

Travel in Turkey

Market Direction | 2024-09-17 | 43 pages | Euromonitor

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Report description:

In 2024, inbound trips to Turkey increased significantly, driven by the country's reputation as a key destination for affordable holidays. International tourists are drawn to Turkey's diverse attractions and cost-effective travel packages, which are often considered cheaper to the likes of Spain. Foreign travellers visit the country for its rich historic and cultural heritage and sun/beach destinations. Germany is a key source market for inbound tourism, alongside Russia and the UK. Domestic tou...

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 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: 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.

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