

March 2011



## **New flights to Izmir launching Summer 2011**

**This Summer, Easyjet, Pegasus and Aer Lingus will fly direct to Izmir, from London Gatwick, Stansted and Dublin respectively.**

**Izmir** is the gateway to Turkey's alluring Aegean region. Steeped in history, Izmir was founded on the site of ancient *Smyrna*. The region's historical highlights include Ephesus, the most impressively well-preserved classical city in the Eastern Med; Pergamum, an extensive site perched dramatically on the side of a steep hill; and Sardis, the capital of the Kingdom of Lydia and where the world's first coins are said to have been minted.

The Izmir of today is Turkey's third largest city, a vibrant, cosmopolitan hub, home to over three million inhabitants. At its heart lies bustling Konak Square, dominated by the iconic 18<sup>th</sup>-century clock tower, and the *Kordon*, a seaside promenade lined with cafes, restaurants and bars stretching almost the entire length of the city.

The resort of **Kusadasi**, an hour's drive south of Izmir, is one of Turkey's most popular resorts, home to a number of good beaches with an abundance of places to stay. Venture a little further afield if its charming villages and boutique boltholes you are after. Hilltop **Sirince** is famed for its quaint Ottoman architecture, hand-made lace and traditional village wine. **Alacati**, on the Cesme Peninsula to Izmir's east, offers charm by the bucket-load: cobbled streets and beautifully restored Greek stone house. The resort is also a world-renowned centre for windsurfing.

**Easyjet's (easyjet.com) twice weekly London Gatwick to Izmir route launches 14 May (Tuesdays and Saturdays).**

**Turkish low-cost carrier Pegasus (flypgs.com) will operate four times a week from 27 March.**

**Aer Lingus (aerlingus.com) will commence Wednesday and Saturday flights from Dublin on 4 May.**

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