

# Travel and Tourism in Turkey

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## Abstracts

Travel and Tourism in Turkey

### Summary

Travel & Tourism in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Turkish travel & tourism industry had total revenues of \$62.4bn in 2019, representing a compound annual growth rate (CAGR) of 5.4% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$31.6bn, equivalent to 50.7% of the industry's overall value.

The number of foreign tourists in Turkey has almost doubled since 2016 when an attempted political coup and several terrorist attacks caused demand for hotels to plummet as safety concerns caused a -28.5% drop in the number of foreign tourists.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Turkey

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey travel & tourism market with five year forecasts

## Reasons to Buy

What was the size of the Turkey travel & tourism market by value in 2019?

What will be the size of the Turkey travel & tourism market in 2024?

What factors are affecting the strength of competition in the Turkey travel & tourism market?

How has the market performed over the last five years?

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### COMPANIES MENTIONED

Restaurant Brands International Inc

McDonald's Corp

Turkish Airlines

Wyndham Hotels and Resorts LLC

Hilton Worldwide Holdings Inc

MADO Ice Cream & Foodstuffs Co Ltd

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