



This project is co-funded by  
the European Union



**DIVERIMENTO**  
Europe: motion, emotion, imagination

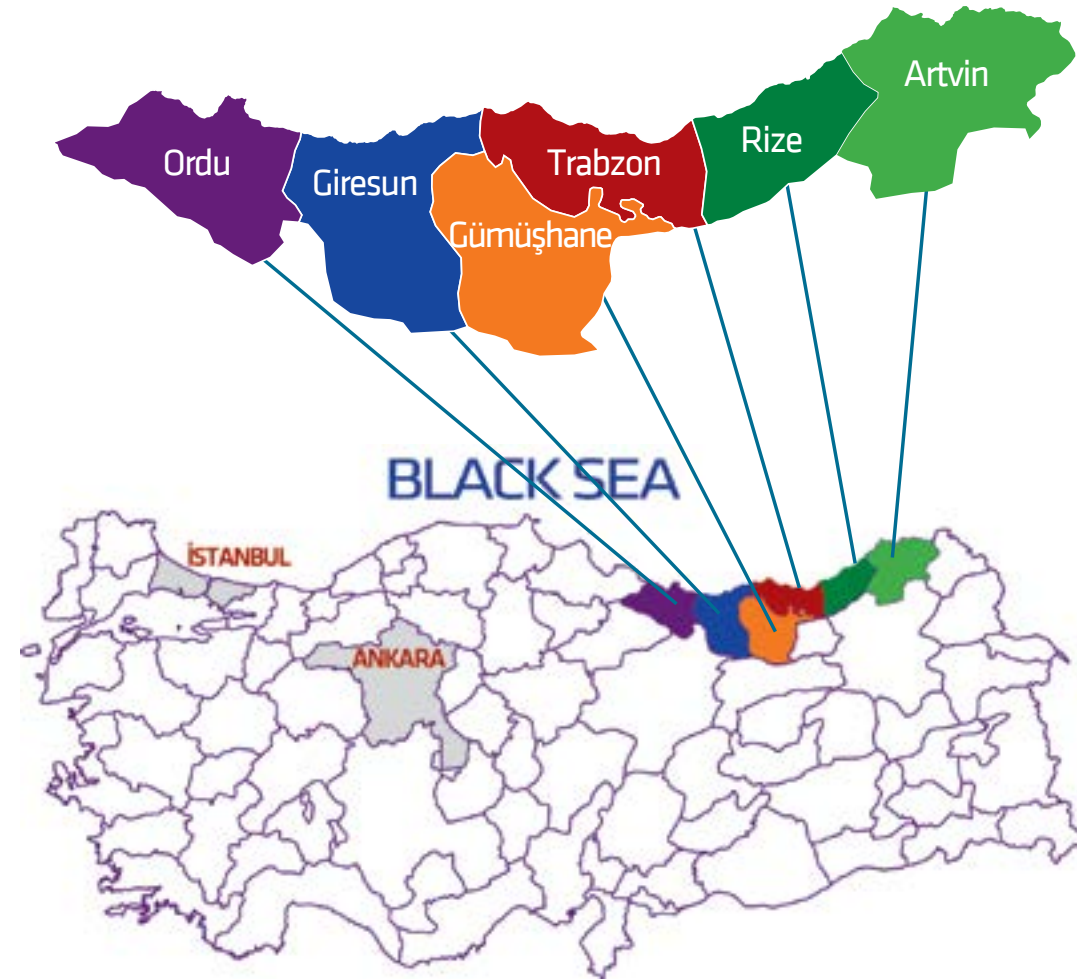
# Eastern Black Sea Marketing Plan

By DOKA and Cötanak  
Tourism Travel Agency





## Eastern Black Sea A Piece From Heaven



A unique pure unspoiled Black Sea district for adventurous travellers, families and nature lovers

ARTVİN

GİRESUN

GÜMÜŞHANE

ORDU

RİZE

TRABZON





Roots of silk road, heritage of Byzantium and Ottoman empire, hazelnuts and tea gardens, fruits, deep unsalted relaxing black sea water, caves, rich folkloric music and dance within the area, organic and home-made foods and jams.

Eastern Black Sea District gives opportunity to expand Europe's Tourism Map.

Black Sea welcomes you with its green and blue arms.



## Easy Travelling in the Eastern Black Sea Region

1. Enjoy the view by travelling through Black Sea Cost Motorway.
2. Frequent connection from all over the world to Trabzon Airport
3. Direct flights from certain destination.
4. Experience flying into the only Sea Airport in Ordu-Giresun
5. Seasonal ferry and cruise option.
6. Easy visa at the border or e-visa
7. Turkish Hospitality
8. Protection of Passenger' rights
9. Protection of costumer' rights.
10. Health and security service



## *A warm welcome to Eastern Black Sea High Plateaus*









# Artvin



Livane Castle ( Artvin Castle)  
**Hatila Valley National Park**  
Karagöl  
**Sahara National Park**  
Mençuna Waterfall  
**Işhan Church**  
Çifte Bridge  
**Arbarı Ski Resourt**  
Kafkasör High Plato

## **Bull Fighting**

- Welcomes trekking, climbing, rafting funs and nature lovers.
- **Artvin Caucasus Culture and Arts Festivals organised every year. The Bull Wrestling is the most interesting part of the festival**
- Camili District is marked as biosphere reserve list by UNESCO Education Science and Culture Organisation.



