TITANIC
RESERVE
KAÇKAR

CONCEPT BOOK · OCTOBER 2026

A new chapter
in the heart of nature.

NATURE · LONGEVITY · THERMAL

AYDER · ÇAMLIHEMŞİN · RİZE





CHAPTERS

From brand to room, from room to daily life.

01 **IDENTITY & LOCATION**
Who we are, vision, brand identity, Kaçkar geography, culture and mist

02 **ACCOMMODATION**
Room family, suites, shared standard, sleep ritual, welcome

03 **RESERVE CLINIC**
Longevity identity, RLM 360°, five signature programs, equipment inventory, recovery

04 **THERMAL & SPA**
Spa journey, equipment, Forest Infinity Pool, banya, cold plunge, movement

05 **NATURE & DISCOVERY**
Four seasons, highland routes, Fırtına Valley, tea and producers

06 **GASTRONOMY & SERVICE**
Restaurant, tea culture, arrival, guest journey, programs

07 **MEETINGS · KIDS · COMMUNICATION**
MICE, Kids Club, visual language, external communication

03

01 · WHO WE ARE

The rhythm of the outside world stays behind.

We are a stay and longevity destination in the nature of the Kaçkar mountains, hosting personal well-being journeys.

Our product is formed by the room, thermal water, clinical assessment, movement, nutrition and rest together. Guests may come simply to stay, or choose to join a personal program guided by specialists.

Our idea of luxury: personal space, silence, the right light, the quality of touch and attentive service. A clear order in the room instead of a pile of brochures; good food in the restaurant instead of long explanations; clear information and privacy in the clinic.

In this project, “Reserve” stands for a more personal, calm and curated experience — reflected in room density, appointment capacity, the language of service and the product selection.



VISION & MISSION

To turn Kaçkar into a longevity destination with a strong bond to nature and clear clinical responsibility.

Our mission: to understand every guest, personalise the approach and make lasting well-being the goal.

BRAND IDENTITY

Nature · Longevity · Thermal

Titanic Reserve Kaçkar is the reserve brand of Titanic Hotels, bringing private thermal accommodation, a longevity clinic and the Kaçkar landscape together in a single journey.



NATURE

Forest, mist, rain and the sound of the stream running beneath the property set the rhythm of the day. Guided walks, highland routes, silent mornings.



LONGEVITY

Reserve Clinic: precise assessment, personal strategy and The Reserve 360° Longevity Method.



THERMAL

Thermal water at the centre: indoor pool, Forest Infinity Pool, banya, cold plunge and rooms with private thermal pools.



© Discover Kaçkar

KAÇKAR GEOGRAPHY & LOCATION

Come for the Kaçkars.

Ayder is a highland destination in the Çamlıhemşin district of Rize, opening onto the Kaçkar Mountains. The forests, waters and highland views of the Eastern Black Sea frame the hotel.

ACCESS: RİZE-ARTVİN AIRPORT · TRANSFER ARRANGED AT BOOKING



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CULTURE, LOCAL BOND & SENSORY WORLD

Mist, rain, forest and thermal steam.

Local culture is a natural part of the experience — from the welcome tea to the table and the objects in use.

The visual language is plain, natural and low in detail: misty forest, water surfaces, stone darkened by rain, tea and layered mountains. Launch visuals build a strong world even without people or silhouettes.

Materials: natural stone, matte wood, wool, linen and ceramics. Light is warm and layered; the stream is the space's own soundscape. A very light scent recalling the forest after rain only in suitable common areas; a scent-free alternative is always available.

Sheltered seating to watch the rain, dry textiles on return from outdoors, a place for muddy shoes and a hot tea in the room are part of the product in this landscape.

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POSITIONING & GUEST

A Kaçkar wellness destination sought internationally.

Main guest motivation: to step away from the daily pace, spend time in nature and live a rest program that suits them. Some guests choose only the stay and spa; others join a wellness program that includes specialist assessment.

The scale of 84 rooms allows personal service and program capacity to be managed together. Rooms with private thermal pools, good sleep conditions, common areas with a view and a daily nature program make the room rate tangible.

FIRST DEMAND	Couples and individual guests in Türkiye seeking an upper-segment short escape
INTERNATIONAL	Wellness travellers, those seeking a cool-climate summer holiday, guided nature explorers
CALM	Children, day-visitor and group policies protect the goal of calm



02 · ACCOMMODATION

The room family.

A shared pantry and amenity standard applies to all rooms. Category names are working titles; the final mix is matched to the architectural room schedule.

CATEGORY	EXPERIENCE
Reserve Room	Standard room; sleep, tea and calm design. Full blackout, reading light, books instead of TV, a view and a tea corner.
Private Thermal Room	Compact private thermal pool and deck in front of the room (approx. 2 × 2 m proposed). 27 rooms within the development scope.
Pavilion	Private outdoor living space in front of the room; sheltered rest corner, outdoor seating and evening light.
Reserve Suite 1+1	Separate living area; private thermal tub, sauna and hammam proposed.
Reserve Suite 2+1	Two bedrooms and a shared living area; for those travelling together.

