

Museums as Living Cultural Heritage for Tourism and MICE

What motivates people to visit a destination?


Hagia Sophia Museum

From Preservation to Priority

Then	Now
Collection & preservation	Public engagement & experience
National memory	Global cultural visibility
Static display	Living cultural platform
Cultural duty	Strategic tourism asset
Limited public access	Inclusive, year-round access
Heritage protection only	Heritage + economic & social value



Istanbul Archeology Museum

Museum Visitation Over Time



Case Study: Yerebatan (Basilica) Cistern



Comprehensive restoration completed in 2022

Shift from monument to curated cultural experience

Contemporary lighting, circulation, and exhibition design

Increased suitability for:

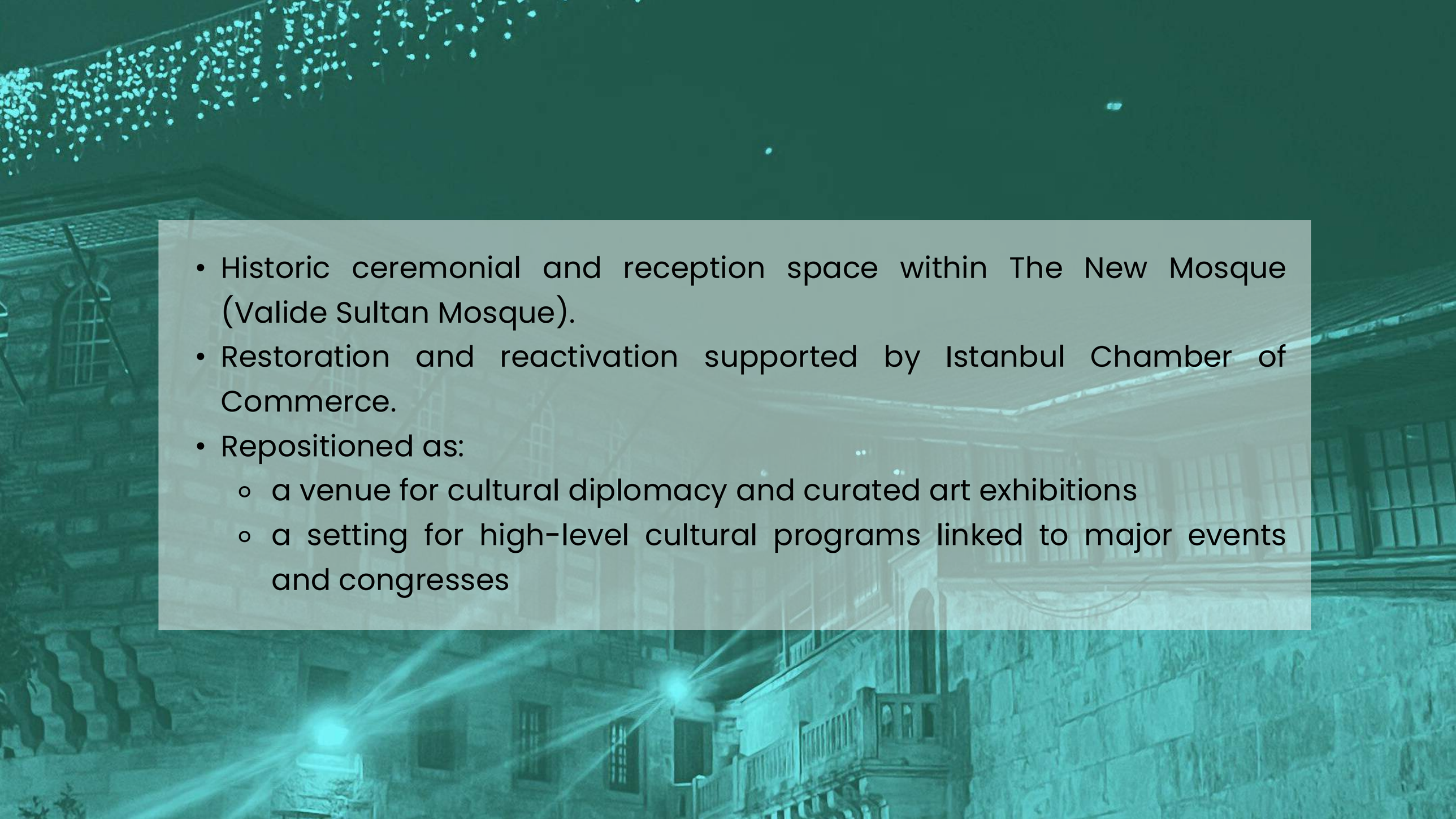
- Cultural programming
- Private visits
- International visibility