Ginkal,  
**Su Böreği**  
Garşu  
**Gaviçi**

Çimur  
**Kete**  
Mısır Ekmeği  
**Motrella**



Rize



Gelintülü Waterfall  
**Ayder High Plato**  
Elevit Plato  
**KAvron Plato**  
Pokut Plato  
**Rize Castle**  
Firtına River

### **Kaçkar Mountains National Park**

Ovit Plato

### **Polavit Water Fall**

- Welcomes trekking, climbing, rafting funs and nature lovers.
- **Visit Tea gardens and tea factories.**

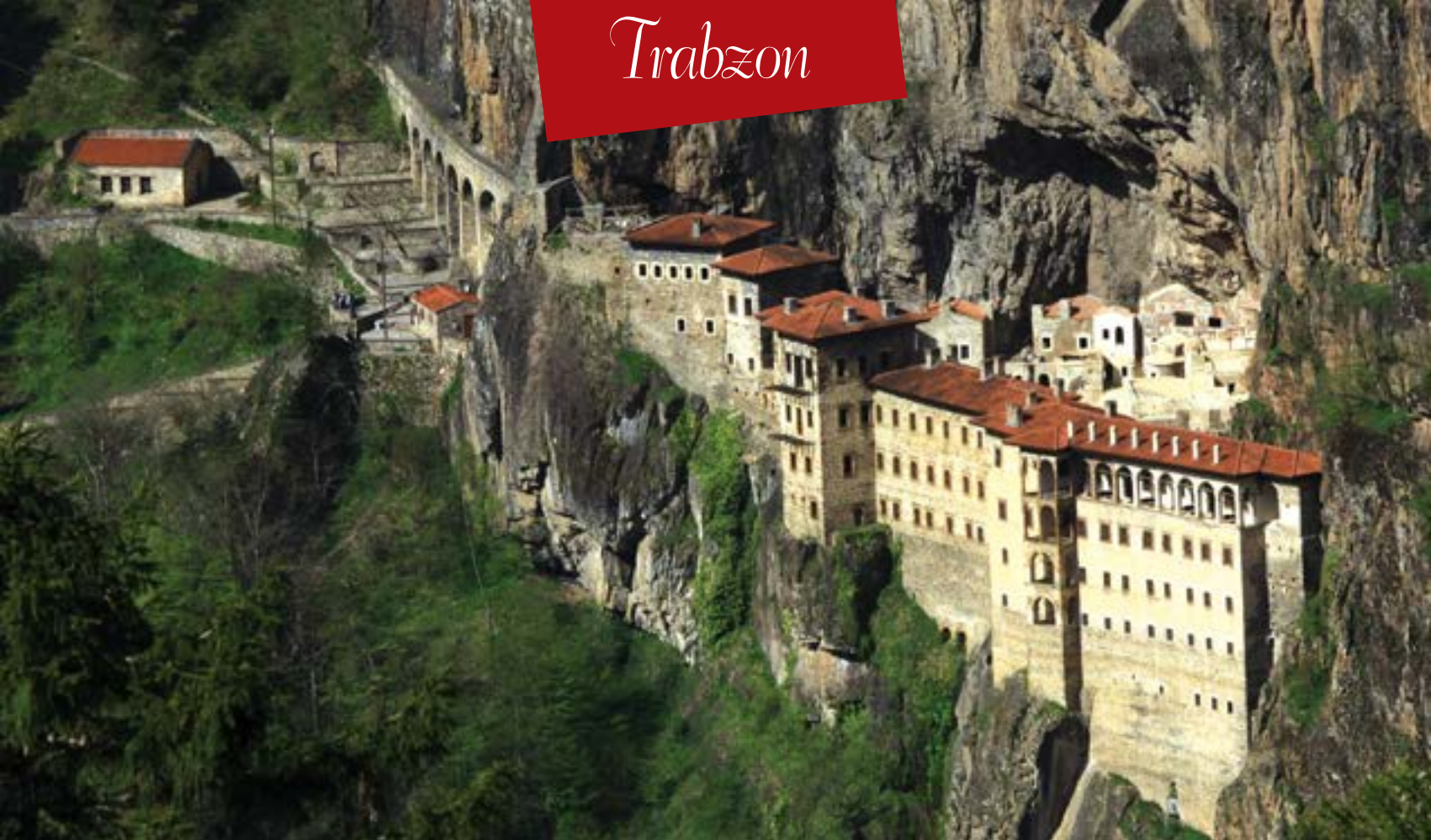


Hamsi  
**Çılbır**  
Pumpkin soup

Kara lahana  
**Koliva**  
Laz Böreği



# Trabzon



Sülema Monastery  
**Trabzon Ataturk House**  
Ayasofia Museum  
**Boztepe**  
Çal Cave  
**Trabzon Museum**  
Altındere National Park

**Bedesten**  
Mamiş Aga Mention  
**Trabzon Hasırı Fotoları**  
• Welcomes trekking and climbing, funs and nature lovers.  
• **Visit Tea gardens and tea factories.**  
• Enjoy well-known brands and local brands shopping.

