British Educational Travel Association

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17 January 2025

Attn: The Nominations Committee

I am writing to offer my support for Asim Erturk's nomination for the King's Honour. Mr. Erturk's outstanding contributions to the student accommodation industry, particularly his exemplary leadership, innovation, and commitment to international collaboration, make him a truly deserving candidate.

For over a decade, Mr. Erturk has played a pivotal role in transforming the student accommodation and travel landscape in the UK. His strategic vision and dedication have not only driven the success of his own ventures but also benefited the broader community. His unwavering support for young people, cultural exchange, and the UK's reputation as a welcoming destination for international students and travellers is exemplary.

Mr. Erturk's contributions to the industry, especially in the youth and student travel sector, and his passion for excellence make him an ideal candidate for this prestigious recognition. His work embodies the values of service, innovation, and impact, reflecting the best of British enterprise and leadership.

Yours sincerely

Emma English
Executive Director