



TOURISM *INVESTOR'S* GUIDE TO EAST MARMARA

KOCAELİ | SAKARYA | DÜZCE | BOLU | YALOVA

TOURISM *INVESTOR'S* GUIDE TO EAST MARMARA

TOURISM INVESTOR'S GUIDE TO EAST MARMARA 3ND EDITION

Kocaeli / February 2018
T.C. Dođu Marmara Kalkınma Ajansı
www.marka.org.tr



MARKA
EAST MARMARA
DEVELOPMENT AGENCY

Editor

Yasemin DİLEK

Prepared by

Hüseyin Özgür ÜNSAL
Fatma AVŞAR
Berfu Özge ÇAKIRGÖZ

Designed by

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AT YOUR
SERVICE
24/7



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WE ARE
AT YOUR
SERVICE
24/7

MARKA?

**EAST MARMARA DEVELOPMENT AGENCY
(MARKA)
IS A SUI GENERIS PUBLIC INSTITUTION
VESTED WITH A SPECIAL LEGAL ENTITY
OPERATING AS EFFICIENT AND SWIFT AS A
PRIVATE BODY.**

MARKA;

- Was established by the government decree in July 2009, as foreseen by the law numbered: 5449.
- Complies with several regulations while performing its duties.

REGIONS AND DEVELOPMENT AGENCIES;

- Turkey set out its own NUTS (Nomenclature of Units for Territorial Statistics) regions in the course of accession to European Union.
- Turkey has 12 NUTS-1, 26 NUTS-2 and 81 NUTS-3 (Provinces) regions
- Development Agencies are responsible for NUTS-2 regions.
- Hence, there are 26 development agencies established all across Turkey.
- Min. of Development supervises and coordinates the work of the agencies.



WHERE IS MARKA LOCATED?



HEADQUARTERS & KOCAELI INVESTMENT SUPPORT OFFICE

T.C. East Marmara Development Agency

Address: Yenişehir Mah. Demokrasi Bulvarı

No:72/A, TR-41040, İzmit, KOCAELİ

Phone: +90 (262) 332 01 44

Fax: +90 (262) 332 01 45

E-mail: info@marka.org.tr

Web: www.marka.org.tr

GEBZE LIASION OFFICE

(Gebze Chamber of Commerce, 6th floor)

Address: Gebze Ticaret Odası 6. Kat Güzeller

Mah. Kavak Cad. No.3, Gebze, KOCAELİ

Phone: +90 (262) 332 01 44 – 168

Fax: +90 (262) 332 01 45

E-mail: kocaelydo@marka.org.tr

SAKARYA INVESTMENT SUPPORT OFFICE

(Sakarya Chamber of Commerce and Industry,
Ground Floor)

Address: Sakarya Ticaret ve Sanayi Odası,

Sakarya Mah. No:19, Arifiye, SAKARYA

Phone: +90 (262) 332 01 44 – 2 – 4

Fax: +90 (262) 332 01 45

E-mail: sakaryaydo@marka.org.tr

BOLU INVESTMENT SUPPORT OFFICE

(Bolu Chamber of Commerce and Industry)

Address: Borazanlar Mh. D-100 Karayolu Cd.

No:42, BOLU

Phone: +90 (262) 332 01 44 – 2 – 2

Fax: +90 (262) 332 01 45

E-mail: boluydo@marka.org.tr

DÜZCE INVESTMENT SUPPORT OFFICE

Address: Kültür Mh. Süleyman

Kuyumcu Cd. No:11, Kat:4, DÜZCE

Phone: +90 (262) 332 01 44 – 2 – 3

Fax: +90 (262) 332 01 45

E-mail: duzceydo@marka.org.tr

YALOVA INVESTMENT SUPPORT OFFICE

Address: Fatih Cd. Hürriyet Sk.

No:24/3, YALOVA

Phone: +90 (262) 332 01 44 – 2 – 5

Fax: +90 (262) 332 01 45

E-mail: yalovaydo@marka.org.tr



A SOPHISTICATED APPROACH TO INVESTMENT SAFE LANDING

WHAT DISTINGUISHES RDAs FROM OTHER PUBLIC BODIES?

- Can act as a private entity concerning any activity not regulated by the respective legislation governing RDAs
- Acts as an intermediary to foster a structured partnership among state institutions, local authorities, private sector, NGOs, universities etc...
- Carries out a coordinating and facilitating function rather than actually implementing projects and programs
- An organization that promotes decision-making processes through open dialogue
- Dynamic and flexible in terms of personnel recruitment and expenditures

INVESTMENT SUPPORT OFFICES

- MARKA maintains Investment Support Offices in all 5 provinces (Kocaeli, Sakarya, Düzce, Bolu, Yalova) that makes up East Marmara.
- Assists investors to obtain licenses and permits.
- Informs investors about the region's investment potential, OIZs and available lands on GIS map, incentives and relevant Turkish legislation.
- Investors are asked to fill out the "Investor Form" and provide sophisticated information, in order to conduct a better assistance.
- Agency acts in utmost consideration of the Regional Priorities while performing its investment support duties.

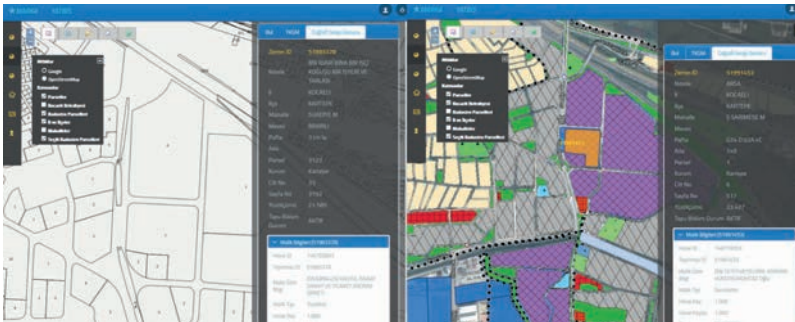
GEOGRAPHICAL INFORMATION SYSTEM BASED INVESTMENT SITE INFORMATION SYSTEM



MARKA's GIS Investment Infosys has been recognized by the World Bank as the best solution for site seekers in Turkey.



MARKA introduced GIS based investment site information system to assist investors find available lands and facilities for sale / lease across its territory.



VISIT AND USE OUR ONLINE INVESTMENT SUPPORT CRM

Fully responsive interface usable at all types of terminals (PCs, laptops, smart phones, tablets)

Find up-to-date insights about our Region

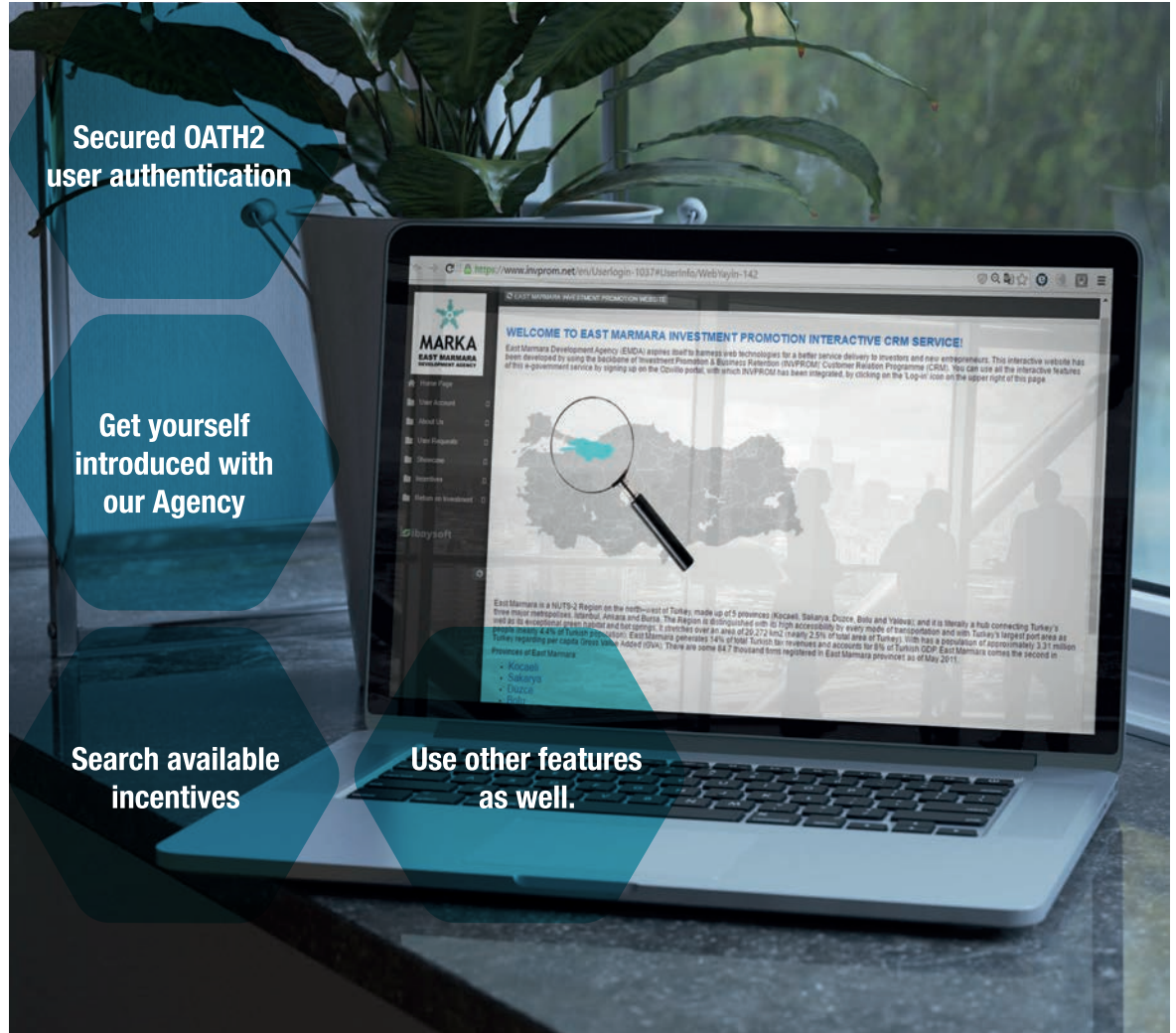
Submit multiple queries

Secured OATH2 user authentication

Get yourself introduced with our Agency

Search available incentives

Use other features as well.



i **INVPROM**
SOFTWARE

Our interactive portal has been designed with INVPROM application developed within the scope of a European Project called OASIS, partially funded by European Commission under CIP ICT-PSP.