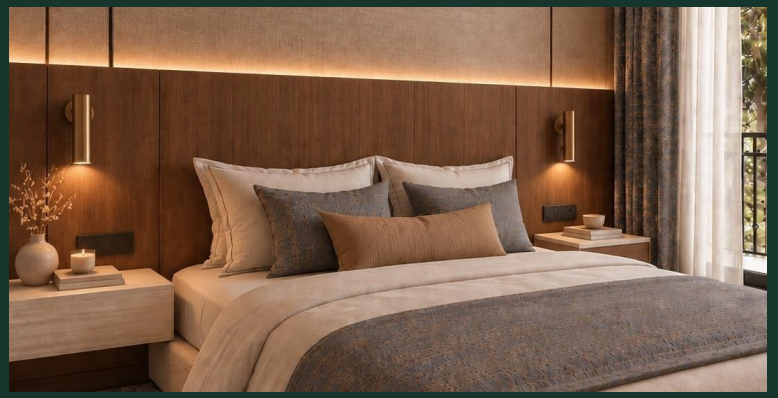
Room code, net area, bed layout, capacity, view and included services are kept in a single sales fact sheet; unknown values are not filled with marketing copy.





RESERVE ROOM · PRIVATE THERMAL ROOM

Room quality does not drop as the category gets smaller.



RESERVE ROOM

A place for luggage and raincoats, closed wardrobe, safe. Full blackout, low-level night light, pillow menu. illy coffee machine, Smeg kettle, Lazika teas.



PRIVATE THERMAL ROOM

The dry living area and the wet outdoor area are designed together. The walk from room to pool is short, non-slip and shielded from neighbours. Bathrobe, thermal towel, covered water.



PAVILION

A sheltered rest corner in front of the room: outdoor seating, a dry-towel point and evening light. Maintenance access is planned without entering the guest's private deck.



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RESERVE SUITE 1+1 · 2+1

Rest and living areas are separated.

Personal space for longer stays; shared living and separate rest for those travelling together.

1+1: light and sound in the bedroom are controlled independently of the living area. Tea service for two, reading and light work set-up in the lounge. Private thermal tub, sauna and hammam are defined as separate functions on the plan.

2+1: blackout, charging, water and personal storage in every bedroom. No bedroom is reached through the private space of the other. Textiles and products are prepared according to the registered number of guests.

Suite amenity difference: private thermal towel, peshtemal, separate rest textiles and an extended tea service.

SHARED STANDARD IN ALL ROOMS

Not a category privilege — a standard.

STANDARD	PLACEMENT	BRAND & SERVICE DECISION
Coffee machine	Room pantry area	Mandatory in every room; brand under consideration: illy
Kettle · tea	Pantry counter	Smeg kettle; Lazika herbal tea and tea selection
Bathroom care set	Shower and basin	Talks ongoing with candidates Grown Alchemist, Natura Bissé, Dr. Barbara Sturm
Sleep mask	Closed pouch beside the pillow	One per guest; included in the stay
Beauty bar	Dry care console	Purchasable care selection and red light mask rental
Welcome plate	Room or lounge	Kaçkar Welcome: fruit, savoury bites, a measured sweet; Black Sea tea

Brand status: Grown Alchemist, Smeg, illy and Lazika are the selection under consideration; model, product code and supply agreement are not yet considered final.



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EVENING SERVICE & SLEEP RITUAL

Sleep Mode.

The room's light and the pace of service drop with the guest's night rhythm.

Evening service is quiet and preference-based: permission first, thermal and bed textiles collected separately. Blackout, night water, sleep mask and pillow preference ready.

Sleep kit: eye mask, herbal tea, a light scent option and a short sleep-ritual card. Quiet hours in which phone use is reduced at the guest's wish.

Reserve Care Kit for guests on a clinic program: in addition to the basic room set, pyjamas, care mask, gua sha, kese mitt and card.

LIGHT	Evening lounge 2200–2700 K; room night mode at low level
SOUND	Music never covers the stream; quiet time after 21:30
SERVICE	Turn-down service





03 · RESERVE CLINIC

The science of longevity. The healing power of nature.

We approach well-being goals through sleep, movement, nutrition, physical capacity and health history.



RLM 360° · SEVEN CORE PILLARS

The Reserve 360° Longevity Method

A holistic approach to personalised health and well-being.

01 **PRECISION HEALTH ASSESSMENT**
Understanding health status and setting the starting point.

02 **BIOLOGICAL AGE & RISK PROFILE**
Examining metabolic, physical and age-related markers.

03 **PERSONALISED LONGEVITY STRATEGY**
Turning assessment findings into a personal plan.

04 **METABOLIC & NUTRITIONAL OPTIMISATION**
Supporting metabolic health and balanced nutrition.

05 **FUNCTIONAL STRENGTH & PERFORMANCE**
Developing strength, mobility, balance and physical capacity.

06 **BRAIN HEALTH & MENTAL RESILIENCE**
Sleep, stress management and cognitive well-being.

07 **INTEGRATED RECOVERY & FITNESS CARE**
Combining recovery, progress tracking and lasting habits.

RESERVE CLINIC · SIGNATURE PROGRAMS

Five signature programs. One personal journey.

01 **RESERVE AGE CODE**
Longevity and preventive health: decode your biology, redefine your future.

