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# Sponsors warn Fifa: Time to come clean

by **DOMINIC YEATMAN**

QATAR'S bid to host the 2022 World Cup was thrown into fresh doubt last night after a series of Fifa's biggest sponsors broke their silence on corruption allegations.

Fifa partners Sony, adidas and Visa weighed into the row as new claims emerged about the former Qatari Fifa vice-president Mohammed bin Hammam.

He is already accused of paying millions of pounds in bribes, and is now facing claims that he secured a multi-million-dollar gas export deal in exchange for Thailand's support of the bid.

Mr bin Hammam was banned for life by Fifa in 2012 over conflict of interest allegations, and Qatar claims he had no role in the bid process.

But that has not reassured the companies that hold the Fifa purse strings.

Sony which has a sponsorship deal worth more than £180million

## Backers want answers to bribery allegations

said: 'We expect these allegations to be investigated appropriately. We expect Fifa to adhere to its principles of integrity, ethics and fair play across all aspects of its operations.'

Adidas, which has sponsored Fifa since 1970, said: 'The negative tenure of the public debate around Fifa at the moment is neither good for football nor Fifa and its partners.'

Fifa's internal investigation, conducted by former US attorney Michael Garcia, is due to finish in the next few days. But it was not clear whether the latest allegations would be examined.

Visa, which is due to sponsor the 2022 tournament, said: 'We will continue to monitor Fifa's

internal investigation. Our expectation is that all of our partners maintain strong ethical standards and operate with transparency.'

And Castrol, which is a sponsor for the 2014 tournament, said: 'We expect Fifa to deal with this in the right and proper manner.'

Former FA chief executive Mark Palios warned yesterday that investigators would find it hard to prove the allegations.

'The trouble is that they don't have the power of investigation that the police or the Inland Revenue have,' he said.

The Qatari bid team insisted: 'We are confident that, at the end of the appropriate process, the award of the 2022 World Cup to Qatar will stand.'

Let the games begin: England captain Steven Gerrard walks by armed guards outside the team's hotel in Rio yesterday as the countdown to their World Cup clash with Italy on Saturday starts