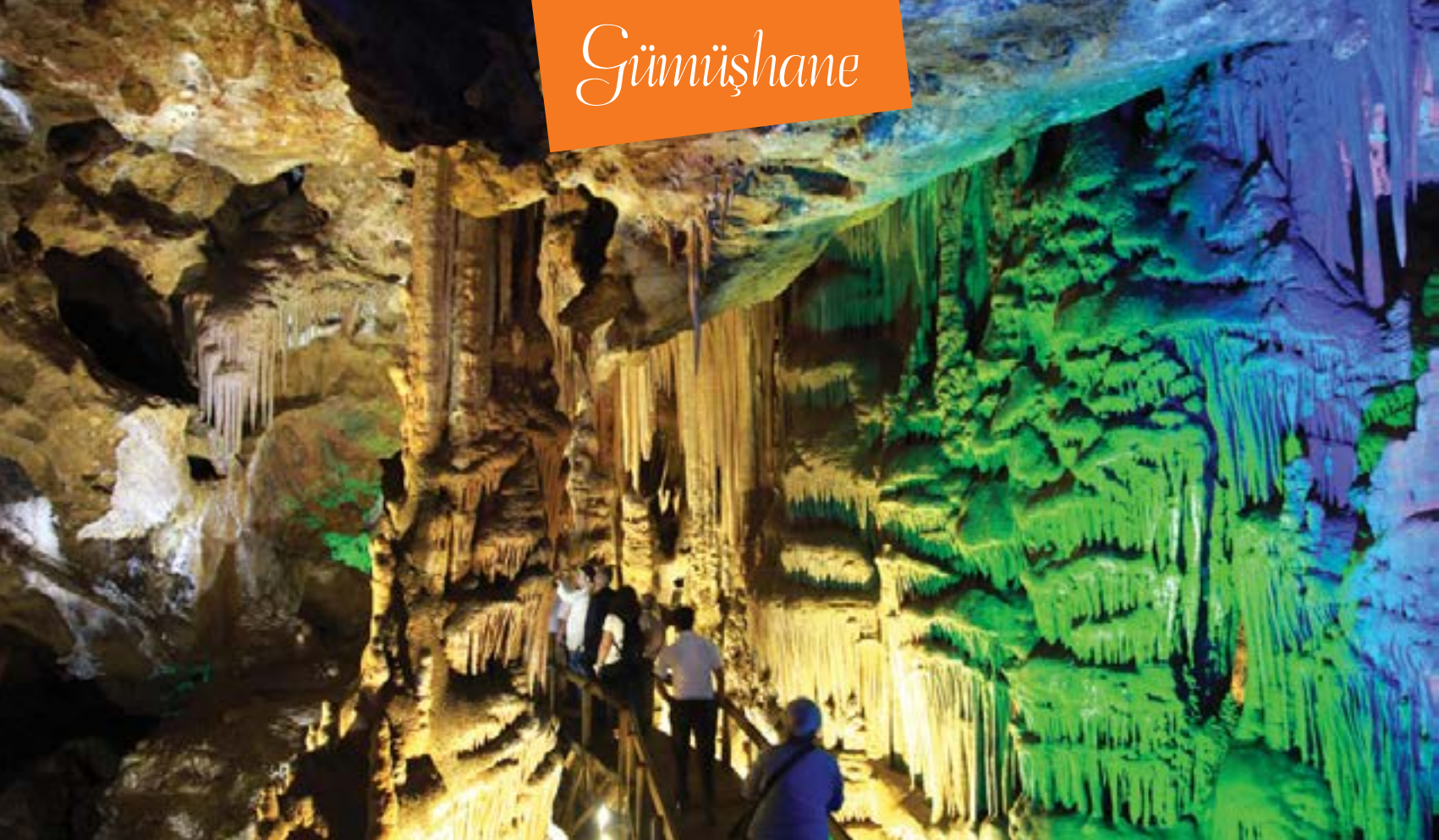


Hamsi  
**Kara lahana**  
Giliya  
**Mısır Ekmeği**

Beton Helva  
**Yaban Mersini**  
Köme  
**Pide**



# Gümüşhane



Karaca Cave  
**Limni Lake**  
Boyunyurt High Plato  
**Satala ( Sadak) Antic Village**  
Santa Ruins  
**Tohumoğlu Bridge**  
Kov Castle

İmera Monastery  
**Kürtün Dam**  
Zigana Ski Resort  
**Süleymaniye district**  
• Welcomes skiing, trekking, climbing, rafting funs  
and nature lovers.  
• **Visit Karaca Cave**



Manti Soup  
**Borani**  
Muhla



Kete  
**Kalem Dolması**  
Hingel

Köme  
**Siron**  
Kara Helva



# Giresun



Giresun Castle  
**Kümbet Castle**  
Giresun Island  
**Kulakkaya High Plato**  
Sis Mountain  
**Kuzalan Waterfall**  
Blue Lake  
**Bedrama Castle**

Aymaç Picnic Area  
**Giresun Kids Library**  
Giresun Museum  
**Şeyhli Eco Tourism Village**  
Seven Mills National Park  
• **Welcomes trekking and climbing, funs and nature lovers.**  
• Visit Tea and hazelnuts gardens and factories.  
• **Visit Giresun Island of Amazon Woman**



**Kadayıf**  
Fındık  
**Turşular**  
Dible

**Köme**  
Pide  
**Karalahana**



# Ordu



Boztepe  
**Ordu Rivers**  
Çambası High Plateau  
**Keyfalan**  
Perşembe High Plateau  
**Cape Jason**  
Bolaman Castle  
**Ünye Castle**  
Ulugöl Lake

**Çiseli Waterfall**  
Cable car  
**Parachute**  
Kurul Castle  
• **Welcomes parasiding, trekking and climbing, funs and nature lovers.**  
• Visit Boztepe with cable car.  
• **Visit Perşembe High Plateau menderes**



