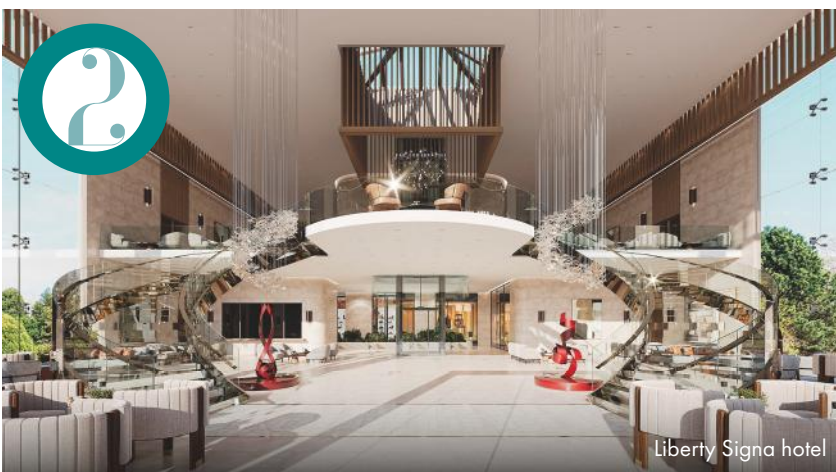
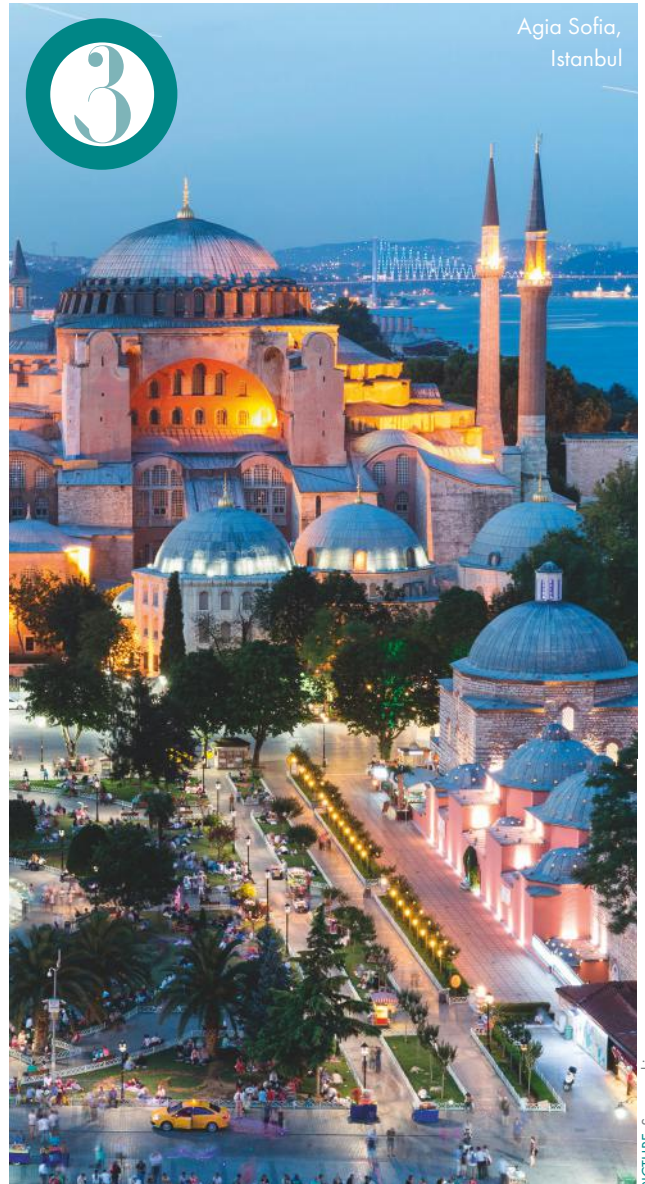


ASK THE experts

Sharpen your sales skills with these tips on selling summer sun in Turkey, writes **India-Jayne Trainor**



1 “The ideal destination for couples and families”

Alan Cross joined Jet2holidays to launch its trade sales channel more than 15 years ago. He has worked in the industry for 46 years in a variety of retail, airline reservations, cruise, advertising, publishing and corporate software roles.