WE CONTINUE TO CARE ABOUT YOU AFTER YOU DO YOUR INVESTMENT

Subscribe to our world class info feed service
FREE-OF-CHARGE

FUNDING OPPORTUNITIES

BUSINESS AWARD COMPETITIONS

INBOUND & OUTBOUND BUSINESS MISSIONS

LOCAL BUSINESS EVENTS (FAIRS, B2Bs, etc.)

CALLS FOR BIDS

AND OTHER RELEVANT INFO

GET OUR GUIDANCE BEFORE TAKING A STEP

EAST MARMARA DEVELOPMENT AGENCY

IS HIGHLY PROFICIENT IN
ASSISTING INVESTORS FROM
AROUND THE GLOBE.



assistance



information



feedback



support



responsibility



partner-search



service



communication



solution



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TURKEY AT A GLANCE



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WHERE ON EARTH IS TURKEY?

TURKEY
IS ONE OF THE
COUNTRIES WITH
THE HIGHEST
ACCESSIBILITY
IN THE WORLD

Turkey has a central location within the reach of **1.2 billion consumers** living in Europe, Central Asia, MENA Region, that account for **US\$22.7 trillion** of world output, with only 4 hours' flight.

Turkish Airlines flies to more than 300 destinations in 120 different countries.

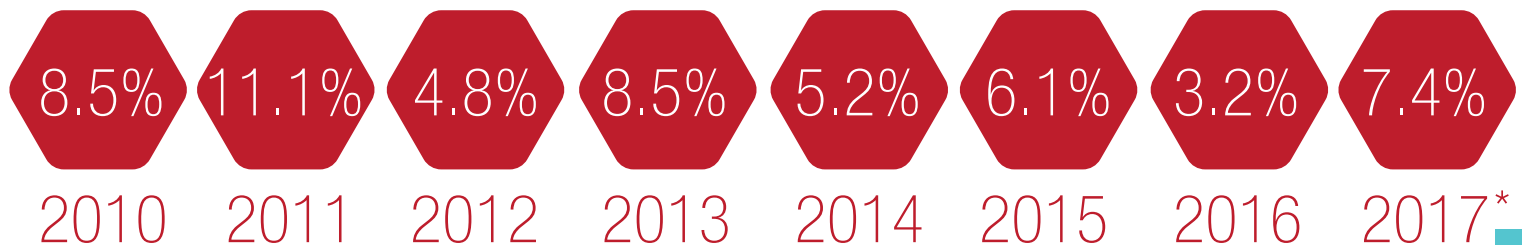


DID YOU KNOW THAT?

TURKEY IS THE **17TH**
LARGEST **6TH**
ECONOMY
IN THE WORLD, AND
IN EUROPE

BREAKING NEWS

Turkish economy continues its growth pace with a sequence of positive rates,



Source: TurkStat, 2017.

*For first 9 months.



Discover
the potential



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BASIC FACTS ABOUT THE REPUBLIC OF TURKEY

General

- * Is a Parliamentary Democracy
- * Is an EU associated country

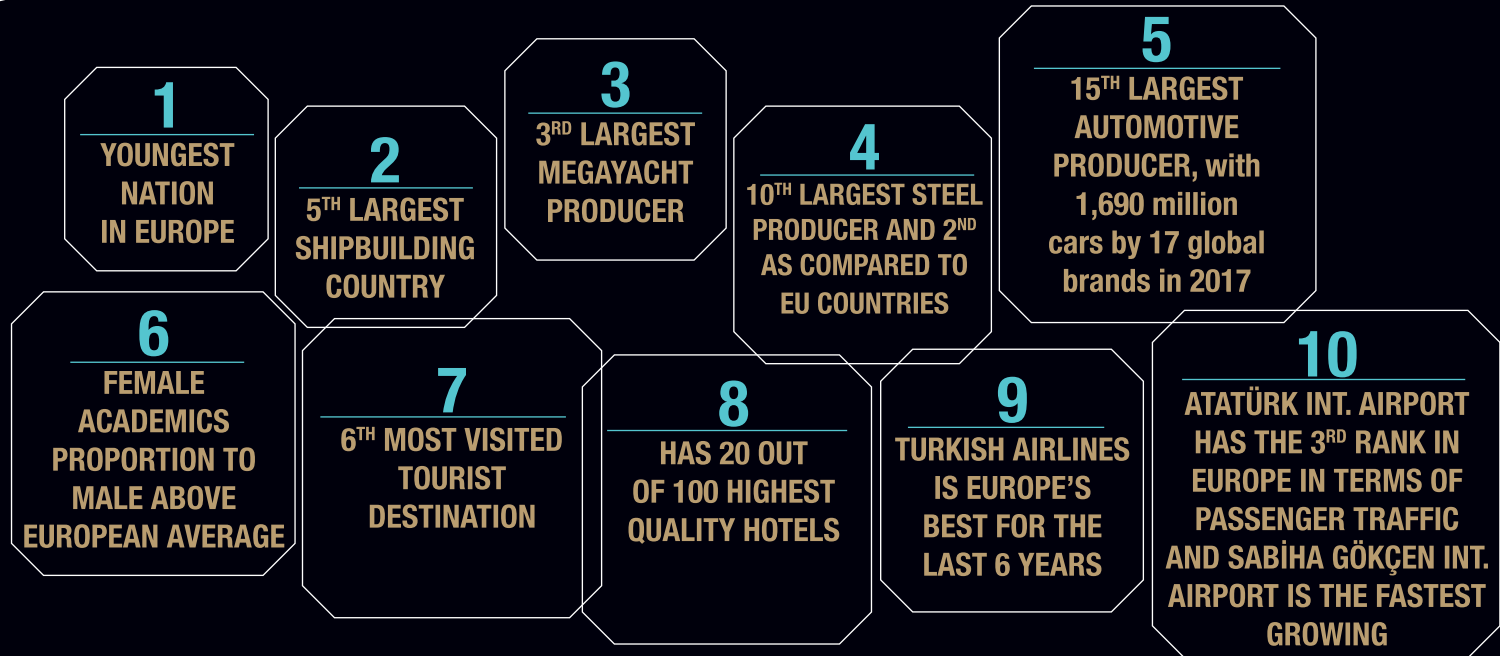
Demographics and Territory

- * Has a population of 79.8 millions (World Rank: 17th)
- * Half of the population is under 30
- * Stretches over an area of more than 783 thousand km² (World rank: 37th)

Economy

- * Is a Liberal Market Economy
- * Entered Customs Union in 1996
- * Generated a nominal GDP of over US\$ 900 billion in 2016 (World rank: 17th)
- * Per capita nominal income is US\$ 10.883 (2016)
- * Real growth rate for first 9 months of 2017: 7.4%
- * Total annual exports for 2017: US\$ 157.1 billion

IMPORTANT INFORMATION ABOUT TURKEY



TurkStat, 2018; ISPAT, 2018;

All data are of 2017, unless otherwise specified



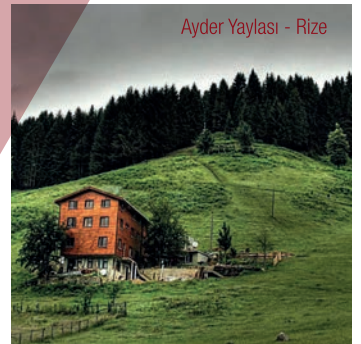
A MAJOR TOURIST DESTINATION

2015 MARKED
A TOTAL OF
36.24 MILLION TOURIST
VISITORSHIP TO TURKEY.



Cappadocia - Nevşehir









TURKEY
A GLOBAL
MAGNET
FOR FOREIGN
INVESTMENTS

10 REASONS TO INVEST IN TURKEY

SUCCESSFUL ECONOMY

1

YOUNG POPULATION

6

**ENERGY HUB AND RICH WITH
RENEWABLE ENERGY
POTENTIAL**

2

**LIBERAL MARKET
FOR INVESTMENTS
WITH LOW TAX RATES &
INCENTIVES**

7

**PROMINENT TOURISM
DESTINATION**

3

**CENTRAL GEOGRAPHICAL
LOCATION**

8

STRONG INFRASTRUCTURE

4

**CUSTOMS UNION WITH EU,
FREE TRADE AGREEMENTS
WITH 17 COUNTRIES**

9

QUALIFIED LABOR FORCE

5

LARGE DOMESTIC MARKET

10

Source: Investment Support and Promotion Agency of Turkey, 2018.