Dut pekmezi  
**Village Strawberry**  
Baklava  
Su Böreği

**Kabak**  
Uzum Papası  
**Pide**  
Turşu





Accommodation profile

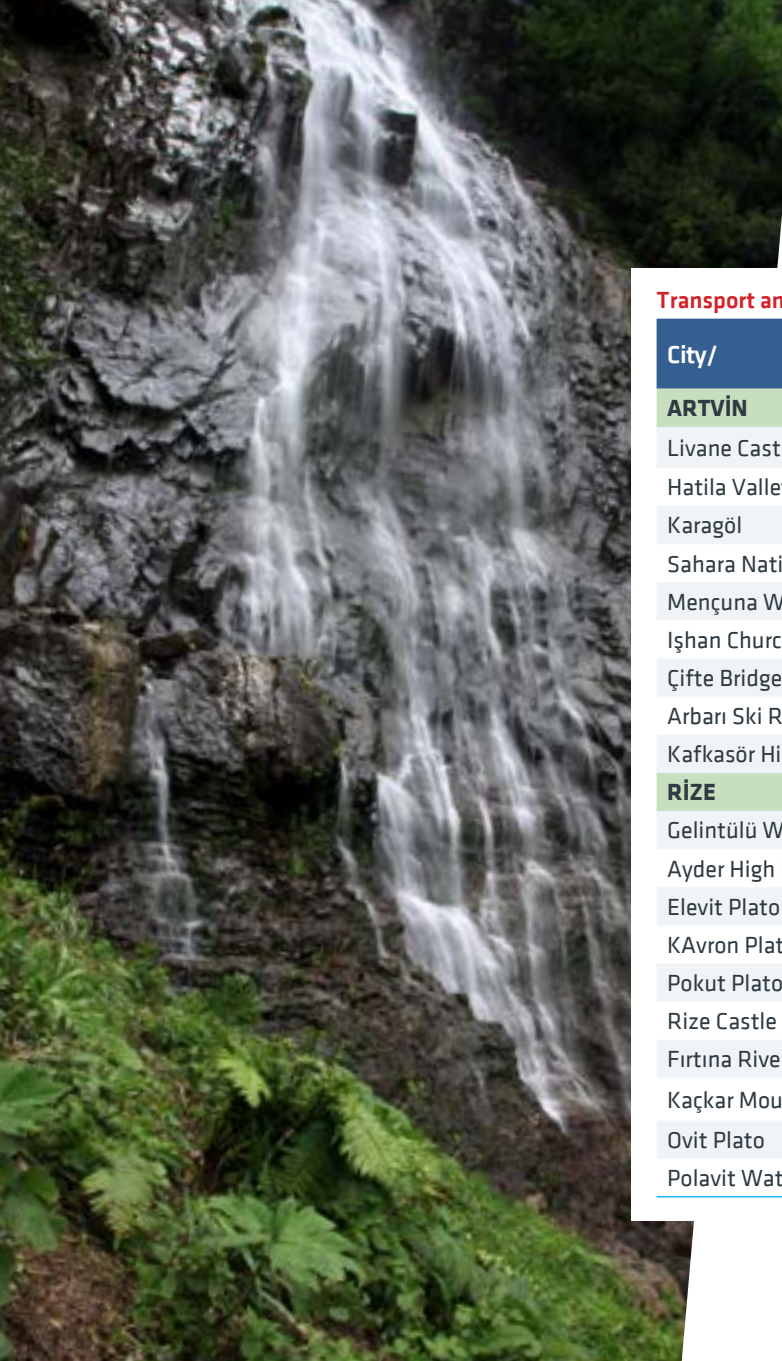
City/Class	5 Star	4 star	3 Star	2 Star	pension	Special Certificate
Artvin		+	+	+	+	+
Rize		+	+	+	+	+
Trabzon	+	+	+	+	+	+
Gümüşhane		+	+	+	+	+
Giresun		+	+	+	+	+
Ordu	+	+	+	+	+	+











#### Transport and Tours

City/	Car	Dolmuş	Mini Bus seat 15-18	Bus for 27 seats	Bus for 46 + seats	Other
<b>ARTVİN</b>	+		+			
Livane Castle ( Artvin Castle)	+		+			
Hatila Valley National Park	+		+			
Karagöl	+		+			
Sahara National Park	+		+			
Mençuna Waterfall	+		+			
Işhan Church	+		+			
Çifte Bridge	+		+			
Arbarı Ski Resourt	+		+			
Kafkasör High Plato	+		+			
<b>RİZE</b>						
Gelintülü Waterfall						
Ayder High Plato	+	+	+	+	+	
Elevit Plato	+	+	+			
KAvron Plato	+		+			
Pokut Plato	+		+			
Rize Castle	+		+	+	+	Walking
Fırtına River	+		+	+	+	
Kaçkar Mountains National Park	+		+			
Ovit Plato	+		+			
Polavit Water Fall	+		+			

#### Transport and Tours

City/	Car	Dolmuş	Mini Bus seat 15-18	Bus for 27 seats	Bus for 46 + seats	Other
<b>TRABZON</b>						
Sülema Monastery	+	+	+	+	+	
Trabzon Ataturk House	+	+	+	+	+	
Ayasofia Museum	+	+	+	+	+	
Boztepe	+	+	+	+	+	
Çal Cave	+		+	+		
Trabzon Museum	+	+	+	+	+	
Altındere National Park	+	+	+	+	+	
Bedesten	+	+				Walking
Mamış Aga Mention	+	+	+	+	+	
<b>GÜMÜŞHANE</b>						
Karaca Cave	+		+	+	+	
Limni Lake	+		+	+		
Boyunyurt High Plato	+					
Satala ( Sadak) Antic Village	+		+	+	+	
Santa Ruins	+		+	+	+	
Tohumoğlu Bridge	+		+	+	+	
Kov Castle	+					Walking
İmera Monastery	+	+	+	+	+	
Kürtün Dam	+	+	+	+	+	
Zigana Ski Resort	+	+	+	+	+	
Süleymaniye District	+	+	+	+	+	









Transport and Tours

City/	Car	Dolmuş	Mini Bus seat 15-18	Bus for 27 seats	Bus for 46 + seats	Other
GİRESUN						
Giresun Castle	+	+	+	+	+	
Kümbet Castle	+	+	+	+	+	
Giresun Island						By boat
Kulakkaya High Plato	+	+	+	+	+	+
Sis Mountain	+	+	+	+	+	
Kuzalan Waterfall	+	+	+	+	+	
Blue Lake	+	+	+	+		Walking
Bedrama Castle	+	+	+	+		
Aymaç Picnic Area	+	+	+	+	+	
Giresun Kids Library	+	+	+	+	+	
Giresun Museum	+	+	+	+	+	
Şeyhli Eco Tourism Village	+	+	+	+	+	
Seven Mills National Park	+	+	+	+		Walking
ORDU						
Boztepe	+	+	+	+	+	Cable Car
Parachude						
Ordu Rivers	+	+	+	+	+	
Çambası High Plateau	+	+	+	+	+	
Keyfalan	+	+	+	+		
Perşembe High Plateau	+	+	+	+	+	
Yason burnu	+	+	+	+	+	
Bolaman Castle	+	+	+	+	+	
Ünye Castle	+	+	+	+	+	
Ulugöl Lake	+	+	+	+	+	
Çiseli Waterfall	+					Walking
Kurul Castle	+		+			

