

Booking in Turkey

Market Direction | 2022-09-29 | 15 pages | Euromonitor

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Report description:

Retail constant value sales (2022 prices) of booking continued to recover during 2022, exceeding their 2019 peak, in spite of disruption arising from the war in Ukraine. During 2022, 45% of all leisure travel booking retail value sales were for air travel, with another 22% for surface travel (mainly bus ticket sales), 15% for experiences and attractions and 12% from lodging. During 2022, early (pre-season) bookings accounted for more than half of bookings in retail value sales terms, with the in...

Euromonitor International's Booking 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 Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

- * Get a detailed picture of the Booking 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 reliable information resources to help drive informed strategic planning.

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Euromonitor International
October 2022

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