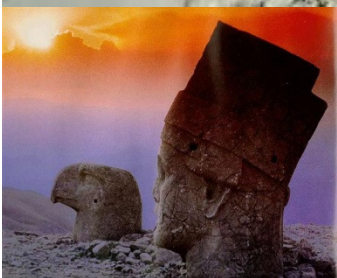




**REPUBLIC OF TURKEY  
MINISTRY OF CULTURE AND TOURISM  
General Directorate of Promotion**

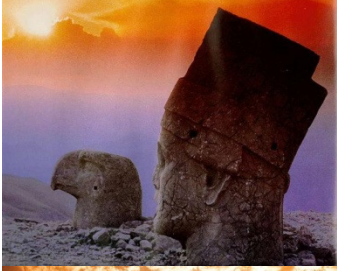
**August-2011**





# GERMANY

<b>Population</b>	<b>81,772, 000 (2010)</b>
<b>Tourism Authority</b>	<b>GNTB (The German National Tourist Board)</b>
<b>International Travels</b>	<b>75.6 million (2010)</b>
<b>Tourism Expenditure</b>	<b>58.6 billion Euro (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>1.Spain, Balearic Islands, Canary Island 2.Italy 3.Turkey 4.Austria 5.Crotia</b>



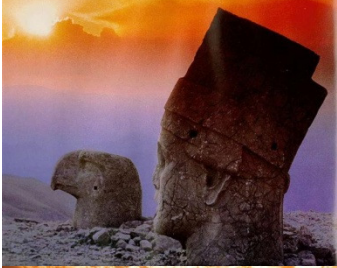
# GERMANY

<b>Average Length of stay</b>	<b>10.6 days (2010)</b>
<b>Target Age Groups</b>	<b>25-50 age group (40%), 50+ age group (30%), 14-25 age group (30%),</b>
<b>Time for Decision Making</b>	<b>6-12 months before</b>
<b>Reservation Time</b>	<b>3-6 months and last minute</b>
<b>Preferred Reservation Type</b>	<b>Travel agents and internet</b>
<b>Preferred Accommodation Type</b>	<b>Holiday villages and hotels</b>
<b>Travel Purposes</b>	<b>Sun-sand-sea, entertainment, shopping, wellness and business travels</b>
<b>Preferred Season for International Travels</b>	<b>1. Spring 2.Summer 3.Autumn, 4.Winter</b>



# Turkey in German Market

<b>Incoming Tourists to Turkey</b>	<b>4,385,263 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>- 2.30 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>1,915,691 (13.82 %)</b>
<b>Rank and Market Share at the Total Arrivals to Turkey (2010)</b>	<b>1st/market share 15.32%</b>
<b>2010 Package Tour List</b>	<b>1.Spain 2.Italy 3.Turkey 4.Greece 5.North Africa countries</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>Big tour operators: 6 Travel agents: 10.400</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>1. Mediterranean Region 2. Marmara Region (Istanbul) 3. Aegean Region 4. Central Anatolian Region</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Print media, TV, outdoor, radio, internet January-June and September-January period</b>



# RUSSIA

<b>Population</b>	<b>141,927,000 (2011)</b>
<b>Tourism Authority</b>	<b>Federal Tourism Agency</b>
<b>International Travels</b>	<b>39,323,033 (for travel purposes: 12,605,053)</b>
<b>Tourism Expenditure</b>	<b>4.3 %</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Egypt, China, Finland, Germany, Italy, Spain, Greece (2010)</b>



# Tourist Profile

# RUSSIA



**Length of stay**

**10-15 days (2010)**

**Target Age Groups**

**AB-C1 socio-economic groups, 25-55 age group**

**Time for Decision Making**

**Last minute**

**Reservation Time**

**Before one month or last minute**

**Preferred Reservation Type**

**Package tour**

**Preferred Accommodation Type**

**4-5 star hotels and holiday villages (2010)**

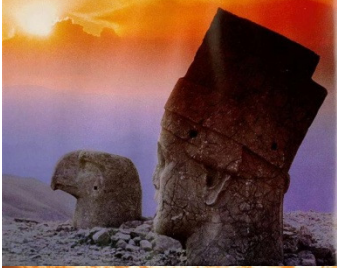
**Travel Motivations**

**Sun-sand-sea and entertainment (aqua park-disco-animation), culture tourism, shopping, winter tourism**

**Preferred Season for International Travels**

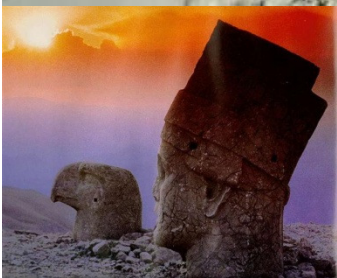
**May – October, end of December, Noel**





