

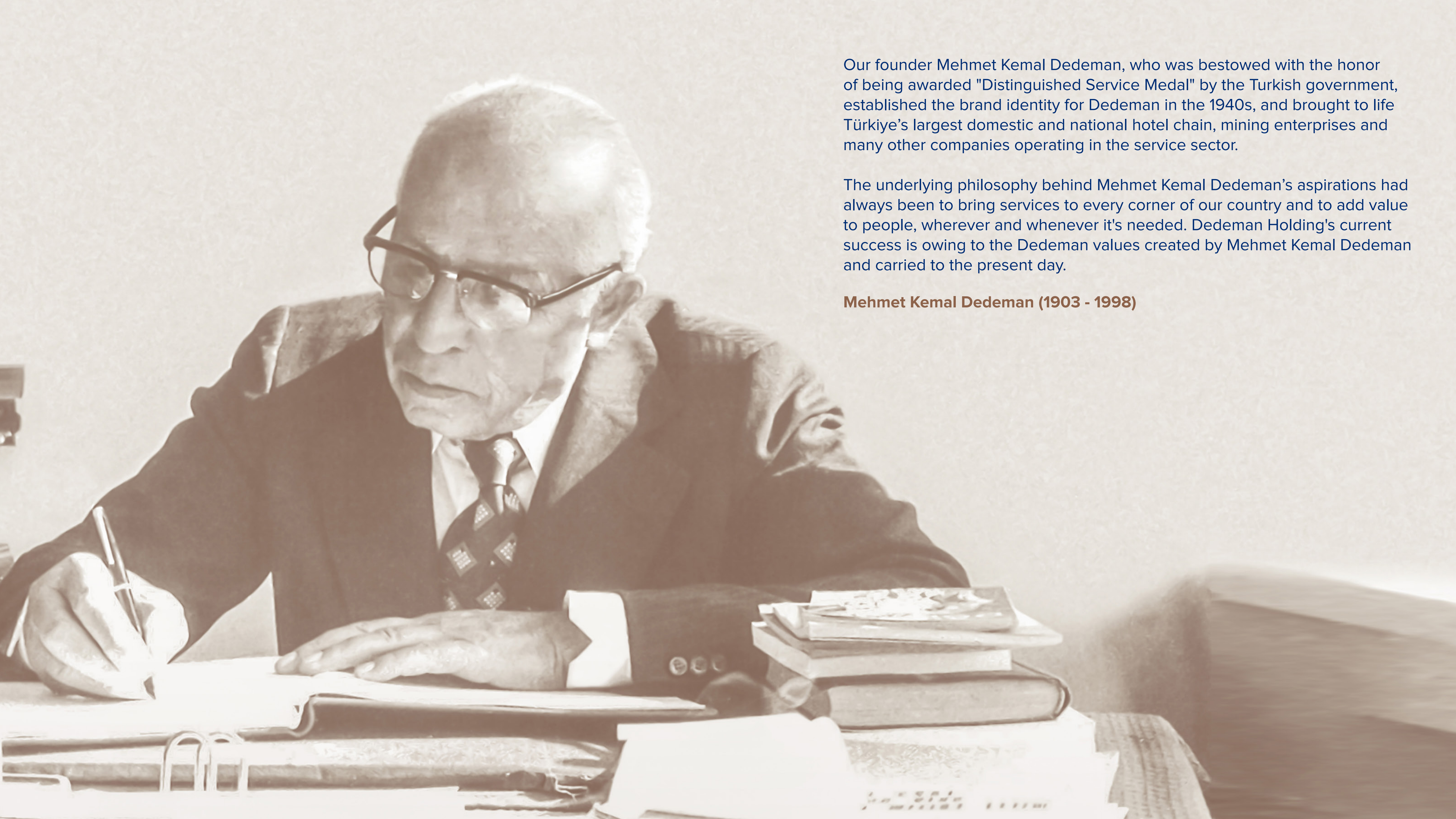
# DEDEMAN HOTELS & RESORTS INTERNATIONAL

## BUSINESS DEVELOPMENT 2023



## **ONE VISION. ONE MOVE. ONE FUTURE.**

Dedeman Hotels & Resorts International; Türkiye's the biggest domestic and national hotels chain; provides service since 1966 in its hotels in Türkiye and abroad, today continues to offer rational and customer-oriented solutions for its guests' various accommodation needs, expectations through its 9 different brands.



Our founder Mehmet Kemal Dedeman, who was bestowed with the honor of being awarded "Distinguished Service Medal" by the Turkish government, established the brand identity for Dedeman in the 1940s, and brought to life Türkiye's largest domestic and national hotel chain, mining enterprises and many other companies operating in the service sector.

The underlying philosophy behind Mehmet Kemal Dedeman's aspirations had always been to bring services to every corner of our country and to add value to people, wherever and whenever it's needed. Dedeman Holding's current success is owing to the Dedeman values created by Mehmet Kemal Dedeman and carried to the present day.

**Mehmet Kemal Dedeman (1903 - 1998)**



Murat Dedeman, Dedeman Holding's second-generation representative and Honorary President, has pioneered in the modern conduct of mining operations in Turkey and has gone to great lengths to bring the Turkish tourism industry to a point that makes us proud today—all this thanks to his commitment to corporate values whose foundations were laid by our founder Mehmet Kemal Dedeman.

Murat Dedeman has made the Dedeman brand a leading figure in carrying contemporary hotel concepts beyond the big cities and all the way into deep parts of Anatolia.

By virtue of his vision and leadership, he has been a source of inspiration not only for the Dedeman Group, but also for the Turkish business world and the tourism sector.

**Murat Dedeman (1951 - 2019)**

# DEDEMAN GROUP

A HISTORY, ALIVE AND GROWING

## Holding

Dedeman Holding was established in the early 1990's. The company, which has been on the rise in parallel with the development of the Republic of Türkiye, is a 100 percent family-owned company and continues to make contribution to the Turkish economy by continuing to operate in the fields of mining and tourism, which are its two main business lines today.



## Mining

Dedeman is one of the leading industrial establishments of Türkiye. Specialized in the operation of chrome, zinc and lead mining, Dedeman has been making significant contributions to the Turkish economy in this field since 1947 as well.

## Tourism

Since 1966, Dedeman Hotels & Resorts International; Türkiye's the biggest domestic and national hotels chain; provides service since 1966 in its hotels in Türkiye and abroad, today continues to offer rational and customer-oriented solutions for its guests' various accommodation needs, expectations through its 9 different brands.



## **Vision**

To make our brand a globally preferred and growing chain of hotels.

## **Mission**

To provide a home for your memories with “Dedeman Hospitality”.

