TURKEY’S WINTER TOURISM POTENTIAL

ERCİYES SKI RESORT

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www.kayserierciyes.com.tr
TURKEY’S WINTER TOURISM POTENTIAL
Erciyes is the symbol of the region for thousands of years.
ERCİYES TOURISM MASTER PLAN

• Timeline

2005
THE LAW OF LOCAL AUTHORITIES IS A MILESTONE
Before it was administered by a small town municipality, Erciyes was included within the borders of Kayseri Metropolitan Municipality by the new law.

2006
THE PROJECT IS GETTING CLEAR
Kayseri Metropolitan Municipality, with its vision and capacity to sign major projects has started Erciyes Tourism Master Plan

2007
KAYSERI LIKES DEED
Kayseri Metropolitan Municipality has acquired 26 million sqm area where ski resort will be developed.

2008
ATC GLOBAL CONSULTANCY SAID “YES VERY FEASABLE”
The Austrian Tourism Consultancy (ATC) Company has investigated the feasibility of Mt. Erciyes for the conditions of being an international winter tourism center with regard to geographic, touristic, topographic and climatic conditions. Consequently confirmed Mt. Erciyes has internationally adequate standards.

2009
MASTER PROJECT WAS PREPARED
Austrian-based consultancy firm, KLENKHART CONSULTANCY has made Erciyes Master Project and it was gradually formed by Kayseri Metropolitan Municipality. At 2011/2012 ski season, a new Erciyes was born.
2011 A NEW ERCİYES WAS BORN

23.750m MECHANICAL LIFTS
18 mechanical lifts equipped with the latest technology and highest security systems. The lifts are carrying 26.750 skiers per hour.

102 KM SLOPES
Slopes with varying degrees of difficulty levels, complying with International standards and interconnected to each other. Skiers are able to ski between 2.200 m-3.400 m. 3.400 m is the highest altitude in Turkey and one of the highests in the world.

160 ARTIFICIAL SNOWGUNS
170 hectares area equivalent to 58% of the existing slopes are equipped with artificial snow making systems. This makes Mt.Erciyes Snow Guarantee Ski Resort.

MODERN SOCIAL FACILITIES
Authentic cafes, restaurants, parking areas at each gates and some ski-in ski-out mountain hotels are serving guests.

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ERCİYES TOURISM MASTER PLAN

• Designed to connect three touristic potential

• ERCİYES
  • Erciyes is the symbol of the region for thousands of years.

• KAYSERI
  • Kayseri is an exemplary city in Anatolia with its 6,000 years of civilization history and well known industrial and commercial features.

• CAPPADOCIA
  • Cappadocia, visited by yearly more than 2 million tourists is the 8th Wonder of the World.
Why Erciyes?

Because of its geographical location, Kayseri and Cappadocia have the opportunity for visitors to see all the historical and natural beauties unique to their own tissues.

With the advantage of close proximity to the city center, Erciyes is offering a full package holiday in summer and winter to satisfy all the demands of today’s tourists such as shopping, health caring, gastronomy, culture, cafe, restaurant and cinema.
THE LATEST TECHNOLOGY LIFTS

Best brands of lift sector

Doppelmayer and Leithner

23.750 m length of rope
34 DIFFERENT SLOPES

102 km length of slopes

Adrenaline loaded off-piste experience for snowboarding

DIFFERENT DIFFICULTY LEVELS (BLACK-RED-BLUE)
Oportunity of skiing between 2.200-3400 m altitude
At Erciyes, 25 Ski Patrols with first aid and search & rescue training constantly patrols and are ready for unexpected situations
SNOW GUARANTEED SKI RESORT

Snow production capability on 58 km slopes with 160 snowguns

Snow production 8,750 m³ per hour
The most affordable ski pass prices on the earth

At 4 different entrance gates and for 34 slopes on Erciyes Ski Resort, skiers use single ticket with the latest technology contactless features which was set up by SKIDATA
Kayseri Erciyes Inc, established by Kayseri Metropolitan Municipality is the first example of centralized mountain management model in Turkey. The company undertakes all the management activities and services at Erciyes Ski Resort.
Turkey at the intersection of the continents.
Flights from all over the World

1/4 of the world people can access to Istanbul in 4 hours flight
Daily 20 scheduled flights from Istanbul to Kayseri

Erciyes – Airport 25 min.
Erciyes – City Center 15 min.
Erciyes – Cappodocia 60 min
The most comfortable mountain roads from city to Erciyes Ski Resort are in double lane motorway comfort. 15 min. to city center, 25 min. to airport
10 hotels with 1.600 bed capacity are at your disposal

By the year 2023, 18 hotels will be constructed and bed capacity will reach to 6.000
5,000 beds capacity in the city is supporting accommodation of skiers.

