



## Los Istanbules

March '11

### **TURKISH AIRLINES BEGINS DIRECT FLIGHTS BETWEEN LAX - IST**

In March 2011, Turkish Airlines will begin flying four times per week direct between Istanbul and Los Angeles with flights operating on Tuesdays, Thursdays, Saturdays and Sundays. This will be Turkish Airlines' fifth North American gateway, adding to New York, Chicago, Washington, and Toronto.

Great excitement surrounds this development in Istanbul, as we look forward to welcoming even more visitors from the US. In 2010, nearly 643,000 American visitors came to Turkey and with these new flights this is set to increase. There will be convenient connections from Istanbul to cities throughout Turkey and beyond.

Los Angeles Mayor Antonio R. Villaraigosa gave his warm support to the flight launch saying "I am very proud that Turkish Airlines has chosen LAX as its U.S. West Coast gateway." He added "The nonstop route between LAX and Istanbul will strengthen business, tourism and cultural ties with one of the most desirable cities in Eurasia, while providing improved connecting service to more European, Asian, African and Middle Eastern destinations.

As Intra Tours, we are also excited with these flights, and eager to create new partnerships in Los Angeles.

#### **TOURISM WINDS WARMS ISTANBUL WITH EMITT 2011**

Once again Intra Tours played a prominent role in Istanbul's EMITT Tourism exhibition, meeting up with old friends and gaining some new ones in the process. In recent years EMITT has gone from strength to strength and is now the sixth biggest tourism exhibition in the world. 114,000 visitors came through its doors from 10-13 February. The exhibition space and the number of exhibitors grew by 11% this year, compared to 2010, and the number of participant countries grew from 50 to 60.



#### **TURKISH TV SERIES INCREASED CROATIAN VISITOR NUMBERS**

The Croatian media reported recently that the popular Turkish soap opera, '1001 Nights' has taken the country by storm, so much so that Croatians are signing up for Turkish language courses and booking trips to Istanbul. This may well be the influence behind an increase in the number of Croatian visitors travelling to Turkey in 2010 - up almost 7% on the previous year. Croatians are visiting the city which provides the backdrop to the love affair between the protagonists Scheherazade and her boss Onur.