



# CITY PROMOTION AND DEVELOPMENT PROGRAM

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MINISTRY OF CULTURE AND TOURISM  
DIRECTORATE GENERAL OF PROMOTION

# DESTINATION MARKETING



REPUBLIC OF TÜRKİYE  
MINISTRY OF CULTURE  
AND TOURISM



EACH DESTINATIONS  
HAS DIFFERENT  
POTENTIAL,  
STRUCTURE AND  
RESOURCE

WE TRY TO  
DESIGN  
UMBRELLA  
CONCEPT

CITY  
PROMOTION  
AND  
DEVELOPMENT  
PROGRAM

# CITY PROMOTION AND DEVELOPMENT PROGRAM (CPDP)

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- Since July 2021, “**City Promotion and Development Program**” have been carried out in cooperation with the Turkish Ministry of Culture and Tourism , General Directorate of Promotion and the Turkish Tourism Promotion and Development Agency (TGA).

## Collaboration and Efficiency

- Coordination between all relevant stakeholders
- Setting short, medium and long-term goals
- Result-oriented and sustainable promotion
- Integrity in the language of communication
- Effective use of the budget

## Destination Marketing

- Creating an identity for the destination
- Facilitate target market segmentation
- Promising value and quality in communication

## Visibility in the Digital Universe

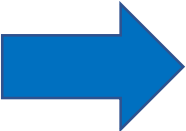
- Easy and accurate access to target markets through the GoTürkiye platform
- Greater visibility in the digital universe
- Target audience focused promotion
- Possibility of behavioral analysis of visitors



# THE STRUCTURE OF CITY PROMOTION AND DEVELOPMENT BOARD



**BOARD STRUCTURE TO BE ESTABLISHED BY CONSIDERING THE DYNAMICS OF EACH PROVINCE**



**A PROTOCOL IS SIGNED BY MEMBERS PROMOTION AND DEVELOPMENT BOARD COOPERATION**

\* Tourism Sector Organizations: Transportation, accommodation, online/classic travel agencies, guides, event planners, eating/drinking venues



# CORPORATE DIGITAL PLATFORM

[itgp.tga.gov.tr](http://itgp.tga.gov.tr)



- A platform has been built on the [itgp.tga.gov.tr](http://itgp.tga.gov.tr) website and only Board members can access to the platform with a password
- **The purpose of the [itgp.tga.gov.tr](http://itgp.tga.gov.tr) platform** is to support the sustainable cooperation model and to make the outputs of the program **trackable and measurable**

