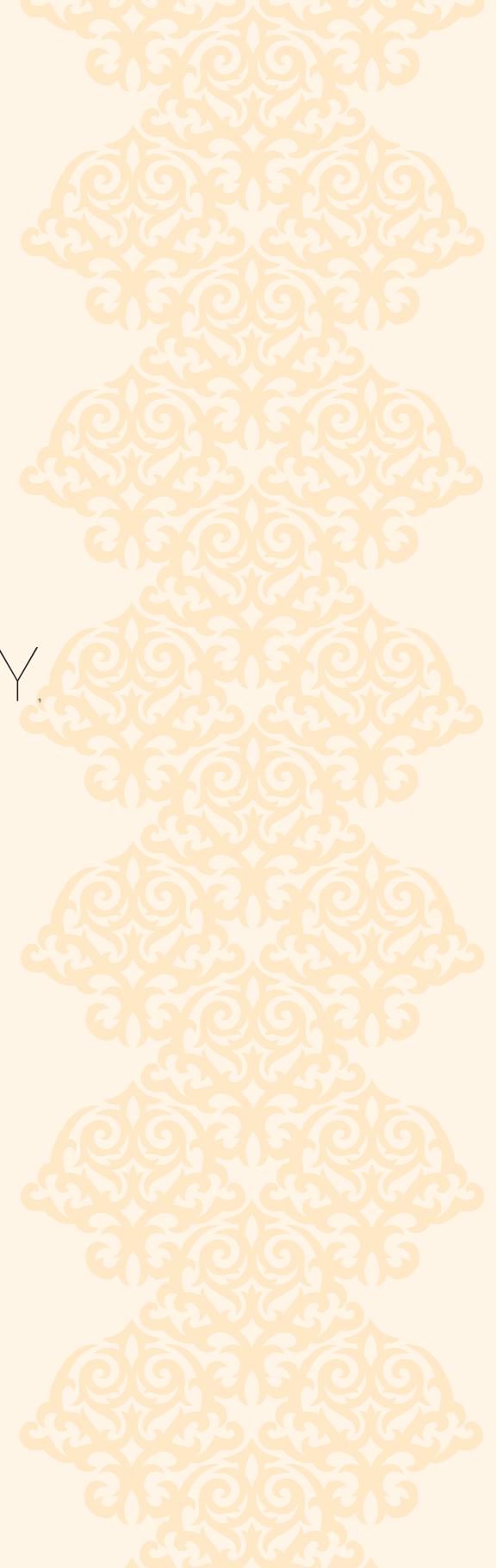


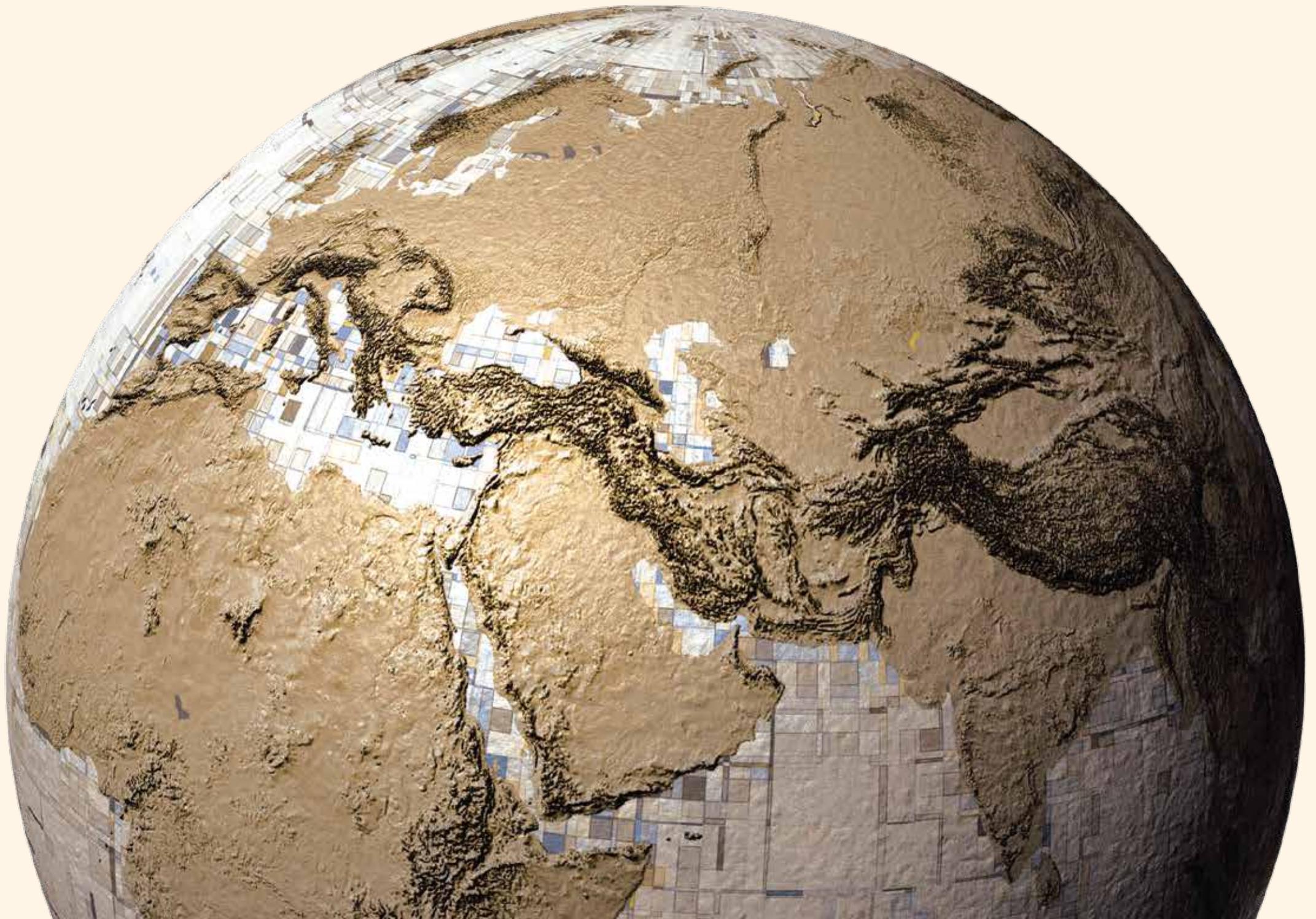
CARPE  DIEM



A HISTORY OF  
12.000 YEARS OLD LAND  
BEING TOLD BY  
A 46-YEAR EXPERIENCED COMPANY,  
HAVING 2.000 YOUNG  
AND DYNAMIC PROFESSIONALS,  
WITH PASSION FOR EXCELLENCE  
THE DORAK HOLDING  
COOPERATION.



WE RECOMMEND





We have travelled through a long journey - called life - with inspiration and happiness, and left wonderful traces behind. Our company has a history of forty five years and we have performed as a group of companies for twenty years (ađo ıkanlacak). Now as I look back at the remarkable result of my colleagues' joint effort, my heart is filled with delight and pride.

Two good fellows, we have started this company from scratch, without any capital at all. Our agency was our sole wealth then. Still, we have managed to gain the trust and respect of the companies, and of our partners and we have realized that a good reputation would open more gates than what capital and bank credits could ever do.

We established our philosophy back in those early days and hold onto it throughout. We have never aspired to be the "biggest" or the "fastest growing" company among our peers, but we always aimed to be a pioneer for professionalism and reliability.

Today I can confidently say that we have reached our major aim.

We have relied on our professional management skills to improve our operations. Partnership and management functions have been clearly defined and separated. We appreciate our colleagues' merits, reliable work habits and strong ethics. Those principles pave the way of continuous and healthy development for our company.

I trust that together with my partners and my colleagues, we will carry the Dorak's name to further heights. We will continue to set the quality standards in the market with our dedication and special efforts towards achieving maximum efficiency.