# Turkey in Russian Market

<b>Incoming Tourists to Turkey</b>	<b>3,107,043 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey 2010/2009</b>	<b>15.30 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>1,491,836 (18.66 %)</b>
<b>Rank and Market Share at the Total Arrivals to Turkey(2010)</b>	<b>2nd / 10.93 %</b>
<b>Market Share at the Total Arrivals (2010)</b>	<b>1st /18.8 %</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>50 tour operators, 10,000 travel agencies</b>
<b>Preferred Holiday type</b>	<b>Sea-sun-sand, culture, entertainment, shopping and winter tourism</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Antalya, Marmaris, Bodrum, Kusadasi, Dalaman and Istanbul</b>



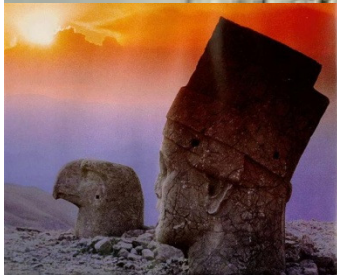
# GREAT BRITAIN

<b>Population</b>	<b>62.2 million</b>
<b>Tourism Authority</b>	<b>Department of Culture, Media and Sports - VisitBritain</b>
<b>International Travels</b>	<b>54.9 million (2010)</b>
<b>Tourism Expenditure</b>	<b>31 billion Sterlin (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>5,000 (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>Spain, France, USA, Portugal, Turkey, Carribbean, Egypt, Greece, Cyprus, Tunusia and Morocco</b>

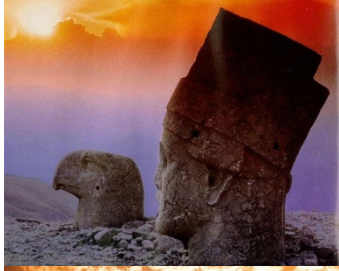


## Tourist Profile

# GREAT BRITAIN

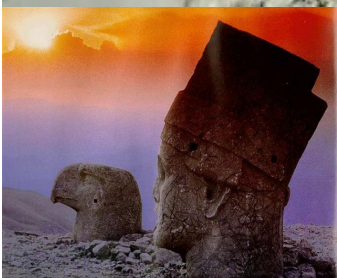


Length of stay	11 days
Target Age Groups	AB - C1 socio-economic groups, third aged group, youth and professionals focused on health, golf and activity tourism
Time for Decision Making	November- May period
Reservation Time	November-May period
Preferred Reservation Type	Tour operators (55%), online reservations (%30) and other (15%)
Preferred Accommodation Type	Package tours (all inclusive hotels)
Travel Purposes	Sun-sand-sea, culture, golf, yachting, diving and spa-wellness
Preferred Season for International Travels	February-September



# Turkey in British Market

Incoming Tourists to Turkey	<b>2,673,605 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>10.17 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>966,690 / - 3.75 %</b>
Rank and Market Share at the Total Arrivals to Turkey (2010)	<b>3rd / 9.3 % market share</b>
2010 Package Tour List Rank	<b>2nd</b>
Preferred Holiday Types	<b>Sea-Sun-Sand, Culture, Golf, Yachting, city and spa-wellness</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>272</b>
Distribution of Incoming Tourist According to the Destinations	<b>Mugla (55%), Istanbul (16%), Antalya (14%), Cappadocia and other destinations (%15)</b>
The Most Effective Advertisement Type and Time	<b>TV, outdoor ve print media November-May period</b>



