LUXIN TURKEY

THE FINEST COLLECTION

Finest COLLECTION 2026

by AIDA

TAILOR MADE TRAVELLING

luxinturkey.com

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Finest COLLECTION 2026

Each participating hotel is presented across a dedicated double spread and listed in alphabetical order for ease of reference and editorial clarity.

ELA EXCELLENCE RESORT BELEK

ELEXUS HOTEL • RESORT • SPA GİRNE

Fairmont QUASAR ISTANBUL

FOUR SEASONS HOTEL ISTANBUL AT THE BOSPHORUS

GLORIA HOTELS & RESORTS

GRAND HYATT İZMİR İSTİNYEPARK

HAGIA SOFIA MANSIONS CURIO COLLECTION BY HILTON

hillside BEACH CLUB

HOTEL KOMANA Boutique

İDA BLUE adatepe

JW MARRIOTT ISTANBUL BOSPHORUS

Lujo ART & JOY

MANDARIN ORIENTAL BOSPHORUS ISTANBUL

MAXX ROYAL BODRUM

MAXX ROYAL KEMER

MAXX ROYAL BELEK GOLF RESORT

METT BODRUM

GALLERY HOTEL COLLECTION
THE BODRUM HOTEL
YALIKAVAK

MUSEUM HOTEL

NG HOTELS | SIGN BODRUM

PRINCES' PALACE RESORT

RAFFLES ISTANBUL

REGNUM THE CROWN

RIXOS TERSANE ISTANBUL

RUINS LUXURY RESORT

SACRED HOUSE

SACRED MANSION

SHANGRI-LA BOSPHORUS ISTANBUL

SIX SENSES KAPLANKAYA

SOHO HOUSE ISTANBUL

Soulsetters
Restore Where You Belong

SUSONA BODRUM

swissôtel BÜYÜK EFES
IZMIR

swissôtel
THE BOSPHORUS
ISTANBUL

THE BANK HOTEL
ISTANBUL

THE EDITION

THE PENINSULA
HOTELS

THE RITZ-CARLTON
ISTANBUL

XO
CAPE ARNNA
FETHIYE

yazz
COLLECTIVE





LuxInTurkey was born in 2014 from a simple yet deeply personal belief:
that Türkiye's richness in culture, hospitality and experience naturally calls for platforms shaped by thoughtful curation rather than scale.

As the founder of **AIDA Tours,** a luxury destination specialist built on decades of trust, craftsmanship and long-term relationships, I have always believed that true luxury is never about volume. It is about alignment bringing the right people together, in the right context, with intention and care.

When LuxInTurkey was first conceived, there were only a handful of platforms in Türkiye operating with a truly dedicated, invitation-only focus on luxury travel exchange.
LuxInTurkey emerged as a natural extension of how AIDA has always worked: discreetly, selectively and with long-term relevance in mind creating meaningful connections between global luxury buyers and Türkiye's most refined hotels and experiences.
LuxInTurkey is not an event designed for visibility.
It is a curated journey shaped by trust, continuity and meaningful connection.

Today, LuxInTurkey continues to grow as a community rather than an event one shaped by relationships, consistency and a shared belief that true luxury lies in relevance, trust and human connection.

Those who are part of LIT are not here to be seen
they are here to belong.

Adviye Bergemann
Founder
Aida Tailor-Made Travelling & LuxInTurkey

The LuxInTurkey Journey

Founded in 2014, LuxInTurkey (LIT) is an invitation-only luxury travel platform created to foster meaningful connections between Türkiye's most distinguished hotels and experience partners and a carefully curated community of international luxury travel buyers.

Rooted in the philosophy of **AIDA Tours**, LIT was never conceived as a volume-driven showcase. Instead, it reflects a relationship-led approach to destination positioningwhere relevance, compatibility and long-term value take precedence over scale or visibility. Each edition is shaped by alignment: bringing together the right partners and the right buyers within an environment that encourages genuine dialogue rather than transactional exchange.

LIT presents Türkiye as a **multi-layered luxury destination** defined by heritage, contemporary culture, refined hospitality and a strong sense of place. Boutique hotels, restored heritage properties, iconic city addresses and thoughtfully positioned resorts come together under a shared vision of curated luxury.

More than an annual gathering, LuxInTurkey is a journey. One built on **trust, continuity and shared** values, evolving through long-term relationships and a modern understanding of luxury grounded in meaning rather than magnitude. Many participants return year after yearnot to be seen, but to continue conversations that already matter.

LuxInTurkey is not about being everywhere.
It is about being **exactly where it matters.**

THE FINEST COLLECTION

Lux in Türkiye is built on a simple belief:
the finest hotels deserve to meet the finest travel designers.

The Finest Collection is not a directory. It is a curated selection of Türkiye's most distinctive luxury hotels chosen for their character, consistency, service culture and ability to deliver meaningful, tailor-made experiences.

Each property featured in this catalogue has been personally selected by AIDA Tours and welcomed into the Lux in Türkiye ecosystem based on trust, long-term collaboration and proven excellence.

Likewise, the buyers who attend Lux in Türkiye are not visitors they are carefully invited travel designers, known for shaping high-value, experience-driven journeys for the world's most discerning travellers.

Finest hotels. Finest buyers. Meaningful connections.
This is where Türkiye's luxury story is written *together.*

Stay Connected. Stay Within.

Some connections begin long before arrival.
And some journeys continue far beyond.

AIDA and LIT exist as living platforms —
shaped by people, places and moments
that cannot be contained in print.

To explore further, follow the journey:

AIDA Tailor-Made Travelling

Curated experiences across Türkiye

@aida.tours
aidatours.net

LuxInTurkey (LIT)
A global meeting point for trusted partners

@luxinturkey
luxinturkey.com

LIT is curated, not crowded.
Invitation-only by intention.

It is not a trade show.
It is a journey shaped by alignment, trust and time.

Here, visibility is not the goal.
Meaningful connection is.

LIT brings together the right buyers and the right partnerswithin a context designed for dialogue, not transaction.

Luxury at LIT is destination-led, human and relevant. Rooted in culture, place and authenticity.

Those who join LIT are not here to be seen.
They are here to belong.



FETHİYE / GÜNLÜKLÜ BAY

Ahãma

Ahãma is a quiet invitation to return to what truly matters. Set along the hidden shores of Günlüklü Bay and surrounded by ancient liquidambar forests, this nature-led retreat moves to the rhythm of land and sea rather than time, where architecture blends seamlessly into its surroundings, dining unfolds as ritual, and stillness becomes an integral part of the experience. Here, the landscape leads and every moment feels intentionally unhurried, shaped by light, nature and a deep sense of presence.

From an AIDA perspective, Ahãma represents a refined expression of barefoot, bohemian luxury best suited for guests who seek presence over pace, atmosphere over excess, and a sense of belonging shaped by nature, silence and subtlety.

CURATED FACTS



ACCOMMODATION

- 59 accommodations, including nature-facing cabanas and guest rooms
- Designed for seamless indoor–outdoor living
- Calm, sensory spaces shaped by light, air and forest surroundings

SIGNATURE DINING

- A multi-concept dining identity shaped by fire-led techniques and seasonal regional ingredients
- Atmospheric settings overlooking the bay, forest and open landscape

WELLNESS, LEISURE & EXPERIENCE

- Holistic wellbeing practices centred on movement, breathwork and sound healing
- Yoga, forest bathing and ritual-based spa experiences rooted in ancient traditions

EVENTS & CELEBRATIONS

- Intimate, tailor-made gatherings and creative experiences
- Hosted across curated indoor spaces and natural outdoor settings





Aliée İstanbul

Aliée İstanbul is defined less by its address and more by its atmosphere. Located along the Golden Horn, within the city's layered identity, it offers calm without losing touch with İstanbul's creative pulse, where thoughtful design, curated art and understated comfort create an experience that feels intimate yet cosmopolitan, discreet yet expressive. Rather than following the city's pace, the hotel moves to its own unhurried rhythm, with spaces that favour conversation and a sense of belonging over display, and public areas unfolding like a contemporary cultural salon blending gastronomy, music and wellbeing into a fluid, lived-in experience refined, personal and quietly confident.

From an AIDA perspective, Aliée is best suited for travellers drawn to character, design and emotionally grounded city stays, valuing atmosphere, creativity and connection over scale or formality.

CURATED FACTS

ACCOMMODATION

- 100 accommodations, distributed across distinct architectural settings
- Design-led interiors offering calm, refined spaces with privacy and comfort within the urban fabric

SIGNATURE DINING

- A dining and social scene inspired by early 20th-century European cabaret culture, blending gastronomy with performance and atmosphere
- Evenings shaped by rhythm, storytelling and a strong sense of theatrical presence

WELLNESS, LEISURE & EXPERIENCE

- Well+ Wellness Method with a holistic approach combining regeneration, movement and mindfulness
- Biohacking and regenerative aesthetic treatments
- Hammam rituals and private wellness suites







ÜÇHİSAR / CAPPADOCIA

Argos in Cappadocia

Set within the UNESCO World Heritage landscape of Cappadocia, Argos in Cappadocia is not a single building but a living village shaped by history. Formed through the meticulous restoration of historic mansions, monasteries and tunnels, the property unfolds as a settlement where stone paths, terraces and inner courtyards connect organically. From its elevated setting, sunrise reveals Cappadocia in ever-changing light, with hot air balloons drifting across the landscape differently each morning, in every season. Restoration has been carried out with deep respect for original form, material and scale, allowing heritage to remain intact rather than reinterpreted.

From an AIDA perspective, Argos is best suited for travellers who seek uncompromised heritage and a profound sense of place guests who value authenticity and silence, and who wish to inhabit Cappadocia rather than observe it from a distance.

CURATED FACTS



ACCOMMODATION

- 71 individually designed rooms and suites set within restored cave and stone structures
- Suites defined by architectural authenticity, with select spaces featuring fireplaces, terraces or private pools

SIGNATURE DINING

- A Michelin Guide–listed dining approach rooted in regional produce and time-honoured Anatolian culinary traditions
- Dining experiences shaped by seasonality, heritage and the natural rhythm of Cappadocia

WELLNESS, LEISURE & EXPERIENCE

- A discreet spa concept inspired by ancient healing practices and deep stillness
- Outdoor relaxation spaces overlooking the valleys, complemented by immersive wine-related experiences

EVENTS & CELEBRATIONS

- Intimate gatherings hosted within meticulously restored historic spaces
- Atmospheric indoor and outdoor settings that preserve the spirit and scale of the original site





ÜRGÜP / CAPPADOCIA

Avantgarde Refined Caves of Cappadocia

Set within the dramatic landscape of Ürgüp, Avantgarde Refined Caves of Cappadocia offers a contemporary interpretation of cave hospitality. Historic stone spaces and courtyards are reimagined through refined interiors and modern comfort, creating an atmosphere that feels intimate, expressive and socially fluid. The experience extends beyond the rooms into curated living areas designed for connection and shared moments, blending Cappadocia's timeless character with a lighter, more modern rhythm.

From an AIDA perspective, Avantgarde is best suited for travellers who enjoy heritage with comfort and social energy guests seeking character and atmosphere, paired with a contemporary, design-led hospitality approach that feels warm, accessible and relaxed.

CURATED FACTS

ACCOMMODATION

- 46 rooms and suites carved into historic caves and stone structures
- Select accommodations set within a restored mansion, offering private courtyards and added privacy

SIGNATURE DINING

- A contemporary dining identity rooted in refined Turkish cuisine and modern presentation
- Social, open-air and courtyard-led settings designed to encourage interaction and shared moments

WELLNESS, LEISURE & EXPERIENCE

- A holistic wellbeing approach focused on balance, calm and regeneration
- Curated living areas spread across caves and courtyards, blending relaxation with social energy

EVENTS & CELEBRATIONS

- Boutique-scale venues suited to private gatherings, creative events and social evenings
- Atmosphere-driven indoor and outdoor spaces shaped by music, design and contemporary energy







Bayou Villas

Bayou Villas reinterpret resort living through space, privacy and flexibility along Lara's coastline. Designed as a villa-only concept, the experience combines the freedom of a private residence with the comfort and service standards of a luxury resort. Days unfold at an unforced pace, shaped by personal rhythm rather than fixed schedules, making the setting particularly suited to longer stays. The atmosphere is calm, practical and quietly indulgent, prioritising ease over formality and space over spectacle, while remaining seamlessly connected to the wider Lara Barut Collection ecosystem.

From an AIDA perspective, Bayou Villas are best suited for privacy-driven families and multi-generational travellers seeking generous space, personalised service and a relaxed resort rhythm.

CURATED FACTS



ACCOMMODATION

- 24 private villas designed for residential-style living
- Generous indoor–outdoor layouts with private gardens and swimming pools

SIGNATURE DINING

- Flexible dining experiences combining à la carte options within the villa setting
- Seamless access to a broader resort dining scene for variety and choice

WELLNESS, LEISURE & EXPERIENCE

- Direct beachfront living supported by comprehensive resort-level wellness and leisure facilities
- A relaxed lifestyle rhythm shaped around privacy, comfort and extended stays

EVENTS & CELEBRATIONS

- Private villa-based celebrations including milestone birthdays and anniversary gatherings
- Intimate garden and poolside settings suited to family reunions and special occasions





SORGUN / SİDE / ANTALYA

BIJAL

BIJAL is conceived as a retreat where privacy, simplicity and nature quietly lead. Hidden among the pine forests of Sorgun near Side, the atmosphere feels low-density, barefoot and intentionally unhurried. Days begin with solitary walks along the vast, open shoreline of Side, before returning to the complete privacy of your own villa and pool, unseen and undisturbed. Private villas and open landscapes create a strong sense of seclusion, while the overall rhythm remains gently social when desired. Designed for slowing down and reconnecting with nature, BIJAL offers a refined form of luxury that feels calm, personal and free from excess or performance.

