

Golden Tulip expands in Turkey with the signing of new hotel: Golden Tulip Gebkim Kocaeli, set to open in Spring 2025

Golden Tulip announces the signing of the construction project for the Golden Tulip Gebkim Kocaeli hotel, reaffirming the brand's commitment to expanding in the Turkish market, where it already has another establishment. This investment aligns with the development strategy of the upscale brand of Louvre Hotels Group, the second-largest hotel group in Europe, and addresses the growing demand for accommodation in the rapidly evolving city of Kocaeli, thanks to its strategic location near Istanbul and modern infrastructure.

Easy access to key Istanbul hubs, ideal for international guests

Located in a strategic area, the Golden Tulip Gebkim Kocaeli offers direct connections to the European side of Istanbul via three highways and a frequent ferry service, in addition to its proximity to Sabiha Gökçen International Airport. This location, at the heart of major transportation infrastructure, ensures optimal accessibility for both business and leisure travelers.



"The hotel market in Asian side of Istanbul and Kocaeli is driven by strong demand from business travelers, leisure tourists, and the MICE sector. This is what makes the city so attractive for the Golden Tulip brand. We are confident that this new hotel will add value to the existing offering while meeting the diverse needs of an international clientele" says **Hakan ARIER, Managing Director at Arier Otel Yatirimlari Anonim Sirketi.**



A new address combining comfort, unique design, and quality services

This new hotel, the second of the brand in Turkey after the Golden Tulip Bayrampasa located on the European side of Istanbul, enhances the upscale brand's offerings in the city of seven hills and is set to become a key asset in the region's hospitality landscape.

Covering an area of 9,500 square meters, the Golden Tulip Gebkim Kocaeli, currently under construction, will feature 105 rooms, a restaurant, a bar, a lounge, a ball room with a capacity of 300 people, as well as a meeting room accommodating up to 112 people. An outdoor parking lot with 50 spaces will also be available for guests.



"As the demand for upscale accommodation intensifies, our partnership with Arier Otel Yatirimlari Anonim Sirketi allows us to strengthen our presence in the Turkish market and meet the increasingly high expectations of our clients" states **Andreas Tscherning, Chief Operating Officer International at Louvre Hotels Group.**

About Arier Otel Yatirimlari Anonim Sirketi

Arier, originally established as Ahenk Hospitality in 2007, represented the Golden Tulip brand with D&R Partnership for Turkey and Cyprus until 2017. Arier leads innovation and intrapreneurship from planning to investment and hotel management, providing significant and sustainable value, and genuine care for associates, guests, and owners in Turkey, Azerbaijan, and the Czech Republic. Strategically, the company aims to expand in Turkey and Romania in the long term.

About Golden Tulip

The Golden Tulip hotel chain was founded in the 1960's, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolving needs and expectations of its clients. As part of Louvre Hotels Group, the upscale brand is present with over 160 high-end hotels in 30 countries. Each unique, the brand's hotels feature a discreet and elegant style. They offer stays that combine relaxation, uncompromising service, and refined cuisine for all travelers, whether they are there for business or leisure.



About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,700 hotels in 70 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Hoshō, Kyriad, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.

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