

## **Travel in Turkey**

Market Direction | 2023-10-03 | 42 pages | Euromonitor

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### **Report description:**

In 2023, travel in Turkey is projected to register strong growth in terms of number of visitors and value sales. The waning of the Coronavirus (COVID-19) pandemic continues to have a positive effect on tourism. Inbound tourism flows are registering high growth in terms of the number of trips and current value sales as the devaluation of the Turkish lira makes Turkey a much more affordable holiday option, and a stronger competitor to numerous destinations, including a rival to Spain for sun & sea...

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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking, 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 reliable information resources to help drive informed strategic planning.

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