

BRIEF

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1- TOURISM STATISTICS OF TURKEY

While the number of tourists arriving in Turkey in 2014 was 41.6 million, it decreased to 37.9 million in 2017. This figure has increased in 2018, reaching 3,033,145 in the period of January-September.

The tourism revenue of Turkey was 34.3 billion US\$ in 2014; however, it declined and stood at 26.2 billion USD in 2017. According to the data for January-September 2018, Turkey has generated total tourism revenue worth 22.9 billion USD.

In September 2018, the number of tourists visiting Turkey has increased by 17.57% compared to the same period of the previous year which reached 4.792.818.

The table below shows the number of tourists arriving in Turkey year on year and the revenues earned starting from 2014 to September 2018.

Year	Number of Tourist	Tourism Revenues* (000 \$)
2014	41.627.246	34.305.904
2015	41.114.069	31.464.777
2016	30.906.680	22.107.440
2017	37.969.824	26.283.656
2018**	37.033.145	22.972.492

Source: DG of Investments and Enterprises

* Including flight and excursion revenues.

**The data of January-September 2018.

By the end of 2018, the number of tourists visiting Turkey is expected to exceed 41 million.

As shown in the table below, Turkey's tourism revenue rate in GDP compared to Turkey's exports have decreased in 2016. Turkey has focused on increasing these rates back to the rates achieved in 2015.

Share of Tourism Revenues in GDP

Year	Share of Tourism Revenues in GDP	Turkish tourism revenues' rate against the exports
2014	4,3%	21,8%
2015	6,2%	21,9%
2016	2,6%	15,5%
2017	3,1%	16,7%

Turkey welcomed 31.2 million tourists in 2017 and climbed to 8th from 10th in the world ranking of countries with highest international tourist arrivals.

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Ranking of International Tourism Arrivals

2017	2016		(million)
1	1	FRANCE	86,9
2	3	SPAIN	69,8
3	2	USA	60,7
4	4	CHINA	55,7
5	5	ITALY	47,7
6	8	MEXICO	37,8
7	6	UNITED KINGDOM	31,5
8	10	TURKEY	31,2
9	7	GERMANY	28,4
10	9	THAILAND	26,5
		World	1.087

Source: UNTWO World Barometer, October .2018

Turkey ranked 14th among countries that generated the highest tourism revenue in 2017.

Ranking of International Tourism Revenues

2017	2016		(Billion \$)
1	1	USA	201.7
2	2	SPAIN	68.1
3	3	FRANCE	60.7
4	4	THAILAND	57.5
5	6	UNITED KINGDOM	51,2
6	7	ITALY	44.2
7	9	AUSTRALIA	41.7
8	8	GERMANY	39.8
9	12	MACAO (CHINA)	35.6
10	11	JAPAN	34.1
11	10	HONG KONG	33.3
12	5	CHINA	32.6
13	13	INDIA	27.4
14	18	TURKEY	22.5
15	14	MEXICO	21.3

Source: UNTWO World Barometer, October .2018

The primary markets of Turkey are Russia, Germany and the United Kingdom. The countries in the Middle East and Balkans are the growing markets for Turkey. Countries such as China, Japan, India and Brazil are the emerging markets for Turkey.

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Top Countries Sending Tourists to Turkey (2015-2018)

		2015	2016	2017	2018*
1	RUSSIAN FED.	3.649.003	866.256	4.715.438	5.120.599
2	GERMANY	5.580.792	3.890.074	3.584.653	3.566.020
3	UNITED KINGDOM	2.512.139	1.711.481	1.658.715	1.894.087
4	BULGARIA	1.821.480	1.690.766	1.852.867	1.713.265
5	IRAN	1.700.385	1.665.160	2.501.948	1.678.474
6	GEORGIA	1.911.832	2.206.266	2.438.730	1.639.277
7	UKRAINE	706.551	1.045.043	1.284.735	1.187.235
8	IRAQ	1.094.144	420.831	896.876	890.064
9	NETHERLANDS	1.232.487	906.336	799.006	864.836
10	AZERBAIJAN	602.488	606.223	765.514	681.014

Source: GDIO-MCT

*The data of January-September 2018

The most popular tourist destinations of our country are: Antalya (10.6 million), Istanbul (10.1 million), Muğla (2.4 million) and Izmir (0.8 million).

