



## Market

Turkuazoo started a new era in family entertainment in Turkey because until recently, not many alternatives existed in Turkey where families with children could spend quality time together on weekends or vacations.

Located in a mall, Turkuazoo is the first big investment oriented towards family and children's entertainment and it attracts many visitors from İstanbul and other cities. Before Turkuazoo, families wanting to spend time together walked around malls, but now they can participate in activities that are both entertaining and educational.

After Turkuazoo, the number of investments aimed at family-children activities increased considerably.

Every district has numerous shopping centers, which forces them to offer various activities besides shopping to attract consumers. Up to 90% of Turkuazoo's visitors visit the shopping center after enjoying the aquarium experience so contributing to the shopping center in which Turkuazoo is located.

## Achievements

Since its opening, Turkuazoo has welcomed over 500,000 students from more than 1,500 schools from various Turkish provinces and from abroad. Over 100,000 domestic and foreign tourists visited Turkuazoo from countries like Greece, Bulgaria, Russia, Iran, Saudi Arabia and Iraq. Turkuazoo welcomed a record of over 1 million visitors in its first year. The total figure has reached 3 million in three years.

As a result of promotional activities conducted with group buying websites that sell tickets online, Turkuazoo has sold a record-breaking 17,000 tickets. The high demand continued and 33,000 tickets were sold the second time around.

Turkuazoo is more than an aquarium. It is the first and only sea turtle rehabilitation center which is not a branch of a university. Turkuazoo has been working in collaboration with the Ministry of Environment and Forestry for the rehabilitation of Caretta Carettas that have been an endangered species since 2010. A sea turtle rehabilitation center was established within Turkuazoo in accordance with a protocol signed together with



the Ministry. A wounded Caretta Caretta, found in Gökçeada on 8 October 2011, was rehabilitated by the expert personnel of Turkuazoo and released to its habitat after treatment.

Turkuazoo is a member of WAZA (World Association of Zoos and Aquariums). WAZA is an organization which was established in Switzerland in 1935 for the improvement of world zoos and aquariums. It brings the highest standards to animal health and breeding. It is a large NGO with more than 300 members. Turkuazoo is the founding member of AHBAB (Eurasia Association of Zoos and Aquariums) and contributes to its progress.

Turkuazoo Diving Center, which operates within Turkuazoo Aquarium, is the first and only aquarium diving center recognized and authorized by The Professional Association of Diving Instructors (PADI), the leading scuba diving training organization. More than 4,000 people went diving between 2010 and 2012 with Turkuazoo Diving Center's instructors.

## History

Turkuazoo is operated by İstanbul Sualtı Dünyası Tur. Tic. A.Ş., a representative of Global Aquariums (Holland) in Turkey. Opened in October 2009 as Turkey's first giant aquarium, Turkuazoo was completed with a budget of EUR17 million. Turkuazoo operates in Turkey as the only venture of İstanbul Sualtı Dünyası Tur. Tic. A.Ş.

The construction of the giant aquarium took a year to complete. After the aquarium was completed, an arduous process started: filling the tanks, preparing the water for animal life, selecting and importing the animals, keeping them in quarantine for physical examination and acclimatizing them to the tanks.

Due to high demand, Turkuazoo was opened only to adults and school group tours during the first four months. In February 2010, Turkuazoo expanded its services and started the diving program. In August 2010, after outsourcing its diving activity for six months, Turkuazoo established Turkuazoo Diving Center.

## Product

Turkuazoo, which is located within Forum İstanbul, the largest shopping center in Europe, is more than an underwater museum. It is a fun, dynamic and interactive place where all family members can have a great time together.

In 50 different live exhibits, Turkuazoo displays more than 10,000 sea creatures including sharks, giant stingrays, groupers, eels, and lion fish which are brought from seas and oceans all around the world. Visitors learn about oceans, seas and fresh waters and are taught to understand the importance of protecting them.

An underwater safari takes visitors on a moving walkway through the 80 m long underwater tunnel and the 270 degree Panorama Room offers visitors a vivid view of marine life similar to taking a walk on the Ocean floor.

Visitors may also witness the visual feast when divers feed the sharks and stingrays by hand. The divers' shows which can be viewed through the underwater window are worthy of applause. In Turkuazoo, sharks are fed twice a week and the stingrays three times a week.

Turkuazoo has become an important attraction



for domestic and foreign tourists who visit İstanbul. Companies use Turkuazoo as an alternative venue for various activities such as product launches, company dinners, corporate anniversaries, parties, company meetings, dealer meetings, training and press meetings, and team building activities.

At Turkuazoo, young couples may experience the excitement and romance of an underwater marriage proposal in a shark filled display tank with 10,000 fish species as witnesses.

Film production companies frequently use Turkuazoo as a set for TV shows, commercials and music videos. Most of the underwater episodes are shot in Turkuazoo. Popular soap operas like "Öyle Bir Geçer Zaman Ki", "Adını Feriha Koydum", "Bir Çocuk Sevdim", "Leyla İle Mecnun", "Bir Kadın Bir Erkek", "Ezel", "Canım Ailem", "Ömre Bedel", Deniz Seki's music video "Suya Hapsettim", the "Türk Telekom" commercial with Cem Yılmaz, and Halkbankası's commercial titled "Kobiler Hobimiz Değil İşimiz" were all shot on location at Turkuazoo.

