



# *‘Istanbul Digital Platform Project’*



## Information About Project

**The owner of the project :** Governorship of Istanbul

**Partners of the project :** Cooperation with private sector

**Project Funded by** Istanbul Development Agency

**The implementation period of the project :** 1 year

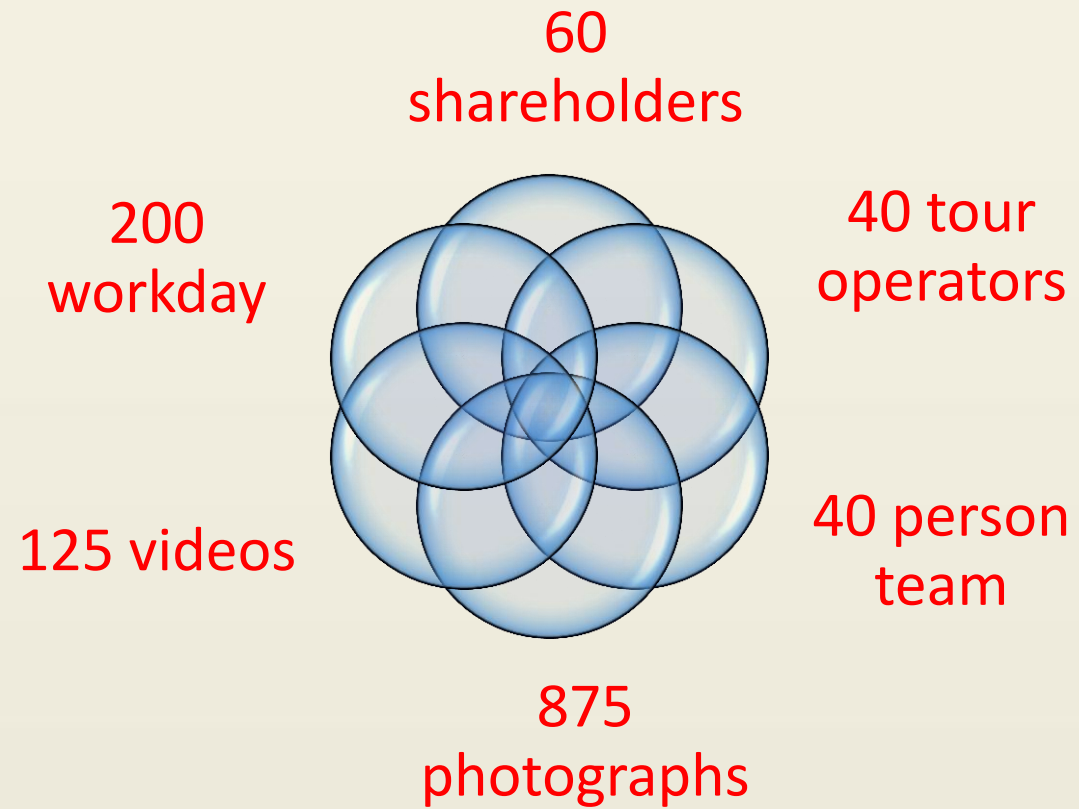
*The result of the project : The Official Website of Istanbul*

*Website Management by Istanbul Convention and Visitors Bureau*

*(First destination marketing bureau in Turkey)*



# Project with Numbers



## List of interviewed organizations and institutions for information sharing

- ✓ 3 Ministries
- ✓ Istanbul Metropolitan Municipality
- ✓ 15 District Municipalities
- ✓ The Istanbul Guide
- ✓ Universities
- ✓ Associations
- ✓ Istanbul Foundation for Culture and Arts
- ✓ Museums
- ✓ Professional Associations  
(Turkish Hotels Touristic Hotels & Investors Associations, Association of Turkish Travel Agencies etc)
- ✓ Mosques

# Aims of the Project



Increase the number of foreign visitors to the city



Removing the "information pollution" surrounding Istanbul



Promote the city on international platforms





Everything about  
the city is only  
one click away!