Number of Foreign Visitors				
	2015	2016	2017	2018*
ANTALYA	10.874.093	5.952.496	9.482.050	10.649.727
ISTANBUL	12.428.733	9.217.644	10.730.510	10.110.011
MUGLA	2.918.000	1.657.736	1.982.468	2.442.157
IZMIR	1.200.549	672.104	761.639	807.745

Source: DG of Investments and Enterprises

2- PRODUCTS OF TURKEY

• Marine Tourism

- ✓ Shore line of 8333 km
- ✓ Climate conditions
- ✓ Natural beauties
- ✓ Blue Flag beaches and marinas
- ✓ New and modern accommodation facilities
- ✓ High Quality Service

Top Marine Tourist Destinations: Antalya, Alanya, İzmir, Çeşme, Bodrum, Fethiye, Kuşadası, Marmaris, Didim, Side, Mersin, Belek, Aydın etc.

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Blue Flag Beaches: The number of blue flag beaches in Turkey has reached 459, and 22 marinas and 10 yachts of Turkey have been awarded Blue Flags. After Spain and Greece, Turkey ranks 3rd among the countries that have the highest number of blue flags.

Source: www.mavibayrak.org.tr

- ✓ Yacht Tourism (The docks and piers of Göcek, Fethiye, Marmaris and Milas, along with the dry dock areas in Ayvalık, Marmaris, Bodrum, Fethiye ve Milasta offer full-equipment services.)

- **Culture/City Tourism**

Historical and cultural wealth

- ✓ Historical and cultural values of 13 great civilizations and 3 major monotheistic faiths
- ✓ A total of 210 archaeological excavations have been going on in 2018, 122 of which are conducted by Turkey. There are 31 excavations being conducted by other countries. 53 of them are museum excavations and 4 of them underwater surveys. All excavations are being carried out based on a decree issued by the Turkish government.

Leading museums of Turkey: Topkapi Palace Museum, Ayasofya (Hagia Sophia) Museum, Zeugma Mosaic Museum, Goreme Open-air Museum, Mevlana Museum, Istanbul Archaeology Museum, Anatolian Civilizations Museum, Ethnographic Museum, Bogazkoy Museum, Turkish and Islamic Arts Museum, Kariye Museum (The Chora Church), Ephesus Museum etc.

Turkey on the UNESCO World Heritage List

1. Great Mosque and Hospital of Divriği Divriği Ulu Camii ve Darüşşifası (1985)
2. Historic Areas of Istanbul (1985)
3. Göreme National Park and the Rock Sites of Cappadocia (1985)
4. Hattusha: The Hittite Capital (1986)
5. Mount Nemrut (1987)
6. Hierapolis-Pamukkale (1988)
7. Xanthos-Letoon (1988)
8. City of Safranbolu (1994)
9. Archaeological Site of Troy (1998)
10. Selimiye Mosque and its Social Complex Edirne (2011)
11. Neolithic Site of Çatalhöyük (2012)
12. Bursa and Cumalıkızık: The Birth of the Ottoman Empire (2014)
13. Pergamon and its Multi-Layered Cultural Landscape Area (2014)
14. Diyarbakır Forttess and Heysel Gardens Cultural Landscape (2015)
15. Ephesus (2015)
16. Archaeological Site of Ani (2016)
17. Aphrodisias (2017)
18. Göbekli Tepe (2018)

There are also 77 sites in our country inscribed on the UNESCO World Heritage Tentative List.