## **Core Values**

Reliability - Integrity

Guest Oriented

Fairness

Transparency

Commitment

Innovation

Environmental Awareness

Social Responsibility



## STRATEGIC GOALS

Standards and Implementation

---

Embracing the International Level

---

Training for Development and Evolution

---

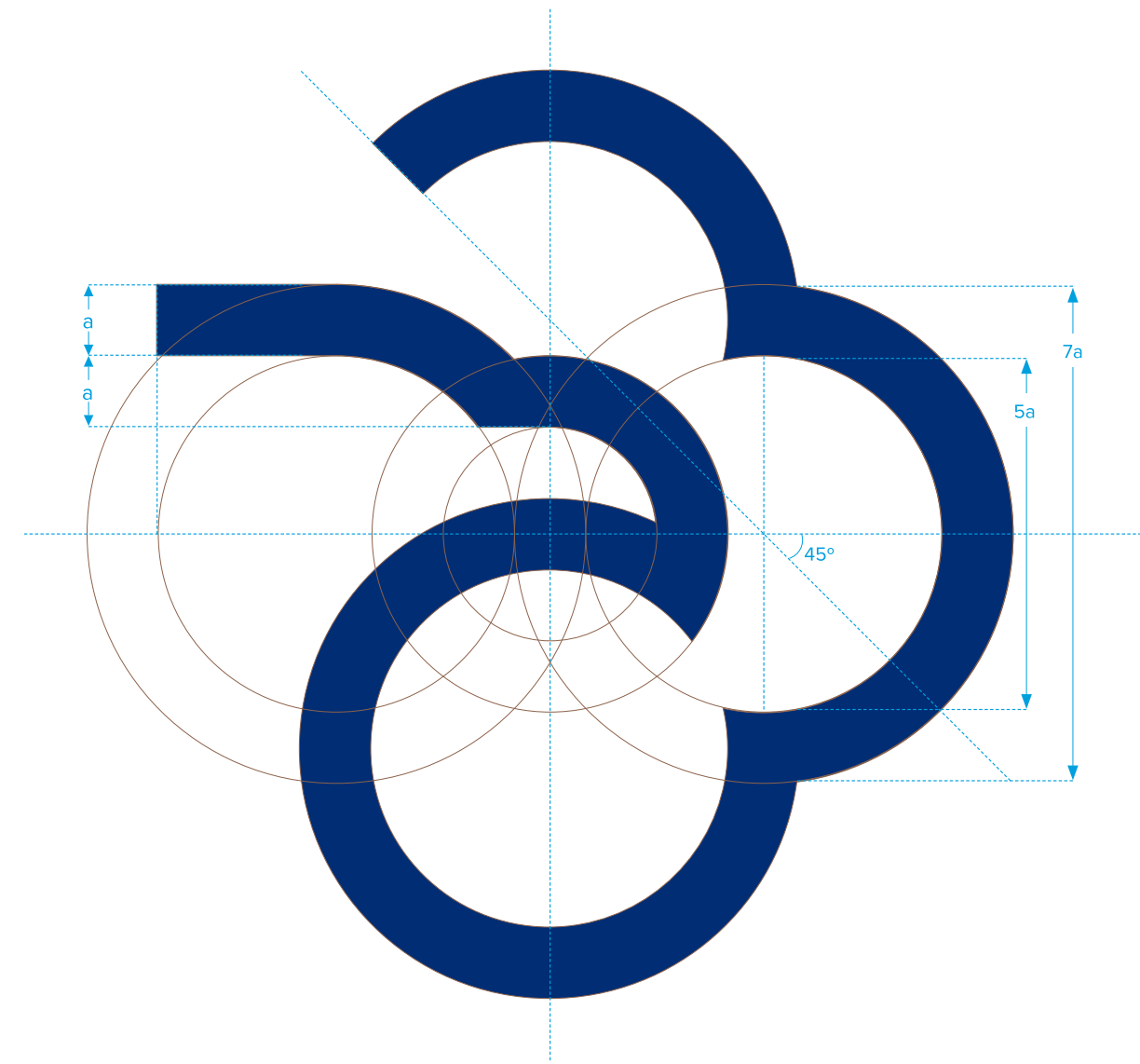
Sustainability and Innovation

---

Healthy and Contained Growth

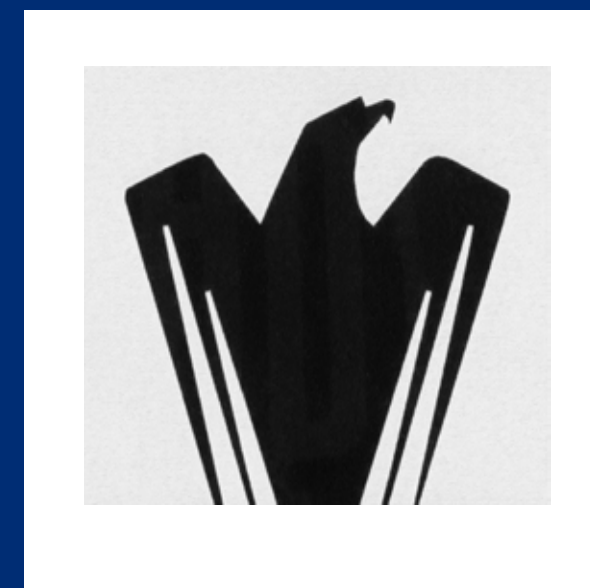
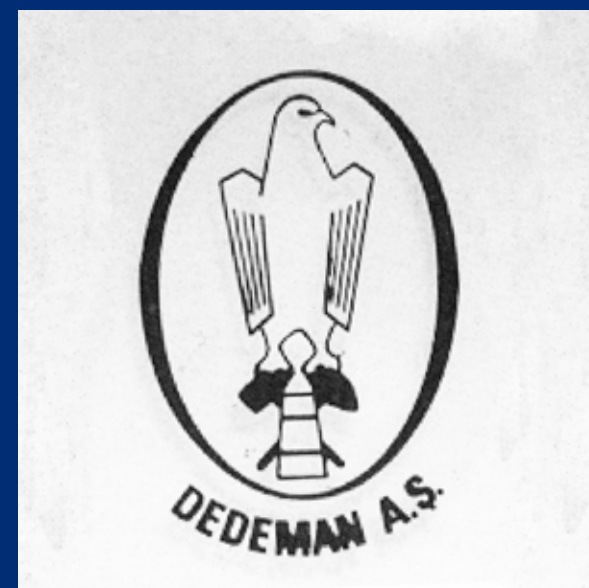
# DEDEMAN LOGO

JOURNEY OF THE EAGLE



Our founding father Mehmet Kemal Dedeman was once visiting the Aladağlar mountain range for a mining expedition and was impressed by its highest point, Kartaltepe, which means 'Eagle Hill' in English. He realized that the eagle, which lives on mountain peaks and dominates the skies, is the perfect symbol of Dedeman and its goals, due to its speed, strength and balanced soaring through the high skies. That's when he decided that the eagle should represent Dedeman.

**For 50 years, the eagle has been an irreplaceable icon on the Dedeman logo.**



# FROM PAST TO PRESENT...

## A BRIEF HISTORY OF DEDEMAN

- **1918** Mehmet Kemal Dedeman began his business life.
- **1933** M. Kemal Dedeman, undertakes the construction of the platform on which Mustafa Kemal Atatürk delivered his famous speech celebrating the 10th anniversary of the Republic of Türkiye.
- **1966** The first hotel of the chain, Dedeman Ankara, was opened.
- **1982** Dedeman İstanbul was opened.
- **1989** Dedeman Antalya and Dedeman Kapadokya were opened.
- **1994** Dedeman Palandöken was opened.
- **1995** Dedeman Rize was opened.
- **1997** Dedeman Park Antalya was opened.
- **1998** Dedeman Diyarbakır was opened.
- **2002** Dedeman Grand Chisinau in Moldova was opened.
- **2003** Dedeman Tashkent in Uzbekistan was opened.
- **2005** Dedeman Palandöken Ski Lodge opens its doors as part of a series of winter tourism investments in Eastern Anatolia.
- **2006** Dedeman Konya was opened.
- **2007** Dedeman Şanlıurfa was opened.
- **2008** Dedeman Princess Sofia and Dedeman Plovdiv, both built in Bulgaria, become new members of the hotel chain.
- **2009** Dedeman Gaziantep as well as Dedeman Damascus, Dedeman Palmyra and Dedeman Aleppo in Syria join the chain.
- **2011** Dedeman Zonguldak was opened.
- **2012** Dedeman launches Park Dedeman, its second brand, becoming Türkiye's first hotel management company to create a second brand.  
  