# IRAN

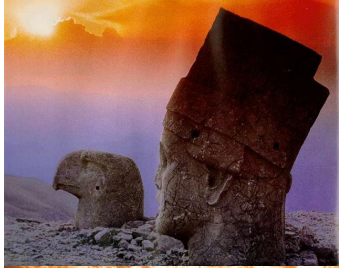
<b>Population</b>	<b>73,650,566 (2009)</b>
<b>Tourism Authority</b>	<b>Iran Tourism Organization (ITTO)</b>
<b>International Travels</b>	<b>6,000,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>9 billion \$ (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>750 (18 of which are Turkey specialist)</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, UAE, Malaysia, Thailand, China, Saudi Arabia, Syria, Iraq and European Countries</b>



# Tourist Profile

# IRAN

<b>Length of stay</b>	<b>7-10 days</b>
<b>Target Age Groups</b>	<b>25-50 age group</b>
<b>Time for Decision Making</b>	<b>One month before</b>
<b>Reservation Time</b>	<b>Last minute</b>
<b>Preferred Reservation Type</b>	<b>Tour operators</b>
<b>Preferred Accommodation Type</b>	<b>4-5 star hotels, holiday villages, pensions, apart hotels</b>
<b>Travel Purpose</b>	<b>Sea, culture, shopping, faith tourism</b>
<b>Preferred Season for International Travels</b>	<b>March (Nawruz), June-August and December (Şeb-i Arus ceremonies in Konya)</b>



# Turkey in Iranian Market

Incoming Tourists to Turkey	<b>1,885,097</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>36.28 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>915,386 / - 1.19 %</b>
Turkey's Share in Tourism Market	<b>1th (2010)</b>
Rank and Market Share at the Total Arrivals to Turkey	<b>4th / 6.58 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>18</b>
Preferred Tourism Type in Turkey	<b>Sun-sand-sea, culture tourism, shopping and faith tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya, Marmaris, Bodrum, Kusadasi, Istanbul, Konya, Ankara</b>
The Most Effective Advertisement Type and Time	<b>Outdoor, TV, print media, outdoor February-August period</b>



# HOLLAND

<b>Population</b>	<b>16,615,000 (2010)</b>
<b>Tourism Authority</b>	<b>Ministry of Economics- Netherlands Tourism and Congress Board</b>
<b>International Travels</b>	<b>18.4 million (2010)</b>
<b>Tourism Expenditure</b>	<b>15 billion Euro (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>France, Germany, Belgium, Spain, Italy, Turkey, Greece, UK and Austria</b>



# Tourist Profile

# HOLLAND



**Length of stay**

**8-11 days**

**Target Age Groups**

**55+ age groups, families with children, youth and families without children, travellers interested in alternative holiday activities like cycling and trekking**

**Time for Decision Making**

**December-April**

**Reservation Time**

**January-March**

**Preferred Reservation Type**

**Internet (52%), Travel Agencies (37%)**

**Preferred Accommodation Type**

**4-5 star hotels, holiday villages and aparts**

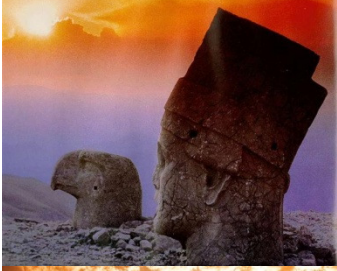
**Travel Motivations**

**Warm climate, low prices, friendly people, sun-sand-sea, culture**

**Preferred Season for International Travels**

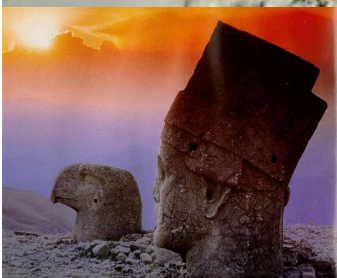
**May-October**





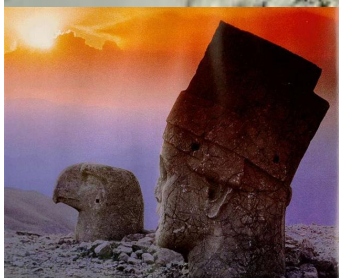
# Turkey in Dutch Market

Incoming Tourists to Turkey	<b>1,073,064 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>- 4.80 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>476,095 / 14.44 %</b>
Rank and Market Share at the Total Arrivals to Turkey	<b>7<sup>th</sup> / 3.75 % market share</b>
Rank of Turkey in Dutch Market	<b>7<sup>th</sup> / 780,000 tour packages</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>112</b>
Preferred Tourism Types in Turkey	<b>Sun-sand-sea, culture, city tours, nature and sportive activities</b>
Distribution of Incoming Tourist According to the Destinations	<b>Istanbul, Alanya, Side, Antalya, Bodrum, Marmaris, Nevşehir</b>
The Most Effective Advertisement Type and Time	<b>TV (Jan-Apr), internet (Feb-May), print (Jan-May), outdoor (Feb-Apr), others (Oct-Dec)</b>



