

Küpür Tarihi: Eylül
Türü : Basılı yayın

I&MI Workbook

I&MI
INCENTIVES & MEETINGS
INTERNATIONAL
media

the do-it-yourself workbook



Thank you, Handan and thank you, Mr. Karaca !!

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Turkey

Turkey, with its perfect geographical location has always been a gateway between East and West and home to many civilizations in its over 10,000 year history. Countless conquerors, adventurers and travelers crossed Turkey and they discovered a land rich in diversity, a land of inspiring geography. This amazing land has been inhabited since long before the first word was written or the first town was formed. Indeed it was here, along the Tigris and Euphrates that the first civilizations flourished. Here that Achilles and Hector battled before the walls of Troy. Turkey has been home to at least a dozen of the world's greatest civilizations. The Hittites. The Sumerians. The Urartians. The Assyrians. The Ionians. The Romans. The Seljuks. The Ottomans. Turkey today, still holds a very strategic position on the world map with its vibrant society, dynamic economy and great confidence in its future. Turkey has so much to offer its visitors; breathtaking natural beauties, unique historical and archeological sites, finest beaches of Mediterranean. It is not surprising that Turkey is one of the world's most popular tourism destinations. Turkey has decades of experience in hosting all kinds of international events in the area of sport, art, culture and meetings and congresses. And today, Turkey's leading destinations Istanbul, Antalya and Izmir offer a wide array of modern meeting and accommodation facilities, unusual venues used for social programs, rich pre-post tour alternatives and therefore they are among the most popular international meetings and incentive destinations.

General Information

Area: 814,578 sq km (314,511 sq miles)

Population: 70.6 million (2008 estimate)

Capital: Ankara

Geography: Turkey borders the Black Sea and Georgia and Armenia to the northeast, Iran to the east, Iraq to the southeast, Syria and the Mediterranean to the south, the Aegean Sea to the west and Greece and Bulgaria to the northwest. Asia Minor (or Anatolia) accounts for 97% of the country and forms a long, wide peninsula 1,650 km (1,025 miles) from east to west and 650 km (400 miles) from north to south. Two east-west mountain ranges, the Black Sea Mountains in the north and the Taurus in the south, enclose the central Anatolian plateau, but converge in a vast mountainous region in the far east of the country.

Language: Turkish. French, German and English are widely spoken in major cities and tourist areas.

Time: GMT +2 (GMT +3 from last Sunday in March to last Sunday in October).

Electricity: 220 volts AC, 50Hz.

Money

Currency: Turkish Lira (TL)

Credit Cards: MasterCard and VISA are accepted. American Express is accepted in top hotels, restaurants and some gift shops.

Travelers Checks: Traveler's checks can only be exchanged in banks. To avoid additional exchange rate charges, travelers are advised to take traveler's checks in Pounds Sterling or US Dollars.

Banking Hours: Mon-Fri 8:30AM-12N and 1:30-5PM.

Public Holidays

Apr 23, 2010 National Sovereignty and Children's Day

May 1, 2010 May Day

May 19, 2010 Commemoration of Atatürk and Youth and Sports Day

Aug 30, 2010 Victory Day

Oct 29, 2010 Republic Day

Jan 1, 2011 New Year's Day

International Travel

Air: Turkey's national airline is Turkish Airlines (TK) (www.turkishairlines.com).

Approximate Flight Times

London to Istanbul is 3 hours 45 minutes

New York to Istanbul is 9 hours 50 minutes

Chicago to Istanbul is 14 hours 45 minutes

Los Angeles to Istanbul is 17 hours 50 minutes

International Airports: Ankara (ESB) (Esenboga) (www.esenbogaiport.com) is 33 km/21 miles northeast of the city. Havas buses run regularly between the city and airport (travel time 50 minutes). Taxi service available.

