



"Born in Tokat, Turkey, nurtured in the resort town of Kusadasi, learned in the United States of America, seasoned in Bodrum, and bringing it all together in Istanbul."

MURTAZA KALENDER

Designations

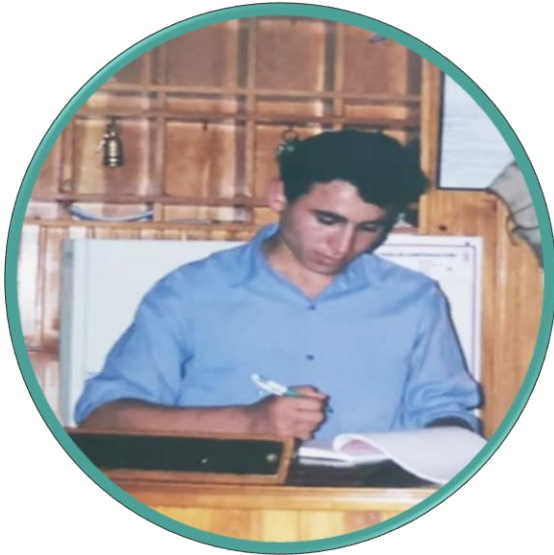


TravelShop Turkey & Murtis Tour – **Founder and CEO**

WorkShop TravelShop – **Founder and CEO**

- The International Ecotourism Society (TIES)–**Vice President**
- Istanbul Tourism Association (ISTTA) – **Chairman of the Board**
- International Association of Destination Wedding Professionals (IADWP) – **Eurasia Chapter President**
- DEIK – **Vice President** of Nepal Chapter
- Alliance of Pioneers Travel Operators (APTO) **Regional Chapter Head for Turkey**

Life Journey



- Around 1993, he was introduced to the *tourism industry* during his early school years.
- At the age of 17, he took over as *General Manager* of a boutique hotel in Kusadasi, where he began his success story.
- He became a *General Manager of a Restaurant* by the age of 20.
- As a General Manager of a hotel for *3 years* in a row, he effectively managed excellent *interior planning* and *marketing tactics*.
- Developing a global brand by *increasing profitability* by *five times* and achieving a *98* percent *customer satisfaction* rate.

Experience



- Between *2002 and 2003*, he moved to the *United States* in order to improve himself by developing new business success *narratives*.
- During this time, he managed a number *of travel agencies*, gaining global tourism industry expertise and finishing his travel sector "*training*."
- Returning to his country near the end of *2003*, he successfully ran a *tour agency* in Kusadasi as a *General Manager* till 2005.
- With the support of his brother, he opened the "*Kalender Hotel*," followed by a new chapter as the *founder of TravelShop Turkey and Murti's Tours*.

Unique Approach



- Along with this line of business, Kalender was a pioneer in the *tourism industry*, both locally and globally, *setting trends*.
- While most Turkish travel companies focused on advertising the sea, sand, and sun, Kalender focused on *cultural products*, offering up to *2000 tours* in more than *50 categories*.



Recognizing the importance of *promotion and marketing*, *ASTA's Turkey* event in 2010 included the company as the Main Sponsor, drawing immediate attention.

In addition to this giant leap, many *Fam Trips* were planned in collaboration with *Turkish Airlines* and the *Ministry of Tourism*.

Work



Unforgettable Top Tour Programs accomplished in Turkey

1

Provide information
Solar Eclipse Program
for major astronauts
and scientists in 2006

2

46-day long Culture
Tour Program in 2008
that was recognized as
the longest travel
itinerary

3

A corporate event for
SUN Pharma with 3500
Indian employees
brought to Istanbul
which was the biggest
group of last 3 years at
a high-class service
level

4

A cruise program with
a capacity of 2800
passengers . MSC
Cruises' 2015 tour from
Australia to Italy, all
the way to Gallipoli,
Canakkale, Kusadasi,
and Istanbul, was a
huge success.



Anzac descendants in Çanakkale (People came to Gallipoli to commemorate Çanakkale Battles)



Top 4 Tour Programs accomplished in Turkey



Exhibitions Attended



WorkshopTravelShop was founded by Murtaza Kalender in 2010.



- Kalender has become one of the most well-known *tourism figures*, having over 150 *different Expos* and over 100 *Workshops* in *about 115 different destinations* around the globe and build up a massive databank.
- As of this date, he has led the way in [B2B](#) *event organizations, workshops, and FAM trips* throughout Turkey and overseas, establishing the industry's promotional trend.