# SYRIA

<b>Population</b>	<b>22 million (2010)</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism</b>
<b>Touristic Visits to Abroad</b>	<b>5,214,457 (2009) (Including daily trips)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>330</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Saudi Arabia, Egypt, UAE (Dubai), Jordan, Lebanon, Malaysia and European Countries</b>



## Tourist Profile

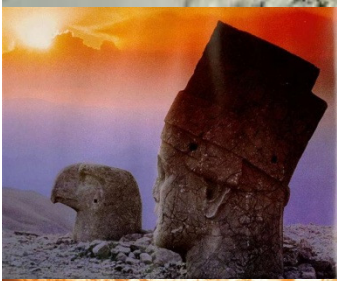
# SYRIA

Length of stay	7-10 days
Target Age Groups	25-55 age group
Time for Decision Making	One month
Reservation Time	Last minute
Preferred Reservation Type	Tour operators and travel agencies
Preferred Accommodation Type	Hotels - Rentals
Travel Purpose	Sun-sand-sea tourism, health tourism, faith tourism, business and honey moon
Preferred Season for International Travels	June-September, religious feasts



# Turkey in Syrian Market

<b>Incoming Tourists to Turkey</b>	<b>899,494 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>76.48 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>439,006 / 16,93 %</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>120</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Sun-sand-sea tourism, health tourism, faith tourism, business and honey moon</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Mersin, Adana, Istanbul, Antalya, Konya, Muğla, Bursa, Yalova, Cappadocia and Blacksea Region</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Outdoor and print media April- July</b>



# UKRAINE

<b>Population</b>	<b>45,706,126 (May 2010)</b>
<b>Tourism Authority</b>	<b>Ministry of Culture and Tourism</b>
<b>International Travels</b>	<b>17.2 million</b>
<b>Tourism Expenditure</b>	<b>1,54 billion USD (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Egypt, Spain, Tunisia, Greece, Croatia, Bulgaria, Italy, Thailand and U.A.E</b>



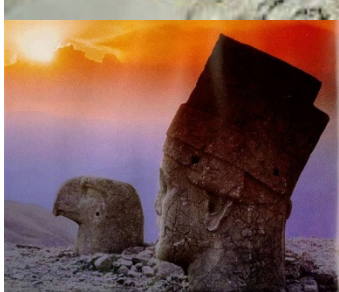


# Tourist Profile

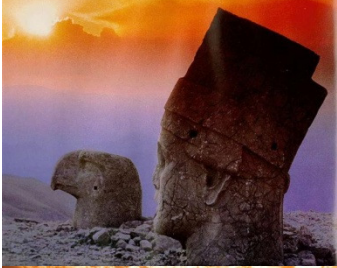
# UKRAINE



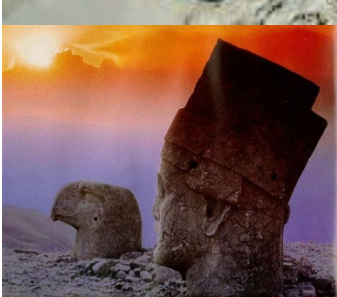
Length of stay	7-15 days (2010)
Target Age Groups	35+ age group families with children, 22-45 age group with average income
Time for Decision Making	Last minute
Reservation Time	Last minute
Preferred Reservation Type	Package tour
Preferred Accommodation Type	4-5 star hotels
Travel Motivations	Sea – sun – sand, all inclusive, service quality, entertainment (aqua park-disco-animation)
Preferred Season for International Travels	July, August



# Turkey in Ukrainian Market



Incoming Tourists to Turkey	<b>568,227 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>-1.13 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>272,105 / 5.62 %</b>
Rank and Market Share at the Total Arrivals to Turkey (2008)	<b>13rd / 1.98 % market share</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>7,500</b>
Preferred Tourism Types in Turkey	<b>Sun-sand-sea, culture and winter tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya (Belek, Kemer, Alanya), Marmaris-Bodrum and Istanbul</b>
The Most Effective Advertisement Type and Time	<b>Outdoor, TV, print media</b>