TURKEY OFFERS A FULLY LIBERAL INVESTMENT ENVIRONMENT

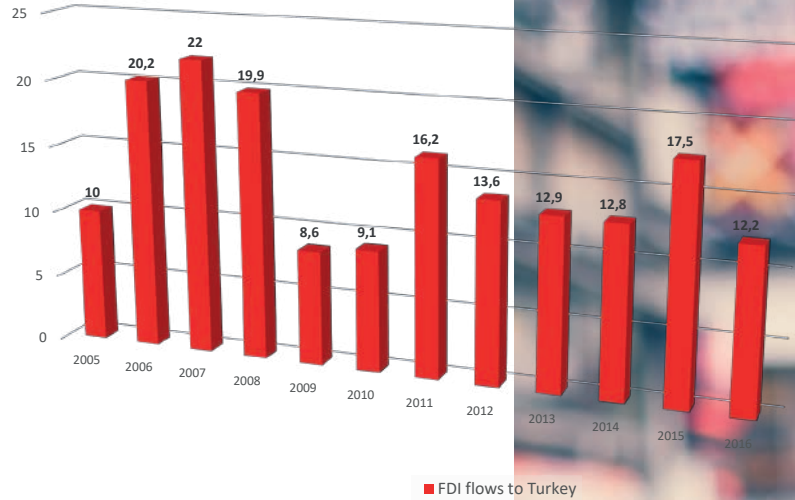
**Foreign
investors can
feel at home!**

NO RED TAPE

- * Same rules and standards apply to domestic and foreign companies.
- * No specific surcharges or taxes imposed on foreign investors
- * No pre-entry or pre-establishment screening requirements
- * No restrictions on foreign ownership
- * No specific company-types imposed
- * No restrictions on capital repatriation
- * Foreign individual investors can directly acquire up to 300 decares of land or venture into partnerships with Turkish companies or open up new legal companies in Turkey in order to acquire land without restriction.
- * Dispute settlement is possible through competent courts or international and national arbitration institutions.
- * There is no "City Tax" application in tourism sector.

FDI INFLOWS TO TURKEY

TURKEY RECEIVED
A TOTAL OF
US\$ 175 BILLION
FOREIGN DIRECT
INVESTMENT
OVER THE LAST
DECADE
(2005 – 2016).



NORTH AMERICA: 7,1%

EUROPE: 72,4%

ASIA(other): 6,4%

NEAR AND MIDDLE EAST: 13,4%

REST OF THE WORLD: %0,04

Source: Min. of Economy, 2017.



REMEMBER...





WHERE IS
EAST
MARMARA?

WHERE IS EAST MARMARA IN TURKEY?



EAST MARMARA IS ON THE
NORTH – WEST OF TURKEY, AND
LITERALLY A HUB CONNECTING
TURKEY'S THREE MAJOR
METROPOLISES; **İSTANBUL, ANKARA**
AND **BURSA.**



**EAST MARMARA IS MADE UP OF 5 PROVINCES
THAT ARE GEOGRAPHICALLY CONVERGING AND
SOCIO-ECONOMICALLY INTEGRATED.**

**EAST MARMARA IS A NUTS-2*
REGION COMPRISING 5 PROVINCES**



* NUTS is the acronym for Nomenclature of Units for Territorial Statistics, which is a Europe-wide geographical standard for referencing subdivisions within a country. There are 26 NUTS-2 regions in Turkey.

HOW CAN I EASILY GET TO EAST MARMARA?

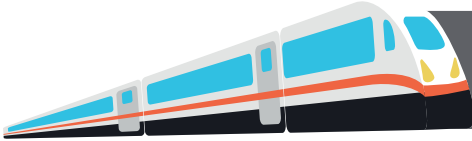
YOU CAN ACCESS EAST MARMARA BY EVERY MODE OF TRANSPORTATION.



LAND



AIR









RAIL




SEA



LAND

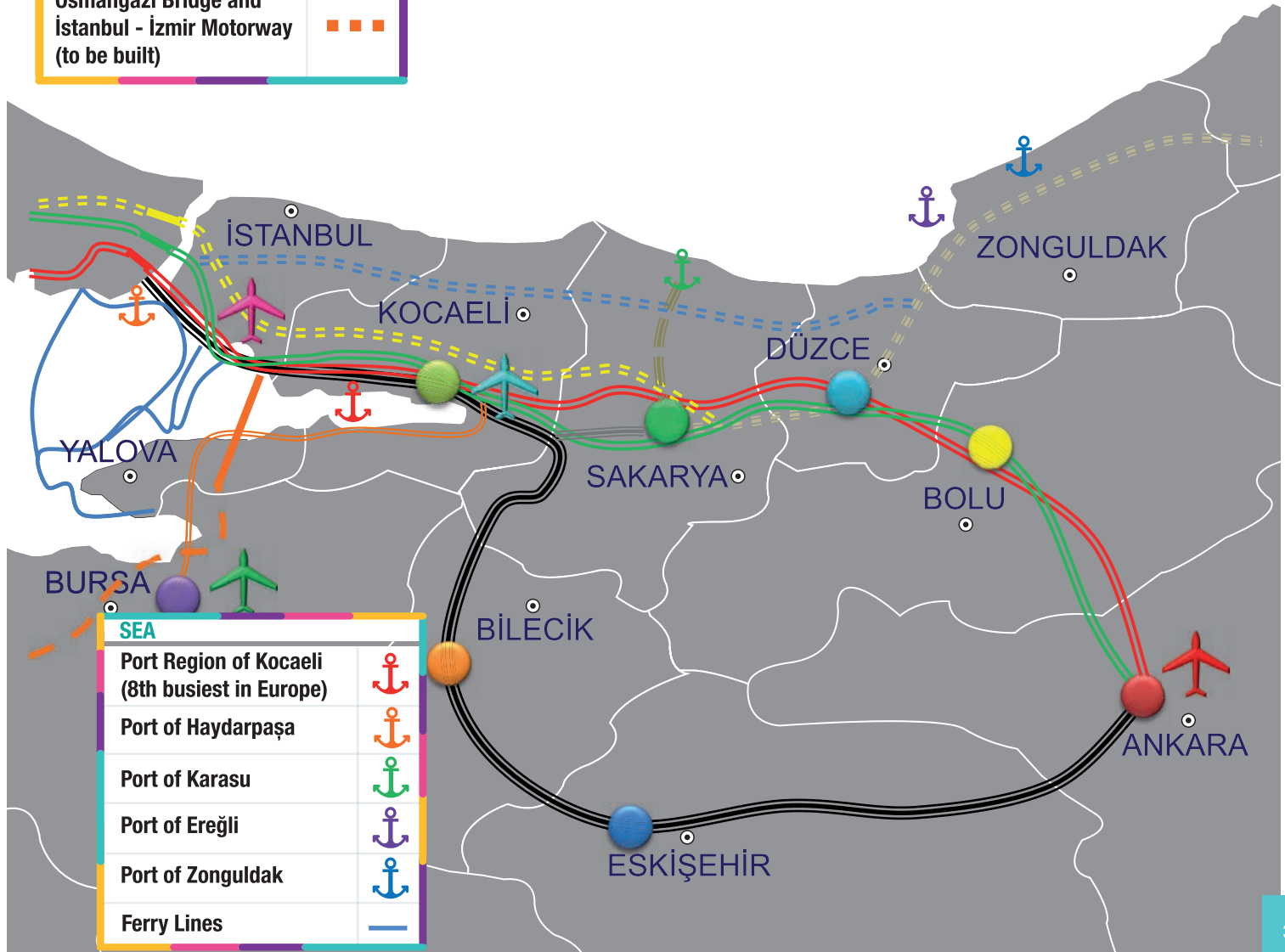
D-100 State Road	
Trans European Motorway	
Yavuz Sultan Selim Bridge and Northern Marmara Highway (to be built).	
D-130 State Road	
Western Blacksea State Road	
Osmangazi Bridge and İstanbul - İzmir Motorway (to be built)	







RAIL

Ankara-İstanbul Railroad	
İzmit-Adapazarı Railroad	
Karasu-Adapazarı Railroad (to be built)	
Batı Karadeniz Railroad (to be built)	

AIR

Esenboğa International Airport	
Atatürk International Airport	
Sabiha Gökçen International Airport	
Kocaeli Cengiz Topel Airport	
Bursa Yenişehir Airport	



SEA	
Port Region of Kocaeli (8th busiest in Europe)	
Port of Haydarpaşa	
Port of Karasu	
Port of Ereğli	
Port of Zonguldak	
Ferry Lines	



**HIGH
SPEED
TRAIN**



**REDUCED THE TRAVEL
TIME FROM ANKARA
TO İSTANBUL
DOWN TO 4 HOURS**



**High Speed Train Stops by Arifiye in
SAKARYA and İzmit - Gebze in
KOCAELİ.**

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GEBZE - ORHANGAZI - İZMİR TOLLWAY, WHEN COMPLETED, SHALL BE THE TURKEY'S LONGEST WITH A TOTAL LENGTH OF 420 KM.



Bridge of Orhangazi
officially put into service
on June 30, 2016. It
is a suspension bridge
with a 1.55 km-long
span, which makes it
the fourth-longest in the
world by the length of its
central span.





PROJECT OF THE CENTURY

MARMARAY

WILL BRING **GEBZE AND
İSTANBUL** EVEN CLOSER.



Marmaray



MARMARAY

Marmaray will reduce the travel time between Gebze on the western end of Kocaeli and the European Side of İstanbul down to 78 mins.

Within the scope of Marmaray project, the two sides of İstanbul have been connected by the world's deepest laid tube under the Bosphorus Strait (Eurasia Tunnel).







PROFITABLE TOURISM
INVESTMENTS IN
**EAST
MARMARA**

QUICK FACTS ABOUT THE EAST MARMARA REGION



General

Is a NUTS-2 region. Comprises 5 provinces

- **Kocaeli**
- **Sakarya**
- **Düzce**
- **Bolu**
- **Yalova**

Population and Area

- Has a total population of 3,8 million; 4.71% of Turkey (2017)
- Has an average population density of 178.5/km²
- Occupies an area of 20.272 km²; 2.5% of Turkey
- Is a home for a labor force of 1.46 million; 32,3% of them are aged between 15 and 34 (2017)

Economy

- Second top exporter (USD 13,97 billion)
- Home of 117 out of 500 Largest Companies in Turkey.
- Generated 11% of National Tax Revenues in 2016 with a 89.62% collection rate to accrued amount
- Ranks 2nd in Turkey as per the per capita GVA (US\$13.138; 2011)
- Ranks 2nd in Turkey in prosperity index of Turkey

Source: TurkStat, 2018; Chamber of Industry of İstanbul, 2017.