PICTURE: AP

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Travel, Books & Culture

# ESCAPE

METRO

**Alaçatı: Turkey's  
coolest coastal town**



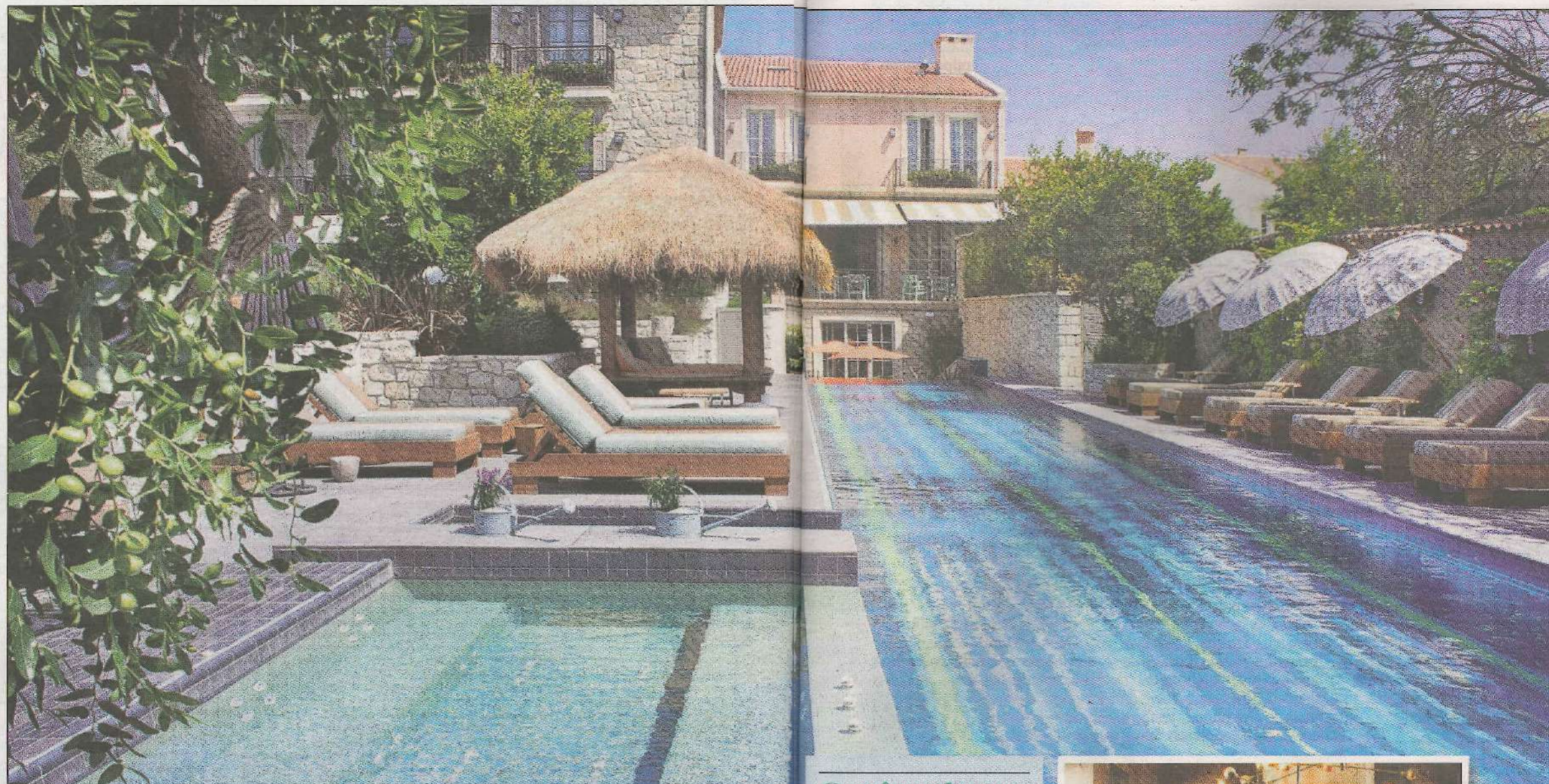


# Escape travel

## Come play with the cool kids



Turkey's jet-setters are heading to the chic coastal town of **Alaçati** to let off steam. **Naomi Mdudu** discovers its many charms



It is early evening in Alaçati and the now honey-coloured main square has been taken over by designer-clad twentysomethings sprawled out on white linen sofas, martinis in hands, soaking up the hustle and bustle. Chalkboards line the façades of bars calling out two-for-one deals and I soon lose count of the shops selling high-end swimwear and designer sunglasses.

The seaside town, on Turkey's Çesme peninsula, is heaving with fashion people. The girl sitting oppo-

site me is on a break from New York where she works as a stylist and we are surrounded by jet-setters from Istanbul, here to escape the oppressive heat of the chaotic city.

'You can't compare the Alaçati of today to what it was when I was growing up,' says a local, who has just moved back to the town after a stint in Miami. 'It was poor and there was nothing to do here. Now it's completely different. It's the place to be.'

Now topping every must-visit list for 2014, Alaçati is challenging Bodrum, Antalya and Marmaris for the title of Turkey's most stylish Aegean resort.

Alavya (alavya.com.tr, doubles from £155), the town's first luxury resort, opened a year ago. Spread over six restored stone houses with 25 rooms, it is set in a walled garden with courtyards and fruit trees and is the most obvious symbol of the town's reinvention.

The hotel was the brainchild of construction chief Erol Tabanca and his wife, Rana, who hired Turkey's

most famous interior designer, Hakan Ezer, and chef, Carlo Bernardini, to develop their concept of casual luxury. And it's been well received by the east's high rollers – Muhtar Kent, the head of Coca-Cola, recently hosted an intimate dinner there.

For something more authentic, try one of the hotels in town, none of which has more than 12 bedrooms. Kurabiye (kurabiyeotel.com, doubles from £95) is in the heart of the old town and was one of the first hotels to set up shop after the initial boom in the early 2000s. The design of its 12 rooms fuses Mediterranean white-washed walls with the area's traditional two-storey, stone aesthetic.

If you can pull yourself away from the hustle and bustle of the old town, the Sultan Konak Hotel (alacati.sultankonak.com, doubles from £57) is also worth a look. Built from scratch by Istanbul-born Sema Gureadin Sentay, it's filled with eclectic furniture passed down through generations of her family.

Be warned though, the perimeter of the town is a building site and a stark contrast to the pretty old town. Take the once-untouched marina in Porte Alaçati harbour. Now home to multimillion pound Venetian-style houses with yachts lined along the end of their vast open gardens, its beauty is presently blighted by the

construction of a large hotel. The first wave of visitors to Alaçati arrived in the 1970s, when windsurfers from all corners of the globe descended on its marina to compete in the PWA World Windsurfing Tour (August 26 to 31). The rich of Istanbul duly followed.

'I fell in love with Alaçati and came back shortly after our holiday here to set up our hotel,' Kurabiye owner Perihan Akbulut tells me. This flux of hotels drew in the well-heeled, artistic folk who eventually began setting up galleries. The new creative buzz emerged.

