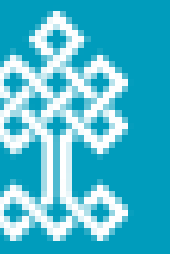


ICT-Based Tourism Marketing: Turkish Case

MINISTRY OF CULTURE AND TOURISM
Directorate General of Promotion

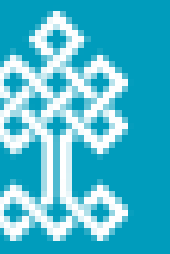
2015



Directorate General of Promotion

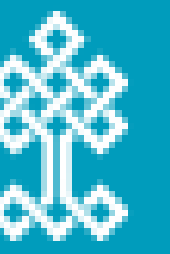
- 44 Culture and Information Offices in 39 countries,
- New offices in, St. Petersburg, Sao Paulo, Sydney, Shanghai and Toronto,
- A new promotion strategy for a developing and growing Turkey with a respected worldwide brand
 - ▶ Forming the country perception correctly,
 - ▶ Coordination,
 - ▶ Sectoral efficacy.





Directorate General of Promotion / Targets

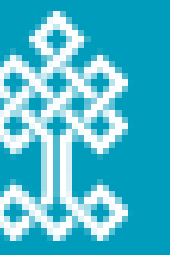
- To enhance and strengthen **the brand identity of our country**,
- To make the brand value sustainable by ensuring continuity and stability at promotion,
- What we are doing to increase the success at marketing the tourism products:
 - ▶ Advertising campaign
 - ▶ Digital and social media campaigns
 - ▶ Exhibitions
 - ▶ Joint activities with the private sector
 - ▶ Cultural Diplomacy
 - ▶ Supporting the cultural and art projects



Directorate General of Promotion / Targets

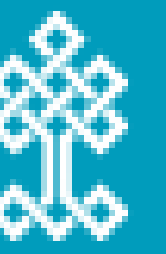
- Over 100 countries with a budget of USD 50 M,
- On traditional channels like print media, outdoor, radio etc.,
- A global image campaign which is wholistic, monophonic and contains our entire values;
Turkey Home.





Advertising Campaign

Samples of Creative Works



HOME OF ISTANBUL

The Bosphorus, Turkey

#HomeOf

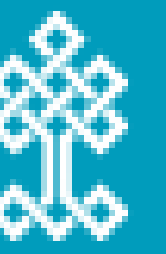


THE BOSPHORUS

Have you ever crossed from one continent to another by ferry in less than 20 minutes? Well, that's the everyday commute of the people of Istanbul. Imagine yourself on a boat surrounded by the breathtaking panorama of the Bosphorus. Feed the seagulls with bread while enjoying a hot cup of tea. Well, how does that compare to your commute? Discover Turkey, home of Istanbul. Be our guest!

goturkey.com





Konya, Turkey
#HomeOf

Turkey HOME OF RUMI

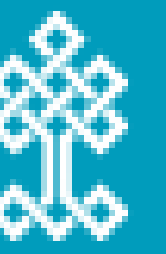
RUMI

Jalal ad-Din Muhammad Rumi is one of the greatest spiritual guides. His tomb in Konya is a mystical place that offers unique insights into Sufism. Its turquoise dome, symbolic gates and courtyards continue to draw visitors from all over the world. In Rumi's own words, "Come, come, whoever you are." Discover Turkey, home of Rumi. Be our guest!

goturkey.com

TURKISH
AIRLINES







goturkey.com

TURKISH AIRLINES

Istanbul, Turkey
#HomeOf

2014 TRAVELERS' CHOICE
tripadvisor
DESTINATIONS

Turkey
HOME OF
THE WHIRLING DERVISHES

THE WHIRLING DERVISHES
Planets, stars, and even galaxies: In the universe, everything revolves so harmoniously that physicists claim, "Everything is one." Whirling Dervishes' mystical dance symbolizes letting go of one's self to create a union with God, reflects the same claim. Flowing costumes, hypnotic music, and the graceful whirling — get ready to be enthralled. Discover Turkey, home of the Whirling Dervishes. Be our guest!



goturkey.com



Turkey HOME OF HOSPITALITY

HOSPITALITY

In Anatolian culture, regardless of your background, you are the "Guest of God." Knock on any door, and you will be greeted with the warmest of smiles. You'll be welcomed and offered a seat at the family table to enjoy a delicious meal together. And of course, a wonderful Turkish coffee finishes the experience. Are you feeling welcomed already? Discover Turkey, home of hospitality. Be our guest!

#HomeOf
Safranbolu, Turkey



Turkey
HOME OF 
GULET

goturkey.com

A STAR ALLIANCE MEMBER
TURKISH AIRLINES 

 Antalya, Turkey



📍 Denizli, Turkey
#HomeOf

LAODICEA

Did you know that 2000 years ago, Laodicea was one of the most prosperous cities of Western civilization? Thanks to its fertile soil and the wealth of its inhabitants, the metropolis became a symbol of extravagance and luxury. Even after having suffered multiple earthquakes, the splendor of Laodicea is still quite apparent. Admire the colonnades lining its streets, wander its temples, and don't forget to visit one of the seven churches of Asia mentioned in the Book of Revelation! Discover Turkey, home of Laodicea. Be our guest!

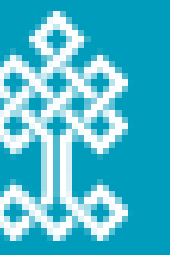
Turkey HOME OF LAODICEA

goturkey.com





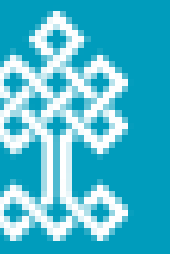






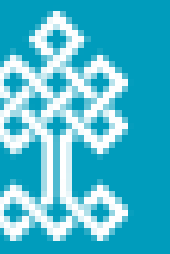
Digital and Social Media Campaigns / Aim

- Strategic partnerships with the world's most powerful digital and social platforms
- Sustainable development of the tourism potential of Turkey
- Effective promotion on a global base
- Turkey's cultural values and tourism products



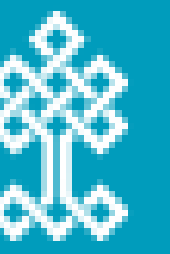
Digital and Social Media Campaigns / Strategy





Digital and Social Media Campaign / World Ranking

31.08.2015	<u>Australia</u>	<u>USA</u>	<u>TURKEY</u>	<u>Mexico</u>	<u>UK</u>
Facebook	<u>6.335.666</u>	<u>5.042.417</u>	<u>2.704.743</u>	<u>3.386.058</u>	<u>3.068.529</u>
Twitter	<u>248.896</u>	<u>41.440</u>	<u>618.949</u>	<u>124.271</u>	<u>244.687</u>
Google +	<u>2.250.768</u>	<u>154.307</u>	<u>350.886</u>	<u>275.758</u>	<u>141.185</u>
Instagram	<u>1.743.388</u>	<u>15.868</u>	<u>122.527</u>	<u>67</u>	<u>140.003</u>
YouTube	<u>23.959</u>	<u>11.938</u>	<u>8.325</u>	<u>11.939</u>	<u>5.329</u>
Pinterest	<u>7.300</u>	0	<u>2.900</u>	<u>3.500</u>	0
LinkedIn	<u>30.418</u>	0	<u>11.662</u>	0	0
Vine	<u>7.249</u>	0	<u>13.400</u>	0	0
Total	10.691.037	5.265.970	3.833.392	3.801.683	3.599.733



The Winners of Skifties 2015 Social Media Awards for Travel Brands

Best Branded Facebook Page

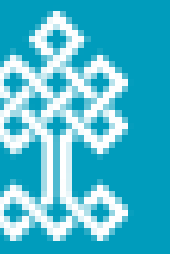
Turkey Home





Digital and Social Media Campaign / Evaluation

- Creating the right video and picture content for each channel
- Increasing the efficiency with **innovative content and different games**
- Revising all the activities in a way that will support the **social channels**
- A platform where **positive stories** are told to the world
- More than **3,8 million followers** out of which over **%90** are foreigners



GoTurkey.com

Goturkey.com web site has been integrated with 'Home' campaign and the icons of our social media channels were added to the site.





