

# PROMOTING A DESTINATION UNDER CRISIS AND MULTI-DESTINATION TOURISM CORRIDORS

HIS Travel - Assistan Director  
**Ms. Merve OZKOK**



A world map illustrating a global network of cities, likely representing a communication or transportation system. The map is dark blue with white lines connecting various cities. The cities are labeled with their names in white capital letters. The network is dense in Europe and Asia, with lines connecting cities across continents. The map includes labels for cities in North America, South America, Europe, Africa, Asia, and Oceania. Istanbul is highlighted with a red outline and a white circle. Other cities highlighted with white rounded rectangles include Bakü, Ankara, Tebriz, Doha, and Dubai. The map also shows a network of smaller cities and lines connecting them, forming a complex web across the globe.

**70+**  
COUNTRY

**17000+**  
EMPLOYEE



# Global Power

## 6.6 BILLION \$

GROSS SELL IN 2018

## H.I.S. Co., Ltd.

IN NIKKEI STOCK  
EXCHANGE MARKET



# Local Power



**14**  
YEARS

**150**  
EMPLOYEE

**5000000+**  
CORPORATE TICKETS



# H.I.S. TURKEY'S OFFICES

Istanbul

Ankara



## Our offices in

Azerbaijan



Dubai



Iran



Qatar



Greece

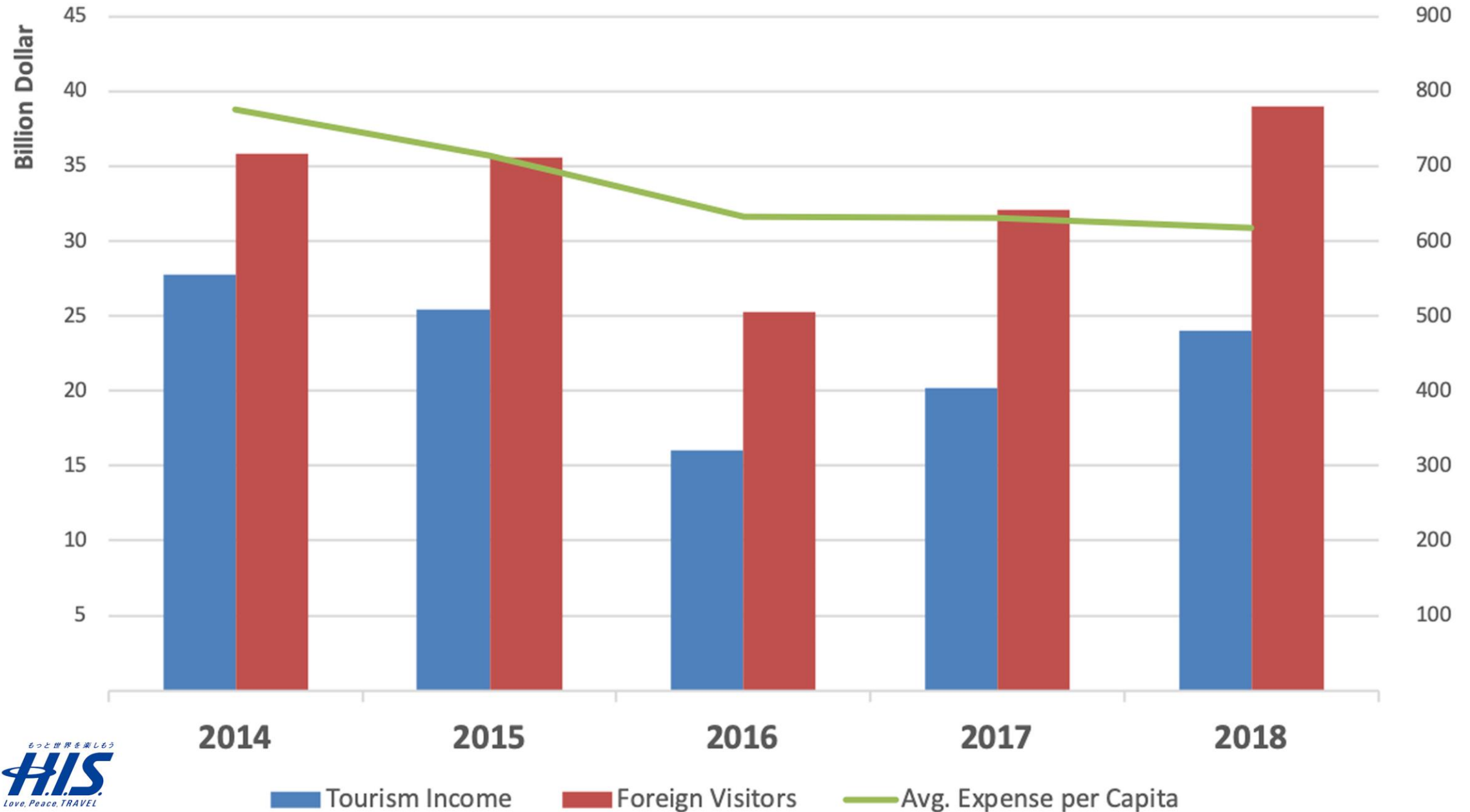


In H.I.S. Turkey's office,  
**11 different languages** are spoken

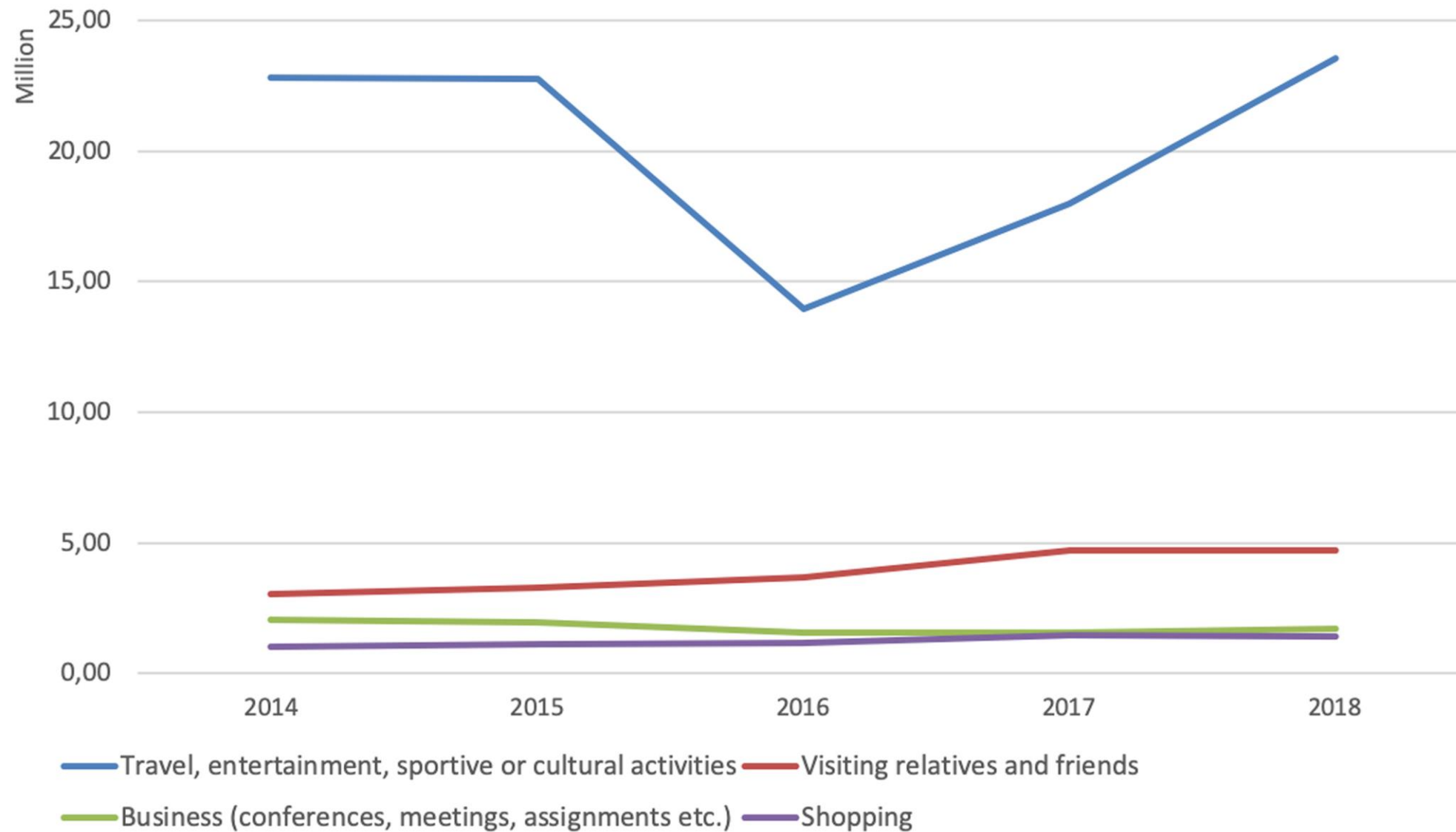


**36 employees** continue their  
careers in different countries.

# Tourism Income, Expenditure and Average Number



## Departing Visitors by Purpose of Visit



# Current countries have been handled by HIS



Japan



Indonesia



Malaysia



Thailand



Singapore



Philippines



China



Vietnam



Kirgiz



Kazakistan



Romania



Frankurt



India



Ozbekistan



Georgia



Mauritius



Mexico



Belgium



Algeria



Oman



UAE



Hungary



Saudi Arabia



Morocco



Iran



Azerbaijan



# SALES ACTIVITIES

## SALES CALLS

TURSAB (Association of Turkish Travel Agencies), had organized workshops in Asian Countries to Support the local agents

## FAM TRIP ACTIVITIES

Ministry of Tourism, started a Project to Support to travel agencies, who brings the familiarization trips from abroad by supporting their cost in cash.

