



Embark on an extraordinary journey through Türkiye, a realm of boundless possibilities: abundant in ancient marvels, turquoise coastlines, authentic encounters, and distinctive flavours, Türkiye assures an unparalleled adventure that transcends the limits of imagination.

Nestled at the union of Asia and Europe, Türkiye holds a pivotal role in history, having embraced countless civilizations. Functioning as a bridge between two continents, it has evolved into a melting pot of cultures, a sentiment mirrored in its diverse heritage spread across the country. Moreover, Asia Minor, now known as Anatolia, stands as a profound contributor to religious history, boasting spirituality and numerous sacred sites with a legacy spanning centuries.

Discover an array of destinations and experiences throughout the country, appealing to every taste. Bask in the radiance of sun-kissed coastlines, traverse the hallowed grounds of ancient civilizations, explore UNESCO-recognized heritage sites, embark on shopping sprees at some of the world's oldest bazaars or exclusive boutiques, and savour the rich Turkish cuisine crafted from local ingredients using time-honoured recipes.

Türkiye unfolds like an open-air museum adorned with archaeological wonders, museums, and ancient ruins that transport you through the annals of time. Come and discover this enchanting country with myriads of possibilities.

Explore Türkiye – where the echoes of the past harmonize with the promises of the future!



ISTANBUL IS THE NEW COOL

Istanbul, the bustling metropolis of Türkiye, is a city full of charm, where the past goes hand in hand with the present and every step brings to light a relic of times gone by. At the crossroads of two continents – Europe and Asia – this spectacular city has absorbed the best of both worlds.

With its beautiful historic landmarks, quintessential cuisine, vibrant nightlife, festivals of art and music, a celebration of faith, labyrinths of marketplaces and shopping arcades, the beating heart of Istanbul, and the soul of Istanbul Strait (Bosphorus) under the watchful eye of the Maiden's Tower Istanbul is a traveller's dream.

This intercontinental metropolis is a melting pot of fast-paced culture, a fusion of culinary feasts, art, and architecture split by the awe-inspiring Istanbul Strait (Bosphorus) that you cannot afford to miss. Istanbul is a city full of surprises – from historical sites to emerging designers and artists – set your own pace and let the city bundle you up.

### Embracing World Faiths and Worship

When one considers the cultural diversity that is ever-present in Istanbul, the finest examples are presented across the city and the religions and places of worship that exist and have stood the test of time.

Istanbul has a rich heritage serving many religions and is a city with strong heritage roots. You can discover the places of faiths and worship throughout the city.

Neighbourhoods like Balat, Galata, and Beyoğlu thrive with historic sanctuaries from all faiths where they coexist peacefully side by side for years. In this unique part of the city, you can visit a church, a mosque, and a synagogue right after one another.

Deeply rooted in legendary and long-standing Eastern Roman and Ottoman heritage, Istanbul is a city full of historical surprises; set your own pace and let the city envelop you.



### TURKISH RIVIERA EAST MEDITERRANEAN

Magnificent natural splendours, exceptional weather, and a rich history! You are welcome all year round by the picturesque Turkish Riviera's bright sun and turquoise waters. You may find ancient cities, castles, ports, temples, and a lot more in this lush coastal region.

Imagine a 1000-kilometre-long coastline, that is shielded from the north by the Taurus Mountains, with a pleasant Mediterranean climate all year along and 300 days of sunshine. The stunning sun-kissed vistas along the Turkish Riviera's coastline enhance visitors' vacations. The Turkish Riviera promises an unforgettable vacation with its gorgeous lodging alternatives, upscale cuisine, and extensive historical past!

