

Tourism Flows in Turkey

Market Direction | 2024-09-17 | 23 pages | Euromonitor

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Report description:

In 2024, inbound tourism flows to Turkey are set to experience strong double-digit growth in terms of trip numbers. Turkey's geographic location attracts visitors from both Western and Eastern Europe, as well as the neighbouring Middle Eastern countries. The Turkish Lira has continued to lose value against foreign currencies in recent years reinforcing Turkey's position as an affordable holiday destination for foreigners. The country's rich historical heritage, natural attractions and hot weather...

Euromonitor International's Tourism Flows 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

- * Get a detailed picture of the Tourism Flows 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.

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