



"Born in Tokat, Turkey, nurtured in the resort town of Kusadasi, learned in the United States of America, seasoned in Bodrum, and bringing it all together in Istanbul."

MURTAZA KALENDER

Designations



TravelShop Turkey & Murtis Tour – **Founder and CEO**

WorkShop TravelShop – **Founder and CEO**

- The International Ecotourism Society (TIES)–**Vice President**
- Istanbul Tourism Association (ISTTA) – **Chairman of the Board**
- International Association of Destination Wedding Professionals (IADWP) – **Eurasia Chapter President**
- DEIK – **Vice President** of Nepal Chapter
- Alliance of Pioneers Travel Operators (APTO) **Regional Chapter Head for Turkey**

Life Journey



- Around 1993, he was introduced to the *tourism industry* during his early school years.
- At the age of 17, he took over as *General Manager* of a boutique hotel in Kusadasi, where he began his success story.
- He became a *General Manager of a Restaurant* by the age of 20.
- As a General Manager of a hotel for *3 years* in a row, he effectively managed excellent *interior planning* and *marketing tactics*.
- Developing a global brand by *increasing profitability* by *five times* and achieving a *98 percent customer satisfaction* rate.

Experience



- Between *2002 and 2003*, he moved to the *United States* in order to improve himself by developing new business success *narratives*.
- During this time, he managed a number *of travel agencies*, gaining global tourism industry expertise and finishing his travel sector "*training*."
- Returning to his country near the end of *2003*, he successfully ran a *tour agency* in Kusadasi as a *General Manager* till 2005.
- With the support of his brother, he opened the "*Kalender Hotel*," followed by a new chapter as the *founder of TravelShop Turkey and Murti's Tours*.

Unique Approach



- Along with this line of business, Kalender was a pioneer in the *tourism industry*, both locally and globally, *setting trends*.
- While most Turkish travel companies focused on advertising the sea, sand, and sun, Kalender focused on *cultural products*, offering up to *2000 tours* in more than *50 categories*.



Recognizing the importance of *promotion and marketing*, *ASTA's Turkey* event in 2010 included the company as the Main Sponsor, drawing immediate attention.

In addition to this giant leap, many *Fam Trips* were planned in collaboration with *Turkish Airlines* and the *Ministry of Tourism*.

Work



Unforgettable Top Tour Programs accomplished in Turkey

1

Provide information
Solar Eclipse Program
for major astronauts
and scientists in 2006

2

46-day long Culture
Tour Program in 2008
that was recognized as
the longest travel
itinerary

3

A corporate event for
SUN Pharma with 3500
Indian employees
brought to Istanbul
which was the biggest
group of last 3 years at
a high-class service
level

4

A cruise program with
a capacity of 2800
passengers . MSC
Cruises' 2015 tour from
Australia to Italy, all
the way to Gallipoli,
Canakkale, Kusadasi,
and Istanbul, was a
huge success.



Anzac descendants in Çanakkale (People came to Gallipoli to commemorate Çanakkale Battles)



Top 4 Tour Programs accomplished in Turkey



Exhibitions Attended



WorkshopTravelShop was founded by Murtaza Kalender in 2010.



- Kalender has become one of the most well-known *tourism figures*, having over 150 *different Expos* and over 100 *Workshops* in *about 115 different destinations* around the globe and build up a massive databank.
- As of this date, he has led the way in [B2B](#) *event organizations, workshops, and FAM trips* throughout Turkey and overseas, establishing the industry's promotional trend.

Workshops & Fam Trips



- He also created *Speed Networking Sessions* and infrastructure *B2B works* for "[EMITT](#)," which is considered one of the *world's top five tourism trade shows*, in 2017, 18, and 19, respectively.
- In the last decade, Kalender has made his mark on *record-breaking* meetings of **100.000** tourism professionals from **115 nations**.



Work



Indelible Top 4 Workshops

1

In 2018, 100 Hosted Buyers from 100 countries attended an "Albanian B2B Workshop followed by Balkan Fam Trips".

2

In 2019, almost 1000 Hosted Buyers from 110 countries visited the "EMITT Expo" and Turkish Destination Fam Trips.

3

In 2019, 100 Hosted Buyers from 40 countries attended Tokat City's "Ecology and Gastronomical event and Fam Trips."

4

100 Hosted Buyers from around 50 countries attended Kusadasi's "Holy Lands" themed event and Fam Trips to 3 celestial destinations in 2020.



