

PRESS RELEASE
FAM TRIP IN TURKEY ORGANIZED BY TURKEY TOURISM AND OTOAI

Turkey Tourism, in collaboration with the Outbound Tour Operators Association of India (OTOAI), recently concluded an enriching and meticulously planned 7-day Familiarization (FAM) trip across Turkey. The event, held from June 30 to July 6, 2024, brought together Travel Agents, OTOAI Representatives and Key Media Members to explore Turkey's vibrant culture, historic sites, and luxurious hospitality.

Highlights of the Trip:

Antalya:

- Participants experienced the serene beauty of Antalya with visits to Side Ancient City, the iconic Land of Legends, and the historic Antalya Old City. Luxurious stays and dining at Alibey Resort Sorgun and Gloria Serenity Resort showcased the region's top-notch hospitality.

Denizli:

- The group explored the remarkable Pamukkale Travertines and the ancient city of Hierapolis. A relaxing stay at Lycus River Thermal Hotel complemented the historical exploration, providing a perfect blend of culture and relaxation.

Izmir:

- The trip included a fascinating visit to Ephesus Ancient City, one of the world's most significant archaeological sites. The vibrant Alsancak and Kordon districts offered a glimpse into the local lifestyle, while Alacati charmed everyone with its unique ambiance.

Istanbul:

- In Istanbul, participants engaged in productive B2B meetings with Turkish Tourism Industry Representatives, visited iconic landmarks such as The Blue Mosque, Hagia Sophia, and the Basilica Cistern, and enjoyed a picturesque Bosphorus dinner boat tour. The stay at Swissotel The Bosphorus and dining at Madhu's Istanbul highlighted the luxury and modernity of the city.

The FAM trip provided an unparalleled opportunity for participants to experience the diversity and richness of Turkey. From the ancient ruins of Ephesus and the thermal travertines of Pamukkale to the bustling streets of Istanbul, attendees were treated to a comprehensive overview of Turkey's offerings. The luxurious accommodations and curated experiences highlighted Turkey as a prime destination for Indian travelers.

Turkey Tourism and OTOAI extend their heartfelt thanks to all participants for making this trip a grand success. The event not only strengthened the ties between Turkey and Indian tourism stakeholders but also showcased the potential of Turkey as a leading travel destination.