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# VIALAND

**Excellent Experience**



# COMPANY PROFILE



## Vialand & Via Port Venezia a joint venture project of Gürsoy Grup & Via Properties

VIA|PROPERTIES

- The Feshane Building
- Miniatürk
- 1453 Panorama Museum
- Bağdat Avenue
- Süleymaniye Mosque
- Piyalepaşa Mosque
- Yenikapı Mevlevihanesi
- Egyptian Consulate
- Mimar Sinan Mosque in Ataşehir
- Kiptaş Hadımköy and Metrokent housing estate
- Masjid Al Haram
- Construction of Basaksehir Ayazma Project
- THY DO&CO Hotel Ortaköy
- Çamlıca Mosque
- Esenler Urban Renewal Project
- Restoration Of Kadıköy Gas Station Buildings
- Construction And Restoration Of Davutpaşa Bakery Education Centre And Museum
- Restoration Of Archeology Museum
- Restoration Of Ortaköy Mosque
- Ertuğrul Tekke Mosque
- Saffetipaşa Mosque
- Nasrullah Mosque
- The Via Port Shopping Center
- Crowne Plaza Istanbul Asia
- Via Port Convention Center
- Via Port Houses&Suites
- VIA Tower
- VIA Twins
- Bayraktar Center
- VIA Green Towers.



# VIALAND 360 DEGREES OF INTEGRATED RETAILING CONCEPT

- Theme Park, Shopping Zone, Event Area & Hotel
- Turkey's largest shopping and entertainment complex of all times
- **280 million Euro** investment value
- Big as 100 football stadiums / Built on a **600.000 m<sup>2</sup>** construction area
- 4500 indoor parking 3500 outdoor parking; total capacity of 8000 cars





# VIALAND



**VIALAND**

**KOÇAK**

**SHALIK**

**MIGROS**

**ZARA**

**AM**

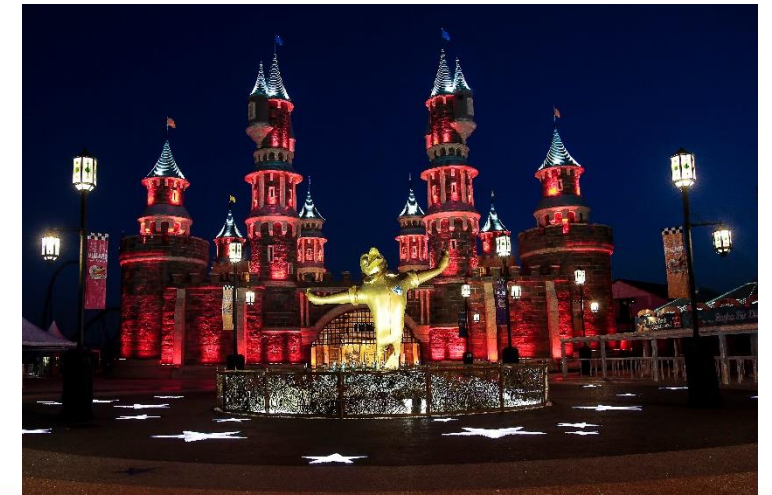
**LC WARD**

**MANGO**





# VIALAND 360 DEGREES OF INTEGRATED RETAILING CONCEPT





# VIALAND IN FIGURES



- 23,6 million visitors (Whole Project in 2015)
- 4.5 million tourists
- 40% of the Theme Park guests are from the Middle East, Russia and Balkan countries
- Employment for 2,500 people
- 165,000 followers on Facebook
- 15,000 interactions a day
- 95,000 VIALAND Instagram hashtag



