

Turkey Tourism Report Q4 2015

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Abstracts

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BMI View: Turkey has a well-established tourism industry that is enduringly popular with tourists in the Middle East and Europe. Economic conditions in key source markets and regional instability are concerns, but improving transport infrastructure and foreign investment should boost the performance of the country's tourism industry.

In 2007 the Turkish Tourism board put into action a plan to make the country a premier destination by 2023. To achieve this, the country has looked to develop its transport infrastructure and hotel base and to diversify the country's source markets and tourism sectors (such as health and winter tourism). While progress has been made, there is still a concentration of tourists in popular destinations such as Istanbul and the Mediterranean beach resorts, leaving the country exposed to a high level of seasonality.

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