

TURKEY'S MOST SUCCESSFUL TOURISM INVESTMENTS

The results of the "Successful Tourism Investments of Turkey – 2011 Research", conducted for the second time in cooperation with Eurobank Tekfen and *Economist* and *Capital* magazines, were announced in a ceremony held on Wednesday, June 1, 2011 at The Marmara Esma Sultan.

The research aims to support the Turkish tourism industry and to encourage investments. The Istanbul Convention Center won the grand prize as the most successful tourism investment in 2011. In addition to the grand prize, the most successful investments in 12 different categories were awarded. In addition, Semahat Arsel and Burhan Silahtaroglu, both prominent names in and role models of the Turkish tourism industry, were presented with honorary awards.

Ertuğrul Günay, R.O.T. Culture and Tourism Minister, also attended the ceremony. The ceremony had the atmosphere of a tourism summit. According to the results of the research, the following investments were awarded as the most successful investment of Turkey in their own categories:

Airline Category	: Turkish Airlines
Five-Star Large Hotel Category	: Çırağan Kempinsky
Five-Star Resort Hotel Category	: Calista Luxury Resort
Boutique Hotel Category	: Pera Palace Hotel
Convention Hotel Category	: Rixos Sungate
City Hotel Chain Category	: Rixos Hotels
Marina Institution Category	: Göcek Marina
Cultural Tourism Institution Category	: Zeugma Mosaic Museum
Health Tourism Institution Category	: Güral Harlek Thermal Resort & Spa
Nature Tourism Institution Category	: Güral Sapanca Wellness
Sports Tourism Institution Category	: Gloria Golf Resort

Tourism Investments 2011 Research:

Hundreds of tourism investment firms applied to become a part of the research, which was conducted on various categories. The applications were submitted via www.turizmyatirimlari.com. In addition, many investments were nominated by the public through the same website. Next, candidates and nominations were presented to representatives of organizations of tourism professions, tourism business managers, scholars, investment specialists, travelers, press members and elite representatives from different industries of the business world for further evaluation. The most successful investments were determined upon the completion of the extremely tough evaluation phase, during which all candidates were assessed on a wide spectrum based on the success of the investment.