From an AIDA perspective, BIJAL is ideal for travellers who place absolute privacy at the centre of their stay guests for whom true luxury means sunbathing by their private pool without ever being seen, and choosing discretion, intimacy and stillness over visibility or display.

CURATED FACTS

ACCOMMODATION

- 19 private villas ranging from one to four bedrooms
- Spacious layouts with private outdoor areas designed to prioritise privacy and calm

SIGNATURE DINING

- A relaxed dining identity shaped by fresh, seasonal flavours
- Open-air settings that complement the barefoot rhythm of the retreat

WELLNESS, LEISURE & EXPERIENCE

- A serene wellness approach centred on spa rituals, gentle movement and outdoor relaxation
- Heated pools, direct beach access and thoughtfully designed spaces for families and younger guests

EVENTS & CELEBRATIONS

- Intimate villa-based gatherings and romantic private moments
- Candlelit, nature-framed settings designed for understated celebrations







BODRUM

Bodrum Loft

Bodrum Loft

Bodrum Loft is conceived as a residential Aegean retreat rather than a conventional resort. Shaped by traditional Turkish village architecture that evokes a sense of childhood and familiarity, the property unfolds across a gently hilly landscape, where almost every room opens to sweeping views of the Aegean Sea. Set within generous space and softened by understated design, the atmosphere encourages longer stays and an unhurried rhythm. Life unfolds naturally mornings by the sea, afternoons drifting between gardens and pool, evenings shaped by quiet conversation rather than programming. Beyond a deeply comfortable stay, the on-site dining offers a culinary experience that becomes part of the pleasure rather than an afterthought. Lived-in, calm and quietly refined, Bodrum Loft presents a softer, more personal expression of Bodrum, away from excess and spectacle.

From an AIDA perspective, Bodrum Loft is best suited for guests who value privacy, flexibility and a genuine sense of belonging travellers seeking a place that feels more like home than a hotel, without compromising on comfort or service.

CURATED FACTS



ACCOMMODATION

- 36 fully furnished suites and villas designed for residential-style living
- Flexible layouts with private terraces or sun decks overlooking gardens or the Aegean Sea

SIGNATURE DINING

- A Michelin-recommended Aegean dining approach complemented by refined international cuisine
- Seasonal seafood and wellness-oriented selections reflecting a relaxed, residential rhythm

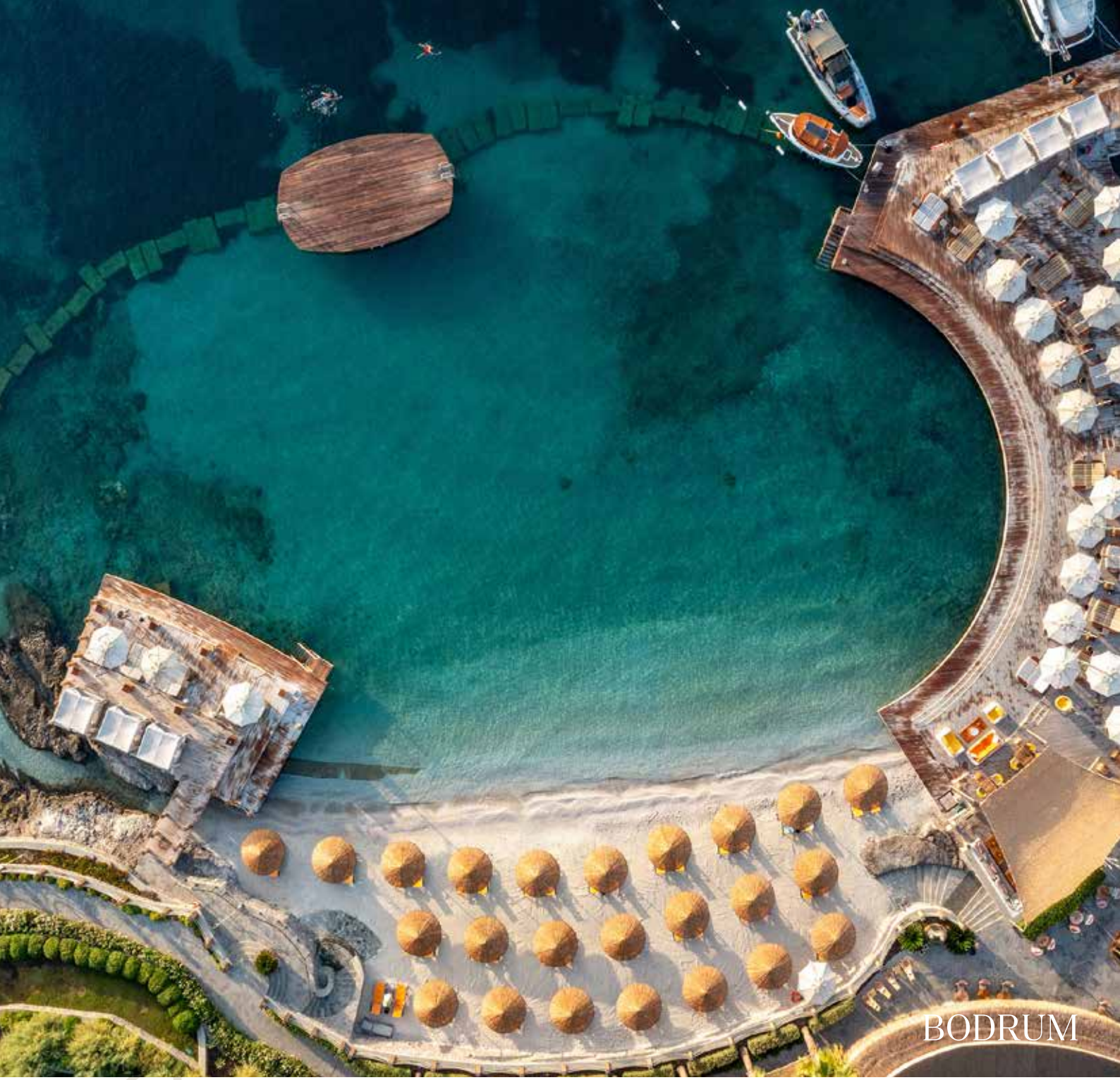
WELLNESS, LEISURE & EXPERIENCE

- Direct access to a secluded bay with a private beach setting
- Landscaped gardens, a central pool and a calm wellness offering focused on movement and relaxation

EVENTS & CELEBRATIONS

- Intimate in-residence gatherings shaped around privacy and ease
- Outdoor celebrations framed by gardens and the natural shoreline





Caresse, a Luxury Collection Resort & Spa

Caresse Bodrum captures the essence of year-round Aegean living through a refined, lifestyle-led lens. Set along the coastline, the resort balances contemporary Mediterranean design with a calm, confident atmosphere shaped by privacy, art and rhythm rather than spectacle. Days move fluidly between sea, culture and wellness, while evenings carry an understated social energy that feels natural and composed. Taste, balance and discretion quietly define the experience, creating a coastal setting that feels elegant without excess.

From an AIDA perspective, Caresse is best suited for independent travellers, couples and small groups seeking a cultivated Bodrum address that feels vibrant yet composed a refined retreat designed for both escape and continuity across seasons.

CURATED FACTS

ACCOMMODATION

- 84 rooms and suites, all featuring uninterrupted Aegean Sea views
- Contemporary Mediterranean design paired with a refined, residential sense of comfort

SIGNATURE DINING

- A Michelin-recommended fine dining experience complemented by beachside, lifestyle-led concepts
- Year-round dining options ranging from health-focused cuisine to relaxed Mediterranean favourites

WELLNESS, LEISURE & EXPERIENCE

- A private beach and sea deck designed for effortless coastal living
- A lifestyle offering enriched by wellness rituals, art-driven touches and seasonal cultural rhythm
- Thoughtfully curated spaces and activities for younger guests

EVENTS & CELEBRATIONS

- Intimate seaside gatherings and private social occasions







Ceylan Splend'or Uludağ, Autograph Collection

Ceylan Splend'or Uludağ, Autograph Collection is a year-round mountain retreat where nature, contemporary alpine living and wellbeing come together. Set directly on Uludağ's ski slopes and just two hours from İstanbul, the hotel offers ski-in / ski-out access, refined gastronomy, a restorative spa and a calm, elevated mountain atmosphere.

Accommodation ranges from slope-view rooms to private family-friendly chalets, all designed for deep rest and fresh alpine air. Beyond winter, the experience evolves with the seasons, inviting guests to reconnect with nature through movement, relaxation and mindful living.

From an AIDA perspective, it is best suited for travellers seeking an all-season mountain escape focused on outdoor activity, refined dining and holistic wellbeing, delivered with the distinctive individuality of the Autograph Collection.

CURATED FACTS



ACCOMMODATION

- With 87 units, including two- and three-bedroom chalets
- Design-led interiors blending contemporary alpine aesthetics with natural materials

SIGNATURE DINING

- Multi-layered dining concepts curated by Chef Tolga Atalay and Chef Mehmet Yalçın
- Refined main restaurant, café & bistro, alpine grill and après-ski social spaces
- Sushi, whiskey and cigar lounge experiences

WELLNESS, LEISURE & EXPERIENCE

- Spa facilities including hammam, indoor pool, sauna and private treatment suites
- Longevity, detox and personalised wellbeing programmes
- Yoga, breathwork and nature-integrated movement practices
- Year-round hiking, trekking, e-bike tours and seasonal outdoor activities
- Curated art programme with rotating exhibitions and cultural gatherings
- Year-round hiking, trekking, e-bike tours and seasonal outdoor activities
- Curated art programme with rotating exhibitions and cultural gatherings

EVENTS & CELEBRATIONS

- Boutique-scale spaces for retreats, brand events and creative gatherings





İSTANBUL

Çırağan Palace Kempinski

Çırağan Palace Kempinski stands as a living embodiment of İstanbul's imperial legacy. As the only Ottoman palace on the Bosphorus operating as a hotel, it offers a true palace experience, where guests may wake up overlooking the Bosphorus in rooms once occupied by Ottoman pashas. The experience is defined by scale, ceremony and composure grand yet restrained. From its waterfront setting to its historic interiors, every detail conveys continuity, prestige and a powerful sense of place.

From an AIDA perspective, Çırağan Palace Kempinski is best suited for travellers who value authenticity, legacy and a strong sense of place. Ideal for those seeking a true palace experience on the Bosphorus, it appeals to guests drawn to landmark hotels, discreet grandeur and refined, history-shaped service.

CURATED FACTS

ACCOMMODATION

- 317 rooms and suites set across the main hotel building
- Eleven distinguished Private Palace Suites set within the historic Ottoman palace

SIGNATURE DINING

- A Michelin Guide-recognised fine dining experience set within the historic palace, awarded three toques by Gault & Millau and defined by refined Ottoman and Turkish cuisine
- A contemporary culinary concept celebrating Anatolian flavours through an elevated interpretation of Turkish hospitality

WELLNESS, LEISURE & EXPERIENCE

- Indoor pool and a year-round temperature-controlled infinity pool overlooking the Bosphorus
- A full-service spa featuring authentic Turkish hammam rituals and comprehensive wellness facilities

EVENTS & CELEBRATIONS

- Landmark-scale celebrations hosted within historic palace interiors and expansive waterfront spaces
- Iconic indoor and outdoor venues suited to high-profile occasions and ceremonial gatherings







DATÇA PENINSULA

D Maris Bay

D Maris Bay is set high on a pine-covered hillside along the Datça Peninsula, overlooking pristine beaches, a secluded cove and a chain of islands framed by mountains and forest. The atmosphere is serene and restorative, shaped by nature, distance and calm authority rather than display. Carefully curated collaborations in luxury retail, , wellness and gastronomy enrich the experience, while the resort also stands as a preferred stop for those exploring the Aegean by yacht, with tailored offerings for guests arriving from the sea. Days unfold slowly between land and water, creating a sense of balance and quiet confidence.

From an AIDA perspective, D Maris Bay is best suited for travellers who appreciate quiet luxury, refined seclusion and elevated lifestyle experiences ideal for guests seeking calm, discretion and natural beauty delivered with effortless sophistication.

CURATED FACTS



ACCOMMODATION

- 196 rooms, suites and a villa
- Contemporary interiors with expansive terraces and sea-facing perspectives

SIGNATURE DINING

- A destination-led dining portfolio featuring internationally acclaimed restaurant concepts
- Mediterranean, Italian, Japanese, Greek, Turkish and refined international cuisine
- Beachfront and sea-view venues shaping a confident day-to-evening rhythm

WELLNESS, LEISURE & EXPERIENCE

- Six distinct private beaches, each with its own character DNA and atmosphere
- A private bay with yacht access and watersports experiences
- Outdoor and indoor pools, fitness facilities and nature-integrated movement activities
- A holistic Mytha Spa offering including hammam rituals and tailored treatments
- Calm wellness spaces designed for restoration, balance and continuity

EVENTS & CELEBRATIONS

- Refined indoor and outdoor venues suited to private celebrations and brand-led gatherings
- A socially confident yet composed atmosphere shaped by music, dining and lifestyle experiences
- Gala dinners headlined by internationally renowned names, complemented by daily entertainment featuring world-class DJs and acclaimed music groups.





