

Travel in Turkey

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

AVAILABLE LICENSES:

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

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

Table of Contents:

Travel in Turkey
Euromonitor International
February 2024

List Of Contents And Tables

TRAVEL IN TURKEY

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2018-2023

Table 2 Surface Travel Modes Online Sales: Value 2018-2023

Table 3 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 In-Destination Spending: Value 2018-2023

Table 6 Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism flows register further strong growth in 2023

The war in Ukraine continues to disrupt tourism in Turkey

PROSPECTS AND OPPORTUNITIES

Turkey is expected to benefit from affordable holiday offers

Rising number of inbound visitors anticipated for the purpose of medical tourism

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2018-2023

Table 8 Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 Inbound City Arrivals 2018-2023

Table 10 Inbound Tourism Spending: Value 2018-2023

Table 11 Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 Domestic Spending: Value 2018-2023

Table 16 □Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 □Forecast Domestic Spending: Value 2023-2028

Table 18 □Outbound Departures: Number of Trips 2018-2023

Table 19 □Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 □Outbound Tourism Spending: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 21 □Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 □Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 □Forecast Outbound Spending: Value 2023-2028

AIRLINES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

The majority of air passengers and value sales come from international flights

Leading airlines continue to expand their local and international routes

PROSPECTS AND OPPORTUNITIES

The focus of airlines is on passengers from Germany, Russia and the UK

Affordability of destination and route development to draw tourists from a rising number of countries

CATEGORY DATA

Table 24 Airlines Sales: Value 2018-2023

Table 25 Airlines Online Sales: Value 2018-2023

Table 26 Airlines: Passengers Carried 2018-2023

Table 27 Airlines NBO Company Shares: % Value 2018-2022

Table 28 Low Cost Carriers Brands by Key Performance Indicators 2023

Table 29 Full Service Carriers Brands by Key Performance Indicators 2023

Table 30 Forecast Airlines Sales: Value 2023-2028

Table 31 Forecast Airlines Online Sales: Value 2023-2028

LODGING (DESTINATION) IN TURKEY

KEY DATA FINDINGS

2023D EVELOPMENTS

Luxury format benefits most from investments and faster inbound tourism flows in 2023

Growing offer and popularity of short-term rentals in Turkey

PROSPECTS AND OPPORTUNITIES

Lodging to offer high growth potential over the forecast period

Short-term rentals and "other" lodging could steal sales and shares from hotels

CATEGORY DATA

Table 32 Lodging (Destination) Sales: Value 2018-2023

Table 33 Lodging (Destination) Online Sales: Value 2018-2023

Table 34 Hotels Sales: Value 2018-2023

Table 35 Hotels Online Sales: Value 2018-2023

Table 36 Other Lodging Sales: Value 2018-2023

Table 37 Other Lodging Online Sales: Value 2018-2023

Table 38 Lodging (Destination) Outlets: Units 2018-2023

Table 39 Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 40 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 41 □Hotels NBO Company Shares: % Value 2018-2022

Table 42 □Hotel Brands by Key Performance Indicators 2023

Table 43 □Forecast Lodging (Destination) Sales: Value 2023-2028

Table 44 □Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 45 □Forecast Hotels Sales: Value 2023-2028

Table 46 □Forecast Hotels Online Sales: Value 2023-2028

Table 47 □Forecast Other Lodging Sales: Value 2023-2028

Table 48 □Forecast Other Lodging Online Sales: Value 2023-2028

Table 49 □Forecast Lodging (Destination) Outlets: Units 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

BOOKING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fast-growing dominance of online sales for travel intermediaries

Major acquisition colours the landscape of travel intermediaries

PROSPECTS AND OPPORTUNITIES

Adventure and wellness packages to gain ground

Mobile value share set to increase within leisure booking

CATEGORY DATA

Table 50 Booking Sales: Value 2018-2023

Table 51 Business Travel Sales: Value 2018-2023

Table 52 Leisure Travel Sales: Value 2018-2023

Table 53 Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 54 Forecast Booking Sales: Value 2023-2028

Table 55 Forecast Business Travel Sales: Value 2023-2028

Table 56 Forecast Leisure Travel Sales: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Travel in Turkey

Market Direction | 2023-10-03 | 42 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@scott's-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@scott's-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="2026-03-01"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com