Tourism Trainings

Digital Marketing

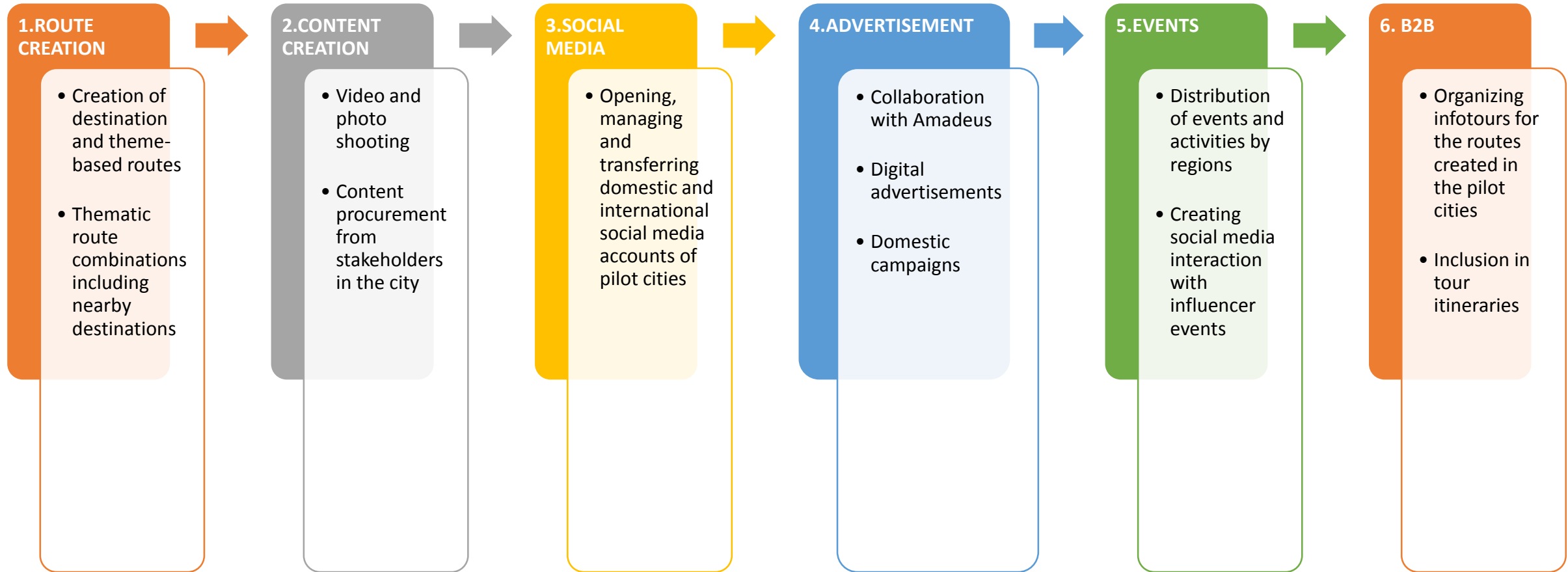
Destination Branding

Route Establishment

- Tourism planning, destination marketing
- Sustainable tourism
- Alternative tourism types, new concepts
- Digital marketing and social media strategies
- Content creation, text, photo & video contents
- Influencer marketing
- Social media management
- Creating new routes for the new needs



# CASE STUDIES ACTION PLAN



# SOCIAL MEDIA

**@go\_canakkale**

- **@Go...** for overseas target audience and **@Gezsen...** **Instagram** social media accounts were opened for domestic target audience,
- Post plan created monthly until the end of the year,
- Accounts will be matured with all advertising and digital PR activities and **transferred to CPD Boards.**
- GoTurkiye **integration** is done with Go\_accounts

