



T.C. KÜLTÜR VE TURİZM  
BAKANLIĞI



UNITED NATIONS  
DEVELOPMENT PROGRAMME

ANADOLU  
EFES

GELECEK  
TURİZMDE

# We are a regional power in all countries where we have operations



**1969**



**8500+**  
Employees



**5th**

largest brewer in Europe<sup>1</sup>

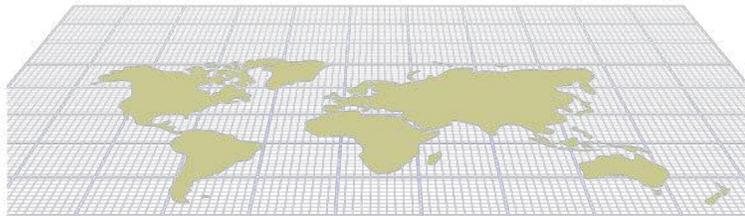


**9th**

largest brewer in worldwide<sup>1</sup>



**100+**  
Brands



Operation in 6 countries

Türkiye  
Georgia  
Russia  
Kazakhstan  
Moldova



Number of export markets

**70+**



Breweries&Facilities

**27**

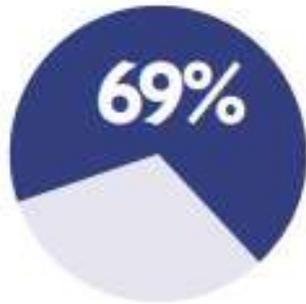
Brewing capacity

**53.5 mhl**



Among the top 5 most preferred beer brands within Mediterranean countries

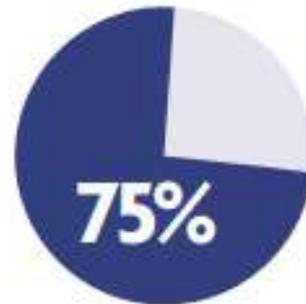
Actively seeking sustainable travel options



Chosen some form of sustainable travel in recent years



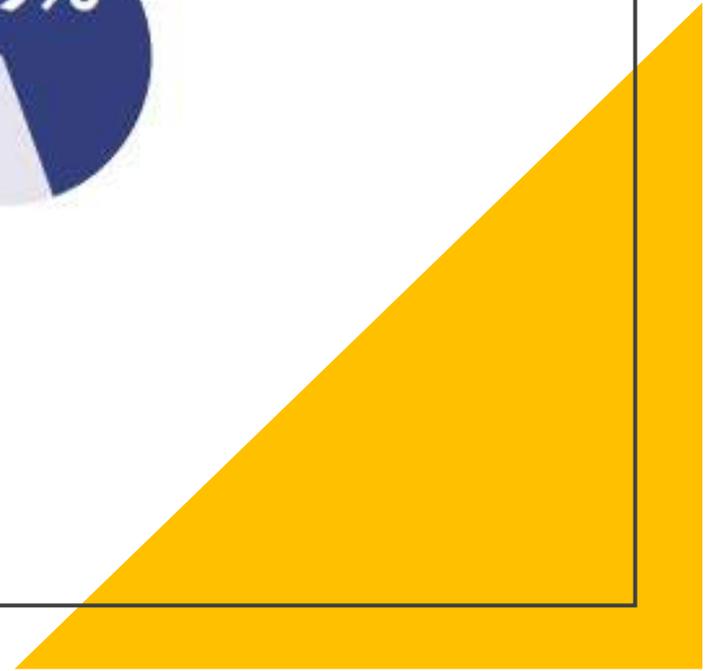
Desire to choose sustainable travel in the future



Already paying to offset their carbon emissions or willing to consider such products if the price was right



(Trip.com Group Sustainable Travel Consumer Report, 2022)



- 
- ✓ 16 years
  - ✓ 19 projects
  - ✓ Touched the lives of more than 200 thousand people
  - ✓ Provided employment to 500 women
  - ✓ Collaboration with 600 NGOs and 23 universities

**Future is in Tourism**

# Rural Tourism

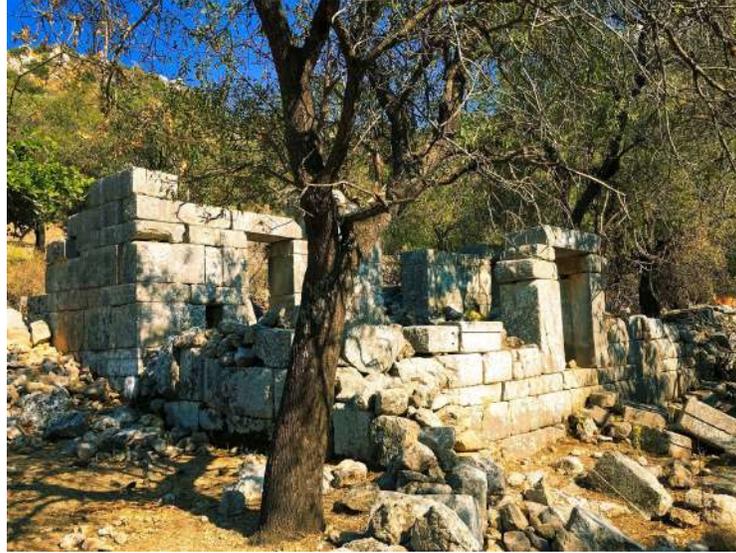


# Lavender Scented Village



# One Day in Ovacık





## Köyceğiz & Taşlıca & Akyaka

Thank You!

Please follow us on our social networks 😊



@gelecekturizmde