

The Istanbul Unlimited Co

A real case for a better understanding of ROI: a corporate fam trip of ODS Turkey and Andrews Travel House.



When you literally land on our hands and leave the curiosity of a journey in clouds, we make sure that the rest of the trip will follow on familiar grounds but always beyond earthly expectations...



This is where we start our story with the Russian Fam Trip Group; along with the comforting taste of champagne 15 company representatives are ready for a drive to the city.

New day opens into **The Hall**...a dazzling venue committed to add artistic values on each planned event within the walls of its historical flavour which has formerly been used as a church. The main hall expands through other halls and rooms which are connected to each other offering several other spaces for projects of sound, food, fashion, entertainment and business in quite a unique atmosphere.



After a whole day training on ROI for Meetings & Events, our guests are announced one by one in their names by the servant of Duke of Wellington to take their places on the imperial table for dinner. But do not expect to stay quiet the whole night as did the Duke and the Duchess and be alert for the surprising shows of the imperial servants dressed in Victorian style.



The night ends on two fairy calls...first the Duke breaks the silence between him and the Duchess with a marriage proposal and then the Vizier announces the Sultan's invitation to the **Ciragan Palace** for the next evening. "...but not everybody will be accepted" continues the Vizier "It is my Sultan's wish to welcome you in his Palace dressed with a little in Ottoman fashion. So take these Liras, go to the **Grand Bazaar** and create your costume for the Sultan's feast". And so did our guests in Grand Bazaar the next day.



After a relaxing **Bosphorus Cruise** each and every guest dressed in pure original and self designed costumes have been welcomed in the Palace. The Sultan's feast was a blend of traditional food, shows of the Harem women, belly dancers, traditional Turkish music performance and ended with the award ceremony for the most creative costume owner....Ohh yes, the jury was only the Sultan himself.



Waving a farewell to Sultan and his Palace, we are ready to pass through the time passage and reach Istanbul's one of the most popular night clubs; **Ulus 29**.

Finally the next day, the shopping phenomena started in the Fish Market before meeting **Mark Norman**; the outstanding Chef of **360 Restaurant**, for an exclusive cooking class. A perfect source and location to learn, apply and taste the tricks of Turkish Cuisine. We are not sure if it was Norman's charming attitude towards cooking or the undefinable taste of Turkish cuisine or



the spectacular view of 360 Restaurant that fascinated our guests in such a way but we are almost sure that at least once they will try any recipe in the cookbooks they received as a present and remember the moments and taste they had in Istanbul.



Istinye Park was another shopping experience for our guests in the afternoon. It is not a shopping Mall and cannot be explained through ordinary shopping terminology. Covering a large area with avenues, streets, cafes, restaurants, shops and bazaars, Istinye Park is indeed a huge entertainment village.

All stories long for an unforgettable end. So our final stop definitely had to face a unique Bosphorus night.

Beyond any doubt, **Levendiz**, a recently renovated old Greek Tavern and **Blackk**, the classy and elegant Istanbul club would be the perfect spots for such an aim. Passing through the Mediterranean breeze of Levendiz, the whole group toasted across Bosphorus under the fancy atmosphere of Blackk for an unforgettable farewell to Istanbul. █

What is then the ROI? █

Well now, lets ask; how do we evaluate the return of our investments in this business??

The creative minds behind the organization of this fam trip say **“As long as you’ve got the imagination, Istanbul is an “Unlimited Co”. You name it, we create it... beyond time.”**