The charm of Alaçati lies in the fact that its inhabitants, both old and new, have preserved its rural appeal,

### Getting there

Naomi flew with *Pegasus Airlines* (0845 084 8980; *flypgs.com*) from London to Izmir for £224 return. Her trip was in partnership with *Explore Alaçati* (*explore.alacati.com*), an umbrella association representing 26 hotels in Alaçati, and part of the *Turkish Small Hotels Association*.



Rich: The luxury Alavya resort, whose rooms are filled with unusual furniture

something many other tourist spots have struggled to maintain.

A strict midnight curfew for playing loud music means people tend to head to the bars of the nearby peninsula, so all you can hear after dark is the sound of the wind beating against olive-oil cans lining the walls of charmingly derelict stone houses, many of which are more than 100 years old. Sole & Mare (solemare

beachclub.com), one of many luxury beach clubs, plays music until the wee small hours and is the spot to see and be seen in.

But most of the clubs are much of a muchness so you need to head off the beaten track for something special. Ramo's Palace in Çesme has just the right balance. It's tranquil and low-key by day – the type of place you could easily have to

yourself during the off season – but surrounded by cool, fashionable types partying against a sunset backdrop by night.

In Alaçati you get the best of both worlds. Some come to zone in, others to zone out. Now it's on everyone's 'must-visit' list, fingers crossed it holds on to the relaxed, authentic charm that attracted people in the first place.



Cool blue: Sole & Mare beach club is the place to be seen, whether relaxing during the day or partying into the night

### TURKISH DELIGHTS LOCAL FOOD TIPS

Nestled between Europe and Asia, Turkey has always been known for its culinary delights and in Alaçati, food is taken very seriously.

Starting this summer is the **International Vanishing Tastes Festival** (June 6 to 8, *kaybolan.lezzetler.com/en*). The event aims to celebrate traditional Aegean cuisine with a modern twist.

If you want to swoot up on your Turkish food, head to **Noni's House** (*cesmenonishouse.com*). Selin Solmazler left her job in insurance to build a house in the mountains, where she teaches groups of six how to cook traditional dishes using produce sourced from her sprawling grounds.

A lot of what you eat in local restaurants is bought from the **Alaçati Saturday Market**, which attracts huge crowds. The area is

known for its olive production so you'll find plenty along with vibrant produce and just about every spice imaginable.

**Alancha** (*alancha.com*) is the most luxurious restaurant in the area. It has panoramic views over the town and offers tasting menus of dishes prepared using 'ancient Anatolian and modern cooking methods'.

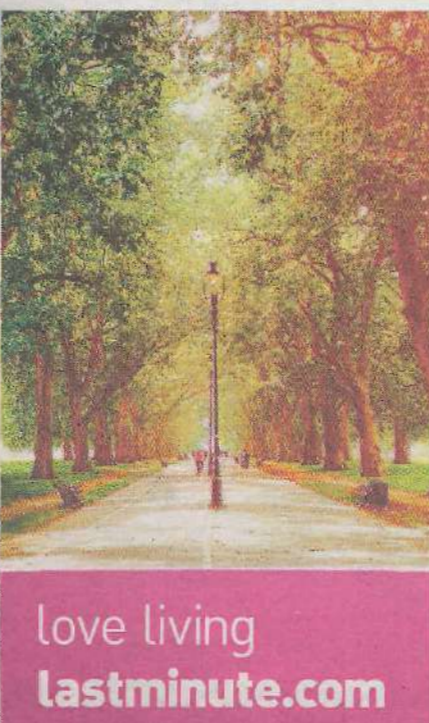
Locals say the restaurant to go for 'real local food' is **Asma Yaprığı** (*asmayaprigi.com.tr*). You dine here as though you are part of one big family, walking from the street straight into the authentic rural kitchen. Finished dishes – stuffed peppers, lentil soup, meat cooked with rosemary – are laid out on the table and you help yourself, as if at home.



White: The clean decor of Kurabiye hotel

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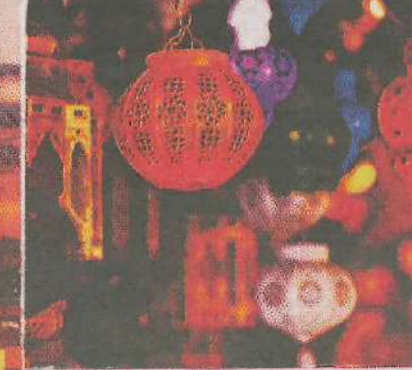


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