

**Company:** Turkish Airlines, İstanbul, Türkiye

**Company Description:** Turkish Airlines, Türkiye's national flag carrier, flies to more countries than any other airline worldwide. With a young and modern fleet, award-winning service, and a strategic hub in Istanbul, it connects continents with excellence. As a Star Alliance member, it leads in innovation, sustainability, and global hospitality.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Corporate & Community - Gala

**Nomination Title:** Turkish Airlines- Connect to Türkiye Aegean Part

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 466 words used.**

Connect to Türkiye – Aegean Part was envisioned as a one-of-a-kind cultural experience crafted by Turkish Airlines to deepen its ties with global partners through a powerful, immersive journey across Türkiye's cultural, natural and historic heartlands. Designed as a brand expression through experience, the event brought together over 200 distinguished international guests from more than 30 countries to witness, feel and celebrate the richness of Türkiye—not in a ballroom, but across the country itself.

The genesis of the project came from the desire to move beyond conventional hosting formats and create a mobile narrative that aligned with Turkish Airlines' positioning as a global connector. Rather than centering the experience in a single city, the project was built as a six-day cultural expedition spanning multiple cities—each with its own heritage and identity, forming chapters of a unified story. The journey included visits to Kütahya, Afyonkarahisar, Denizli, İzmir and culminated in a gala evening in the ancient city of Ephesus.

The goals were both strategic and emotional: to strengthen global brand advocacy through personal engagement, to position Turkish Airlines as an ambassador of culture and hospitality, and to offer guests a direct encounter with Türkiye's lesser-known yet invaluable heritage. Every element of the project was curated with intention—from hotel groupings and route management to content creation points and local storytelling moments.

Development of the project required complex coordination between cities, municipalities, heritage authorities, and dozens of local suppliers. It also demanded a strong sustainability commitment: local sourcing, minimal environmental footprint, and conscious cultural representation were embedded into every decision. Guests were guided not only through places but also through ideas—gastronomy, crafts, architecture, and folklore—making each stop a sensorial discovery.

The results were both immediate and lasting. The experience generated high levels of satisfaction and emotional resonance among attendees, who widely shared their journey on personal and professional networks. Over 10 million organic impressions were recorded within a week of the event. More importantly, the project strengthened long-term trust and visibility for Turkish Airlines, showing that the brand doesn't just fly people to destinations—it brings people closer to culture.

The grand finale in Ephesus—an elegant cocktail in front of the Celsus Library followed by a dinner within the Agora—offered a moment of awe, designed to be remembered for a lifetime. Set against the backdrop of UNESCO heritage, the closing evening symbolized the ambition and executional finesse of the project: timeless, respectful, and extraordinary.

Connect to Türkiye – Aegean Part is not just an event—it is a storytelling platform, an activation of place, and a benchmark in experience design. It turned Türkiye itself into a stage, the guests into active participants, and Turkish Airlines into a host of global narratives. In doing so, it demonstrated how travel, culture and hospitality can be choreographed to inspire connection far beyond the itinerary.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

## Attachments/Videos/Links:

[Turkish Airlines- Connect to Türkiye Aegean Part](#)



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