



Destination



Who we are

Your travel industry partner in Türkiye

Destination is a travel, tourism and hospitality group based in Istanbul, Türkiye.

We provide inbound DMC and tourism consultancy services at the group level, and tour operator, medical travel, hotel management and tourism publishing services under respective brands.

Experienced

We have been serving the international community since **1989** in every field of the travel, tourism and hospitality industry.

Global Portfolio

We have an established European client base from **Austria, Germany, Switzerland, Poland**, as well as GCC countries such as the **UAE, Bahrain** and **Oman**.

Multilingual Staff

Our team can serve you in **English, German, Russian, Arabic, Italian, Romanian** and most certainly our native tongue, **Turkish**.

Resourceful

If it's within legal and ethical bounds, we simply make it happen. We bring **multiple disciplines** together with our rooted connections within and without the travel industry.

Certified

We operate under Type-A Travel Agency License from **TÜRSAB** (#1707, Destination Management), and respective licenses for all our endeavors.

Creative

Whether it involve interactive theatrics, historical immersion, spiritual insight, corporate precision or a glass bubble experience, we can design it based on your needs.

Unique

We offer unique **special interest** itineraries that were designed in cooperation with renowned Turkish universities and academics.

Sustainable

We abide by the **Sustainable Tourism** principles set forth by UNWTO.





What we do

360° destination management



Group Travel

We bring together our local expertise, resource catalog, creativity and years of experience as a Turkish DMC in service of our global partners.

We design, plan and execute complete travel itineraries for leisure groups, business groups and special interest travelers. With carefully designed itineraries, we can cater to different budgets, interests, expectations and cultural/dietary sensibilities.

Meetings, Incentives, Events

We work together with you to design bespoke experiences fitting for your company culture and aspire to create a memorable experience for your employees.

Utilizing the unique location of Turkey, combined with its cultural wealth, diversity and immense variety of activities, it is a prime destination for multinational corporations to carry out events.



Travel & Tourism Consulting

We avail our years of experience to companies and individuals willing to invest in the travel, tourism and hospitality industry.

Whether freshly moving into the travel industry, or looking for ideas to inspire, we can share contemporary and time-tested insight on marketing, budgeting, financing, restructuring and digital transformation.

Travel Industry Ventures

We have a foothold on every area of the travel & tourism industry through our in-house brands, subsidiaries, partnerships and ventures.

We provide Medical Travel, Hospitality Management and Travel Publishing services under their respective brands, along with digital marketing, content creation and talent management through our sister ventures.



Group travel

Crossroads of civilizations

Cultural Tours

We design immersive cultural experiences in Anatolia, the crossroads of civilizations, in every destination.

Witness the neolithic birth of civilizations from **Göbeklitepe** to the **Hittites** & **Assyrians**, relive antiquity by exploring the **Hellenistic** and **Roman** remains, see the medieval texture of the **Byzantines**, **Seljuks** and **Armenian** kingdoms, and feel the majestic **Ottomans** from the renaissance well into the modern era.



Sample Itineraries:

- Istanbul, Cappadocia, Ephesus, Pamukkale (8D, 7N)
- Istanbul, Ankara, Cappadocia, Konya, Pamukkale, Ephesus, Izmir (10D, 9N)
- Istanbul, Bursa, Gallipoli, Troy, Pamukkale, Ephesus, Pergamon, Assos (8D, 7 N)
- Istanbul, Bursa, Abant, Safranbolu (9D, 8N)

Religious Tours

We work with religious scholars and congregations scattered across Türkiye to acquire permission to visit religious sites, both to support the local communities and bring them international recognition.

Sample Itineraries:

- Seven Churches of Revelation:** We visit the ancient cities where revelations were sent to by the order of Jesus Christ, as mentioned in Revelation 1:11, such as Ephesus, Smyrna and Pergamos (6D, 5N)
- On the Footsteps of St. Paul:** We trace the journey of Paul the Apostle on his quest to spread the word of Jesus Christ, which ultimately led to his martyrdom (16D, 15N)
- Islamic Heritage Tour:** We visit sites of reverence in the Muslim world, such as tomb of Abu Ayyub al-Ansari, the flagbearer of Prophet Mohammad (s.a.v.), along with former Ottoman capitals Edirne & Bursa (6D, 5N)
- Jewish Heritage Tour:** We honor the Sephardic heritage of those who sought refuge under the Ottoman Empire many generations ago by visiting their oldest settlements and synagogues (6D, 5N)

Special Interest Travel

We work with universities, academics and experts in their field to curate special interest itineraries.