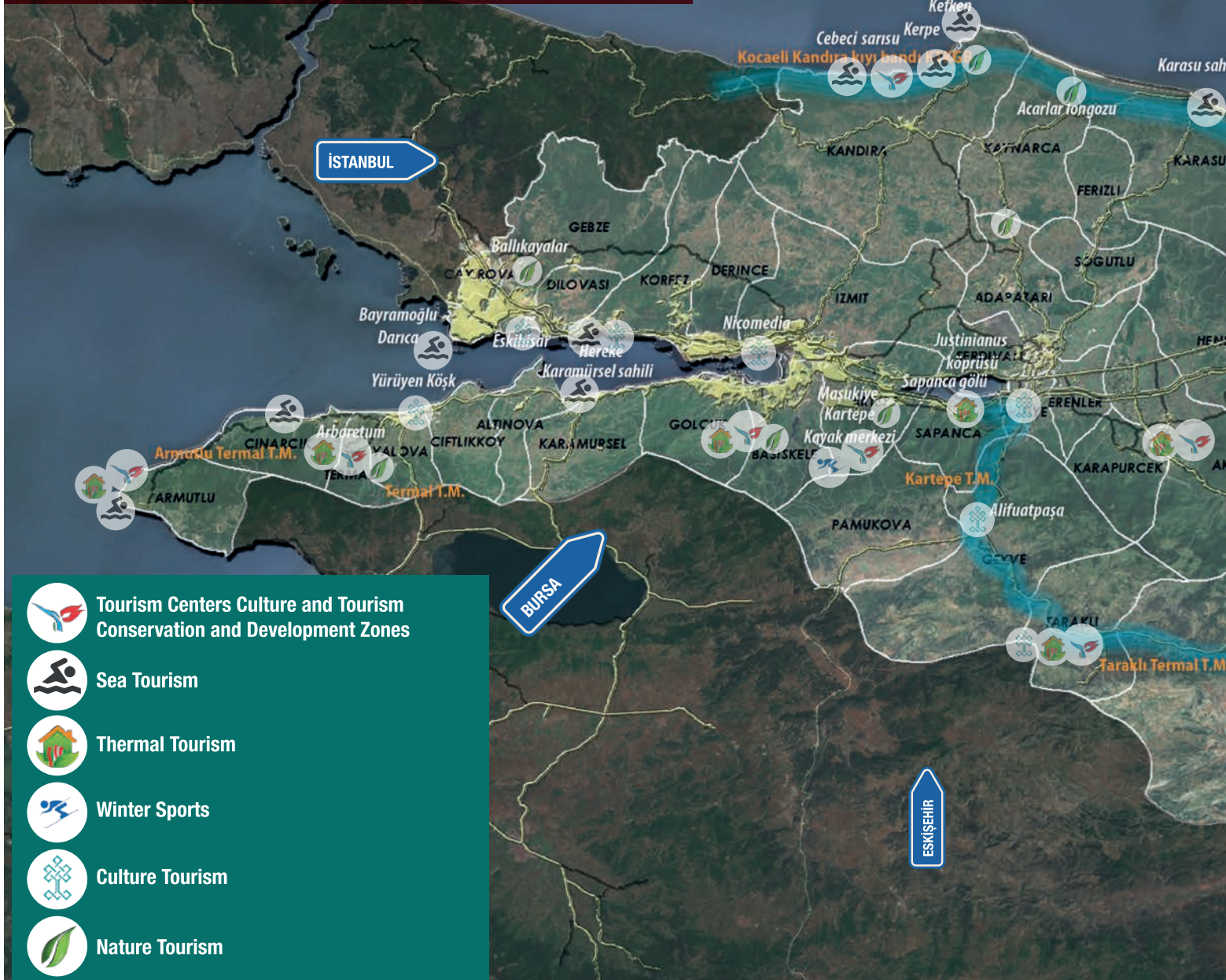


EAST MARMARA OFFERS YOU A SPECIAL BLEND OF;

- GREEN HABITAT
- WHITE SNOW
- HOT SPRINGS
- BLUE SEA
- HISTORICAL HERITAGE
- LOCAL FLAVOR



EAST MARMARA TOURISM MAP



-  Tourism Centers Culture and Tourism Conservation and Development Zones
-  Sea Tourism
-  Thermal Tourism
-  Winter Sports
-  Culture Tourism
-  Nature Tourism

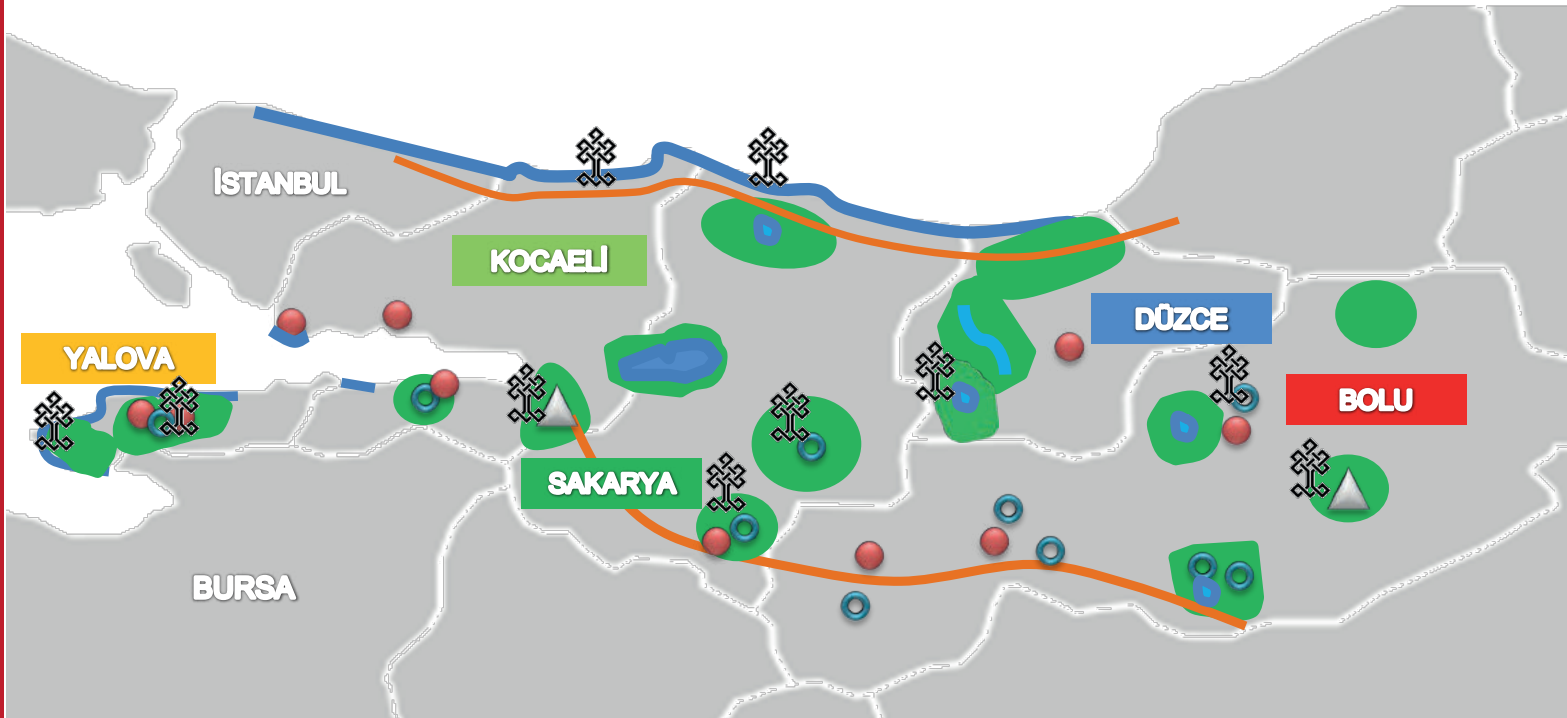




Contact a **MARKA INVESTMENT**
Support Office for more information.

East Marmara Tourism Stats

Foreign Tourist Arrivals	~ 237 thousand (2016)
Domestic Tourist Arrivals	~ 2.35 million (2016)
5-Star Hotels	11 + 9 (2016)
4-Star Hotels	29 + 12 (2016)
3-Star Hotels	32 + 6 (2016)



Lejant

Coastlines



Tablelands, camping, trekking,
other eco-tourism



Thermal Sources



Rafting



Winter Tourism Destinations



Historical sites



Tourism area officially designated
by Ministry of Culture & Tourism



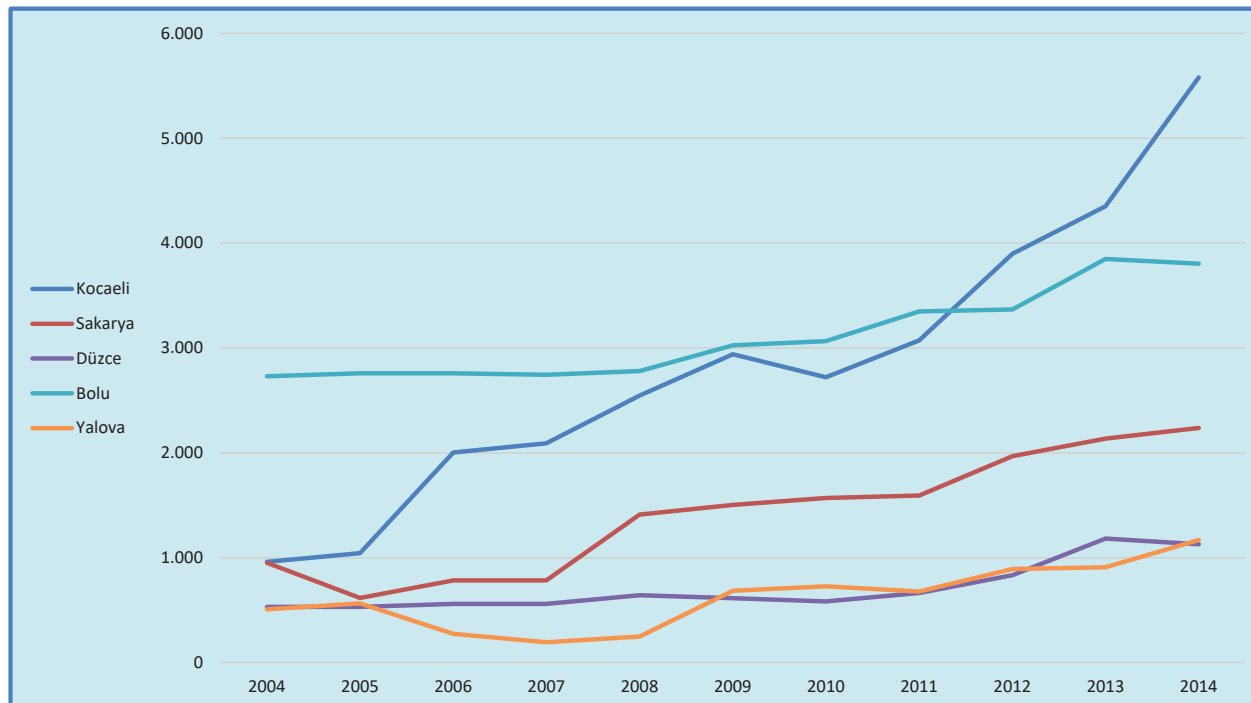
Tourism corridor which is
to integrate tourism destinations lying along



BED CAPACITY IS ON THE RISE WITH NEW INVESTMENTS

East Marmara is experiencing an upwards trend in bed capacity of lodging facilities due to new investments.