02 **RESERVE METABOLIC / WEIGHT RESET**
Metabolic health and body composition; sustainable habits.

03 **RESERVE NEUROPRIME**
Brain health and mental resilience; focus, sleep and cognitive well-being.

04 **RESERVE RESTORATION & RENEWAL**
Recovery, sleep and renewal; hydrotherapy and restorative rituals.

05 **RESERVE PEAK PERFORMANCE**
Strength, mobility and physical capacity; human performance.



THE PERSONAL GUEST JOURNEY IN THE CLINIC

The program begins by understanding the person.

The equipment menu gains meaning only after this assessment.

01 **PRE-INFORMATION**
Goals, current needs and appointment requests are shared through a secure channel.

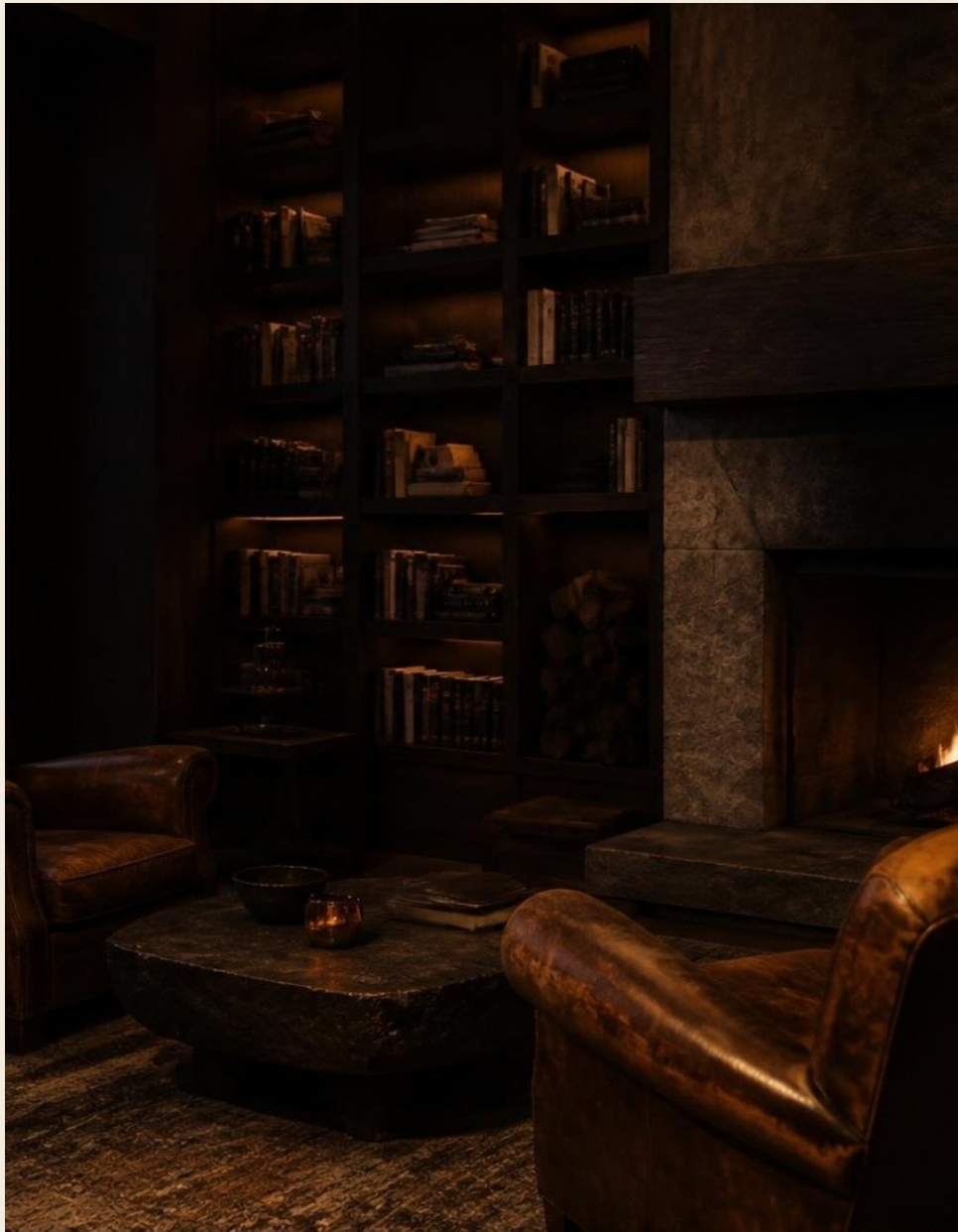
02 **CONSULTATION**
History and expectations are reviewed with a qualified specialist.

03 **SELECTED MEASUREMENTS**
Required measurements and tests are explained; a qualified practitioner carries them out.

04 **PERSONAL PLAN**
Content, alternatives, fees and timing are clarified together.

05 **DELIVERY**
Suitable services run by appointment; results and tolerance are reviewed.

06 **DEPARTURE & FOLLOW-UP**
Written personal recommendations and a follow-up plan where needed.



CLINIC EQUIPMENT INVENTORY · PHASE ONE

Clinical precision, mountain calm.