- Culinary Tours:** We visit renowned restaurants, explore the farms, fields and pastures of origin, meet the people tending the culinary arts and bask in the history and ethnic wealth of Anatolia.
- Eco Tours:** We visit wildlife sanctuaries, hillside tea gardens, ancient vineyards, olive groves, sustainable farms, unique geological formations, caves, mines, waterfalls, gorges and thermal pools.
- SCUBA Tours:** We know the unique diving spots for wrecks, caves, fauna and safety savvy diving schools with good equipment.
- Bird Watching Tours:** We arrange highly specialized birdwatching tours during migration seasons.





Meetings, incentives, events Productivity through happiness



Meetings, Roadshows, Workshops

We plan, organize and execute your multinational meetings. We organize **employee, corporate, board & CxO level** meetings for your associates in the EMEA and Eurasian regions in Istanbul, Antalya, Izmir or Ankara.

We work with renowned PR companies to make sure your roadshows reach the right audiences. We can facilitate your digital printing needs, video productions and photoshoots.

- AV, IT & stage management
- AV production
- Simultaneous translation
- Temp staffing
- Meeting venues



- Individual arrival logistics
- Registrations
- Lanyards, ID badges and stationaries
- Booth design



Congress, Convention, Seminar, Fair

We organize the logistics of your seminar and congress attendee groups, starting from their transfers to their accommodation.

We may host your congress and seminars in Istanbul, Ankara and Antalya, up to a capacity of **250 attendees**, with a staff:attendee ratio of 1:10 in the duration of the event. From arrival until departure, every aspect of the land arrangements are covered by our years of **destination management** expertise.



Exclusive Events

We help you choose the ideal venue for your **dinners, shows, entertainment, gala** events.

We set up everything from the menu, music, lighting, mood, service details and seating arrangements. We process every dietary restriction and preferences.

Whether it be a traditional fish restaurant facing the Bosphorus, a famous Turkish kebab house, or a catered fusion kitchen by renowned chefs, every event is treated with care.

- Restaurants
- Event venues
- Historical sites*
- Night clubs, bars
- Catering

* subject to special permissions



- Guided tours
- Event gamification
- Team building games & activities
- Leisure holidays
- Corporate gifting & souvenirs



Incentives, Activities

We can inject gamification elements into your meetings and events to spice up engagement. We can arrange extracurricular activities such as tournaments, team sports, treasure hunts, simulated scenarios and cooking workshops.

You may also add guided cultural tours, corporate golfing trips, or simply a nice sun & beach leisure holiday in the Turkish riviera to wrap things up.



Travel industry consulting

From experience to excellence



Business Consulting

We offer our years of experience in hotel management to create a handbook for professionals, investors and industry newcomers.



Structuring

Every hotel establishment is different; there is no "one size fits all" approach to departmental structuring. We design bespoke company structures.



KPI Consulting

We provide sector-appropriate key performance indicators, right from the initial investment stage up to live operations.



Financial Consulting

We aid hotels to navigate the waters in this high inflation economy and volatile markets, putting our financial industry backgrounds to use.



Creative Marketing

With proper consumer research and market analysis, we put our creative minds and digital marketing industry experiences together.



Ad Campaigns

We connect you with the creative, marketing and PR agencies experienced in the travel industry to aid you in your campaigns.



Competitor Analysis

We study, analyze and report on the KPIs, market share, prices, strategies, strengths, weaknesses, opportunities and threats of your competitors.



Market Reports

We provide single, periodical or generalized reports on the Turkish travel industry, its auxiliaries and their place in the global scene.



Destination Reports

We provide feasibility reports on the destinations you wish to invest in within Türkiye, whether it be a hotel investment or a tour package.

Contact us

"All it takes is a little push"



Send in your request



You may reach us from any of the following:

Web: <https://www.destination.com.tr>

Email: hello@destination.com.tr

Phone: +90 212 241 32 01

Adress: Cumhuriyet Cad. No: 157/4
Harbiye – Sisli, Istanbul, TR 34373



Our Process

We only need a bare minimum of information to start out with; just an intent to receive **destination management services** in **Türkiye** is sufficient.

We can start out with approximate arrival dates, number of pax and destinations. We can design your itineraries for you, and move forward with your revisions.

