

February 2023

SU MAGAZINE

SUSTAINABLE TRAVEL IS THE NEW COOL

SUSTAINABLE DESTINATION: TURKEY

Travel responsibly on sustainable routes, and experience nature & culture in the most unique ways.

LAKE CILDIR

Centuries years old traditions

FEBRUARY IN POP CULTURE & FOLKLORE

EXPLORE

Sustainable Travel Destination: **TURKEY!**



Tourism and travel have returned to their former level following the end of epidemic restrictions. People can now travel and vacation wherever they want, as they wish. However, with the lessons we have learned in the pandemic, travel and vacation trends have started to change. Sustainable travel is becoming more and more demanded by travelers from all around the globe. A survey by booking.com found that four out of five global travelers agreed that sustainable travel is a priority for them, with 71% intending to travel more sustainably and 78% aiming to stay at a sustainable property at least once a year.

Turkey is the ultimate destination for sustainable tourism at all levels with its beautiful natural territories, a wide range of vacation options, and policies that support local tourism. Turkey offers numerous sustainable travel options for visitors who are aiming to minimize their carbon footprint and care about protecting local cultures while having unforgettable experiences.

Every corner of Turkey offers rich options for travelers who want to spend time with nature. With its magnificent mountains, sparkling lakes, caves, national parks, biological and endemic diversity, and many more Turkey has something to offer to everyone who seeks to witness the magic of nature. Many locations that are off the main tourist attractions are great for exciting hiking, cycling, paragliding, and rafting experiences. While exploring the country use eco-friendly transportation such as the extensive railway system. Take the opportunity to enjoy history and nature perfectly co-exist together at UNESCO-listed heritage sites across the country. Help local communities and broaden your horizon by experiencing the diverse cultural entities and tasting the rich and varied Turkish cuisine. Be ready to fall in love with Turkey!

EXPLORE

Travel RESPONSIBLY

Conscious Accommodations & Travel: Trains, Camps & Boats



From hotels that are globally recognized for their commitment to sustainable hospitality to camping under the stars, there's plenty for green and conscious travelers. Sitting at the meeting point between Europe and Asia, Turkey is at the heart of the world and if you opt to leave a smaller carbon footprint and protect the environment and wildlife you can choose an alternative method of transport. Discover Turkey from different perspectives, with cycling routes passing through nature, both within the city and between the cities. Enjoy this unique harmony along scenic biking routes that are suitable for cyclists of all levels, whether you are new to cycling or a seasoned two-wheel adventurer!

Camping Experience

Fulfill your dream of camping. With a favorable climate, untouched nature, secluded bays, and clear seas Turkey offers a new experience and incredible opportunity for travelers who are nature enthusiasts. From the beautiful plateaus of the Black Sea region to the seaside camping sites of Mediterranean shores such as Olympos and Patara ancient sites you can camp among the ruins of ancient history and sleep under the stars. Get a taste of living like a Turkish local in the highlands of Turkey. The cool breezes among the hills, along with unique local lifestyles, food, and traditions, offer great perspectives on Turkey's ancient beauty. Highlands are full of hidden spots for hiking, picnicking, camping, or just enjoying the rare weather of these incredible destinations.



EXPLORE

Travel RESPONSIBLY

Train Journey

Choose train travel while exploring Turkey to lower your carbon emissions. By traveling by train, you can halve your carbon emissions compared to air travel and explore Turkey's off-the-beaten track and lovely cities thanks to its extensive rail network.



Blue Voyage



Turkey is surrounded by sea on three sides and the country is a paradise for voyages on crystal blue seas, with ideal sailing routes, gorgeous bays, sheltered moorings, world-famous marinas, and picturesque coastal towns. You can be an experienced sailor or an amateur looking to develop your maritime abilities, the country's waters welcome everyone. By taking local boat tours to discover untouched and mesmerizing coves you can help sustain the local economy and protect nature.