Digital and Social Media Campaigns / Landing Page (Micro Site)

hometurkey.com



turkey HOME

"From The Air" - Courtesy of the Matador Network

READY TO IMMERSE YOURSELF?

Enjoy the video? You've been looking at the Turkish Riviera, or the Turquoise Coast! This stunning stretch of sea goes from stunning Çeşme through the aptly named Paradise Bay in Bodrum all the way down to the gorgeous castle overlooking the water in Alanya.

SEE ALL CONTENT TOTAL (1255)

GÖÇEK MUĞLA

Skoepa Marina is a paradise for all who love to sail. And ever-so tranquil...

follow us

f t YouTube i v g+

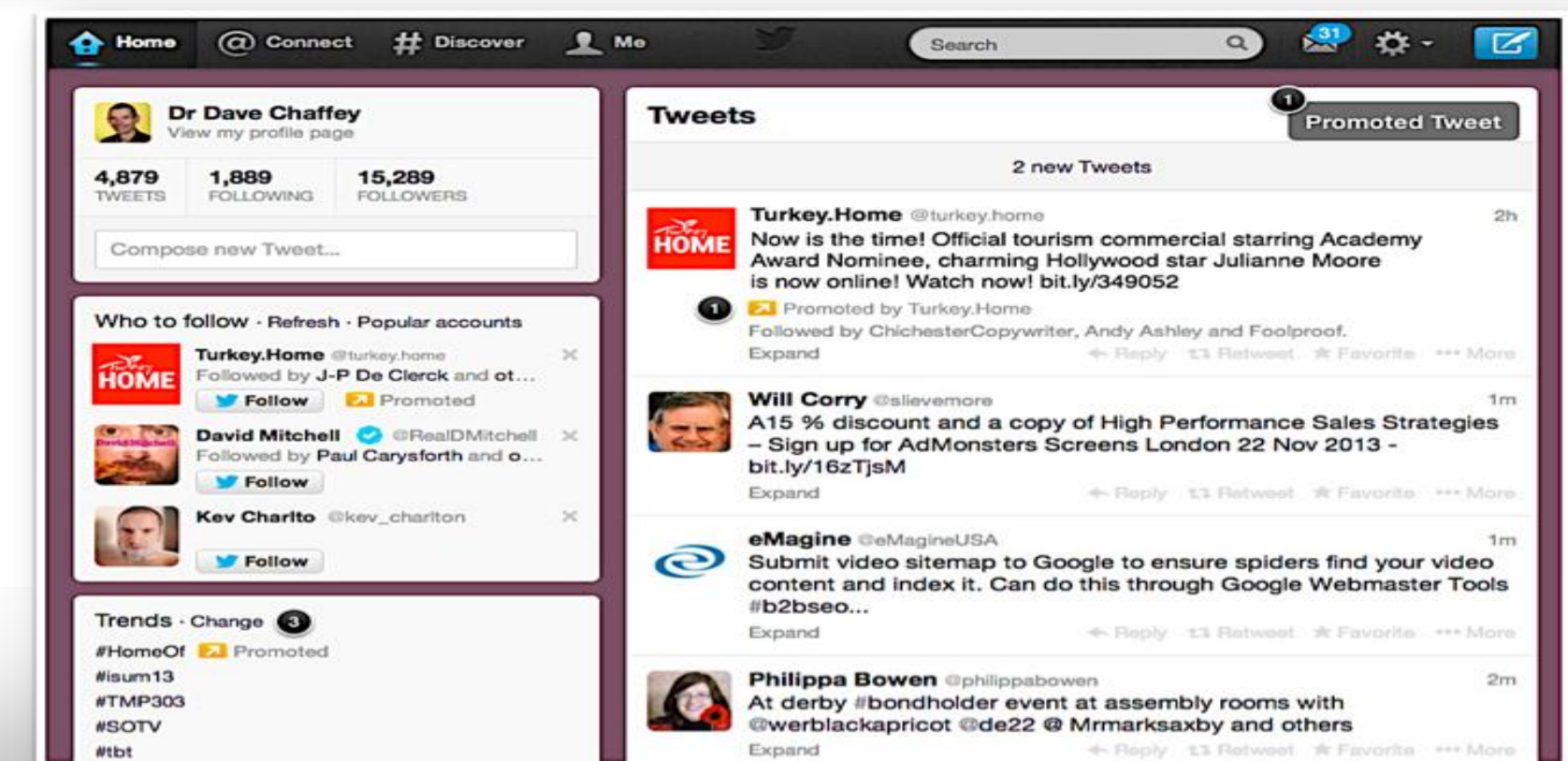
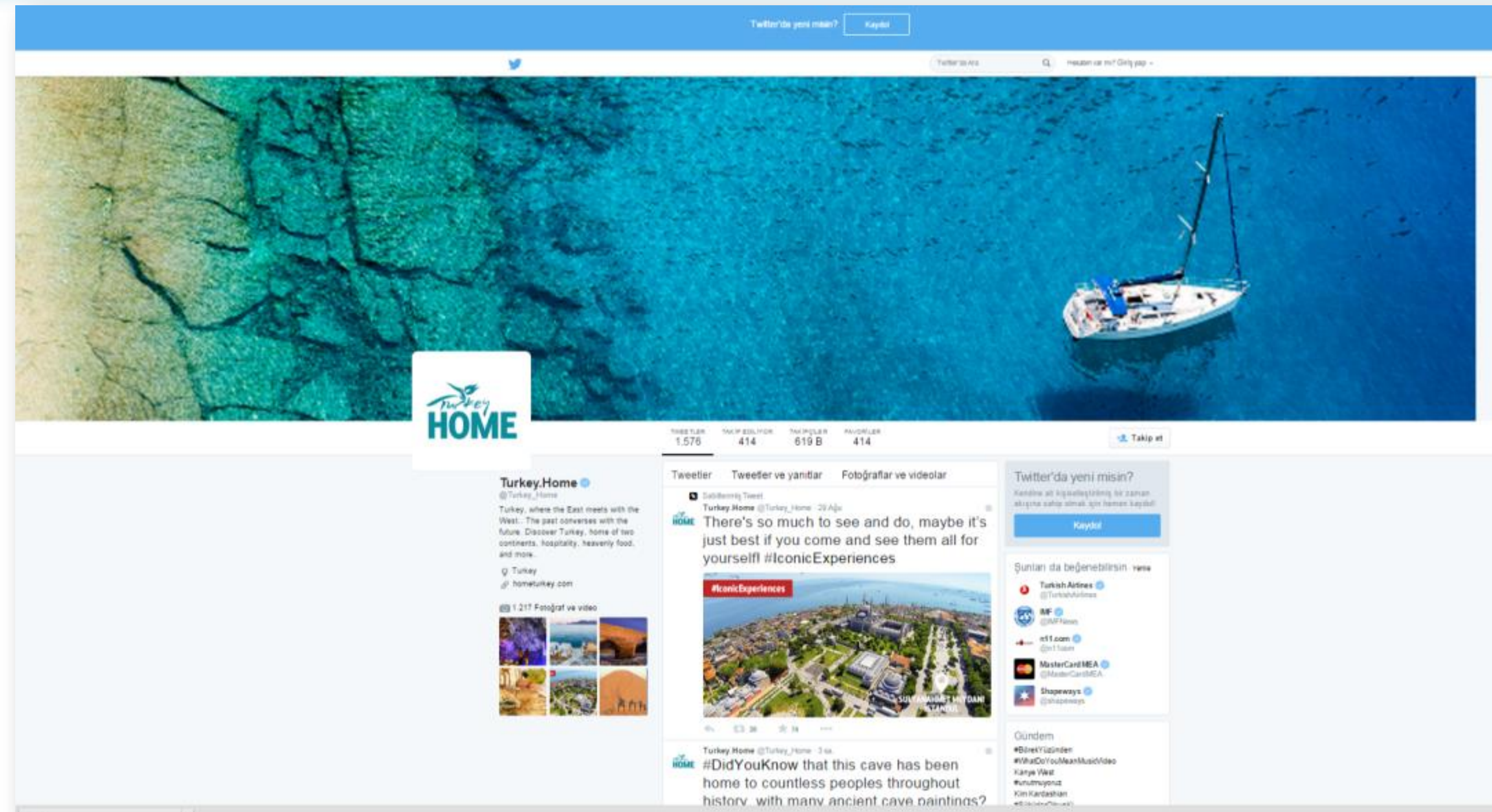
SO MANY HISTORICAL SITES THAT ONE WOULD TAKE WEEKS TO VISIT THEM ALL