With the advantage of closeness, it is possible to stay in the city and go to ski with shuttles.
The unique architectural design of the mountain and the facilities

SOCIAL FACILITIES

Cafes, Restaurants, Markets, Rental Shops & Cabinets, Baby Care Rooms, Children’s Kindergardens meet all needs of guests on the mountain.
Unique authorized ski school of Erciyes

Licensed instructor team of Snow Academia is teaching skier candidates from 7 to 70.

Everyone who wishes private or group ski lessons would enjoy Erciyes much by learning skiing in a very short time and would compensate this time by skiing pleasure.
2016-2017 ERCIYSES
ORGANIZATIONS

Snowboard World Cup – International Erciyes Cup, Redbull Jumb and Freeze- Snowkite Festival- Int’l Disabled Festival- Erciyes Ultra Sky Trails- Vertical KM Run – Erciyes Marathon- Turkey Downhill Bike Cup
ERCIYES SKI MAP
34 different Total
102 Km slopes

ERCIYES BIKE MAP
14 different total
158 km bike roads

ERCIYES TREKKING MAP
12 different total
135 km trekking routes

ERCIYES DOWNHILL MAP
2 different total
4 km course
CULTURAL SKIING
ERCIYES AND CAPPADOCIA
CAPPODOCIA
“BEAUTIFUL HORSES COUNTRY” 2 million tourists visiting every year.

KAYSERI / CAPPODOCIA 40 MIN
• Erciyes – Cappadocia 60 min
INTERNATIONAL MARKETING

13-15 MARCH 2018 (MOSKOVA)

2017 International Sports (Beijing) Exhibition

07-10 SEP 2017 (BEIJING)

22-25 APRIL 2018 (DUBAI)

Arabian Travel Market
WELCOMING FIRST RUSSIAN FLIGHT
2017 FIS SNOWBOARD WORLD CUP
GLOBAL MEDYA

35 COUNTRIES ➔ 2,5 MİLYAR PEOPLE
SUMMER ACTIVITIES

TENT AND CARAVAN CAMPING

Kayseri Erciyes A.Ş. tarafından tekrir yaylasında 45 bin metrekare alana kurulan Çadır & Karavan Kamping ORAN Kalkınma Ajansı ile birlikte ‘Erciyes’te Yeni Nefes’ projesi kapsamında birlikte yürütülüyor.

FIRST DOWNHILL PARK IN TURKEY

Türkiye tarihinde ilk kez bir Downhill parkuru Erciyes’ de hizmete girdi. Türkiye’de ilk kez Kayseri Erciyes A.Ş. Kış ve Doğa Sporları Kulübü tarafından organize edilen bu aktifte profesyonel dağ rehberleri eşliğinde yapılmaktadır.

PEAK CLIMBING

Türkiye’de ilk kez Kayseri Erciyes A.Ş. Kış ve Doğa Sporları Kulübü tarafından organize edilen bu aktifte profesyonel dağ rehberleri eşliğinde yapılmaktadır.

ATV SAFARI TOURS

Özel işletmeler tarafından işletilen ATV turları Tekir yaylasında hizmet vermektedir.

HORSE RIDING

Özel işletmeler tarafından işletilen Atlı gezi turları Tekir yaylasında hizmet vermektedir.

MOUNTAIN BIKING

Erciyes’te oluşturulan özel bisiklet parkurları ile profesyonel ve amatör bisiklet sporcuları için alanlar oluşturmuş olup her türlü imkan sağlanmaktadır.

TREKKING

Erciyes Dağ’ı üzerinde kurulan farklı trekking parkurlar ile doğa sporcuları Erciyes’in güzelliklerini yürüyerek keşfedebiliyorlar.

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FIRST DOWNHILL COURSE OF TURKEY

THREE DIFFERENT COURSE
DIFFICULT-MEDIUM-EASY

1,8 Km – 1,7 Km – 500 Mt.

MANY INTERNATIONAL BIKING EVENTS HAVE BEEN HELD AT ERCIYES BIKE PARK COURSES.
HIGH ALTITUDE SPORTIVE CAMP

❖ Congress Saloon
❖ SPA Center
❖ Olympik Covered Pool
❖ Athleticism Course
❖ Covered Basketball and Handball Salloon

AT 2.200 METER
• Total construction area: 15.718 m²
• Total project area: 132.177 m²