Workshops & Fam Trips



- He also created *Speed Networking Sessions* and infrastructure *B2B works* for "[EMITT](#)," which is considered one of the *world's top five tourism trade shows*, in 2017, 18, and 19, respectively.
- In the last decade, Kalender has made his mark on *record-breaking* meetings of **100.000** tourism professionals from **115 nations**.



Work



Indelible Top 4 Workshops

1

In 2018, 100 Hosted Buyers from 100 countries attended an "Albanian B2B Workshop followed by Balkan Fam Trips".

2

In 2019, almost 1000 Hosted Buyers from 110 countries visited the "EMITT Expo" and Turkish Destination Fam Trips.

3

In 2019, 100 Hosted Buyers from 40 countries attended Tokat City's "Ecology and Gastronomical event and Fam Trips."

4

100 Hosted Buyers from around 50 countries attended Kusadasi's "Holy Lands" themed event and Fam Trips to 3 celestial destinations in 2020.



ALBANIAN B2B WORKSHOP



EMITT EXPO EVENT



ECOLOGY & GASTRONOMICAL
EVENT



HOLY LANDS

&
FAM TRIPS





Workshop Albania



Workshop Vietnam



Workshop Dubai



Workshop India



Workshop Bangladesh



Workshop Cyprus

Covid-19 Pandemic Period Works

Kalender, never takes a break, began organizing *Morale and Motivational sessions* over *Zoom* application panels, hosting the most well-known *40 tourism associations*, broadcasting live to over *10.000 tourism* professionals in *100 countries*, and personally leading the sector.



Zoom Panel Speakers



Mr. Terry Dale Aras
President & CEO of
USTOA



Mr. Eyüp Babür
Vice President
ITA



Mrs. Jyoti Mayal
President of
TAAI



Mr. Thomas Klein
Founder member
WTA



Mr. Sven Bossu
CEO of
AIPC



Mr. AHMET Aras
Mayor of
BODRUM



Ms. Michelle Russel
President of
PCMA



Ms. Karen M. Gonzales
Director of Partnership
Relation
IAEE



Late Mr. Bob Duglin
Vice President of
ASTA



Mr. Eric Wolf
Executive
Director at
W F T A



Mr. Muhammad
Tariq Siraj
Chairman
TAA of Pakistan



Mr. Riaz Munshi
President of
OTOAI



Mr. Jon Bruno Executive
Director
TIES



Mr. Tzoymas
Thodoris
Mayor of Skiathos
GREECE



Ms. Kitzia Morales
President & Founder
IADWP

Successful business during Covid 19 Pandemic 5th – 8th April 2021, Istanbul, Turkey

B2B Luxury Mice Workshop



- Following the first *Covid case* that seen in the country on March 19th, 2020, the *B2B Luxury Mice Workshop* was successfully held between 5th-8th April 2021.
- Attended by nearly **1000 Tourism Professionals** from approximately **40 countries**.
- Kalender is the first pioneer in the sector who has provided morale and motivation by bringing **14 different International Tourism NGO Presidents**.
- Especially with the participation of the "*President of American Tour Operators Association*" **Mr Terry Dale**, as a speaker.



B2B Luxury Mice Workshop



During Covid 19 Pandemic



- 
- Bringing almost *250 Foreign Tour Companies* to the country and offering close to *2500 bilateral meetings* with *Tourism Stakeholders*, he contributed to the expansion of the business volume of Tourism Stakeholders in Turkey and created new potentials.
 - *TTPADA* (Turkish Tourism Promotion and Development Agency), *Ministry of Culture and Tourism*, *Turkish Airlines*, *Accor Hotels Group*, *Pullman Hotel*, and *Istanbul Tourism Association* were among the major sponsors at the event.
 - Despite the fact that the event took place at a state of intense pandemic period, it was however incredibly useful to the tourism sector.

16th International Ecotourism Society *Workshop*



Successful business during Covid 19 Pandemic
27th -31st July 2021, Tokat, Turkey

- The *16th IES Workshop* was successfully held between 27 - 31 July 2021 in Tokat.
- Attended by nearly *1200 Tourism Professionals* from approximately *50 countries*, with the participation of nearly *30 Ambassadors*, made a great impression in the world.
- Ambassadors were greeted with the *Mehter March* organized by the *Tokat Municipality* during the *Tokat city tour*.





Ecotourism Award Ceremony



- In addition he has organized *B2B networking meetings* via *pre-appointment* system among hoteliers from luxury hotel chains and tour operators from ecotourism industry.

