

A black and white photograph of a dirt path with tire tracks, overlaid with the word "LAND" in large white letters. The path is the central focus, showing multiple sets of parallel tire tracks curving through the frame. The surrounding ground is uneven, with some dry twigs and small rocks scattered about. The lighting creates soft shadows, highlighting the texture of the soil and the grooves of the tires.

# LAND

*Small-scale journeys. Enduring memories.*

# LAND

*Join us for a journey through Urla, shaped by land, craft, and taste*

*1–5 October 2026*

## URLA, Turkey

In the west of Turkey, overlooking the Aegean Sea, Urla stretches between sun-drenched vineyards and rolling hills with quiet confidence. Its roots reach back to Klazomenai, an ancient settlement known for early olive oil production, winemaking, and artisanal craftsmanship that continues to shape the region today. The region's vineyards produce distinctive local wines, while its markets, taverns, and kitchens reflect a rich tradition of flavours and seasonal ingredients.

Generations of land, labor, and tradition have created a place where culture, taste, and daily life come together, offering visitors moments of discovery, connection, and calm.



# The Journey

- Four nights, five days of curated immersion
- Stay at a luxury, award-winning boutique hotel
- Private airport and local transfers
- Chef's table experiences
- Access to exclusive guests and experts in their fields
- Michelin-starred dining locations
- Sommelier-led wine experiences
- Massage and wellness treatments
- Curated food and wine pairings
- Intimate encounters with local craft and history
- Hands-on workshops with local artisans or creators
- Slow mornings and unstructured time for personal exploration

## Journey Details

### Dates

October 1st to October 5th, 2026

### Accommodation

Key Urla, a luxury boutique retreat

### Transfers

Private transfers in vehicles, designed with sustainability and environmental care in mind

### Meals

All meals and beverages thoughtfully planned and included

### Destinations

All destinations will be accompanied by us, alongside exclusive guests and experts in their respective fields