Divan İstanbul

Divan İstanbul reflects a long-standing legacy of contemporary hospitality in the heart of the city. Located moments from Taksim Square yet set within its own composed atmosphere, the hotel balances urban energy with residential calm. A refined interpretation of modern Turkish hospitality, it combines thoughtful architectural detailing, curated art, and a strong culinary presence to create an experience that feels both established and current. The atmosphere remains polished yet approachable, offering a sense of continuity and discretion within one of İstanbul's most dynamic districts.

From an AIDA perspective, Divan İstanbul is particularly well suited for travellers seeking a central city base with strong culinary identity, dependable service culture and a composed yet connected presence in İstanbul.

CURATED FACTS

ACCOMMODATION

- 190 rooms and suites positioned within a contemporary urban setting
- Interiors shaped by refined architectural detailing and curated Turkish artworks
- A balance of residential comfort and city-facing energy

SIGNATURE DINING

- A Michelin Guide-featured restaurant presenting a refined interpretation of Turkish cuisine
- A dedicated Japanese dining concept led by specialist culinary direction
- An all-day brasserie and terrace culture integrated into the hotel's social rhythm
- A long-standing patisserie tradition reflecting the brand's culinary heritage

WELLNESS, LEISURE & EXPERIENCE

- A semi-Olympic indoor pool within a dedicated spa environment
- Traditional hammam facilities and curated treatment programmes
- A composed wellness space offering respite from the city's pace

EVENTS & CELEBRATIONS

- Flexible meeting and event spaces suited to corporate gatherings and private occasions
- A trusted venue for city-based celebrations supported by established service standards







Ela Excellence

Ela Excellence Resort Belek occupies a prime beachfront setting within Belek's established resort corridor, offering a spacious environment shaped around multi- generational comfort. Following its recent renewal, the resort balances private villas, garden accommodations and dedicated family zones within a fully serviced setting defined by organised ease and privacy within scale.

From an AIDA perspective, the resort appeals to guests seeking villa seclusion within a comprehensive setting, with its dedicated villa portfolio equally suited to multi- generational stays and intimate celebrations in Belek.

CURATED FACTS

ACCOMMODATION

- 583 rooms across a diverse accommodation portfolio
- Family Suites and Private Pool Suites designed for multi-generational comfort
- Dedicated villa zones offering enhanced privacy within the resort setting
- Renovated signature multi-bedroom villas offering generous space and privacy for extended stays or private gatherings

SIGNATURE DINING

- A structured dining programme supported by multiple specialty restaurants
- International and regional culinary offerings within an elevated all-inclusive framework
- Flexible dining hours suited to family travel rhythms

WELLNESS, LEISURE & EXPERIENCE

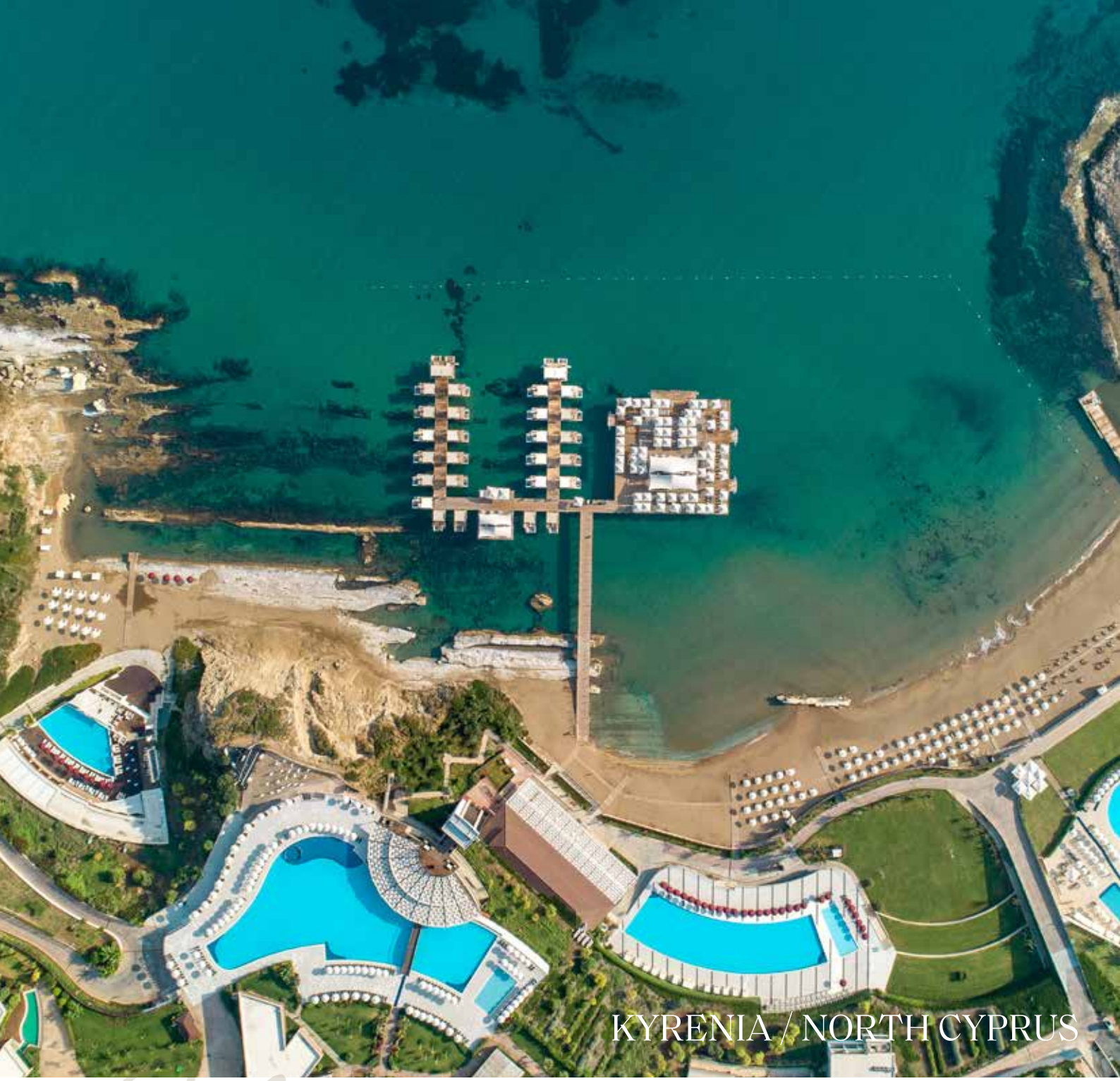
- The renowned Everland kids world — a long-established, age-segmented concept offering structured daily programmes
- A spa integrating Eastern and Western wellness traditions
- Private treatment suites and traditional hammam facilities
- Zoned pool areas designed for both adults and families
- Heated pools throughout the year, complemented by an integrated 180-metre aquapark

EVENTS & CELEBRATIONS

- Suitable for destination weddings and large family gatherings
- Beachfront and landscaped garden event areas
- Villa-based private celebrations for more intimate occasions
- Incentive-ready infrastructure within Belek's established golf region







Elexus Hotel & Resort & Spa

Elexus Hotel & Resort & Spa delivers a large-scale, all-encompassing resort experience along the northern coast of Cyprus. Designed as a self-contained destination, the resort balances leisure, entertainment and structure, allowing guests to move seamlessly between relaxation and activity. The rhythm is dynamic yet organised, offering variety within a single, well-orchestrated setting where comfort and infrastructure take precedence.

From an AIDA perspective, Elexus is best suited for guests seeking a resort-led holiday where ease, entertainment and comprehensive facilities come together particularly families, groups and event-focused travellers.

CURATED FACTS

ACCOMMODATION

- 822 rooms and suites across a wide range of categories
- A strong suite portfolio including premium, executive and multi-room options, with select layouts featuring separate living areas

SIGNATURE DINING

- A diverse dining landscape combining international and regional cuisine
- Options ranging from extensive all-day dining to relaxed, social and beachfront-led settings

WELLNESS, LEISURE & EXPERIENCE

- An expansive private sandy beach supported by indoor and outdoor swimming pools
- A dynamic leisure offering including an aquapark, wellness facilities and lifestyle entertainment
- Evening experiences shaped by gaming, cinema and social venues within the resort

EVENTS & CELEBRATIONS

- Versatile venues designed for large-scale celebrations, gatherings and organised events
- Infrastructure well suited to group travel and event-focused stays







Fairmont Quasar İstanbul

Fairmont Quasar İstanbul offers a contemporary city perspective shaped by scale, clarity and cosmopolitan energy. Rising above the Bosphorus slopes in Mecidiyeköy, the hotel sits at the intersection of business, culture and lifestyle, with effortless access to both sides of the city. Interiors are modern and confident, balancing international sophistication with an intuitive sense of comfort rather than formality. The experience is defined by efficiency, connectivity and a polished urban rhythm.

From an AIDA perspective, Fairmont Quasar İstanbul is best suited for travellers who value contemporary luxury, efficiency and a well-connected city base without sacrificing refinement or ease.

CURATED FACTS



ACCOMMODATION

- 209 contemporary rooms and suites designed for efficient urban living
- Upper-floor accommodations offering expansive city and Bosphorus views

SIGNATURE DINING

- A Michelin Guide–listed modern Anatolian dining experience alongside refined all-day concepts
- Social spaces shaped for relaxed meetings, conversation and a cosmopolitan city rhythm

WELLNESS, LEISURE & EXPERIENCE

- A comprehensive spa offering with hammam rituals and holistic treatments
- Indoor pool, relaxation areas and fully equipped fitness facilities

EVENTS & CELEBRATIONS

- A trusted urban address for refined celebrations and brand-led gatherings
- Well-structured venues suited to business, social and lifestyle-focused events





Four Seasons Hotel İstanbul at the Bosphorus

Set within a restored 19th-century Ottoman palace on the Bosphorus, Four Seasons Hotel İstanbul at the Bosphorus blends historic elegance with a relaxed waterfront lifestyle. The atmosphere is refined yet effortless, where imperial architecture meets the comfort and flow of a resort-style stay directly on the water. Days unfold between the Bosphorus, gardens and terraces, shaped by light, space and calm sophistication.

From an AIDA perspective, it is best suited for travellers seeking sophisticated luxury delivered with ease, impeccable service and an elegant Bosphorus setting, offering a seamless balance of history, comfort and contemporary refinement.

CURATED FACTS

ACCOMMODATION

- 170 rooms and suites set within a restored 19th-century Ottoman palace
- Elegant accommodations overlooking the Bosphorus or landscaped palace gardens, with select suites featuring expansive terraces

SIGNATURE DINING

- Michelin-recommended fine dining experience complemented by contemporary Anatolian and Mediterranean-led concepts
- A strong waterfront dining culture shaped by seasonality, light and a refined social rhythm

WELLNESS, LEISURE & EXPERIENCE

- A world-class spa inspired by Ottoman traditions and modern wellbeing practices
- Indoor and seasonal outdoor pools, landscaped gardens and Bosphorus-facing terraces designed for relaxed waterfront living

EVENTS & CELEBRATIONS

- Distinguished palace venues suited to elegant celebrations and high-profile gatherings
- Historic interiors and waterfront terraces offering a strong sense of ceremony and occasion







BELEK / ANTALYA

Gloria Hotels & Resorts

Gloria Hotels & Resorts is defined by scale, nature and long-established expertise in resort living in Belek. Set within pine forests and opening onto the Mediterranean, the estate comprises three distinct resort environments, offering a sense of spatial ease even during peak season. The experience balances classic summer pleasures beach, sea and unhurried days with a depth of infrastructure that supports both family comfort and active lifestyles. Alongside its championship golf courses, the inclusion of Gloria Sports Arena further strengthens its position as one of Belek's most comprehensive resort environments.

From an AIDA perspective, Gloria is best suited for travellers seeking Mediterranean resort living with substance, where nature, beach and family comfort are complemented by golf, sport and a well-established infrastructure.

CURATED FACTS



ACCOMMODATION

- 1,275 rooms and suites across the integrated Gloria resort estate
- A wide spectrum of stays ranging from resort-style rooms to high-privacy villas
- Villa options well suited to families, extended stays and premium residential comfort

SIGNATURE DINING

- A diverse dining landscape spanning international and regional culinary styles
- À la carte concepts complemented by relaxed beachside and poolside dining
- Wine-led venues and refined lounge settings shaping a composed social atmosphere

WELLNESS, LEISURE & EXPERIENCE

- A private sandy beach and multiple outdoor pools set within pine forest surroundings
- A holistic spa offering with thermal facilities and wellbeing-focused treatments
- Family-oriented leisure spaces, children's activities and a broad outdoor lifestyle offering

GOLF

- Direct access to a championship golf complex featuring multiple courses
- An established golfing destination with extensive playing and training facilities

EVENTS & CELEBRATIONS

- Purpose-designed venues suitable for conferences, celebrations and group gatherings
- Flexible indoor and outdoor settings supported by strong operational infrastructure





Hagia Sofia Mansions İstanbul, Curio Collection by Hilton

Hagia Sofia Mansions offers an immersive Old City experience shaped by history, intimacy and layered heritage. Set across 17 carefully restored historic mansions in Sultanahmet, the hotel unfolds like a living neighbourhood rather than a single building, blending traditional character with contemporary comfort. Guests may enjoy their morning coffee surrounded by history, where Byzantine and Ottoman legacies quietly coexist. Courtyards, stone paths and stair-connected spaces create a sense of discovery, while the atmosphere remains calm and residential, despite being within walking distance of İstanbul's most iconic landmarks.

