
<tr>
<td>9</td>
<td>Syria</td>
<td>974,054</td>
</tr>
<tr>
<td>10</td>
<td>USA</td>
<td>757,143</td>
</tr>
</tbody>
</table>
## Current Situation of Turkish Tourism

### Main Destinations

**2011 - million person**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTALYA</td>
<td>10.4</td>
</tr>
<tr>
<td>İSTANBUL</td>
<td>8.0</td>
</tr>
<tr>
<td>MUĞLA</td>
<td>3.0</td>
</tr>
<tr>
<td>CAPPADOCIA</td>
<td>2.5</td>
</tr>
<tr>
<td>İZMİR</td>
<td>1.3</td>
</tr>
</tbody>
</table>
CURRENT SITUATION OF TURKISH TOURISM

2023 OBJECTIVES

- 50 millions visitors
- 50 billion $ tourism receipts
- To be in the first five in terms of number of tourists and tourism revenue.
INTERNATIONAL TOURISM TRENDS AND PERSPECTIVES
NEW TOURISTS

- Make their own holiday organization
- Go on holiday more frequently for shorter periods
- Take last minute decisions
- Follow the social media
- Consider the brand value
- Care about the environmental issues
- Want to live new experiences (Interest for new experiences are spreading to the middle segment)
- Want to colour their lives by travelling
- Seek for original arts, crafts, culture, places and experiences
BRIC COUNTRIES ARE RISING IN IMPORTANCE

Travel Expenditures-2011

- China: + 38%
- Russia: + 21%
- Brasil: + 32%
- India: + 32%

Air Transportation

It is foreseen that marketshare in the international aerial transportation of BRIC countries will be 35% in 2020 and 50% in 2050.

source: WTTC
BRIC COUNTRIES ARE RISING IN IMPORTANCE

- In the next 10 years it is foreseen that increase in the international travel from Brasil (in 2011 6 millions travels occurred) will be more than any travel from other countries.

- In 2021 It is foreseen that 125 millions Chinese people will make international travel and total travel expenditure will be 100 billion $.

Source: WTTC
### Tourism Demand to Turkey

<table>
<thead>
<tr>
<th>Country</th>
<th>2010</th>
<th>2011</th>
<th>2011/2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brasil</td>
<td>65,246</td>
<td>89,442</td>
<td>37.08</td>
</tr>
<tr>
<td>Russia</td>
<td>3,107,043</td>
<td>3,468,214</td>
<td>11.62</td>
</tr>
<tr>
<td>Indian</td>
<td>63,406</td>
<td>73,731</td>
<td>16.28</td>
</tr>
<tr>
<td>China</td>
<td>77,142</td>
<td>96,701</td>
<td>25.35</td>
</tr>
</tbody>
</table>
EUROPE’S POPULATION IS AGING

Share of population over the age of 60 in general population

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2020</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>22.9%</td>
<td>30%</td>
<td>41%</td>
</tr>
<tr>
<td>Spain</td>
<td>21.8%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>France</td>
<td>20.7%</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>Belgium</td>
<td>22.1%</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>Denmark</td>
<td>19.9%</td>
<td>28%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Because of aging Europe population, types of tourism such as health tourism, ecotourism are coming into prominence.

Source: Eurostat
EUROPE’S POPULATION IS AGING

INTERNATIONAL TOURISM TRENDS AND PERSPECTIVES
SELF ORGANIZATION

✓ Cheap airline transport is growing stronger.
✓ Online sale by marketing channel is coming into prominence.
✓ Mass tourism is gradually giving place to personal travel.
INTERNATIONAL TOURISM TRENDS AND PERSPECTIVES

TOURISM TYPES

✔ Types of tourism such as youth, health, golf, gastronomy are increasingly having an important role.

✔ Tendency to responsible tourism is increasing.

✔ It is foreseen that cultural tourism will achieve growth more than international tourism by the year 2020.