Park Dedeman brand opened its first hotel in Denizli.
- **2013** Dedeman Erbil and Park Dedeman Gaziantep began hosting their first guests.
- **2014** Dedeman Bostancı, Dedeman İstanbul and in Uzbekistan, Dedeman Oskemen Tavros were opened.
- **2015** The first Dedeman in Russia, Park Dedeman Izmailovo Moscow, and Park Dedeman Levent and Park Dedeman Bostancı were opened.
- **2016** Park Dedeman Elazığ and Park Dedeman Trabzon were opened.
- **2017** Dedeman introduced its third brand, Smart by Dedeman.  
  
Dedeman Tokat was opened.
- **2018** Park Dedeman Eskişehir was opened.
- **2021** Park Dedeman Kastamonu was opened.  
  
Park Dedeman Adıyaman was opened.
- **2022** Dedeman Kartepe Kocaeli was opened.
- **2023** Ready to Stay by Dedeman Sarıkamış was opened.  
  
Dedeman Cizre was opened.  
  
Dedeman Kayseri was opened.

# DEDEMAN HOTELS & RESORTS INTERNATIONAL HOTELS

A LEADING BRAND AND A RELIABLE PARTNER

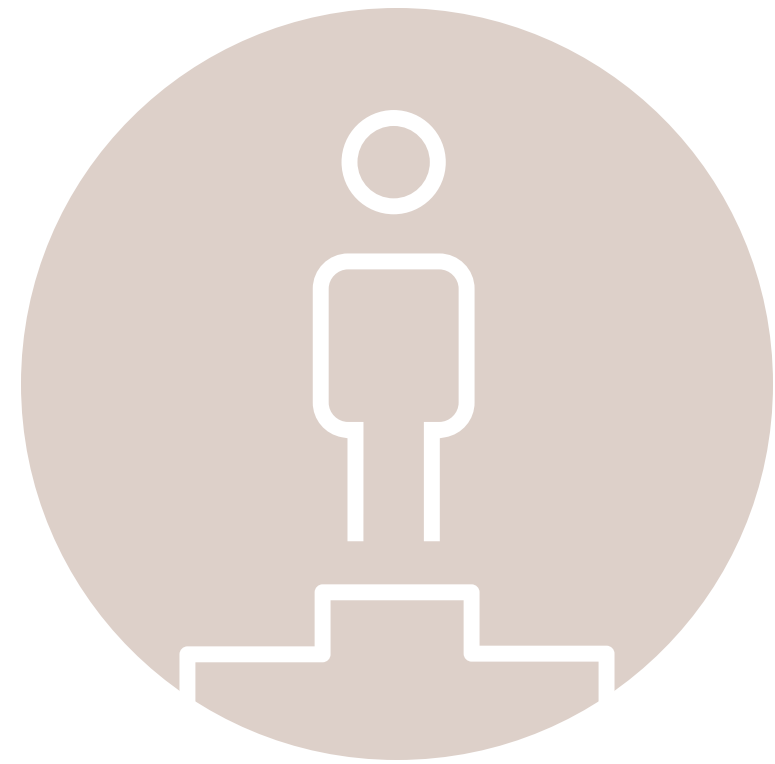
Dedeman, which is one of the worldwide hotel chains, continues to be a true asset for Türkiye and an important business partner for its investors by sincerely blending the values, traditions, and customs of the nations it is based in.

Dedeman is proud of safely carrying its deep-rooted expertise from its past to the future for half a century as a brand that broke new ground and is acknowledged as the reference point of the Turkish tourism. This trust also serves as the foundation for the Dedeman brand's strong and profitable collaboration that it offers to investors.



# WHAT MAKES DEDEMAN SPECIAL?

A SENSE OF HOSPITALITY ALWAYS  
FOCUSED ON PERFECTION



EXPERIENCE



A SENSE OF HOSPITALITY



PROFESSIONALISM



QUALITY



PROFITABLE AND  
PRODUCTIVE

# DEDEMAN BY NUMBERS

Thanks to Dedeman's international sales network and large corporate companies, it hosts approximately 750,000 corporate guests every year in its 22 hotels.

Corporate sales representatives contact organizations and companies, and close deals on behalf of Dedeman Hotels through the Integrated Revenue Management System and the Cross-Selling Incentive Program.



**100+ sales  
representatives**



**5.000 agents  
around the world**



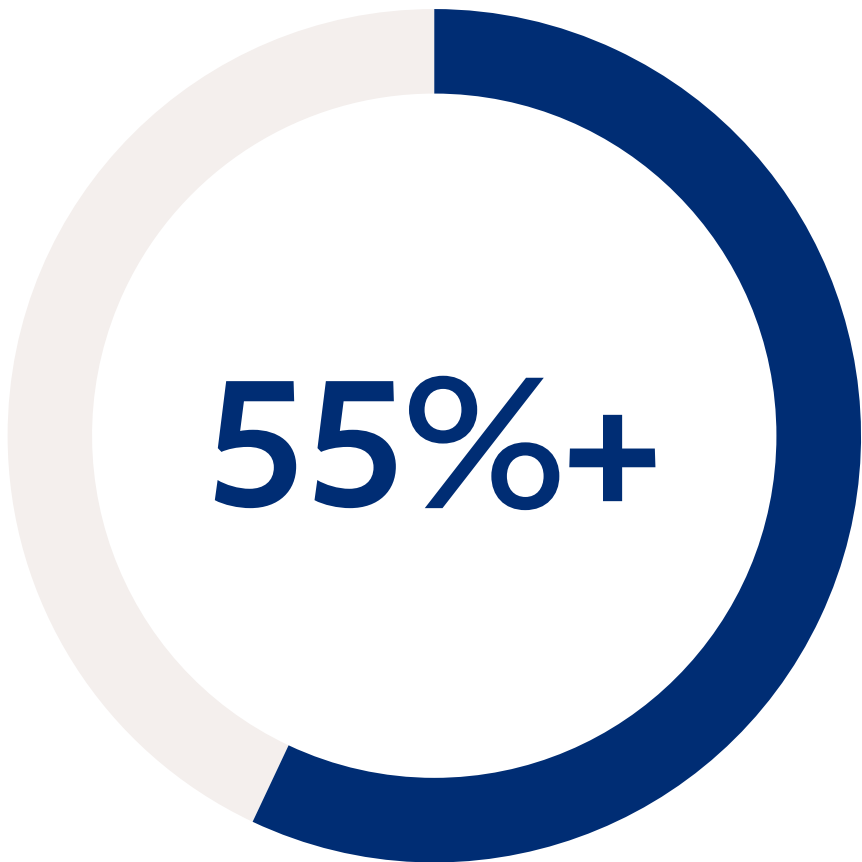
**100.000 organizations  
and companies**