From an AIDA perspective, it is best suited for culturally driven travellers and repeat visitors seeking proximity to major sights while enjoying privacy, authenticity and a boutique-style stay deeply rooted in place.

CURATED FACTS

ACCOMMODATION

- Accommodations spread across 17 restored historic mansions
- Individually designed rooms reflecting Ottoman-era architecture and residential character
- Stair-connected layouts contributing to an intimate, neighbourhood-style experience



SIGNATURE DINING

- Two distinct dining venues offering refined interpretations of Turkish and international cuisine
- Courtyard and indoor settings designed for relaxed, destination-led dining

WELLNESS, LEISURE & EXPERIENCE

- Spa featuring a traditional Turkish hammam
- A restored 1,500-year-old historic cistern integrated into the wellness experience
- Calm, intimate spa spaces designed for restoration after city exploration

EVENTS & CELEBRATIONS

- Personalised concierge services supporting cultural visits and bespoke city itineraries
- A discreet hospitality approach focused on comfort, guidance and local insight





FETHİYE / AEGEAN COAST

Hillside Beach Club

Hillside Beach Club is set within the protected private bay, near Fethiye, where pine-covered hills meet crystal-clear turquoise waters. Naturally secluded and deliberately hidden, the resort is reached by a single winding coastal road, creating an immediate sense of arrival and escape. Life flows with an instinctive rhythm days move between vibrant beaches and quiet hideaways, time on the water and moments immersed in nature. Evenings unfold with music, shared tables and sunset rituals, shaping a warm, social atmosphere where luxury is defined by ease, emotional comfort and a genuine sense of belonging.

From an AIDA perspective, Hillside Beach Club is best suited for families, couples and loyal repeat travellers who value atmosphere over display, nature over excess, and a Mediterranean retreat focused on feeling good rather than being seen.

CURATED FACTS



ACCOMMODATION

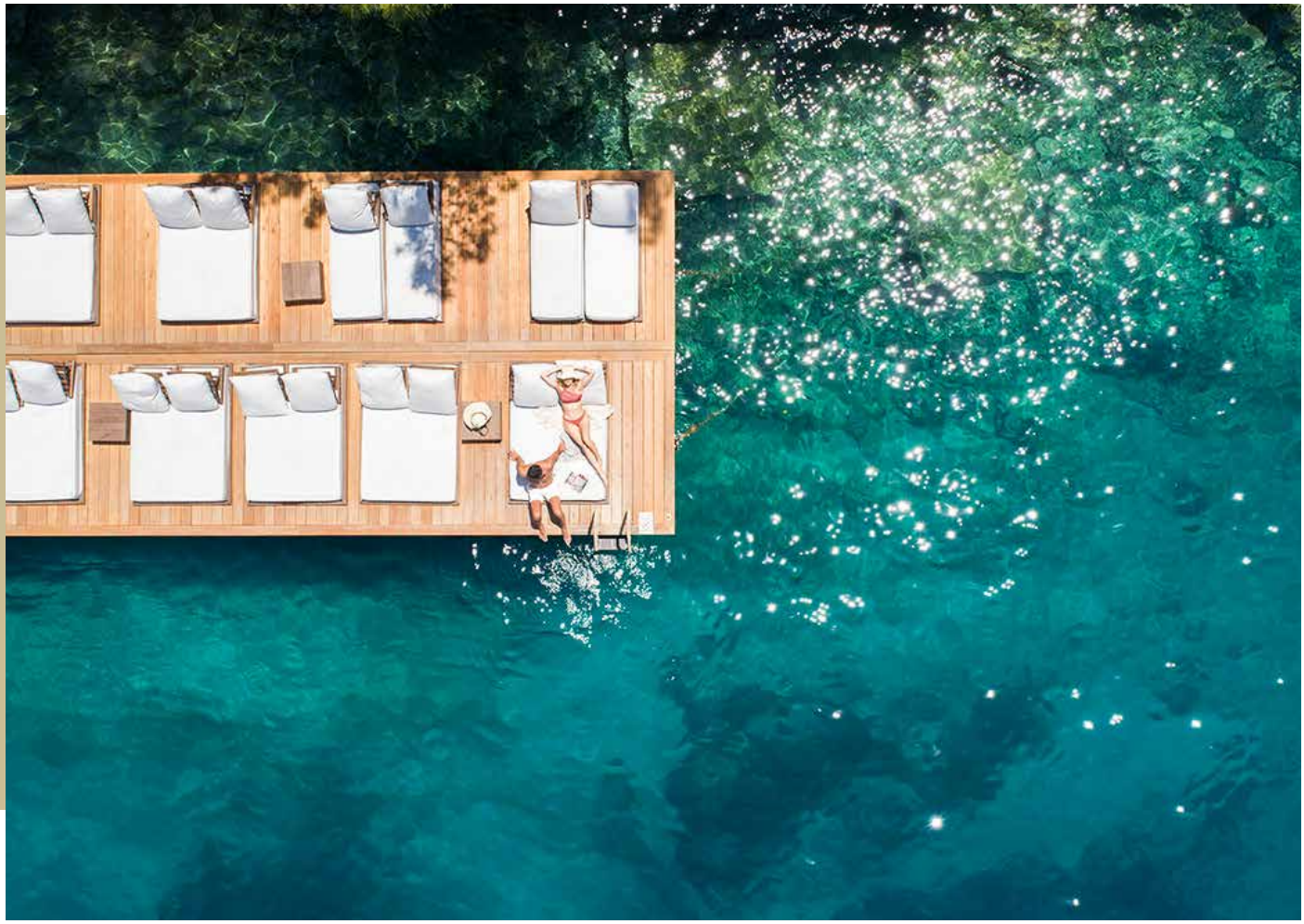
- 330 rooms arranged across terraced, pine-covered hills
- Most accommodations featuring sea-facing balconies or terraces

SIGNATURE DINING

- Mediterranean-led dining blending refined à la carte and relaxed beachfront settings
- A day-to-evening rhythm shaped by light, sea views and social flow

WELLNESS, LEISURE & EXPERIENCE

- Nature-immersed spa and hammam rituals with seasonal wellbeing programmes
- Multiple beach zones, including adults-only areas
- Water sports, movement and outdoor activities connected to nature
- Live music and sunset gatherings curated around atmosphere
- Dedicated clubs and programmes for children





Grand Hyatt İzmir İstinyePark

Rising above the Gulf of İzmir, Grand Hyatt İzmir İstinyePark offers a contemporary city experience shaped by light, openness and effortless flow. Directly connected to İstinyePark one of Türkiye's most prestigious luxury shopping destinations the hotel places guests at the centre of İzmir's refined retail and dining scene. Elevated architecture and panoramic sea views create a sense of calm above the city's rhythm, while modern, spacious interiors support both business stays and short leisure escapes with clarity and ease. Sustainability-driven smart building systems quietly reinforce its forward-looking character, positioning the hotel as a polished urban base with a distinctly Aegean outlook.

From an AIDA perspective, Grand Hyatt İzmir İstinyePark is best suited for independent travellers and business guests who value convenience, lifestyle integration and a modern city stay enhanced by shopping, dining and sea views.

CURATED FACTS

ACCOMMODATION

- 160 rooms and 16 suites designed for contemporary urban living
- Floor-to-ceiling windows with panoramic views across the Gulf of İzmir, with select executive-level and penthouse accommodations

SIGNATURE DINING

- A modern dining approach shaped by sea views and an easy city rhythm
- Relaxed social spaces suited to informal meetings, light dining and evening moments

WELLNESS, LEISURE & EXPERIENCE

- A streamlined wellness offering including fitness facilities and an outdoor pool overlooking the city and bay
- Smart-building systems and sustainability-focused practices supporting a forward-looking urban stay

EVENTS & CELEBRATIONS

- Flexible, light-filled venues suited to meetings and refined city gatherings
- Open-air terraces and balconies offering seamless transitions between indoor and outdoor settings







Ida Blue Adatepe

Ida Blue Adatepe is a refined rural hideaway shaped by heritage, landscape and stillness, set in the stone village of Adatepe near Mount Ida, renowned for having one of the highest oxygen levels after the Alps. Converted from a former village house into a small boutique hotel, Ida Blue reflects a model of intimate, sustainable hospitality rooted in local materials, seasonal rhythms and cultural continuity. The pace is slow and intentional, defined by daily rituals, fresh air and a deep sense of calm. Luxury here is expressed through simplicity, care and emotional ease rather than scale or spectacle.

From an AIDA perspective, Ida Blue Adatepe is best suited for slow-luxury travellers and couples seeking authenticity and intimacy. What truly sets it apart is its exceptional hosts, who welcome guests as if into their own home, alongside what many consider one of the finest traditional Turkish breakfasts making the experience deeply personal, warm and memorable.

CURATED FACTS



ACCOMMODATION

- 11 individually designed rooms and villas set within a restored stone village setting
- Intimate accommodations featuring private gardens, terraces or sea-facing views

SIGNATURE DINING

- A seasonal, garden-led dining philosophy rooted in local produce and regional recipes
- A thoughtful approach accommodating vegetarian, vegan and dietary-sensitive preferences

WELLNESS, LEISURE & EXPERIENCE

- A nature-centred lifestyle shaped by quiet gardens, olive groves and pine-shaded terraces
- Gentle wellness practices including yoga, meditation and breathwork

EVENTS & CELEBRATIONS

- Small-scale, seasonal gatherings rooted in nature and local traditions
- Harvest moments, storytelling evenings and intimate winter experiences centred on food and craft





JW Marriott İstanbul Bosphorus

JW Marriott İstanbul Bosphorus brings calm, cosmopolitan polish to Karaköy. Set within a meticulously restored 19th-century han, the hotel blends historic character with contemporary design in a composed, understated way. While its central waterfront location places guests at the heart of İstanbul's creative, cultural and maritime life, the interior atmosphere remains refined and unhurried, offering a sense of retreat above the city's energy. Elevated views across the Bosphorus and the Historic Peninsula reinforce its position as a modern urban landmark where heritage, design and lifestyle intersect with clarity and ease.

From an AIDA perspective, JW Marriott İstanbul Bosphorus is best suited for independent travellers and business guests seeking a central address with character, comfort and modern ease a refined base for experiencing İstanbul's most dynamic quarter without excess or formality.

CURATED FACTS

ACCOMMODATION

- 130 rooms and suites set within a restored historic han
- Views over the Bosphorus, the Historic Peninsula or Galata Tower, with select rooms offering private balconies, terraces and jacuzzi features

SIGNATURE DINING

- Modern Turkish cuisine dining experience framed by Bosphorus views.
- Rooftop bar and lounge with a refined cocktail culture shaping a contemporary rhythm

WELLNESS, LEISURE & EXPERIENCE

- A boutique spa centred on hammam rituals and comprehensive spa experience, designed for ultimate comfort.
- Fitness facilities designed for balance within a dynamic city setting

EVENTS & CELEBRATIONS

- Boutique-scale meeting and event spaces with panoramic city perspectives
- Rooftop and lounge venues suited to intimate gatherings and social occasions







Hotel Komana Binbirdirek

Hotel Komana Binbirdirek is a discreet, character-rich address set beside the ancient Binbirdirek Cistern, within one of İstanbul's most historically layered quarters. Housed in a carefully restored structure, the hotel offers an intimate encounter with the city's Byzantine and Ottoman past, where stone, texture and proportion quietly shape the atmosphere. Contemporary interiors are intentionally restrained, allowing a strong sense of place to lead rather than compete. The experience unfolds slowly and thoughtfully, favouring intimacy, atmosphere and lived history over display or scale.

From an AIDA perspective, Komana is best suited for culturally curious travellers seeking a refined, low-key stay where heritage feels authentic, personal and quietly immersive.

CURATED FACTS



ACCOMMODATION

- 13 individually designed rooms and suites reflecting natural materials and historic references
- An intimate scale with layouts ranging from compact city rooms to generous suites

SIGNATURE DINING

- A gourmet, à la carte breakfast experience with a refined café–brasserie sensibility
- Rooftop-led dining shaped by Anatolian–Mediterranean flavours, panoramic historic views and a zero-waste philosophy

WELLNESS, LEISURE & EXPERIENCE

- A regenerative wellness approach
- A calm urban rhythm supported by thoughtful interiors and personalised comfort

EVENTS & CELEBRATIONS

- A vaulted stone venue suited to intimate gatherings, private dinners and cultural moments
- Distinctive settings rooted in Byzantine and Ottoman architectural heritage





Lujo Hotel Bodrum

Lujo Hotel Bodrum approaches luxury through mood, energy and a carefully curated social rhythm. Set in Güvercinlik, the resort offers a vibrant yet controlled atmosphere where days unfold at a relaxed pace and evenings gradually build into a confident, expressive flow. The experience is shaped less by formality and more by choice, allowing guests to move seamlessly between calm moments and dynamic social settings depending on their mood.

