

Gürok Group Brand BIJAL Ranks Among Türkiye's Highest-Rated Tourism Properties

BIJAL, Gürok Group's ultra-luxury brand in Antalya Manavgat, has achieved a perfect 10 out of 10 rating from users of ETS Tur, one of Türkiye's leading travel platforms, ranking second among the highest-rated tourism properties in the country.

Gürok Group has added another achievement to its track record of success with its innovative approach that continues to make a difference in the tourism industry. BIJAL, the Group's Antalya-based brand, received a perfect score of 10 out of 10 in ETS Tur user ratings, earning second place among Türkiye's highest-rated tourism properties.

Opened in the summer of 2023 with an investment of USD 20 million in the Sorgun area of Manavgat, BIJAL brings Gürok Group's global ultra-luxury hospitality experience to Türkiye as the Mediterranean's first villa hotel. Comprising 19 private villas, each with its own garden and pool, the property offers one-, two-, three- and four-bedroom villa options, exceptional gastronomic experiences, a beachfront location, SPA & Wellness facilities, and an atmosphere immersed in nature, providing guests with a truly personalized stay.

A Unique Concept

Designed as a one-of-a-kind concept in the ultra-luxury segment, BIJAL was envisioned as an exclusive lifestyle club where people who share refined tastes and a distinctive vision of life come together. Set in the heart of nature, its private villas offer guests a tranquil retreat where they can completely disconnect from the outside world, while creating an exclusive summer-club atmosphere where warmth meets elegance. With this distinctive approach, BIJAL goes beyond being simply a luxury holiday experience, emerging as a new-generation destination that offers a sense of belonging and a unique lifestyle.

"Our priority is to create sustainable value"

Commenting on BIJAL's perfect score from its guests, **Gürok Group Vice President of the Board Esin Güral Argat** said:

"At Gürok Group, creating sustainable value in tourism is one of our top priorities. Across all our properties, we embrace a comprehensive sustainability vision that encompasses environmentally responsible practices, renewable energy, programs to protect natural life, and responsible consumption. Creating a difference in the ultra-luxury segment is possible not only through physical investment, but also by adopting an innovative perspective in every detail of the guest experience. BIJAL's perfect score from our guests is a tangible reflection of precisely this approach. With our strong brands and innovative vision, we will continue to expand our contribution to Türkiye's tourism industry."

A Benchmark for Global Tourism

Ali Bey Hotels & Resorts, the cornerstone of Gürok Group's long-standing tourism heritage in Türkiye, has been welcoming guests in Antalya for nearly 35 years. Home to more than 100 tennis courts and recognized as the world's largest racket sports hotel, the property brings Turkish hospitality to the world through its focus on sports tourism and by hosting international tournaments.

The Group also achieves remarkable success on the global tourism stage through its JOALI Maldives and JOALI BEING brands in the Maldives. Located on two separate islands amid the Maldives' extraordinary natural setting, the properties offer distinctive ultra-luxury experiences. JOALI Maldives features 73 thoughtfully designed luxury villas and stands out with its artistic atmosphere, wellness activities, unique culinary experiences, and commitment to sustainable tourism. Having received numerous international accolades since its opening, JOALI Maldives was once again recognized this year in Travel + Leisure's prestigious World's Best Awards 2026, ranking as the **3rd Best Hotel in the World and the 2nd Best Resort Hotel in Asia**. Having established its global position in the ultra-luxury segment through its properties in the Maldives, Gürok Group brings this international expertise to Türkiye with BIJAL.