Travel Agencies

CITY	Tursab Number	Agency Name
Rize	1496	Akil Turizm Seyahat Acentasi (Rize Şb.)
	759	Alm Alemdar Turizm
	5940	Ameda Tur
	5940	Ameda Tur (Rize Şb.)
	6118	Atmaca 53 Turizm
	3974	Ayala Tour International Turizm
	9652	Çayeli 53 Turizm
	3915	Edfa Turizm
	7796	Erseybiz Turizm (Rize Şb.)
	3351	Hudeybiye Turizm (Ardeşen Şubesi)
	3681	İstanbul Hisar Turizm Seyahat Acentasi (Rize Şb.)
	6431	Kemençe Tulum Turizm
	4769	Kunet Turizm
	6180	Maçahel Turizm
	7060	Madem Turizm
	6044	Ovit Turizm
	9376	Pokutsal Tours
	8616	R.T.E 53 Turizm
	1596	Ritur Rizeliler Turizm
	6976	Rize Ezgi Turizm
	7003	Roff Turizm
	6349	Şehremini Travel Agency (Ardeşen Şb.)
	5849	Şeref Turizm
	6953	Torlak Turizm
	3959	Türkü Turizm
	9649	Yeşil Kaçkarlar Turizm
	7763	Zuga Tour

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Travel Agencies

CITY	Tursab Number	Agency Name
Artvin	7129	7 Mart Tur
	8726	Almatur Taşı Turizm
	8831	Black Blue Tour
	6304	Çoruh Outdoor Travel & Tours
	3915	Edfa Turizm (Artvin Şb)
	3915	Edfa Turizm (Yusufeli Şubesi)
	5854	Genya Turizm
	8119	Karabulut Turizm Seyahat Acentasi
	6384	Kyc Turizm
	8386	Laz Turizm
	8717	Life Uba Turizm
	8384	Nafiz Turizm
	7453	Yusuf Arıfağaoğlu Turizm
	7453	Yusuf Arıfağaoğlu Turizm (Artvin Şb.)

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Travel Agencies

CITY	Tursab Number	Agency Name
Trabzon	8919	1461 Tours Turizm
	5431	2015 Aya Tours
	9772	61 Akra Tours
	9809	61 Sama Turizm
	8749	Adira Turizm
	2818	Adres Tour Turizm (Trabzon Şb.)
	9581	Adwaa Travel Turizm
	2083	Afacan Tur Turizm
	8233	Ahmet Zeytun Tur Turizm
	9230	Akçay Tours
	759	Alm Alemdar Turizm
	759	Alm Alemdar Turizm (Arakli Şb.)
	5940	Ameda Turizm
	9700	Artabel Turizm
	8497	Avron3 Turizm
	9301	Bahrul Esved Turizm
	9777	Balkis Travel Turizm
	2772	Beti Turizm (Trabzon Şb.)
	2813	Birey Turizm (Trabzon Şb.)
	7943	Bordo Mavi Tur
	9157	Buçaç Tur
	5473	Canny Turizm
	4874	Ce Ce Turizm
	4874	Ce Ce Turizm (Trabzon/İkinci Şb.)
	3967	Ceyhun Turizm
	9796	Cnr World Travel Agency (Trabzon Şb.)
	5025	Çakra Turizm
	5025	Çakra Turizm (Kaşüstü Şb.)
	9528	Dimasya Turizm

Trabzon	8429	Doğu Karadeniz Turizm
	8188	Ela Honak Turizm
	7609	Endemic Tours
	7796	Erseybiz Turizm (Trabzon Şb.)
	5447	Esas Turizm
	4110	Ey-Ce Turizm
	3695	Fetih Turizm(Of Şb.)
	1014	Fettahoğlu Turizm (Trabzon Şb.)
	4993	Fizan Turizm (Arakli Şb.)
	8736	Fotinos Turizm
	8360	Fursan Turizm
	9045	Gezegen61 Turizm
	9016	Gipta Turizm
	4955	Gifah Turizm
	5523	Golden Of Tur
	8772	Gorgen Turizm
	4655	Gündönümü Turizm
	2259	Gürgen Turizm
	2259	Gürgen Turizm (1.Trabzon Şb.)
	8459	Hamsiköy Ayeser Turizm
	5858	Hamza Turizm
	6353	Hayden Tur
	8454	Horonlar Turizm
	3351	Hudeybiye Turizm (Trabzon Şb.)
	7366	Infrared Tour
	6331	İ.B.K. Tour Seyahat
	3681	İstanbul Hisar Turizm Seyahat Acentasi (Trabzon Şb)
	7759	Jev-Val Turizm
	5693	Jön Travel
	7220	Kafanagöre Tatil Turizm
	5349	Kanber Turizm