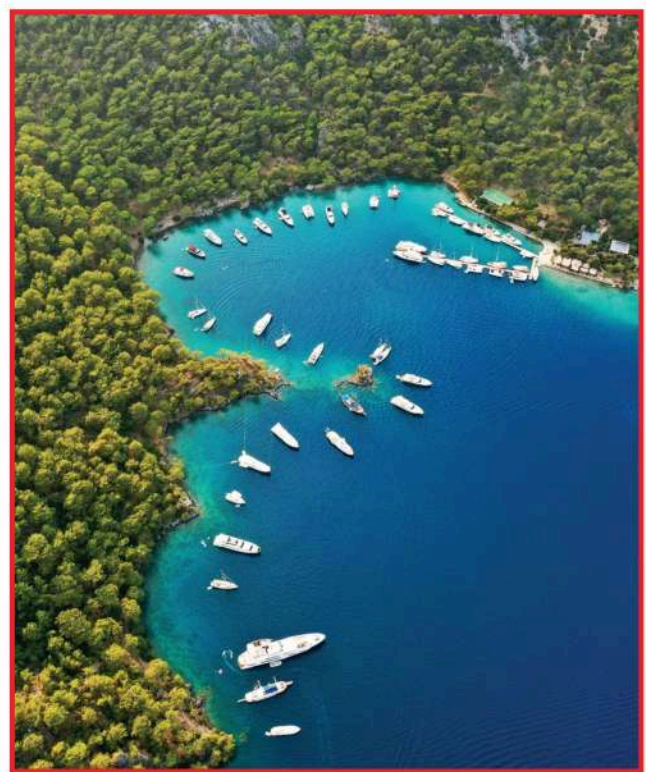
There is a lot to see, experience, and discover on the Turkish Riviera. You can swim in one of the most beautiful beaches, Kaputaş Beach, or discover one of around 250 blue flag beaches around the Mediterranean. Crown your visit by diving to an exciting, ancient underwater heritage at the very heart of the rich, beautiful, colourful sub-aquatic fauna and flora. Exploring the rich underwater world by scuba diving in Kaş should be on everyone's itinerary while on the Turkish Riviera.

Turkish Riviera provides several boutique hotels that are either located in the ancient streets of old city centers or that are intermingled with nature in the countryside, in addition to hundreds of premium resort hotels. You can be sure that you will enjoy the ideal vacation on the Turkish Riviera whether you travel with kids or as a couple, whether you stay in a boutique hotel or a five-star resort.

Türkiye is the ultimate family-friendly destination. Whether it is a museum visit filled with antique toys, a fun bike tour by the sea, making sand castles at the beach, or having fun at the legendary aquaparks, Türkiye offers various experiences and activities that you and your family will remember and cherish forever.



## Travel Map

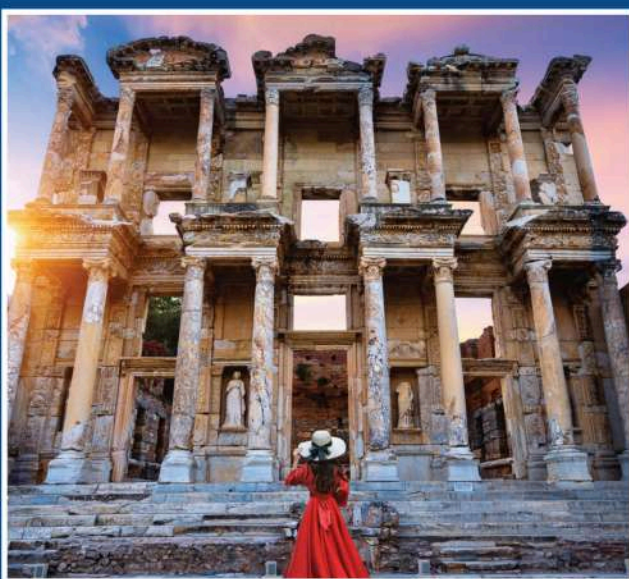


### TURKAEGEAN Coast of Happiness

The western coast of Türkiye is where the Aegean Sea forms a lacerlike shoreline framed by seemingly endless bays, creating a unique and exclusive culture defined by barefoot luxury to be enjoyed in idyllic settings.

The region where civilizations bloomed early is home to hundreds of archaeological and natural sites, the region has always been an important hub in history. With numerous sites included in the UNESCO World Heritage List, the region is like an open-air museum where you can discover the history of mankind step by step among the archaeological remains.

The coast of happiness, is a place of pure beauty that is created entirely by the bounty of its natural landscape. A place of thriving orchards, olive groves and vineyards, where cities like Izmir and Bodrum enjoy a rich restaurant scene and every menu is inspired by the best regional ingredients. Whether luxury fine dining or a no-frills experience in a seaside village, the Turkaegean experience has it all and welcomes you to a journey where the sun's rays nourish the olive groves finding their roots among millennia of shiny marbles.