The phase-one list contains 14 items; quantities, model options and room allocation are finalised with technical offers.

MEASUREMENT & ASSESSMENT

3D Body Scanner · posture and body map

Advanced InBody · body composition

VO_2 Max / Spiroergometry · cardiometabolic capacity

MEDICAL WELLNESS

CellGym · intermittent hypoxia training

Hyperbaric Oxygen (HBOT)

INUSpheresis

IV Therapy · equipment and chairs

Ozone Therapy

RECOVERY & PHYSIOTHERAPY

Full Body PBM / Red Light

Shockwave Therapy

Electrotherapy · TENS / NMES

Spinal Decompression · motorised traction

SKIN & AESTHETICS

Ultherapy PRIME

Hydrafacial Syndeo

OUTSIDE PHASE ONE

Nitrogen Cryotherapy · PicoSure Pro

EMFACE · Emsculpt NEO

The presence of a device does not mean it benefits every guest; every service is offered subject to suitability and specialist assessment.





RECOVERY · SKIN CARE · AYURVEDIC THERAPIES

Recovery is considered together with daily movement.



PHYSIOTHERAPY & RECOVERY

A calm, private room for manual therapy; shockwave, TENS/NMES and traction. Assessment as needed after a nature walk or training.



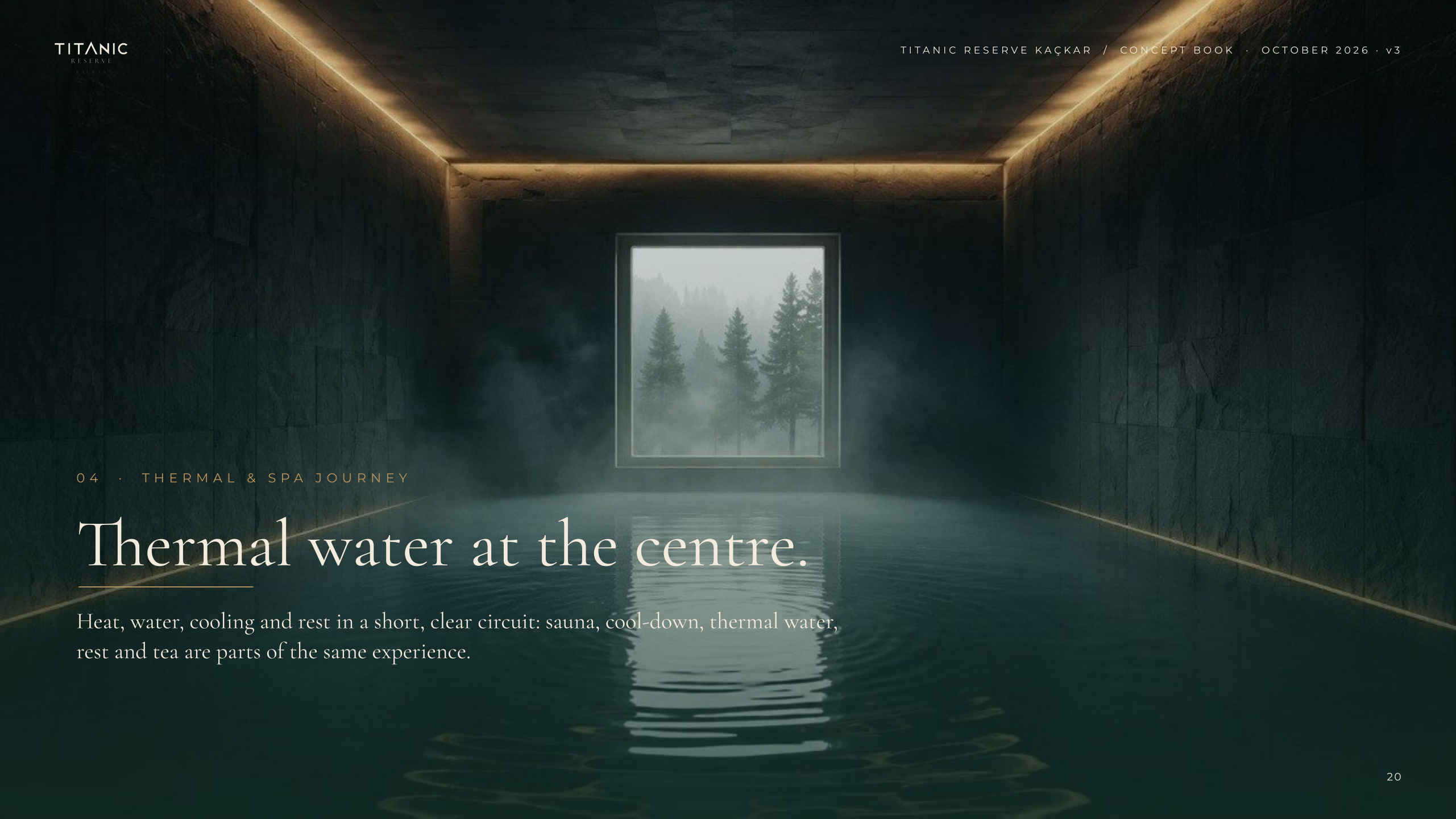
AYURVEDIC THERAPIES

Ayurvedic oil massage, head and scalp care, foot massage, personal rest rituals. The menu is being developed with Dr. Pratap.



