

# “And the Winner Is... Istanbul”

- The New York Times



January '11

## *intraview*

## The New York Times' Readers Honored Istanbul

Following on from its stint as a European City of Culture in 2010, Istanbul has continued to grow in popularity. Its latest success came when readers of the New York Times voted Istanbul the place they would most like to visit. According to the paper, Istanbul 'won by a landslide' and its website is full of comments from readers from all over the world smitten by Istanbul's attractions. Typical of these is DP of Copenhagen who describes Turkey in glowing terms writing that "it is a wonderful country with a huge mix of culture, incredible history, incredible food and some of the nicest people in the world." David of Chicago also declared himself a big Istanbul fan and wrote "The people of Istanbul are warmer than perhaps any who I have ever met."

Perhaps Josh Friedman of San Francisco summed it up when he said "As a travel agent specializing in ultra-luxury cruises I can attest to the fact that Istanbul was THE go-to city in 2010. And it's on target for 2011, too. It's Western enough that Americans feel comfortable going there, but exotic enough to make you go beyond Rome, Paris and the usual."

Of course, at Intra, we have long been aware of Istanbul's many attractions, but it is still nice to see the city gaining international recognition.

### Palazzo Donizetti Opened



its own spa with authentic Turkish Bath and charming indoor pool.

In Istanbul we are already spoilt for choice with so many stunning world-class hotels, but there is always room for more. Last year saw the long-awaited re-opening of the newly-renovated Pera Palace. Already 2011, has provided a rival in the form of the stunning Palazzo Donizetti, set just off the famed pedestrian street, Istiklal Caddesi. Perfect for both business and leisure travelers, it is a beautifully designed boutique hotel making liberal use of glorious Italian Carrera marbles and atmospheric stained glass lighting. It even has

### Intra at Fitur

The year got off to a flying start with January's participation in Madrid's International Tourism Trade Fair, Fitur. It is always one of the year's biggest fixtures for us, as Spain is one of our most important markets. As a truly international arena, it also presents a great opportunity for us to catch up with friends from all around the world. This year was no exception and our five-strong team, led by CEO Ertugrul 'Art' Karaoglu, came back full of enthusiasm and buzzing with plans for 2011 and beyond. We would also like to see you at BIT Fair – Milan.

**(Fitur)** 2011