## TÜRKİYE experiences

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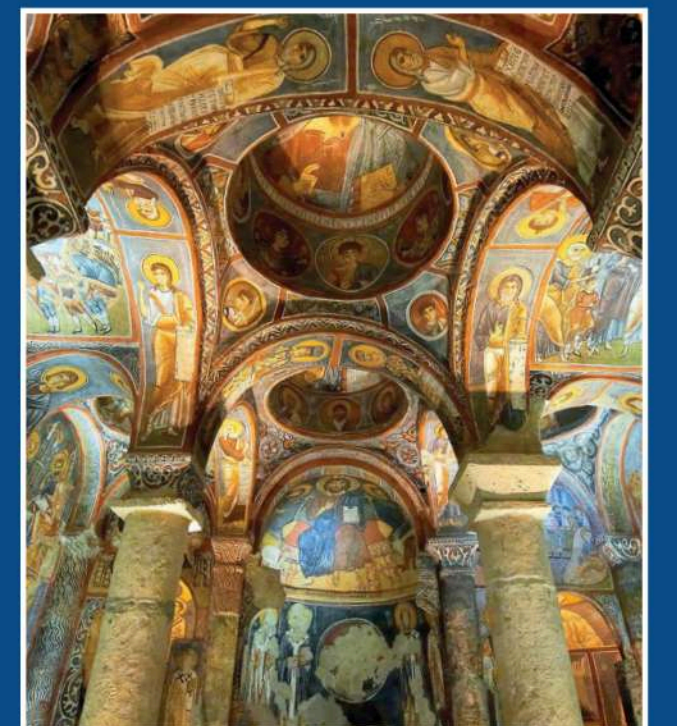
### CAPPADOCIA THE LAND OF FAIRYTALES

Experiencing the captivating allure of Cappadocia, a mesmerizing moonscape region where nature and human heritage intertwine. Renowned for its unparalleled geological features and layers of history, Cappadocia invites you on a journey back in time, tens of million years ago.

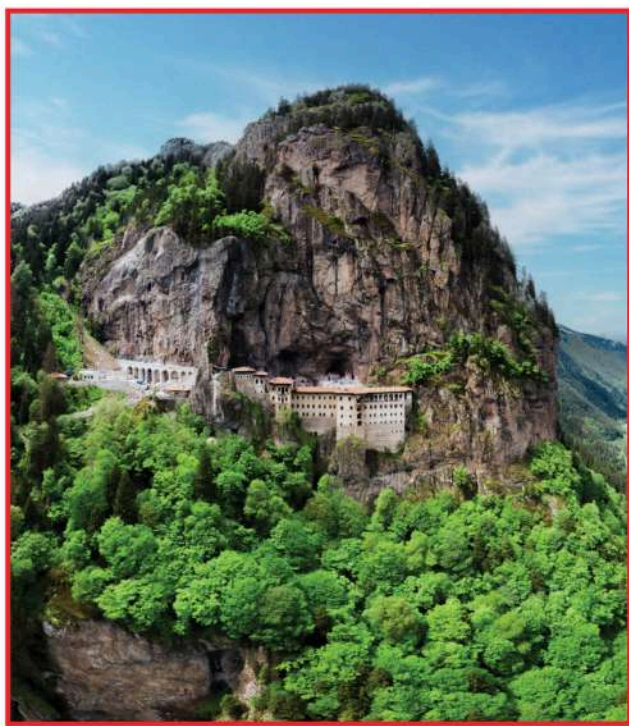
Transport yourself to an era of dramatic transformation, where volcanoes of Central Anatolia erupted, reshaping the landscape. For an astounding million years, nature meticulously carved and sculpted the terrain, layer upon layer, crafting a story in stone.

With the passage of time, every breeze, raindrop, and heartbeat of life unfolded the magic of Cappadocia's fairy chimneys—whimsical rock formations that stand as sentinels to this ancient narrative.

Embark on a journey into the enchanting realm of fairy chimneys at the Göreme Open Air Museum, a UNESCO World Heritage Site that unveils the wonders of both nature and human innovation. Nestled in the heart of Anatolia, this captivating landscape served as a sanctuary for early Christians, monks, seeking refuge, meticulously carved extensive dwellings and monasteries, adorning them with exquisite 10th-11th-century frescoes. These mesmerizing artworks, depicting biblical scenes and adorned with painted ornaments, transport visitors through time to an era of profound spirituality that still resonates today.



REPUBLIC OF TÜRKİYE MINISTRY OF CULTURE AND TOURISM



### TURKISH BLACK SEA

The vast Black Sea region of Türkiye is a breathtaking cinematic landscape. With its densely forested mountains, roaring rivers, pristine lakes, and abundant wildlife, as well as its many historic mansions, forts, and cities, this region delivers a delightful glimpse into local life.