**@go\_erzurum**

**@go.kars**

**@go\_thrace**

**@gobalikesir**

**@go\_adana**

**@go\_bolu**

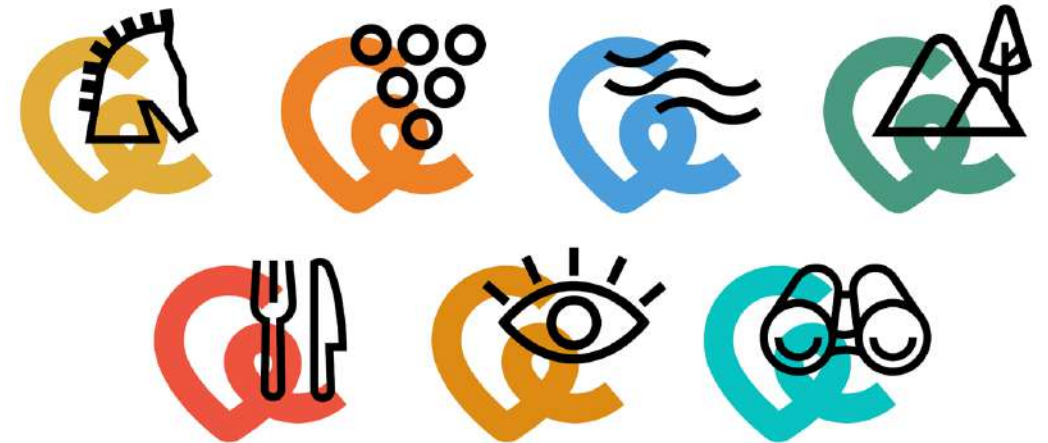
**@go\_ordu**

**@go\_konya**

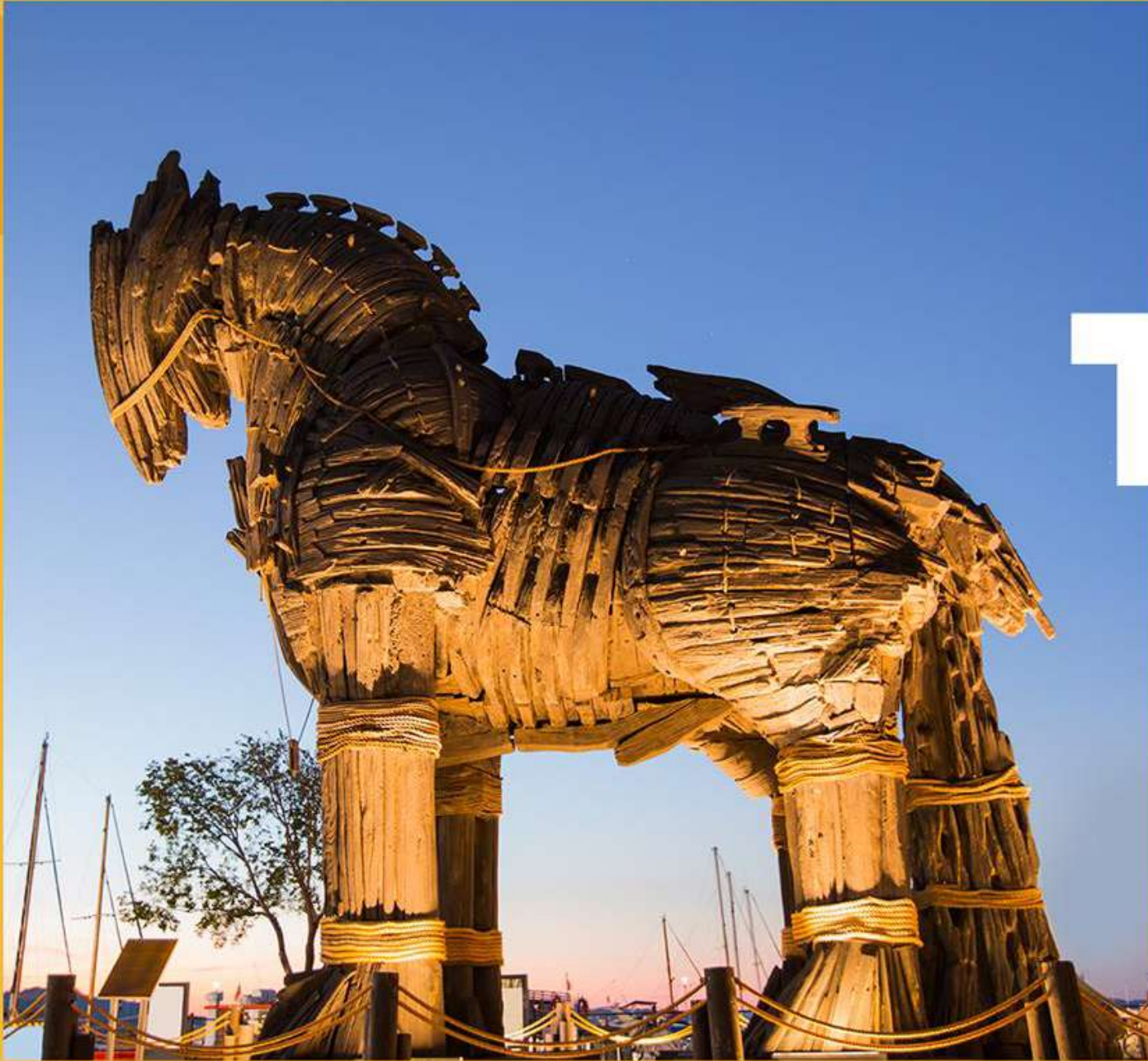


# CONTENT PRODUCTION

- Umbrella concept compatible with Go Türkiye
- Modular structure that can be applied to all routes/destinations/regions
- Icon usage for each city's main products/destinations
- Digital advertising campaigns relevant with target markets
- Amadeus Campaign







# GO & SEE TROY

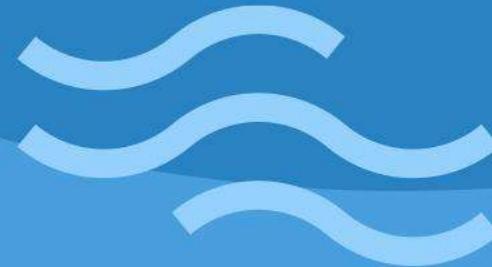
Follow the footsteps of civilizations and explore the legendary Ancient Troy.



ÇANAKKALE 

# GO & DIVE GALLIPOLI

Dive into the crystal clear sea  
and explore history in Gallipoli  
Historical Underwater Park.



  
goturkiye.com



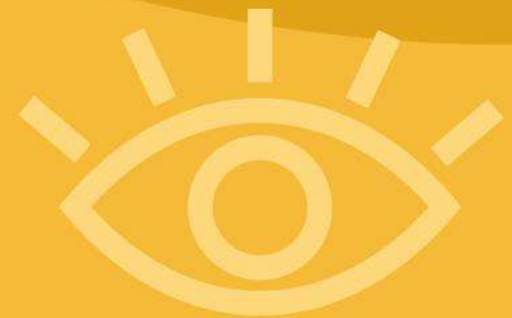


ÇANAKKALE 

# TROY

# GO & SEE MUSEUM

Explore a globally awarded museum and witness the war that changed the course of history.



  
goturkiye.com

ÇANAKKALE 

# GO & WANDER MOUNT IDA


There is a gateway to the nature and perfect chance to be one with it.



  
goturkiye.com



ÇANAKKALE



GO&SEE  
**ASSOS**

LEARN MORE

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**Thank you!**

