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## Turkish Tourism Launches “The Year of Troia” at the Arabian Travel Market 2018 in Dubai

*Over fifty tour operators, travel agencies, hotels and tourism associates from Rize, Trabzon and Canakkale participate under Turkey Pavilion*

**Dubai - Apr 19, 2018:** <p>The <a href="http://www.tcfnewswire.net/en/company/turkey-tourism">Turkish Cultural and Tourism Office</a> in Dubai launched “The Year of Troia (Troy)” campaign at the <a href="http://www.tcfnewswire.net/en/company/turkey-tourism/events/arabian-travel-market-2017">Arabian Travel Market (ATM)</a> as part of the impressive Tourism Plan of Turkey - 2023 to expand tourism traffic into the country with a focus on particular areas, such as the country’s north western region surrounding Canakkale province.</p>

<p>“The importance of the Gulf Cooperation Council (GCC) countries in contributing to Turkey’s growing tourism industry is reflected by the fact that we have over fifty partners from Turkey participating in our pavilion at ATM this year,” said <a href="http://www.tcfnewswire.net/en/company/turkey-tourism/executive-biographies/salih-ozer-attache-of-culture-and-information-turkey-to-the-uae">Salih Ozer</a>, Attaché of Culture and Information, Turkey to the&nbsp;UAE.</p>

<p>In early January, the Turkish government declared 2018 the "Year of Troy" in honor of the 20<sup>th</sup> anniversary of the ancient city's recognition as a UNESCO World Heritage Site. It is the historic setting of the Trojan War, described in detail in Homer's epic poems as "The Iliad" and "The Odyssey."</p>

<p>To mark the occasion, a variety of events are planned throughout the year. The new Troia Museum in western Canakkale Province is expected to draw one million tourists in its inaugural year. The 10,000 square meter museum will showcase archeological findings of the ancient city, including 24 gold pieces known as the treasures of Helen of Troy, which were returned to Turkey from the U.S. after 125 years.</p>

<p>Hollywood actors starring in “Troy,” the 2004 blockbuster such as Brad Pitt, Diane Kruger, Eric Bana and Orlando Bloom, have been invited to visit the museum by Turkey's Tourism and Culture Ministry.</p>

<p>The Turkish State Theatre and Opera Company plan to re-enact dramatic scenes from the Trojan war and the famous dance troupe, Fire of Anatolia will also make a special appearance with a choreographed dance routine.</p>

<p>Lastly, the International Games of Troy plan to pit athletes of many nationalities against each other in old style competitions resembling that time including the sword, bow and arrow.</p>

<p>Turkey's tourism revenues jumped nearly 20 percent to 26 billion U.S. dollars in 2017, and has witnessed a 70% increase in the number of bookings from foreign travel agencies for 2018, and record numbers of visitors are expected this year.</p>



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**About Turkish Cultural and Tourism Office:**

The Turkish Cultural and Tourism Office in Dubai is the official representative of the Republic of Turkey Ministry of Culture and Tourism. One of the main aims of the Tourism Office is to bridge the gap between cultures and foster relationships with the travel industry by organising promotional activities throughout the GCC. The Turkish Ministry of Culture and Tourism participates in travel exhibitions and conferences to position the country as a leading tourist destination. With its breath-taking views, unique historical and archaeological sites, steadily improving hotel and touristic infrastructure and a tradition of hospitality and competitive prices, it's no wonder Turkey is among the most sought-after travel destinations in the world.

The primary functions of The Turkish Cultural and Tourism Office in Dubai are:

- Supervises all promotional activities relating to Turkey in the GCC
- Liaise with travel agencies
- Organises roadshows to further promote Turkey as a destination for leisure, shopping, health, sports and invest in the MICE (meetings, incentives, conference and exhibitions) Middle East market.

To read aggregated news about Turkish Tourism please click "here":[http://www.tcf-me.com/client\\_portal/turkey-tourism/content\\_items](http://www.tcf-me.com/client_portal/turkey-tourism/content_items)

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