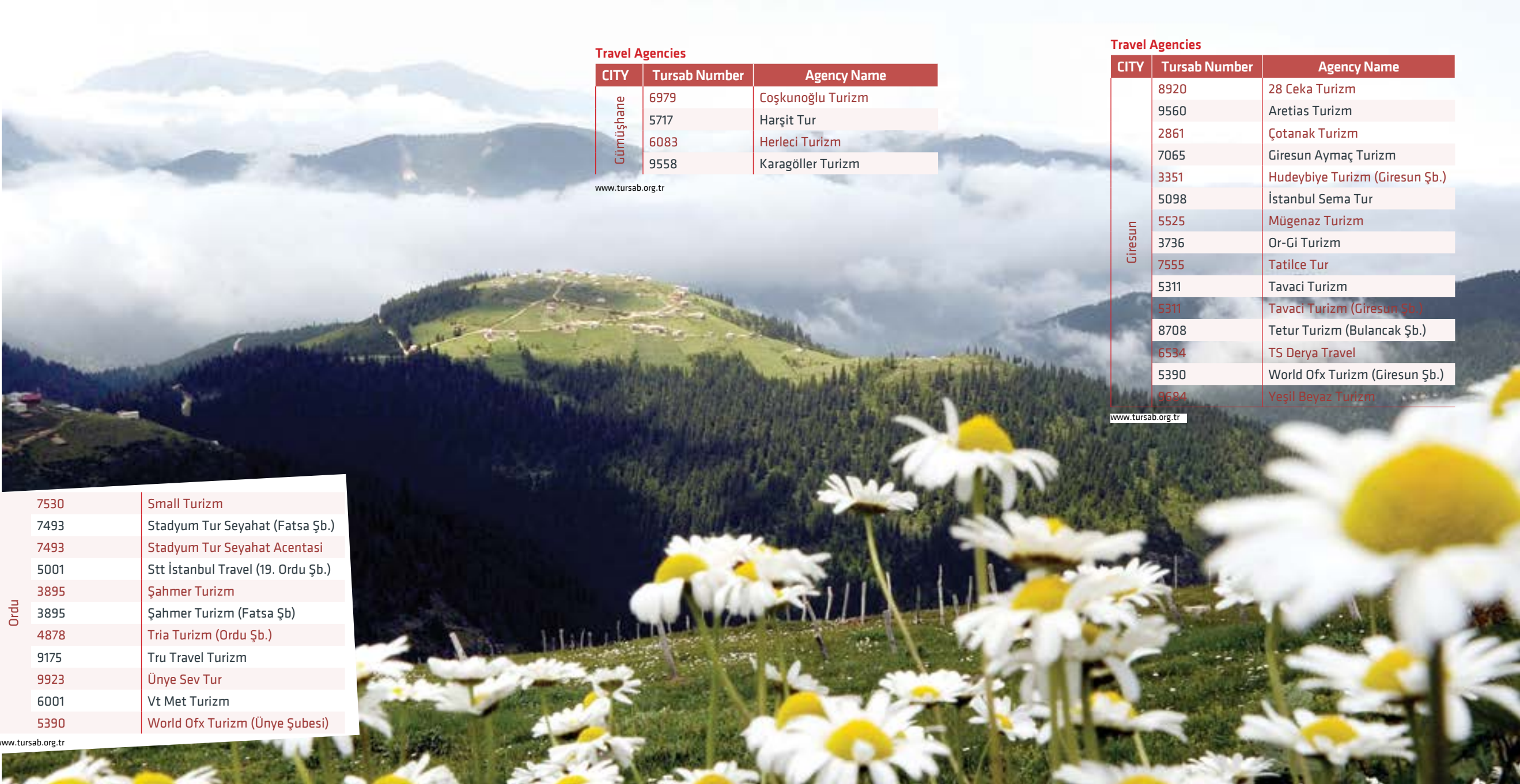


Travel Agencies

CITY	Tursab Number	Agency Name
Trabzon	1717	Karden Seyahat
	8694	Kemali Turizm
	2311	Kiyi Tur Turizm
	2311	Kiyi Tur Turizm (Trabzon Şb.)
	8918	Kio Tour
	9824	Kral 61 Tourism
	3216	La Vie Seyahat Acentasi (Trabzon Şb.)
	5479	Lazuri Turizm
	5829	Long Lake Tour
	8382	Maçkali Turizm
	8964	Mar Nero Turizm
	10110	Marap Tur
	6478	Mecra Turizm (Trabzon Şb.)
	4091	Mehmet Sager Travel (Trabzon Şb.)
	9170	Metin Kaya Turizm
	2456	Metro Turizm (6.Trabzon Şb.)
	2016	Miranda Turizm
	9534	Mudi 61 Turizm
	8586	Musaoğlu 61 Turizm
	9566	My Jebel Turizm
	8281	Nayla Tur Turizm
	7257	Nica Globally Tourism
	4433	Norge Turizm
	7059	Panagia Tours
	3078	Papill-On Turizm
	7352	Park Hacisalihoğlu Tur
	7382	Perpax Turizm (Trabzon Şb.)
	9859	Pulathane Turizm
	8833	Rafik Turizm
	8751	Rahal Tours Turizm

Trabzon	6999	Rasgele Turizm
	9514	Safely Turizm
	9081	Sahab Travel Turizm
	1682	Sarptur Turizm
	6924	Sefam Turizm
	9741	Serander Travel Turizm
	9851	Şesos Tour
	4933	Şolt Tur
	9095	Tabbara Turizm
	5510	Taka Turizm
	5866	Tar-Of Turizm
	5047	Thalassa Tours
	2196	Trabzon Turizm
	9531	Travel İn 61 Turizm
	9833	Trilyeda Touristic
	9431	Ts Gold Tour
	1865	Ulutur Turizm
	2001	Usta Turizm
	9236	Uzungöl Biruz Turizm
	9100	Uzungöl Outdoor Sporlar Turizm
	6586	Uzungöl Turizm
	8229	Üst Turizm
	5074	Vargit Tur
	6394	Vazelon Turizm
	9810	Widen Your World Travel Turizm
	5807	Yekta Turizm
	5807	Yekta Turizm (Trabzon Şb.)
	5807	Yekta Turizm (Trabzon Şube)
	8438	Yomra Tours
	5503	Zenofon Tours
	9017	Zifin Tur Turizm





Travel Agencies

CITY	Tursab Number	Agency Name
Ordu	4294	Ahenk Turizm (Ordu Şubesi)
	8822	Akçin Turizm
	4394	Asiltur Turizm (Fatsa/Ordu Şubesi)
	4249	Avcilar Turizm (Fatsa Şb.)
	9749	Bakoğlu Turizm
	5615	Canik Turizm
	2861	Çotanak Turizm (1.Ordu Şb.)
	2861	Çotanak Turizm (2.Ordu Şb.)
	8093	Derpa Turizm
	6311	Dilem Travel (Ordu Şb.)
	10044	Elegant Tur
	5126	Fatısa Turizm (Fatsa/Ordu Şb.)
	8098	Harbi Seyahat Acentasi
	3351	Hudeybiye Turizm (Fatsa Şb.)
	2464	Kalamaki Turizm
	4660	Kotyora Turizm
	5727	Modi Turizm
	6191	Muli Tur
	4698	Navigatour Turizm (Ordu Şb.)
	1132	Navvas Turizm
	5763	New Yason Turizm
	7695	Oksijen Tur
	10085	Ordu Engin Turizm
	5841	Orfa Turizm
	8718	Pikola Tur Turizm

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Travel Agencies

CITY	Tursab Number	Agency Name
Gümüşhane	6979	Coşkunoğlu Turizm
	5717	Harşit Tur
	6083	Herleci Turizm
	9558	Karagöller Turizm