✔ Thanks to “Knowledge is power” approach, types of tourism which offer knowledge and kinds of experiences such as ecotourism, adventure tourism, rural tourism in different part of the world are growing stronger.
INTERNATIONAL TOURISM TRENDS AND PERSPECTIVES

POWER OF DIGITAL

- As of the end of the year 2011 there are 2.1 billion internet users in the world.
- Active Facebook users are more than 800 million.
- It is expected that this number will reach 1 billion at the end of the year 2012.
- There are 225 (154 millions active) million Twitter users.
- They post approximately 8,868 tweets per second.
- There are 1 trillion videos in Youtube.
- There are 140 youtube videos per capita in the world.
- There are approximately 40 million blogs in the world.
POWER OF DIGITAL

✔ While people are deciding on holiday, they are using “travel interpretation” in the internet as the base.

✔ Independent travel blogs, friends in social media like Facebook/ Twitter and interpretation shared by foreigners and google research results are more effective than tourist agencies.

✔ People who used internet just for surfing earlier are now commenting, sharing photographs, organizing travel and affecting other’s decisions.

✔ In European countries not only young population but also middle-aged population are using internet actively.

Source: WTTC
POWER OF DIGITAL

✓ Last-minute bookings are increasing thanks to on-line channels.

✓ According to a report by the European Commission, 53% of people who travel in 2011 made their organizations on-line.

✓ It is foreseen that the increase in on-line travel marketing between 2010 and 2012 will be two times more than the increase in all travel marketing and reach 313 billion $.

✓ At the end of the year 2012, it is anticipated that one third of purchased travels will be on-line.

✓ In 2014 more than 3 billion people of adult population will be acting with mobile or internet technology.

Source: WTTC
## International Tourism Trends and Perspectives

### Perspectives for 2020

**Number of Tourists**

<table>
<thead>
<tr>
<th>Region</th>
<th>Number</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>1.6 billion</td>
<td>4.1%</td>
</tr>
<tr>
<td>European</td>
<td>717 billion</td>
<td>3.1%</td>
</tr>
<tr>
<td>Asia &amp; Pacific</td>
<td>397 billion</td>
<td>4.1%</td>
</tr>
<tr>
<td>America</td>
<td>282 billion</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Europe’s share (2011): 51%

Europe’s share (2020): 46%

*Source: BMDTÖ*
INTERNATIONAL TOURISM TRENDS AND PERSPECTIVES

PERSPECTIVE FOR 2030

Number of Tourists → 1.8 billion

Source: BMDTÖ
GENERAL IMAGE OF TURKEY IN TARGET MARKETS
Components of Turkey’s Image

- Cradle of civilizations
- Turkish hospitality
- Turkish gastronomy
- Diversity of activities
- Historical and natural wonders
- High quality facilities
TURKEY TOURISM PRODUCT
TURKEY TOURISM PRODUCT

ACCOMMODATION

- New accommodation facilities at highest quality
- Qualified and educated staff

Total Bed Amount of Turkey

<table>
<thead>
<tr>
<th>Year</th>
<th>Bed Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>82,000</td>
</tr>
<tr>
<td>1990</td>
<td>490,000</td>
</tr>
<tr>
<td>2000</td>
<td>570,000</td>
</tr>
<tr>
<td>2011</td>
<td>945,000</td>
</tr>
</tbody>
</table>
## Accommodation

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>44.6%</td>
</tr>
<tr>
<td>Spain</td>
<td>41.9%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>21.3%</td>
</tr>
<tr>
<td>Portugal</td>
<td>21.2%</td>
</tr>
<tr>
<td>Italy</td>
<td>19.1%</td>
</tr>
</tbody>
</table>
**Hotel Occupancy Rates - 2011**