ALBANIAN B2B WORKSHOP



EMITT EXPO EVENT



ECOLOGY & GASTRONOMICAL
EVENT



HOLY LANDS
EVENT

&
FAM TRIPS





Workshop Albania



Workshop Vietnam



Workshop Dubai



Workshop India



Workshop Bangladesh



Workshop Cyprus

Covid-19 Pandemic Period Works

Kalender, never takes a break, began organizing *Morale and Motivational sessions* over *Zoom* application panels, hosting the most well-known *40 tourism associations*, broadcasting live to over *10.000 tourism* professionals in *100 countries*, and personally leading the sector.



Zoom Panel Speakers



Mr. Terry Dale Aras
President & CEO of
USTOA



Mr. Eyüp Babür
Vice President
ITA



Mrs. Jyoti Mayal
President of
TAAI



Mr. Thomas Klein
Founder member
WTA



Mr. Sven Bossu
CEO of
AIPC



Mr. AHMET Aras
Mayor of
BODRUM



Ms. Michelle Russel
President of
PCMA



Ms. Karen M. Gonzales
Director of Partnership
Relation
IAEE



Late Mr. Bob Duglin
Vice President of
ASTA



Mr. Eric Wolf
Executive
Director at
W F T A



Mr. Muhammad
Tariq Siraj
Chairman
TAA of Pakistan



Mr. Riaz Munshi
President of
OTOAI



Mr. Jon Bruno Executive
Director
TIES



Mr. Tzoymas
Thodoris
Mayor of Skiathos
GREECE



Ms. Kitzia Morales
President & Founder
IADWP

Successful business during Covid 19 Pandemic 5th – 8th April 2021, Istanbul, Turkey

B2B Luxury Mice Workshop



- Following the first *Covid case* that seen in the country on March 19th, 2020, the *B2B Luxury Mice Workshop* was successfully held between 5th-8th April 2021.
- Attended by nearly **1000 Tourism Professionals** from approximately **40 countries**.
- Kalender is the first pioneer in the sector who has provided morale and motivation by bringing **14 different International Tourism NGO Presidents**.
- Especially with the participation of the "*President of American Tour Operators Association*" **Mr Terry Dale**, as a speaker.



B2B Luxury Mice Workshop



During Covid 19 Pandemic



- 
- Bringing almost **250 Foreign Tour Companies** to the country and offering close to **2500 bilateral meetings** with **Tourism Stakeholders**, he contributed to the expansion of the business volume of Tourism Stakeholders in Turkey and created new potentials.
 - **TTPADA** (*Turkish Tourism Promotion and Development Agency*), **Ministry of Culture and Tourism**, **Turkish Airlines**, **Accor Hotels Group**, **Pullman Hotel**, and **Istanbul Tourism Association** were among the major sponsors at the event.
 - Despite the fact that the event took place at a state of intense pandemic period, it was however incredibly useful to the tourism sector.

16th International Ecotourism Society *Workshop*



Successful business during Covid 19 Pandemic
27th -31st July 2021, Tokat, Turkey

- The *16th IES Workshop* was successfully held between 27 - 31 July 2021 in Tokat.
- Attended by nearly *1200 Tourism Professionals* from approximately *50 countries*, with the participation of nearly *30 Ambassadors*, made a great impression in the world.
- Ambassadors were greeted with the *Mehter March* organized by the *Tokat Municipality* during the *Tokat city tour*.





Ecotourism Award Ceremony



- In addition he has organized *B2B networking meetings* via *pre-appointment* system among hoteliers from luxury hotel chains and tour operators from ecotourism industry.

- He has also organized the *Ecotourism Awards ceremony* in *16 different categories*. The leading representatives of the ecotourism industry were awarded during the ceremony.



During Covid 19 Pandemic



First IADWP Eurasia Event



Successful business during Covid 19 Pandemic
20th – 23th October 2021, Istanbul, Turkey

- The **14th International Association of Destination Wedding Conference & Fam trip** (First IADWP Eurasia Event) was successfully held between 20 - 23 October 2021 in *Pullman Istanbul* hotel.
- Attended by nearly **1000 Tourism Professionals** from approximately **40 different countries**.
- With the participation and presentation of nearly **5 Honorable Ambassadors**.
- About **15 International Well-known Awarded Destination Wedding Professionals** also participated.



First IADWP Eurasia Event



During Covid 19 Pandemic





First IADWP Eurasia Event



He has also organized the *World Destination Wedding Awards Ceremony* in **16** different categories. The leading representatives of the destination wedding industry were *awarded* during the ceremony.