Digital and Social Channels

twitter

Maximum number of followers in the world as a country/destination
(619,000)

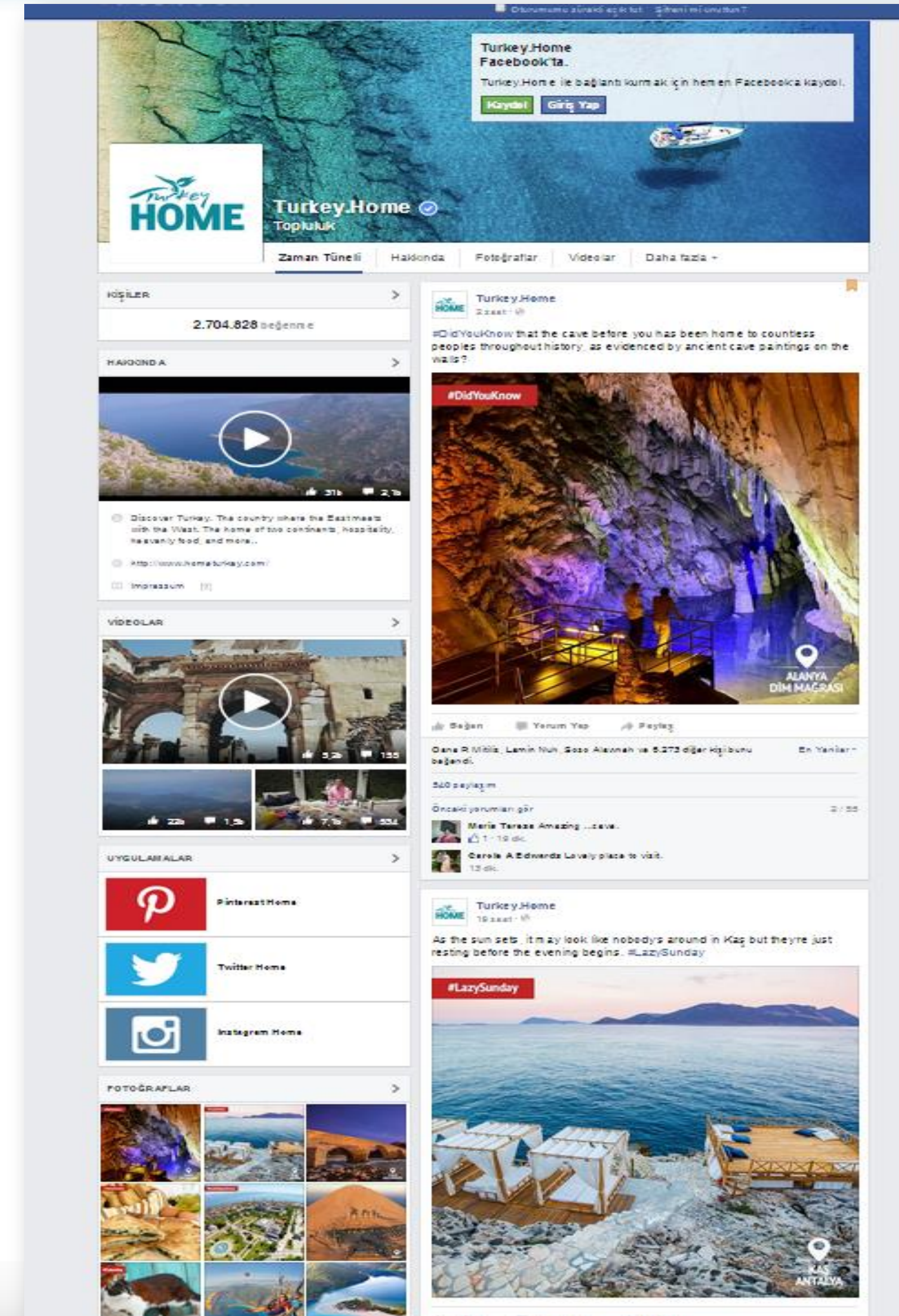




Digital and Social Channels

facebook®

More than 2,7 million followers





Digital and Social Channels



Information and news sharing platform about Turkey where national and international travel industry professionals get together

Official Turkish Tourism Board

11.680 takipçi Takip Ediliyor

This is the official LinkedIn page for Directorate of Promotions, under Ministry of Culture and Tourism of Republic of Turkey.

Web Sitesi
http://www.home-turkey.com

Sektör
Otelcilik, Seyahat ve Turizm

Açınızdaki takipçiler

Yönetil Merkezi

Şişide kalma oranını yönlendirin
Bir tatilgite başlatarak ve gınız için insanları aralarında konuglarını sağlamak için günlük giket gncellemeleri yayınlamak en etkili yoldur. İpuçlarını görüntüle

Günün sosyal faaliyetleri
Oyeler LinkedInde giketiniz gncellemelerini beğeniyor, yorumluyor ve paylaşıyor.

Official Turkish Tourism Board The Turkish Ministry of Culture and Tourism is supporting Team Turx in the 2015 Extreme Sailing Series. Yesterday, Team Turx began the competition in Saint Petersburg for the Act 6, which will end at 23rd of August. For the Act 7 of the series, the ... daha fazla

Turkey's Turquoise Coast from the Air
youtube.com - A dizzying array of stunning shots of Turkey's turquoise coast, from ancient castles to secluded coves and ancient cities to modern resorts. While the gorgeous staircases down to the sea and windy mountain roads are lovely, see it all from above...

Organik
Hedeflenen kişiler: Tüm Takipçiler

Organik	Hedeflenen kişiler: Tüm Takipçiler
12.615 görüntülenme	47 etkileşim
81 etkileşim	% 1,01 etkileşim oranı