From an AIDA perspective, Lujo is best suited for style-conscious couples and families who enjoy a resort environment with a strong entertainment identity ideal for guests seeking a composed daytime rhythm paired with an energetic, night-life-led atmosphere after sunset.

CURATED FACTS

ACCOMMODATION

- 411 rooms, suites and private villas designed across a contemporary resort layout
- A broad accommodation mix including swim-up rooms, family-oriented suites and club-level options
- Private villas offering enhanced space, privacy and sunset-facing positioning

SIGNATURE DINING

- A destination-style dining identity spanning Asian-inspired concepts, refined Mediterranean flavours and grill-led experiences
- A layered bar culture shaped across beach, pier, lounge and adults-focused settings
- Thoughtfully designed dining experiences tailored for younger guests

WELLNESS, LEISURE & EXPERIENCE

- An adults-focused spa environment complemented by a comprehensive fitness and movement offering
- A wide range of water sports, beach activities and on-land experiences
- Creative programmes and workshops designed for families and children

EVENTS & CELEBRATIONS

- Versatile indoor and outdoor venues suited to social gatherings and private celebrations
- Atmosphere-led experiences including cabana dining and curated waterfront moments







Mandarin Oriental Bosphorus, İstanbul

Mandarin Oriental Bosphorus, İstanbul offers a refined waterfront sanctuary on the European shores of the Bosphorus, set beside the historic Naile Sultan Grove. Defined by sharp architectural lines and a contemporary design language that subtly recalls the form of a modern yacht, the hotel creates a distinctive setting from which to fully enjoy the Bosphorus. Blending contemporary architecture with quiet Ottoman references, it delivers a rare resort-style experience within the city, shaped by space, greenery and calm authority. Terraces, landscaped gardens and uninterrupted water views create an atmosphere that feels serene yet assured, where luxury is expressed through proportion, discretion and craftsmanship rather than display.

From an AIDA perspective, Mandarin Oriental Bosphorus is best suited for travellers seeking elevated waterfront luxury, expansive living spaces and a genuine sense of retreat within İstanbul, ideal for extended stays and guests who value privacy, wellness and timeless elegance.

CURATED FACTS



ACCOMMODATION

- 100 rooms and suites, all featuring private balconies or terraces
- Generous residential-style layouts with Bosphorus or landscaped garden outlooks
- A limited suite portfolio designed for privacy and extended stays

SIGNATURE DINING

- Signature restaurants and bars overlooking the Bosphorus
- A refined dining identity shaped by contemporary gastronomy and ambience
- A calm daytime rhythm transitioning into elegant evening social moments

WELLNESS, LEISURE & EXPERIENCE

- Mandarin Oriental Spa philosophy focused on balance, ritual and restoration
- Indoor and outdoor pools set within landscaped gardens
- Wellness and fitness spaces designed for calm continuity rather than intensity

EVENTS & CELEBRATION

- Discreet indoor and outdoor venues suited to refined celebrations
- Terraces and gardens offering a rare resort-scale setting on the Bosphorus





Maxx Royal Belek Golf Resort

Maxx Royal Belek Golf Resort represents a highly controlled expression of large-scale luxury, defined by precision, comfort and service continuity. Set within Belek's green landscape, the resort operates with seamless efficiency, offering breadth and choice delivered with confidence rather than excess.

Recognised as one of the finest examples of ultra all-inclusive luxury, the all-suite concept and generous spatial planning create an environment where everything functions intuitively, allowing guests to focus purely on comfort.

From an AIDA perspective, Maxx Royal Belek is best suited for families and couples who value clarity, uncompromising standards and a fully integrated resort experience. With outstanding golf courses and a strong family-friendly structure, it offers a versatile stay where operational excellence, comfort and scale are carefully balanced.

CURATED FACTS

ACCOMMODATION

- 531 rooms, terrace houses and private villas
- A broad range of layouts designed for comfort at scale, with villas offering enhanced privacy and private pool options

SIGNATURE DINING

- An extensive international dining portfolio spanning Mediterranean, Turkish, seafood and Japanese cuisine
- Refined à la carte concepts supported by flexible all-day and family-oriented dining

WELLNESS, LEISURE & EXPERIENCE

- Full-service spa featuring hammam rituals and tailored treatments
- Indoor and outdoor pools with direct beach access
- Comprehensive family facilities with age-specific activity zones



GOLF

- Direct access to championship golf courses
- Golf positioned as an integral layer of the resort experience

EVENTS & CELEBRATIONS

- Purpose-designed venues suited to private celebrations and resort-scale gatherings
- Evening entertainment delivered with operational consistency





Maxx Royal Bodrum

Maxx Royal Bodrum expresses ultra-luxury through balance between calm and social energy, openness and privacy, scale and restraint. Set along the Aegean coast, the resort enjoys a privileged bay where swimming in clear turquoise waters becomes a defining pleasure rarely matched elsewhere in Bodrum. Spatial generosity and natural flow shape the experience, allowing light, views and distance to take precedence over excess programming. Days feel unhurried and composed, while evenings unfold with a soft social rhythm, complemented by a collection of world-class dining venues offering a different culinary journey each night.

From an AIDA perspective, Maxx Royal Bodrum is best suited for families and couples seeking flexibility, privacy and a calm, confident resort experience, where scale enhances relaxation, choice and refined enjoyment rather than noise or spectacle.

CURATED FACTS



ACCOMMODATION

- 282 accommodations including suites, lagoon rooms and private villas
- A broad range of layouts designed for privacy, comfort and spatial ease, with villas offering enhanced seclusion

SIGNATURE DINING

- A refined dining portfolio combining destination-level gastronomy with relaxed beachside venues
- A Michelin-starred culinary concept supported by patisserie and artisanal chocolate offerings

WELLNESS, LEISURE & EXPERIENCE

- Adults-only concept focused on tranquillity and low-density living
- A comprehensive spa and wellbeing offering with tailored programmes
- Indoor and outdoor pools, private beach areas and dedicated fitness spaces
- A structured children's world with age-specific programmes
- A family-friendly rhythm balancing shared experiences with privacy and calm

EVENTS & CELEBRATIONS

- Bespoke settings designed for private celebrations and special occasions





Maxx Royal Kemer

Maxx Royal Kemer is shaped by a dramatic coastline and pine-covered mountains, offering a strong sense of immersion in its natural surroundings. Set between the sea and steep rocky slopes rising directly behind the resort, the landscape creates a striking visual backdrop, where mountain goats can often be seen moving across the cliffs. The resort feels expansive and open, allowing distance, movement and scenery to guide the experience. As one of the finest examples of ultra all-inclusive resort living, it balances vitality with composure, remaining lively yet never overwhelming.

From an AIDA perspective, Maxx Royal Kemer is best suited for families and active travellers seeking a visually rich setting, a contemporary atmosphere and a resort experience where nature, scale and social rhythm coexist with clarity and balance.

CURATED FACTS

ACCOMMODATION

- 291 accommodations including rooms, lagoon units and private villas
- Options offering direct lagoon access, generous layouts and enhanced privacy

SIGNATURE DINING

- A diverse dining portfolio spanning refined à la carte concepts and international flavours
- Relaxed beachside venues and café-style spaces shaping an easy daytime rhythm

WELLNESS, LEISURE & EXPERIENCE

- A comprehensive spa experience featuring hammam rituals and holistic treatments
- Indoor and outdoor pools integrated into the natural landscape
- Three distinct beaches with private pavilion options



- A structured children's world with age-specific programmes
- A family-friendly rhythm shaped by space, movement and outdoor living

EVENTS & CELEBRATIONS

- Atmosphere-led gatherings and resort-scale celebrations delivered with ease





METT Hotel & Beach Resort Bodrum

METT Hotel & Beach Resort Bodrum reflects a contemporary, lifestyle-led interpretation of Aegean coastal living shaped by energy, design and social flow. Set along the waterfront, the resort carries a polished yet expressive atmosphere, appealing to guests who enjoy movement, interaction and a vibrant social scene. Days unfold between the beach club, pool and social spaces, while evenings ease into a lively rhythm defined by music, dining and sunset gatherings. The mood balances relaxation with confidence, creating a stylish environment without tipping into excess.

From an AIDA perspective, METT is best suited for couples and groups of friends drawn to beach club culture and Bodrum's nightlife. With diverse dining options and sunset parties setting the tone, it is ideal for guests seeking a dynamic day-to-night resort experience with the far-end villas offering some of the most memorable sunsets directly from the room.

CURATED FACTS

ACCOMMODATION

- 100 rooms and suites designed with a modern, lifestyle-led approach
- Select accommodations featuring private terraces or sea-facing positioning

SIGNATURE DINING

- A destination-style dining identity combining refined Mediterranean flavours with global influences
- A strong beach club dining culture shaping relaxed daytime moments and lively evenings

WELLNESS, LEISURE & EXPERIENCE

- A stylish spa and fitness offering designed for balance and renewal
- A beachfront setting anchored by pool-led social spaces and an active coastal rhythm

EVENTS & CELEBRATIONS

- Socially driven settings suited to private gatherings and lifestyle-focused events
- Atmosphere-led experiences shaped around music, dining and the beach club environment







MGallery The Bodrum Hotel Yalıkavak

MGallery The Bodrum Hotel Yalıkavak expresses luxury through atmosphere, art and a strong sense of place. Set above the Aegean, the hotel blends contemporary lines with a relaxed, creative spirit that feels refined yet personal. The experience unfolds at an intuitive, unhurried pace, shaped by light, design and carefully composed spaces rather than scale or spectacle. Artistic, composed and quietly confident in tone, the hotel offers a character-led interpretation of Bodrum that feels intimate, curated and distinctly individual.

From an AIDA perspective, MGallery is best suited for couples and leisure travellers seeking design with personality and a softer, more intimate expression of Bodrum luxury ideal for guests drawn to atmosphere, aesthetics and calm with creative depth.

CURATED FACTS



ACCOMMODATION

- 97 rooms and suites designed with a contemporary, art-led approach
- A mix of sea-view accommodations and suites offering enhanced space and privacy

SIGNATURE DINING

- A refined dining identity blending Mediterranean and Italian influences
- Relaxed beachside and pool-led venues supporting a fluid day-to-evening rhythm

WELLNESS, LEISURE & EXPERIENCE

- A calm wellness offering featuring spa treatments, hammam rituals and fitness facilities
- Private beach access, outdoor infinity pool and an indoor pool designed for low-density relaxation
- A thoughtfully integrated children's programme focused on creativity and light activities
- A balanced resort environment that remains serene and composed while welcoming families

EVENTS & CELEBRATIONS

- Intimate indoor and outdoor settings suited to private gatherings and weddings
- Bespoke, small-scale celebrations shaped by atmosphere rather than scale





ÜÇHİSAR / CAPPADOCIA

Museum Hotel

Museum Hotel is history carefully inhabited. Shaped from ancient caves, stone houses and archaeological remains, the hotel offers a deeply atmospheric stay defined by scholarly restoration and cultural depth. Guests experience authentic cave accommodation while overlooking one of Cappadocia's most dramatic landscapes, where sunrise and sunset unfold across fairy chimneys and valleys. The infinity pool, set high above the terrain, allows guests to swim while gazing directly onto this extraordinary scenery. Each space carries its own narrative, creating an environment that feels layered, intimate and intellectually grounded, rooted firmly in place and meaning.

From an AIDA perspective, Museum Hotel is best suited for culturally driven travellers seeking authenticity, intellectual depth and a truly singular Cappadocia experience shaped by legacy, scholarship and location.

CURATED FACTS

ACCOMMODATION

- 34 individually curated cave and stone rooms, each uniquely composed
- Accommodations furnished with museum-quality antiques, with select suites offering enhanced space and private pool features

SIGNATURE DINING

- A Michelin-starred fine dining experience rooted in refined Anatolian cuisine
- Atmospheric dining and lounge settings framed by panoramic valley views

WELLNESS, LEISURE & EXPERIENCE

- An iconic infinity-style pool overlooking the Cappadocian landscape
- Quiet wellness treatments and relaxation areas designed for stillness and reflection
- Organic gardens and open loggia spaces supporting a contemplative rhythm

EVENTS & CELEBRATIONS

- Discreet, intimate settings suited to private gatherings and meaningful celebrations
- A refined backdrop for small-scale weddings and special occasions shaped by place and atmosphere







ORTAKENT / BODRUM

NG Sign Bodrum

NG Sign Bodrum presents a villa-led interpretation of contemporary Aegean luxury, defined by privacy, balance and architectural clarity. Set within Bodrum's natural contours, the experience feels residential and unhurried, where generous space and discreet service create ease rather than formality. The atmosphere is calm and composed, with luxury expressed through proportion, light and restraint rather than scale. Days unfold at a personal rhythm, supported by thoughtful design and a refined sense of coastal living.

From an AIDA perspective, NG Sign Bodrum is best suited for couples and families seeking privacy, flexibility and a refined villa lifestyle ideal for guests who value independence and calm without the feel of a conventional resort.

