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See More of Istanbul for Less

With the launch of the 72-hour Museum Pass

Save money and bypass the queues with the purchase of an Istanbul Museum Pass. The new initiative enables tourists to pay just once and head straight to the turnstiles at several of the city's top attractions. The scheme incorporates six Ministry of Culture and Tourism-run museums, including the Hagia Sophia, Topkapi Palace, Chora Museum and Istanbul Archaeological Museum.

The Pass costs 72 Turkish Lira (approximately £25) and is available from four and five-star hotels, mobile card stores and tourism information offices throughout the city.

"We're delighted that overseas visitors can now access the Museum Card scheme. It not only offers excellent value for money, but means tourists will spend less time queuing and more time savouring Istanbul's historic and cultural treasures" said Tolga Tuyluoğlu, Director of the Turkish Culture and Tourism Office in London.

The Museum Card was introduced in 2008, originally for Turkish citizens. By the end of 2010, the number of cards issued reached 2.2 million, with overall museum visitor numbers up by 61%.

Find out more at <http://www.muze.gov.tr/en>.

Press Contacts:

Jill Guest/Jo Marsh – joanna@wavemediapartners.com/Tel: 020 7436 8009