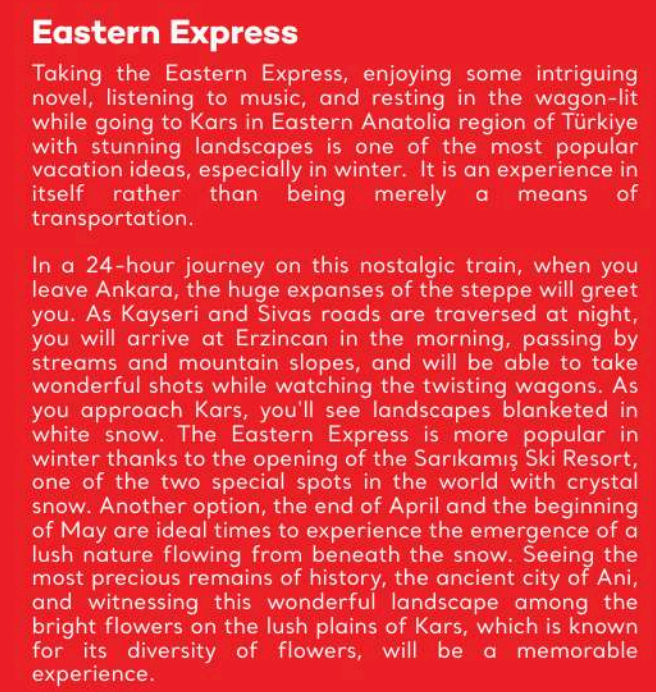
Imagine a million shades of green rolling into one another, cascading down to the deep indigo of the Black Sea. If this sounds like the perfect backdrop for your dream holiday, then the Black Sea region of Türkiye is where you belong. The richness of the region extends beyond its natural diversity, the Black Sea holds some of Türkiye's most captivating sites, where you can behold some of the venues that hosted important mythological events as well as many of the remnants of glorious ancient Anatolian civilizations. The Region also boasts some of the country's best regional cuisines, just waiting to be explored by culinary travelers.



### TAŞ TEPELER TÜRKİYE

The Neolithic site of Göbeklitepe, revealing the oldest known examples of monumental architecture on earth, dating back to at least 9,600 BCE, promises its visitors a time travel back to largely unknown periods of human history. Göbeklitepe provides significant insights into how settled, one of the most significant transformations in human history. It also reveals a wealth of new information about social life, architecture, and art during this period, highlighting the existence of a highly developed society in the early stages of the Neolithic Age.

An additional 11 early settlements were unearthed in Şanlıurfa. These combined with Göbeklitepe form what is today known as "Taş Tepeler". During recent excavations in the area, in Göbeklitepe a life-size wild boar statue made of limestone was found. It is the first painted life-size example found from its period to the present day. Moreover, in Karahantepe, another unique settlement in the Taş Tepeler area, the largest known human statue of the period were unearthed. Taş Tepeler continues to shine a new light upon the beginning of humanity's first settlements.



### Eastern Express

Taking the Eastern Express, enjoying some intriguing novel, listening to music, and resting in the wagon-lit while going to Kars in Eastern Anatolia region of Türkiye with stunning landscapes is one of the most popular vacation ideas, especially in winter. It is an experience in itself rather than being merely a means of transportation.

In a 24-hour journey on this nostalgic train, when you leave Ankara, the huge expanses of the steppe will greet you. As Kayseri and Sivas roads are traversed at night, you will arrive at Erzincan in the morning, passing by streams and mountain slopes, and will be able to take wonderful shots while watching the twisting wagons. As you approach Kars, you'll see landscapes blanketed in white snow. The Eastern Express is more popular in winter thanks to the opening of the Sarıkamış Ski Resort, one of the two special spots in the world with crystal snow. Another option, the end of April and the beginning of May are ideal times to experience the emergence of a lush nature flowing from beneath the snow. Seeing the most precious remains of history, the ancient city of Ani, and witnessing this wonderful landscape among the bright flowers on the lush plains of Kars, which is known for its diversity of flowers, will be a memorable experience.



### Deliciously Türkiye

In Türkiye, you'll discover centuries-old recipes, local specialities, and gastronomic centres, such as Istanbul, Izmir and Bodrum with distinctive cuisines and a world-class fine dining scene recognised by MICHELIN Guide, a collection of restaurants in Türkiye that make dining an extraordinary experience. Built on the foundations of thousands of years of cultures and civilizations, Türkiye is one of the best global destinations for a very special and delicious adventure.

Turkish cuisine offers a rich, perfectly healthy, and sustainable gastronomical experience beyond the classic kebab varieties and baklava. Discover Türkiye's rich gastronomic heritage that extends beyond exquisite Kebab varieties, vegetarian and vegan-friendly olive oil dishes, delicious desserts paired with a cup of freshly roasted Turkish coffee, and the world-renowned Turkish breakfast accompanied by Turkish black tea.