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PROTECTED AREAS IN TURKEY	
TYPE OF PROTECTED AREAS	NUMBER
ARCHAEOLOGICAL SITES	16.706
URBAN PROTECTED SITES	288
HISTORICAL SITES	170
URBAN ARCHAEOLOGICAL SITES	33
COMBINED PROTECTED AREAS	
ARCHAEOLOGICAL AND URBAN SITES	40
ARCHAEOLOGICAL AND HISTORICAL SITES	15
ARCHAEOLOGICAL- HISTORICAL-URBAN SITES	3
HISTORICAL AND URBAN SITES	30
Total	88

Source: DG of Cultural Heritages and Museums

The Primary Ancient Cities of Turkey: Ephesus (Izmir), Perga (Antalya), Aspendos (Antalya), Sagalassos (Burdur), Catalhoyuk (Konya), Bogazkale/Hattusha (Corum), Pergamon (Izmir), Hierapolis (Pamukkale), Myra (Antalya), Laodicea on the Lycus (Denizli), Zeugma (Gaziantep), Gobekli-tepe (Sanliurfa), Knidos (Datca), Troy (Canakkale), Patara (Antalya).

Arts Activities

The arts activities refer to the exhibitions, biennials, festivals, concerts, performances and so on.

- **Faith Tourism**

Artefacts of Three Monotheistic Religions (Judaism, Christianity, Islam):

- ✓ Hagia Sophia Museum (Istanbul)
- ✓ Sultan Ahmet Mosque (Istanbul)
- ✓ Süleymaniye Mosque (Istanbul)
- ✓ St Nicholas of Myra (Santa Claus) Church (Demre/Antalya)
- ✓ Cappadocia
- ✓ Ephesus (Izmir)
- ✓ St Pierre Church (Antakya)
- ✓ Hagia Irene (Istanbul)
- ✓ Selimiye Mosque (Edirne)
- ✓ House of the Virgin Mary (Izmir)
- ✓ Lodge of Mevlevi Dervishes (Konya)
- ✓ Deyr ul-Zafaran Monastery (Mardin)
- ✓ Sumela Monastery (Trabzon)
- ✓ Harran (Sanli Urfa)
- ✓ The Grand Mosque and Hospital of Divrigi (Sivas)

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A committee was set up, with members from the Ministry of Internal Affairs, Ministry of Culture and Tourism and other relevant public institutions and organizations. Chaired by the Ministry of Foreign Affairs this committee has identified nine centres of high significance to the Christians.

These are:

- ✓ Hatay-City Centre: St. Pierre Memorial Museum
- ✓ İçel-Tarsus: St. Paul Memorial Museum
- ✓ İzmir-Selcuk: The House of Virgin Mary
- ✓ Antalya-Demre: Church of St. Nicola
- ✓ Bursa-İznik: Hagia Sofia Mosque
- ✓ Manisa-Sard: Sard Synagogue
- ✓ Manisa-Alasehir: The Church of Alasehir
- ✓ Manisa-Akhisar: The Church of Akhisar
- ✓ Isparta-Yalvac: Pisidia Ancient City
- ✓ Nevsehir-Derinkuyu: Orthodox Church
- ✓ Denizli-Pamukkale: Laodicea Ancient City

• Health Tourism

- ✓ In 4 regions and 17 provinces of Turkey, 42 new thermal springs declared as centres of health tourism.
- ✓ 72 Thermal Tourism Centers and 3 Cultural and Tourism Protection and Development Regions have been declared by the Ministry of Health.
- ✓ The studies being carried out aims to establish thermal cure centres in particular.

• Congress Tourism

Convention Tourism City Rankings in 2017 (ICCA)



Source: <http://www.saglikturizmi.gov.tr/>

According to the report released by the International Congress and Convention Association (ICCA) in 2017, Turkey ranked 49th by hosting 57 congresses. Hosting 20 international congresses last year, Istanbul shared the 133rd ranking on ICCA's list with Antwerp, Denver, Miami, Lund, Marrakech, Poznan, St. Petersburg and St Julian's.

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According to ICCA's report, a total number of 12.558 congresses were organized worldwide in 2017. Of all congresses organized in the year 2017, 57 congresses took place in Turkey and received 41.279 participants and the number of persons participated 20 congresses held in Istanbul is estimated to be 25.516.

- **Golf Tourism**

According to the statistics reported by the Turkish Golf Federation, there are 36 golf courses at 18 facilities in Turkey by 2018. Most of the golf courses in Turkey were designed by world-renowned golf course designers.