Sponsorluktan Kazanılan
3 kampanya

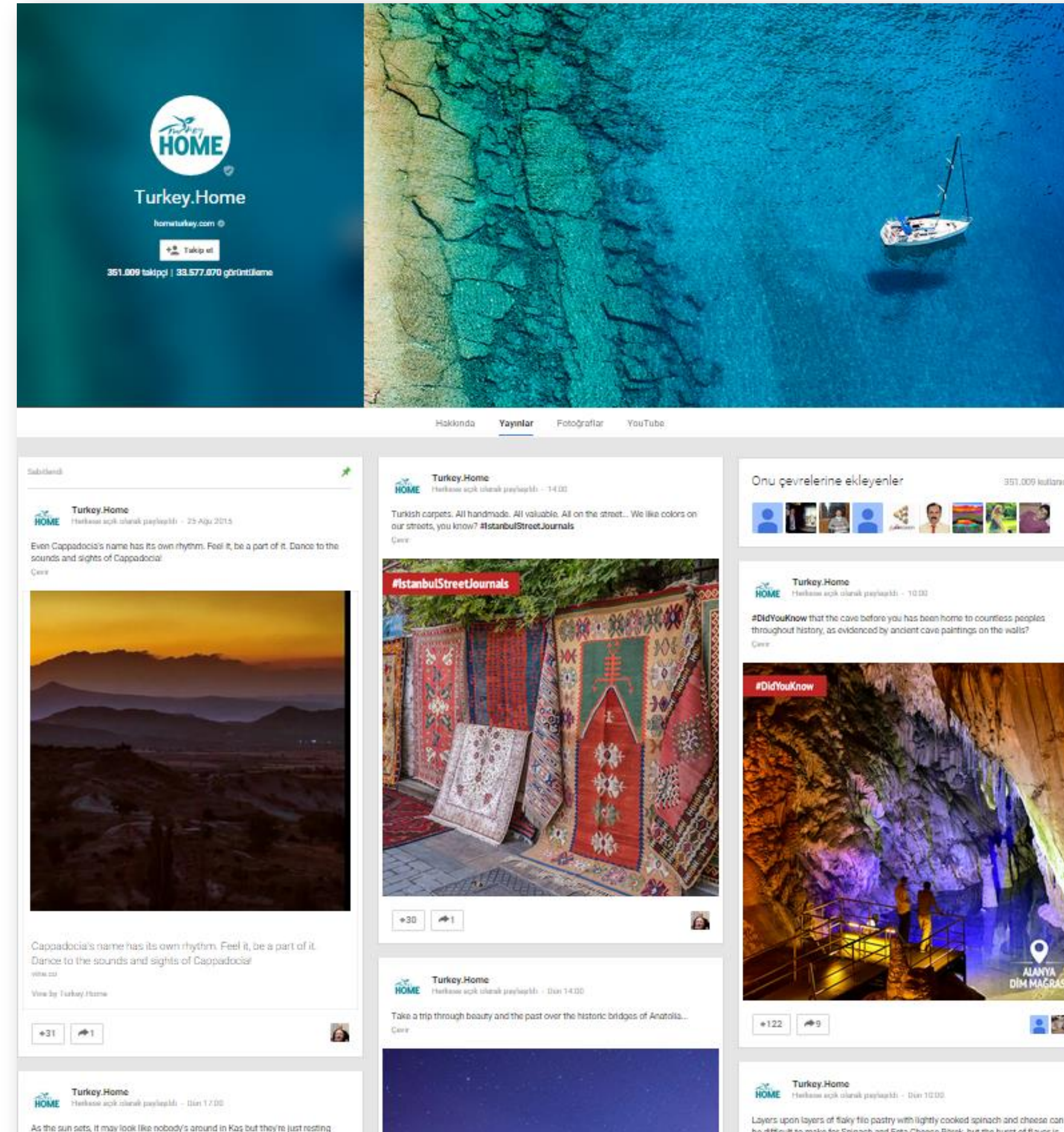
Sponsorluktan Kazanılan	Hedeflenen kişiler: Tüm Takipçiler
+22.465 görüntülenme	+61 etkileşim
+25 etkileşim	



Digital and Social Channels



More than 350 thousand followers on Google's social media platform google+ which has 300 million monthly active users





Digital and Social Channels



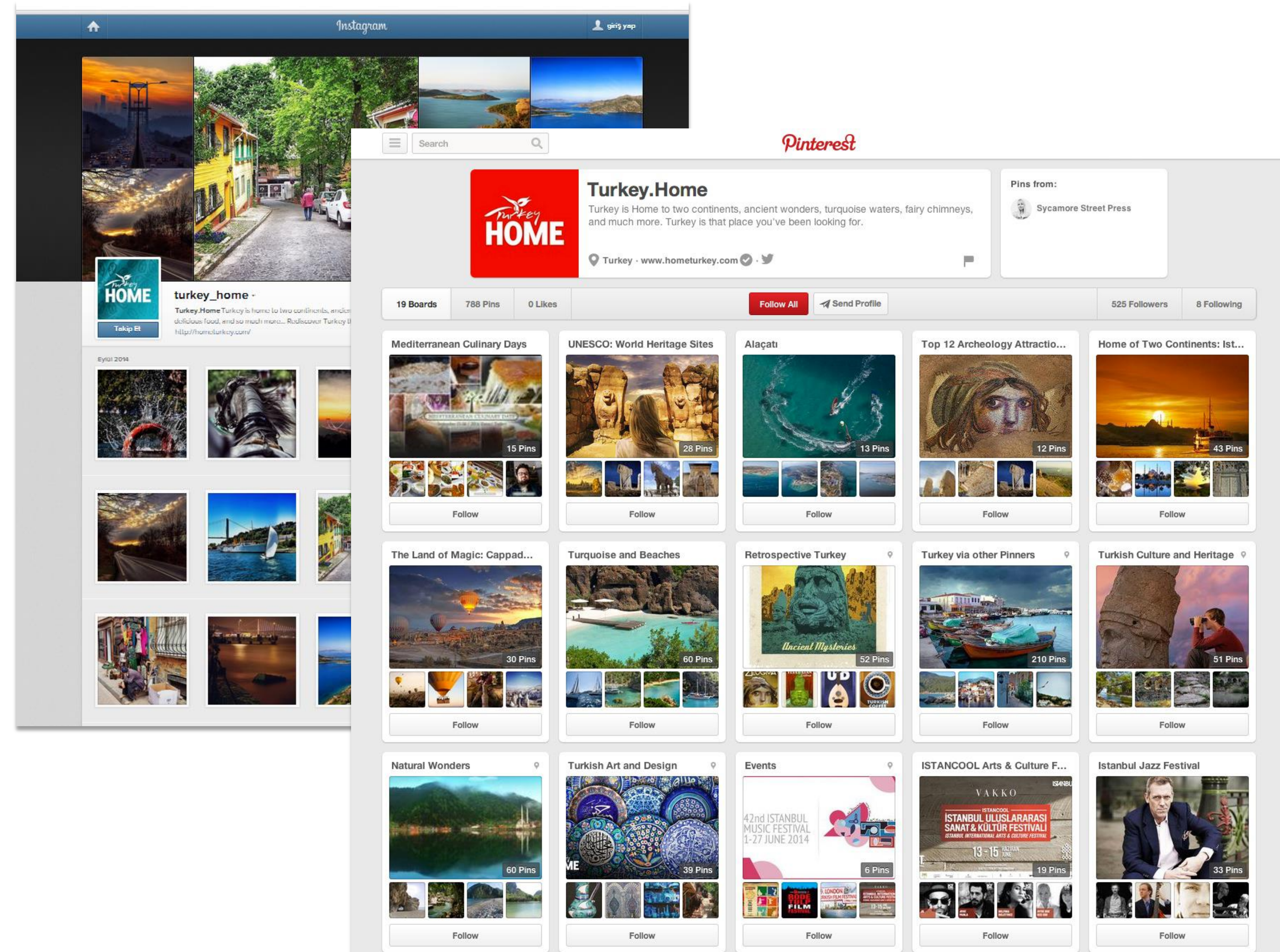
End-to-end strategic partnership with the world's leader digital travel information and reference point...



Effective promotion at the world's prominent photo sharing platform.

