

CONVENE IN STYLE ON THE TURKISH AEGEAN – THE GRAND EFES CONVENTION CENTRE IN SWISSÔTEL IZMIR

IZMIR, March 2009 – Business representatives can now convene in style at the Swissôtel Grand Efes, Izmir on the Turkish Aegean. The elegant hotel, a “Leading Hotel of the World”, celebrated its opening last year, and now the Grand Efes Convention Centre, within the hotel complex, has also opened for business.

The Convention Centre is one of the largest and most modern in the region, and, in a very short time, has become the new venue of choice for international and local conventions, conferences and events. Among other things, BMW unveiled its new 7-Series here, and a few weeks ago, the Italian prime minister Silvio Berlusconi and Turkish prime minister Recep Tayyip Erdogan held summit talks here.

The Convention Centre, which covers an area of 7299m², has a total of 10 meeting rooms, 3 board rooms, a ballroom with space for up to 3000 guests, a multi-purpose hall and an exhibition area 1457m² in size. Naturally the Grand Efes Convention Centre is equipped with state-of-the-art event technology.

Events, weddings and other celebrations can be held in the old palm garden and the “Secret Garden” of the Convention Centre in a stylish open-air setting.

The hotel, which first opened in 1964, is now a listed building. After a complete refurbishment, it reopened for business in May 2008. The hotel, which has 402 guest rooms including 55 modern suites, is in a central location, very close to the city’s business and shopping district, and a mere 15 km from Adnan Menderes airport. Swissôtel Grand Efes, Izmir offers guests every modern luxury, state-of-the-art technology and spectacular views over the Aegean Sea, the huge garden and the Kordon Promenade.

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From a culinary point of view, guests at Swissôtel Grand Efes, Izmir enjoy nothing but the best. Café Swiss, which is open for breakfast, lunch and dinner, has both Turkish and Swiss specialities on its menu, and everything is freshly prepared in the large show kitchen in full view of the guests. The modern-style Equinox Restaurant on the 9th floor appeals to connoisseurs, not just for its outstanding cuisine, but also for its unique panoramic views. Directly adjoining it is the Sky Bar with a club atmosphere, cocktails and music by Suat Atedsdagli, one of Turkey's top DJs.

Another attraction is Amrita Spa & Wellness, the first spa in Turkey to be honoured as a member of "The Leading Spas of the World". Spread over a 5500m² area, facilities include steam rooms, an ice room, jacuzzi, VIP suite, a traditional Turkish bath, indoor and outdoor pools, a tennis court and a spacious gym.

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