

Online Travel Sales To Residents in Turkey

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Abstracts

In 2017, increasing customer preference for and trust in online reservations and payments and successful company-level investments in their online operations continued to boost the performance of online travel sales to residents. Consequently, online travel sales to residents registered current value growth of 19%.

Euromonitor International's Online Travel Sales to Residents 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Airlines Direct Online Sales to Residents, Car Rental Direct Online Sales to Residents, Lodging Direct Online Sales to Residents, Online Travel Agencies Sales to Residents, Other Direct Online Sales to Residents, Other Transport Direct Online Sales to Residents, Other Travel Intermediaries Online Sales to Residents.

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

Why buy this report?

Get a detailed picture of the Online Travel Sales to Residents 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Travel and Tourism Continues To Register Poor Performance in 2017

Online Travel Sales To Residents Continue To Record Strong Performance

Decreasing Incoming Tourists Lead Companies To Launch Price Promotions and Invest More

New Business Models To Target Changing Traveller Preferences

Better Performance Foreseen Over the Forecast Period

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