Share of total bed capacity of **East Marmara's** lodging facilities in turkey's overall rose from 1.55% to 2.33% during 2004 – 2016.



Graph shows the increasing bed capacity of lodging facilities certified by the Ministry of Culture & Tourism. Source: Min. Culture & Tourism

THERE IS A REMARKABLE INCREASE IN HOTEL STAYS

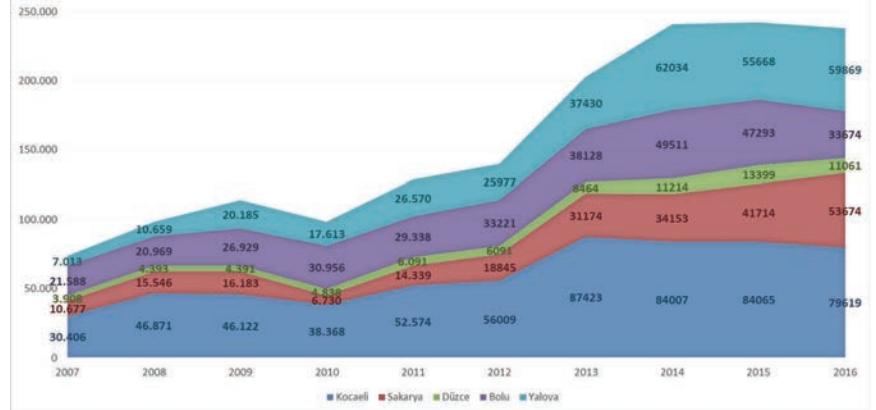


Congruously number of hotel stays both by foreigners and turkish citizens is on the rise across the region.

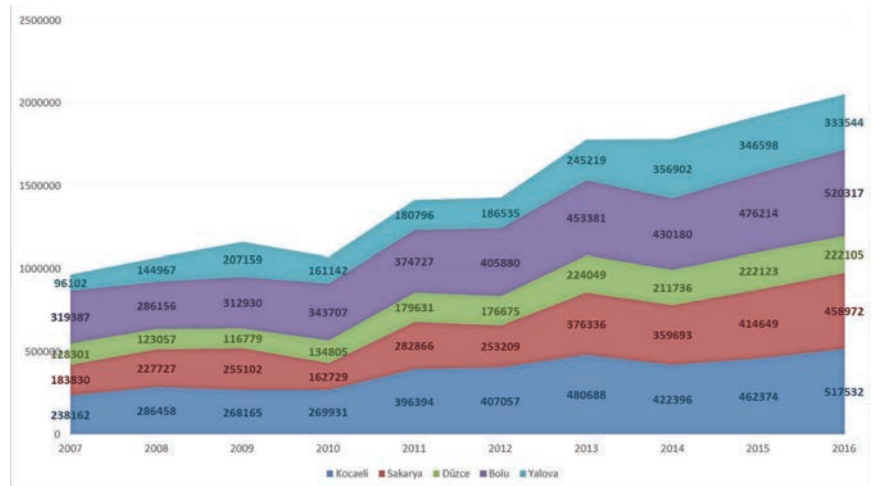


Both graphs show hotel check-ins at Ministry of Culture & Tourism certified hotels and municipality licenced hotels

➤ CHECK-INS BY FOREIGNERS ◀



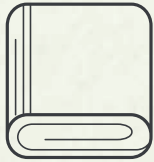
➤ CHECK-INS BY TURKISH CITIZENS ◀



Source: Min. Of Culture & Tourism, 2017.



EXTRA INVESTMENT INCENTIVES FOR TOURISM DEVELOPMENT ZONES AND THERMAL FACILITIES



Those who invest in a tourism development zone or a thermal facility enjoy additional generous state incentives.

An investor may receive a maximum amount of **¥ 5.9 million** incentive for a **¥ 10 million** worth investment.

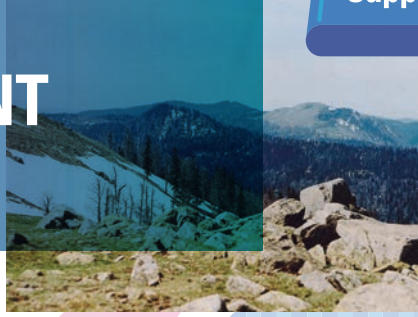
INVESTMENT AMOUNT: ¥ 10 MILLION, EMPLOYMENT: 30

VAT EXEMPTION	¥ 720,000
CUSTOMS TARIFF EXEMPTION	¥ 50,000
TAX REDUCTION	¥ 4,000,000
ALLEVIATION OF EMPLOYER'S SHARE OF INSURANCE PREMIUM	¥ 695,000
INTEREST CUTS ON INVESTMENT CREDIT	¥ 456,000
OVERALL MAXIMUM INCENTIVE	¥ 5,900,000



WHERE ARE THE TOURISM DEVELOPMENT ZONES?

Contact a **MARKA INVESTMENT**
Support Office for more information.



NAME	LOCATION	THEME	AREA (Hectares)
Kartepe Kocaeli TC*	Kartepe	Winter	1,289
Kocaeli Kandira Sahili CTCDZ*	Şile, Kandira Kaynarca	Sea	22,175
Sakarya Akyazı-Kuzuluk Termal TC*	Akyazı	Thermal	7,900
Sakarya Karasu B. Melenâğızı Sahil TC*	Karasu, Kocaeli	Sea	1,200
Sakarya Taraklı Termal TC*	Taraklı	Thermal	1,022
Düzce Gölyaka TC*	Gölyaka	Golf	150
Kardüz Yaylası Kış Sporları CTCDZ*	Gölyaka	Winter	1,200
Bolu Karacasu Termal TC*	Bolu	Thermal	30
Bolu Köroğlu Dağı CTCDZ*	Bolu	Winter, Thermal, Plateau	51,449
Yalova Armutlu Termal TC*	Armutlu	Thermal	5,300
Yalova Termal TC*	Termal	Thermal	4,800

TC: Tourism Center **CTCDZ:** Culture and Tourism Conservation and Development Zone





TOURISM EDUCATION IN EAST MARMARA

QUALIFIED LABORFORCE AND VOCATIONAL EDUCATION

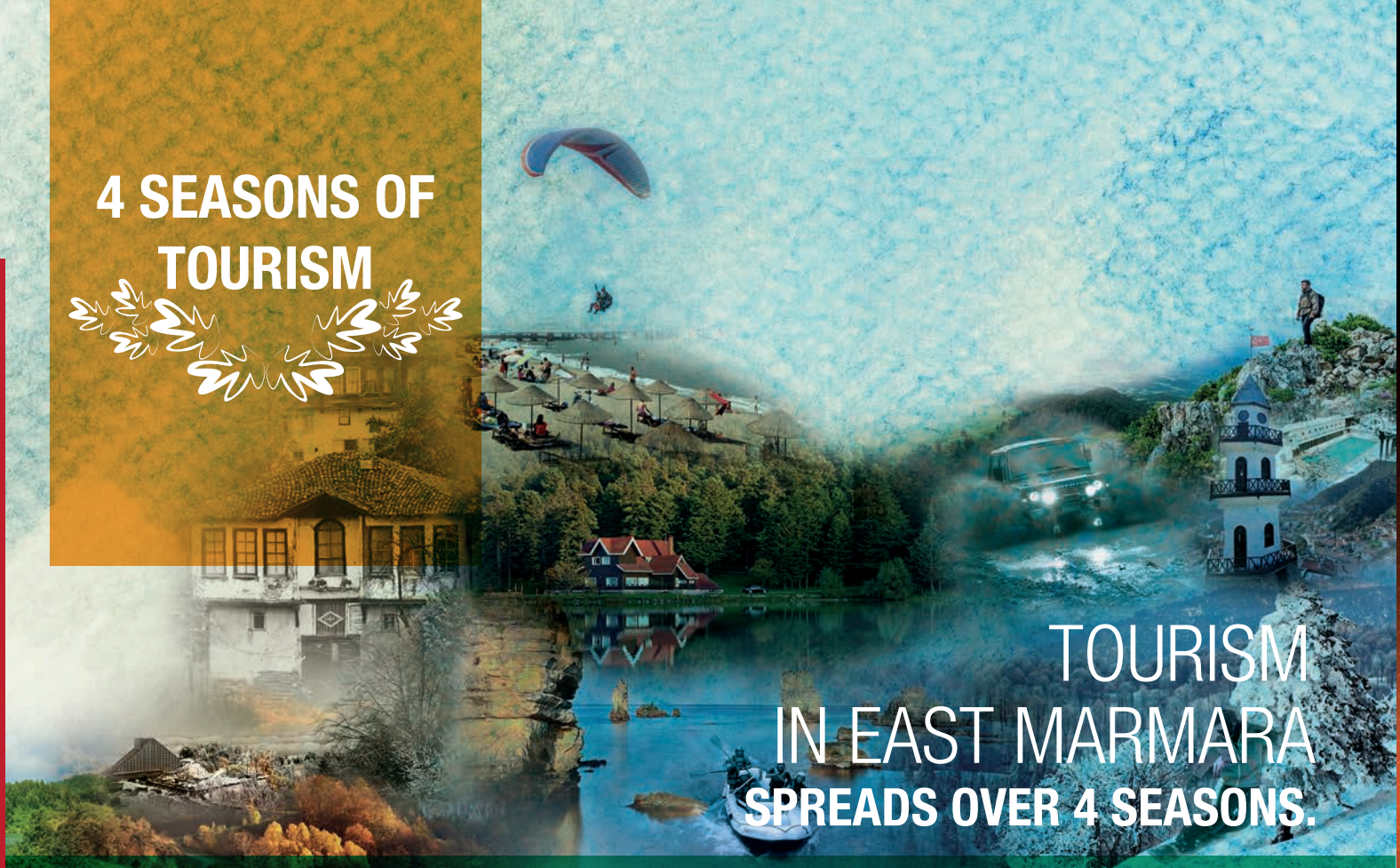
Each year 1,054 students graduate from departments of **culinary, gastronomy and culinary arts, tourism management, tour guiding, tourism and hotel management and travel services** of 5 universities.