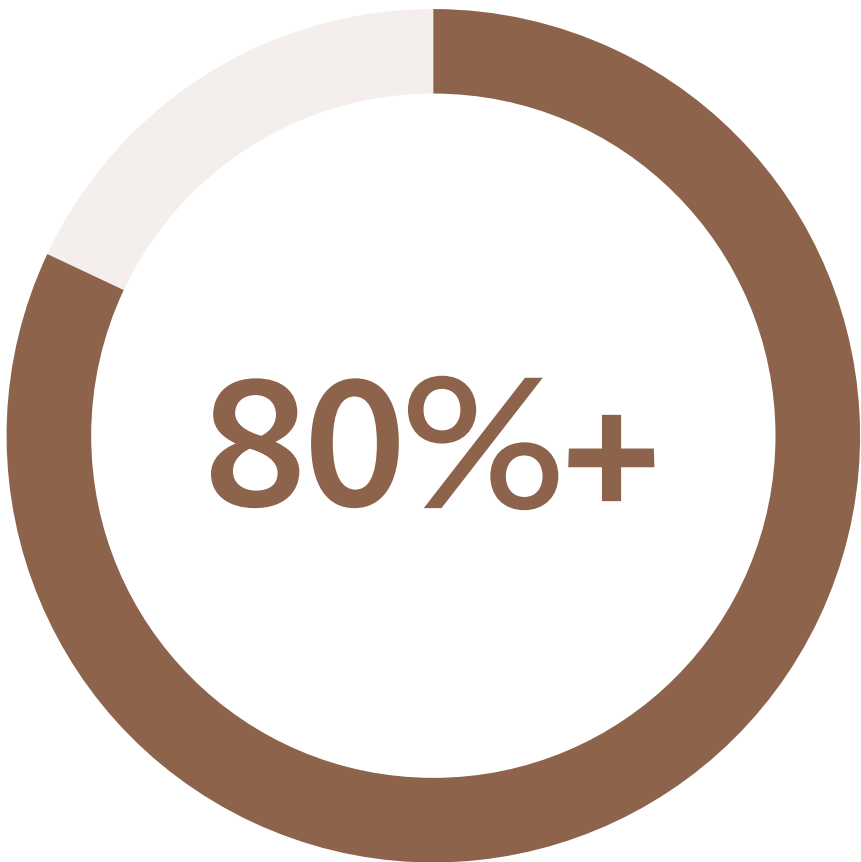
**750.000  
corporate guests**

# DEDEMAN BY NUMBERS

More than 55% of total accommodation is organized by Dedeman corporate sales teams.

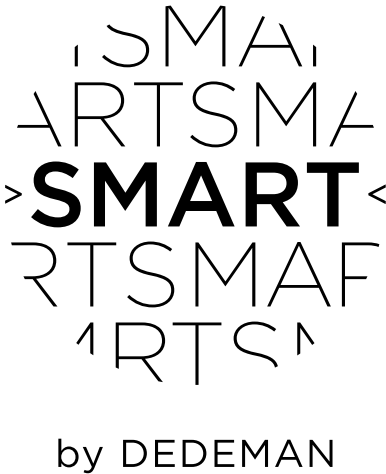


Dedeman brand enjoys a brand loyalty of over 80% among corporate clients.



# DHRI

A VARIETY OF HOTEL BRANDS  
FOR A VARIETY OF ACCOMMODATION NEEDS





Hotels that offer high standards of service and accommodation to their guests with a traditional service approach.





They are hotels that offer selected services that satisfy dynamic accommodation needs with their modern and comfortable atmosphere.



SMART  
ARTSMAN  
**SMART**  
ARTSMAN  
ARTSMAN

by DEDEMAN

Hotels that redefine hospitality  
for new world travelers by responding  
to their needs, and by adopting  
a brand-new vision in terms  
of technology, food and beverage,  
accommodation, and exclusive services.

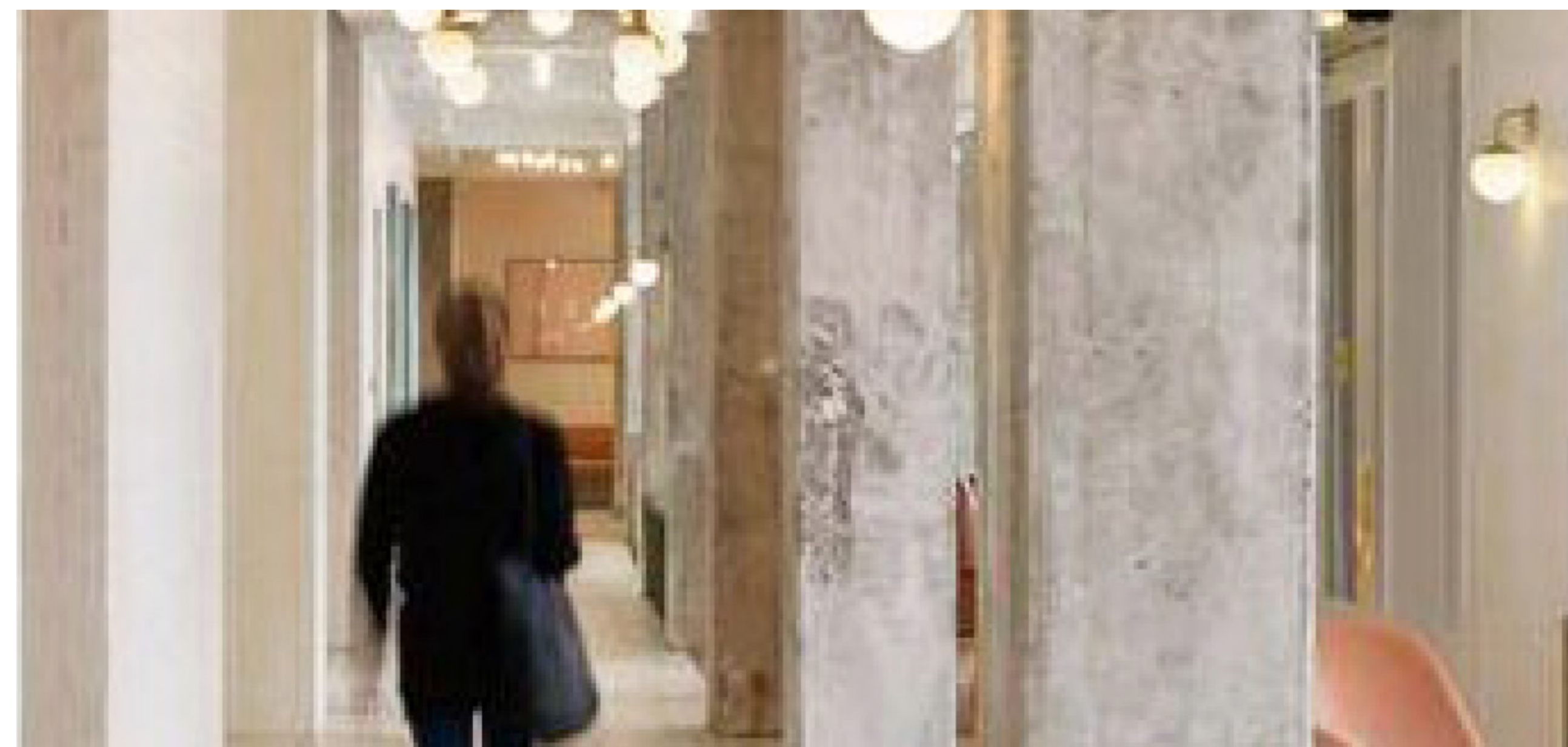


# SMART by DEDEMAN Eskişehir

*Opening Date March 2023*

**DC** DEDEMAN  
COLLECTION

Luxury hotels that satisfy different expectations and needs of their guests by providing an exquisite, personalized service and high-class accommodation.