### 10th İstanbul Tulip Festival

Tulip time starts in İstanbul!  
Throughout th...more



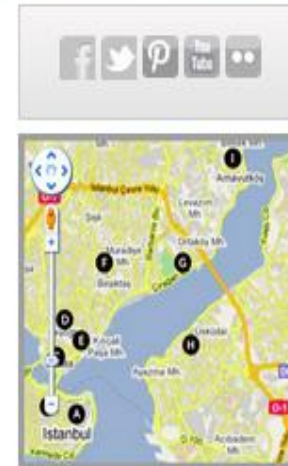
### OneIstanbul Instagram Photography Competition

A brand new İstanbul focussed  
Instagram competi...more



### The 34th İstanbul Film Festival

Organised by the İstanbul Foundation  
for Cultur...more





Istanbul Guide	Things to Do	Istanbul Essentials	Book Istanbul	Social Istanbul	Taste Istanbul
<ul style="list-style-type: none"> <li>● <b>Istanbul in Time</b> <ul style="list-style-type: none"> <li>○ Roman &amp; Byzantine Istanbul</li> <li>○ Ottoman Istanbul</li> <li>○ Contemporary Istanbul</li> </ul> </li> <li>● <b>2 Continents, 1 City</b> <ul style="list-style-type: none"> <li>○ Istanbul Bridges</li> <li>○ Istanbul's Seven Hills</li> </ul> </li> <li>● <b>Historical Places</b> <ul style="list-style-type: none"> <li>○ Old City</li> <li>○ UNESCO World Heritage Sites</li> <li>○ Waterfront Mansions of Bosphorus</li> </ul> </li> <li>● <b>Museums &amp; Palaces</b></li> <li>● <b>Sacred Places</b> <ul style="list-style-type: none"> <li>○ Mosques</li> <li>○ Churches</li> <li>○ Synagogues</li> </ul> </li> <li>● <b>Art Venues &amp; Cultural Centers</b></li> <li>● <b>Century-Old Brands</b></li> <li>● <b>City's Recent Titles</b> <ul style="list-style-type: none"> <li>○ European Capital of Culture of 2010</li> <li>○ European Capital of Sports of 2012</li> <li>○ Candidate for the 2020 Olympic Games</li> </ul> </li> <li>● <b>Congress Venues</b></li> <li>● <b>Business Istanbul</b></li> <li>● <b>Universities</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Entertainment</b></li> <li>● <b>Istanbul by Night</b></li> <li>● <b>Turkish Baths</b></li> <li>● <b>Shopping</b> <ul style="list-style-type: none"> <li>○ Malls</li> <li>○ Old Bazaars</li> <li>○ Popular Streets &amp; Areas</li> <li>○ Tax-Free Shopping</li> <li>○ Istanbul Shopping Fest</li> <li>○ Laleli Fashion Shopping Festival</li> </ul> </li> <li>● <b>Bosphorus Cruise</b></li> <li>● <b>Parks &amp; Recreation</b> <ul style="list-style-type: none"> <li>○ Parks</li> <li>○ Woods</li> <li>○ Beaches</li> <li>○ Countryside</li> </ul> </li> <li>● <b>Major Districts of Istanbul</b></li> <li>● <b>Top Sports Clubs</b> <ul style="list-style-type: none"> <li>○ Beşiktaş J. K.</li> <li>○ Fenerbahçe Sports Club</li> <li>○ Galatasaray Sports Club</li> </ul> </li> <li>● <b>Events</b> <ul style="list-style-type: none"> <li>○ Concerts</li> <li>○ Exhibitions</li> <li>○ Festivals</li> <li>○ Art &amp; Design</li> <li>○ Congress &amp; Fairs</li> </ul> </li> <li>● <b>Intercontinental Sports Events</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Practical info</b> <ul style="list-style-type: none"> <li>○ Hospitals</li> <li>○ Consulates</li> <li>○ Currency &amp; ATM's</li> <li>○ Time Zone</li> <li>○ Travel Insurance</li> <li>○ Visa Information</li> <li>○ Voltage Info</li> </ul> </li> <li>● <b>Getting There</b></li> <li>● <b>Getting Around</b></li> <li>● <b>Maps</b></li> <li>● <b>Climate &amp; Nature</b></li> <li>● <b>Flora of Istanbul</b></li> <li>● <b>Birds of Istanbul</b></li> <li>● <b>Emergency and Official Numbers</b> <ul style="list-style-type: none"> <li>○ Emergency Numbers</li> <li>○ Useful Numbers</li> <li>○ Tourism Police</li> <li>○ Turkish Tourist Information Offices</li> </ul> </li> <li>● <b>Istanbul with Kids</b></li> <li>● <b>Turkish Language</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Hotels</b></li> <li>● <b>Travel Agencies</b></li> <li>● <b>Tour Guides</b></li> <li>● <b>Classical Tours</b> <ul style="list-style-type: none"> <li>○ 1 day in Istanbul</li> <li>○ 1 week in Istanbul</li> <li>○ 3 days in Istanbul</li> </ul> </li> <li>● <b>Excursions</b> <ul style="list-style-type: none"> <li>○ Bursa</li> <li>○ Prince Islands</li> <li>○ Troy &amp; Canakkale</li> </ul> </li> <li>● <b>Special Interest Tours</b></li> <li>● <b>Museum Pass</b></li> <li>● <b>Event Tickets</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Must-see</b></li> <li>● <b>Must-taste</b></li> <li>● <b>Istanbul Inspired Art</b> <ul style="list-style-type: none"> <li>○ Istanbul Books</li> <li>○ Istanbul in Movies</li> <li>○ Istanbul in Songs</li> </ul> </li> <li>● <b>Interesting Facts About Istanbul</b></li> <li>● <b>Read More About Istanbul</b> <ul style="list-style-type: none"> <li>○ Istanbul in the News</li> <li>○ Ask The Istanbulites</li> <li>○ Academic Istanbul</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Turkish Food Culture and Cuisine</b></li> <li>● <b>Regional Cuisine</b></li> <li>● <b>Taste by Neighbourhood</b></li> <li>● <b>Historical Restaurants</b></li> <li>● <b>Restaurants, Cafes and Bars</b></li> <li>● <b>Turkish Food Recipes</b></li> <li>● <b>Street Food of Istanbul</b></li> </ul>