Alan Cross
director of travel agent relationships,
Jet2holidays

“Turkey is the ideal holiday destination for couples and families of every age. Holidaymakers can flip between seeing ancient wonders, experiencing mesmerising coastline and exploring chic shopping malls, all in one holiday.

Agents should be communicating this to customers and selling Turkey as an all-round holiday destination. Turkey also works for all budgets. Independent travel agents should be pushing Turkey as a destination where customers' money will stretch further. With everything from two to five-star hotels and a variety of board types, there is a wide range of accommodation to suit holidaymakers' budgets.

Dalaman and Antalya are proving very popular destinations for this summer. We're launching package holidays for summer 2024 to two brand-new Dalaman resorts, Kas and Kalkan, while Antalya and Izmir are also gearing up for a strong summer. New routes to popular destinations for customers across the UK include Liverpool to Antalya, Dalaman and Bodrum, Belfast to Bodrum, and Bristol to Izmir.

Agents should be advising their customers to book ahead, so people can ensure they get the best room in the best hotels at the best price. There are some fantastic deals available on all-inclusive packages in Turkey too, making it perfect for customers who are looking to sample some affordable luxury.

2 “The key sell is affordability”

Pınar Erginyavuz has 27 years' experience in the hospitality sector and has been in her role at Liberty Hotels for more than a year, with responsibility for 12 hotels, including Liberty Hotels & Resorts, Sundia by Liberty Hotels and Ramada by Wyndham.



Pınar Erginyavuz
group sales director,
Liberty Hotels

“For those looking for an all-inclusive holiday, Turkey is the perfect choice. Liberty has a range of all-inclusive properties in destinations such as Antalya, Fethiye, Ölüdeniz and Kusadasi, which offer a luxury holiday at better value than other European destinations.

Turkey has lots of selling points. Istanbul is a culinary capital, while the coastline along the Aegean, Black Sea and the Mediterranean has beautiful sandy beaches. To promote this, a good thing to focus on is Turkey's long summer season: even in October, temperatures are still a warm 20C.

Towns such as Alaçatı are perfect for families and couples, thanks to a range of resorts, gastronomy and nightlife, while Kas offers activities such as climbing, paragliding and scuba diving for active travellers wanting to get off the beaten track. Itineraries tailored to individual interests such as adventure travel, food tours and wellness retreats are offered at all of our resorts, including the new Liberty Signa, which opens in May.

Around 80% of our bookings come from British holidaymakers, and while the hot climate, superb beaches and great food are popular, the key sell is affordability, with the British pound strengthening against the Turkish lira and offering even better value for money.

3 “Perfect for clients who have done Greece”

Sophie Jones manages a portfolio of short-haul luxury hotels in Turkey and beyond, and has worked at Elegant Resorts for more than eight years. She is currently product manager for Europe and North Africa for both Elegant Resorts and If Only Holidays.



Sophie Jones
product manager Europe & North Africa,
Elegant Resorts

“Turkey has beautiful beaches, cities and culture, along with some great weather – and this diversity draws so many Brits to the country. People often think of Turkey as more of a budget destination, but it's got a great mix of both luxury and affordable options. Agents should consider promoting the Turquoise Coast, which includes places like Bodrum and Dalaman, as an alternative to Greece for holidaymakers who may have been to the Greek islands a few times already.

We're seeing more people asking about full-board and all-inclusive stays, which can offer better value, especially when visitors are staying for longer. Stays have gone up in length since last year, and with all-inclusive, everything is taken care of. There's also increased interest in destinations such as Cappadocia and Istanbul, which we're looking to expand into for more adventurous travellers.

Multigenerational travel is also gaining in popularity, with grandparents taking the kids and grandkids abroad. This is where villa products in Turkey, such as those at the Mandarin Oriental, can work well. If clients are keen on a summer trip to Turkey, booking early is essential. Although flights have become more and more frequent, hotels often have peak periods or contend with domestic tourism – locals love to escape to the coast too.