MANAGED BY  
**DEDEMAN**

It is an alternative management style offered to hotels that wish to preserve their own name or brand, and that are interested in doing so by making the most of Dedeman's expertise, knowledge and resources in hotel operations and services, and by obtaining access to company's exclusive global sales and marketing network.

**DEDEMAN**  
*suites*  
& RESIDENCES

The facilities that offer standard hotel services  
in home comfort and that meet the extended  
stay needs of the guests.



A vertical sign on a brick building. The sign is black with white text. The text reads 'R2S' in large letters, 'Ready to Stay' in smaller letters, and 'by DEDEMAN' in the smallest letters.

**R2S**  
Ready  
to Stay  
by DEDEMAN

**R2S** Ready  
to Stay  
by DEDEMAN

These are the hotels that fulfill the extended and short-term stay needs of the guests by offering clean, safe and comfortable large rooms.

# Rest

by DEDEMAN

These are the hotels that offer bed and breakfast services in the central locations of the cities they are located in.





**Rest&More**

# **Rest&More**

by DEDEMAN

These are the hotels that offer their services in central locations, and that may have restaurant, spa, or meeting room options, in addition to their bed and breakfast service.

# DHRI

PORTFOLIO 2023



**22**  
HOTELS



**3.254**  
ROOMS



**6.424**  
BEDS

	Hotel Name	# of Rooms	Status	Opening Year
1	Dedeman İstanbul	327	Owner	1982
2	Dedeman Bostancı Hotel & Convention Center	252	Leased	2014
3	Park Dedeman Bostancı	110	Leased	2016
4	Dedeman Palandöken	187	Leased	1994
5	Dedeman Palandöken Ski Lodge	66	Leased	2005
6	Park Dedeman Gaziantep	125	Leased	2012
7	Dedeman Konya Hotel & Convention Center	206	Management	2006
8	Dedeman Şanlıurfa	133	Management	2007
9	Dedeman Zonguldak	204	Management	2011
10	Park Dedeman Elazığ	72	Management	2015
11	Park Dedeman Trabzon	149	Management	2016
12	Dedeman Tokat	143	Management	2017
13	Park Dedeman Eskişehir	129	Management	2018
14	Park Dedeman Kastamonu	150	Management	2021
15	Ready to Stay by Dedeman Sarıkamış	25	Management	2023
16	Park Dedeman Adıyaman	153	Franchise	2021
17	Dedeman Kartepe Kocaeli	166	Franchise	2022
18	Dedeman Cizre	132	Franchise	2023
19	Park Dedeman Denizli	120	Franchise	2012
20	Dedeman Kayseri	121	Franchise	2023
21	Dedeman Erbil	151	Management	2013
22	Dedeman Oskemen Tavros	133	Management	2014

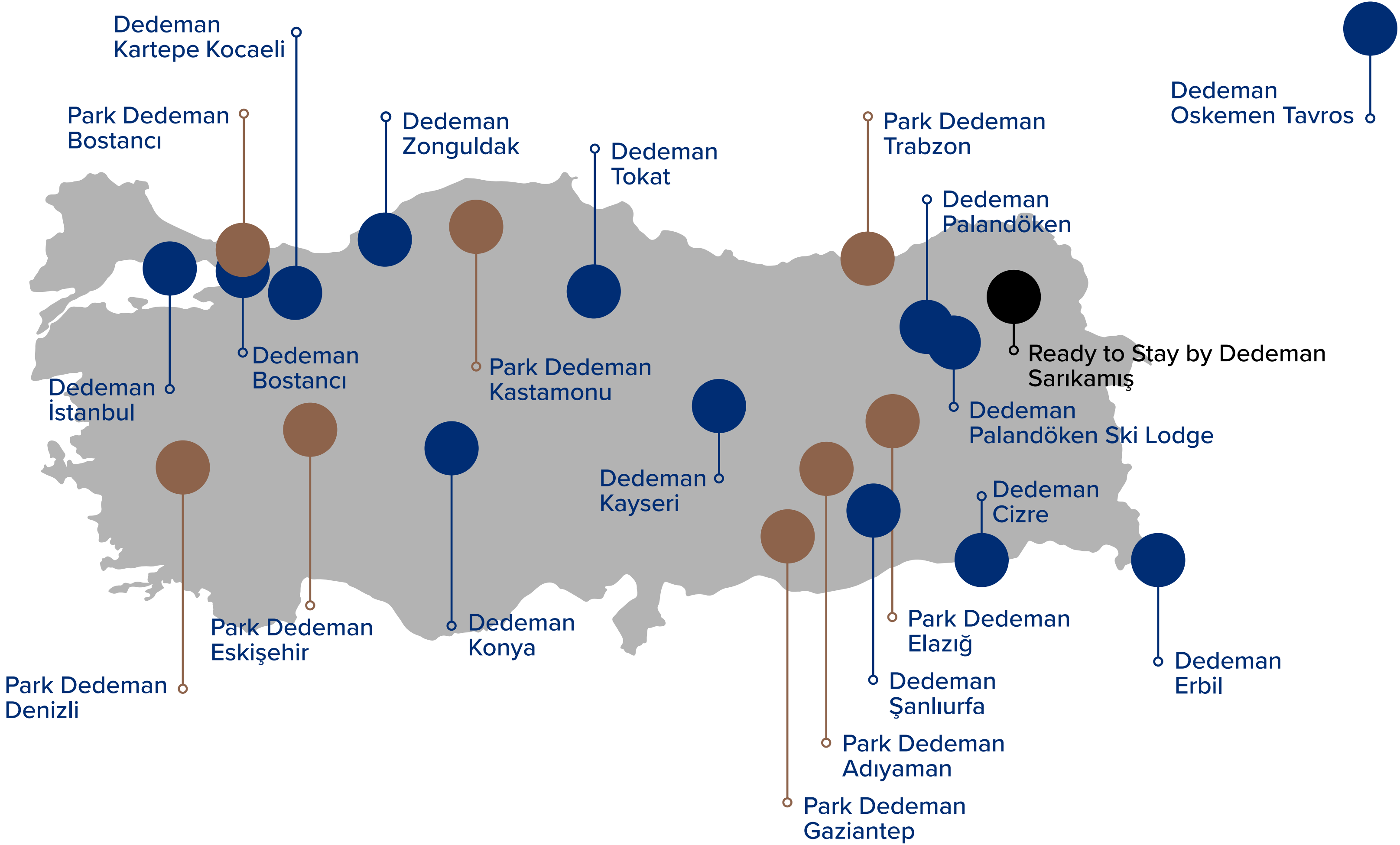
**3.254**



	<b>Hotel Name</b>	<b># of Rooms</b>	<b>Opening Date</b>
1	Rest by Dedeman Karabük	54	March, 2023
2	Smart by Dedeman Eskişehir	70	March, 2023
3	Qrista Managed by Dedeman	28	March, 2023
4	Dedeman Kızılay Ankara	96	April, 2023
5	Dedeman Adana	140	June, 2023
6	Rest & More by Dedeman Diyarbakır	60	June, 2023
7	Park Dedeman Ankara Pelit Port	160	December, 2023
8	Dedeman Cappadocia	160	December, 2023
9	Rest & More by Dedeman Samsun	82	December, 2023
10	Urla Butik Otel Managed by Dedeman	12	April, 2024
11	Dedeman Yenişehir Mersin	120	June, 2024
12	Park Dedeman Düzce	130	June, 2024

# DHRI HOTELS AND LOCATIONS

Today, Dedeman Hotels Group operating with 22 hotels, meeting different demographic needs and requirements.





