

REPUBLIC OF TURKEY, MINISTRY OF CULTURE AND TOURISM
ARTICLES AND CONDITIONS ON 2012 ADVERTISING CAMPAIGN
COMMUNICATION/ MARKETING STRATEGIES

Campaign proposals should be in compliance with the below given principles, strategies and objectives of the Ministry:

1. OBJECTIVE

The objective of Turkey's advertisement campaign is to improve the image of Turkey by promoting it through destination marketing approach all year round, especially when world tourism market accelerates and travel dates are set, in line with the following marketing and communications goals in our target markets.

2. TARGET CONSUMER PROFILE

- Middle and high education and income levels
- Sensitive about the environment
- Having high brand awareness
- Inclined to tourism varieties of special interest to them rather than package tours
- Interested in activities and different cultures
- Frequent travelers

3. MARKETING GOALS

- Expanding and increasing Turkey's market share in main and developing markets, preserving share in the mature markets.
- Increasing the percentage of the number of visitors with high income levels.
- Increasing tourists' individual spending and the duration of stay.
- Expanding the demand for tourism to 12 months by decreasing the impact of seasonality.
- Increasing the demand for tourism varieties such as culture, golf, congress, yacht, city, youth, health and eco tourism.
- Ensuring a balanced distribution of tourism to Turkey's different regions.

4. COMMUNICATION GOALS

- To position Turkey as a modern country with a deep-rooted cultural heritage which offers a unique travel experience and life style by improving its image in world tourism market.

5. COMMUNICATION STRATEGIES

- Promoting the life style and travel experience Turkey offers with messages which appeal to the senses in a realistic and an impressive manner
- Emphasizing the variety and harmony of Turkey's touristic products by focusing on other travel motivations than sea-sun-sand
- Promotion through destination marketing approach
- Positioning Turkey's destinations such as Istanbul, Antalya, Mugla, Cappadocia and Mt. Nemrut as important alternatives for short breaks
- Promoting the international sports activities, cultural and artistic events taking place in Turkey

6. TOURISTIC PRODUCTS

Turkey's tourism product is composed of harmonious, compatible components which stimulate different types of travel motives.

Sea Tourism: Favorable climate conditions, natural beauties, beaches with blue flags and marinas, new and modern accommodation, high quality service

Destinations: Antalya, Alanya, Izmir, Cesme, Bodrum, Fethiye, Kusadasi, Marmaris, etc.

Culture/City Tourism: Historical and cultural richness (various historical and cultural values pertaining to 13 great civilizations and 3 monotheistic religions)

10 properties inscribed in the UNESCO World Heritage List: Historical sites of Istanbul, Goreme National Park and Cappadocia, Great Mosque and Hospital of Divrigi, Hattusa: the Hittite Capital, Mount Nemrut, Hieropolis-Pamukkale, Xanthos-Letoon, City of Safranbolu, Archeological Site of Troy, Selimiye Mosque and the Complex around it

Ancient Cities: Ephesus(Izmir), Pergessus(Antalya), Myra(Antalya), Xanthos(Antalya), Sagalassos(Burdur), Bogazkale/Hattusas(Corum), Bergamon(Izmir), Kekova(Antalya), Hieropolis(Pamukkale), Laodikya (Denizli), etc

Modern Culture Elements: Exhibitions, biennials, festivals, concerts, activities etc.

Faith Tourism: Works pertaining to three abrahamic religions (Judaism, Christianity and Islam)

Hagia Sophia (Istanbul), Sultanahmet Mosque (Istanbul), Suleymaniye Mosque (Istanbul), St Nicholas Church (Demre/Antalya), Cappadocia, Ephesus (Izmir), St Pierre Church (Antakya), St Irina Church (Istanbul), Selimiye Mosque (Istanbul), House of Virgin Mary (Izmir), Mevlevi Convent (Konya), Deyrulzafaran Ministry (Mardin), Sumela Monastery (Trabzon), Harran (Sanliurfa), Great Mosque and Hospital of Divrigi (Sivas)

Health and Thermal Tourism: 4 thermal tourism regions (Southern Marmara, Phrygia, Southern Aegean and Central Anatolia), SPA and wellness, Turkish Baths (Hamams)

Golf Tourism: 21 golf facilities (16 in Belek, 4 in Istanbul and 1 in Bodrum)

Congress Tourism: Modern congress centers in Istanbul, Antalya, Izmir and Ankara

Winter Tourism: Palandoken, Uludag, Kartalkaya, Erciyes, Sarikamis, Davras winter tourism centers

Youth Tourism: Camping, entertainment and sports activities

Alternative Tourism Opportunities: Surf/Sailing, Yachting, Water sports, Underwater sports, Plateau/highland tours, Rafting, Mountaineering, Trekking, Cave tours/spelunking, Bird watching, Parasailing etc.

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Supportive elements

- Turkish hospitality
- Turkish cuisine
- Shopping opportunities
- Entertainment