# TURKEY'S YOUNGEST SUPER BRAND





# TOP MOST CHECKED-IN PLACE



*Vialand is the second most checked-in place in Turkey!*

📍 Facebook 2014  
\* Turkey's Top Most Checked-in Places for 2014

- 1- Sultanahmet Meydanı
- 2- **VIALAND**
- 3- Fenerbahçe Şükrü Saracoğlu Stadyumu
- 4- Emirgân Korusu
- 5- Üsküdar Sahili Kız Kulesi
- 6- Şanlıurfa / Balıklı Göl
- 7- Darıca Hayvanat Bahçesi
- 8- Forum İstanbul Alışveriş ve Yaşam Merkezi
- 9- Eyüp Sultan Camii
- 10- Ankara Gençlik Parkı

\* Source: Facebook Turkey

**VIALAND**  
Başka Bir Dünya



Awarded as

- **The Best Socio-Cultural Project of Turkey, Sign of The City Awards, November 2014**





# THEME PARK

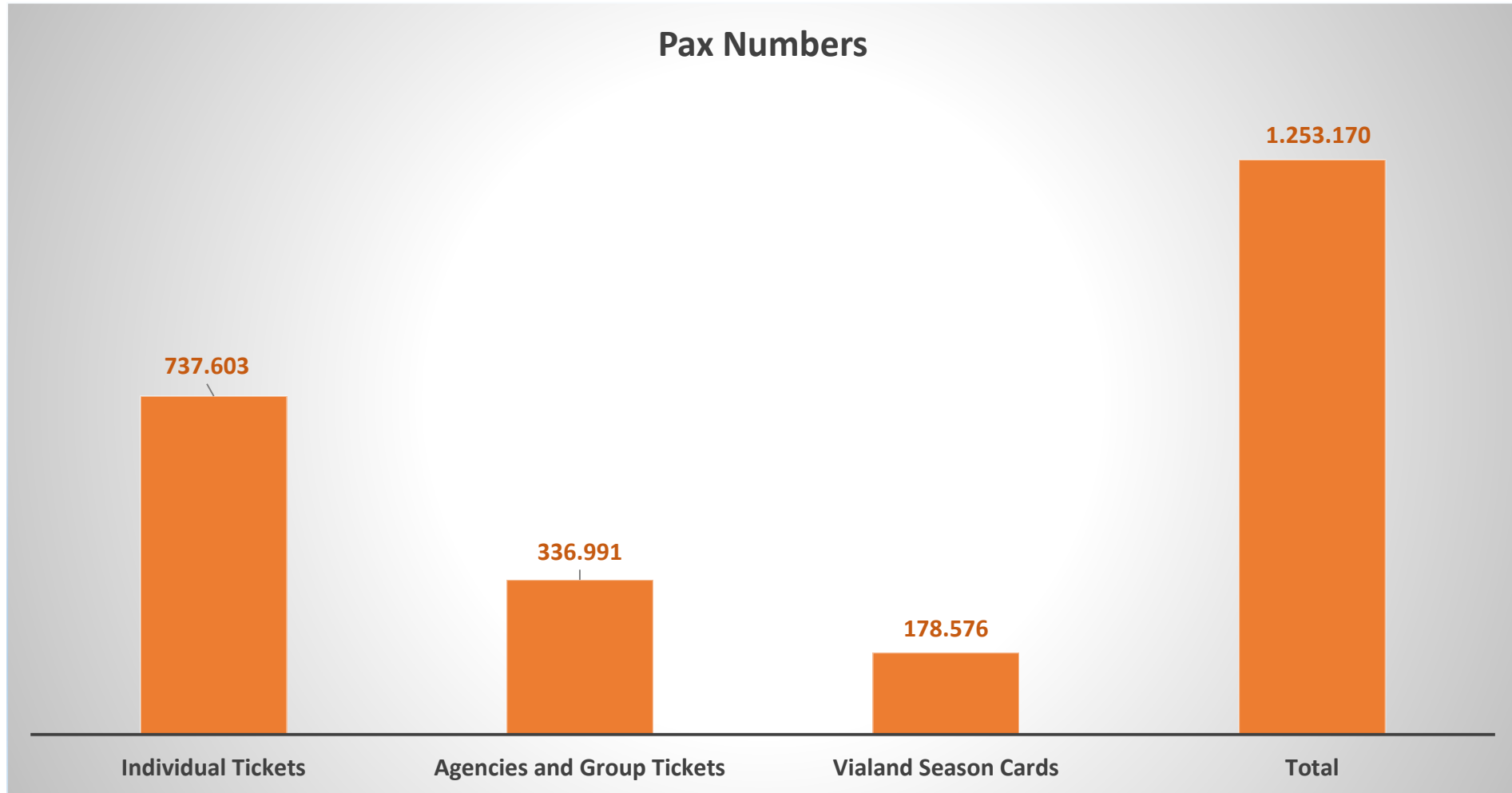


- Established on 120,000 square meters area
- 30 entertainment units
- Unlimited entertainment for every age from 7 to 77
- 18,000 people capacity/day
