

## **Travel in Turkey**

Market Direction | 2022-09-29 | 43 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Inbound arrivals (number of trips) more than doubled in 2022 but remained well below their 2019 peak. The declining foreign-exchange value of the Turkish lira has served to make Turkey a more affordable destination for visitors from the Eurozone and the UK. This consideration is particularly important at a time when consumers in Europe are increasingly being squeezed by inflation. On the other hand, rising fuel costs are making it more expensive to fly, putting Turkey at a comparative disadventa...

Euromonitor International's Travel in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Travel market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Travel in Turkey  
Euromonitor International  
October 2022

List Of Contents And Tables

TRAVEL IN TURKEY
EXECUTIVE SUMMARY
Travel in 2022
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?
CHART 1 Inbound Receipts: 2022-2027
CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027
MARKET DATA
Table 1 Surface Travel Modes Sales: Value 2017-2022
Table 2 Surface Travel Modes Online Sales: Value 2017-2022
Table 3 Forecast Surface Travel Modes Sales: Value 2022-2027
Table 4 Forecast Surface Travel Modes Online Sales: Value 2022-2027
Table 5 In-Destination Spending: Value 2017-2022
Table 6 Forecast In-Destination Spending: Value 2022-2027
DISCLAIMER
SOURCES
Summary 1 Research Sources
TOURISM FLOWS IN TURKEY
KEY DATA FINDINGS
2022 DEVELOPMENTS
War in Ukraine derails recovery in Turkish tourism
Weak exchange rate makes Turkey more affordable to international visitors
PROSPECTS AND OPPORTUNITIES
Affordability will remain the local tourism industry's trump card
Industry will seek to develop a more diverse offer
CATEGORY DATA
Table 7 Inbound Arrivals: Number of Trips 2017-2022
Table 8 Inbound Arrivals by Country: Number of Trips 2017-2022
Table 9 Inbound City Arrivals 2017-2022
Table 10 Inbound Tourism Spending: Value 2017-2022
Table 11 Forecast Inbound Arrivals: Number of Trips 2022-2027
Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2022-2027
Table 13 Forecast Inbound Tourism Spending: Value 2022-2027
Table 14 Domestic Trips by Destination: Number of Trips 2017-2022
Table 15 Domestic Spending: Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 16 □Forecast Domestic Spending: Value 2022-2027  
Table 17 □Outbound Departures: Number of Trips 2017-2022  
Table 18 □Outbound Departures by Destination: Number of Trips 2017-2022  
Table 19 □Outbound Tourism Spending: Value 2017-2022  
Table 20 □Forecast Outbound Departures: Number of Trips 2022-2027  
Table 21 □Forecast Outbound Departures by Destination: Number of Trips 2022-2027  
Table 22 □Forecast Outbound Spending: Value 2022-2027

#### AIRLINES IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

War in Ukraine slows recovery

Ancillary revenues growing in importance

##### PROSPECTS AND OPPORTUNITIES

Pace of recovery will be heavily dependent on the situation in Ukraine

Istanbul will continue to grow in importance as an international hub

##### CATEGORY DATA

Table 23 Airlines Sales: Value 2017-2022  
Table 24 Airlines Online Sales: Value 2017-2022  
Table 25 Airlines: Passengers Carried 2017-2022  
Table 26 Airlines NBO Company Shares: % Value 2017-2021  
Table 27 Low Cost Carriers Brands by Key Performance Indicators 2022  
Table 28 Full Service Carriers Brands by Key Performance Indicators 2022  
Table 29 Forecast Airlines Sales: Value 2022-2027  
Table 30 Forecast Airlines Online Sales: Value 2022-2027

#### LODGING (DESTINATION) IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Occupancy rates exhibit strong recovery but remain below pre-pandemic level

Price increases squeeze domestic demand

##### PROSPECTS AND OPPORTUNITIES

International brands will continue to invest in Turkey

Short-term rentals will become more attractive to increasingly price sensitive consumers.

##### CATEGORY DATA

Table 38 Lodging (Destination) Sales: Value 2017-2022  
Table 39 Lodging (Destination) Online Sales: Value 2017-2022  
Table 40 Hotels Sales: Value 2017-2022  
Table 41 Hotels Online Sales: Value 2017-2022  
Table 42 Other Lodging Sales: Value 2017-2022  
Table 43 Other Lodging Online Sales: Value 2017-2022  
Table 44 Lodging (Destination) Outlets: Units 2017-2022  
Table 45 Lodging (Destination) Rooms: Number of Rooms 2017-2022  
Table 46 Lodging (Destination) by Incoming vs Domestic: % Value 2017-2022  
Table 47 □Hotels NBO Company Shares: % Value 2017-2021  
Table 48 □Hotel Brands by Key Performance Indicators 2022  
Table 49 □Forecast Lodging (Destination) Sales: Value 2022-2027  
Table 50 □Forecast Lodging (Destination) Online Sales: Value 2022-2027  
Table 51 □Forecast Hotels Sales: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

Table 52 □Forecast Hotels Online Sales: Value 2022-2027

Table 53 □Forecast Other Lodging Sales: Value 2022-2027

Table 54 □Forecast Other Lodging Online Sales: Value 2022-2027

Table 55 □Forecast Lodging (Destination) Outlets: Units 2022-2027

#### BOOKING IN TURKEY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Booking retail value sales exceed their pre-pandemic level in spite of the war in Ukraine

Online booking increasing dominant, particularly for air travel

#### PROSPECTS AND OPPORTUNITIES

Growth opportunities as domestic tourism gains importance

Cultural tourism will grow in importance

#### CATEGORY DATA

Table 31 Booking Sales: Value 2017-2022

Table 32 Business Travel Sales: Value 2017-2022

Table 33 Leisure Travel Sales: Value 2017-2022

Table 34 Travel Intermediaries NBO Company Shares: % Value 2017-2022

Table 35 Forecast Booking Sales: Value 2022-2027

Table 36 Forecast Business Travel Sales: Value 2022-2027

Table 37 Forecast Leisure Travel Sales: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Travel in Turkey

Market Direction | 2022-09-29 | 43 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com