SKIN CARE

Hydrafacial Syndeo and Ultherapy PRIME are in the phase-one inventory. “Kaçkar Skin Reset” proposed as the service name; assessment, treatment and follow-up are separate steps.



04 · THERMAL & SPA JOURNEY

Thermal water at the centre.

Heat, water, cooling and rest in a short, clear circuit: sauna, cool-down, thermal water, rest and tea are parts of the same experience.

SPA EQUIPMENT & PHASES

Spa Wellness Experience Area

Salt room, Finnish sauna, steam and hammam are retained from the technical inventory and upgraded through light, bench comfort, surfaces and textiles.

HEAT

A-grade Finnish sauna · 3 × 3 m

Infrared sauna · 3 × 3 m

Open-air sauna · cabin opening to the forest

Hammam · 17 m²

Steam room · existing core

WATER

Hydrotherapy jet system · programmable

Affusion shower + water bed · Vichy

Ice bath tub · 5–40 °C

Avantopool · cold immersion

CARE & REST

Heated marble rest bed

Wet-care marble therapy bed

Rasul – mud room

Salt room · 4 × 5 m, halotherapy

RECOVERY

Cocoon Fitness Pod · infrared, vibration, dry heat

Oxy pods · PEMF · PBM and oxygen

Cryotherapy cabin · electric / nitrogen

EMS · FMS Strong · muscle and spine

Supplier offer October 2026. Thermal source connection, water analysis, flow rate, treatment and drainage are resolved together; no health claims are made before the mineral content is verified.



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OPEN-AIR WELLNESS EXPERIENCE

An infinity pool facing the forest.

A single-level thermal infinity pool and the three core wellness areas around it form a complete outdoor experience facing the forest.

The water surface faces the forest and the view; wooden decking, natural stone, calm rest areas and safe access are planned around it. There is only one infinity pool.

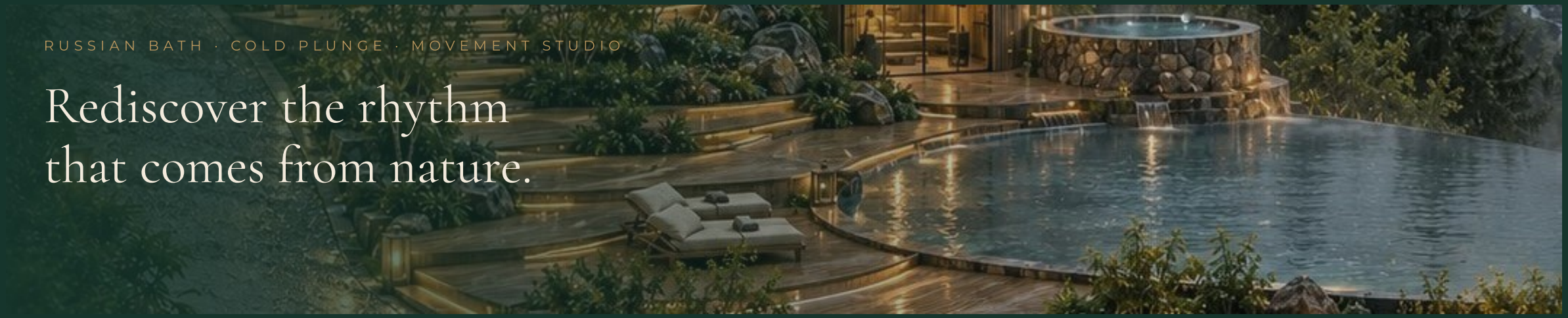
The iconic fire area nearby is designed with rain in mind; large canopies that block the view are avoided. Padel and active sports areas sit on the lower level, far enough not to disturb this quiet experience.

POOL	Single level · open air · facing the forest
AROUND IT	Russian bath · cold plunge · movement studio · signature fire



RUSSIAN BATH · COLD PLUNGE · MOVEMENT STUDIO

Rediscover the rhythm that comes from nature.





RUSSIAN BATH · BANYA

Wood and stone; a ritual of steam and heat. Small-group or private sessions with a trained practitioner.