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Occupancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>London</td>
<td>82.4%</td>
</tr>
<tr>
<td>2</td>
<td>Paris</td>
<td>79.0%</td>
</tr>
<tr>
<td>3</td>
<td>Vienna</td>
<td>72.2%</td>
</tr>
<tr>
<td>4</td>
<td>İstanbul</td>
<td>69.9%</td>
</tr>
<tr>
<td>5</td>
<td>Berlin</td>
<td>69.5%</td>
</tr>
<tr>
<td>6</td>
<td>Rome</td>
<td>67.5%</td>
</tr>
<tr>
<td>7</td>
<td>Prag</td>
<td>66.9%</td>
</tr>
<tr>
<td>8</td>
<td>Barcelona</td>
<td>66.3%</td>
</tr>
<tr>
<td>9</td>
<td>Milan</td>
<td>63.1%</td>
</tr>
<tr>
<td>10</td>
<td>Budapest</td>
<td>62.0%</td>
</tr>
<tr>
<td></td>
<td>European Total</td>
<td>66.3%</td>
</tr>
</tbody>
</table>

*Source: BMDTÖ*
## Hotel Occupancy Rates and Average Prices

### Country Ranking

#### 2012 - First Quarter

<table>
<thead>
<tr>
<th>Occupancy Rate (%)</th>
<th>Average Price (Euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 UK 70,1</td>
<td>1 SWITZERLAND 206,53</td>
</tr>
<tr>
<td>2 BELGIUM 67,3</td>
<td>2 FRANCE 148,15</td>
</tr>
<tr>
<td>3 SWITZERLAND 66,1</td>
<td>3 NORWAY 130,50</td>
</tr>
<tr>
<td>4 TURKEY 66,0</td>
<td>4 RUSSIA 127,92</td>
</tr>
<tr>
<td>5 GERMANY 65,8</td>
<td>5 ISRAEL 125,65</td>
</tr>
<tr>
<td>6 ISRAEL 65,5</td>
<td>6 ITALY 113,09</td>
</tr>
<tr>
<td>7 FRANCE 65,4</td>
<td>7 BELGIUM 112,31</td>
</tr>
<tr>
<td>8 AUSTRALIA 64,9</td>
<td>8 HOLLAND 109,54</td>
</tr>
<tr>
<td>9 NORWAY 64,2</td>
<td>9 TURKEY 106,65</td>
</tr>
<tr>
<td>10 FINLAND 62,9</td>
<td>10 DENMARK 96,57</td>
</tr>
<tr>
<td>European Total 63,7</td>
<td>European Total 100,04</td>
</tr>
</tbody>
</table>

Source: STR Global
## Hotel Occupancy Rates and Average Prices

### City Ranking

**2012 - First Quarter**

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Occupancy Rate (%)</th>
<th>Average Prices (Euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GENEVA</td>
<td>79.6</td>
<td>292.56</td>
</tr>
<tr>
<td>2</td>
<td>PARIS</td>
<td>77.3</td>
<td>235.22</td>
</tr>
<tr>
<td>3</td>
<td>GENEVA</td>
<td>75.1</td>
<td>206.91</td>
</tr>
<tr>
<td>4</td>
<td>TEL AVIV</td>
<td>73.7</td>
<td>183.12</td>
</tr>
<tr>
<td>5</td>
<td>ISTANBUL</td>
<td>73.0</td>
<td>155.70</td>
</tr>
<tr>
<td>6</td>
<td>MANCHESTER</td>
<td>72.0</td>
<td>155.35</td>
</tr>
<tr>
<td>7</td>
<td>AMSTERDAM</td>
<td>71.9</td>
<td>139.78</td>
</tr>
<tr>
<td>8</td>
<td>ZURICH</td>
<td>71.6</td>
<td>136.71</td>
</tr>
<tr>
<td>9</td>
<td>DUBLIN</td>
<td>70.8</td>
<td>132.17</td>
</tr>
<tr>
<td>10</td>
<td>WARSAW</td>
<td>70.4</td>
<td>131.23</td>
</tr>
<tr>
<td></td>
<td>Total of European</td>
<td>63.7</td>
<td>100.04</td>
</tr>
</tbody>
</table>

Source: STR Global
TURKEY TOURISM PRODUCT

SEA TOURISM

- 8,333 km coast line
- 355 blue flag beaches (World's Number Four) (2012)
- 33 marina, 19 of them are with blue flags (2012)
- Climatic conditions
- Natural Beauties
- New and modern accommodation facilities
- High quality service

