

Booking in Turkey

Market Direction | 2023-10-03 | 14 pages | Euromonitor

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Report description:

Online and offline booking value (constant 2023 prices) sales exceeded their 2019 pre-Coronavirus (COVID-19) levels in 2022, in spite of the disruption caused by the war in Ukraine. Further very strong, if slower than in 2022, increments are projected for 2023. In 2023, air travel is set to dominate leisure travel value (constant 2023 prices) sales, followed by lodging, surface travel (mainly bus ticket sales) and experiences and attractions. During 2022, early (pre-season) bookings accounted for...

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 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 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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