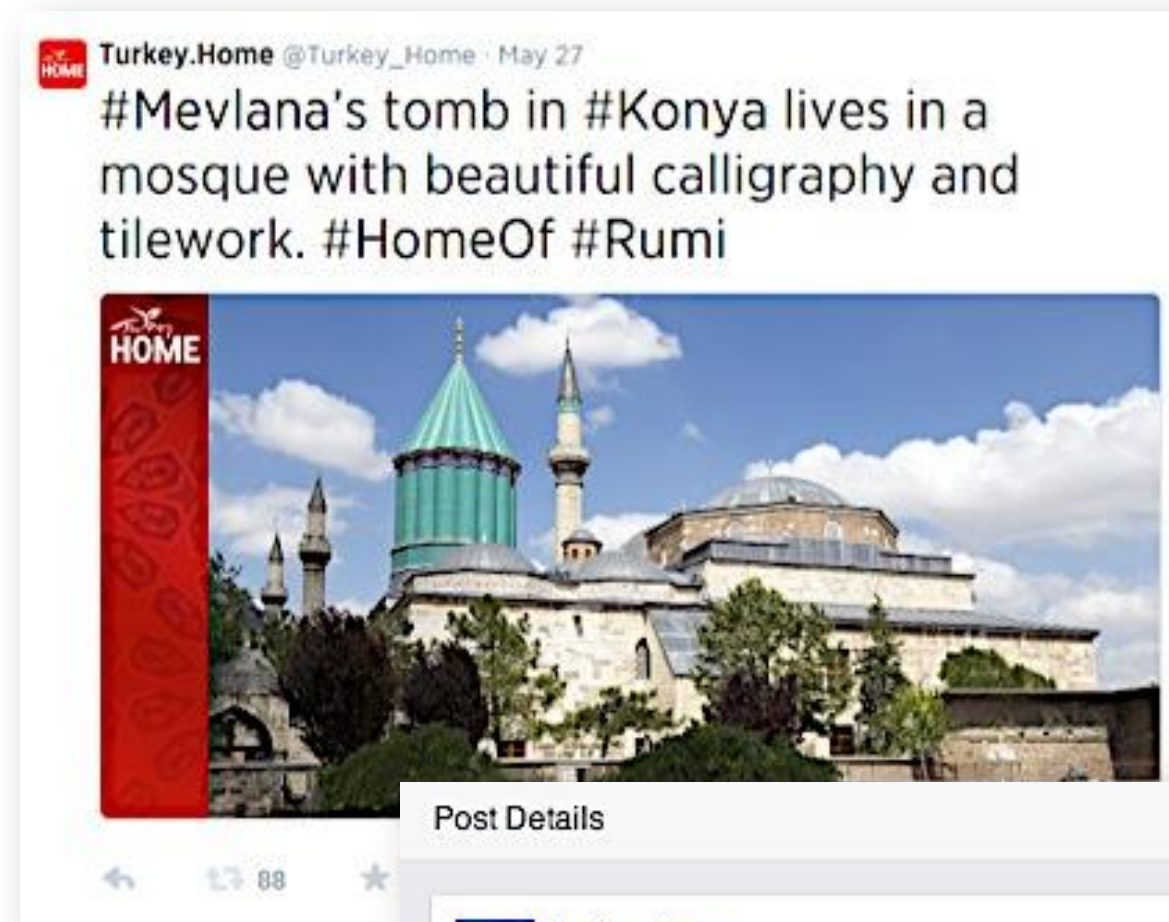


A platform where an interesting photo content about Turkey is shared in albums.






Digital and Social Channels / Samples of Content



Post Details

Turkey.Home
May 30 · 🌐

Get exclusive deals in #Istanbul from June 7-29 with @istshopfest – but don't forget to take in the sights as well!
#HomeOf #Shopping



5,847,040 people reached

Boost Post

Like · Comment · Share · 1,956 83 125

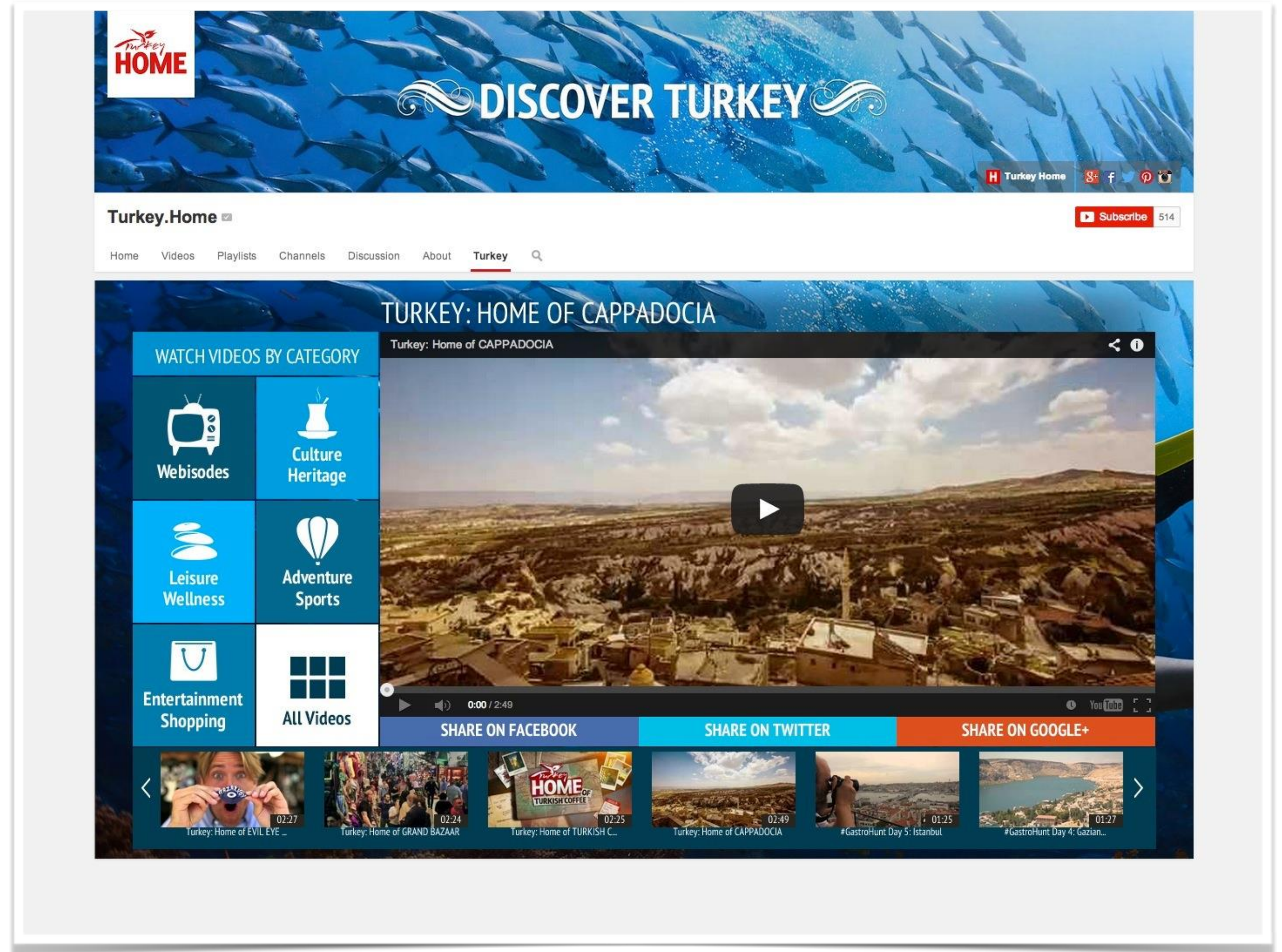
5,847,040 People Reached		
2,393 Likes, Comments & Shares		
2,111 Likes	1,956 On Post	155 On Shares
151 Comments	86 On Post	65 On Shares
131 Shares	125 On Post	6 On Shares
139,783 Post Clicks		
139,499 Photo Views	0 Link Clicks	284 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	1 Unlike Page	