Ahmet Serdar K r k u  
Dorak Holding Chairman of the Board

DORAK HOLDING HAS  
UPSCALE HOTELS ALL AROUND TURKEY  
GOURMET FISH RESTAURANT CHAIN  
PRECIOUS JEWELLERY SHOPS  
HANDICRAFT SHOPS  
HOT AIR BALLOONS  
OUTDOOR EXPEDITION ACTIVITIES  
MUD BATH  
VIDEO MAPPING ON FAIRY CHIMNEYS  
MINING  
LUXURY TRANSFER SERVICES  
AND MANY MORE...



## *For the global travellers*

Since its establishment in 1971, Dorak Tours has been considered among the most successful travel management companies in Turkey, in terms of professionalism, quality of service, efficiency and absolute reliability.

Dorak provides all kinds of interests and activities, including cultural and special - interest tours, tailor-made excursions, round-trips, pilgrimage tours, golf holidays, wellness, SPA & thalasso therapy, cruises, rafting activities, and MICE business, combined with domestic and international flight tickets sales.

Succeed in worldwide markets, Dorak handles hundred thousands of travellers every year; represents thousands of room nights for our hotel partners.

Dorak's business has grown through the unrivalled reputation which had positioned itself as a reliable long-term partner. Fully committed to business partners, Dorak aims to maintain strong relationships at all times with our clients, hotels and service suppliers.

Dorak possesses great buying power; which enables effective development of new markets, having great influence in the industry by creating better products through open doors and chasing new opportunities.

Since 1971, Dorak has operated and developed systems that make the provision of travel programs easier for Dorak's partners. The database Dorak works with and the systems provided are among the most effective ones in the industry.

Dorak is committed to seeking for solutions that will help our partners by offering exceptional standards of service, choice, reduced costs, speedy transactions with enhanced operational efficiency.

*Passion  
for  
excellence*



## *Private & Tailor-made travel*

Dorak has unrivalled experience at creating superb private travel arrangements, whether you would like to take one of our set itineraries on a private basis or have a trip tailored for you from scratch. From expert planning to the delivery of reliable, seamless services on the ground, we take even the most complex requirements and craft them into well-structured itineraries, brought to life by the most experienced, knowledgeable and thoughtful representatives in each destination.

**Exceptional experience:** One of the keys to enjoying private travel in an unfamiliar country is peace of mind. Dorak has been organising travel to destinations worldwide longer than many other tour operators and the culture of attention to detail and personal service has been passed on to successive generations of staff.

**Expert planning:** The planning of your personalised holiday will be in the hands of one of our well-travelled, highly trained tour consultants, who are all destination experts. Your tour consultant will be your contact from start to finish of the planning process, to help continuity and also to ensure that all your specific interests and requirements are taken into account.

**Reliable support on the ground:** On arrival in each new destination on your journey, you will normally be met at the airport, station or quay by a Dorak representative who will then accompany you to your hotel, help you check in and confirm the itinerary for your stay.

**Private car travel:** For all road journeys, you will have your own bus/ minivan and driver. This allows you to travel in comfort and to stop off along the way if you see something of interest, want to take a photograph or would like a break.

**Private guides:** Your own private Englishspeaking (or any language requested) local guide accompanies most sightseeing excursions. This means that you can ask as many or as few questions as you like, with the emphasis on your own particular interests.

**Discover the regions:** This brochure is divided into several countries / regions. On our Discover pages you will find descriptions of many of the better known and some less obvious places you may want to incorporate into an itinerary.

*The best local  
experts at your  
side*

A LUXURIOUS  
ESCAPE  
FROM THE ORDINARY

*Experience*

EXQUISITE LUXURY  
STUNNING QUALITY SETTINGS  
EXCEPTIONAL LOCATIONS  
IMPECCABLE SERVICE  
LUXURIOUS PAMPERING





*A journey into the heart of  
exceptional hotels...*

Dorak Holding showcases the delightfully exclusive collection of luxurious, exquisite and indulgent hotels, created exclusively to lead guests in the journey of luxury hotel experience. In a class of its own, our luxury catalogue lists all the prestigious addresses of distinguished hotels throughout Turkey. Central to the prominence of our luxury catalogue is its carefully and thoughtfully selected list of hotels based on their amazing locations, quality establishment and unique concepts. Assiduous attention is paid by our hotel experts to bring to perfection every detail to ensure that your holiday is an epitome of luxurious comfort and unforgettable experience. Each guest will step into a world of luxury, pampered with upscale treatment and luxurious services in hotel rooms of spectacular opulence. Never before has anyone experience the ancient charm, unique character, astounding history and rich heritage of Turkey combined with this level of luxury and exclusivity.

