



# Press Release

## Recreation in the Middle of East and West

### **MEDIA CONSULTA gets German tourists enthusiastic about Turkey**

*Berlin, August 4th, 2010.* MEDIA CONSULTA will develop this year's PR measures on behalf of the Ministry of Culture and Tourism of the Republic of Turkey. MC will create and supervise all communication measures for print, media and TV in the German market. The international agency network has especially set up an editorial and coordination office to create and distribute press material. MC is responsible for organising press trips to Turkey, for example to Istanbul, the cultural capital of Europe 2010. Other topics for press trips include the topics of gastronomy, design, sports, wellness, culture and history.

The goal is to bring Turkey's variety closer to German tourists. Numerous cultures and different civilisations have their origins in this fascinating country. History enthusiasts can explore ancient monuments, those seeking recreation can relax on the dream beaches of the Mediterranean, the Aegean and the Black Seas. The communication measures shall represent this unique mixture of culture, art and cosmopolitan modernity.

MC has created an individual communication solution for each target group, with special approaches for young travelers as well as middle aged adults and senior citizens. The measures are aimed at single travelers, couples but also families and travel groups. They specifically inform tourists, who prefer wellness trips and vacation in spas and design hotels. Furthermore, they will focus on business trips and active holiday-makers.

The Ministry of Culture and Tourism of the Republic of Turkey has already assigned MEDIA CONSULA with its trade fair presence at this year's International Tourism Bourse ITB in Berlin. MC organised numerous press conferences, created press releases, set up interviews with representatives and designed a micro-site with all relevant information for the trade fair presence.



*Footage:*

*Idyll in the middle of the cosmopolitan metropolis Istanbul: The Ortaköy Mosque rises from the Bosphorus-Bridge, which connects Europe and Asia.*

**MEDIA CONSULTA:**

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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