Istanbul (IST) (Atatürk, formerly Yesilköy) (www.istairport.com) is 24 km/15 miles west of the city (travel time 30-50 minutes). Havas runs a regular bus service between the airport and city center. Taxis are available.

Sabiha Gökçen (SAW) (www.sgaairport.com) is 40 km/25 miles from Istanbul, on the Asian side. There are shuttle bus services to the city (travel time 45 minutes) and to Atatürk International Airport (travel time 60-70 minutes). Taxis are available 24 hours.

Izmir (ZM) (Adnan Menderes) (www.adnanmenderesairport.com) is 18 km/11 miles south of the city. Havas buses meet domestic flights and travel hourly from the city center (travel time 50-60 minutes). There are other international airports at Adana, Antalya, Bodrum, Dalaman and Trabzon.



Social & Business Customs

Food: Turkish food combines culinary traditions of pastoral people originating from Central Asia and the influences of the Mediterranean regions. Lamb is a basic meat featured on all menus, often as shish kebab or doner kebab. Fish and shellfish are very fresh and barbunya (red mullet) are delicious. Guests are usually able to go into a kitchen and choose from the pots if they cannot understand the names of the dishes.

Drink: Turkish wines have won many awards at international competitions. Raki, an aniseed liqueur, is the most important alcoholic beverage since the Ottoman times. Ayran (made from yogurt, a slightly sour, salty taste) is the most common cold beverage. Turkish coffee is world renowned. Unlike in other countries, tea in Turkey is prepared using two pots and served in little, tulip-shaped glasses. Boza (fermented barley or corn, boiled and pounded wheat) and Şehit (produced from the ground root of wild orchids, mixed with milk and cinnamon) are winter beverages.

Nightlife: There are nightclubs in most main centers, either Western or Oriental, with music and dancing. There are theaters with concerts in Izmir, Istanbul and Ankara and most towns have cinemas. Restaurants and hotels sometimes offer floorshows featuring belly dancing, Turkish baths are popular.

Shopping: Istanbul's Kapalı Çarşı Bazaar has jewelry, carpets and antique for sale. Turkish handicrafts include a rich variety of textiles and embroideries, articles of copper, onyx and tile, mother-of-pearl, inlaid articles, leather and suede products, jewelry and, above all, carpets.

Shopping Hours: Daily 9:30AM-7PM in tourist areas. Closing hours vary, with some shops staying open until 12PM. Outside tourist areas shops may close at lunchtime and on Sundays. Istanbul covered market: Mon-Sat 8AM-7PM; closed Sunday.

Social: Shaking hands is the normal form of greeting. Hospitality is very important and visitors should respect Islamic customs. Informal wear is acceptable but beachwear should be confined to the beach or poolside.

Tipping: A service charge is included in hotel and restaurant bills.

Business: A suit or jacket and tie should always be worn for business. English is widely spoken in business circles although an effort by the visitor to speak a little Turkish is appreciated. The majority of people in business value punctuality and business cards are widely used. Office hours: Mon-Fri 8:30AM-12N and 1:30-5:30PM.

Climate

Marmara and the Aegean and Mediterranean coasts have a typical Mediterranean climate with hot summers and mild winters.

Turkey



About Istanbul

Istanbul, the capital of 3 prominent empires, is a natural gateway spread over two continents, Europe and Asia, divided by the Straights of Bosphorus. It is a metropolis proud of its rich history of 8,000 years. Istanbul is increasing its appeal for the international meeting industry every year as a result of its growing importance for international trade, commerce and industry, constantly improving infrastructure, international networking and active involvement of national associations and corporations and universities. With its modern infrastructure, state of the art venues and luxurious accommodation facilities offering over 60,000 hotel rooms, Istanbul now is one of the world's leading destinations for international meetings, congresses and exhibitions.