Digital and Social Channels



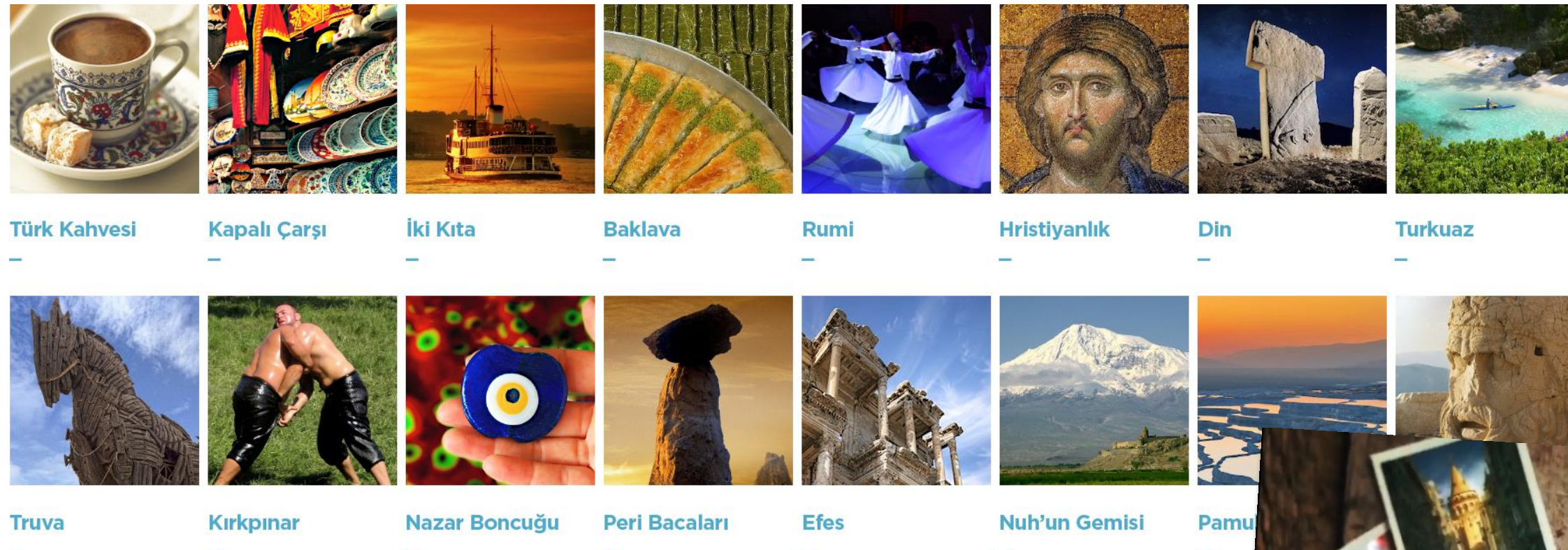
Creating a specially designed channel at Youtube, the largest video sharing platform in the world, managing the content and promotional activities





Turkey: Home Promotional Movies

From Turkish Coffee to the Grand Bazaar and from Baklava to the Fairy Chimneys, a documentary series of 28 movies which tell the most important values of our country have been created and are promoted at the related channels.



Turkey: Home Promotional Movies





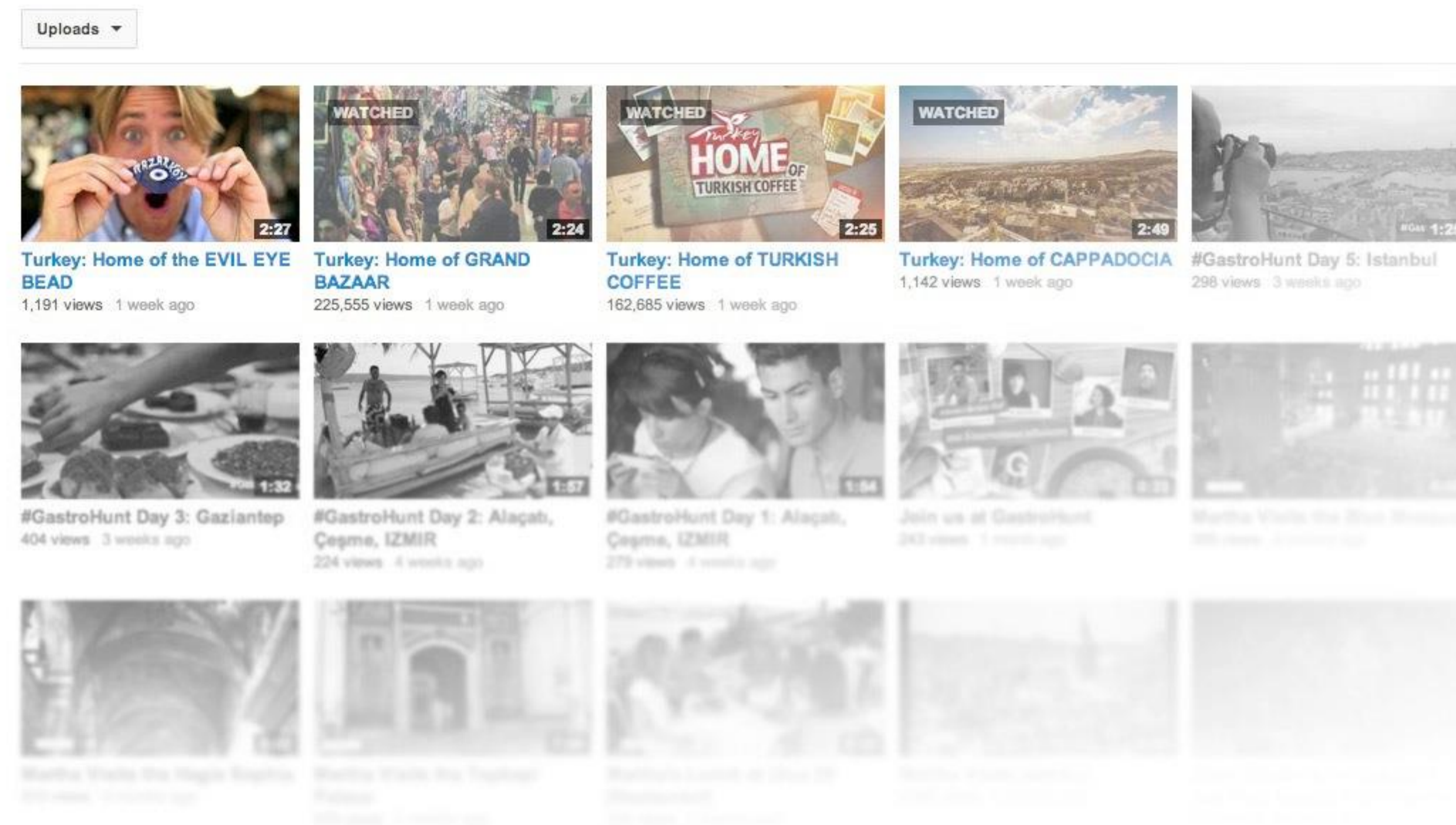
Turkey: Home Promotional Movies





Turkey: Home Promotional Movies

Movies are watched at **Turkey: Home**'s official YouTube channel with HD quality and can be shared at the social media.





Digital PR Project: Gastro Hunt

This project which aimed to highlight the cultural and historical values of Turkey starting with the Turkish cuisine by using the power of social media, has reached out to more than 2 million followers and led to an organic and intense users' traffic to our social channels along with an important increase in the number of likes.





Digital PR Project: Fashion Hunt

This project took place during İstanbul Fashion Week between 16th and 21st of March, 2015. 7 social media influencers on fashion from US, France, Russia and Greece were invited to Turkey for the project and reached out to 3 million followers.