Active Golf Facilities in Turkey

<u>Region</u>	<u>Facility</u>	<u>Full Name</u>	<u>Number of Courses</u>
Istanbul	<u>Kemer</u>	<u>Kemer Golf & Country</u>	2
Istanbul	<u>Marmara Golf</u>	<u>Marmara Golf Kulübü</u>	2
Antalya	<u>AGC Courses</u>	<u>Antalya Golf Club</u>	2
Antalya	<u>Carya</u>	<u>Carya Golf Club</u>	1
Antalya	<u>Cornelia Courses</u>	<u>Cornelia Golf Club</u>	3
Antalya	<u>Gloria Courses</u>	<u>Gloria Golf Resort</u>	6
Antalya	<u>Kaya Palazzo</u>	<u>Kaya Palazzo Golf Club</u>	1
Antalya	<u>Lykia Links</u>	<u>Lykia Links Golf Course</u>	1
Antalya	<u>Montgornie</u>	<u>Montgornie/Maxx Royal Golf Club</u>	1
Antalya	<u>National</u>	<u>National Golf Course</u>	4
Antalya	<u>Nobilis</u>	<u>Robinson Nobilis</u>	1
Antalya	<u>Sueno Courses</u>	<u>Sueno Golf Club</u>	2
Antalya	<u>Titanic Golf Courses</u>	<u>Titanic Golf Courses</u>	4
Bodrum	<u>Bodrum Golf Kulübü</u>	<u>Bodrum Golf Klübü</u>	1
Bodrum	<u>Regnum Golf</u>	<u>Regnum Golf Country</u>	1
Aydin	<u>Kusadasi International Golf</u>	<u>Kusadasi International Golf</u>	1
Ankara	<u>Ankara Golf</u>	<u>Ankara Golf Kulübü</u>	2
Samsun	<u>Samsun Golf Kulübü</u>	<u>Samsun Büyükşehir Belediyesi Golf Kulübü</u>	1
Total			36

Source: DG of Investments and Enterprises

Antalya is the greatest golf destination of Turkey. Belek was awarded by International Association of Golf Tour Operators (IAGTO) as the *Golf Destination of the Year* in the category of Europe, has 27 golf courses in 11 touristic facilities.

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- **Winter Tourism**

Major Winter Sports Destinations in Turkey

In Turkey, there are 29 tourist attractions themed as winter sports centres under Law No. 2634. Among those attractions, 9 of them are active and 7 of them are partially active ~~in terms of~~ accommodation and mechanic facility.

The table below shows the plan status, bed capacity and mechanic facility of all the declared regions in Turkey.

No	TM / KTKGB	PLAN DURUMU		YATAK KAPASİTESİ		MEVCUT MEKANİK TESİSLER		
		ÇDP	NİP/ÜİP	Mevcut	Hedef	Adet	Kapasite (kişi/saat)	Uzunluk (m.)
1	Erzurum Palandöken KTKGB	VAR	VAR	2466	8850	19	24563	22018
2	Bursa Uludağ II. Gelişim Bölgesi KTKGB	VAR	VAR	2250	3500	22	15000	16145
3	Bolu Köroğlu Dağı KTKGB	VAR	VAR	1713	4000	14	10000	10380
4	Kayseri Erciyes KTKGB	VAR	VAR	1072	6000	13	19300	21832
5	Kastamonu Çankırı Ilgaz KTKGB	VAR	VAR	1217	1300	6	5639	5983
6	Kars Sarıkamış KTKGB	VAR	VAR	1013	12000	4	5348	6263
7	Kocaeli Kartepe KTKGB	VAR		800	1000	4	6400	3250
8	İsparta Davraz Dağı KTKGB	VAR	VAR	467	1600	4	3800	3621
9	Sivas Yıldız Dağı KTKGB	VAR	VAR	110	1600	3	3000	4547