- Units for children, families and young people





# THEME PARK NUMBER OF ENTRANCE 2015





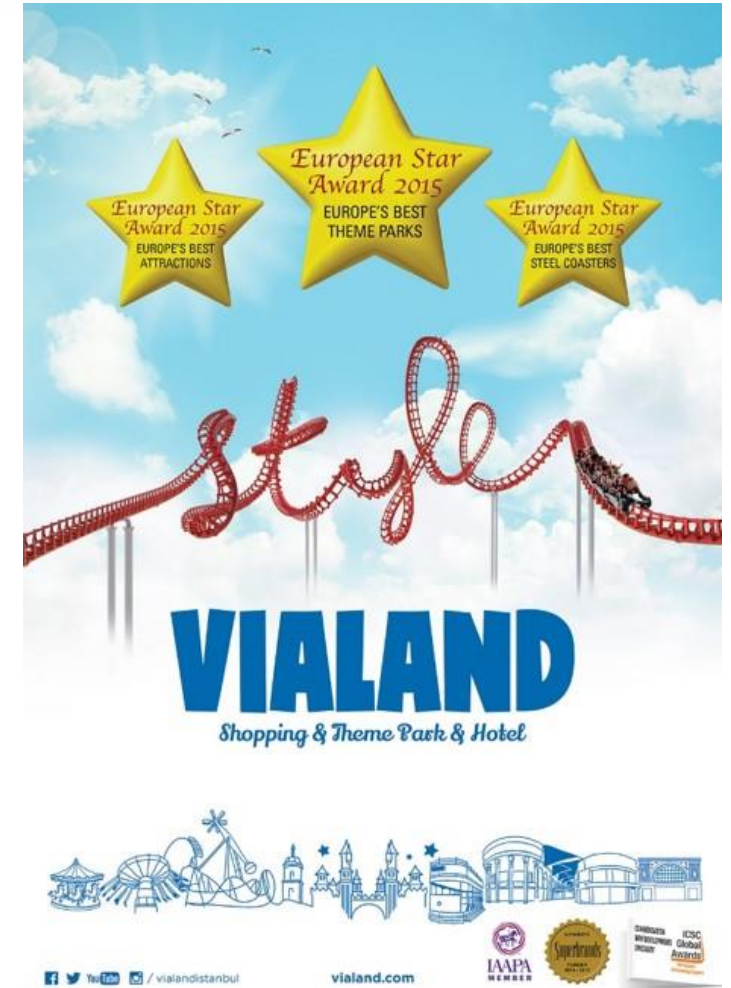
# VIALAND IS THE 5'TH BEST THEME PARK OF EUROPE



## EUROPEAN STAR AWARD 2015

## EUROPE'S BEST THEME PARKS

	Name	Country	Annual Visitors	Opening	Owner
1	Europa-Park	Germany	5,0 Mio.	1975	Mack Family
2	PortAventura	Spain	3,5 Mio.	1995	Investindustrial / KKR
3	Efteling	Netherlands	4,4 Mio.	1952	Stichting Natuurpark de Efteling
4	Disneyland Park Paris	France	14,2 Mio.	1992	Euro Disney Associés S.C.A.
5	Vialand Tema Park	Turkey	1,0 Mio	2013	Gürsoy Group / Via Properties
6	Liseberg	Sweden	3,1 Mio	1923	Göteborgs Stad
7	Phantasialand	Germany	1,8 Mio	1967	Löffelhardt Family
8	Parc Astérix	France	1,8 Mio	1989	CDA Parks
9	Tivoli Gardens	Denmark	4,5 Mio	1843	Tivoli A/S
10	Alton Towers	Great Britain	2,9 Mio.	1980	Merlin Entertainments Group