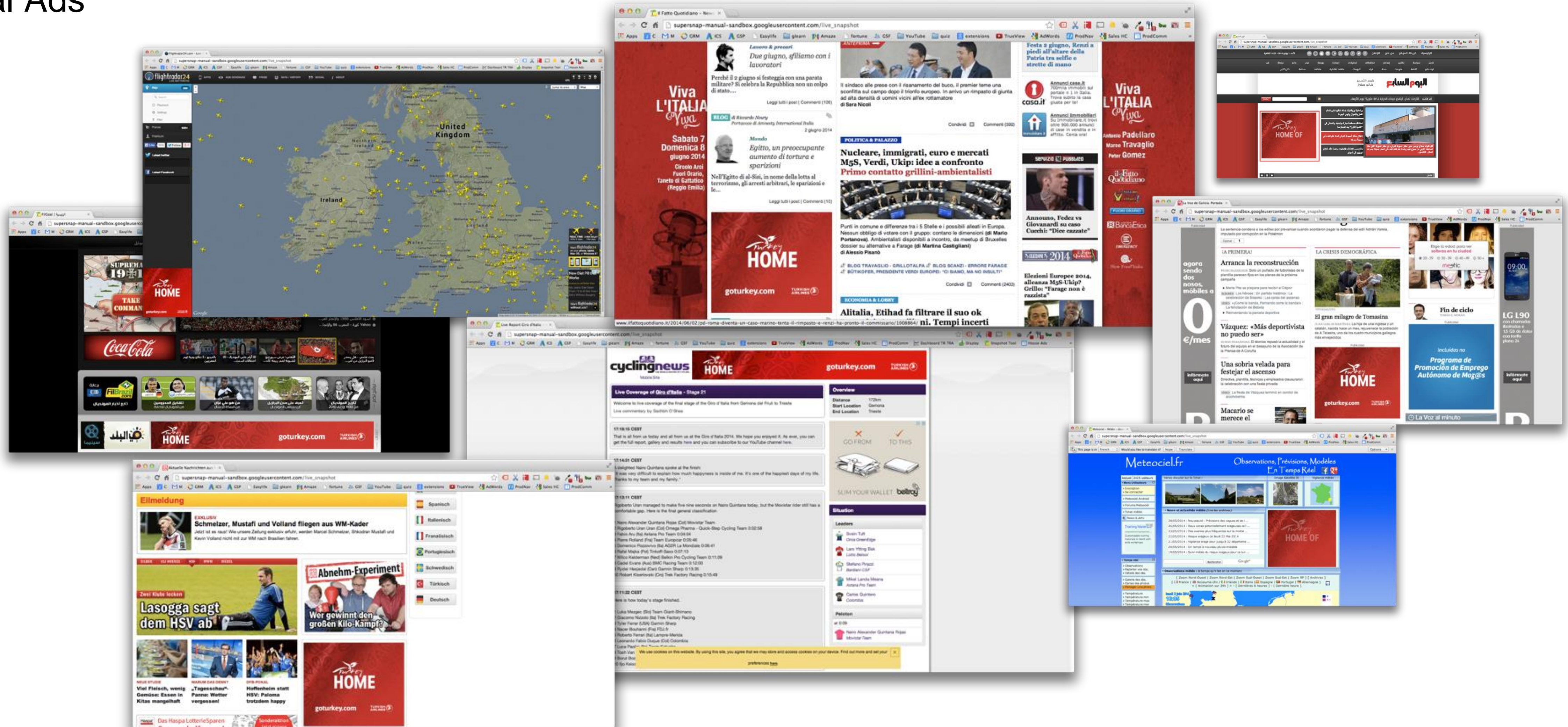
Fashion
HUNT

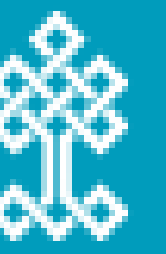




Digital PR Project: Gastro Hunt







Digital Ads / TripAdvisor

tripadvisor Greece Tourism

JOIN | LOG IN | GBP |

Greece > Hotels > Flights > Vacation Rentals > Restaurants > Things to Do > Best of 2014 > Trending Now > More > Write a Review

Europe > Italy > Sicily > Province of Syracuse > Noto Tourism

Search for a city, hotel, etc.

TripAdvisor Noto Italy

Hotels (25) 5,325 Reviews
Vacation Rentals (264) 204 Reviews
Flights from \$107
Attractions (26) 732 Reviews
Restaurants (100) 6,214 Reviews
Forum 27 Posts

Hotels near Noto

See what travelers are saying

Explore more destinations on Italy

TripAdvisor Top-rated Hotels in Noto

B&B All Hotels Best Value Homestay Luxury Family Vacation Rentals

Travelers are talking about these hotels

Family
B&B Anisè #1 of 25 in Noto
"September stay at Anisè"
Multimedia October 15, 2011

Best Value
Hotel Flora #2 of 25 in Noto
"Stay here for at least a nig..."
Multimedia May 16, 2014

HOME OF ANCIENT CITIES

tripadvisor Greece Tourism

JOIN | LOG IN | GBP |

Greece > Hotels > Flights > Vacation Rentals > Restaurants > Things to Do > Best of 2014 > Trending Now > More > Write a Review

Europe > Greece Tourism

Search for a city, hotel, etc.

TripAdvisor Greece

Travelers' top-rated places in Greece

Top 25 Destinations — Europe Athens
Top 25 Beaches — the World Elafonisi Beach

253 candid traveler photos

Popular Destinations in Greece

#1 Athens
#2 Chania Town
#3 Fira
#4 Imerovigli
#5 Oia
#6 Tselivi

HOME OF TURQUOISE

#HomeOfBedouinMaga

See more popular destinations in Greece



Digital Ads / Expedia

Expedia.de

Reisen - für dich gemacht

Konto

Reisen verwalten

Hilfe

Diese Website verwendet Cookies

Home

Hotel

Flug

Click & Mix

Pauschalreisen

Ferienwohnungen

Mietwagen

Deals

Lastminute

Kreuzfahrten

Aktivitäten

App

REISE ZUSAMMENSTELLEN

Flug

Hotel

Mietwagen

Pauschalreisen

Eigenanreise

Flug + Hotel

Flug + Hotel + Mietwagen

Flug + Hotel + Mietwagen + Pauschalreise

Flug + Hotel

Von: London, England, Großbritannien (LHR-Hel)

Nach: Istanbul (und Umgebung), Türkei

Hinflug: 24.07.2014

Rückflug: 30.07.2014

☐ Nur Direktflüge

☐ Abweichende Hoteltermine

Zimmer: 1

Erw. (18-64): 2

Senioren (65+): 0

Kinder (0-17): 0

FLUG + HOTEL FINDEN

DAS HABEN SIE SICH ZULETZT ANGESEHEN

FLÜGE

London LHR → Istanbul IST

24 Jul - 30 Jul

Hin- und Rückflug €388*

Kunden bewerten Expedia

90%

★★★★★

 19113 Bewertungen

Preiswert von **feefo**

PAYBACK

Auf Expedia.de buchen und PAYBACK Punkte sammeln — 100 Punkte pro Flugbuchung, 1 Punkt pro 24 Buchungswert bei Hotel-, Pauschalreisen- und Click&Mix-Buchungen. [Woltere Informationen](#)

WARUM BEI EXPEDIA.DE BUCHEN?

Wir haben auch noch mehr tolle Angebote für Sie »

Heute bei Expedia

HOME OF PAMUKKALE

Prosit Oktoberfest! Früh buchen & sparen

HOME OF ISTANBUL

Expedia.co.uk

Account

Scratchpad

Manage Trips

Support

This site uses cookies

Home

Hotels

Flights

Flight + Hotel

Last Minute

Beach

Deals

City Breaks

Things to Do

UK and Ireland

Car Hire

SEARCH FOR HOTEL ONLY

Hotel only

Flight + Hotel

Eurostar + Hotel

Flight + Hotel + Car

Find hotels near:

To (type 3 letters)

Check-in: dd/mm/yy

Check-out: dd/mm/yy

Rooms: 1

Adults (18+): 2

Children (0-17): 0

Room 1

Hide Additional Options

Hotel Name:

Hotel Class:

Show All

SEARCH

Need Help Booking?