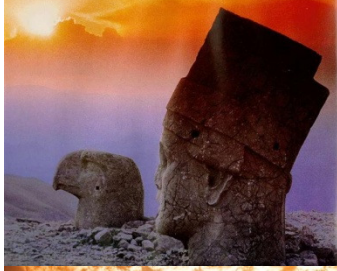
# U.S.A

<b>Population</b>	<b>313,232,044</b>
<b>Tourism Authority</b>	<b>OTTI - Office of Travel &amp; Tourism Industries, TIA – Travel Industry Association of America</b>
<b>International Travels (2009)</b>	<b>30.3 million overseas, 61.5 million in total</b>
<b>Tourism Expenditure</b>	<b>99.2 billion USD</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>750 tour operators (USTOA) and 9,386 travel agencies</b>
<b>Preferred Foreign Destinations</b>	<b>Mexico(19.5 million), Canada(11.7 million), UK(2.7 million), France(1.9 million) and Italy(1.8 million)</b>

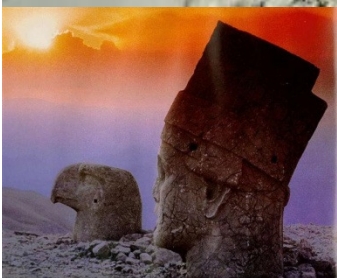


# Tourist Profile

# U.S.A

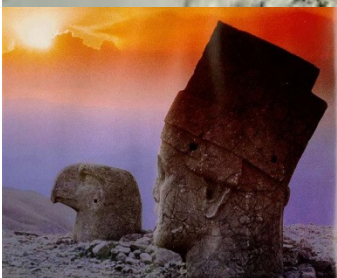


Length of stay	8.9 days (in Turkey 8 days)
Target Age Groups	50+ age group and culture oriented travelers
Time for Decision Making	Before 90 days for the overseas travellers
Reservation Time	December-May period
Preferred Reservation Type	Travel Agents and internet
Preferred Accommodation Type	5 star hotels, boutique hotels
Travel Motivations	Holiday/Recreation 40 % (Dining in Restaurants 81 %, shopping 71 %, visiting historical places 51 %, sightseeing 40 %, cultural heritage tours 32 %) Visiting to friends/relatives 34 % Business oriented visits 18 %
Preferred Season for International Travels	May-October



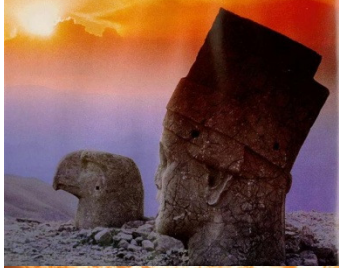
# Turkey in American Market

Incoming Tourists to Turkey	<b>642,768 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>3.66 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>310,701 / 13.02 %</b>
Rank and Market Share at the Total Arrivals to Turkey (2010)	<b>10th / 2.61 % market share</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>120</b>
Preferred Tourism Types in Turkey	<b>Visiting cultural/historical places, shopping, city breaks</b>
Distribution of Incoming Tourist According to the Destinations	<b>Istanbul, Cappadocia, Kuşadası (Efes), Antalya</b>
The Most Effective Advertisement Type and Time	<b>TV, consumer magazines, print media and internet January-April period</b>



# SPAIN

<b>Population</b>	<b>46,754,784</b>
<b>Tourism Authority</b>	<b>Ministry of Trade, Industry and Tourism</b>
<b>International Travels</b>	<b>13.6 million</b>
<b>Tourism Expenditure</b>	<b>9.6 billion Euro</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>600 tour operators, 7,822 travel agencies</b>
<b>Preferred Foreign Destinations</b>	<b>European Countries (France, Portugal, Italy), Morocco, Egypt, Tunisia, Turkey, Latin American Countries</b>