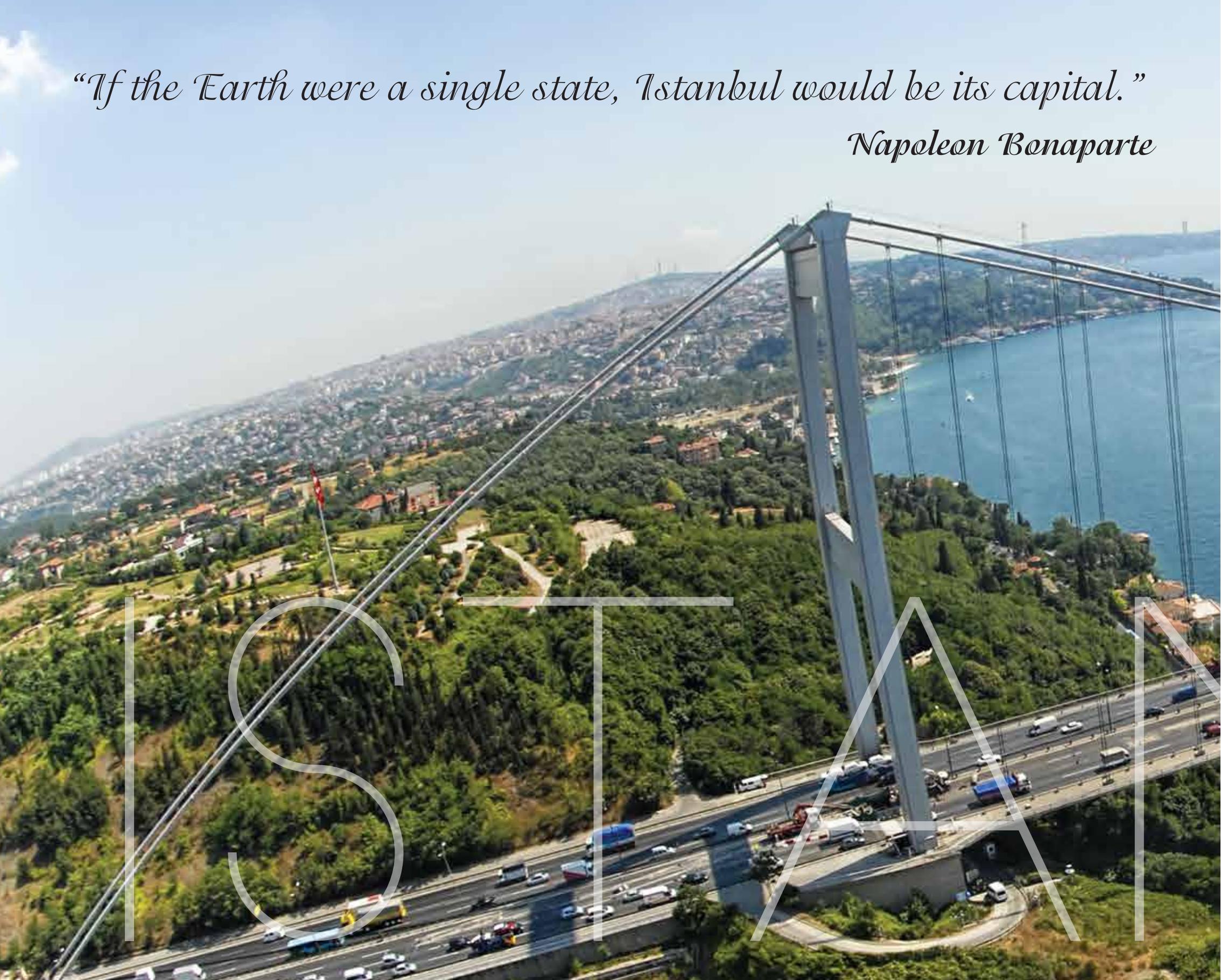


*Dare to experience the extraordinary.  
Be ready to explore the tantalising  
World of authentic food  
Prepared just for you!*