Sustainable Travel Destination: UNIQUE EXPERIENCES

Options for sustainable adventures in Turkey are endless! Mountains, lakes, wetlands, streams, forests, steps, and rich biodiversity can be found throughout Turkey's generous lands.



Birdwatching

Turkey offers you the opportunity to observe a great variety of bird species by being globally-important geography where intercontinental bird migration routes intersect.



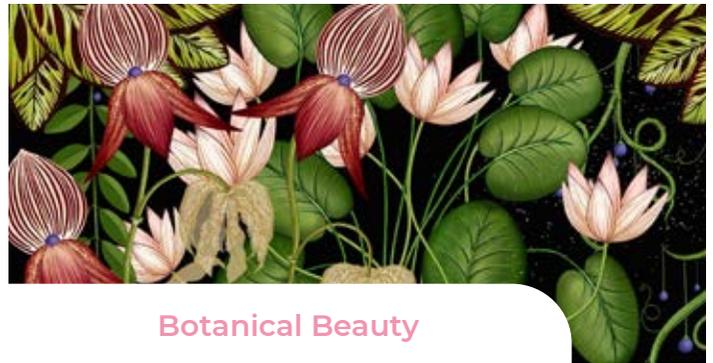
Yearling Horses

Visit the home of 500 wild horses and take amazing pictures at Hurmetci Village. Hurmetci Village is set at the foot of Mount Erciyes, between Kayseri and Cappadocia.



Caretta Carettas

Witness the miracle of the first steps of Caretta Carettas (Loggerhead Sea Turtle)s at the protected beaches of Belek, Patara, Goksu, Koycegiz-Dalyan, and Fethiye-Gocek. A life-changing experience that demonstrates the sanctity of life in nature.



Botanical Beauty

Turkey has enough species diversity to compete with the entire European continent. Examine the vast endemic diversity of Turkey and admire the floral beauty on the botanical routes.

Get away from the crowds of the cities and immerse yourself in nature at the world's most beautiful trekking and hiking trails where you can discover friendly locals, historical sites, and stunning views.



Trekking and Hiking

Sustainable Travel Destination: OUTDOOR & NATURE



Camping

Whether it's sunny beaches or green woods, camp at the most inspiring sites and recharge your soul by waking up breathing fresh mountain air or sleeping with the calming sounds of turquoise seas.



Horseback Riding

Riding horses is an ancient part of Turkish culture. Go on an incredible journey on horseback through Cappadocia or the Taurus Mountains.



Diving

Diving destinations in Turkey deliver unforgettable experiences. You can dive from boats into the crystal clear waters and explore sunken ships of times gone by and observe underwater life.



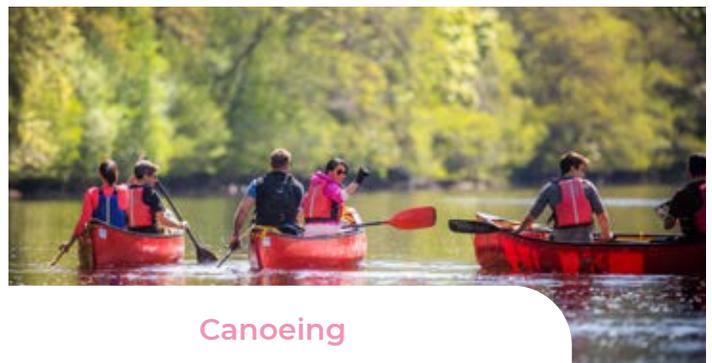
Windsurfing and Kitesurfing

Waters are suitable for both beginners and experienced surfers in Turkey with the warm and crystal-clear waves of the Mediterranean and the strong winds of the Black Sea.



Rafting

High mountains, long rivers, and stunning green valleys make Turkey a true paradise for rafters and nature lovers.



