

# Turkey Tourism Report Q2 2016

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## Abstracts

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BMI View: Turkey, as a traditionally very popular destination for holiday makers, has a well-developed tourism sector. Most of the major international hotel groups have a significant presence in the country and this is complimented by an assortment of strong domestic groups. Although growth is forecast for inbound tourism over the coming years, the sector does face threats from continued terrorist activity and political difficulties with Russia, a major source market. Positive drivers of the sector, however, include marketing alliances with neighbouring countries such as Greece, strong financial input from the government and a forthcoming agreement with the EU to waive visa requirements for Turkish citizens to travel into the Schengen zone.

### Key Updates And Forecasts

Total inbound arrivals are set to grow by 18.9% between 2016 and 2020, reaching 43.5mn. This is slightly larger growth than previously forecast and can be attributed to the recent declarations of support for the sector from the Turkish government.

The hotel and restaurant industry value is also set to grow to USD22.3bn by 2020. This may be a consequence of the surge in popularity for golfing holidays in the country and will be boosted by higher inbound tourism.

The total value of international tourism receipts will grow to USD46.93bn by 2020, again slightly higher than previously anticipated. This is a direct result of the increased inbound tourism.

In February 2016 the Turkish Prime Minister, Ahmet Davutoglu, announced that

his government would be giving strong support to the tourism sector. This support includes a grant of USD87mn and allowances for tourism firms to restructure their debts.

In March 2016, it was announced that Turkey would collaborate with Greece in offering tour packages to markets such as China and India. It is hoped this strategy will significantly boost inbound tourism from these countries.

An agreement has been reached between the EU and Turkey to allow visa-free travel for Turkish citizens into Europe. The change should encourage greater business and economic links but also allow Turkish tourists to plan holidays in other European countries, thus increasing the amount of outbound tourism.

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