

## Gürok Group Achieves Global Success in Tourism

### **JOALI Maldives Ranked the World's 3rd Best Hotel**

**Gürok Group's ultra-luxury hospitality brand, JOALI Maldives, has been named the 3rd Best Hotel in the World in the Travel + Leisure World's Best Awards 2026, based on readers' votes. The resort was also recognized as the 2nd Best Resort Hotel in Asia, further reinforcing Gürok Group's strong global position in luxury tourism.**

Founded in Kütahya in 1948 and now one of Türkiye's leading private sector groups, Gürok Group has added another milestone to its international tourism achievements. Bringing more than 35 years of hospitality expertise from Türkiye to the Maldives in 2018, the Group's ultra-luxury brand, JOALI Maldives, rose to **3rd place** in **Travel + Leisure's World's Best Hotels 2026** ranking. The resort was also named the **2nd Best Resort Hotel in Asia**. Last year, JOALI Maldives ranked 7th among the World's Best Hotels and was recognized as the Best Resort Hotel in Asia.

**"Our story began in Kütahya and is now recognized among the world's finest hotels"**

Commenting on the award, **Esin Güral Argat, Vice President of the Board of Gürok Group**, who has played a leading role in the development of the JOALI brand since its inception, said:

"When we brought our more than 35 years of hospitality expertise from Türkiye to the Maldives, our goal was to redefine the ultra-luxury segment by creating a truly distinctive and sustainable guest experience. We designed JOALI Maldives as a destination where architecture blends seamlessly with the island's natural beauty, inspired by art and centered around our philosophy of the 'joy of living.' We bring together personalized nutrition, therapy, and curated experiences to support holistic well-being. At the same time, we remain committed to a broad sustainability vision encompassing women's employment, renewable energy, waste management, and biodiversity conservation. Being voted the second-best resort hotel in Asia and ranked third among the world's best hotels by Travel + Leisure readers is a meaningful recognition of this vision. As a group whose story began in Kütahya in 1948, seeing the JOALI brand recognized among the world's finest hotels is a tremendous source of pride. I would like to thank all of our colleagues, business partners, and guests who made this achievement possible."

#### **Where art, nature, and well-being come together**

Nestled on a lush private island in the Maldives, JOALI Maldives offers a transformative holiday experience that goes far beyond relaxation through its 73 meticulously designed luxury villas. Enriched by sculptures, paintings, and installations created by internationally renowned artists, the resort stands out with its artistic atmosphere, wellness experiences, exceptional culinary offerings, and commitment to sustainable tourism. Guests also highly value **Saoke**, the resort's

signature restaurant and a distinguished partner of the **Forbes Travel Guide** network. Since 2021, Gürok Group has further expanded its presence in the Maldives through **JOALI BEING**, its ultra-luxury destination dedicated entirely to well-being.

### **A pioneer in Türkiye's hospitality industry**

Gürok Group's long-standing hospitality heritage continues in Türkiye through its **Ali Bey Hotels & Resorts** and **BIJAL** brands. Welcoming guests in Antalya for more than 35 years, Ali Bey Hotels & Resorts is home to more than 100 tennis courts, earning the distinction of being the world's largest tennis resort. Through international tournaments hosted at the property, the brand continues to showcase Turkish hospitality on the global stage while contributing to sports tourism. Most recently, Gürok Group strengthened its tourism portfolio with **BIJAL**, an ultra-luxury resort in Manavgat, Antalya, recognized as the Mediterranean's first villa hotel concept, further contributing to Türkiye's tourism economy.

### **Continuing to invest in tourism in Kütahya**

Gürok Group is also bringing the global hospitality expertise it has built from Antalya to the Maldives back to its hometown of Kütahya. The Group's tourism journey in Kütahya began in 1966 with **Gül Palas**, and this year expanded with the opening of **Gül Palas Vista**, a contemporary addition to the brand's nearly 60-year legacy. Located in the city center, the new 40-room hotel reflects the philosophy of "**local spirit, modern touch**," combining Kütahya's rich artisanal heritage with contemporary interior design. Featuring a panoramic restaurant showcasing local cuisine alongside sweeping city views, Gül Palas Vista is set to become a new destination for gastronomy and social life in Kütahya.