# AWARDS



Awarded as

- **The Best Thematic Amusement Park of Turkey**

- **The Best Entertainment Entrepreneur of the Year**

Shinning Star Awards  
December 2014



# VIALAND

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# THEME PARK UNITS – LSM COASTER / NEFESKESEN



- Everybody is in queue for it around the world! With a speed exceeding 110 km in three seconds, Breathtaker introduces you to real entertainment; feel yourself relaxed! You're free to scream! The Breathtaker unit is at your service, with 900 people capacity an hour...
- CNN International chose it as the 4th best Roller Coaster of the world



*European*  *Star Award*

EUROPE'S BEST NEW RIDES

#5

"Nefeskesen" (Intamin)

Vialand

powered by  
*Coca-Cola*

presented by **KIRMES**  
**PARK**  
Rosne

# THEME PARK UNITS – STAR SHAPE



Manufactured by Zierer

True adrenaline enthusiasts are turning their courage into fun times with the 360. How does VIALAND look from 28 meters high and upside down? Never know 'til you try!



*European*  *Star Award*

EUROPE'S BEST ATTRACTIONS

#7

"360" (Zierer)

Vialand

powered by  
*Coca-Cola*

presented by **KIRMES**  
& **PARK**  
*Revue*

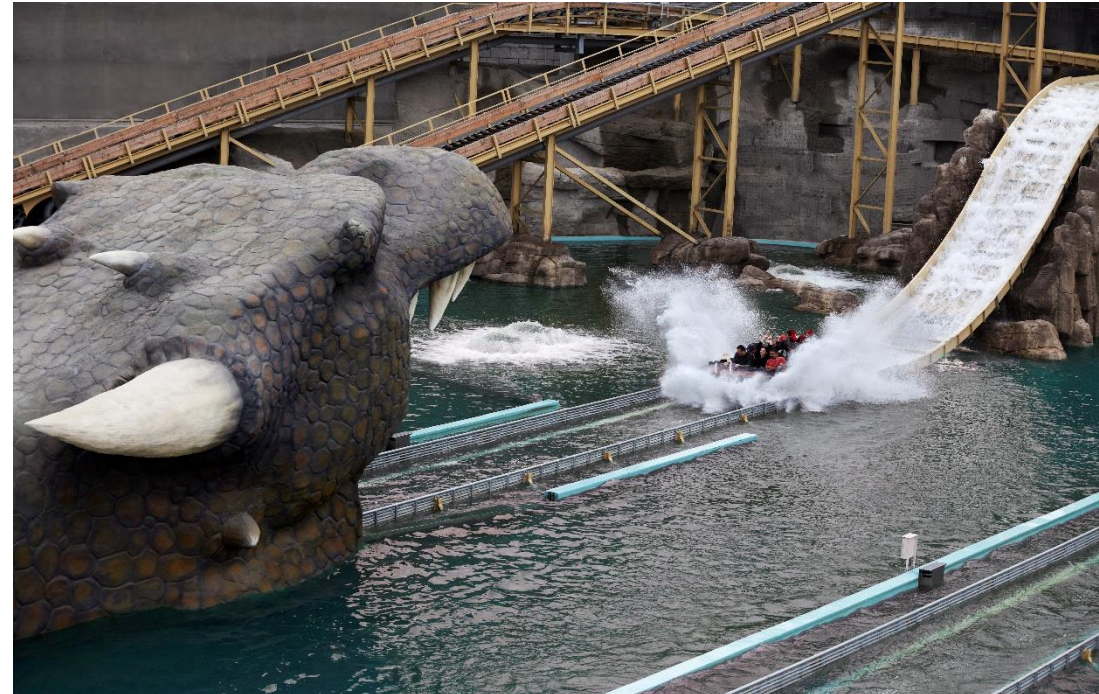