Canoeing

Explore the colorful blue waters of Turkey in a canoe. Antalya, Kas, and Istanbul's Bosphorus are just some of the unmissable canoeing hotspots

Sustainable Travel Destination: CULTURAL & HISTORICAL



Slow Cities

The intersection of civilization and natural beauty is no more evident than in Turkey's 18 Cittaslovs (Slow Cities). Cittaslovs are part of an international movement founded in Italy that advocates for a high quality and slower pace of life. The Turkish Slow Cities offer visitors intriguing historical characteristics, settlements on high plateaus, or stone houses in narrow streets overlooking the sea. While diverse in their offerings, all Slow Cities deliver an undeniable atmosphere of calm and relaxation for residents and visitors alike.

Travelers can witness the passion for tradition in Turkey in the country's handicrafts. Traditional handicrafts are practiced in every corner of Turkey and in everyday life and are easily accessible to visitors. For many visitors, Turkish handicrafts are a wonderful reminder of unforgettable experiences that they can take home with them as a souvenir.



Handicrafts



UNESCO cultural & natural heritage in Turkey

Turkey offers unique experiences and learning opportunities at its World Heritage Sites, which are recognized by UNESCO through various programs. Turkey features a total of 18 entries on the UNESCO World Heritage List. These sites offer an opportunity to take an interesting journey through Turkey's history. Turkey also registered 20 cultural practices on the UNESCO Intangible Cultural Heritage Representative List.

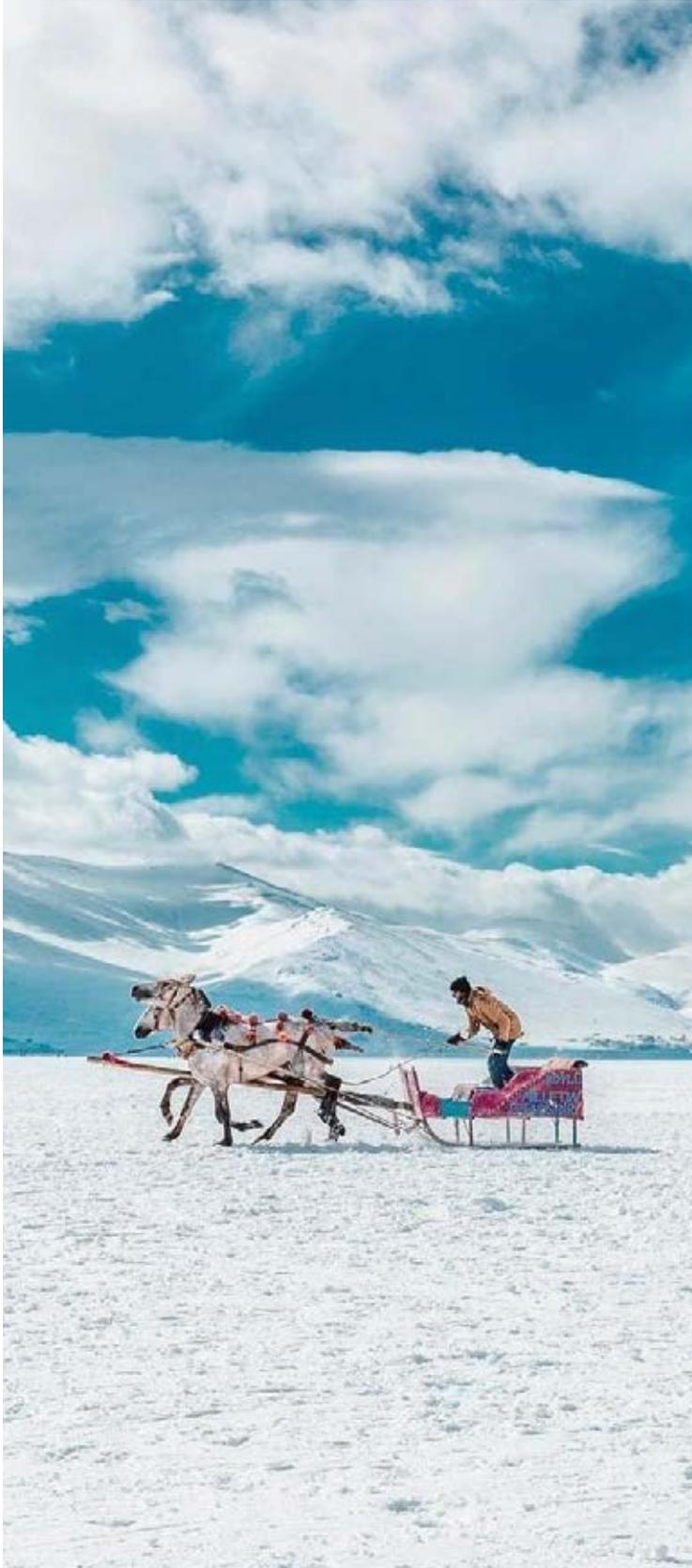
Food is the best way to experience a country's past, present, and future. Turkish cuisine is astonishingly rich and diverse, just like the country itself. Ranging from local cheese varieties and wild Aegean herbs to artisanal breakfast products, street food, soups, mezes, world-renowned kebabs and desserts, Turkish cuisine is bewilderingly rich and delicious. You can discover centuries-old original dishes and culinary traditions that have been transferred through families and across the generations on ancient food routes while traveling across the country.