### Pace

A thoughtfully curated rhythm with intentionally slow mornings

### Segment

Luxury boutique experience

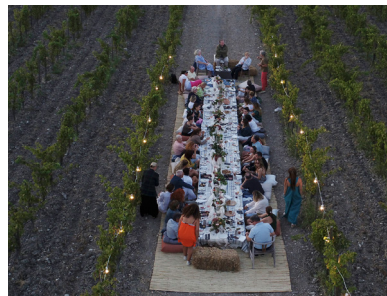
### Wellness

A spa massage included for each guest



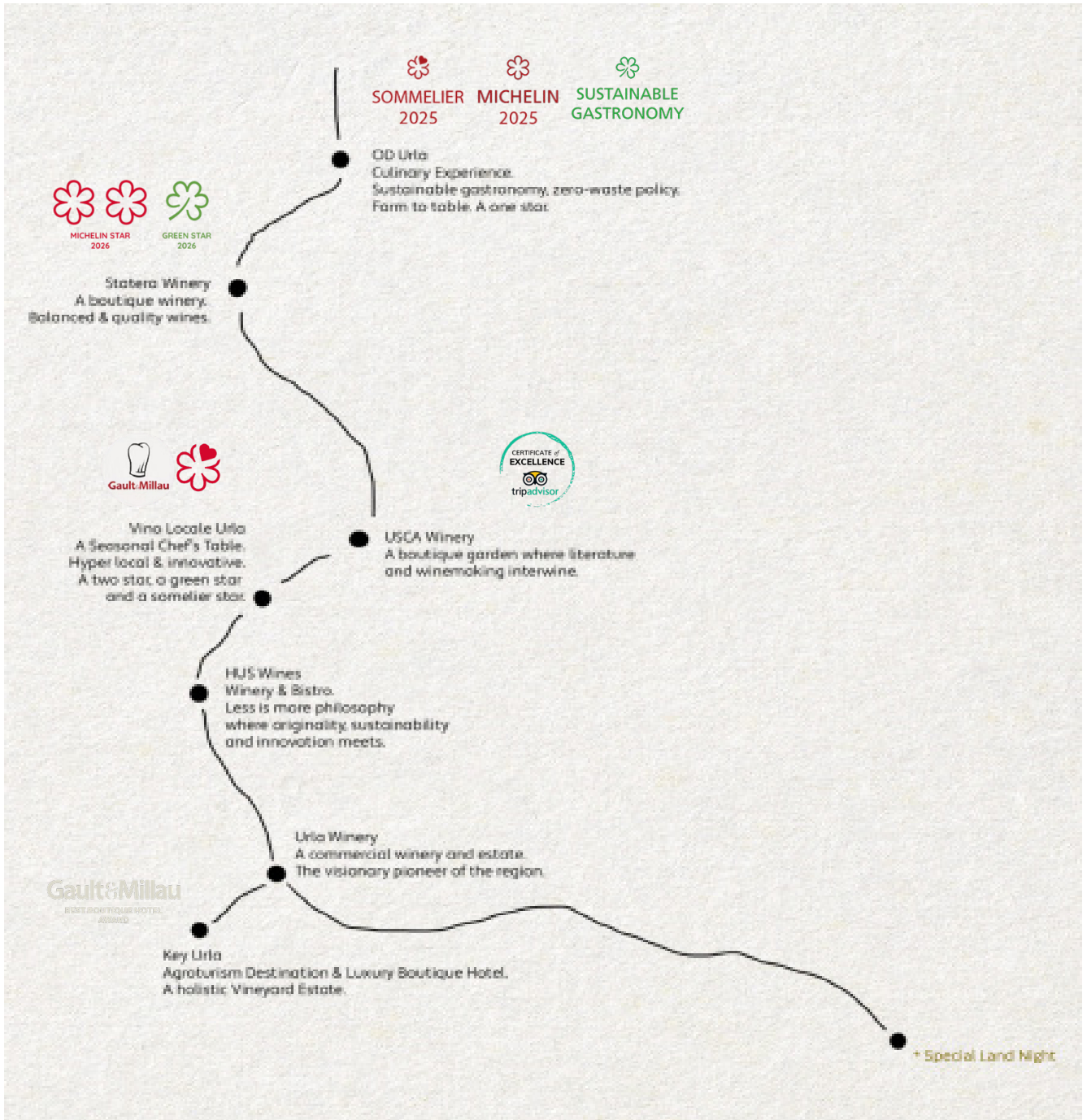
# Journey Highlights

Reflecting Urla's rich cultural heritage, through taste and memorable experiences.



# The Route

A rare balance of land, culture and flavour.



## Our Partners

A thoughtful selection of partners and locations, where expertise comes together, transforms each journey into an insightful, memorable, and enriching experience.

### KEYURLA

A luxury vineyard boutique hotel in Urla on the Urla Wine Route, surrounded by pine forests and estate vineyards. It received a Gault & Millau Türkiye Boutique Hotel Award for its contribution to gastronomy-focused hospitality.



A farm-to-table fine-dining restaurant in Urla led by Chef Osman Sezener, known for modern Aegean cuisine cooked over wood fire and using ingredients from its own garden. It holds 1 Michelin Star and a Michelin Green Star, and received the Gault & Millau "Farm-to-Table Award."

### VINO LOCALE URLA

A fine-dining restaurant in Urla led by Chef Ozan Kumbasar, known for seasonal Aegean cuisine paired with local wines. It holds 2 Michelin Stars and a Michelin Green Star, and is rated 3 Toques in Gault & Millau.

### HUS

A family-owned winery and vineyard restaurant in Urla producing estate wines and serving seasonal Mediterranean cuisine paired with its own labels. The restaurant is recommended in the Michelin Guide and rated 1 Toque in the Gault & Millau Guide.



A pioneering boutique winery on the Urla Wine Route producing award-winning wines from international and revived Anatolian grape varieties. It has received international medals at the Decanter World Wine Awards and the TripAdvisor Certificate of Excellence.



An authentic boutique winery in Urla crafting small-batch wines that capture the unique Aegean terroir with local and traditional grape varieties. It is celebrated for artisanal winemaking and its dedication to preserving and showcasing Urla's rich wine culture.



A family-run Urla estate producing handcrafted wines that reflect the region's unique terroir, using indigenous grapes and traditional craft winemaking techniques. It celebrates local flavors and the authentic character of Aegean viticulture in every bottle.



# Itinerary

## Urla Journey, Curated Experience

### Day 1 – Arrival in the Aegean

Guests arrive in Izmir and are privately transferred to the hotel in Urla. After time to settle in, the journey begins with a welcome dinner featuring a selection of Turkish wines and an introduction to the region's wine culture. The evening offers a relaxed first gathering accompanied by conversation and insights from a guest speaker.