CURATED FACTS



ACCOMMODATION

- 40 architecturally distinctive private villas designed for year-round living
- Expansive layouts offering enhanced privacy, generous indoor–outdoor space and a residential feel

SIGNATURE DINING

- A curated dining identity spanning relaxed daytime concepts and refined evening settings
- Pan-Asian and Aegean-inspired flavours complemented by all-day brunch moments and artisanal patisserie

WELLNESS, LEISURE & EXPERIENCE

- A calm, social beach club atmosphere supporting an unhurried seaside rhythm
- A rejuvenation-focused spa approach centred on balance and holistic wellbeing
- A dedicated children's club blending creativity and technology within a controlled, low-density setting
- A family-friendly environment that preserves privacy and calm across the resort





Princes' Palace Resort

Princes' Palace Resort captures the rare elegance of İstanbul's island life, reached by a pleasant yacht journey that instantly separates guests from the city's pace. Set on historic Büyükada, the resort delivers a true resort feeling within a storied island setting, where sea air, heritage and landscape define a slower, cultivated rhythm. Offering a range of accommodation styles from historic waterfront mansions ideal for families to contemporary, elegantly designed rooms the experience feels residential yet refined. Guests enjoy a calm, restorative stay while gazing back toward İstanbul, where distance brings serenity rather than detachment.

From an AIDA perspective, Princes' Palace Resort is best suited for travellers seeking rarity and cultural depth, drawn to serene island living, discreet luxury and a unique sense of escape that remains effortlessly connected to İstanbul.

CURATED FACTS

ACCOMMODATION

- An island estate comprising 70 hotel suites alongside 45 private, mansion-style residences
- Accommodations designed for space, privacy and a residential island rhythm, including select historic and seafront settings

SIGNATURE DINING

- Refined Mediterranean and island-inspired dining concepts
- Rooftop, beachside and pool-led settings shaping relaxed daytime moments and sunset evenings

WELLNESS, LEISURE & EXPERIENCE

- A private lagoon-style beach and beach club alongside outdoor and heated indoor pools
- A comprehensive spa offering featuring Ottoman hammam rituals
- Landscaped gardens, fitness facilities, tennis courts and a yoga terrace supporting an unhurried lifestyle
- Dedicated garden areas and thoughtfully curated spaces for younger guests
- Boutique retail and cultural corners integrated within the estate

EVENTS & CELEBRATIONS

- Elegant historic settings suited to private celebrations and intimate gatherings
- An island backdrop ideal for weddings, cultural occasions and refined retreats







Raffles İstanbul

Raffles İstanbul offers a distinctly modern interpretation of city luxury, elevated above İstanbul's urban rhythm. Set within Zorlu Center, the city's premier destination for luxury shopping, gastronomy and performing arts, the hotel frames İstanbul through space, light and contemporary design rather than nostalgia. The atmosphere is cosmopolitan yet composed, refined without formality and confident without excess. With a wide range of spacious accommodation options, the experience comfortably suits families and couples alike, while its direct integration with high-end retail makes it especially appealing for shopping lovers seeking an effortless urban retreat.

From an AIDA perspective, Raffles İstanbul is best suited for travellers drawn to modern luxury, design-led environments and an elevated city lifestyle seamlessly connected to culture, dining and shopping.

CURATED FACTS



ACCOMMODATION

- 185 accommodations including 136 guest rooms and 49 suites
- Spacious layouts with floor-to-ceiling windows and panoramic city or Bosphorus views
- Suites offering enhanced living areas and refined residential comfort

SIGNATURE DINING

- A contemporary dining identity blending international flavours with a confident social rhythm
- Relaxed lounges and destination-led venues supporting a fluid day-to-evening experience

WELLNESS, LEISURE & EXPERIENCE

- A comprehensive spa offering featuring holistic treatments and hammam rituals
- Indoor swimming pool, fitness facilities and light-filled wellness spaces designed for urban restoration
- Direct access to a premier luxury complex combining shopping, gastronomy and performing arts
- A central city position supporting effortless movement across İstanbul

EVENTS & CELEBRATIONS

- Elegant, flexible venues suited to high-profile meetings and refined social occasions
- A trusted urban address for celebrations delivered with precision and discretion





BELEK / ANTALYA

Regnum The Crown

Regnum The Crown brings a contemporary expression of resort living to the Antalya–Belek coastline. Opened in 2025, the resort blends expansive suite living with a refined service philosophy, balancing vibrant resort energy with discreet exclusivity. While integrated within Regnum's established ecosystem, The Crown presents a distinct identity shaped by architectural scale, elevated gastronomy and its signature adults-only rooftop experience the first of its kind in Turkey where panoramic views, infinity waterlines and sunset rituals redefine the rhythm of the stay.

From an AIDA perspective Regnum The Crown is best suited for guests seeking large-scale resort infrastructure with heightened privacy, elevated suite living and a stronger adults- oriented dimension, while still benefiting from the wider Regnum destination environment.

CURATED FACTS

ACCOMMODATION

- 343 suites and 15 private villas positioned across sea, pool and garden settings
- Generous suite layouts with terraces and select infinity pool configurations

SIGNATURE DINING

- A curated culinary journey spanning Pan-Asian, Levantine, Peruvian, Greek and French influences
- Destination-led dining concepts supported by contemporary design
- Rooftop dining and sunset bar experiences within the adults-only setting

WELLNESS, LEISURE & EXPERIENCE

- Comprehensive spa and wellness facilities incorporating Eastern-inspired rituals
- A signature adults-only rooftop experience featuring infinity pool and panoramic views
- Direct access to championship golf facilities in Belek, including Carya and National
- Structured family infrastructure with dedicated children's programming and water attractions

EVENTS & CELEBRATIONS

- Architecturally expansive venues suited to high-end gatherings and private celebrations
- Villa-based occasions supported by personalised service
- Integrated access to the wider Regnum event and entertainment infrastructure







Rixos Tersane İstanbul

Rixos Tersane İstanbul redefines the urban resort concept within the restored grounds of the historic Ottoman shipyard along the Golden Horn. Blending industrial heritage with contemporary architecture, the property transforms a 600-year-old dockyard into a lifestyle- led destination where culture, waterfront openness and curated retail shape the experience. Panoramic views, expansive public spaces and a dynamic social rhythm position the hotel as both retreat and urban hub.

From an AIDA perspective, Rixos Tersane İstanbul appeals to travellers seeking city energy with resort comfort enhanced by luxury boutiques, lifestyle retail and a culturally layered waterfront setting.

CURATED FACTS



ACCOMMODATION

- 402 rooms and 68 suites across 18 categories
- Contemporary interiors referencing maritime heritage
- Spacious layouts suited to leisure and extended city stays

SIGNATURE DINING

- A diverse dining landscape blending global flavours with local influence
- Social venues shaping a day-to-night waterfront rhythm

WELLNESS, LEISURE & EXPERIENCE

- Outdoor and heated pools overlooking the Golden Horn
- Sports club, rowing-inspired activities and curated cultural tours
- Integrated luxury boutiques and lifestyle retail within the Tersane district

EVENTS & CELEBRATIONS

- Large-scale event halls and waterfront venues
- Ballroom settings suited to corporate gatherings and grand celebrations





Ruins Luxury Resort

Ruins Luxury Resort is defined by restraint, privacy and an intentionally intimate scale. Centrally positioned yet discreetly removed, this adults-only retreat offers a calm, refined environment where space and silence are integral to the luxury experience. Contemporary architecture prioritises seclusion over display, allowing each stay to unfold at a measured, personal pace - while evenings introduce a subtle shift, with a strong culinary focus and a vibrant bar scene adding social energy without compromising its quiet confidence.

From an AIDA perspective, Ruins Luxury Resort is best suited for couples and private groups seeking low-density privacy and a refined Bodrum escape ideal for guests drawn to discretion, tranquillity and an adults-only environment defined by quiet confidence.

CURATED FACTS

ACCOMMODATION

- 108 rooms and private villas
- A selection of layouts designed for privacy, with villas offering enhanced space and a residential feel
- Adults-only concept focused on tranquillity and low-density living

SIGNATURE DINING

- An intimate dining identity blending modern Turkish and Mediterranean influences
- Rooftop and beachfront settings shaping quiet sunset and evening moments
- Artisanal bakery and coffee culture integrated into daily resort life

WELLNESS, LEISURE & EXPERIENCE

- Adults-only concept focused on tranquillity and low-density living
- Outdoor swimming pool and private beach areas designed for calm, low-density use
- A full-service spa offering hammam rituals and tailored treatments
- Fitness and gentle movement options including yoga and Pilates

EVENTS & CELEBRATIONS

- Discreet, small-scale settings suited to private gatherings
- A restrained approach to events that preserves the resort's peaceful atmosphere







ÜRGÜP / CAPPADOCIA

Sacred House

Sacred House is a theatrical reinterpretation of Cappadocia's layered past, set within a 250- year-old restored Greek mansion in Ürgüp. Inspired by Dante's Divine Comedy and shaped by symbolism, shadow and dramatic detail, the hotel offers an immersive, art-led stay where history and imagination converge. Interiors feel atmospheric and intimate rather than traditional, creating a sensory experience rooted in narrative and mystique.

From an AIDA perspective, Sacred House appeals to travellers drawn to concept-driven design, dramatic ambience and boutique-scale exclusivity within Cappadocia's historic landscape.

CURATED FACTS



ACCOMMODATION

- 23 individually designed concept rooms
- Historic stone architecture enriched with antique details and symbolic design
- Intimate boutique scale with a strong narrative identity

SIGNATURE DINING

- A medieval-inspired fine dining concept rooted in forgotten Anatolian recipes
- Atmospheric dining shaped by ritual, storytelling and historic character

WELLNESS, LEISURE & EXPERIENCE

- A dramatic spa concept inspired by Dante's seven layers
- Turkish bath, sauna and immersive pool experience
- Curated, mood-led experiences reflecting art and symbolism

EVENTS & CELEBRATIONS

- Boutique-scale settings for weddings and private gatherings
- An evocative backdrop suited to concept-driven celebrations





GÖREME / CAPPADOCIA

Sacred Mansion

Sacred Mansion presents a refined boutique retreat in the heart of Göreme, where Cappadocia's fairy chimneys and ancient valleys frame a stay shaped by symbolism, serenity and understated elegance. Natural stone architecture, mystical design references and soft, atmospheric interiors create a setting that feels contemplative yet contemporary. The experience balances romance, spirituality and comfort within an intimate scale.

From an AIDA perspective, Sacred Mansion appeals to couples and design-conscious travellers seeking a poetic, boutique interpretation of Cappadocia — where ambiance, privacy and emotional depth define the stay.

CURATED FACTS

ACCOMMODATION

- Individually designed rooms shaped by natural stone architecture
- Symbolic and heritage-inspired interiors with refined detailing
- Boutique scale offering privacy and personalised service

SIGNATURE DINING

- A refined dining approach rooted in regional flavours
- Intimate settings shaped by candlelight and historic atmosphere

WELLNESS, LEISURE & EXPERIENCE

- Tranquil spa with indoor pool and hammam rituals
- Sunrise balloon-view moments and curated local experiences
- A romantic, mood-led retreat rhythm

EVENTS & CELEBRATIONS

- Intimate venues suited to weddings and romantic occasions
- Atmospheric spaces ideal for proposal moments and private gatherings







Shangri-La Bosphorus İstanbul

Shangri-La Bosphorus brings a sense of calm and balance to İstanbul's waterfront. Set within a landmark building along the Bosphorus, the hotel blends Asian-inspired serenity with the city's ceremonial heritage, creating an atmosphere that feels ordered, restorative and quietly elegant. The experience unfolds at a measured pace, where light, water and proportion shape a sense of composure rather than momentum. Tranquil and grounded in tone, the hotel offers a rare pause within the city while remaining seamlessly connected to İstanbul's cultural and social life.

From an AIDA perspective, Shangri-La Bosphorus is best suited for travellers seeking tranquillity, refined city luxury and a soothing Bosphorus setting ideal for restorative stays, elegant celebrations and moments of pause within the city.