Gastronomy

Support local and small-scale producers by exploring Turkey's culinary heritage. At the traditional markets which can be found in every city in Turkey, you can taste and purchase fresh or dried fruits and vegetables, local cheese, and yogurt, and meet hospitable locals.

Welcome to LAKE CILDIR



Turkey's enchanting tourist hotspot, where travel and tradition intertwine. Cildir's ice can freeze up to 45 centimeters thick on cold winter days allowing sleight rides, traditional dancing, and even ice fishing at the lake. The lake freezes in December and doesn't melt completely till April. Slighters are the traditional transportation for centuries around Cildir, especially used in emergencies. Nowadays it is a fun way to reminisce about the past and entertain tourists.

Cildir is the second-largest lake in Turkey's eastern Anatolia region, spanning an area of more than 123 square kilometers. Situated between the eastern provinces of Kars and Ardahan, Turkey's Lake Cildir provides an icy backdrop for winter festivities in the heart of the Caucasus mountain range.

As the lake freezes over, tourists take advantage of its frosty surface to enjoy horse-drawn sleigh rides across the dramatic landscape. And for the locals, it's an opportunity to introduce their customs to a foreign audience. Those visiting the district can enjoy a number of traditional activities put on by the local community, including horseback riding, javelin throwing, and even a Turkish 'halay' line dance. But sleigh rides are by far the most popular pursuit, with visitors eager to claim their spot on one of the traditional Russian troikas.

Situated 1,959 meters above sea level, Lake Cildir starts to freeze at the beginning of winter as the temperature drops to minus ten degrees Celsius at night. As spring sets in, Lake Cildir hosts the annual Lovers' Festival - a colourful celebration attracting visitors from Azerbaijan, Georgia, and Kyrgyzstan to the stunning mountainous region.

EXPLORE

FEBRUARY

in Pop Culture & Folklore



February derives from the Latin word februa, which means "To cleanse". February was named after the "Roman Februlia", which is a festival of purification and atonement that takes place during the month. This makes February the perfect month for renewal, both body and soul.

Birth Flower: Violet
Birthstone: Amethyst

Color: February's color is purple. It is in harmony with month's birthstone and flower.



Valentine's Day is one of the most commonly celebrated holiday around the World. It takes place in 14th of February.

*"Married in February's sleety weather,
Life you'll tread in tune together."*

Fogs in February mean frosts in May
A snowy February omens a warm summer.



