

A black and white photograph of a sandy landscape. The foreground is filled with sand, showing several sets of parallel tire tracks that curve from the bottom left towards the right. Scattered across the sand are small rocks, twigs, and bits of dried vegetation. The lighting creates soft shadows, emphasizing the texture of the sand and the tracks.

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 narrative reaches back to Klazomenai, an ancient settlement famed for early olive oil production and winemaking. Here, generations of labor and tradition have shaped a serene landscape where history, nature, and daily life flow together, offering a profound sense of stillness 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 that prioritize sustainability and environmental care

Meals

All meals and beverages thoughtfully planned around seasonal flavours

Experiences

Curated destinations and workshops, guided by us alongside exclusive experts

Wellness

A private spa massage for each guest

Pace

A thoughtfully curated rhythm with intentionally slow mornings

Segment

Luxury boutique experience

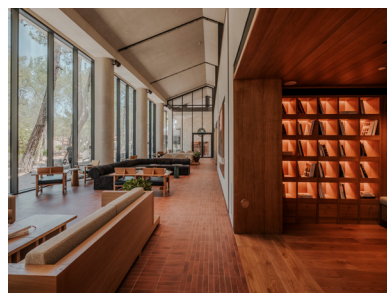
What is Included

From accommodation and curated dining to all experiences and regional transfers, this journey is fully covered, excluding flights



