

PROMOTING A DESTINATION UNDER CRISIS AND MULTI-DESTINATION TOURISM CORRIDORS

HIS Travel - Assistan Director
Ms. Merve OZKOK



Global Network



40
YEARS

70+
COUNTRY

550+
OFFICE

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

500000+
CORPORATE TICKETS

H.I.S. TURKEY'S OFFICES

Istanbul

Ankara



Our offices in

Azerbaijan



Dubai



Iran



Qatar



Greece

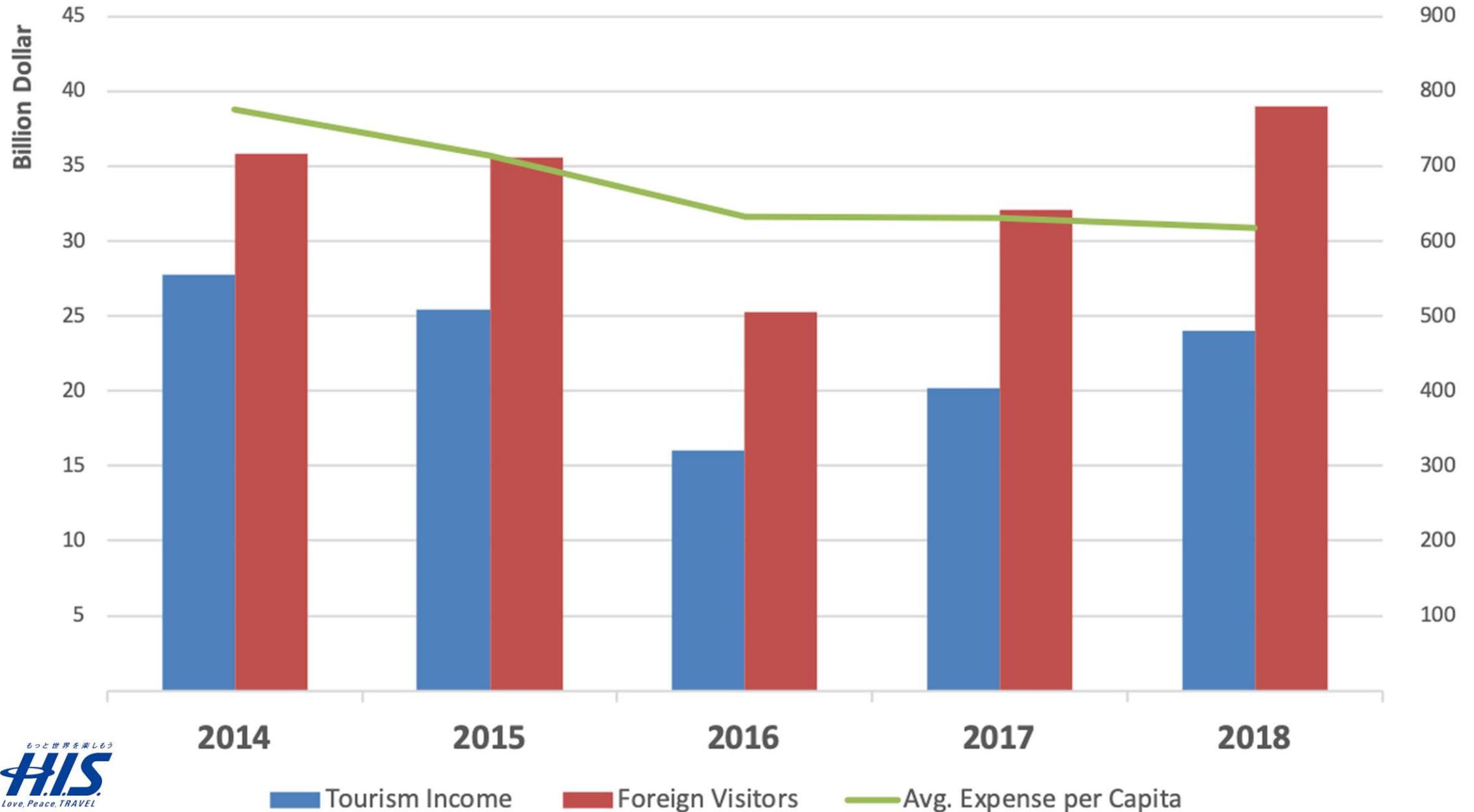


In H.I.S. Turkey's office,
11 different languages are spoken

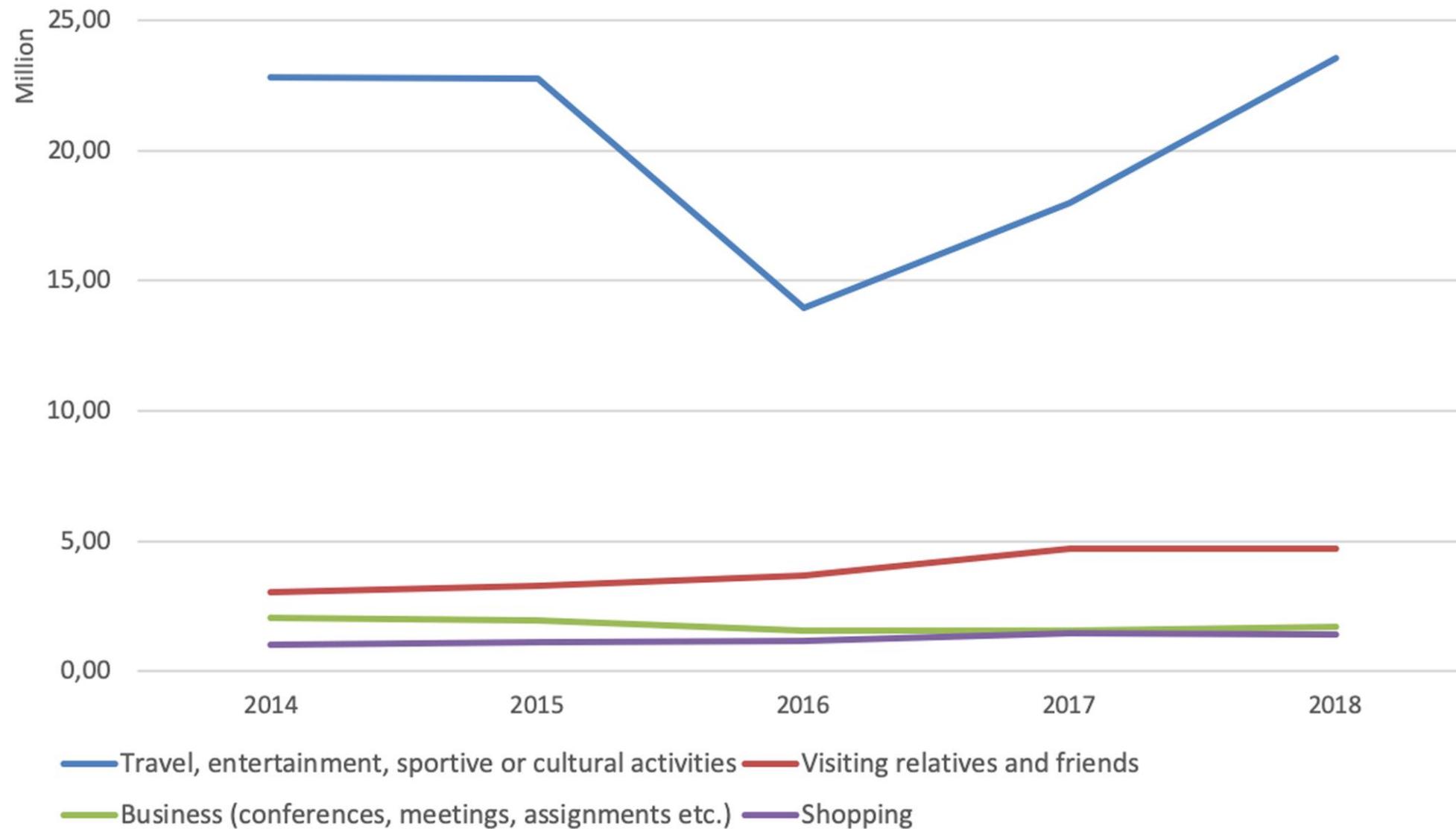


36 employees continue their
careers in different countries.