Howtoistanbul.com  
consists of 6 different  
sections.



- Dashboard
- Home
- Updates 14
- User searches
- Posts
- Events
- Media
- Pages
- Comments
- Menu Image
- Menu Page
- Consulates
- Hospitals
- Travel Agencies
- Sports Clubs
- Malls
- Health Travel Agencies
- Barrier-Free Agencies
- Istanbul Travel Agencies

howtoistanbul.com **Dashboard**  
life, arts & culture

Screen Options Help

**At a Glance**

644 Posts 10 Pages

WordPress 4.1 running Twenty Twelve theme. [Update to 4.3](#)

**Activity**

Recently Published

Today, 8:46 am	Kebap Tasting recipe from Chef Yannis Manikis, Hilton Bomonti
Aug 25th, 8:34 am	The 14th Istanbul Biennial
Aug 17th, 8:27 am	4th International Clarinet Festival
Aug 12th, 2:10 pm	Movie Joy with Gaggenau at Bosphorus
Aug 12th, 7:37 am	Salon IKS

**Quick Draft**

Title

What's on your mind?

[Save Draft](#)

**Drafts** [View all](#)

Souq Night Bazaar June 24, 2015  
 [gallery link="file" columns="1" ids="16398,16399,16400"] The curated flea/designer market of Karaköy...

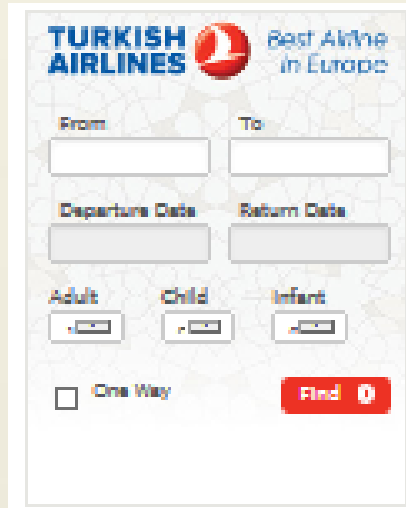
The Phantom of the Opera March 9, 2015  
 [gallery link="file" columns="1" ids="15878,15875,15874,15873,15876,15877"] "A MUSICAL, A MELODRAMA, A PHENOMENON,..."

An Evening with Hugh Jackman February 25, 2015  
 The Legendary Name of Broadway in İstanbul! - with a full...

**WordPress News**

# National Technical Cooperations

## Turkish Airlines



**TURKISH AIRLINES** Best Airline in Europe

From:  To:

Departure Date:  Return Date:

Adult:  Child:  Infant:

One Way

## AtlasJet



**atlasjet**

Trip:  Round  One Way

From:  Please select:

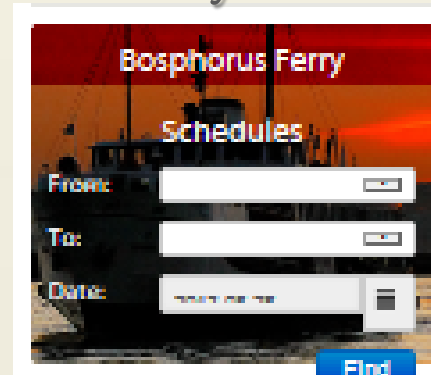
To:

Dep. Date:

Ret. Date:

Adult:  Child:  Infant:

## City lines



**Bosphorus Ferry**

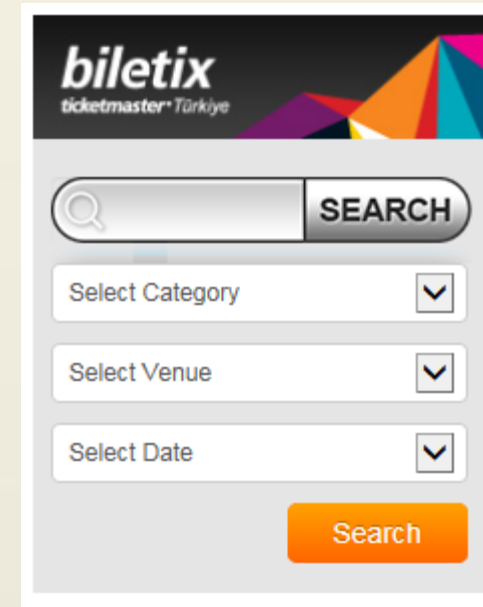
Schedules

From:

To:

Date:

## Biletix



**biletix** ticketmaster Türkiye

Select Category

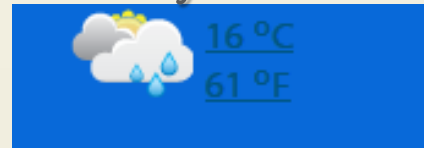
Select Venue

Select Date

# National Technical Cooperations

## Live Information & Links

### Daily Weather



### Daily exchange rates

	CBRT EXCHANGE RATES	
	BUYING	SELLING
USD	1.9764	1.9799
EURO	2.6807	2.6855

### E-Visa



### Museum Pass



# International Cooperations

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## Widget



[www.expedia.com](http://www.expedia.com)

Created a special widget for [howtoistanbul.com](http://howtoistanbul.com)  
The website offers private hotel search for Istanbul

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## Social Media



[www.tripadvisor.com](http://www.tripadvisor.com)

Replaced many informative pages about Istanbul with  
Howtoistanbul's unique content

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Google Turkey

Advisory support from Google Turkey



# Challenges

## Challenges - 1

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- ✓ The City has unusual richness of history, culture, art and natural wonders to exhibit in one single Destination website.
- ✓ Trying to get the most accurate and upto date information from all official and private organizations was a major challenge. There was a major unwillingness to share the knowledge.

## Challenges - 2

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- ✓ Some organizations also made us working hard to get the volunteer information to be shared
- ✓ Technology needed was to be provided with limited budget and according to procurement laws, all provided through a tough underbidding process.

*Critical success factors in the Project*



## Critical success factors in the Project - 1

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- ✓ Howtoistanbul.com became a platform to bring together all formal State organizations, public and private sector, as well as NGOs.
- ✓ The local and international giants of online booking, travel and events have joined the platform with unique booking widgets specifically coded for Howtoistanbul.com
- ✓ Some unique information such as Birds and Forrests of Istanbul cannot be found elsewhere on the web

## Critical success factors in the Project - 2

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- ✓ All information written on Howtoistanbul pages have been re-edited and re-written for the site and thus all content are original
- ✓ The site showed major success promptly on local Social Media – (international social media success came later on)

## Critical success factors in the Project - 3

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- ✓ TripAdvisor replaced many informative pages about Istanbul with Howtoistanbul's unique content
- ✓ The site took place among the first 200 thousand page within the first week of inauguration.
- ✓ Howtoistanbul became a live and unique example of Government and Private sector partnership in terms of content providing.

*“Lessons Learnt”*



## “Lessons Learnt -1 ”

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The role of ICT in tourism industry cannot be underestimated and it is crucial driving force in the current information driven society.

- ✓ Updated and accurate Information is the key element in the tourism industry. Thus ICT has high potential impact on tourism business
- ✓ Consumers are increasingly using online sources to obtain information and plan their trip and travel.
- ✓ ICT can increase efficiency for local Tourism businesses

## “Lessons Learnt -2 ”

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- ✓ ICT can provide new tools and enable new distribution channels for tourism industry
- ✓ ICT can create new business environment for tourism industry.
- ✓ Marketing techniques can be more innovative through ICT tools.
- ✓ E- marketing is expected to benefit economic development in several ways:
  1. Through allowing local business access to global markets
  2. By providing new opportunities to export a wider range of goods and services



# İSTANBUL

— Convention & Visitors Bureau —



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