STAY CURIOUS, STAY AMAZED, STAY AT DEDEMAN.



D'CS | DEDEMAN  
CITY STORE

D'CS | DEDEMAN  
CITY STORE

FOOD & BEVERAGE





**DEDEMAN**  
GASTRONOMY CLUB



# MEETINGS & EVENTS



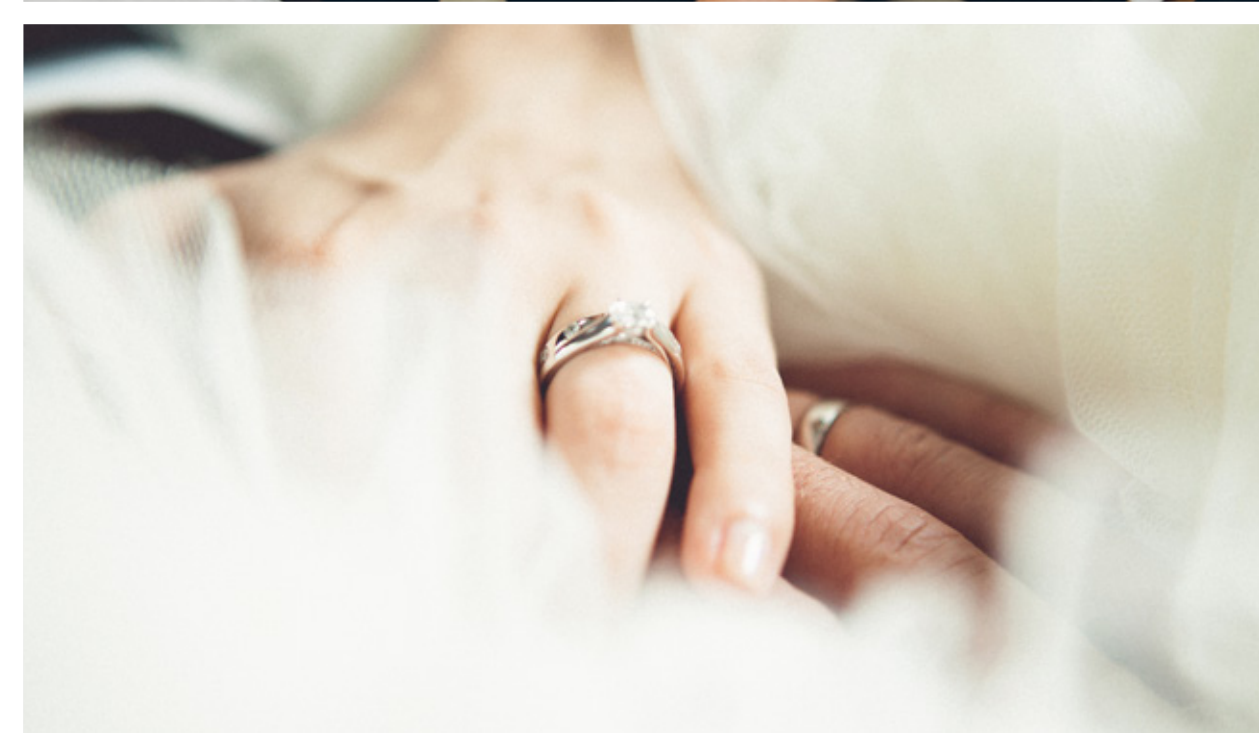
# DEDEMAN

---

## WEDDING

EVERYTHING READY FOR YOU TO SAY “YES”!

ALTERNATIVE MENUS AND MENU SAMPLING • DECORATIONS • PHOTOGRAPHY, MUSIC, SOUND AND LIGHT SERVICES • AFTER PARTY  
PREPARATION ROOM AND ACCOMODATION • ACCOMODATION DURING ANNIVERSARIES



# WELLNESS / SPA & FITNESS





## STAY SAFE MANIFESTO

Dedeman Tourism Group introduced 'Stay Safe Manifesto' as a guide to set the hygiene standards protocol for both our employees and our guests to ensure safety and comfortable stay at our hotels.

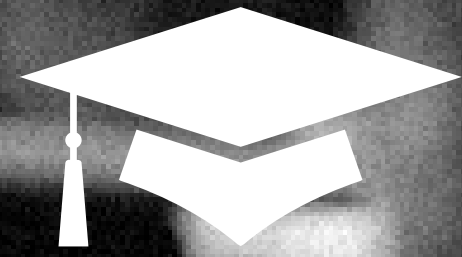


## Safety Certifications

'Safe Tourism Certification' issued by the Turkish Government by taking all the necessary preventive measures and precautions.



# DEDEMAN ACADEMY



# DEDEMAN ACADEMY



## Sayın AYŞE DEMİR

13 - 14 Şubat 2021 tarihlerinde Dedeman Hotels & Resorts International'ın yeni hedefleri doğrultusunda bir araya geldiğimiz Vizyon, Misyon ve Değerler Çalışması toplantımıza katılımınızla değer kattınız.

Katkılarınız için teşekkür eder, çalışmalarınızda başarılar dileriz...



DTY A.Ş  
Vizyon, Misyon ve Değerler Çalışması  
13 - 14 Şubat 2021 / Dedeman Bostancı Hotel  
Moderatör: İlhan Gülertan  
34 ST21 0214 A001

# DEDEMAN LOYAL CLUB

Dedeman Loyal Club is beyond a reward program where customers enjoy special services and exclusive privileges.