Source: DG of Investments and Enterprises

- **Outdoor Sports**

- ✓ Highland Sports



Source: DG of Investments and Enterprises

- ✓ Surfing/sailing
- ✓ Underwater sports (Antalya, Balıkesir, Muğla, Çanakkale, Mersin)
- ✓ Rafting (Çoruh River, Köprüçay, Manavgat Stream, Dim Stream, Adana-Feke-Göksu River, Zamatı Brook, a part of Fırat River)
- ✓ Climbing (Mount Ağrı, Antalya Beydağlar, Kayseri Mount Erciyes, Mersin Mount Bolkar, Niğde Aladağlar, Rize Mountain Range of Kaçkar, Tunceli Mount Mercan (Munzur), Van Mount Süphan)
- ✓ Trekking
- ✓ Spelunking

In Turkey, there are 31 caves opened for tourism. There are also 12 caves that can be visited by the people of a guided tour who possess essential equipment for caving activities and 7 other caves open to the visit of equipped professional visitors.

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- ✓ Birdwatching (Maritza, Marmara, Susurluk, Northern Aegean, Gediz, Küçük Menderes, Büyük Menderes, Western Mediterranean, Burdur Kapalı, Antalya, Akarçay Kapalı, Sakarya, Western Black Sea, Kızılırmak, Yeşilirmak, Eastern Black Sea and Çoruh, Konya Kapalı, Eastern Mediterranean, Seyhan ve Ceyhan, Asi, Fırat, Aras, Van Kapalı, Dicle Bassins)
- ✓ Paragliding (Ölüdeniz-Babadağ, Denizli Pamukkale, Ankara-Gölbaşı, Bolu-Abant, Eğridir, Kayseri, Eskişehir-İnönü, Antalya-Aksu)

Major Destinations of Outdoor Sports: Black Sea Region, Mediterranean Region, Aegean Region

There are 43 national parks, 237 natural parks and 142 city forests in Turkey as well.

- **Shopping Tourism**

- ✓ Historical shopping destinations (Istanbul Grand Bazaar, Spice Bazaar, Izmir Kızlarağası Inn, Ankara Slope of Çıkırıkçılar, Gaziantep Bakırcılar Bazaar etc.),
- ✓ Modern shopping malls offering world known brands.
- ✓ “Istanbul Shopping Fest” has being organized since 2011 in Istanbul.

- **Youth Tourism**

- ✓ Camping,
- ✓ Entertainment,
- ✓ Sports activities.

- **Culinary/Gastronomy Tourism**

- ✓ The traditional Ottoman and Turkish cuisines,
- ✓ The world-class restaurants in Istanbul,
- ✓ The south-eastern province of Gaziantep and the southern province of Hatay on the UNESCO Creative Cities Network.

3- WHAT WE HAVE ACHIEVED SO FAR

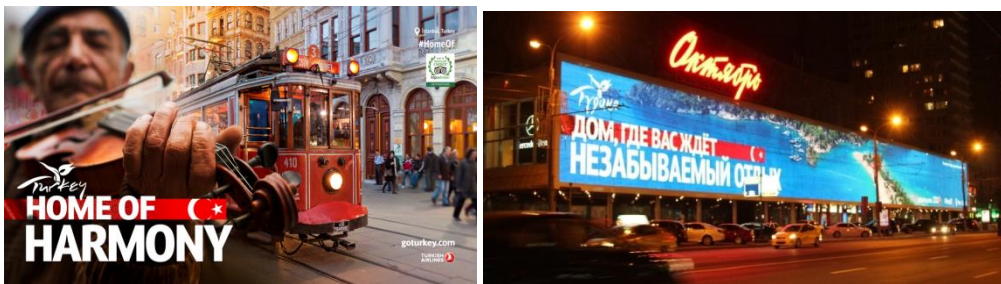
2014 is the year when the Turkish Ministry of Culture and Tourism changed its strategy to promote the country. Instead of implementing the earlier versions of advertising campaigns, the ministry has conducted a global campaign titled with “Turkey HOME”. This globally influential campaign has evolved year by year considering the needs and expectations of the target markets.