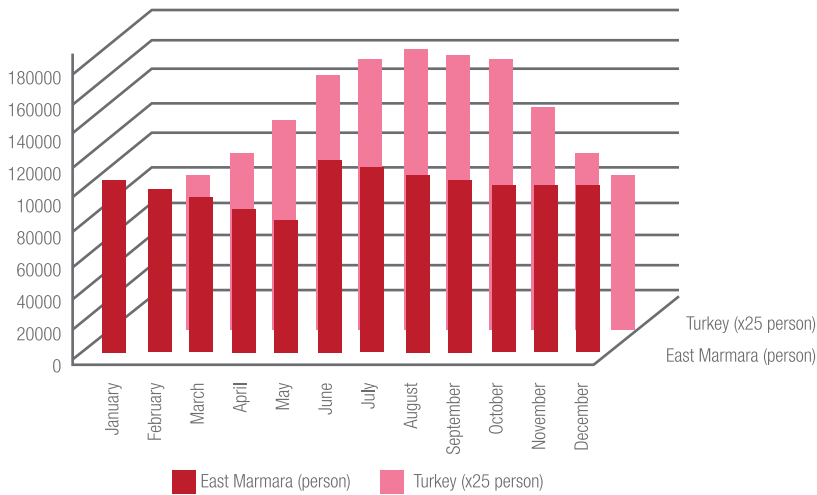
"Chefs of Bolu" are trained in East Marmara.



4 SEASONS OF TOURISM



TOURISM IN EAST MARMARA SPREADS OVER 4 SEASONS.



Tourist Arrivals over 12 Months (Turkey and East Marmara)
* Total numbers of Turkey are scaled 1/25 for comparison.

Source: Min. of Culture & Tourism, 2017.

Contrary to Turkey,
tourism in East Marmara
spreads over 4 seasons
and it does not get
affected by seasonal
differences.



INTERNATIONAL TOURIST PROFILE IN EAST MARMARA



East Marmara is visited by **Saudi Arabians** more than any other nation (37,380 in 2016). It is followed by Germany, Iraq and the US.

Among the highest visiting nations, the **Chinese**, the **Italians** and the **Japanese** register the highest average length of stay.

Arrivals by Countries (Top 10)

SAUDI ARABIA	➡	37,714
GERMANY	➡	24,852
IRAQ	➡	15,003
USA	➡	7,826
KUWAIT	➡	7,756
SYRIA	➡	7,403
ROMANIA	➡	7,227
ITALY	➡	7,097
KIRGIZISTAN	➡	6,994
ENGLAND	➡	6,702

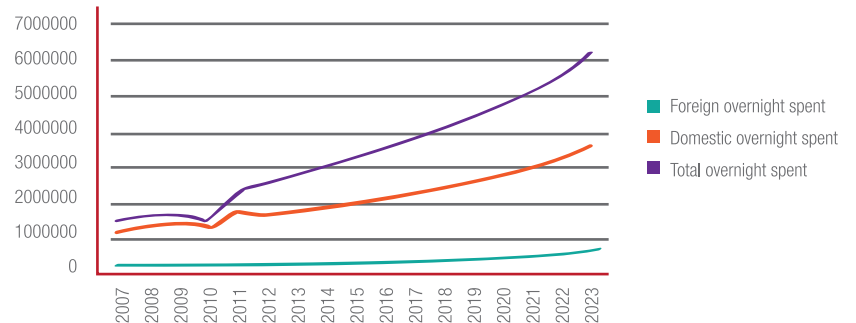


Source: Min. of Culture & Tourism, 2017.

DOMESTIC AND INTERNATIONAL VISITORSHIP IS GROWING EXPONENTIALLY



Projections show that the target of receiving 500,000 international and 3,000,000 domestic arrivals annually shall be reached by 2023. Total overnight stay is projected to be 6.16 millions in 2023.



Source: East Marmara Regional Plan, 2014.





LAND OF PROFITABLE INVESTMENTS



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KOCAELİ

KOCAELI

TOURISM OF KOCAELI IN NUMBERS



Population: 1,883,270

International Tourists: 79,619

Domestic Tourists: 437,913

3-4-5 Star Hotels: 33

Bed Capacity: 7,220

Travel Agencies: 111

Touristic Hotels: 51



Contact Kocaeli Investment Support Office
for more information.

Source: TurkStat, 2018; Min of Culture & Tourism, 2017.

HISTORICAL BACKGROUND OF KOCAELİ

- The first settlements in Kocaeli date back to circa VIII century B.C.
- The former names of İzmit were Astakos and Nikomedia.
- In 311 AD, Roman Empire issued the “Edict of Tolerance” in Nicomedia.
- Been a capital of East Roman Empire.
- Imrich Thököly, the famous Hungarian Count, spent his last years and died at his residence in Kocaeli.
- Hereke is renowned with the Ottoman Imperial Silk Mill.
- There are a total of 48 archeological and historical sites and 7 museums in Kocaeli.



TOURISTIC DESTINATIONS AT **KOCAELİ**

- Hereke is globally renowned for its quality hand-made carpets.
- **Beach tourism:** Kerpe, Kefken, Cebeci, Sarısu, Bayramoğlu, Altinkemer. Karamürsel and Cebeci Beaches are blue flagged.
- **Climbing and Trekking:** Ballıkayalar, Beşkayalar
- **Countryside Tourism:** Kuzu Lands
- **Thermal Tourism:** Yazlık-Yeniköy Hot Spring
- **Water Skiing:** Gölkey Park, Lake Sapanca
- **Culture Tourism:** The memorial house of Imrich Thököly, Fortress Eskihisar, Roman Thermae in Gölcük
- **Winter tourism and skiing:** Kartepe



FAMOUS LOCAL FOOD AND HANDCRAFTS OF **KOCAELİ**

- Pişmaniye and Saray Helvası (sweet) at İzmit
- Trout at Maşukiye and Başdeğirmen
- Special cezerye and delight made out of quince
- Yoghurt and Cheese at Kandıra
- World's finest hand-made silk carpets at Hereke
- Hand-made textiles made of fine fabric in Kandıra
- Hand-made wicker baskets at Karamürsel

A HABITAT OF
SERENITY

SAKARYA



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SAKARYA

TOURISM OF **SAKARYA** IN NUMBERS



Population: 990,214

International Tourists: 53,674

Domestic Tourists: 405,298

3-4-5 Star Hotels: 13

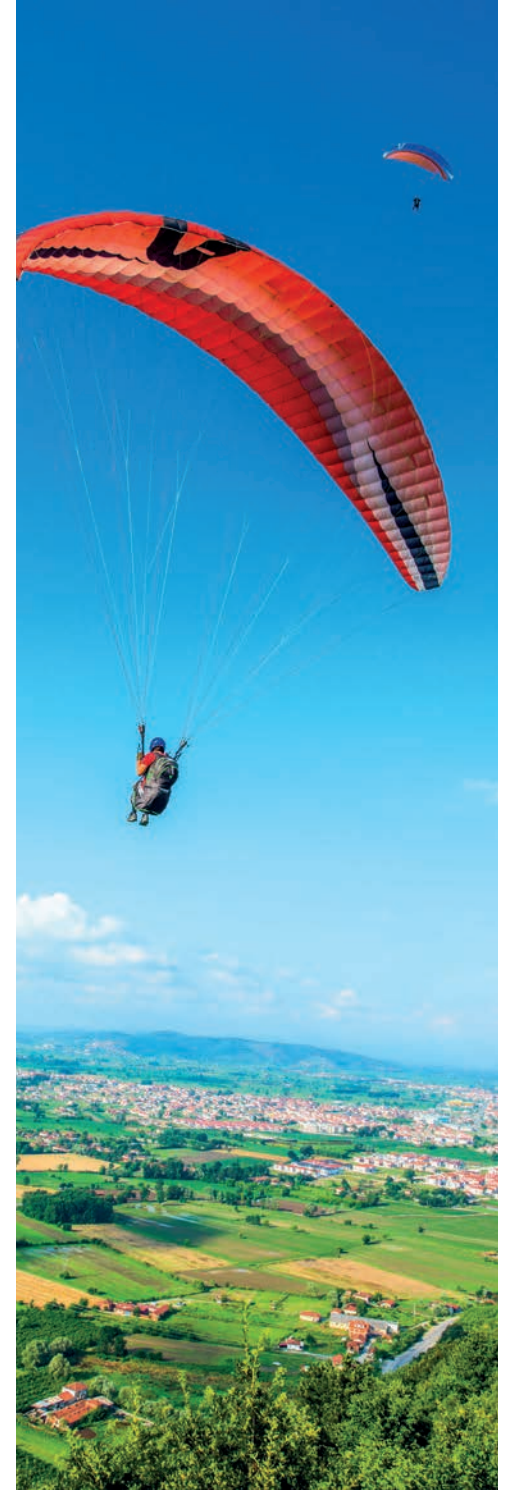
Bed Capacity: 1,571

Travel Agencies: 60

Touristic Hotels: 14



- Tourism Centers Culture and Tourism Conservation and Development Zones
- Sea Tourism
- Thermal Tourism
- Winter Sports
- Culture Tourism
- Nature Tourism



**Contact Sakarya Investment Support Office
for more information.**

Source: TurkStat, 2018; Min of Culture & Tourism, 2017.