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**

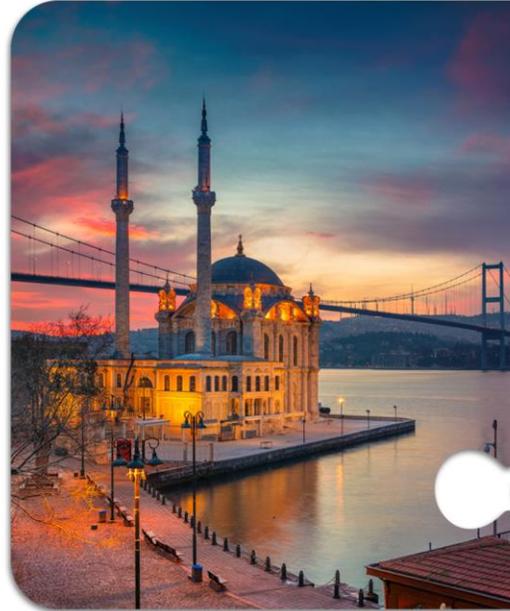


THE TOURS COMBINED WITH DIFFERENT COUNTRIES

- **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

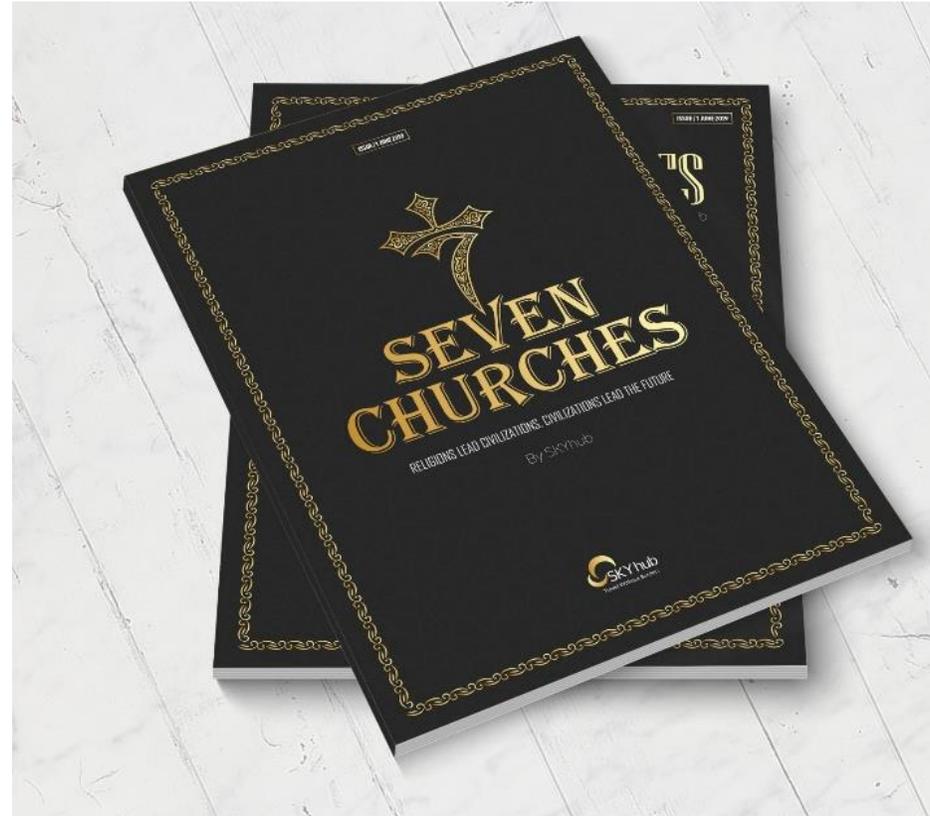
Holy Land Route for Christian Guests:

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

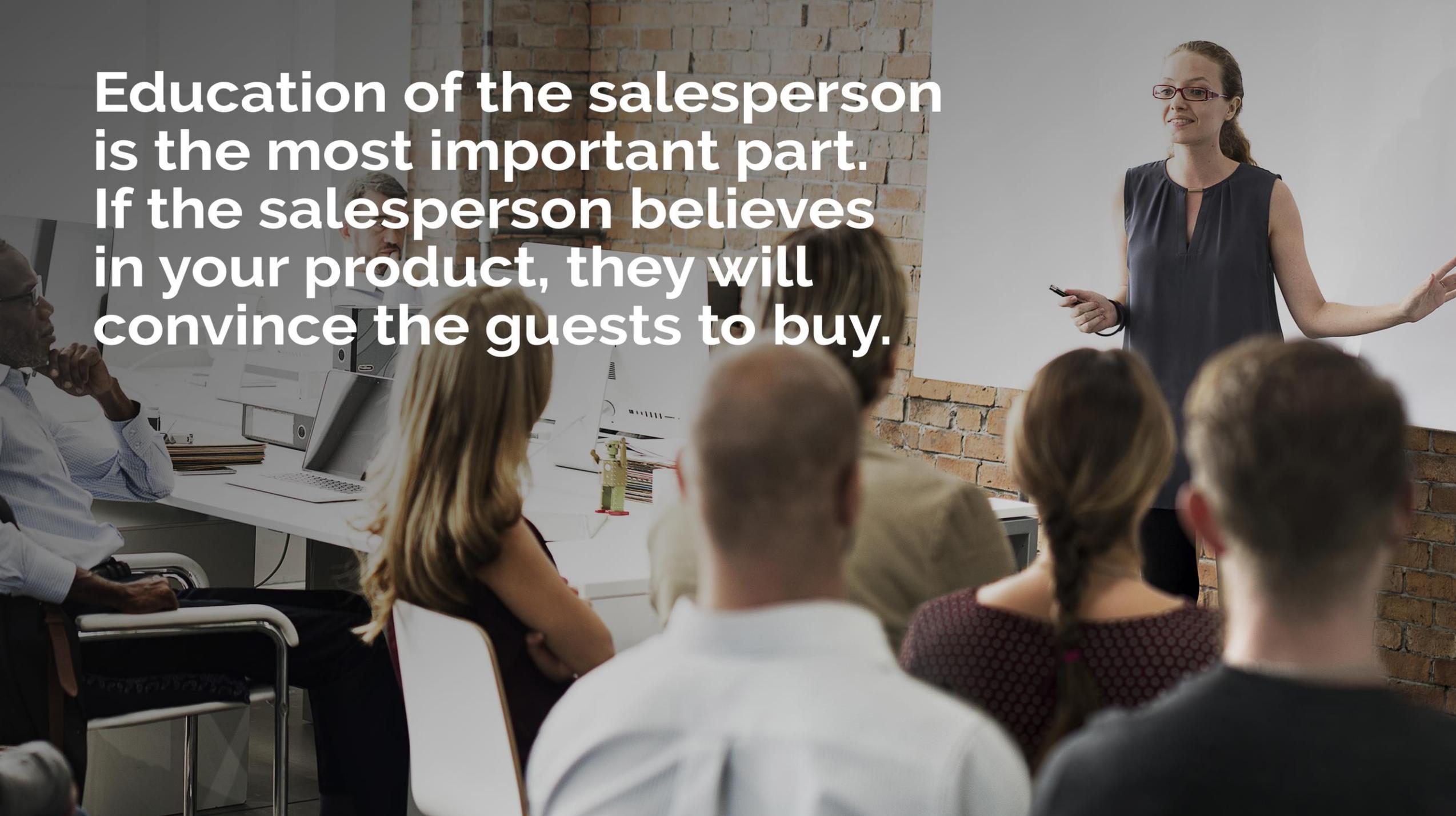
BUILD UP TRUST

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



H.I.S.

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