- No contracting required until budget approval
- Down-payments only after itinerary is finalized
- Transparency with commissions, service fees & costs
- Every step of the process fully documented

Request



We gather all available information from you

Design



We design the events and preliminary itinerary

Budgeting



We provide budget options within ranges you set

Planning



Individual guest preferences are collected

Itinerary



We finalize the itinerary and total rate of the tour

Arrival



Guests are welcomed and settled into their hotels

Execution



Tours and events are executed as planned

Departure



Guests are accompanied all the way to departure



Destination

Destination Turizm A.Ş.

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Travel Industry Ventures Brands and subsidiaries



Medical Travel

Silphion Healthcare, the medical travel brand of Destination, specializes in the fields of **oncology**, **cardiology**, **orthopedics** and **orthodontics**, providing professional services to international patients who seek to receive medical treatment in Türkiye. Primary focuses are inpatient services, long-term treatments and therapeutic services. Our services include;



Facilitating the acquisition of medical second opinions from select hospitals in Turkey,



Guiding patients on the documents needed for remote diagnosis,



Communicating the various treatment plans with the patient,



Providing guidance and translation services from admittance until discharge,



Arranging all flights, accommodations and transport for the patient and companions.



Hospitality Management

Princess Residence is the **serviced apartments** concept of Destination, offering guests a private, comfortable stay in modern, stylish settings that capture the comfort and peaceful atmosphere of a home. Designed to accommodate families and small groups, the standard of our apartments are;



Spacious interiors (minimum standard is 85 m²) with high bed capacity,



Complete amenities, such as fully equipped kitchen, washing machine & free WiFi



Daily housekeeping service,



7/24 attended reception, operating 365 days a year,



Sustainable Tourism Certificate, Safe Tourism Certificate and Zero Waste Certificate
Awarded by the Ministry of Culture and Tourism & Ministry of Environment, Urbanization and Climate Change



Strong structures constructed post 2010, abiding by the most recent building bylaws



Travel Industry Publishing

Hotelvation.com is a travel publishing brand, producing written and visual content primarily focused on the hospitality industry.

The wide variety of topics covered include tips on hotel management, finance management, travel & hotel software reviews, industry trends, career advice to young travel professionals, travel fair and convention coverage, and news in the hotel industry.



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TURSAB
TÜRKİYE SEYAHAT AGENSLİKLERİ BİRLİĞİ
UNION OF TURKISH TRAVEL AGENCIES



The Team

Teamwork makes the dream work



Cem K Magripli
Chairman, CEO

Having grown up within the travel industry, Cem made his first entrepreneurial move in 2010 by acquiring **Destination** and completely overhauling the brand, after leaving his otherwise successful career as a senior financial auditor at **Deloitte**.

In 2016, as part of a passion project, he co-founded **Creatorstation**, which became the biggest Turkish digital content creator agency with a 30+ million active subscriber base.

Cem is a **Johns Hopkins University** alumnus and also serves as the **Deputy Consul** of the Hon. Consulate of the Sultanate of Oman in Istanbul.



Sibel Tascioglu
Managing Director

Sibel is truly a tourism industry veteran, having worked with Turkish tourism giants such as **National Tours, Pegatur** and the like.

Having returned from Germany, she entered the BA program of **Istanbul University's** Faculty of Communications. Upon graduating, she immediately found herself within the operations of the travel trade, including the flight desks for a short while.

In 2010, she became part of the **Destination** team first as Operations Manager, and took over the mantle of Managing Director and Deputy Chairman. Sibel also holds the Vice Consul title at the Hon. Consulate of Oman.



Burcin Magripli
Finance Director

A seasoned veteran in financial advisory services, Burcin started her professional life at **Deloitte** as a financial auditor, crowning her career with further consultancy and audit positions within **Deloitte, KPMG** and **BDO**.

She took on various corporate duties, most notably as the Chairperson of the Audit Board of **Yeditepe University**. Her last position before Destination was as Financial Coordinator of the **Turkish Entrepreneurship Foundation**.

She is an alumnus of **Yeditepe University** with both BA and eMBA, as well as **UCLA Irvine** on an extension program.



Tatiana Gunduz
Project Manager

Tatiana joined **Destination** in 2014. Starting her travel industry career as an operations clerk, she was truly molded within the company and has become an irreplaceable part.



Firat Yorulmaz
Accounting Manager

Firat joined the **Destination** team in 2019, after having worked many years within various accounting roles in resort hotel chains and tour operators.