In addition to school visits, Turkuazoo offers "Class Programs" which consist of presentations conducted alongside aquaculture engineers. These programs are fun educational activities and conform to school curricula. "Class Programs" allow children to learn, discover and understand the colorful, mysterious, and exciting worlds of oceans, seas and fresh waters. Students attend classroom programs which are designed for both primary and high schools after they complete the aquarium tour with an expert guide. They first watch a documentary about the importance of water in our lives and of underwater creatures. Then they study fish X-rays and cells under microscopes and estimate the ages of fish by examining their scales with the help of an aquaculture engineer.



"Sleepover with Sharks" is a fun activity organized for school groups. It allows students to spend a night with the sharks, giant stingrays, and thousands of fish in giant aquariums. Children have a great time during the activities prepared for schools while they learn about the underwater life and the importance of water.

One does not have to travel thousands of miles to swim with sharks and stingrays, thanks to Turkuazoo, which is the only location in Turkey where people with or without a diver's certificate can dive with these animals. Lovers of diving can realize their dreams without travelling too far and without concern for the high prices of diving lessons. Adults and children, 14 or older, may participate in the "Diving with the Sharks" program organized by the Turkuazoo Diving Center. Instructors teach diving students how to breathe with a regulator, how to equalize their ears, how to use flippers, how to control their buoyancy, and how to use and decipher diver signals underwater. Wet suits and diving equipment are provided by Turkuazoo. Following the dive, participants are given a Turkuazoo Certificate of Attendance.

The Turkuazoo mascot ensures that children have fun at the aquarium. Other activities such

as face painting are also available. Special underwater shows are performed regularly, for example, mermaid shows, fun with cartoon characters and our changing displays give visitors a different experience every time they visit.

### Recent Developments

Turkuazoo Diving Center is the first and only aquarium diving center recognized and authorized by PADI. With this achievement and its offer to dive with sharks, Turkuazoo is the only diving center in Turkey that can issue the PADI Diving with Sharks Expertise Certificate.

In February 2013, two different sea turtles (a caretta caretta and a green turtle) were brought to Turkuazoo Sea Turtles Rehabilitation Center. This is the first and only sea turtles rehabilitation center that is privately owned. After their treatment is completed, the turtles will be released back to the sea at the same place from where they were rescued.

### Promotion

Turkuazoo collaborates with tourism agencies, hotels, schools and diving clubs. As a result of Turkuazoo's cooperation with tourism agencies, who are its most important partners in foreign markets, thousands of tourists from the Middle East, Russia, Turkic Republics and Bulgaria visit Turkuazoo every year. The activities performed in collaboration with diving clubs allow divers from around the world to experience diving with sharks.

Turkuazoo aims to give its visitors an unforgettable fun-filled experience while educating them on the importance of protecting the environment, with special focus on marine ecology. School groups show great interest in Turkuazoo, and are offered discounted prices. Turkuazoo periodically utilizes children's TV channels, children's magazines and online applications to reach a larger audience of children.

In order to offer underwater shows and special activities to a larger audience, the entrance fees are reduced on special days and holidays. No extra fee is requested from visitors for activities and shows during these periods. The shows are supported by various PR activities and brand collaborations.

### Brand Values

Turkuazoo differentiates itself from other aquariums in Turkey and around the world partly due to its collaborations with brands which fit to its mission, social responsibility projects and brand-appropriate activities which it offers to its visitors.

Home of the first and only PADI-certified aquarium diving center and the first and only private Sea Turtle Rehabilitation Center in Turkey, Turkuazoo enjoys a unique place in this regard.

Aware of the fact that social activities can profoundly affect children's emotional motivation, Turkuazoo carries out various social responsibility projects. Turkuazoo welcomes children who cannot afford to visit the aquarium through various projects in order to teach them about the underwater world and the importance of protecting our seas. Turkuazoo works in collaboration with organizations where handicapped and orphaned children are educated. As a result, Turkuazoo has welcomed more than 10,000 citizens with a disability since its opening.

Turkuazoo also collaborates with NGOs in



relation to the protection of seas and nature.

Operating in a relatively new sector, Turkuazoo offers employment opportunities for aquaculture engineers and divers. More than 60 people are employed at Turkuazoo, namely guides, aquaculture engineers, divers, biologists and administrative personnel.

Through its activities, Turkuazoo has attracted the attention of the world media and has been mentioned on TV channels, and in newspapers and magazines around the world, including Canada, China, Spain and Serbia.

[www.turkuazoo.com](http://www.turkuazoo.com)

[f/TurkuazooAkvaryum](https://www.facebook.com/TurkuazooAkvaryum)

### THINGS YOU DIDN'T KNOW ABOUT

#### Turkuazoo

- Turkuazoo, Turkey's first giant aquarium, displays more than 10,000 sea creatures including 50 sharks of 13 species in 50 aquariums of different sizes that hold 5 million liters of water.
- The Main Tank, Turkuazoo's largest aquarium, holds 4.5 million liters of water. It ranks fifth among the large aquariums in the world in terms of the amount of water used.
- A moving walkway takes visitors through the 80-meter long underwater tunnel which runs through the main tank and offers visitors an experience similar to taking a walk on the ocean floor or swimming with fish.
- Turkuazoo is the first and only aquarium diving center recognized and authorized by The Professional Association of Diving Instructors. Experienced and inexperienced divers alike can dive with the sharks in Turkuazoo.
- Turkuazoo has the first and only private Sea Turtle Rehabilitation Center in Turkey that is not a branch of a university.