

CRUISE HOLIDAYS

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Apextour



SEA TOURISM IN TURKEY

Bridging the two continents Turkey, is a gateway to East and West. It is centrally located between Asia and Europe; the Black Sea on the north and the Mediterranean on the south. With its great geographic location, travelers run from one surprise to another in Turkey where traditional and modern go hand in hand. These natural, historical, cultural assets and values altogether constitute an enormous potential and creates the infinite diversity of tourist resources of Turkey.

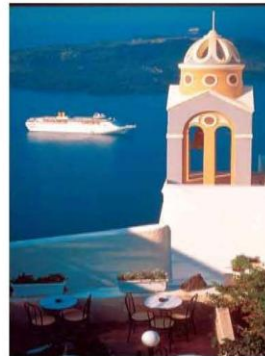
Turkey's share in culture, nature based, special interest tourism, yachting; cruising, meetings and incentive tourism market segments do not match its enormous potential of great diversity and what it really offers. There is in fact a huge development potential for Turkey to increase its share in various market segments, and to further diversify its tourism. There is a consensus of opinion supported by research findings, that the Turkish tourism will continue to grow at a higher rate than the European and the world average and the future prospects in the long term seem also to be very bright.

Turkey is a cruising paradise. Istanbul, and all main resort centers on the Aegean and Mediterranean coasts have marinas, ports and the necessary facilities required. There is a major plan to increase the capacity to meet the growing demand as there is still a tremendous development potential for cruise tourism.

Appealing Places to Cruise

Nearly all traveler segments name the Caribbean (43% overall) as the top area to visit on a cruise, with the exception of prior *Destination* cruisers who place Alaska (21%) and Europe (21%) ahead of the Caribbean (18%). *Luxury* cruisers are almost as likely to pick European Rivers (24%) as the Caribbean (26%). Other oft-mentioned destinations (overall) include:

- Alaska (25%)
- Bahamas (25%)
- Hawaii (15%)
- Mediterranean/Greek Islands/Turkey (14%)
- Bermuda (11%)
- Europe (9%)
- Panama Canal (8%)
- West Coast of Mexico (8%)



Cruise Industry Forecast In Turkey Over The Past Years

The cruise industry forecasts 14.3 million passengers in 2010, a 6.3% increase over 2009. In 2009 a record of 13.445 million passengers are forecasted to cruise. According FCCA the cruise industry increased average 5% in a year in the world. However, despite low cruise circulation in Turkey, Turkish Cruise Market increased 25% percent in a year.

General Cruise View in Turkey

- 2003 4 000 pax
- 2004 7 000 pax
- 2005 9 000 Pax
- 2006 12000 Pax
- 2007 14 000 pax
- 2008 17 000 Pax
- 2009 23 000 Pax
- 2010 30 000 Pax*

* 40% of this pax is reserved through Apextour/ Cruise Holidays



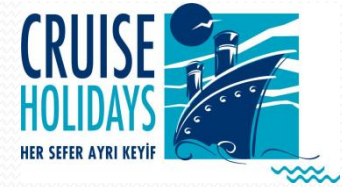
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Chartered Cruises in Turkey

With the increased awareness of the cruise travels and requisition, chartered cruises became a need in the industry and made a goal to satisfy the demand. Chartered cruises and special agreements provided Turkish citizens to travel to Greek Islands and Adriatic Coast. To be able to travel without hassle of the visa application processes made this cruises more and more popular. Also, chartered cruises made it possible to present affordable prices to guests from every state of economical status. Nowadays, more requisition is existed so, more vehicles to be chartered is discussed.

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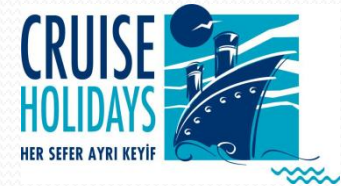


Over the past years, alternating travel needs made cruise option popular in Turkey too and Cruise Holidays, partner company of Apex Tour, became a leading travel agency for cruise holidays in Turkey.

With its 4 main offices, 2 in Istanbul, 1 in Izmir and 1 in Moscow Apextour/ Cruise Holidays is trying to be easily attainable for all of our guests and have grown considerably over the past years.

Apextour/Cruise Holidays is operating cruise tours with a wide range and gives the opportunity to choose the perfect destinations for their guests. Here are some destinations that we are operating; Greek Islands, Adriatic Coasts, The Baltics, Scandinavia, European West Coast, Caribbean and Bahamas, Far East, River Cruises.



The logo for Apextour, featuring the word "Apextour" in white lowercase letters on a dark blue rectangular background.

Apextour / Cruise Holidays Partnership For Chartered Cruises Over The Past Years

- **2005** first charter cruise in Turkey for Greek Islands
- **2006** developed cruise market in Turkey with widened cruise destinations
- **2007 - 2008** increased cruise sales in Turkish Cruise Market
- **2009** developed a new cruise programming in Turkey to supply all formal documents' soft copies and make travel agents and guests to access these documents easily.
- **2010** first time charter cruise for 3 months period in Turkey. Izmir- Izmir with Ms Ocean Majesty, chartered from Majestic International Cruise Lines. Over 8500 pax to Greek Islands and to Adriatic Coasts.
- **2011** continued to charter Ms Ocean Majesty for the second time and for 7 months period. Aim at 20000 pax to Greek Islands and 3500 pax to Adriatic Coasts.