### Day 2 – Vineyards & Aegean Cuisine

The day begins with a leisurely breakfast before heading into the vineyards surrounding Urla. A visit to Arboretum and Urla Winery offers a walk through the estate and a guided tasting with small seasonal bites.

The exploration continues with a tasting at USCA's intimate tasting room, where guests discover the character of local grapes and the revival of indigenous varieties.

In the afternoon, guests return to the hotel for a moment of rest before visiting the town of Urla, with time to wander its streets and visit a local artist's studio.

Dinner takes place at OD Urla, where seasonal ingredients and contemporary Aegean cuisine are paired with carefully selected wines.

### Day 3 – Landscape, Art & Wine

After breakfast, the day begins with a tour of Urla and Karantina Island, discovering the landscapes and stories that shape the region.

A visit to a local artist offers insight into the creative life of the area, followed by a traditional lunch highlighting regional dishes.

In the afternoon, guests visit Statera Winery for a tasting that reflects the character of the local terroir.

The evening unfolds at HUS Wines, where dinner is accompanied by live jazz in a relaxed setting.



# Itinerary

## **Urla Journey, Curated Experience**

### **Day 4 – Land Escape**

A signature Land experience, kept intentionally undisclosed until the day itself. Created to surprise, inspire, and offer a different perspective on the region. The experience concludes with dinner at Vino Locale, a Michelin starred restaurant, bringing the day to a memorable close.

### **Day 5 – Departure**

After breakfast, guests are privately transferred to İzmir Airport.



# Accommodation

Key Urla, a place where you'll wake up to nature's song, immerse in breathtaking views all day, and indulge in refined flavors born of the earth by evening.



- Gault&Millau Best Boutique Hotel Award
- Villas
- Gastronomy
- Vineyards & Winemaking
- Experiences & Activities
- Wellness & Fitness
- Padel
- Meetings & Event Spaces
- Sustainability



# Accommodation Details

Guests stay in contemporary villas set among vineyards and olive groves, designed with a calm and understated aesthetic that reflects the surrounding landscape.

## KeyUrla Villas

An intimate villa set within the vineyards, offering open views and a stronger connection to the landscape.

- Approx. 64 m<sup>2</sup>
- 1 bedroom with king-size bed
- Vineyard views
- Private terrace
- Seating area

## Villa Details

- One-bedroom
- Underfloor heating
- VRF air conditioning
- Sitting area
- Shower
- High-speed Wi-Fi
- Iron & ironing board
- Coffee machine
- Minibar
- Bathrobe
- Slippers
- Safe
- Telephone
- LED TV



# Accomodation

## KeyUrla Villas



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# Accomodation

## KeyUrla Villas



# Private Transfers

Private chauffeur-driven journeys in the latest vehicles, discreet, sustainable, and impeccably maintained.

Every aspect of your journey is thoughtfully designed for comfort, flexibility, and ease. Guests enjoy personalised pick-up and drop-off arrangements aligned precisely with individual flight schedules, ensuring a seamless arrival and departure experience.

Your chauffeur remains at your disposal for all scheduled transfers, with the freedom to adjust timings or request hotel drop-offs at your convenience.

Travel between destinations is smooth and unhurried, allowing you to relax and enjoy the journey as much as the destination.

- Meet & greet service at the airport, with assistance through arrivals
- Luggage handling and concierge support
- Refreshments and amenities on board (still or sparkling water, cleaning towels)
- Highly trained, discreet chauffeurs with local expertise
- 24/7 on-call transport coordination team
- Priority routing and real-time journey adjustments



# Pricing

A refined, all inclusive experience for a limited number of guests.

This is a fully inclusive experience designed to feel effortless from start to finish.

The price includes accommodation, all meals and drinks, private transfers, guest talks, performances, and a curated programme throughout your stay.

Most dining takes place at Michelin starred restaurants, with wines selected by award winning sommeliers.

You will also enjoy a full body massage of your choice at UVA Wellness Key Urla, along with a piece of personalised memorabilia to take home.

Flights are not included, giving you the flexibility to travel from wherever suits you.

Limited to eight guests.

£3750 per guest

*To secure your place, please **contact us** or follow the booking link below.*

***Payment Link***