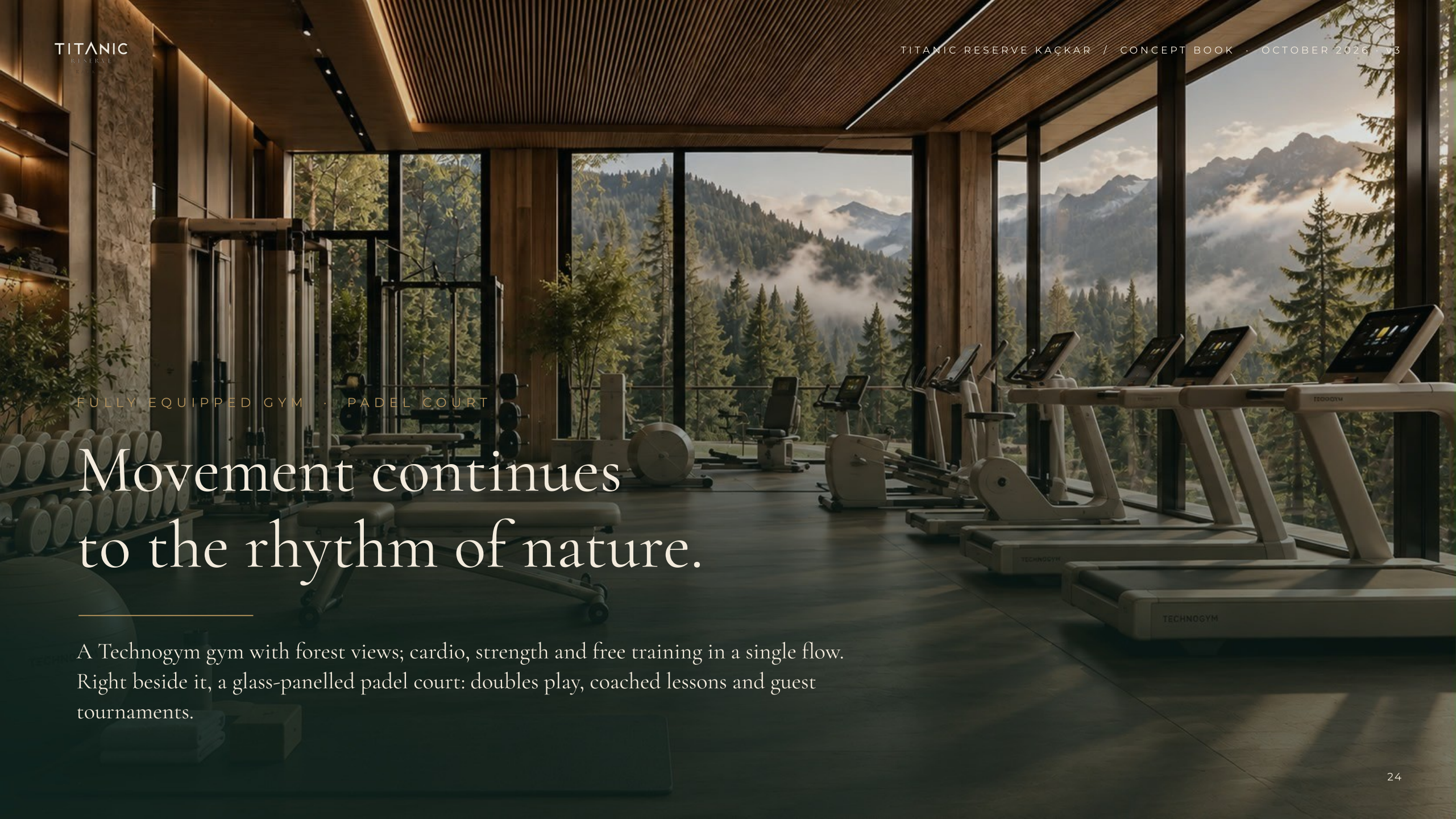
COLD PLUNGE

A separate, supervised cold-water area with easy entry and exit. Moving straight from hot to cold is not required; it is not an endurance contest.



MOVEMENT STUDIO

A studio facing the forest: breathwork, yoga, Tai Chi, Qi Gong, mobility and sound healing. In suitable conditions, with only the sound of the stream.



FULLY EQUIPPED GYM · PADEL COURT

Movement continues to the rhythm of nature.

A Technogym gym with forest views; cardio, strength and free training in a single flow. Right beside it, a glass-panelled padel court: doubles play, coached lessons and guest tournaments.



PADEL COURT · WITH A VIEW

The game is set before the mountains.

A glass-panelled padel court opening onto the forest and the Kaçkar view; stone terraces, evening light and a viewing area. Doubles play, coached lessons and guest tournaments; a canopy and lighting for rainy days.

SILENCE · STILLNESS · NATURAL SOUND

Silence and stillness.

The sound of the stream, the light of the fire and low-stimulus rest; hours in which the mind slows down.



STREAM SOUND & NATURAL REST

The stream running beneath the property is the centre of the sound identity. Natural sound is preserved in suitable rest areas; music never covers the stream.



EVENING AROUND THE FIRE

An outdoor fire pit or a sheltered seating area with a fireplace; tea, conversation and evening light.



SILENCE ROOM

Soft light, natural textiles and a plain relationship with the view. A low-stimulus rest environment; phones on silent, limited service traffic.

05 · NATURE & FOUR SEASONS

Weather and nature shape the daily program.

Every activity has a calmer, a more active and an indoor version.



SPRING

Rain and water theme, short forest walks, tea and thermal rest.



SUMMER

Guided highland and high-altitude trips, walks in a cool climate, movement and recovery.



AUTUMN

Silent Forest, photography and tea experience, fireplace, seasonal gastronomy.



WINTER

Snow views, accessible short walks, indoor movement, thermal and fire.

KAÇKAR EXCURSIONS

Days reaching the Fırtına Valley and the highlands.

Guests choose an excursion that suits their pace: calm discovery, an active day or a local connection.