HISTORICAL BACKGROUND OF **SAKARYA**

- The history of settlements of Sakarya goes back to Phrygia.
- Harmantepe and Adliye Citadels survive until today from East Roman Empire.
- Turkish manners and customs lives through centuries via oilwrestling in Akyazi, Sapanca and Söğütlü.
- Justinianus Bridge (Beşköprü) - an important landmark - was constructed by East Roman Emperor Justinianos (527-565) to increase accessibility to Eastern provinces.



TOURISTIC DESTINATIONS AT **SAKARYA**

- **Eco-tourism:** Karagöl, Soğucak, Sultanpınar, Acarlar, Taraklı, Sapanca, Lake Poyrazlar
- **Thermal Tourism:** Acısu, Akyazı, Kil Hamamı, Çökek, Village of Ilica, Taraklı
- **Beach Tourism:** Karasu, Kocaali
- **Sports Tourism:** Oil Wrestling at Akyazı and Sapanca, Rowing Races at Lake Sapanca, Off-road at Serdivan; Trekking across the countryside; Motocross at Taraklı, Geyve, Akyazı, Parasailing at Serdivan
- **Culture Tourism:** Old Houses of Taraklı; Tumulus at Akyazı

Sakarya has 10 historical and 11 natural and 1 mixed heritage sites.

FAMOUS LOCAL FOOD AND HANDCRAFTS OF **SAKARYA**

- Hand-made wicker and wooden products, potteries and textiles special to Taraklı
- Hand-made textiles made of fine fabric in Kaynarca
- Islama Köfte (Special kind of Meatball) and Pumpkin Dessert are
- Adapazarı's specialities
- Trout at Akyazı and Sapanca



FOLLOW THE
WATER



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DÜZCE

DÜZCE

TOURISM OF DÜZCE IN NUMBERS



Population: 377,610

International Tourists: 11,061

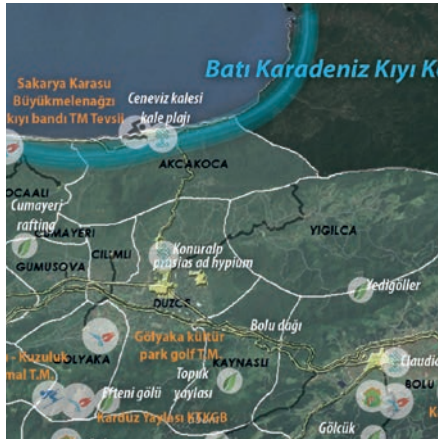
Domestic Tourists: 211,044

3-4-5 Star Hotels: 8

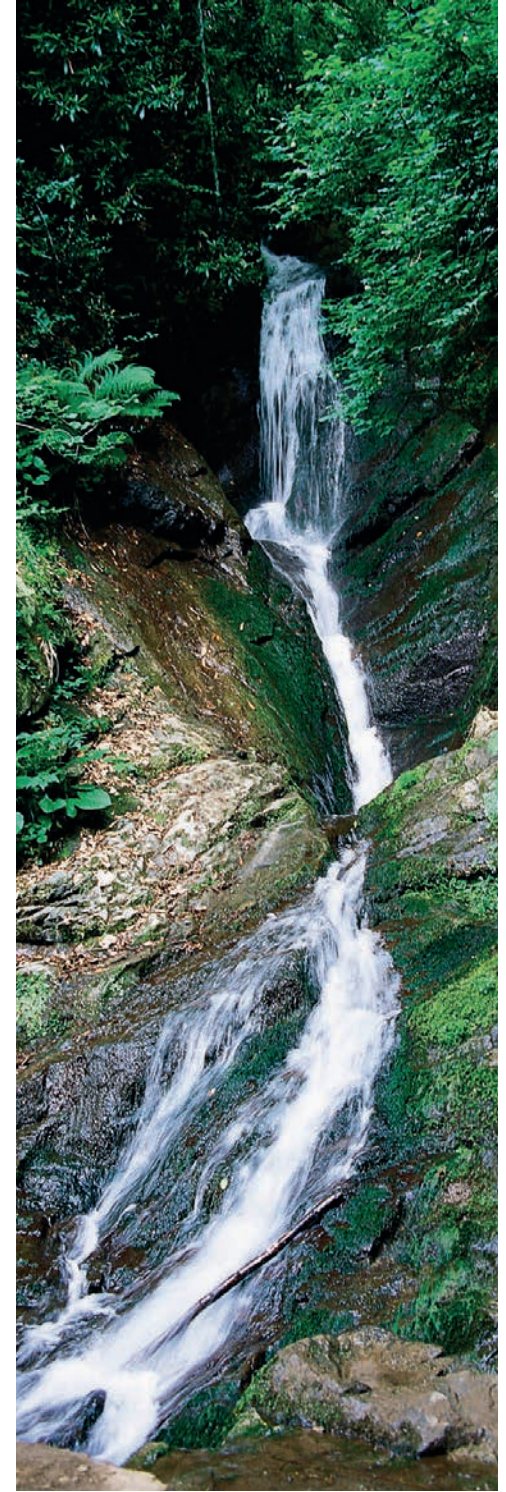
Bed Capacity: 1,308

Travel Agencies: 19

Touristic Hotels: 14



-  Tourism Centers Culture and Tourism Conservation and Development Zones
-  Sea Tourism
-  Thermal Tourism
-  Winter Sports
-  Culture Tourism
-  Nature Tourism



**Contact Düzce Investment Support Office
for more information.**

Source: TurkStat, 2018; Min of Culture & Tourism, 2017.

HISTORICAL BACKGROUND OF DÜZCE

- The town of Konuralp in Düzce, hosts Prusias ad Hypium; an important settlement of the Kingdom of Bithyina (377 BC - 64 AD).
- The ancient name of Akçakoca is Diapolis, which means the Shining City. It is thought that the name was given due to its white cliffs.
- Akçakoca is a popular destination with an abundance of Ottoman Houses.
- Akçakoca used to be an important logistical hub for the Genoese.



TOURISTIC DESTINATIONS AT DÜZCE

- **Beach Tourism:** The Kale Beach has a blue flag due to its cleanliness.
- **Water Sports:** A plane is located beneath the sea surface for divers to see. Rafting can be experienced in the Melen River.
- **Nature Tourism:** The highlands in Gölyaka and Kaynaşlı. Plenty of trekking routes all around the province.
- **Sports:** Fenerbahçe Sports Club have a camping facility in Topuk Plateau. Düzce is becoming a motor-sports destination as many international events take place.
- **Culture Tourism:** Konuralp is an important destination.



FAMOUS LOCAL FOOD AND HANDCRAFTS OF DÜZCE

- Cooked Meat in every kind: fried, grilled or skewered
- Savor the gifts from BlackSea
- A little hazelnut will make you healthy, wealthy and wise
- Melen Güççeği, a delicious local dessert.

**THE HEART OF
THE NATURE**

BOLU



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BOLU

TOURISM OF BOLU IN NUMBERS



Population: 303,184

International Tourists: 33,674

Domestic Tourists: 486,643

3-4-5 Star Hotels:12

Bed Capacity: 3,475

Travel Agencies: 20

Touristic Hotels: 24

-  Tourism Centers Culture and Tourism Conservation and Development Zones
-  Sea Tourism
-  Thermal Tourism
-  Winter Sports
-  Culture Tourism
-  Nature Tourism



Contact Bolu Investment Support Office for more information.

Source: TurkStat, 2018; Min of Culture & Tourism, 2017.

HISTORICAL BACKGROUND OF BOLU



- Bolu is believed to be firstly settled by Bebericans and later by Bithynians circa 8 B.C.
- Later on ruled by Romans, Byzantians, Anatolian Selcuks and Ottomans in chronological order.
- Former names Bithynion, Bithynium, Claudiopolis and Hadrianapolis.
- Renowned for Köroğlu, a legendary figure.
Bolu has 58 archeological sites along with 2 museums.
Museum of Bolu houses 15,981 historical artifacts.
- Eviya Çelebi mentions about the hot springs of Karacasu with glowing terms, which have been used since the Romans.
- The towns of Göynük and Mudurnu are located over the Silk Road.
Göynük used to be a center of Umurhan Bejlik for a short period.
- Akşemseddin, the mentor of Mehmed II the Conqueror lived in Göynük.



TOURISTIC DESTINATIONS AT **BOLU**

- Forests cover 62% of entire Bolu.
- **Nature Tourism:** Yedigöller, Abant, Gölcük, Gerede, Mudurnu
- **Hot Springs:** Karacasu, Seben, Pavlu, Babas, Sarot, Kesenözü, Çatak, Mudurnu, Göynük
- **MICE:** Abant, Karacasu
- **Culture Tourism:** Göynük, Mudurnu, Bolu
- **Winter Tourism:** Kartalkaya, Aladağ, Gerede - Esentepe, Kıbrısçık



FAMOUS LOCAL FOOD AND HANDCRAFTS OF **BOLU**

- Champions' breakfast
- Bolu is the home of Turkey's best chefs.
- Keş Cheese, Saray Helva, Bolu Chocolate, hazelnut sweet, honey, butter, cream, pine and lotus cologne, pine cone and wild strawberry jam, cranberry tarhana.