During Covid 19 Pandemic



Unique Conference & B2b Networking Event In The Field Of Romance Travel
16th – 19th May 2022, Bodrum, Turkey

IADWP Presents 17th Edition Of
World Romance Travel Conference
Along With GEWC



- *The 16th IADWP World Romance Travel Conference and B2B Networking Event Eurasia was successfully held between 16-19 May, 2022 in one of the best touristic attraction destination, Bodrum.*
- *The event took place with the participation of about 350 Tourism Professionals from over 86 countries, World-wide known speakers expertised in destination weddings and wedding designs, local exhibitors, last but not least, 6 honourable Ambassadors.*





16th Annual IADWP Event



He has also organized the World Destination Wedding Awards Ceremony in 16 different categories. The leading representatives of the destination wedding industry were awarded during the ceremony.



Gala Dinner & Award Night



17th Annual International
Ecotourism Conference & B2B
Networking Event, VIETNAM



AN EVENT TO REMEMBER

- *17th Annual The International Ecotourism & Sustainable Tourism Conference & B2B Networking Event, Vietnam has made a remark in the field on 7-10 December, 2022 in the diamond of Asia, Vietnam.*
- *As the International speakers giving informative speeches about ecotourism, the participants from all around world has participated with their questions. The interactive event took place with the participation of about 150 Tourism Professionals from over 50 countries, World-wide known speakers expertised in sustainable travel, local exhibitors, last but not least, 5 honourable Ambassadors.*





International Ecotourism Event



After very fruitful B2B meetings, participants from all around the world enjoyed experiencing the Vietnamese culture with local dance and music shows.



Gala Dinner



The Destination Wedding
Conference & B2B Networking
Event, NORTH CYPRUS



AN EVENT TO REMEMBER

- The Destination Wedding Conference and B2B Networking Event took place at the Concorde Luxury Resort in North Cyprus from April 17th to 20th.

- Internationally renowned speakers delivered insightful presentations on various aspects of the wedding industry, covering topics such as trends, best practices, and innovative approaches. Attendees from across the globe actively participated in the event, posing thought-provoking questions that sparked engaging discussions. This dynamic and interactive conference brought together around 200 tourism professionals, each representing their expertise and perspectives from over 28 different countries. The diverse backgrounds and experiences of the participants enriched the collective dialogue, contributing to a comprehensive exploration of the global landscape of the wedding and tourism sectors.





Destination Wedding Event



- Attendees from diverse corners of the globe were treated to an enriching experience filled with captivating music shows and a spectacular gala dinner.

- The international audience reveled in the cultural fusion, savoring the dynamic and vibrant displays that showcased the global diversity present at the event. The festivities not only entertained but also fostered a sense of camaraderie among participants, creating lasting memories of an engaging and culturally rich gathering.



Gala Dinner



18th Annual International
Ecotourism Conference & B2B
Networking Event, EGYPT



AN EVENT TO REMEMBER

- *The 18th Annual International Ecotourism & Sustainable Tourism Conference and B2B Networking Event made a significant impact in the field, taking place from September 8th to 11th, 2023, at Luxor's Jolie Ville Hotel in Egypt.*
- *Distinguished international speakers delivered informative speeches on ecotourism, engaging participants from around the world who actively contributed with their questions. This interactive event saw the participation of approximately 200 tourism professionals representing over 35 countries. Noteworthy aspects included presentations by globally renowned experts in sustainable travel, displays by local exhibitors, and the presence of 6 distinguished Ambassadors.*





- The International Eco-tourism Association Awards Ceremony took place at the Egypt / Luxor, Jolie Ville Hotel, where the winners were announced.

- 11 separate categories of awards were presented to the best ecotourism companies and activists through voting conducted throughout the year.

- Catering to the evening, a series of vibrant traditional Egyptian dance performances were presented during the meal.

International Ecotourism Event



Gala Dinner



B2B WORKSHOP & GALA DINNER, LONDON



AN EVENT TO REMEMBER

- B2B Workshop & Gala Dinner Event, held on November 7, 2023, in London, made a significant impact in the field of tourism.

- This interactive event was attended by approximately 200 tourism professionals. Participants gained valuable insights into the future of tourism and emerging trends. New collaboration and networking opportunities emerged among industry professionals. The event not only facilitated information sharing but also provided a visionary perspective on the future of the tourism industry, making significant contributions to the professional development of the participants.





- B2B Workshop & Gala Dinner in London hosted a truly delightful Gala Dinner. The evening was filled with elegance and sophistication, as attendees from various industries gathered to network and celebrate.

B2B Workshop Event in London



- The B2B Workshop & Gala Dinner in London was not just an event, but a celebration of innovation, collaboration, and excellence. It left a lasting impression on all who attended.