Fun facts about February

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BEAUTY STARTS WITH A SMILE

Situated in the Sura Hotels, Konuk Clinic is ready to give you a smile you have been aching for. Every treatment you might need from teeth whitening to dental implants is available at Konuk Clinic. A specially designed Hollywood Smile procedure is also among our treatments which can give you the smile of an A-list celebrity.

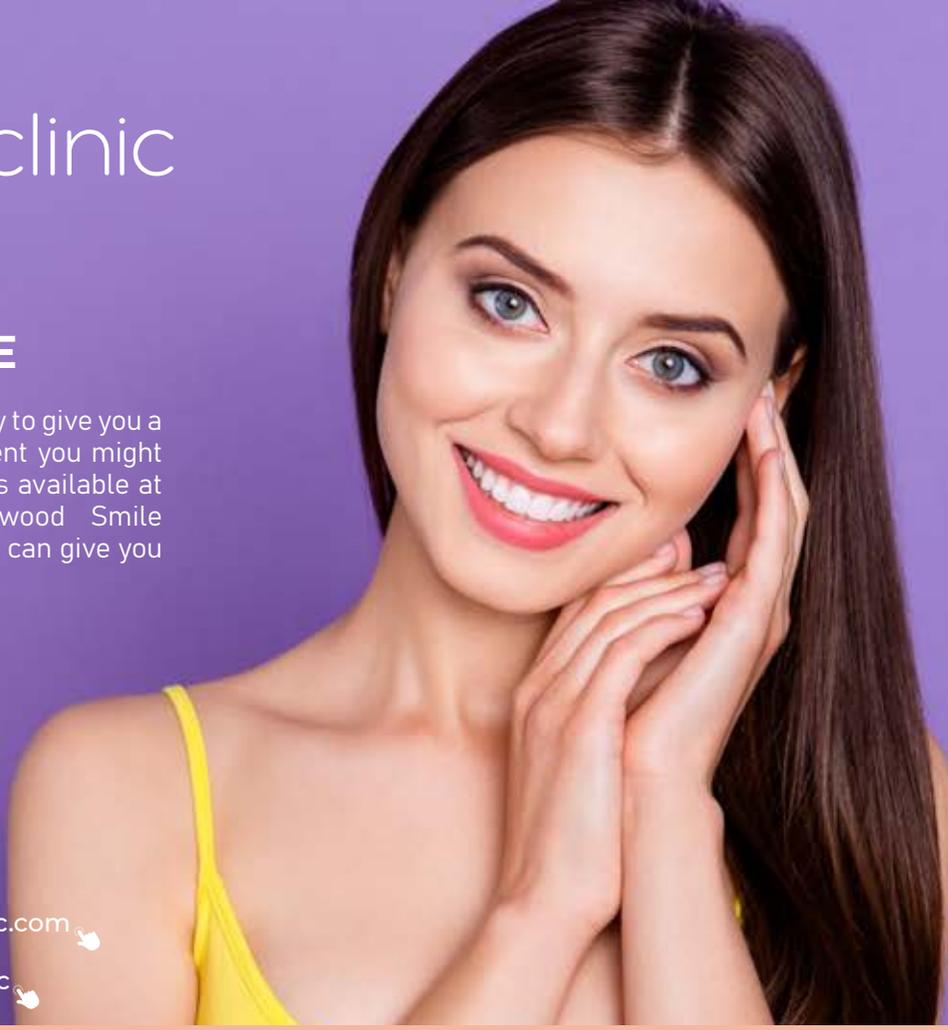
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“ Event Calendar



Concert

Concert

Tamino
18th February
Volkswagen Arena



Festival

Festival

Bitexen Uludag WinterFest
Uludag Bursa
From February 5th to February 16th



Musical

Musical

Voices Of The Deep: From Bach To Itri
8th and 25th February
The Basilica Cistern



Exhibition

Exhibition

Andy Warhol
UNIQ Expo
From November 7th to March 29th



The playlists of Sura Hotels are now on Spotify