The secret to great events and intimate functions lie in embodying style, elegance and grandeur for those very special moments in life. Our luxury catalogue provides the splendour of fine dining, immaculate service and attention for all events needs be it special weddings, wedding anniversary celebrations, special events, birthday exclusive parties, festive parties and much more. Venues have been meticulously restored and thematically enhanced to provide the most inviting ambiance with lush decor so that guests will indulge in tantalising flavors of authentic gourmet cuisine, surrounded by awe-inspiring and dramatic atmosphere in some of the amazingly awesome locations. Experience the genuine warmth and generosity of the Turkish hospitality and be mesmerized by the exotic and finest foods and beverages in perfectly sited restaurants.

*“If the Earth were a single state, Istanbul would be its capital.”*

*Napoleon Bonaparte*





B  
U  
L

# WE RECOMMEND



Shangri La Bosphorus

Beşiktaş / İstanbul

[www.shangri-la.com](http://www.shangri-la.com)

# FOR ACCOMODATION



Ritz Carlton Istanbul

Taksim / Istanbul

[www.ritzcarlton.com](http://www.ritzcarlton.com)

# WE RECOMMEND



Çırağan Palace Kempinski

Beşiktaş / İstanbul

[www.kempinski.com](http://www.kempinski.com)

# FOR ACCOMODATION



Four Seasons Hotel & Resorts

Bosphorus / Istanbul  
[www.fourseasons.com](http://www.fourseasons.com)

# WE RECOMMEND



Raffles Hotel

Kanlica / Istanbul  
[www.raffles.com](http://www.raffles.com)

# FOR ACCOMODATION



Park Hyatt Maçka Palas

Nişantaşı / İstanbul

[www.istanbul.park.hyatt.com.tr](http://www.istanbul.park.hyatt.com.tr)

# WE RECOMMEND



The St. Regis Istanbul

Nişantaşı / Istanbul

[www.thestregisistanbul.com](http://www.thestregisistanbul.com)

# FOR ACCOMODATION



Hotel Les Ottomans

Kuruçeşme / Istanbul

[www.lesottomans.com](http://www.lesottomans.com)

# WE RECOMMEND



Surbalık Fish Restaurant

Amavutköy/ Istanbul

[www.surbalik.com](http://www.surbalik.com)

# FOR DINE-OUT



Sunset Grill & Bar

Ulus / Istanbul

[www.sunsetgrillbar.com](http://www.sunsetgrillbar.com)

# WE RECOMMEND



Vouge

Beşiktaş / İstanbul

[www.voguerestaurant.com](http://www.voguerestaurant.com)

# FOR DINE-OUT



Nusret

Ankara, Bodrum, Marmaris, Etiler, Bebek, Nişantaşı and Dubai, Abu Dhabi,

[www.nusr-et.com.tr](http://www.nusr-et.com.tr)

# WE RECOMMEND



Zorlu Center

Apple • Atasay • Beymen • Brooks Brothers • Burberry • Bvlgari • Calzedonia • Cantinery • Crate&Barrel • Diesel • Dior • Dolce & Gabbana • Dsquared2 • Fauchon • Fendi • Franck Muller • Gant • Gap • Gizia  
H&M • Haremique • Hacı Abdullah • Imaginarium • Jamie's Italian • Jo Malone • Juicy Couture • Lacoste • Lanvin • Louis Vuitton • MAC • Mari Anthonette Cholatier • Max&Co. • Michael Kors • Miu Miu • Mont Blanc • Nautica • Prada  
Roberto Cavalli • Saint Laurent • Sevan Bıçakç • Silk & Cashmere • Stella McCartney • Swarovski • Tiffany & Co. • Tommy Hilfiger • Tory Burch • Urar • Vakko • Valentino • Victoria's Secret and many more local and international distinguished brands