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Travel Agencies

CITY	Tursab Number	Agency Name
Giresun	8920	28 Ceka Turizm
	9560	Aretias Turizm
	2861	Çotanak Turizm
	7065	Giresun Aymaç Turizm
	3351	Hudeybiye Turizm (Giresun Şb.)
	5098	İstanbul Sema Tur
	5525	Mügenaz Turizm
	3736	Or-Gi Turizm
	7555	Tatilce Tur
	5311	Tavacı Turizm
	5311	Tavacı Turizm (Giresun Şb.)
	8708	Tetur Turizm (Bulancak Şb.)
	6534	TS Derya Travel
	5390	World Ofx Turizm (Giresun Şb.)
	9684	Yeşil Beyaz Turizm

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Ordu	7530	Small Turizm
	7493	Stadyum Tur Seyahat (Fatsa Şb.)
	7493	Stadyum Tur Seyahat Acentasi
	5001	Stt İstanbul Travel (19. Ordu Şb.)
	3895	Şahmer Turizm
	3895	Şahmer Turizm (Fatsa Şb)
	4878	Tria Turizm (Ordu Şb.)
	9175	Tru Travel Turizm
	9923	Ünye Sev Tur
	6001	Vt Met Turizm
	5390	World Ofx Turizm (Ünye Şubesi)





### Natural Parks

City	National Park
Artvin	Hatila Valley
	Karagöl-Sahara
Rize	Kaçkar Mountains
	Tunca Valley
Trabzon	Altındere Valley
	Uzungöl Nature Park
	Görnek Nature Park
	Kayabaşı Nature Park
	Çamburnu Nature Park
	Sera Lake
	Çal Camii Nature Park
Gümüşhane	Artabel Lakes Nature Park
	Tomare Waterfall Nature Park
	Nature Park
Giresun	Lake Limni Nature Park
	Ağaçbaşı Nature Park
	Koçkayası Nature Park
	Kuzalan Nature Park
	Yedi değirmenler Nature Park
Ordu	Ulugöl Nature Park
	Çınarsuyu Nature Park





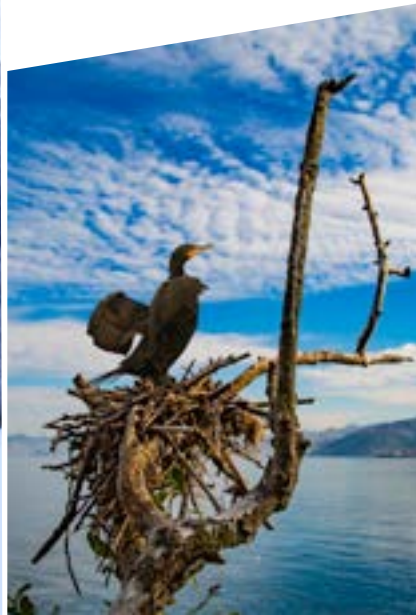






## Summary of the Activities

- Bird watching
- Boating
- Camping
- Cultural Activities
- Cycling
- Eco Tourism
- Educational Study
- Fishing
- 4WD Experiences
- Photography and painting
- Sightseeing
- Trail Biking
- Scenic Touring
- Rafting
- Trekking



## Swot

Strength	Weakness
Unspoiled Nature Increased tourism awareness High Platos Cittaslow places Peaceful Area Ecologic Tourism 4 Season Tourism Organic Food Religious Tourism Silk Road Legends; Amazon 'sea-sand-sun' tourism No industrial deformation Fresh air in high Plato (no air pollution) Variety of tourism; tracking, rafting, ...) Vegetarian cruise	Limited destinations of direct flights Limited digital documents Lack of various language speaking staff No international festival
Opportunity	Treats
Helal Food Ordu Giresun Airport Green Road Project New connection road from different part of Turkey Cross border Georgia	Balcan Countries Islamic Asian countries Skewed building in city centre

## Visitor Information Centre

Name	Address	Telephone
Artvin Provincial Directorate of Culture and Tourism	Çarşı Mahallesi, Çok Katlı Otopark, 08000 Merkez/Artvin	(0466) 212 30 71
Rize Provincial Directorate of Culture and Tourism	Ekrem Orhon Mahallesi, İsmail Kahraman Kültür Merkezi, 53100 Merkez/Rize	(0464) 213 04 08
Trabzon Provincial Directorate of Culture and Tourism	Ortahisar Mahallesi, 61030 Merkez/Trabzon	(0462) 326 07 48
Gümüşhane Provincial Directorate of Culture and Tourism	Gümüşhane Kültür Merkezi Merkez/GÜMÜŞHANE	(0456) 213 34 73
Giresun Provincial Directorate of Culture and Tourism	Çtlakkale Mahallesi, Valilik Binası C Blok, 28200 Merkez/Giresun	(0454) 215 71 94
Ordu Provincial Directorate of Culture and Tourism	Akyazı Mahallesi, Org. İbrahim Fırtına Blv. No:36, 52200 Merkez/Altınordu/Ordu	(0452) 233 12 20





Regional Segmentation

City/
ARTVİN
Karagöl
Işhan Church
Çifte Bridge
Kafkasör High Plato
RİZE
Ayder High Plato
Fırtına River
Kaçkar Mountains National Park
Ovit Plato
TRABZON
Sümela Monastery
Trabzon Ataturk House
Ayasofia Museum
Boztepe
Çal Cave
Trabzon Museum
Bedesten
Memiş Aga Mention
GÜMÜŞHANE
Karaca Cave
Limni Lake
Santa Ruins
Zigana Ski Resort
Süleymaniye District

Regional Segmentation

City/
GİRESUN
Giresun Castle
Kümbet Castle
Giresun Island
Kulakkaya High Plato
Sis Mountain
Kuzalan Waterfall
Blue Lake
Giresun Kids Library
Giresun Museum
Şeyhli Eco Tourism Village
Seven Mills National Park
ORDU
Boztepe
Çambası High Plateau
Keyfalan
Perşembe High Plateau
Cape jason
Bolaman Castle
Ulugöl Lake
Çiseli Waterfall
Kurul Castle