Pre-2020:
~1.5+ million
visitors annually

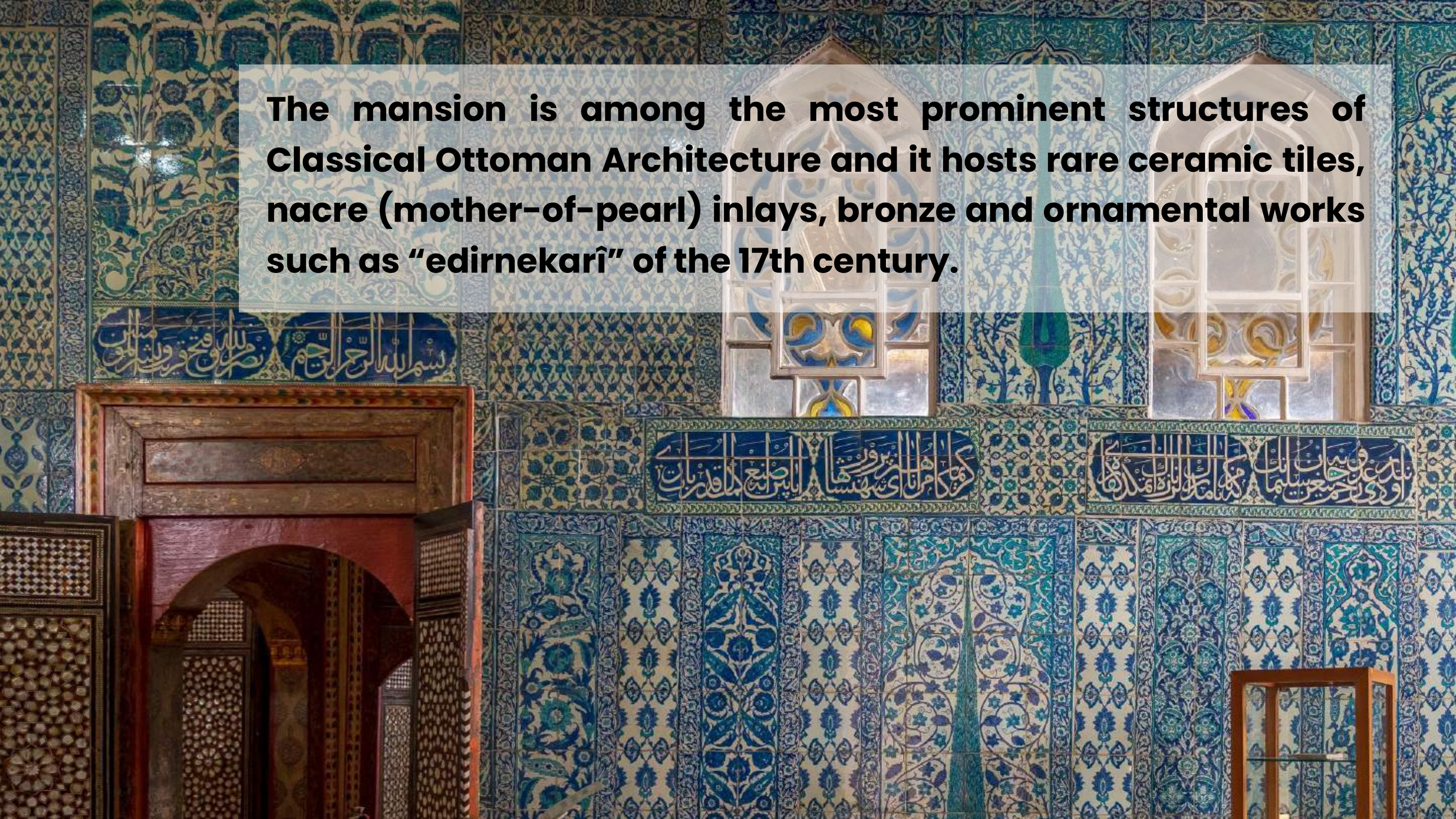
Post-2022:
~2.0–2.2+ million
visitors annually