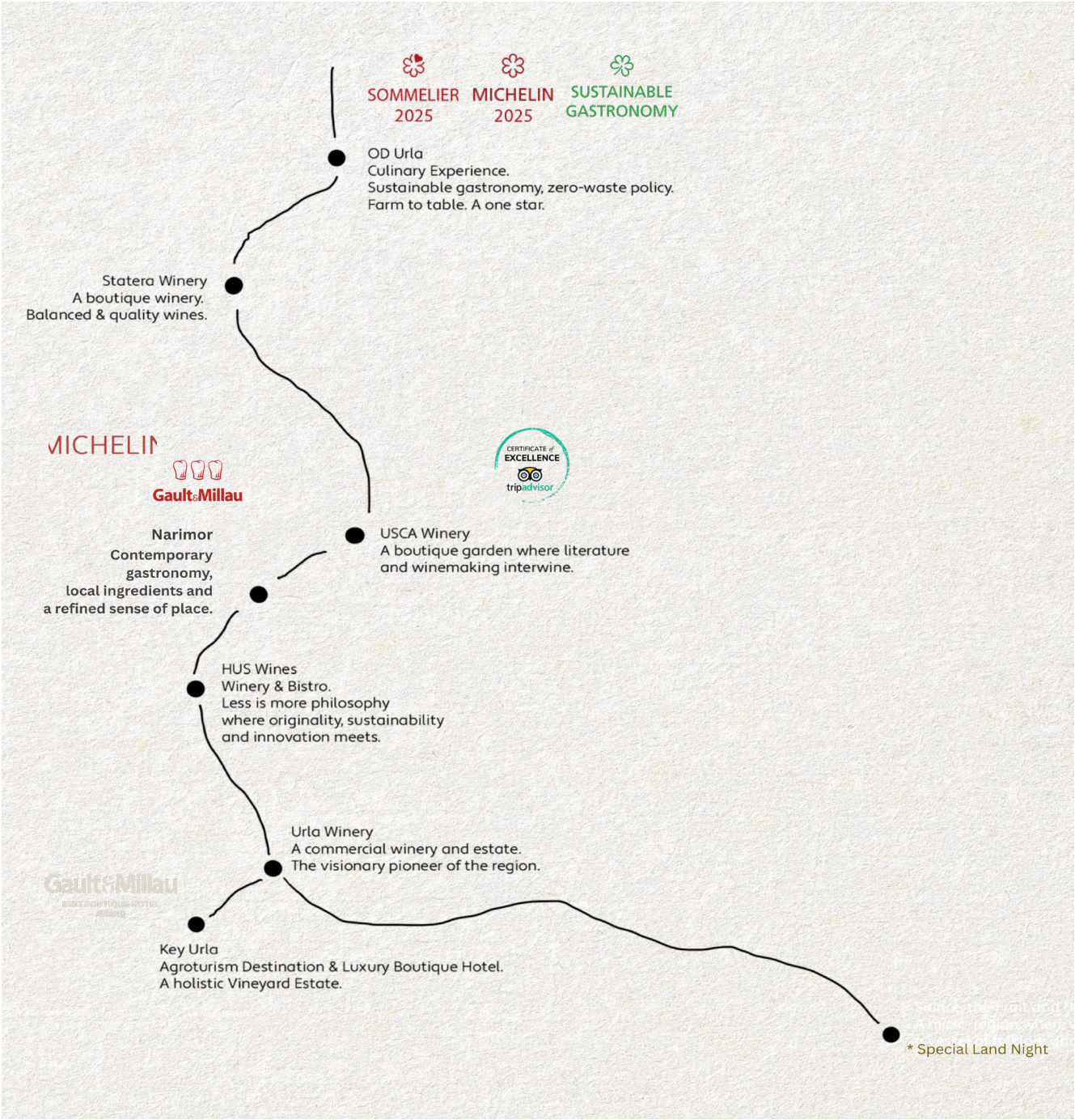
Journey Highlights

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



The Route

A rare balance of land, culture and flavour.



Our Partners

We collaborate exclusively with award-winning wineries and Michelin-starred kitchens elevating the local culinary scene to world standards, creating a refined experience for our guests.

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.”



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.



Located within the elegant Narimor Boutique Hotel, this one Michelin-starred restaurant is led by Chef Atilla Heilbronn, whose cuisine blends Turkish culinary traditions with refined European technique. Seasonal tasting menus showcase the finest local ingredients, offering a thoughtful and distinctive expression of Urla’s evolving gastronomic identity.



Itinerary

Urla Journey, Curated Experience

Day 1 – Arrival in the Aegean

Guests arrive in İzmir 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 seasonal bites.

The exploration continues 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 wandering through the streets of Urla, with time to explore its independent boutiques, cafés, and relaxed Aegean atmosphere.

Dinner takes place at Narimor, where exceptional local ingredients and contemporary Turkish 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 day comes to a memorable close at OD Urla, celebrating the vibrant flavours of the Aegean through a beautifully crafted seasonal menu.

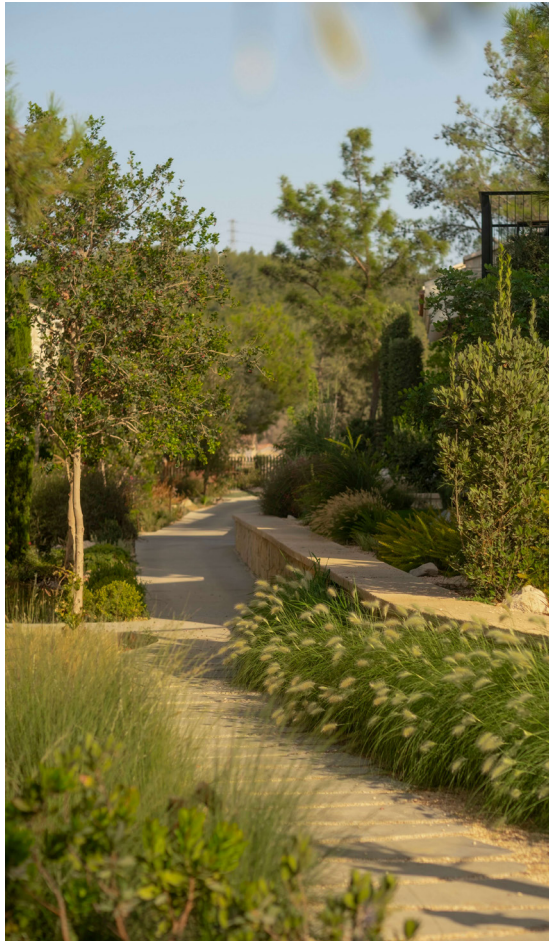
Day 5 – Departure

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.

Key Villa Details

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

- Approx. 64 m²
- 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



Accommodation

KeyUrla Villas



Accommodation

KeyUrla Villas



Accommodation

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.

£2,900 per guest, *(based on 2 guests sharing, excl. flights)*

£3,600 per guest, *(based on single occupancy, excl. flights)*

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

Payment Link

<https://www.landjourneys.co.uk>

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