



TURCHIA – UFFICIO CULTURA E INFORMAZIONI
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TURKEY AT THE BIT 2016 - MILAN

RHO - Fiera Milano
11th-13th February 2016
Hall 14 (The World), Stand G10-E13

At the next edition of the BIT in Milan (11th-13th February 2016) Turkey will be present as usual to promote the destination, to facilitate the matching supply with demand, in order to discover opportunities and market trends.

At the Turkish stand (250 square meters), in addition to the Cultural and Information Office of the Turkish Embassy, there will be 18 other co-exhibitors to present all the news for 2016: the airline company Turkish Airlines, the associations TURSAB (Association of Turkish Travel Agencies), TUROB (Association of Hotels in Turkey) and KAPTID (Tourist Association of Hoteliers in Cappadocia), the EMITT Fair in Istanbul, the cities of Bursa (the ancient Ottoman capital, entered in the UNESCO Heritage in 2014), Kayseri (the ancient Caesarea in Cappadocia), Antalya (Antalya Expo 2016) and Şanlıurfa (with the archaeological site of Göbeklitepe) and the tour operators Allegro tour, Alpitour, Entour, Karavan Travel, Insieme Tours, Intra Tours DMC, Marveltour, Salmakis Yachting and Turbanitalia.

Turkey has a cultural heritage of inestimable value, a heritage which belongs - for its strong historical, artistic and archaeological significance - to all humankind and which annually attracts tens of millions of tourists. In 2015 the international tourists who visited the country were more than 36 million (exactly 36,244,632), just -1.61% than the previous year; it is a minimum decline - and the data prove it - compared to the unjustified alarmism that is reported by the Italian media. The international situation is certainly difficult, but it cannot and should not stop tourism in Turkey as in other countries. The Ministry of Culture and Tourism announced that further measures in the protection of tourists have been taken in the airports and in all the popular tourist sites. The new measures include an increase in the presence of security forces in the cities and the use of other technology tools in sensitive locations.

Turkey remains a safe country that is full of attractions for the tourist who like to approach the ancient culture, a land that hosted many civilizations throughout the centuries of which there are many traces in extraordinary monuments and archaeological sites (many of them inserted in UNESCO Heritage). For those who want to spend their holidays with the sun and the blue sea (the Turkish coasts are awarded with 436 Blue Flags), for those who want to combine the well-being of spas and hammam with an extraordinary gastronomy and the fun of outdoors sports, for those who want to avail of high quality tourist facilities and of hospitality that is the basis of Mediterranean and Anatolian culture, Turkey offers all this and much more. Do not forget that travel to Turkey also means travelling the highways of the preaching of St. Paul and the Church of Acts of the Apostles, it means knowing the land that hosted Mother Mary in her last years and St. John and the places where the first Christian communities developed.

The Ministry allocated a significant share of investment to boost the destination and to support the business of many tour operators that operate in the country - so many Italian tour operators have

Turkey in their catalogues - and have found themselves experiencing a difficult period. Nevertheless, we are confident in a rapid recovery, relying on the fact that Turkey is an essential destination for any traveller. Napoleon himself said, "If the world is a single state, Istanbul would be the capital." Also from Italy it can be reached in just two hours and is served by many flights from many Italian cities thanks to the airline company Turkish Airlines.

A 360 degrees promotion campaign, has launched again this year on the theme #TurkeyHomeOf, starting on the occasion of the participation of Turkey at BIT and will be intensified in the coming months.

Istanbul always remains the diamond point of the country. The other destinations to be promoted will be the Aegean Coast with the city of Izmir, an area extraordinarily rich in landscape, historical and artistic terms (Ephesus and Pergamum in particular) and the Turquoise Coast with the city of Antalya, which this year (from April 23rd to October 30th) will host the Expo2016 dedicated to the theme "Flowers and children." Antalya Expo 2016 (www.expo2016.org.tr) will be an important international platform to address the global environmental challenges of our time: global warming, ecological agriculture, conservation of biodiversity, sustainability and food security; it will also be an opportunity for participating countries (including Italy) to promote themselves internationally through a lush garden visited by millions of visitors from around the world. Among other goals on which we focus is definitely the province of Muğla with Bodrum, Fethiye, Marmaris and Datça, loved by Italian tourists, who here can also enjoy a trip on a gullet. And, two magical places, unique in the world, such as Cappadocia, with its fairy chimneys and frescoed cave churches, and Pamukkale, with its white limestone waterfalls and its tanks that reflect the colour of the sky.