Case Study: Hünkar (Sultan’s) Pavilion

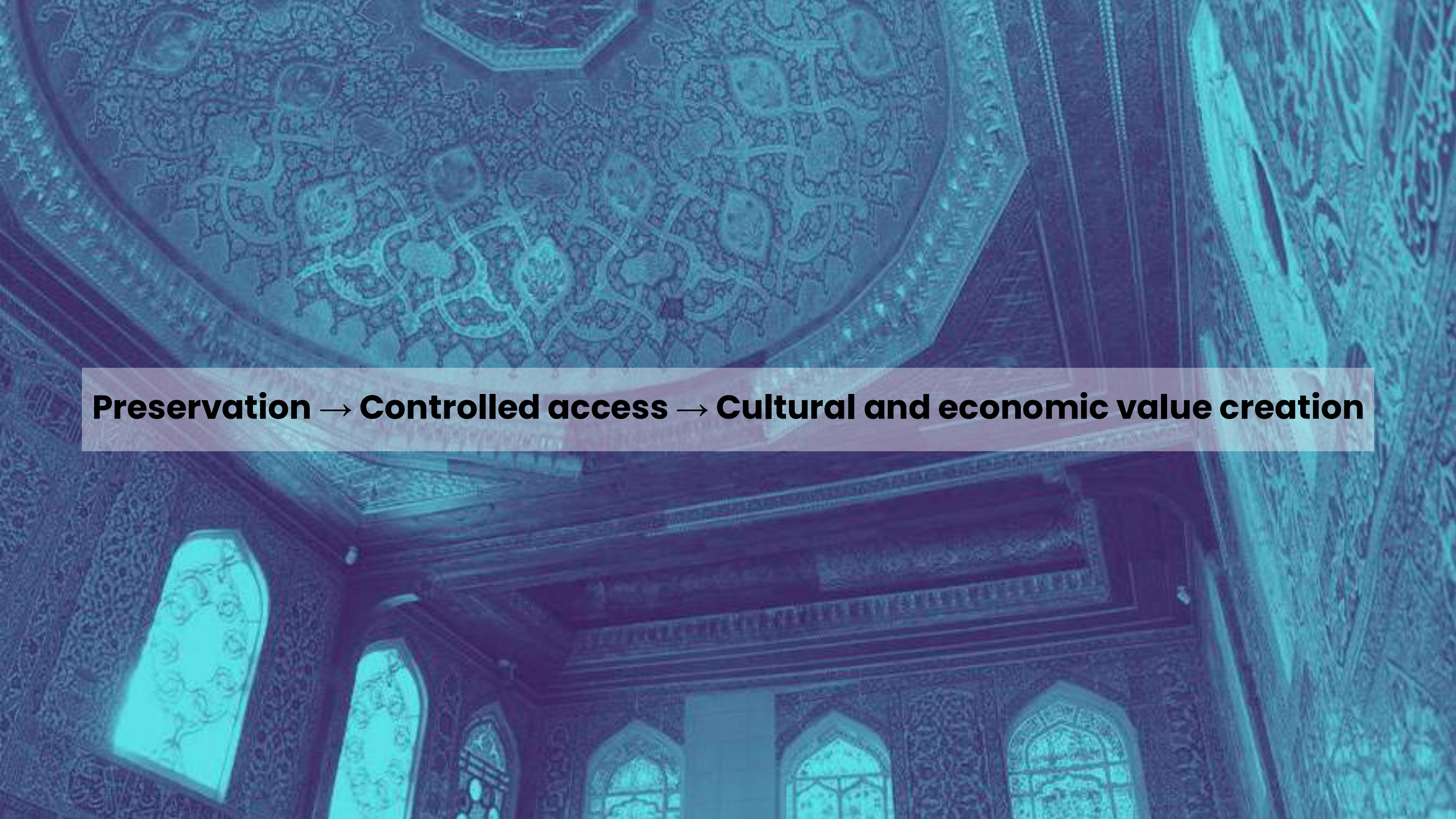


- Historic ceremonial and reception space within The New Mosque (Valide Sultan Mosque).
- Restoration and reactivation supported by Istanbul Chamber of Commerce.
- Repositioned as:
  - a venue for cultural diplomacy and curated art exhibitions
  - a setting for high-level cultural programs linked to major events and congresses





The mansion is among the most prominent structures of Classical Ottoman Architecture and it hosts rare ceramic tiles, nacre (mother-of-pearl) inlays, bronze and ornamental works such as “edirnekarî” of the 17th century.



Preservation → Controlled access → Cultural and economic value creation

Thank you...



İSTANBUL
Convention & Visitors Bureau