Call 020 3564 5163

Visit Customer Support »

HOME OF CAPPADOCIA

RECOMMENDED DEALS

Manchester from £35

Dublin from £58

Vienna from £49

New York

TOP DESTINATION DEALS

City Breaks

Beach Holidays

UK & Rep. Ireland

Somewhere Different

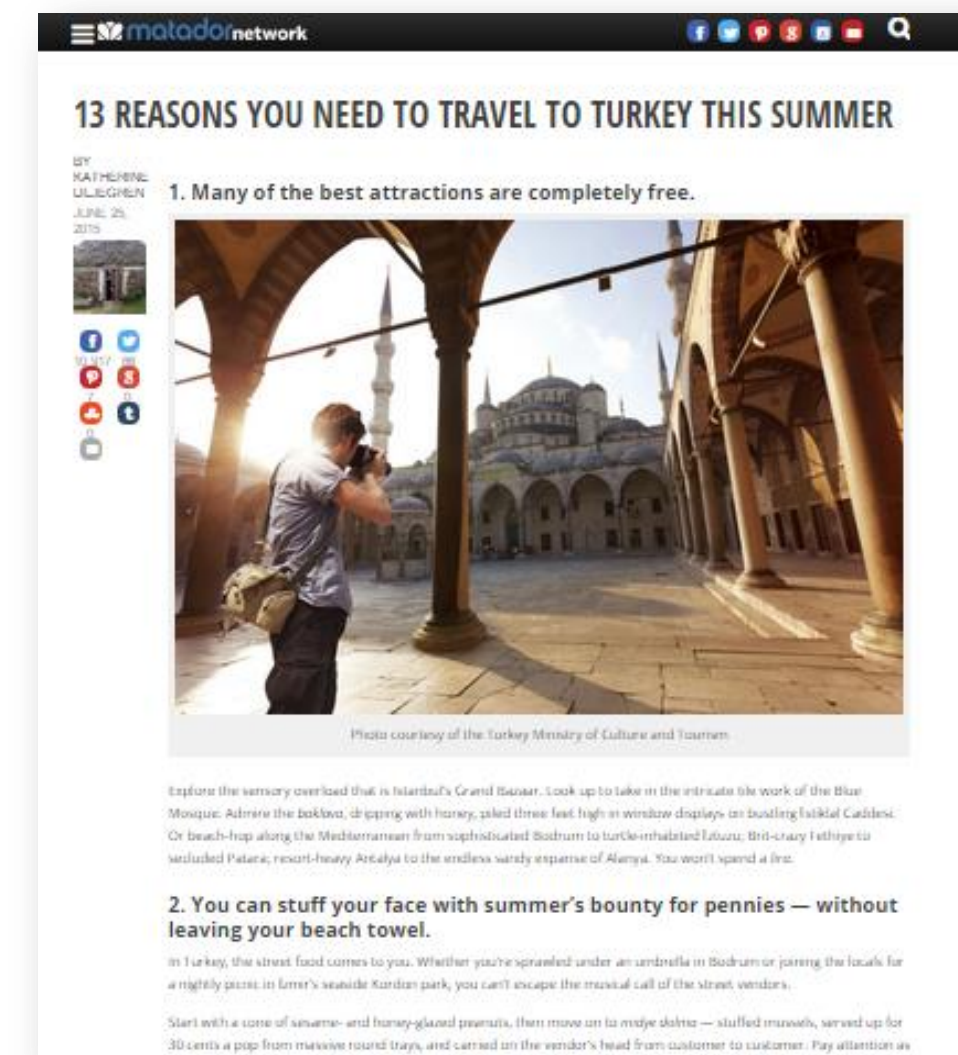
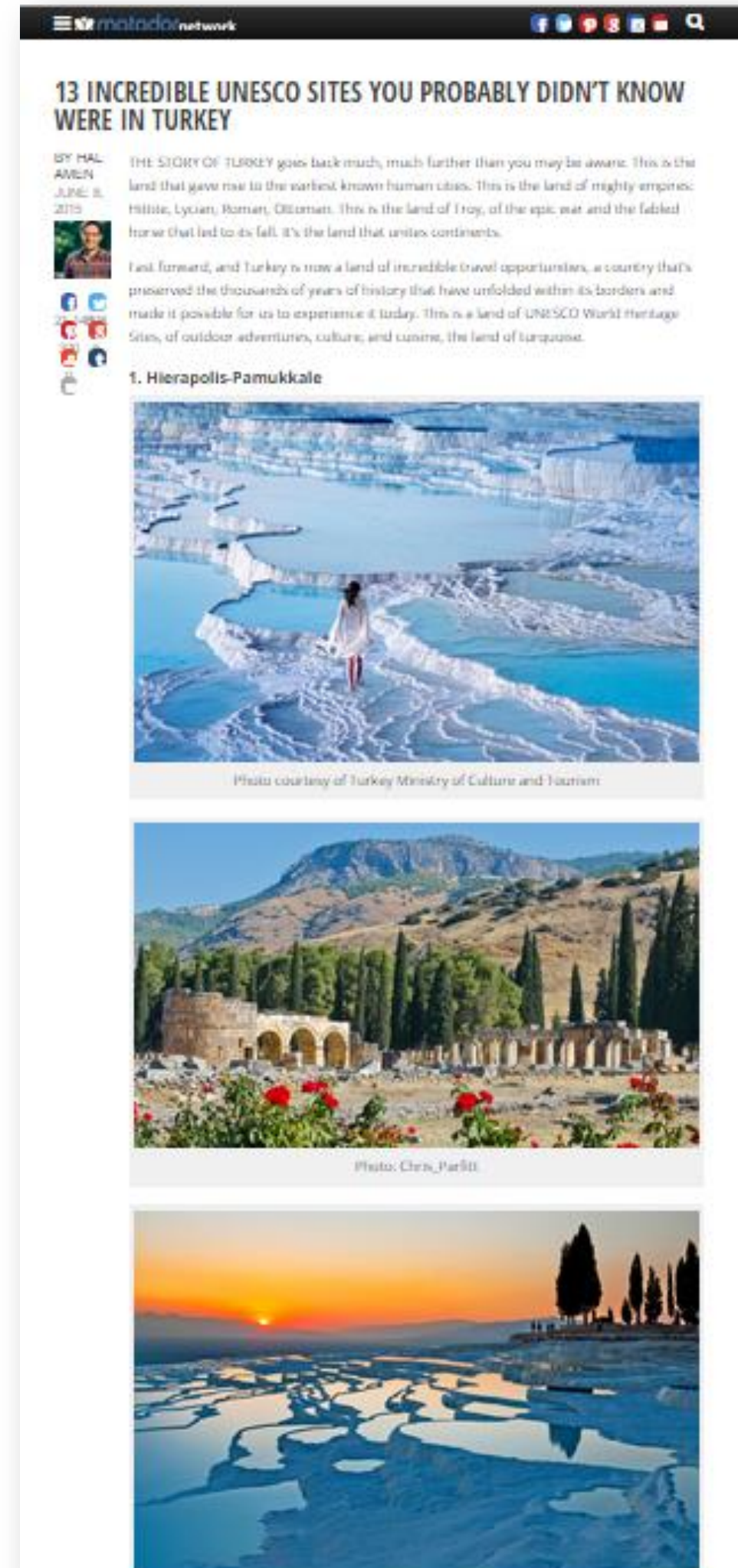
Destination	Rating	Dates	From
London	★★★★★	20 Jun 2014 - 21 Jun 2014	£109
New York	★★★★★	02 Jul 2014 - 06 Jul 2014	£107
Paris	★★★★★	20 Jun 2014 - 22 Jun 2014	£84
Dubai	★★★★★	06 Jul 2014 - 08 Jul 2014	£62
Amsterdam	★★★★★	20 Jun 2014 - 22 Jun 2014	£97
Madrid	★★★★★	18 Jun 2014 - 19 Jun 2014	£33
Hong Kong	★★★★★	10 Jul 2014 - 12 Jul 2014	£60



Digital Ads / Matador



Cooperation for content
production and advertisement





Digital and Social Media Campaign / Evaluation



- State Institutions and Organizations

- Individuals

- Private Sector

- Associations and Unions



Thank You

Ministry of Culture and Tourism
Directorate General of Promotion