Contact Information

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Convention Bureau Service

ICVB, the Istanbul Convention & Visitors Bu
important information clearinghouse and confo
requests for proposals (RFPs)
ICVB services include:
• supporting the congress candidature &
preparing the official bid, destination praser
coordinating the support of local and national
• helping the planners to find the venues in
criteria and assistance in collecting quali
selection of the venues
• information on local suppliers including ver
and DMCs
• site inspections arrangements
• ICVB produces a wide range of promotions
including the Meeting Planner's Guide, I
Congress Calendar, the Visitors' Guide, bro
fliers

Arriving in About Istanbul

Istanbul's Ataturk Airport, located 28 km/45
the city center, is served by 300 international
The airport has been recently expanded and
handle 70,000 passengers a day, Istanbul
airport, Sabiha Gokcen International Airport
Asian side of Istanbul, 50 km/60 miles aw
center, Turkish Airlines, member of Star Al
direct flights to 123 international destinations
the fastest growing airline companies of Euro

By Air From	Mins
New York	9.40
Chicago	10.45
Washington	12.45
Los Angeles	14.50
Toronto	9.50

Public Transportation

General Information

Various transportation vehicles are available in Istanbul, one of the biggest cities in Europe. Railroads, bus lines, and trams are supported by sea vehicles that travel between two continents. Smart ticket devices - used in almost all transportation vehicles - can be purchased from offices near major transport interchanges all around the city.

Subway

The Istanbul Metro, or the M2, is a mass transit underground rail network, running from the Ataturk Oto Sanayi station at Maslak in the north to the Sishane station at Beyoglu in the south.

Taxis

Licensed taxis in Istanbul are yellow and have registration numbers on the sides. They can be found on the ranks or hailed on the street. Also hotel, restaurant and bar staffs provide taxis. Bridge tolls are added onto the taxi fare.

General Information

Arts/Theater

Istanbul is also the capital of art and culture with a rich tradition in opera and ballet, theatres performing Turkish and foreign plays, concert, art exhibitions, festivals, auctions, conferences and of course unique museums. The festivals that take place all through the year turn this great city into a world metropolis of art and culture.

Museums

A great number of museums in Istanbul display the wealth and history unearthed during the excavations carried out throughout the soils of Anatolia that has been a home for many different civilizations for thousands of years. Archaeological Museums founded as the Ottoman Imperial Museum, located by the Topkapi Palace houses some 75,000 objects and artifacts from the prehistoric ages and Greek, Roman, Byzantine and Egyptian eras. Istanbul Modern Art Museum, is dedicated to protect and showcase the artistic production within the modern and contemporary art scene. Mosaics Museum, was created by roofing over a part of the Great Palace of the Byzantine Emperors. Museum of Turkish and Islamic Arts displays over 40,000 items. The collection begun in the 19th century and ranges from the earliest period of Islam.

Sport/Leisure

One of the latest Formula 1 tracks in the world, Istanbul Park has introduced a great adventure to the city. Beside F1, important motor sports organizations are also held in Istanbul Park. There are also several golf courses in Istanbul: Istanbul Golf Club (9 holes), Klasis Golf and Country Club (18-9 holes) and Kemer Golf and Country Club (18-9 holes).

Shopping

With its historic bazaars and modern shopping malls, Istanbul has it all for shopping enthusiasts. The Grand Bazaar has for centuries been a shoppers' paradise with more than 3000 shops, from herbalists to jewelers, and carpet stores to gift shops.

Gastronomy and Nightlife

Turkish cuisine is among the world's most varied, and fine restaurants offering the classics of Turkish cuisine as well as modern interpretations of classic flavors dot the Istanbul culinary landscape. When the sun goes down, Istanbul opens its doors to all kinds of entertainment. Taksim and Beyoglu are no doubt the center of nightlife in the city. Also Ortakoy and Kucukcesme have both great bars and restaurants, aligned on the seaside.

Venues For Group Events

ICC - Istanbul Congress Center Main Auditorium 3,000The Istanbul Congress Center, inaugurated with the 2009 World Bank - IMF Summit, features a 3,000-person auditorium, 12 meeting rooms for 100 to 850 delegates and more than 10,000 sqm/107,650 sqft of exhibition space.