WHERE GREEN
MEETS BLUE



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YALOWA

YALOVA

TOURISM OF YALOVA IN NUMBERS



Population: 251,203

International Tourists: 59,869

Domestic Tourists: 273,675

3-4-5 Star Hotels: 8

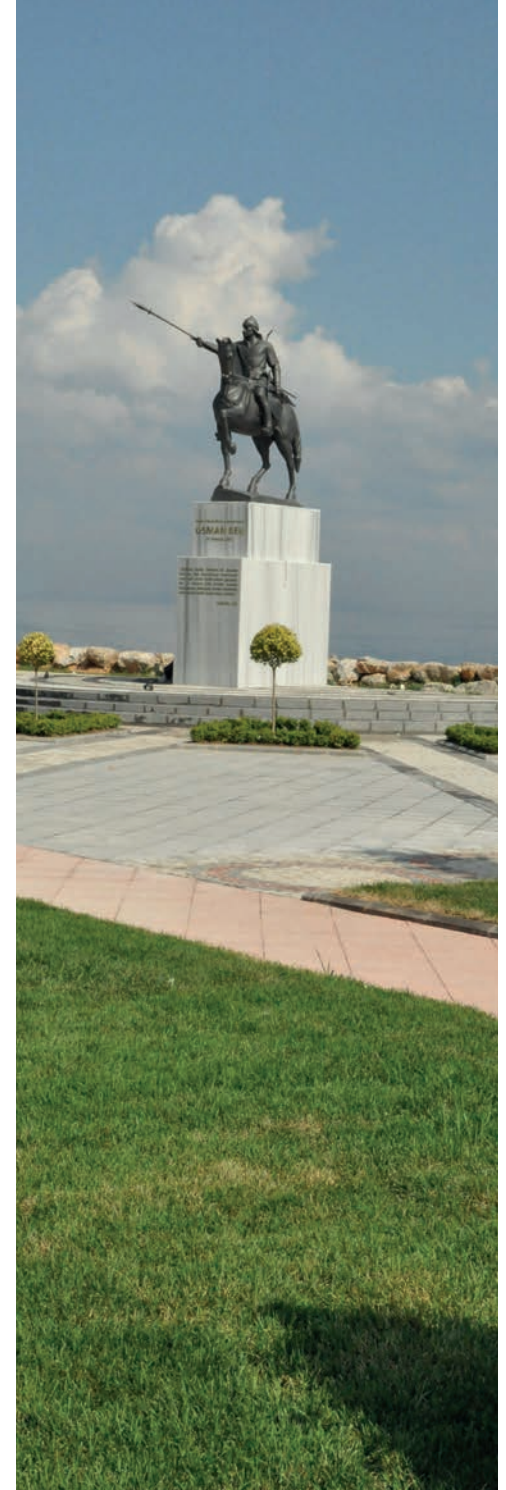
Bed Capacity: 1,168

Travel Agencies: 40

Touristic Hotels: 10



-  Tourism Centers Culture and Tourism Conservation and Development Zones
-  Sea Tourism
-  Thermal Tourism
-  Winter Sports
-  Culture Tourism
-  Nature Tourism



**Contact Yalova Investment Support Office
for more information.**

Source: TurkStat, 2018; Min of Culture & Tourism, 2017.

HISTORICAL BACKGROUND OF **YALOVA**

- First provable and operational printing house of the Ottoman Empire was established in the Elmalı Village of Yalova by İbrahim Müteferrika.
- Termal district of Yalova is the first thermal facility of Turkey. It is operational for more than 1600 years.



TOURISTIC DESTINATIONS AT **YALOVA**

- **Eco-Tourism:** Delmece, Erikli, Karlık
- **Health Tourism:** Termal and Armutlu Hot Springs
- **Recreational Areas:** Kurtköy Kapılı Çınar, City Park, Geyikdere-Çamlık, Höyük Hights, İstihkam Hights
- **Seaside Tourism and Yachting:** Coves between Termal and Armutlu
- **Culture Tourism:** Yürüyen Köşk (Mansion), Atatürk Pavilion in Termal Outdoor Museum, Karaca Arboretum Museum of Living Trees
- Yalova has 5 archeological and historical sites and 3 museums as well.



FAMOUS LOCAL FOOD AND HANDCRAFTS OF **YALOVA**

- A well-known brand: Yalova Sütüğü
- Delicious Kiwi and Strawberry is being produced in Yalova.
- Yalova is a famous destination for floriculture.





TURKISH STATE
IN SUPPORT OF TOURISM
INVESTMENTS



REPUBLIC OF TURKEY
MINISTRY OF ECONOMY

TURKISH STATE OFFERS INCENTIVES

LARGE SCALE INVESTMENTS

Investments above TRL 50 million (~US\$13,2 million) enjoy similar advantages of the regional incentives (even higher for corporate tax reduction - 25%).

SPECIAL INVESTMENTS

Investments in 3 or higher star rated hotels, boutique hotels, hotels with special status and hostels at Tourism Development Zones and all Thermal Facilities enjoy additional regional incentives.

- Customs duty exemptions
- VAT exemptions
- Tax Cut (total amount of contributions to investment: 40%)
- Insurance premium burden on employer assumed by Treasury during the first 7 years for investments.
- Interest Rate Cut: (5 points in TRL, 2 points in other currencies)

GENERAL INCENTIVES

Investments that foresee an initial start-up cost that is greater than TRL 1 million (~US\$260 thousand) are eligible for:

- Customs duty exemptions
- VAT exemptions

Minimal amount is USD 130 thousand for Düzce.

REGIONAL INCENTIVES

Min. of Economy classifies Provinces of Turkey into 6 groupings as regards to their prosperity. Regional incentives are awarded to investments above respective minimal amounts into regional priority sectors. East Marmara hosts Group 1 (Kocaeli), 2 (Sakarya, Bolu, Yalova) and 4 (Düzce) Provinces, where investments enjoy:

- Customs duty exemptions
- VAT exemptions
- Land lease for 49 years
- Insurance premium burden on employer assumed by Treasury during the first 2/3/6 years for investments.
- Tax cuts corresponding 15%/20%/30%.



AIDS AND INCENTIVES FOR TOURISM

MINISTRY OF CULTURE AND TOURISM

- › Land allocation
- › Property tax exemption (5 years)
- › Easier to employ foreign nationals
- › Lowest available rates for electricity, water and gas consumption
- › Privileged access to telecommunication
- › Grants for exhibition attendance and other promotional activities
- › Grants for travel agencies (Group A) those make inbound via airlines and cruises.
- › Project and implementation grants for restoration, conservation and maintenance immovable cultural heritages including registered old houses.
- › Restoration Credits by the Housing Development Administration (TOKİ)



OTHER

- › Low interest loans from Turkish Development Bank and other public banks
- › Low interest credits from Turkish EXIMBANK
- › Service sector SMEs, including those operating in tourism, are eligible for applying KOSGEB (Small and Medium Industry Development and Support Organization) financial assistance
- › Development Agency funding schemes
- › The Ministry of Economy grants for companies (i.e. hotels, airlines, hospitals) operating in medical tourism sector.



CONTACT US FOR FURTHER INFORMATION

> KOCAELİ

HEADQUARTERS & KOCAELİ INVESTMENT SUPPORT OFFICE

T.C. East Marmara Development Agency
Address: Yenişehir Mah. Demokrasi Bulvarı
No:72/A, TR-41040, İzmit, KOCAELİ
Phone: +90 (262) 332 01 44 - 2 - 1
Fax: +90 (262) 332 01 45
E-mail: info@marka.org.tr
Web: www.marka.org.tr

GEBZE LIASION OFFICE

(Gebze Chamber of Commerce, 6th floor)
Address: Gebze Ticaret Odası 6. Kat Güzeller
Mah. Kavak Cad. No.3, Gebze, KOCAELİ
Phone: +90 (262) 332 01 44 - 168
Fax: +90 (262) 332 01 45
E-mail: kocaelydo@marka.org.tr

> SAKARYA, DÜZCE, BOLU, YALOVA

SAKARYA INVESTMENT SUPPORT OFFICE

(Sakarya Chamber of Commerce and Industry,
Ground Floor)
Address: Sakarya Ticaret ve Sanayi Odası,
Sakarya Mah. No:19, Arifiye, SAKARYA
Phone: +90 (262) 332 01 44 - 2 - 4
Fax: +90 (262) 332 01 45
E-mail: sakaryaydo@marka.org.tr

BOLU INVESTMENT SUPPORT OFFICE

(Bolu Chamber of Commerce and Industry)
Address: Borazanlar Mh. D-100 Karayolu Cd.
No:42, BOLU
Phone: +90 (262) 332 01 44 - 2 - 2
Fax: +90 (262) 332 01 45
E-mail: boluydo@marka.org.tr

DÜZCE INVESTMENT SUPPORT OFFICE

Address: Kültür Mh. Süleyman
Kuyumcu Cd. No:11, Kat:4, DÜZCE
Phone: +90 (262) 332 01 44 - 2 - 3
Fax: +90 (262) 332 01 45
E-mail: duzceydo@marka.org.tr

YALOVA INVESTMENT SUPPORT OFFICE

Address: Fatih Cd. Hürriyet Sk.
No:24/3, YALOVA
Phone: +90 (262) 332 01 44 - 2 - 5
Fax: +90 (262) 332 01 45
E-mail: yalovaydo@marka.org.tr





TOURISM
INVESTOR'S
GUIDE TO
EAST
MARMARA

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T.C.

DOĞU MARMARA KALKINMA AJANSI

Yenişehir Mh. Demokrasi Blv. N: 72/A
41050 İZMİT - KOCAELİ - TURKEY

T: +90 262 332 01 44

F: +90 262 332 01 45

E: info@marka.org.tr

www.marka.org.tr