The number of Foreign and Domestic Tourists visiting the Provinces of TR90, 2012

	Artvin	Gümüşhane	Rize	Giresun	Trabzon	Ordu	TR90
Domestic	317.620	102.633	524.021	631.195	2.133.956	217.403	3.926.828
Foreign	42.111	4.401	61.675	33.382	450.935	14.052	606.556
Total	359.731	107.034	585.696	664.577	2.584.891	231.455	4.533.384

Source: Provincial Directorates of Culture and Tourism

In the above given table, total number of tourists as regards TR90 has been presented but these figures do not reflect the exact number of tourists visiting TR90. The number of tourists visiting TR90 cannot even be estimated roughly due to repeated censuses. This negatively affects the planning work for tourism in TR90. Although the number of tourists visiting TR90 cannot be estimated, a comparison of 2005-2012 can be made as the figures have been estimated based on the same methods.

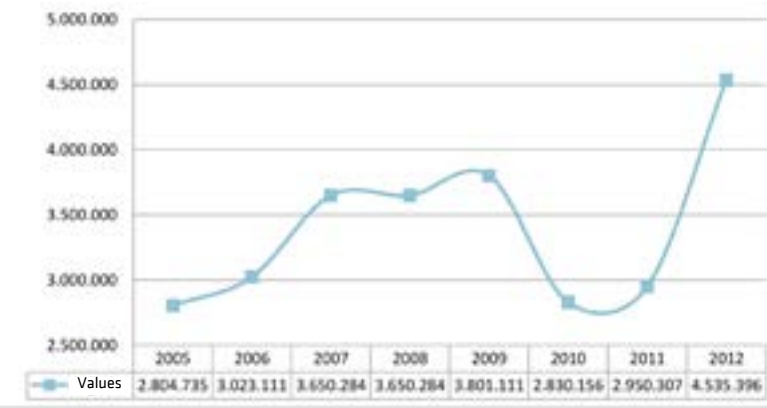
The Number of Foreign and Domestic Tourists visiting TR90, 2005-2012

	2006	2007	2008	2009	2010	2011	2012
Domestic	2.406.164	2.862.585	2.868.872	3.008.193	2.373.922	2.950.307	3.926.828
Foreign	616.947	787.699	801.218	792.918	456.234	518.826	606.556
Total	3.023.111	3.650.284	3.650.284	3.801.111	2.830.156	2.950.307	4.535.396

Source: Provincial Directorates of Culture and Tourism



Changes in the Number of Tourists visiting TR90 by Years, 2005-2012



Source: Provincial Directorates of Culture and Tourism

As seen in the below given graphic, the number of tourists visiting TR90 has decreased significantly between 2009 and 2010 while there was a severe increase between 2011 and 2012. Mostly domestic tourists visit TR90. In other words, TR90s has a higher potential in terms of domestic tourism.





Average Length of Stay of the Tourists visiting TR90 and Occupancy Rates of Accommodation Establishments, 2011

Provinces	Average Lenght Of Stay			Occupancy Rate %		
	Foreign	Domestic	Total	Foreign	Domestic	Total
Artvin	1,5	1,2	1,3	5,39	16,69	22,08
Giresun	1,6	1,2	1,2	0,06	23,90	23,96
Gümüşhane	1,0	1,4	1,4	0,17	25,24	25,41
Ordu	1,4	1,6	1,6	1,08	30,62	31,70
Rize	1,4	1,2	1,2	4,27	18,51	22,78
Trabzon	2,5	1,2	1,3	5,85	24,91	30,76
Turkey	3,3	1,7	2,2	15,45	18,46	33,91

Source: Ministry of Culture and Tourism

Tourism Master Plan (2010), average length of stay of the tours in the Region was stated as 4.69 days. Two main reasons of this are that the tourists especially the foreign tourists from Europe attend package tours to visit the Region, and that the tourism becomes intense in June, July and August.

In terms of the occupancy rates estimated on the basis of domestic tourists, the Region is above the average of Turkey. This, points to the relative dynamism of the domestic tourism in the Region. However, it should be remembered that the low number of accommodation establishments have a positive effect on the occupancy rates.

Prominent Touristic Areas in TR90 Region

Trabzon	Sümela Monastery, Hagia sophia Church, Atatürk Mansion, Castle of Trabzon, Altındere Valley National Park, Uzungöl Nature Park, Çalköy Cave, Sera Lake, Çamburnu Sarıçam Natural Protected Area, Hamsiköy, Hıdırnebi Upland, Kayabaşı Upland
Giresun	Giresun Island, Castle of Giresun, Castle of Tirebolu, Bektaş Tourism Centre, Sis Mountain, Zeytinlik Quarter, Lakeland Region, Kümbet Upland and Tourism Centre
Gümüşhane	Krom Valley, Karaca Cave, Örümcek Forest Natural Park, Limni Crater Lake, Tomara waterfall, Çakırgöl Tourism Centre, Zigana Tourism Centre, Artabel Lakes, Süleymaniye Quarter
Rize	Kaçkar Mountains National Park, Ayder Upland, Castle of Rize, Zil Castle, Kale-i Bala, Anzer Culture and Tourism Centre, Fırtına Stream, İyidere, Kavron Upland, Ayder and İkizdere Hot Springs
Artvin	Artvin Livane Castle, Artvin Yusufeli-Kaçkar Tourism Centre, Artvin Kafkasör Tourism Centre, Çoruh River and Barhal Streamlet, Borçka Karagöl, Şavşat Karagöl, Kemalpaşa Beach, Camili Basin, Sahara Upland, Karçal Mountains, Hatilla Valley National Park, İşhan Church, Barhal Church
Ordu	Yason Cape Natural and Archeological Protected Area, Bolaman Castle, Boztepe, Melet Streamlet, Çambaşı Upland, Perşembe Upland, Cotyora Archeological Protected Area, Castle of Ünye, Kurulkaya Settlement