**DEDEMAN**  
**LOYAL CLUB**  
Advantage · Plus · Elite

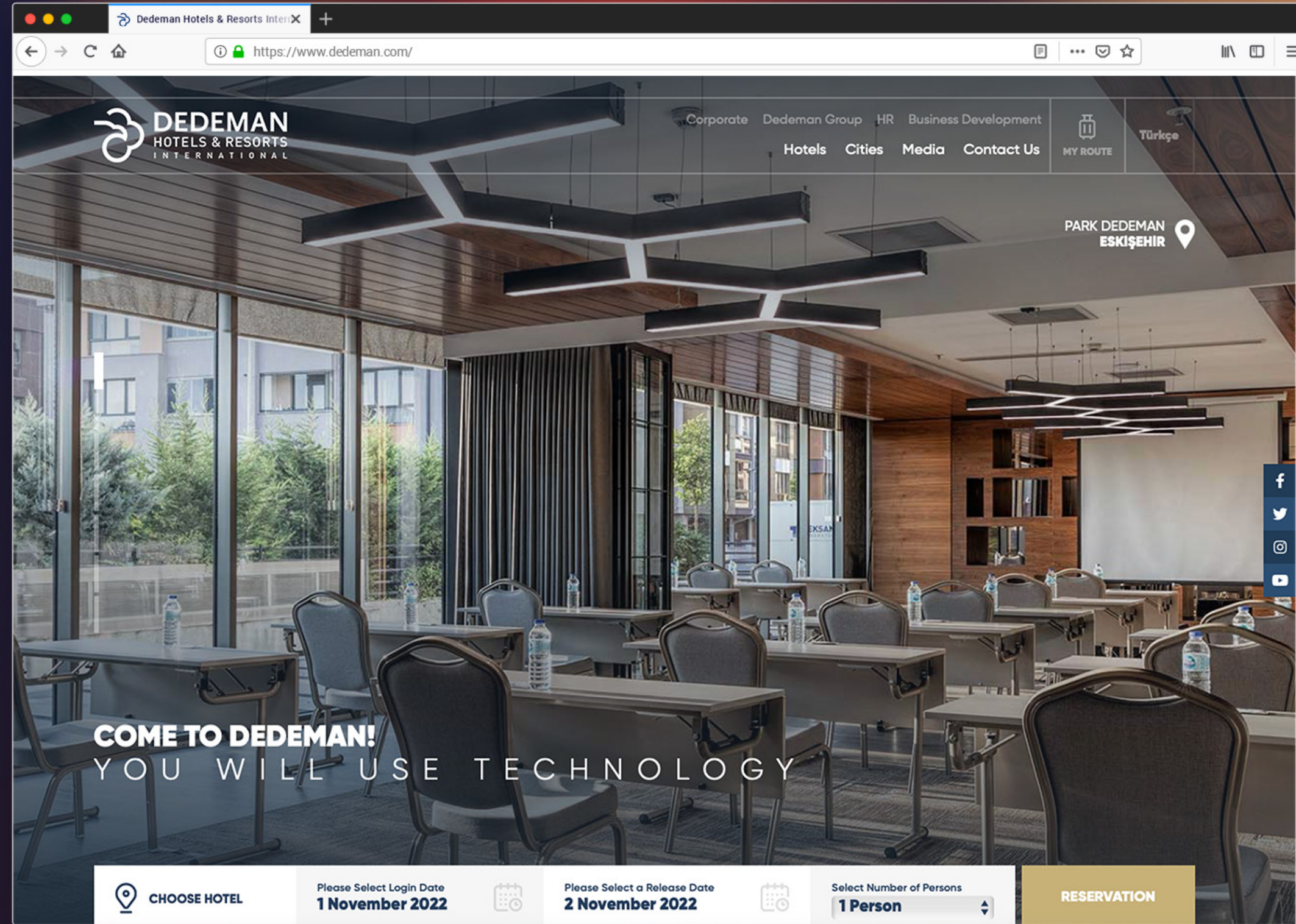
# NEWSLETTER



Subscribe to our newsletter  
and stay updated about Dedeman!

Subscribe to our newsletter and stay updated on the  
latest developments about Dedeman, follow exclusive  
offers and get special promotions.

# WEBSITE

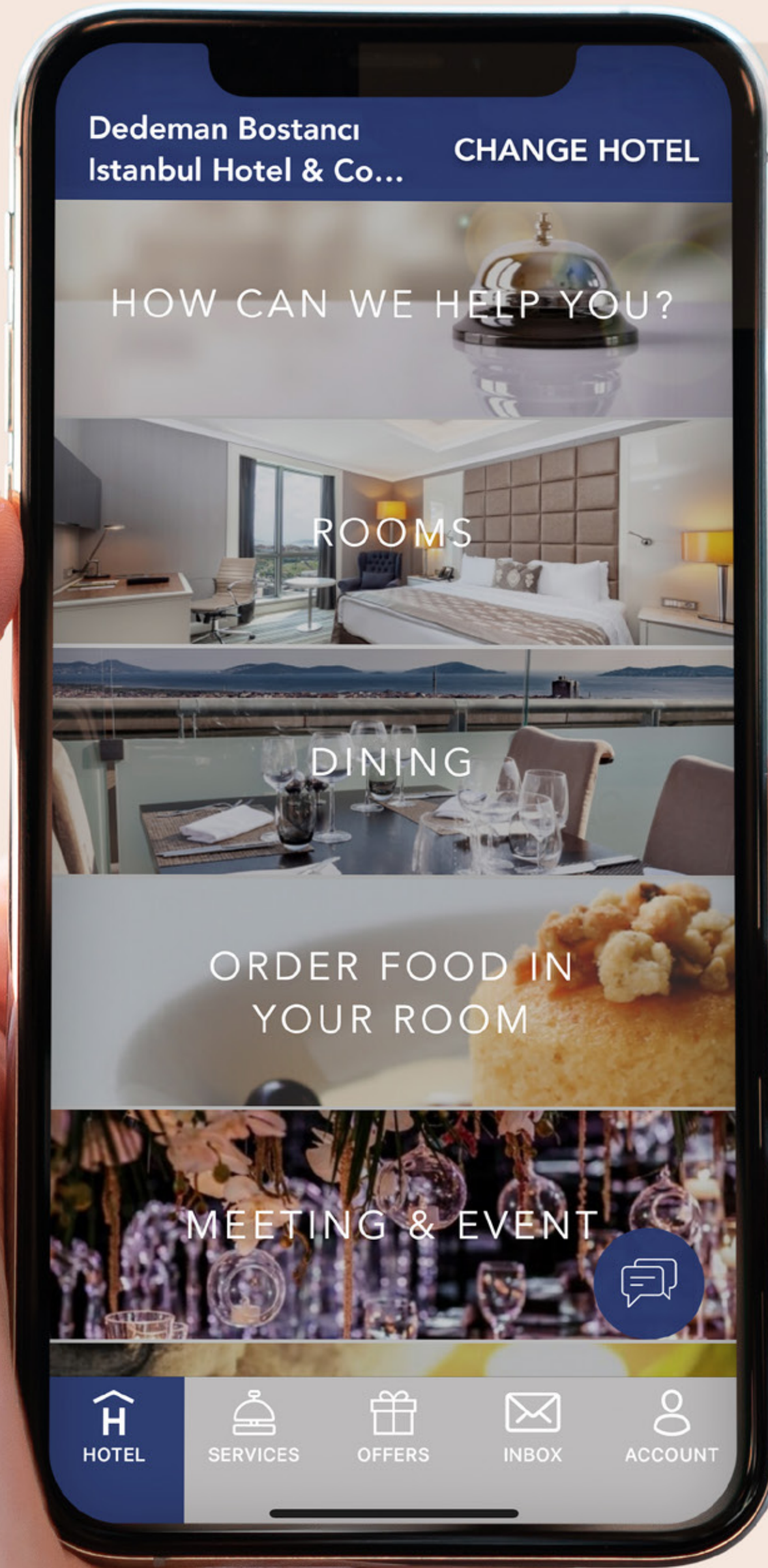


# SOCIAL MEDIA

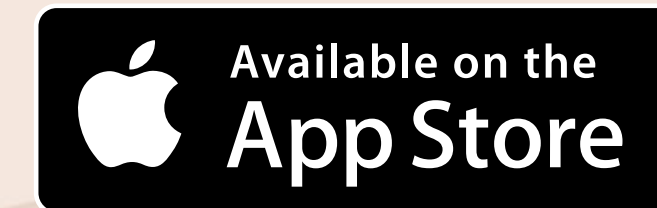
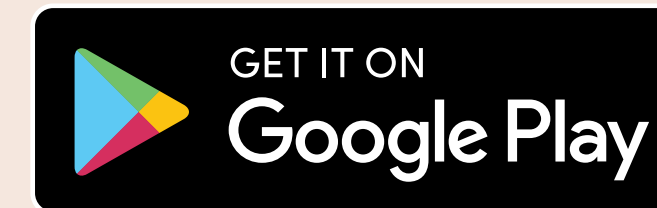


Please follow our social media accounts to find out about our latest news and special offers.