ROUTE / THEME	SUGGESTED EXPERIENCE
Sal – Pokut	Highland views, a short walk, a local table and photography; a full-day trip candidate.
Huser · Avusor	A private trip focused on the sea of clouds and sunset; light vehicle-supported discovery or a guided walk.
Fırtına Vadisi	Rafting and a river day; a valley tour and tea break for companions who do not raft.
Waterfall · Zilkale	A balance of driving and short walks with waterfalls, stone bridges and cultural stops.
Hiking · cycling · running	Botanical walk, silent morning, e-bike and trail running; presented with intensity levels.
Tea & producers	Tea garden visit, meeting the producer, a local table and craft workshops.

Suggested experiences. Route, access, season and provider availability are confirmed before booking.





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06 · MAIN RESTAURANT & CUISINE

A cuisine from nature, nourishing the body.

Local produce, good cooking and clear presentation. The table welcomes regional flavours and personal preferences with the same hospitality.

Kaçkar Table: local producers, cooking over fire, Black Sea herbs, highland honey and dairy. Contemporary interpretations of Black Sea and Turkish cuisine.

For guests on a clinic program, the kitchen receives only the nutrition information it needs for its task; clinical privacy is protected.

FORMAT	Buffet main restaurant · seasonal menu
BESPOKE	Personal nutrition plan — when the clinic deems it suitable

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TEA CULTURE & VITAMIN BOOST BAR

Rize tea keeps the resort's local and cultural bond

Tea service is a natural part of spa rest, the evening lounge and the welcome after a journey.

Tea Lounge: teas from local producers, ceramic cups, calm seating facing the view. Afternoon tea, reading or the fireplace.

Vitamin Boost Bar: fresh fruit, herbal tea and functional drinks after spa and movement; options aligned with the clinic program.





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ARRIVAL & LOBBY

First impression: a calm lounge opening onto the view.

The rhythm of the outside world stays behind in the lobby; welcome tea, warm light and natural materials.

Check-in is done seated, not at a counter. A place for luggage, raincoats and muddy shoes; dry textiles on return. The guest's first five minutes are quiet, warm and clear.

Kaçkar Essentials mini store: raincoats, flasks, socks, wool and activewear, plus the Titanic Reserve Kaçkar collection (flask, ceramic cup, tea set).

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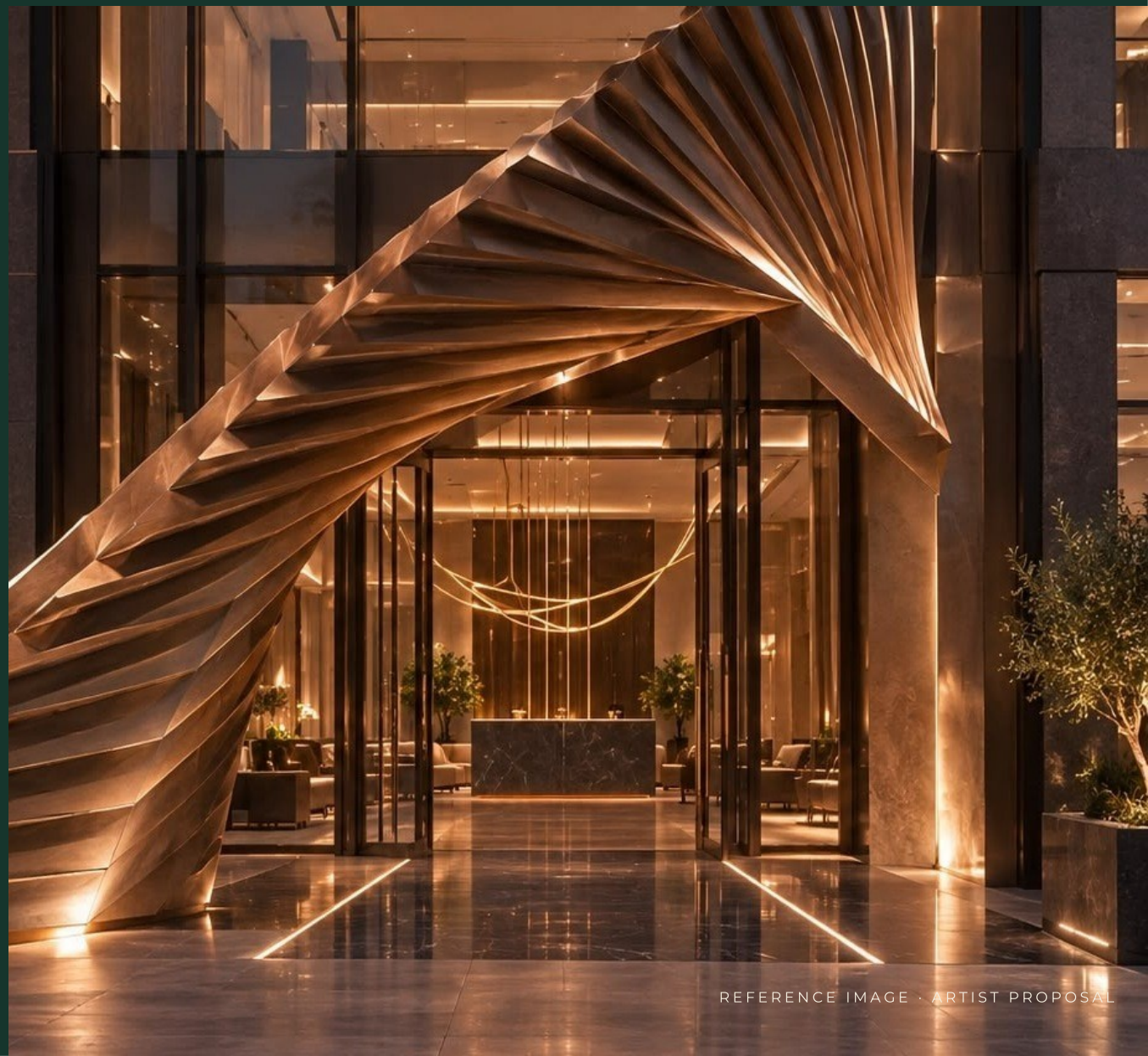
ENTRANCE SCULPTURE PROPOSAL · “GATE OF WELLNESS”