- He has also organized the *Ecotourism Awards ceremony* in *16 different categories*. The leading representatives of the ecotourism industry were awarded during the ceremony.



During Covid 19 Pandemic



Successful business during Covid 19 Pandemic 20th – 23th October 2021, Istanbul, Turkey

First IADWP Eurasia Event



- The **14th International Association of Destination Wedding Conference & Fam trip (First IADWP Eurasia Event)** was successfully held between **20 - 23 October 2021** in *Pullman Istanbul* hotel.
- Attended by nearly **1000 Tourism Professionals** from approximately **40 different countries**.
- With the participation and presentation of nearly **5 Honorable Ambassadors**.
- About **15 International Well-known Awarded Destination Wedding Professionals** also participated.



First IADWP Eurasia Event



During Covid 19 Pandemic





First IADWP Eurasia Event



He has also organized the *World Destination Wedding Awards Ceremony* in **16** different categories. The leading representatives of the destination wedding industry were *awarded* during the ceremony.



During Covid 19 Pandemic



Association Memberships

Kalender is a member of numerous *prestigious* industry organizations, including TURSAB, TIES, USTOA, IADWP, APTO, ASTA, PATA, TAAI, OTOAI, SIGTOA, ISTTA, and many others.



Affiliation



Other Brands and Affiliations of "Travelshop Turkey"



DEVECILER
Hani Hotel



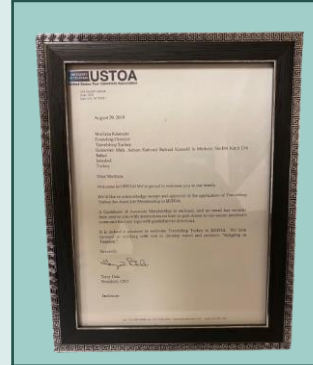
Certificates of Appreciation



Presented by
Dozzo Dossi Hotels
(Sultan Ahmet Old City)



Presented by
BTVI
(Business Television India)



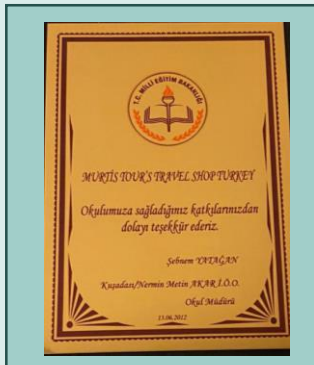
Presented by
USTOA
(United States Tour Operators
Association)



Presented by
TTF- OTM
(Travel & Tourism Fair/ Outbound Travel Mart)



Presented by
BW
(Best Western Plus Khan Hotel)



Presented by
T.C Milli Eğitim
Bakanlığı



Presented by
OTM
(One World Travel Mart)



Presented by
TTF- OTM
(Travel & Tourism Fair/
Outbound Travel Mart)



Presented by
ANC
(Asian News Channel)



Presented by
ASTA
(American Society of Travel Advisory)

Murtaza has received Awards for his accomplishments



Presented by Tokat Enleri (Tokat, Turkey)



Presented by Renaissance (Polat hotel, Istanbul)



Presented by IBA (Institute of Business Administration)



Presented by Double Tree (Hilton)



Presented by Century (International Quality Era)



Presented by TOAB (Tour Operators Association of Bangladesh)



Presented by Haliç Üniversitesi



Presented by TIES (The International Ecotourism Society)



Presented by TST (Travel Shop Turkey)



Presented by OTM (One World Travel Mart)



Presented by IADWP (International Association of Destination Wedding Professionals)



Presented by USTI (Université des Sciences et Technologies de Côte d'Ivoire)

Murtaza's Goals



- As IADWP (International Association of Destination Wedding Professionals) – Eurasia Chapter head, accomplishing a minimum of 2 global events in Eurasia, adding 10.000 members to the current network in 150 different countries, leading the way to the people in finding reliable Destination Wedding Planners and venues alike.
- Adding more value to the International Ecotourism Society (TIES) and raising awareness of Ecotourism.
- Connecting the continents by the means of Tourism by increasing TravelShop Turkey's destination representatives abroad from 30 to 100, in as short as the following 3 years, and help people to travel around in peace and comfort worldwide.



Kalender states that; “He will continue to take responsibility as he always does in the Global community, trying to lead the way, knowing that Tourism brings love, peace to the people and the destinations and that where Tourism is developed, people are more understanding and tolerant, therefore, it is faster to reach out to World heritage that way, in his opinion”.

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