Turkey is the home for many whose roots go back to the past civilizations. It is a roof, a harbour for people who are very well-known for their hospitality. Our global advertising campaign “Turkey HOME” has proven the strong Turkish claim to the leadership in tourism. This campaign, aimed at building long-term and clear communication, which has offered a more flexible structure to promote the rich and matchless diversity in the Turkish tourism. “Turkey HOME” campaign has been diversified and backed by several other small-scale campaigns and powerful partnerships.

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- **Conventional Media**

The offices (The Counsellor's/Attaché's Offices of Culture and Information) have been conducting the advertising activities abroad on behalf of our ministry. They have advertisements that promote Turkey abroad placed on conventional media such as TV, outdoor, print, press etc. The media that feature our commercial films, spots and promotional visuals are as follows: TV and radio channels radios; transit advertising campaigns, billboards and digital boards at airports, shopping malls, cinemas, subways/undergrounds and outdoor boards, magazines and TV screens in aircrafts.



As part of the global “Turkey HOME” campaign, more than 150 videos have been produced for TVs and the social media in the past five years. 6000 photo shootings have been made to promote different destinations of Turkey.

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“15 Secs Add Series “

Under this campaign, 11 separate 15-secs add spots have been produced for use on such various media as movie theatres, TVs, TV screens in aircrafts, social and digital media, fairs and so on.

“Feel the meaning of Turkuaz” Commercial Film

With the cooperation of Turkish Airlines, our ministry produced and released the “Turkuaz” (Turquoise) commercial film. The success of this film rests in its long-term preparatory phase. This film has been shown on “Turkey HOME”’s digital and social media accounts. It has been screened on outdoor billboards, TVs and at movie theatres of the target markets as well.



Home of Poetry

As a sub-campaign of Turkey Home, a film called “Home of Poetry” was produced. The film is based on the rich cultural, artistic and literary accumulation of Turkey and aims to bring together people from the world of culture, arts and tourism.

- **Digital Media**

“Turkey HOME” social media accounts were opened on Facebook, Twitter, Youtube, Instagram, Pinterest and LinkedIn in 2014. We have been cooperating with the world’s greatest tourism portals since then (Trip Advisor, Expedia, Matador Network, Lonely Planet, Amadeus, etc.).

A considerable number of impressions and a clear visibility of Turkey have been achieved through AdWord, Display Network, Yahoo! and Maktoop and the most popular search engine “Google”. The languages spoken in the target markets have been taken into account during the global “Home TURKEY” campaign. The campaign has been set in conformity with the dynamics dominating each region.

Our social media accounts were followed by more than 6.5 million social media users by November 2018, which places Turkey among the top five countries with the highest number of followers.



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4- THE PROBLEMS WE HAVE ENCOUNTERED SO FAR

The global “Turkey HOME” campaign has run at social and digital platforms since 2014, but it has become less influential with time. Thus, we need to re-build a new brand identity and launch a new promotion campaign with enormous potential of communication. The new communication strategy must be able to minimize the problems Turkey is likely to face during the new promotion campaign. This strategy must be competent enough to surpass its rivals.

- The abstention, of mainly European tourists that visited Turkey regularly until 2015 and that were satisfied with the service in our country, from coming to Turkey due to security reasons and thus their choice of Spain and Greece instead of Turkey.
- Due to the mentioned crisis, the decrease in qualified visitors coming to Turkey as well as in total tourism income and spending per capita.
- Turkey has been perceived as a mass tourism centre. This causes Turkey to depend more on the big tour operators.
- Remaining unable to build an effective communication with people of target markets.
- The need for a sustainable country and tourism brand.
- The need for a dynamic, flexible and adaptive brand that complies with the requirements of the new digital age.
- Compared to European countries the number of foreign tourists which visits museums in Turkey is 50% less.
- The need for development of tourism awareness and nationwide ownership.