## DEDEMAN HOTELS APP





# SUSTAINABILITY PROJECTS



In line with our joint work with the **Cage Free Türkiye Platform**, we have adopted an egg policy beyond the minimum standards of our industry.

As of April 1, 2021, **we supply the eggs we use in all our hotels in Türkiye from a cage-free system**, in order to offer the most accurate products to our guests with sustainable animal welfare approach. We are delighted to announce being the first hotel brand that completed the transition to this practice in Türkiye.

## BICYCLE FRIENDLY ACCOMODATION



With our "bicycle project" which supports cycling tourism and reducing carbon footprint, we aim to use our resources more efficiently. In our hotels within the scope of bicycle Project we offer;

- Bicycle garage, parking area, bike wash area, regional bike maps, guided city tours,
- Bicycle repair kits for minor repairs and maintenance and workshop, nearest bike store for major repairs,
- Special for amateur and professional cyclists, services such as sports menu and sports massage.

<https://tga.gov.tr/faaliyet/bike-friendly/>

# ECO TOURISM

We adopt a tourism approach based on ensuring the sustainability of resources of the natural environment of the earth, as well as supporting the economic development of the society in those regions wherever our hotels are located while supporting the preservation of social and bio-cultural diversity. As Dedeman Hotels & Resorts International, we have become a member of TIES (International Eco tourism Society), which is considered one of the most important organizations in its field, which continues to work for the development of ecotourism in the world, in order to reflect this approach to our activities more systematically and officially.

With the consciousness of knowing ecotourism is a kind of "**responsible tourism**", it is our mission to introduce the potential of our country to the world and minimizing the negative consequences that may be associated with human presence in naturally beautiful locations as well as, protecting these natural beauties for future generations.



**Green Key**



With Green Key certificate that is internationally valid and applicable in 65 countries, we are amongst the environment friendly facilities that serves natural food and focuses on energy and water saving policies. We accept guest satisfaction as a reward, and we offer our guests to experience high service standards all the time.

# CLEAN AND RENEWABLE ENERGY

ZES Electrical Car Charging Station



In cooperation with ZES, we have been continuing charging station projects for electric cars since 2020. By contributing to the transition to sustainable and renewable energy production, we continue to provide sustainable tourism services to both our guests and environmentally friendly car owners.



# I-REC CERTIFICATE

Use of 100% Renewable Energy



Having introduced a novelty in our sector, we have started to provide our energy from renewable energy sources. Our domestic hotels, which use all of their electrical energy from renewable energy sources, have received the **International Renewable Energy Certificate (I-REC)**, a certification system with international validity.

In the coming period; we aim to reduce the carbon emission of electricity produced from sources such as fossil fuel, natural gas, coal by more than 99 percent and to cover all of our electricity consumption, which reaches 20 thousand MWH annually, from green energy sources.

# GREEN STAR

## Environmentally Friendly Accommodation

Within the scope of the project entitled “**environmentally friendly accommodation facilities**” initiated by the Republic of Türkiye Ministry of culture and tourism we are committed to adapting the environmental policy and action plan with green star and environmental label application granted to accommodation facilities certified by the Ministry which they meet the established criteria and to complying with this report, which includes all the activities carried out in accordance with this plan.



We support the waste management goal with all our hotels in Türkiye, **with our Zero Waste Certificate;**

**we aim to seriously prevent the reduction of natural resources in our hotels,**

**save energy,**

**contribute to environmental protection,**

**and help create a strong economy.**

# HRS GREEN STAY INITIATIVE CERTIFICATE



While HRS provides a global standard for hospitality industry with Green Index Initiative, through normalized data and recommendations on behalf of more sustainable business travel and accommodation it shows complete transparency. Taking into account the call made by HRS to all hotel partners worldwide, we include the data of our hotels in the system with the green index methodology.



With the mission of strengthening a child-friendly, safe tourism understanding and developing awareness of children's rights we are guided by international agreements and national legislation regulating the rights of the child, especially the United Nations Convention on the Rights of the Children. We strive to please our little guests in all areas, from the observance of special services for children to staff communication with our support for the **Child-Friendly Tourism** project conducted by the International Children's Center.



We support  
the rights to  
life together.

Since we approach protection  
of natural life and animal  
rights sensitively, no products  
tested on animals are used  
in our hotels.



## Pet-friendly accommodation at Dedeman!

We allow you to spend your stays with your  
four-legged buddies because we are aware that  
you do not want to be separated from them for  
even a brief period of time. We are happy to accept  
you and your family's pets in our chosen hotels as  
long as they meet the required conditions.



# CONSULTANCY SERVICES WE PROVIDE

Dedeman Hotels & Resorts International Türkiye's the biggest domestic and national hotels chain; offers its expertise and know-how to everyone who wants to deliver their guests privileged services exclusive to global hotel chains.





PAST TO PRESENT,  
FROM CITY TO CITY...

STAY CURIOUS, STAY AMAZED,  
STAY AT DEDEMAN.

Head Office

Yıldız Posta Caddesi No:48

Gayrettepe 34349 İstanbul

Türkiye

+90 212 337 39 00

business.development@dedeman.com

Sinan Mısırlı

Vice President of Business Development

sinan.misirli@dedeman.com

+90 533 298 13 76

Mahmut Sürmen

Business Development

mahmut.surmen@dedeman.com

+90 549 787 65 88



**DEDEMAN**  
HOTELS & RESORTS  
INTERNATIONAL

İş Geliştirme Sunumu  
Business Development  
Presentation



Türkçe



English

FOLLOW US ON SOCIAL MEDIA!



/dedemancom



DEDEMAN İSTANBUL • DEDEMAN BOSTANCI • PARK DEDEMAN BOSTANCI  
DEDEMAN KONYA • DEDEMAN TOKAT • DEDEMAN PALANDÖKEN • DEDEMAN PALANDÖKEN SKI LODGE  
PARK DEDEMAN ELAZIĞ • DEDEMAN ŞANLIURFA • PARK DEDEMAN ESKİŞEHİR • DEDEMAN ZONGULDAK  
PARK DEDEMAN TRABZON • PARK DEDEMAN GAZİANTEP • PARK DEDEMAN DENİZLİ • PARK DEDEMAN KASTAMONU  
PARK DEDEMAN ADIYAMAN • DEDEMAN KARTEPE KOCAELİ • DEDEMAN CİZRE • DEDEMAN KAYSERİ  
DEDEMAN ERBİL • DEDEMAN OSKEMEN • READY TO STAY BY DEDEMAN SARIKAMIŞ

#STAYCURIOS #STAYAMAZED #STAYATDEDEMAN

hotels@dedeman.com www.dedeman.com