Destinations: Antalya, Alanya, İzmir, Çeşme, Bodrum, Fethiye, Kuşadası, Marmaris, Didim, Side, Mersin, Belek etc.
Historical and Cultural Richness

- 13 big civilizations and historical and cultural values belonging to 3 big religions

- 171 ongoing archaeological excavation

11 sites in UNESCO World Cultural Heritage List:

- Historic areas of İstanbul,
- Göreme National Park and Cappadocia,
- Divriği Mosque and ve Darüşşifa,
- Hattuşaş– Boğazköy,
- Mount Nemrut,
- Pamukkale – Hierapolis,
- Xanthos – Letoon,
- Safranbolu Homes,
- Truva Antique City,
- Mosque Selimiye and Social Complex,
- Çatalhöyük Neolithic City

37 sites in UNESCO World Cultural Heritage Temporary List
79 Antique Cities

Ephesus (İzmir), Perge (Antalya), Aspendos (Antalya), Myra (Antalya), Sagalassos (Burdur), Boğazkale/Hattuşaş (Çorum), Bergama (İzmir), Hierapolis (Pamukkale), Laodikya (Denizli), Zeugma, Yasemek(Gaziantep) etc.

Art Activities

Exhibitions, biennials, carnivals, concerts, activities etc.
RELIGIOUS TOURISM

Monuments Belonging to Three Divine Religions (Judaism, Christianity, Islam);

- Hagia Sophia Museum (İstanbul)
- Mosque Sultanahmet (İstanbul)
- Mosque Süleymaniye (İstanbul)
- Church of Santa Claus (Demre/Antalya)
- Cappadocia,
- Epheus (İzmir)
- Church of St. Pierre (Antakya),
- Aya İrini (İstanbul ),
- Mosque Selimiye (Edirne)
- The House of the Virgin Mary (İzmir)
- Mevlevi Lodge (Konya)
- Devrulzafaran Monastery (Mardin),
- Sümela Monastery (Trabzon)
- Harran (Şanlı Urfa)
- Divriği Mosque and Hospital (Sivas)
In terms of richness and potential of geothermal resources, Turkey is ranked as the first in Europe, seventh in the World.

4 thermal tourism area

South Marmara, Phrygia, South Aegean and Central Tourism thermal areas

Almost 200 thermal facilities in 46 cities

SPA opportunities

Turkish Baths

47 hospital accredited by taking JC
TURKEY TOURISM PRODUCT

CONVENTION TOURISM

✓ Modern convention facilities in İstanbul, Antalya, İzmir and Ankara
✓ Convention opportunities of 5 star hotel

CITY RANKING-2011

1. VIENNE: 181
2. PARIS: 174
3. BARCELONA: 150
4. BERLIN: 147
5. SINGAPORE: 142
6. MADRID: 130
7. LONDON: 115
8. AMSTERDAM: 114
9. İSTANBUL: 113
10. BEIJING: 111

Source: ICCA
18 golf facilities

✓ 15 in Belek
✓ 2 in İstanbul
✓ 1 in Bodrum

**Antalya/Belek**
Selected “the best Golf Destination of Europe” in 2008 by International Golf Federation (IAGTO).

*World Amateur Golf Championship will be held in Belek in 2012.*
Main winter tourism centers:

- Palandöken
- Uludağ
- Kartalkaya
- Erciyes
- Sarıkamış
- Davras
SHOPPING TOURISM

- Historical shopping bazaars (İstanbul Grand Bazaar, Egyptian Bazaar, İzmir Kızlarağası Hanı, Ankara Çıkrıkçılar Yokuşu, Gaziantep Coppersmith Bazaar etc.)

