

City Travel Briefing: Istanbul

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Abstracts

International and domestic tourism is growing in Istanbul, driven by strong government support and its strategic positioning as a place where East meets West. Despite economic difficulties in Europe, and security concerns on Turkey's border with Syria and in the rest of the Middle East, growth seems relentless. Istanbul is drawing an increasing number of tourists from the MENA and GCC, and maintains a very strong base of European tourists.

Euromonitor International's City Travel Briefing: Istanbul global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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