# THEME PARK UNITS – SPILLWATER / SPALSH



**Manufactured by Intamin**

If you're a fan of water coaster, Viking, the 4th most popular fun ride boat of the world, will be your favourite. Wonderful and unexpected drop from 15 meters and 10 meters adrenaline going through the roof!

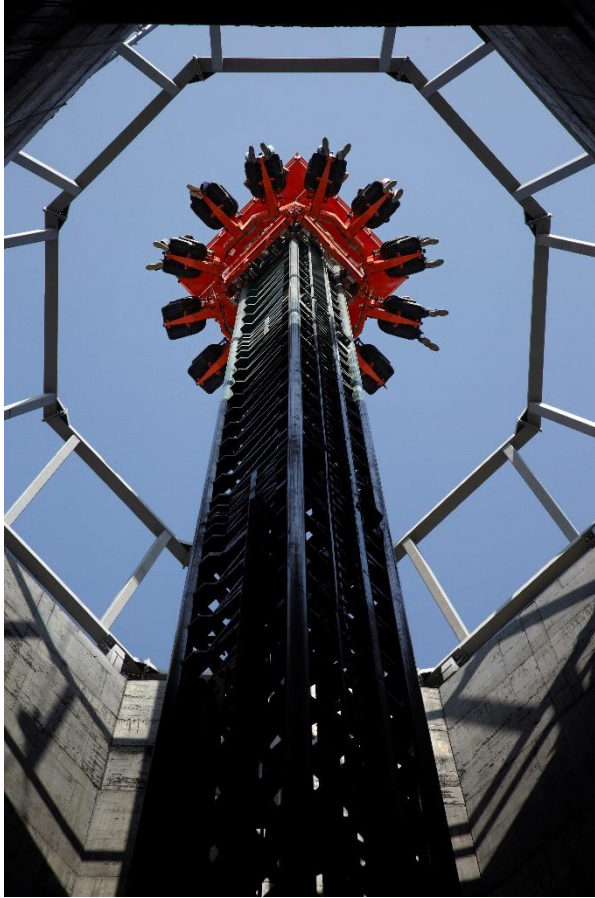




# THEME PARK UNITS – MEGA DROP TOWER



Manufactured by Fabbrigroup



If you'd like to have a rather high-up perspective of VIALAND, you can take your place at the Mega Drop Tower and enjoy being 50 meters up in the air.



# THEME PARK UNITS – FATİH DARK RİDE



Manufactured by Heimotion – Benart



**Fatih'in Ruyası** is built on a 4000-square-meter area and attraction features 1000 cubic meters of water, 146 animatronic life-sized robots made by animatronics company Heimotion, eight moving sets, two ships, and a set of 12-meter ship launching.



# VIALAND SHOPPING CENTER





# SHOPPING CENTER



- Outdoor and street concept
- Nostalgic tramway
- Nearly 200 stores
- National and international brand mix addressing to wide masses
- Outstanding tastes of the Turkish and world cuisine
- 110.000 m2 GLA



# AWARDS



Being

- **The Winner Of The Europe's Most Specific Shopping Center Award – ICSC Global Awards May 2015**