CURATED FACTS



ACCOMMODATION

- 186 accommodations including 23 suites
- Interiors combining Ottoman-inspired details with Asian design elements
- Many rooms featuring direct or partial Bosphorus views

SIGNATURE DINING

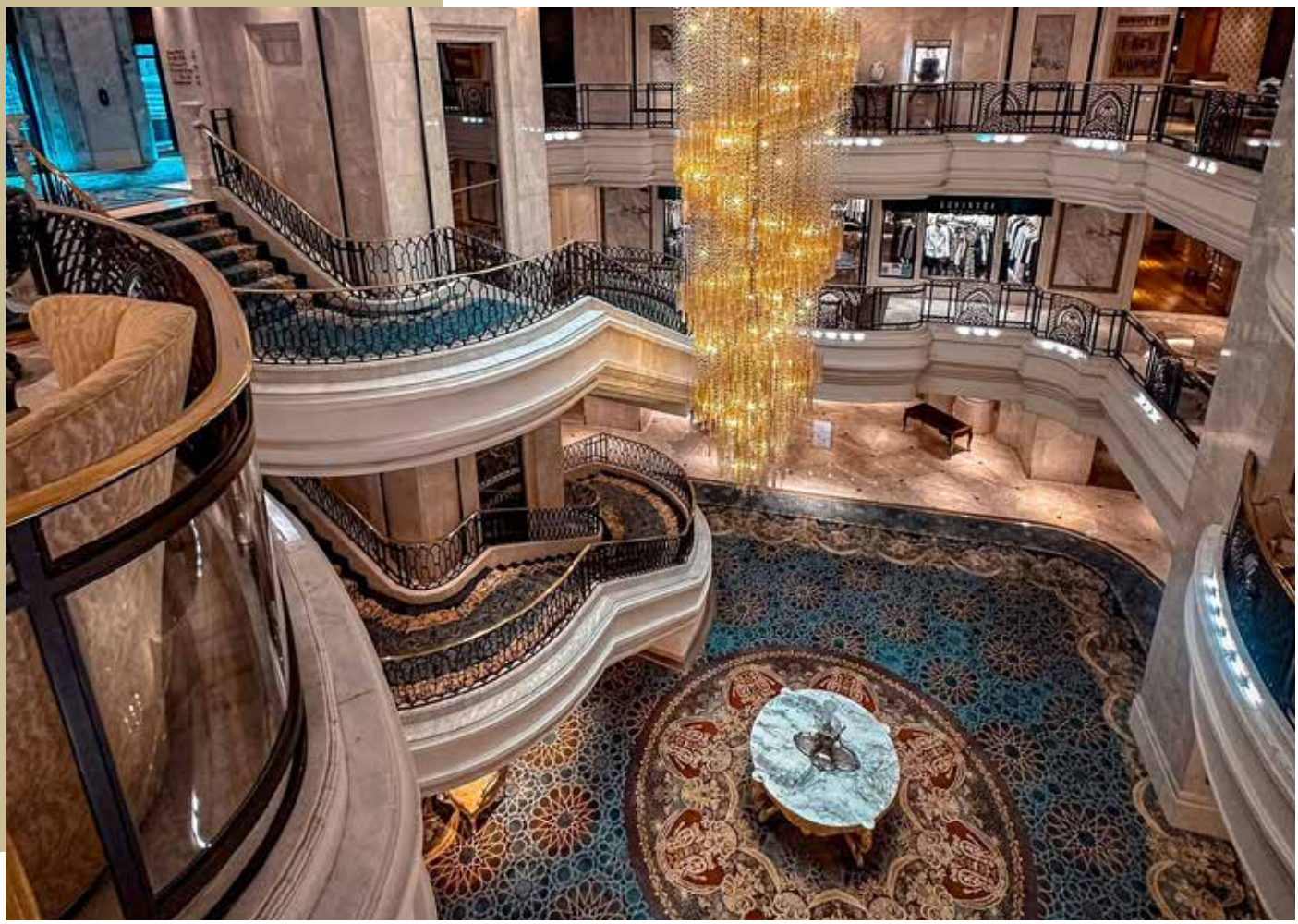
- A refined dining identity anchored by elegant Cantonese cuisine
- All-day dining blending Turkish, Mediterranean and Asian influences
- Calm lounge settings supporting light dining and quiet social moments

WELLNESS, LEISURE & EXPERIENCE

- A comprehensive spa featuring traditional hammam rituals and holistic treatments
- Indoor swimming pool, fitness facilities and dedicated relaxation areas
- Wellness experiences shaped by balance, ritual and restoration

EVENTS & CELEBRATIONS

- Discreetly designed ballrooms and meeting spaces suited to weddings and high-profile gatherings
- A composed Bosphorus backdrop favouring elegance and refinement over scale





KAPLANKAYA / BODRUM

Six Senses Kaplankaya

Six Senses Kaplankaya is defined by nature, wellbeing and intentional living along an unspoilt stretch of the Bodrum coastline. Set between the sea and rolling hills, the resort feels like a true oasis of calm, where silence, space and mindful design shape a slower, more conscious rhythm. Wellbeing is woven naturally into daily life, anchored by an outstanding spa and a vast natural setting that promises deep tranquillity rather than spectacle. Despite its secluded atmosphere, the resort remains effortlessly connected, with a shuttle boat providing easy access to lively Bodrum in around 30 minutes.

From an AIDA perspective Six Senses Kaplankaya is best suited for wellbeing-led travellers and families seeking renewal, sustainability and a nature-rooted luxury retreat that balances serenity with gentle access to the energy of Bodrum.

CURATED FACTS

ACCOMMODATION

- 141 accommodations including rooms and suites
- A low-density layout across the main building and Ridge Terrace, offering privacy and sea-facing perspectives

SIGNATURE DINING

- A thoughtfully curated dining identity inspired by Aegean, Asian and Mediterranean flavours
- Beachside, sunset and casual café settings integrated into the natural surroundings
- Menus shaped by organic produce and the Six Senses sustainability philosophy

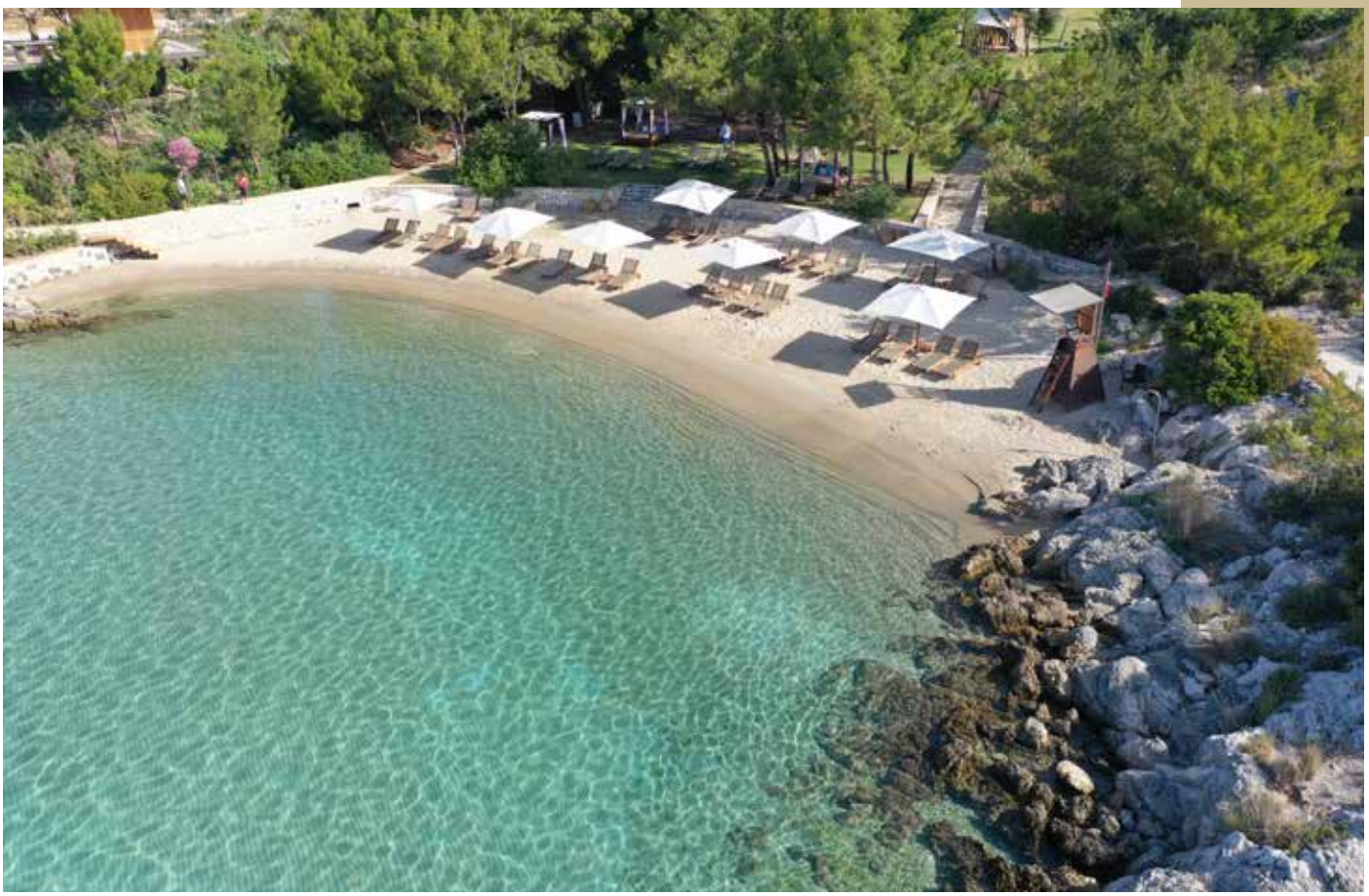
WELLNESS, LEISURE & EXPERIENCE

- One of the region's most comprehensive spa and wellness sanctuaries
- Hydrothermal areas, hammams and holistic treatment spaces
- Fitness, yoga, Pilates and mindful movement programmes
- Organic gardens and Earth Lab initiatives supporting sustainability and creative engagement
- Nature-led programmes and shared experiences designed for families and children, encouraging reconnection and outdoor exploration

EVENTS & CELEBRATIONS

- Discreet indoor and outdoor settings suited to retreats and intimate gatherings
- Experiences curated around wellness, nature and meaningful connection







Soho House

Soho House İstanbul

Soho House İstanbul is a cultural address rather than a conventional hotel. Set in the heart of Beyoğlu, where İstanbul moves around the clock, it unfolds as a lived-in world shaped by design, conversation and creative community rather than formal hospitality rituals. The atmosphere is young, dynamic and hip, blending contemporary energy with vintage character unmistakably Soho Social without being performative, life inside the House follows its own rhythm around shared spaces, courtyards and rooftops where art, music and dialogue naturally intersect, creating a stay that feels personal, local and quietly distinctive.

From an AIDA perspective, Soho House İstanbul is best suited for creative travellers, repeat visitors and cultural explorers seeking connection, originality and a distinctly different way of experiencing the city.

CURATED FACTS



ACCOMMODATION

- 87 bedrooms including a signature apartment with a private terrace
- Residential-style interiors reflecting the House's relaxed, lived-in character

SIGNATURE DINING

- Italian dining set around a leafy courtyard
- Rooftop social spaces for drinks and informal gatherings overlooking the Golden Horn

WELLNESS, LEISURE & EXPERIENCE

- A curated spa offering grooming rituals and restorative treatments
- Gym facilities including a boxing ring and fitness areas
- A traditional Turkish hammam integrated into the House lifestyle
- A creative rhythm shaped by conversation, art and community rather than formal production

EVENTS & CELEBRATIONS

- Screening rooms, rooftops and shared spaces forming part of the House's cultural life
- Character-led settings for private dinners, screenings and intimate social gatherings





FARALYA / FETHİYE

Soulsetters

Overlooking the Mediterranean cliffs of Faralya, Soulsetters is a dual adults-only boutique retreat uniting two distinct yet complementary expressions: Perdue and Nautical. Guided by a shared philosophy of privacy, sustainability and slow living, the collection offers ultra-limited capacity accommodation with uninterrupted sea views. Positioned within the wider Lycia Way landscape, it draws on one of the region's most storied coastal settings, where stone architecture and eco-integrated silent luxury glamping coexist in an intimate, low-density environment shaped by seclusion and natural immersion.

From an AIDA perspective, Soulsetters is best suited to couples and privacy-driven travellers seeking boutique exclusivity, carbon-conscious design and a refined romantic atmosphere within one of the Aegean's most scenic cliffside environments.

CURATED FACTS

ACCOMMODATION

- • 17 luxury glamping tents (Perdue) and 19 stone houses (Nautical)
- Adults-only concept with ultra-limited guest capacity
- Eco-integrated design with minimal carbon footprint
- Private terraces and jacuzzis across all accommodation types
- Sea-facing layouts positioned for maximum privacy

SIGNATURE DINING

- Ingredient-driven Mediterranean cuisine supported by on-site organic cultivation
- Open-air dining shaped by sunset views and seasonal produce
- Intimate candlelit settings designed for romantic stays

WELLNESS, LEISURE & EXPERIENCE

- Nature-led wellness rituals including yoga, breathwork, ice bath and restorative therapies
- Infinity pool, small private beach and swimming jetties
- Seafront open-air cinema within an unspoiled, cliffside setting
- Secluded cabanas and low-density social spaces

EVENTS & CELEBRATIONS

- Boutique-scale buyout potential for weddings and retreats
- Honeymoon and proposal-focused private settings
- Intimate gatherings shaped by privacy and natural atmosphere







Susona Bodrum, LXR Hotels & Resorts

Susona Bodrum presents a contemporary, villa-led interpretation of coastal luxury shaped by privacy, sea views and lifestyle-driven energy. Set along a private waterfront, the hotel blends refined design with a relaxed yet expressive rhythm, creating an atmosphere that feels intimate without losing its social edge. Days move between private pools, beach moments and curated experiences, while evenings transition into a vibrant dining and music-led atmosphere overlooking the Aegean.

From an AIDA perspective Susona appeals to couples and lifestyle-oriented travellers seeking privacy with momentum guests drawn to design, destination-led gastronomy and curated Bodrum experiences delivered with a confident, modern sensibility.