Gala Dinner



International Tourism Summit
Africa Conference & B2B
Networking Event, TANZANIA



AN EVENT TO REMEMBER

- *The International Tourism Summit Africa Conference & B2B Networking Event, held on May 21, 2024, in Arusha, Tanzania, made a significant impact in the field of tourism.*
- *Distinguished international speakers delivered informative and impressive presentations on tourism. This interactive event saw the participation of approximately 250 tourism professionals from 36 countries. Participants gained valuable insights into the future of tourism and emerging trends.*
- *The event received extensive coverage in the Tanzanian press, and the presentations by the speakers were highly acclaimed.*





International Tourism Summit Africa

A delightful ceremony and Gala Dinner were held at the Africa International Tourism Summit in Arusha, Tanzania.

During the event, participants had the opportunity to get to know the local culture more closely.

Throughout the night, traditional dance performances and music shows provided guests with unforgettable moments.



Gala Dinner



Association Memberships

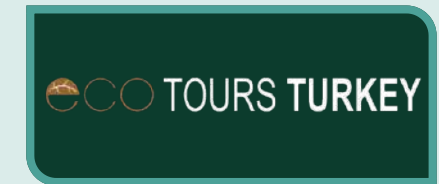
Kalender is a member of numerous *prestigious* industry organizations, including TURSAB, TIES, USTOA, IADWP, APTO, ASTA, PATA, TAAI, OTOAI, SIGTOA, ISTTA, and many others.



Affiliation



Other Brands and Affiliations of "Travelshop Turkey"



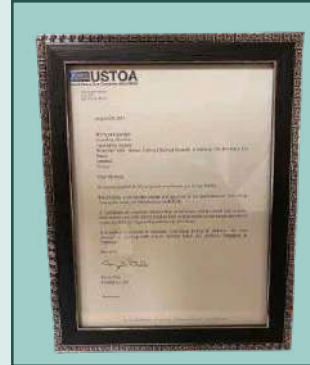
Certificates of Appreciation



Presented by
Dozzo Dossi Hotels
(Sultan Ahmet Old City)



Presented by
BTVI
(Business Television India)



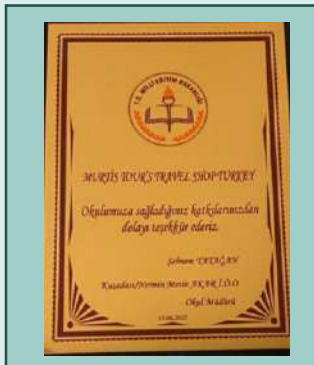
Presented by
USTOA
(United States Tour Operators
Association)



Presented by
TTF- OTM
(Travel & Tourism Fair/ Outbound Travel Mart)



Presented by
BW
(Best Western Plus Khan Hotel)



Presented by
T.C Milli Eğitim
Bakanlığı



Presented by
OTM
(One World Travel Mart)



Presented by
TTF- OTM
(Travel & Tourism Fair/
Outbound Travel Mart)



Presented by
ANC
(Asian News Channel)



Presented by
ASTA
(American Society of Travel Advisors)

Murtaza has received Awards for his accomplishments



Presented by
Tokat Enleri
(Tokat, Turkey)



Presented by
Renaissance
(Polat hotel, Istanbul)



Presented by
IBA
(Institute of Business Administration)



Presented by
Double Tree
(Hilton)



Presented by
Century
(International Quality Era)



Presented by
TOAB
(Tour Operators Association of Bangladesh)



Presented by
Haliç Üniversitesi



Presented by
TIES
(The International Ecotourism Society)



Presented by
TST
(Travel Shop Turkey)



Presented by
OTM
(One World Travel Mart)



Presented by
IADWP
(International Association of Destination Wedding Professionals)



Presented by
USTI
(Université des Sciences et Technologies de Côte d'Ivoire)

Murtaza's Goals



- As IADWP (International Association of Destination Wedding Professionals) – Eurasia Chapter head, accomplishing a minimum of 2 global events in Eurasia, adding 10.000 members to the current network in 150 different countries, leading the way to the people in finding reliable Destination Wedding Planners and venues alike.
- Adding more value to the International Ecotourism Society (TIES) and raising awareness of Ecotourism.
- Connecting the continents by the means of Tourism by increasing TravelShop Turkey's destination representatives abroad from 30 to 100, in as short as the following 3 years, and help people to travel around in peace and comfort worldwide.



Kalender states that; “He will continue to take responsibility as he always does in the Global community, trying to lead the way, knowing that Tourism brings love, peace to the people and the destinations and that where Tourism is developed, people are more understanding and tolerant, therefore, it is faster to reach out to World heritage that way, in his opinion”.

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