

# HANDE TİBÜK: NO INTERNATIONAL HOTEL CAN MANAGE AN ALL-INCLUSIVE SYSTEM LIKE THE ONE IN ANTALYA

Hande Tibük, Executive Board Member & General Coordinator of Net Holding, said, "I do not really believe that any international hotel can manage an all-inclusive system like the one in Antalya, but a high-quality all-inclusive system; we also see that they cannot. There have been attempts, but it does not work; they need to adapt to us. In this regard, I think Turkish tourism is very successful."

**H**ande Tibük, Executive Board Member & General Coordinator of Net Holding, said, "I am in my 25th year in the tourism sector. In these 25 years, we have become a sector accustomed to constantly experiencing crises, and as we experience crises, our resilience increases, our reflexes improve, we respond very quickly and adapt. Therefore, I think this truly distinguishes us in the international arena. As Merit Hotels, we were actually established in 1988. While we had a hotel management chain in Turkey, as of 2000 we directed our investment toward Cyprus.

## WE PROMOTED CYPRUS, WHICH WAS UNDER ISOLATION, THROUGH INTERNATIONAL TOURNAMENTS

We also had casino operations. After casinos were closed in Turkey, we entered a period in which we believed we would be stronger by combining our hotel and casino operations under a single brand. We brought the Merit brand to its current point with the investments we made in Cyprus. We provide services in the upper segment. Of course, we think that the casino guest has a separate place within the upper-segment guest profile. They are more demanding, more capricious, and of course we treat them with great care. Since we aim to provide a comfort greater than what they have at home, we have brought it to a good point over time. Through international tournaments, we promoted



Cyprus, which was under isolation, and succeeded in bringing players from all over the world. The non-Turkish guest profile, which used to be at 5-10 percent, has now risen to 30-35 percent; this happened thanks to these efforts.

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we also see that they cannot. There have been attempts, but it does not work; they need to adapt to us. In this regard, I think Turkish tourism is very successful.

In fact, we are the first facility to introduce all-inclusive in Cyprus, and of course our difference from Antalya is that there is casino integration and an entertainment facility. We have a system that constantly tries to improve and develop itself. We are very sensitive about personalized service and we do not exceed 300 rooms. Currently, we have 8 hotels in Cyprus and 6 casinos, but we do not want to expand too much. Otherwise, you lose personalization," she said.