5- RIVALS OF TURKEY

- Spain
- France
- Greece

6- OUR STRENGTHS AND POTENTIAL OPPORTUNITIES

- With its cultural diversity, historical riches, arts activities, natural beauties and great diversity in tourism, Turkey holds a pre-eminent position among other countries.
- Turkey, with its sound tourism infrastructure, offers full services in many tourism types, particularly in gastronomy, health, MICE, cruise, culture, faith, sports, sea and yacht.
- Given the industry of services, Turkey has always been a step ahead of its rivals.
- Turkey is incomparably superior in hospitality to other countries.
For instance, protests were held in some destinations of Spain because the local people believe that their cities have negatively been affected by the increasing number of tourists.

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7- WHY A BRAND-NEW COMMUNICATION CAMPAIGN?

- We aim to increase the number of visitors to Turkey and create a new perception that highlights Turkey as a high-quality destination. By addressing the high-income groups, we want the visitors to spend more in Turkey and contribute more to the Turkish income per capita.
- Since its launch in 2014, the global “Turkey HOME” Campaign has proved to be a successful communication campaign; however, it seems it has started to get less influential.
- We want to bring all these strengths to tourism, to spread the tourism to 12 months of the year and every part of the country.
- Instead of highlighting the beauty of Turkish history, nature and food, etc., we need to describe the feeling of Turkey on people.
- An action plan is what we want to launch to position the brand of Turkey in both target and rival countries.
- We want to integrate the communication components of Turkey into a prime brand.
- We want to strengthen the perception and image of Turkey with the prime brand.
- We want to increase the mindshare of our target audience with a simple and new visual identity and slogan.
- We want to re-engage with the people who visited our country before

8- TARGET MARKETS OF TURKEY

- European countries (with the trend set by London, Paris and Berlin)
- Russian-speaking countries (with the trend set by Moscow)
- Middle Eastern countries (with the trend set by Dubai)
- The USA and Canada
- Asian-Pacific countries (China, Japan, South Korea, India)
- High-quality tourists from high income groups, who live a particular kind of lifestyle
- Consumers who make travel decisions in line with digital decision making mechanisms

9- VISION OF TURKEY

For those who have visited Turkey before:

- We had a fantastic vacation back in Turkey. Until recently, we’ve had some concerns about revisiting this country due to the hard times the country has been suffering. But the delicious food, crystal-clear sea, marvellous beach, lovely weather and the hospitality of the Turkish people... Missing Turkey...

For those who haven’t been to Turkey before:

- Turkey has become very popular these days. With its cuisine, cultural heritage, shopping opportunities and natural beauties, Turkey offers a unique lifestyle... I really want to get there and experience them all.

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10- COMMUNICATION STRATEGY

- Our aim is to position Turkey as a country of tourism that offers a lifestyle and addresses tourist groups with high income,
- To position the brand of Turkey in both target and rival countries by launching a new action plan,
- To integrate the communication components of Turkey into a prime brand that will strengthen the perception and image of Turkey.
- We'd like to see our country being promoted across integral and 360° communication channels. Highly creative works are what we seek to communicate with the target groups during the new campaign.
- To increase the mindshare of our target audience with a simple and new visual identity and slogan.
- Call-to-action for people who visited our country before.

11- TONALITY

- Original visuals and emotional status, different, cool, elegant, qualified.

12- THE PERCEPTION WE AIM TO CREATE

- 'Turkey is always a good option'
- 'Turkey is a country that should be a must-visited'
- 'A vacation in Turkey is very popular and prestigious'
- 'Turkey offers a different experience'

13- DOS & DON'TS

- We don't want a budget campaign at all. We must always keep quality forefront of the campaign.
- Orientalist figures should not be mentioned or featured in any shape or form in the campaign.
- The new communication strategy must be set in a fashion to get the visitors to perceive Turkey as a modern and high-end destination.
- We do not want a didactic communication.
- We want a flexible and adaptive identity changing according to the destination and target markets.
- We want a lasting, visually and audibly triggering slogan.
- We want creative & digital ready artwork.

14- CAMPAIGN GOALS

- We aim to re-positioning the Turkey brand and re-launch.
- The Turkish Ministry of Culture and Tourism foresees 41 million tourists by the end of 2018. The new campaign is expected to raise this figure the following year to 50 million tourists.
- The new campaign is expected to increase the share of tourism income in gross domestic product (GDP) by 7-8%.