

# Tourism Flows Inbound in Turkey

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## Abstracts

Inbound tourism in Turkey saw 8% volume growth in 2013, compared with only 1% growth the previous year. The major reason behind the slow growth in 2012 was the economic crisis in European countries, leading to a decline in the growth in arrivals from all European countries. In 2013, however, growth increased, stemming largely from package holidays and families with children aged 0-14. The majority of package tours came from Germany and the UK.

Euromonitor International's Tourism Flows Inbound 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 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Arrivals, Arrivals by Mode of Transport, Arrivals by Purpose of Visit.

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

### Why buy this report?

Get a detailed picture of the Tourism Flows Inbound 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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