Flied around 270  
hours mostly to  
Asian Countries  
in 2017







One of the best way to promote a destination is advertisement from mouth to mouth.



# KEY POINTS OF COMBINED TOURS FOR TWO OR MORE COUNTRIES

Choose the country to promote and analyse the travellers' profile



LENGTH OF  
STAY



TRAVEL  
PURPOSE



AGE



BUDGET FOR  
TRAVEL

# SEGMENTATION OF THE PRODUCTS



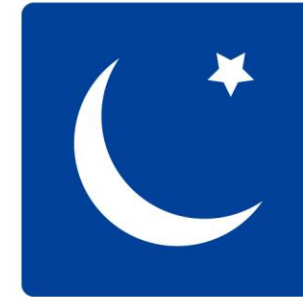
MICE



FIT



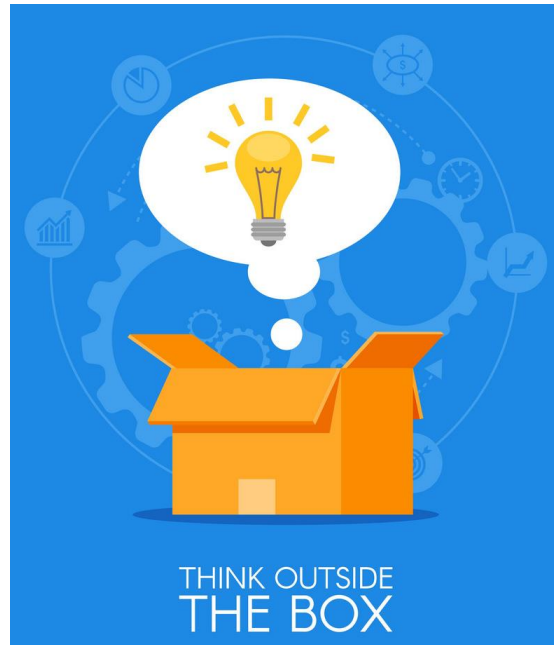
GROUP



RELIGIOUS

# THE TOURS COMBINED WITH DIFFERENT COUNTRIES

**Make the Difference with the Others and  
Prepare Thematic Programs**



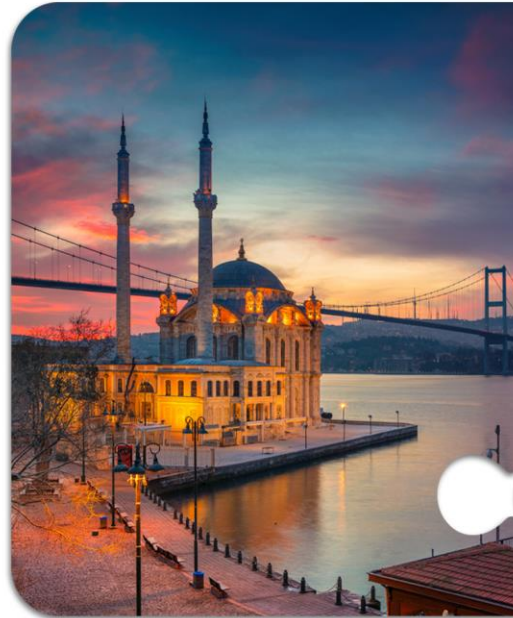


# THE TOURS COMBINED WITH DIFFERENT COUNTRIES

- **Choose the market to promote: Indonesia**
- **Customer profile coming to Turkey: Pre-Post Umrah Groups**
- **Length of stay: 4 or more days**
- **What can we offer them that relates Saudi Arabia**

# One of the Most Popular Tour for Muslim Guests:

Turkey



Saudi Arabia





The Dream of Sultan Mehmet



# Holy Land Route for Christian Guests:

Turkey



Northern Cyprus

**Once you find a missing part in the market by doing a good analyze,  
take that chance and move forward!**



# THE TOURS COMBINED WITH DIFFERENT COUNTRIES

## Modern Silk Road



Kyrgyz



Uzbekistan



Kazakhstan



# Turkey & Egypt Package for Japanese Market





# The Most Important Part Of Combined Tours Are The Flight Connection







Cooperation Between Countries & Joint Venture

# BUILD UP TRUST

## Respond guarantee within 24 hours



As long as you offer the quality service in a fast way,  
the guests will trust you



**Education of the salesperson  
is the most important part.  
If the salesperson believes  
in your product, they will  
convince the guests to buy.**





# **MAKE MORE ATTRACTIVE PRESENTATIONS/EVENTS**

'Turkey Presentation with  
Turkish Coffee Services'





# Face to face interaction in sales in multilanguage





*HIS*

Hoş Geldiniz  
ようこそ





“People will forget what you said,  
people will forget what you did,  
but people will never forget  
how you made them feel.”

*Maya Angelou*