- Modern shopping centers with World Brands

- “İstanbul Shopping Festival” 18 March - 26 April 2011
  9 June - 29 June 2012

- “Ankara Shopping Festival” 8 June - 1 July 2012
SPORT AND NATURE TOURISM

- Surfing
- Underwater sports
- Summer camping ground
- Rafting
- Mountaineering
- Trekking
- Speleology
- Bird watching
- Paragliding
YOUTH TOURISM

- Camping
- Fun
- Sport activities
GASTRONOMY TOURISM

- Traditional Ottoman and Turkish cuisine
- Local cuisine
- Olive, olive oil
- Aegean herbs
CONVENTION OF ASSOCIATION OF BRITISH TRAVEL AGENTS (ABTA) – 10-12 October 2012 / Antalya/Belek

Association of Dutch Travel Agents and Tour Operators – October 2012 / İstanbul

400th anniversary of the foundation of diplomatic relations between Turkey and Netherlands – 2012


2012 China Culture Year in Turkey, 2013 Turkish Culture Year in China

2013 Mediterranaen Games, Mersin

Annual Convention of Switzerland Travel Agents Association – October 2013 / İzmir

600th Anniversary of the Foundation of Diplomatic Relations with Poland – 2014

ICCA (International Congress and Convention Association) 2014 Congress – Antalya

2015 Australian Year in Turkey and Turkish Year in Australia

Botanic EXPO 2016 – Antalya
✓ EXPO 2020 İzmir, “News Routes to a Better World/ Health For All”

✓ 2020 Summer Olympics

✓ 2020 European Football Championship
TARGET GROUPS
TARGET GROUPS

✓ 25–44, 44–64 and 65+ age groups

✓ Families with children

✓ Over middle and high level of education and income

✓ Travelling frequently

✓ Considering environmental issues

✓ Having high brand awareness

✓ Interested in activities and other cultures

✓ Following social media
MARKETING OBJECTIVES
MARKETING OBJECTIVES

✓ Increasing Turkey’s marketing share in main markets and developing markets, preserving in mature markets.

✓ Increasing demand from markets such as BRIC countries which grow stronger in respect of international travels.

✓ Increasing the share of high-income group visitors.

✓ Increasing per capita tourist expenditure and length of stay.

✓ Expanding the demand for tourism to 12 months by decreasing seasonality.

✓ Increasing demand for kinds of tourism such as culture, golf, winter, congress, health, yachting, city, youth, shopping, ecological tourism.

✓ Ensuring a balanced distribution of tourism to Turkey's different regions.
COMMUNICATION OBJECTIVES
COMMUNICATION TARGETS

As a macro destination:

✓ Strengthening Turkey’s image in the world tourism market,
✓ Positioning Turkey as a modern and hospitable country with a deep cultural heritage, offering a unique travel experience,
✓ Promoting Turkey using different messages from rival countries offering the same promises.

Micro destinations:

✓ Establishing an emotional connection between visitors and destinations,
✓ Bringing competitive products with comparative advantage into prominence.

*Each geographical area or place which becomes a tourist attraction providing unity in itself (Istanbul, Antalya, Izmir, Kapadokya, Muğla, Mersin, Gaziantep, Mardin, Karadeniz, ...etc.)
Communication tone of the campaign

✓ Sincere
✓ Friendly
✓ Natural
✓ Dynamic
✓ Impressive
COMMUNICATION STRATEGY
COMMUNICATION STRATEGY

✓ Narrating travel experience offered by Turkey impressively.

✓ Creating creative, attractive and original identity.

✓ Narrating Turkey’s identity as a macro destination and existing or potential micro destinations’ identities to target groups effectively.

✓ Underlying the product diversity of Turkey by focusing on culture, health, golf, congress, gastronomy, sport and art activities apart from sea-sand-sun

✓ Carrying out projects for promoting international sports, cultural and artistic activities held in Turkey.
IMPACT ON TARGET GROUPS
CONSUMER OUTCOME

✓ Arousing curiosity on people who did not visit Turkey and reaching those who visited Turkey in order to make them come again

✓ Making target groups think that visiting Turkey is a matter of prestige enriching them

✓ Inspiring interest on tourism types like Culture/city tourism, health tourism, golf tourism, congress tourism, sports and youth tourism, shopping and winter tourism besides 3S tourism

✓ Making people talk about the campaign

✓ Motivating target groups for making their holidays in Turkey.
REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
DIRECTORATE GENERAL FOR PROMOTION
CAMPAIGN BRIEFING