



Can Tolga Eroğlu will serve as Managing Director of the new incoming agency in Türkiye.

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alltours establishes own incoming agency for Türkiye

- **Over 750,000 guests planned for summer 2026 – long-term target: 1 million guests to Türkiye**
- ***Can Tolga Eroğlu* to become co-owner and managing director of the agency**

alltours is setting up its own incoming agency in Türkiye, which will begin operations on 1 November 2025. Co-owner and managing director will be Can Tolga Eroğlu, owner of the well-established destination management company Libero Tours.

With the support of the new DMC based in Antalya, alltours aims to increase its number of guests in Türkiye to 750,000 in the 2025/26 financial year. To support this growth, the tour operator will significantly expand its hotel and flight portfolio for the Turkish Riviera and the Turkish Aegean. The company also plans to extend its round trip offering, which includes itineraries to destinations such as Istanbul and Cappadocia.

„Türkiye is one of our most important high-volume destinations and continues to offer strong growth potential. In the coming years, we aim to welcome 1 million guests to Türkiye annually. To achieve this, we will expand our hotel portfolio with additional exclusive properties, including our own allsun Hotels and alltours Club Hotels,” says Willi Verhuven, owner of the alltours group of companies.

Managing director of the new agency will be Can Tolga Eroğlu, owner of the destination management company Libero Tours, with which alltours has collaborated in the Turkish Aegean for over 30 years. “With Can Tolga Eroğlu, we have gained a dynamic and innovative entrepreneur who learned the tourism industry from his father. His experience and network are a great asset to our new incoming agency,” says Verhuven.

Key factors contributing to Türkiye’s success as a tourist destination include the country’s hospitality, the wide selection of luxurious five-star beachfront hotels with excellent tourism infrastructure, and the attractive price-performance ratio.

The holiday regions of Antalya and Side on the Turkish Riviera remain the clear favourites among German alltours guests travelling to Türkiye. alltours is also seeing significant growth in bookings for holiday destinations along the Turkish Aegean. For the current season, the tour operator has once again substantially increased its flight capacity to Antalya on the Turkish Riviera as well as to İzmir, Bodrum and Dalaman on the Turkish Aegean – including new departure airports.

In total, alltours currently operates around 1,300 flights per week to Türkiye. At the same time, the company has significantly expanded its hotel offering in these destinations. Among alltours’ exclusive hotel products are the popular alltours Club Hotels. For summer 2025, the new alltours Club Hotel La Benata opened in Side on the Turkish Riviera.

Über alltours

Seit 50 Jahren steht alltours für qualitativ hochwertigen Urlaub zu günstigen Preisen. Mit rund 2,3 Millionen Gästen im Geschäftsjahr 2023/24 zählt das Unternehmen zu den größten Reiseveranstaltern. Bei der Markenbekanntheit erreicht alltours mit über 90 Prozent ebenfalls eine Spitzenposition. Zur alltours Gruppe gehören neben den Veranstaltern alltours und byebye die alltours Reisecenter, die Incoming-Agentur Viajes allsun und die allsun Hotels.

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