



## TURKEY VOTED FAVOURITE COUNTRY IN Condé Nast Traveller 12<sup>th</sup> Annual Readers' Travel Awards

*For Immediate Release, 2<sup>nd</sup> September 2010*

London, UK - **Turkey** has been chosen by Condé Nast Traveller readers as their **favourite country in the Destination** category at the **Condé Nast Traveller 12<sup>th</sup> Annual Readers' Travel Awards** for the first time.

Turkey's popularity also ensures a spot in prestigious **The World's Top 100 list** too where it was voted **number 2** overall.

**Istanbul**, European Capital of Culture 2010 also scored highly; Istanbul was voted in the top 10 in the Overseas Cities category (5<sup>th</sup> place), with top marks for *people/hospitality*. The city is also home to some of the readers' favourite hotels; as the Ciragan Palace Kempinski was voted in 6<sup>th</sup> place and The Four Seasons Hotel Istanbul at Sultanahmet, 13<sup>th</sup> place in the Category of Overseas Leisure Hotels. The Ritz Carlton, Istanbul also secured 8<sup>th</sup> spot in the Overseas Business Hotels category.

Director of the **Turkish Culture and Tourism Office UK** Irfan Onal expressed his delight at winning the award: "We are thrilled that Turkey has won this prestigious award, which is even more meaningful given that it is chosen by the readers themselves. This is the highlight in what has been a very successful year as the Turkish Culture and Tourism Office UK. Indeed, visitor numbers from the UK continue their spectacular rise, with year-on-year figures up 15.5% for the first 7 months of this year."

The Country award was received by Turkish Ambassador H.E Mr Unal Cevikoz. Also attending the award was The Ambassador's wife Mrs. Emel Cevikoz, Director of the Turkish Culture and Tourism Office, Mr. Irfan Onal and Deputy Director, Dr. Aysegul Gurgezoglu.

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**Editor's Notes:**

**Image: (From L to R):** Ceyda S Pekenc, Director, Redmint Communications; Irfan Onal, Director, Turkish Culture & Tourism Office UK; Turkish Ambassador H.E Mr Unal Cevikoz; Emel Cevikoz; Aysegul Gurgezoglu, Deputy Director, Turkish Culture & Tourism Office UK; Evin Mete, Redmint Communications

**About the Condé Nast Traveller Readers' Travel Awards:** The full results of the awards are available to see in the October issue of the magazine on sale from Thursday 2<sup>nd</sup> September or on [www.cntraveller.co.uk](http://www.cntraveller.co.uk)

**How Voting Works:**

Questionnaires were inserted in copies of the April 2010 issue of Condé Nast Traveller in the UK, and simultaneously posted on-line at [www.cntraveller.com](http://www.cntraveller.com) for the same period. The replies were collated and analysed by an independent market-research company. Figures for all criteria and the Top 100 are percentages representing overall average levels of satisfaction with the facilities or services.

**Countries Criteria:** Climate • Culture • Environmental friendliness • Food/restaurants • People/hospitality • Range of accommodation • Safety • Scenery • Value for money • Variety of attractions

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