CURATED FACTS

ACCOMMODATION

- 70 rooms, suites and private villas
- Many accommodations featuring private pools and garden settings
- Contemporary, design-led interiors shaped for privacy and coastal ease

SIGNATURE DINING

- A dining portfolio combining refined Mediterranean flavours with vibrant Aegean influences
- Michelin-recommended culinary concept within the property
- Social beachfront and sunset settings shaping a lively day-to-evening rhythm

WELLNESS, LEISURE & EXPERIENCE

- Private beach and waterfront access
- Spa facilities including traditional hammam rituals and tailored treatments
- Sunset cruises, floating breakfasts and curated local village experiences
- Personalised activities

EVENTS & CELEBRATIONS

- Seaside settings suited to intimate private gatherings
- Lifestyle-led venues ideal for social occasions and celebratory moment







İZMİR

Swissôtel Büyük Efes İzmir

Long before it became Swissôtel Büyük Efes, this address was woven into İzmir's social and cultural memory. Set within expansive, manicured gardens in central Alsancak, the hotel offers a rare sense of openness and calm for a city property, carrying its legacy forward through careful refinement rather than reinvention. Art plays a quiet yet meaningful role throughout the experience, with curated works integrated into public spaces and lounges, creating an atmosphere that feels grounded and familiar yet polished where Swiss precision meets İzmir's light, ease and continuity.

*From an AIDA perspective, S*wissôtel Büyük Efes is best suited for guests who value heritage, space and emotional connection those seeking a trusted, iconic city address that feels rooted, gracious and quietly confident rather than trend-driven.

CURATED FACTS



ACCOMMODATION

- 402 rooms and plus 55 suites
- Garden- and sea-facing options designed for comfort across business and extended stays

SIGNATURE DINING

- Recognised by the Michelin Guide, showcasing refined Italian cuisine within an elegant dining atmosphere
- A refined patisserie and café featuring artisanal creations and curated global flavours

WELLNESS, LEISURE & EXPERIENCE

- A holistic spa and fitness offering supported by indoor and outdoor pools
- Landscaped gardens providing rare outdoor space in central İzmir
- Art-filled public areas reflecting the hotel's long-standing cultural presence

EVENTS & CELEBRATIONS

- A long-established city venue associated with İzmir's social and corporate life
- Flexible indoor and garden settings suited to refined gatherings and landmark celebrations





İSTANBUL

Swissôtel The Bosphorus, İstanbul

Swissôtel The Bosphorus, İstanbul offers a rare sense of openness in the heart of the city, set within historic gardens overlooking the Bosphorus. Its generous scale and landscaped setting allow İstanbul to feel close without becoming overwhelming, creating a stay defined by space, structure and ease. Days unfold between garden paths, terraces and Bosphorus-facing spaces, while the central location keeps culture, business and social life within effortless reach. The overall mood is composed and versatile, reflecting a confident, established expression of urban luxury shaped by greenery, reliability and flow.

From an AIDA perspective Swissôtel The Bosphorus is best suited for travellers who value location, flexibility and breathing room a trusted city address offering calm, continuity and outdoor space at its core.

CURATED FACTS

ACCOMMODATION

- 567 rooms and suites designed for comfort at scale
- A high proportion of accommodations offering garden or Bosphorus views

SIGNATURE DINING

- A varied dining landscape ranging from rooftop venues to garden-led and international concepts
- All-day dining and refined evening settings supporting a flexible city rhythm

WELLNESS, LEISURE & EXPERIENCE

- A comprehensive spa and fitness offering featuring holistic treatments and an indoor pool
- Expansive landscaped gardens providing rare outdoor space within central İstanbul

EVENTS & CELEBRATIONS

- Elegant indoor venues and garden settings suited to weddings, receptions and corporate gatherings
- A long-established İstanbul address trusted for high-profile events and social occasions







The Bank Hotel İstanbul

The Bank Hotel İstanbul, a member of Design Hotels, is a boutique address defined by quiet confidence, set within a carefully restored 19th-century bank building in the heart of Karaköy. Historic architecture and contemporary comfort meet with warmth and restraint, creating an atmosphere that feels refined yet unhurried. Rather than staging the city, the hotel invites guests to experience Karaköy as a living neighbourhood layered, creative and closely connected to İstanbul's cultural rhythm. Intimate and grounded in tone, the experience appeals to travellers who value authenticity, thoughtful design and a strong sense of place over scale or formality.

From an AIDA perspective The Bank Hotel İstanbul is best suited for design-led travellers and repeat visitors seeking an intimate city base rooted in neighbourhood life, cultural depth and understated character.

CURATED FACTS

ACCOMMODATION

- 61 rooms and suites including a penthouse
- Contemporary interiors thoughtfully integrated within a historic architectural shell

SIGNATURE DINING

- A modern Anatolian dining concept rooted in a seasonal, soil-to-plate philosophy
- Rooftop bar offering panoramic Golden Horn views and a refined evening atmosphere
- A relaxed lobby setting supporting breakfast, light dining and drinks

WELLNESS, LEISURE & EXPERIENCE

- A compact spa and fitness area featuring a Turkish bath, sauna and steam room
- A boutique-scale wellness offering designed for calm restoration

EVENTS & CELEBRATIONS

- Intimate spaces suited to private dinners and small-scale meetings
- A discreet setting favouring conversation and character over production







The Bodrum EDITION

The Bodrum EDITION captures a contemporary Aegean lifestyle shaped by ease, design and confident social energy. Set near Yalıkavak, the hotel blends barefoot coastal living with an international, style-forward sensibility. A true Bodrum hotel at heart, it feels vibrant and unapologetically alive, with standout beach parties setting the tone for sun-soaked days and animated evenings. The experience is curated yet unforced, balancing relaxation with momentum rather than retreat, and positioning the hotel as a lively reference point within Bodrum's international scene.

From an AIDA perspective, The Bodrum EDITION is best suited for globally minded travellers drawn to design, atmosphere and social rhythm ideal for guests who prioritise style, energy and a dynamic coastal setting over seclusion or residential privacy.

CURATED FACTS



ACCOMMODATION

- 110 rooms, suites and villas designed with a contemporary, design-forward approach
- Select accommodations featuring private pools, terraces and garden settings
- A signature villa offering enhanced privacy and residential comfort

SIGNATURE DINING

- A destination-led culinary scene where Italian elegance meets authentic Turkish traditions and refined Aegean seafood, shaped by Michelin-starred expertise
- Relaxed beachfront dining alongside seasonal pop-up concepts reflecting global flavours

WELLNESS, LEISURE & EXPERIENCE

- A private beach and beach club with cabanas
- An award-winning infinity pool overlooking the Aegean
- A spa offering hamam rituals, holistic treatments, longevity lounge and contemporary fitnes programs and wellness retreats.

EVENTS & CELEBRATIONS

- Flexible indoor and outdoor spaces suited to private celebrations and brand-led gatherings
- Design-driven beachfront settings ideal for intimate, high-profile occasions





The Peninsula İstanbul

The Peninsula İstanbul presents a composed expression of waterfront luxury where heritage, craftsmanship and modern precision come together seamlessly. Set along the Bosphorus in historic Karaköy, the Hotel is created through the transformation of former port buildings, meticulously restored and reimagined with contemporary clarity and restraint. Located in Karaköy yet within walking distance of the Old City, it offers a rare balance of historical continuity and urban ease. Light, proportion and materiality define the atmosphere, while in-room amenities reflect the Peninsula's signature attention to detail, elevating everyday comfort into a refined ritual.

From an AIDA perspective The Peninsula İstanbul is best suited for travellers seeking understated prestige, exceptional service and a waterfront stay where luxury feels fully embodied defined by heritage, precision and effortless refinement.

CURATED FACTS

ACCOMMODATION

- 177 accommodations including 138 guest rooms and 39 suites
- The Signature Peninsula Suite featuring expansive private spaces, a rooftop terrace, private pool and hammam

SIGNATURE DINING

- A refined Turk-Asian dining concept by first two-Michelin-starred Chef Fatih Tutak across indoor and open-air setting.
- A poolside expression of Spanish Mediterranean gastronomy
- All-day dining and the iconic Peninsula Afternoon tea with Old Town view

WELLNESS, LEISURE & EXPERIENCE

- The Peninsula Spa & Wellness Centre with an indoor pool and curated treatment rooms
- An outdoor pool set directly along the Bosphorus waterfront
- Separate hammams, saunas and dedicated relaxation areas
- 24-hour fitness centre, concierge services and in-room dining
- The Peninsula Academy experiences and a petfriendly programme

EVENTS & CELEBRATIONS

- Elegant indoor and waterfront venues suited to refined celebrations and high-profile gatherings
- A landmark Bosphorus setting for weddings, receptions and bespoke occasions







The Ritz-Carlton, İstanbul

The Ritz-Carlton, İstanbul delivers a timeless interpretation of city luxury defined by scale, confidence and elevated service. Set in the prestigious Dolmabahçe district overlooking the Bosphorus, the hotel holds a commanding position between İstanbul's historic peninsula and its modern cultural quarters. The atmosphere is polished and assured classic rather than trend-driven, composed rather than theatrical offering a strong sense of familiarity for globally minded travellers. The experience moves fluidly between business, social life and leisure, supported by refined interiors, expansive views and quietly attentive service.

From an AIDA perspective, The Ritz-Carlton, İstanbul is best suited for guests seeking a strong, recognisable luxury address defined by tradition, service excellence and a refined urban rhythm delivered with confidence and discretion.

CURATED FACTS



ACCOMMODATION

- 239 renovated accommodations including guest rooms and suites
- Generous layouts with expansive city and Bosphorus views
- Select suites designed for extended stays and enhanced privacy

SIGNATURE DINING

- A signature dining identity supported by an extensive curated wine cellar
- Iconic Japanese - Peruvian dining
- Contemporary Italian cuisine and refined lounge experiences
- An Anatolian cuisine restaurant celebrating regional flavours through a refine culinary approach
- A rooftop terrace offering panoramic city views

WELLNESS, LEISURE & EXPERIENCE

- Spa Soul with curated treatments, sauna and steam room
- Dedicated Ritz Kids programme for younger guests
- Fitness facilities supporting a balanced city stay

EVENTS & CELEBRATIONS

- Versatile indoor and terrace venues suited to business meetings and elegant city gatherings
- A trusted address for receptions and refined urban celebrations





FETHİYE / AEGEAN COAST

XO Cape Arnna

XO Cape Arnna offers a contemporary Mediterranean resort experience shaped by light, space and modern structure. Set within Fethiye's natural landscape, the resort is organised through clear zoning that allows the environment to guide the stay rather than compete with it. The atmosphere feels polished yet relaxed, balancing social energy with moments of calm and privacy across distinct areas. Defined by clarity, comfort and rhythm rather than seclusion, the experience delivers a well-composed coastal stay with a confident, modern sensibility.

From an AIDA perspective, XO Cape Arnna is best suited for couples and leisure travellers seeking a contemporary resort with scale, zoning and understated elegance, delivered with ease rather than isolation.

CURATED FACTS

ACCOMMODATION

- 527 accommodations across two distinct concepts
- The Resort: a family-friendly setting designed for shared stays
- The Club: 100 adults-only rooms offering a more refined and private atmosphere

SIGNATURE DINING

- A diverse dining identity spanning international and regional cuisine
- Italian, Asian, Turkish and steak-focused restaurant concepts
- Patisserie, cafés and relaxed social bars supporting an all-day rhythm
- Separate dining and bar experiences tailored to adults-only and family zones

WELLNESS, LEISURE & EXPERIENCE

- Comprehensive spa and hammam facilities with private treatment options
- Fitness centre alongside Pilates and yoga studios
- A wide range of daily movement, fitness and water-based activities
- Live music, themed evenings and seasonal events curated in-house
- A lively atmosphere shaped by music, dining and shared moments rather than fixed show programming

EVENTS & CELEBRATIONS

- Purpose-designed indoor venues suited to meetings and private gatherings
- A large-scale resort setting capable of hosting events with operational ease







Yazz Collective

Set within a secluded bay accessible only by boat, Yazz Collective presents an intimate Mediterranean retreat shaped by privacy, nature and emotional ease. Thirty-five individual guest houses unfold across lush gardens and turquoise shoreline, where architecture dissolves into landscape and indoor–outdoor living feels instinctive rather than designed. The rhythm is unhurried, balancing stillness with soft social energy.

From an AIDA perspective, Yazz appeals to privacy-driven travellers seeking barefoot sophistication, curated gastronomy and a boutique-scale coastal experience defined by atmosphere rather than spectacle.



ACCOMMODATION

- 35 individual guest houses positioned for privacy and natural flow
- A mix of rooms, suites and villas, many with private pools and garden settings
- Design-led interiors emphasising light, openness and indoor–outdoor continuity

SIGNATURE DINING

- Ingredient-driven Mediterranean cuisine rooted in local produce
- Open-air dining shaped by sharing culture and sunset transitions
- A refined yet relaxed culinary rhythm from day to evening

WELLNESS, LEISURE & EXPERIENCE

- Nature-led spa rituals and holistic wellbeing practices
- Private beach, garden hideaways and curated movement activities
- Creative workshops and soft social programming woven into daily life

EVENTS & CELEBRATIONS

- Intimate, privacy-focused settings for weddings and curated gatherings
- Atmosphere-led celebrations shaped by music, gastronomy and setting



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