A gate opening onto well-being.

A proposed sculpture at the entrance with a bronze texture and flowing form, carrying the movement of Kaçkar’s mist and water into sculpture.

A gate the guest passes beneath: from outside to inside, from pace to calm. A curved surface recalling leaves and water, warm bronze in the evening light.

Artist: Beste Alperat



REFERENCE IMAGE · ARTIST PROPOSAL



GUEST JOURNEY & SERVICE

One point of coordination from booking to departure.

Every department sees the same plan and owns its own task.

01 **BEFORE THE STAY**

Reason for travel, room and program wishes, dietary and transfer details; weather and clothing information is sent.

02 **DURING THE STAY**

The host coordinates the daily plan with restaurant, spa and activity teams; if the weather changes, the plan is updated.

03 **HOUSEKEEPING**

Separate steps for thermal rooms and standard rooms; evening service quiet and preference-based.

04 **DEPARTURE & RETURN**

Invoice, transfer and luggage ready; optional personal follow-up recommendations and the next season’s program.

STAY PROGRAMS

Three, five or seven nights.

A 3-, 5- and 7-night program structure; not every hour of every day is filled.

PROGRAM	NIGHTS	SUGGESTED EXPERIENCE
Thermal Reset	3	Welcome consultation, thermal experience, light movement, tea, sleep and rest ritual.
Deep Restore	5	Specialist assessment as needed, personal movement, recovery plan, nature and quiet time.
Mountain Renewal	7	A graded nature program; movement, thermal and rest days; personal recommendations after the stay.
Reserve Clinic	5–7+	The five signature programs of RLM 360°; subject to clinical suitability and specialist assessment.

Accommodation, food and beverage, group classes, individual sessions and clinic services are defined with separate product codes; included and extra-charge services are clear before booking.



A SAMPLE GUEST DAY

There is no compulsory rhythm.

TIME	EXPERIENCE	SERVICE DETAIL
Waking	Tea and preparation in the room	Preferred wake-up; easy pantry; weather information
Morning	Breakfast and suitable movement	Breathwork and Tai Chi; no clash with personal appointments
Late morning	Nature or clinic appointment	No back-to-back intense activities for the same guest
Noon	Lunch and free time	The option to stay calm outside the program
Afternoon	Thermal or treatment experience	Booking, dry textiles and water access
Late afternoon	Tea, reading or the fireplace	Choice between the social lounge and a quiet area
Evening	Dinner and return to the room	Evening service and Sleep Mode by preference



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07 · KIDS CLUB

Happy moments growing with nature.

A forest-themed club for children with its own hours and spaces; adult rest areas stay calm.

Nature workshops, tea-garden discovery, a rainy-day playroom and small kitchen workshops. Child admission, age limits and hours are set by operating policy.

When families are admitted, children’s use is planned in separate hours or areas; thermal and clinic areas remain adult-focused.



MEETINGS & EVENTS · MEETINGS IN THE MOUNTAINS

Comfortable gatherings inspired by nature.



3 LARGE MEETING ROOMS

Daylight, forest views, flexible rooms for different layouts. Board meetings, workshops and leadership retreats.



MEET · MOVE · RESTORE

Meeting in the morning, a highland walk at noon, thermal in the evening. Back at the table the next morning — renewed.



EVENTS

Launches, small concerts and private receptions; an evening program by the stream and around the fire.



MARKETING VISUAL LANGUAGE

Mist, water, dark forest and warm interior light.

The thermal pool and forest image of the earlier concept is kept on the cover and in this section as an atmospheric reference. A natural, calm and editorial photographic language; a strong world even without people or silhouettes.

PHOTOGRAPHY: NATURAL COLOUR, TRUE SCALE · RENDERS AND REAL36 PHOTOGRAPHS ARE CLEARLY SEPARATED



TITANIC RESERVE KAÇKAR

Come for the Kaçkars. Stay for yourself.

Titanic Reserve Kaçkar is being developed in Ayder as an 82-room mountain resort that brings the nature of Kaçkar together with thermal accommodation and a longevity-clinic approach.

SALES	Titanic Hotels
E-MAIL	reserve.kackar@titanic-hotels.com
OPENING	12 May 2027
LOCATION	Ayder · Çamlıhemşin · Rize