

## **Gürok Group Expands Its Roots in Kütahya with a New City Hotel: Gül Palas Vista**

**Gürok Group, which operates prominent brands in the tourism sector across Kütahya, Antalya, and the Maldives, has added a new investment to its hometown with the opening of Gül Palas Vista. Located in the city center and designed with a modern city hotel concept, Gül Palas Vista features 40 rooms and a capacity of 72 beds. With its gastronomy-focused social spaces and an operating model that contributes to the local ecosystem, the hotel aims to respond to Kütahya's growing tourism potential.**

Gürok Group's tourism journey in Kütahya began in 1966 with the opening of Gül Palas. As the group's second hotel investment in the city, Gül Palas Vista is set to meet a significant need in Kütahya's urban tourism landscape. Speaking at the opening, Vice President of the Board Esin Güral Argat stated:

"Today, we are taking our nearly 60 year old Gül Palas brand one step further with Gül Palas Vista. We believe this new investment will bring fresh dynamism to Kütahya's economic and social vitality and further support the city's tourism momentum."

### **"Tourism is Kütahya's greatest opportunity"**

Highlighting Kütahya's strong potential with its thermal resources, rich cultural heritage, and strategic location, Esin Güral Argat continued:

"Tourism represents one of the greatest opportunities for Kütahya. If we aim to position Kütahya as a strong destination brand, strengthening our tourism investments is essential. With its central location, Gül Palas Vista will address a real need in both business and cultural tourism. We are proud to bring our global tourism expertise and service approach from Antalya to the Maldives into this new investment in Kütahya."

### **A new benchmark in city and business hospitality**

Positioned in the city and business hotel segment, Gül Palas Vista stands out with its approach that combines functional luxury with the comfort of home. The patisserie and café concept on the ground floor is set to become one of Kütahya's new social hubs, while the panoramic restaurant offers a pioneering experience where gastronomy and aesthetics meet, featuring local flavors. In line with Gürok Group's sustainability vision, collaborations with local producers also contribute directly to the regional economy. The hotel's interior design, shaped around the philosophy of "local spirit, modern touch," blends Kütahya's traditional craftsmanship and textures with contemporary lines, creating a minimalist and timeless atmosphere.

### **Global tourism expertise brought to Kütahya**

Gürok Group's Ali Bey Hotels & Resorts, launched in Antalya nearly 35 years ago, is recognized as a global leader in sports tourism. Holding the title of the world's largest tennis hotel with over 100 tennis courts, Ali Bey Hotels & Resorts continues to welcome thousands of guests each year. In



2018, Gürok expanded its ultra-luxury sustainable tourism vision to the Maldives with JOALI Maldives and JOALI BEING, establishing a strong presence on the global stage. The group further strengthened its ultra-luxury portfolio in Antalya with BIJAL, the Mediterranean's first villa hotel of its kind.

Through its continued investments in both industry and tourism, Gürok Group remains committed to growing on a global scale while contributing to the economic and social development of its roots in Kütahya. Gül Palas Vista is envisioned as an integral part of this long-term vision.