ICEC - Istanbul Convention & Exhibition Centre Main Auditorium 2,000The Istanbul Convention & Exhibition Center has a 2,000-person auditorium, numerous meeting rooms for up to 600 delegates and over 7,000 sqm/75,300 sqft of exhibition space.

Halic (Golden Horn) Congress Center Main Auditorium 3,000On the shores of the Golden Horn, another new venue, the Halic Congress Center offers a main auditorium for 3,000 participants, as well as a total of 21 meeting rooms with capacities ranging from 50 to 1,100 participants.

Grand Cevahir Hotel & Convention Center Largest room 2,500 theatre styleGrand Cevahir Hotel and Convention Center is a 5-Star congress hotel, with an auditorium of 1000 seats, a 2,500 sqm/26,900 sqft ballroom and 22 meeting rooms.

Istanbul Expo Center/ Wow Hotels and Convention Center 4,000 theatre styleThe Airport area is Istanbul's primary exhibition district, the heart of which is the Istanbul World Trade Center Complex, boasting 11 exhibition halls in a 162,000 sqm/1,743,900 sqft area. Wow Convention Center's main hall has a theatre seating capacity of 4,000 pax and the complex includes a 4-Star and a 5-Star hotel.

Feriyce Restaurant Banquet Seating up to 1,000Feriyce Police Station is one of the most fascinating examples of late 19th century Ottoman architecture. The building witnessed a number of important events in Ottoman times, and its self resembles a small palace with a marble colonnade on its facade. Located between Besiktas and Ortakoy on the European shore of the strait, the building commands a magnificent view of the Bosphorus.

The Marmara Esma Sultan Banquet Seating 500 indoor, 1,000 in the gardenThe Marmara Esma Sultan located on the Bosphorus, reflects the Golden Age of Istanbul is named after its original owner Esma Sultan, the daughter of Sultan Abdulaziz I. The interior of the building was reconstructed using glass and steel. Offering 1000 guests for dinner and reception space up to 3000 people in the garden, 500 for dinner indoor.



Places Of Interest

Blue Mosque Sultan Ahmet Mosque is the greatest and the most splendid mosque of Istanbul. The construction of the mosque started in 1609 by architect Mehmet Agha who was a student of Architect Sinan who undertook the architectural works of the structure and the construction. It was completed in 1616. It is also famous for its blue tiles and six minarets.

Topkapi Palace After his conquest of Constantinople, Mehmed II built Topkapi Palace as his principal residence. It was conceived as a series of Pavilions. The palace served as the seat of government and contained a school in which civil servants and soldiers were trained. It was the legendary palace of the Ottoman sultans from the 15th to the 19th centuries.

Dolmabahce Palace Dolmabahce Palace is the winter residence of 19th century Ottoman Sultans. This ornate palace reflects a synthesis of late Baroque and Rococo styles with 229 rooms and 22 reception rooms. Its wonderful gardens stretching along the Bosphorus delight the eye. The palace houses a good collection of Europe antiques and furniture and is famous for its chandelier.

Hagia Sophia Museum Ever since it was built, people have been awed by the splendid decoration of the Hagia Sophia, one of Istanbul's foremost historical monuments, and above all by the sheer scale of interior, with its soaring central dome. When the church was built the bold construction of this great dome was ascribed to supernatural forces, and it became an important symbol of mysticism.

Basilica Cistern Basilica Cistern was built in the 6th century by the Byzantine Emperor Justinian to meet the city's water needs.

The Bosphorus - Boat Tours Bosphorus is a strait that runs in winding course between two continents. This 19-mile/30 km long strait between Asia and Europe is also celebrating to nature and architecture. Motorboats are cruising along the Bosphorus and visiting the shores of both continents with all the summer palaces, old wooden houses and fortresses.