Zincirlikuyu / Istanbul

# FOR SHOPPING



Zorlu Center

Anatolian Arts • Armani • Armani Jeans • Atasay • Bath&Body Works • BCBG • Max Azaria • Benetton • Beymen • Bobbi Brown • Bottega Venetta • Boyner • Burberry • Calvin Klein • Camper • Cartier • Celine • Chakra • Chanel • Cristian Louboutin • Cristofle • Derishow • Diesel • Dior • DKNY • Dolce& Gabbana • Emporio Armani Ristorante • Ermenegildo Zegna • Etno • Fendi • Fred Perry • Furla • Gant • Gilan • Godiva • Gucci • Haagen Dazs • Hermes • Hugo Boss • Karen Millen • La Perla • Le Pain Quotidien • LongChamp • Louis Vuitton • Max Mara • Paşabahçe • Prada • Pronovias • Punto • Rolex • Samsonite • Sephora • Ted Baker • Vakko • Zara and many more local and international distinguished brands

Zincirlikuyu / Istanbul

# WE RECOMMEND



Galleries Lafayette

Üsküdar / İstanbul  
[www.emaar.com.tr](http://www.emaar.com.tr)

# FOR SHOPPING



## Nişantaşı

Cengiz Abazoğlu • Louis Vitton • Godiva • Vakko • Prada • Alexander Mc Queen • Beymen • Hermès • Tod's • Chanel • V2K • Brandroom • Zadig&Voltaire • Christian Louboutin • Arzu Kaprol • Hakan Yıldırım • Özlem Süer • Fenix • Ela Cindoruk&Naz Pak • BC Atelier • Valentino • Roberto Cavalli • Hugo Boss • Cartier • Frey Willie • Gucci • Emporio Armani • Decleor • Harvey Nichols • Selamlique • Spx, Aldo • Mav • Sungals Hut • Kiehl's • Tommy Hilfiger • Agatha • Roberto Cavalli • Lacost • Banana Republic • Bally • Blender • Burberry • Chanel • Chopard • Damas • DKNY • Diesel • Elaidi • Elie Tahari • Ermenegildo Zegna • Escada • Hermes • Machka • Monev • Mont Blanc • Patek Philippe • Patrizia Pepe • Prada • Replay • Rolex • Salvatore Ferragamo • Stefanel, Tod's, Valentino • Zilli and many more local and international distinguished brands

# WE RECOMMEND



Old Town

Sultanahmet / Istanbul

Blue Mosque, Hagia Sophia, Hippodrome, Grand Bazaar, Underground Cistern and many more attractions

# FOR SIGHTSEEING



Bosphorus Cruise

Istanbul Strait / Istanbul

Bosphorus, Mansions, Palaces, Bridges



## Prince's Islands

Adalar / Istanbul

Heybeliada, Büyükada and many more



## Golden Horn

Haliç / İstanbul

Piyer Loti Hill, Miiniatürk, Eyüp Sultan

# PRIVATE SERVICES



All kind of luxury transport vehicles...





# *Four Steps to an Inspiring Tailor Made Journey*

## 1. Start Imagining Your Ideal Journey

This brochure gives you everything you need to start creating your customized journey of a lifetime - it's the next-best thing to having a **DORAK** expert at your side. Quickly get to know each region of Turkey through these four sections:

- GO** The foremost cities and regions in each country
- SEE** The can't-miss places to visit once you've arrived
- DO** The most exceptional activities, many featuring insider-access opportunities
- STAY** The finest hotels the region has to offer

## 2. Work with DORAK to Create Your Journey

Working either through your travel professional or with you personally, an **DORAK** Travel Consultant builds an understanding of where you want to go and how you like to travel, and creates exactly the journey you're looking for.

## 3. Prepare for Your Journey

Your trip is all planned - now it's time to prepare. We provide documentation that tells you everything you need to know about the places you'll visit, along with a packing checklist.

## 4. Travel with Around-the-Clock **DORAK** Support

Once you arrive at your destination, we take over, seeing to everything until you return home.

Experience **TURKEY** on the journey of your dreams.

*Start planning your luxury tailor made journey today!*





DORAK<sup>®</sup>  
HOLDING