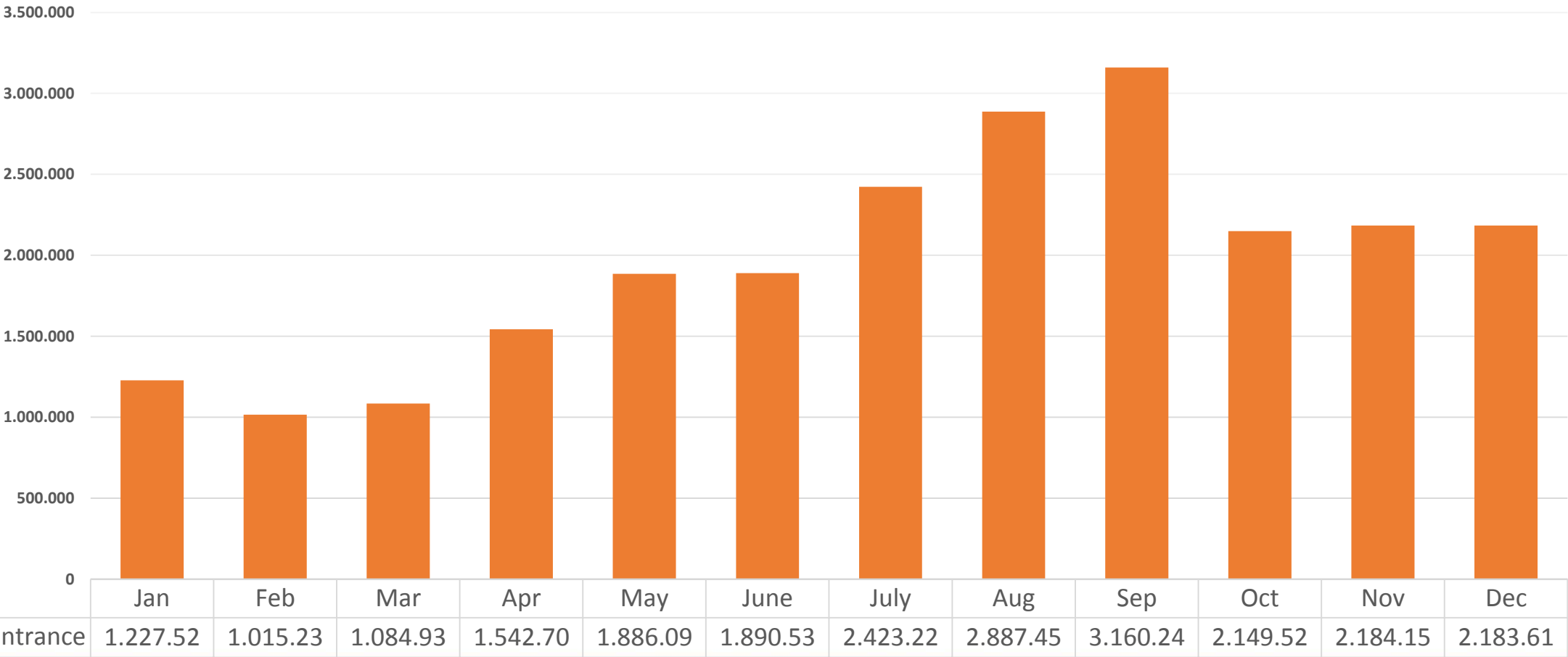


# SHOPPING MALL NUMBER OF ENTRANCE 2015



NUMBER OF ENTRANCE (2015)

TOTAL 23.635.258



# VIALAND SHOW CENTER



- Total capacity of 15.000 people
- 100.000-square-meter event area
- Capacity to stage any kind of event
- Dynamic atmosphere





# VIALAND SHOW CENTER





# VIALAND PALACE HOTEL



Total 101 rooms  
200 m2 of meeting room  
250 m2 of Multi-Purpose Hall





# NEW ATTRACTIONS - WILDPARK



Hundreds of exotic creatures are together in a 2.500 sqm indoor area at VIALAND Shopping Center.

From giant snakes to huge spiders, colorful frogs to crocodiles, sharks to tropical coral reef fish in a tunnel aquarium, adorable lemurs to giant tortoises and exotic birds...

All in one place!





# NEW ATTRACTIONS - ADVENTURE LAND



A brand new living space at VIALAND, the center of entertainment bringing firsts to İstanbul Adventure Land is on the banks of the VIALAND Lake...







**THANK YOU**