# Tourist Profile

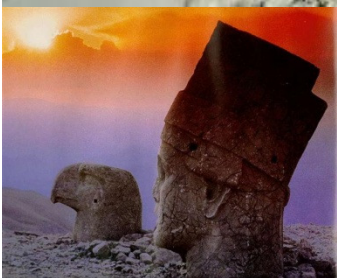
# SPAIN

Length of stay	7 days
Target Age Groups	25-54 age group women, 18-29 and 40-54 age group men
Time for Decision Making	Summer holidays: After January Winter holidays: After September
Reservation Time	Long Holidays: 30 days Short Holidays: Last Minute
Preferred Reservation Type	Internet and travel agencies
Preferred Accommodation Type	4-5 star hotels, renting house, time-share, friend visit
Travel Motivations	Culture, sport, health, faith and sea tourism
Preferred Season for International Travels	Easter Holiday, June – August, Noel



# Turkey in Spanish Market

<b>Incoming Tourists to Turkey</b>	<b>321,325 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>- 14.59 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>109,604 / - 18.79 %</b>
<b>Turkey's Share in Tourism Market</b>	<b>2,5 % (2010)</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>49</b>
<b>Preferred Tourism Type in Turkey</b>	<b>Culture, faith, Sun-Sand-Sea</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Cappadocia, Istanbul, Aegean and Mediterranean Region</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Internet, TV, print media / outdoor January-June, November-December</b>



# FRANCE

<b>Population</b>	<b>65,805,027</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism</b>
<b>International Travels</b>	<b>40 percent of French had holiday in 2010 and 18 % of them go abroad</b>
<b>Tourism Expenditure</b>	<b>37.6 billion USD (2009)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>4.105</b>
<b>Preferred Foreign Destinations</b>	<b>Spain, Italy, Belgium-Luxembourg, Germany, Portugal, UK, Greece, Morocco, Tunisia, Egypt, Turkey</b>



# Tourist Profile

# FRANCE



**Average Length of stay**

**9.3 days**

**Target Age Groups**

**AB-C1 socio-economic groups and 35-64 age group**

**Time for Decision Making**

**January – March for summer holiday  
September for autumn holiday**

**Reservation Time**

**January – March and last minute**

**Preferred Reservation Type**

**Internet and tour operators**

**Preferred Accommodation Type**

**Holiday villages and 3-4-5 star hotels,  
camping**

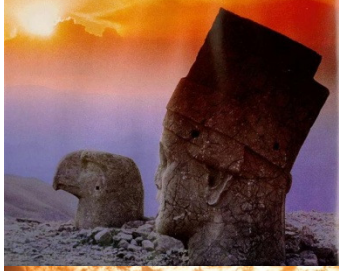
**Travel Motivations**

**Sun-sand-sea, city break, culture/faith  
tourism and health tourism**

**Preferred Season for International Travels**

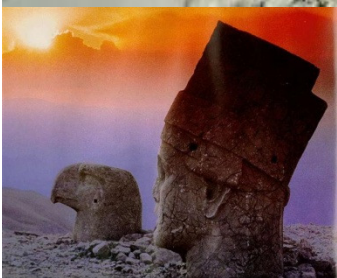
**May-September**





# Turkey in French Market -2009

Incoming Tourists to Turkey	928,376 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 0.48 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	507,393 / 37.56 %
Rank and Market Share at the Total Arrivals to Turkey	8th / 3.24 % market share
Number of Travel Agencies and Tour Operators Making Operations to Turkey	110
Preferred Tourism Types in Turkey	Sun-sand-sea, culture, shopping, city tours and spa-wellness
Distribution of Incoming Tourist According to the Destinations	Bodrum, Izmir, Antalya, Istanbul, Cappadocia
The Most Effective Advertisement Type and Time	Internet, print media, TV January-June period
Ongoing Promotional Campaigns	Outdoor, TV, print media, internet, PR



# DENMARK

<b>Population</b>	<b>5,558,000</b>
<b>Tourism Authority</b>	<b>Ministry of Industry and Commerce</b>
<b>International Travels</b>	<b>15.1 million (2010)</b>
<b>Tourism Expenditure</b>	<b>9.7 billion USD (2009)</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>415</b>
<b>Preferred Foreign Destinations</b>	<b>Sweden, Germany, Spain, France, Norway, Italy, Austria, Croatia, Turkey, England and Greece</b>



# Tourist Profile

# DENMARK



**Length of stay**

**1 week**

**Target Age Groups**

**24 – 59 age group**

**Time for Decision Making**

**December-March**

**Reservation Time**

**2 – 4 months before**

**Preferred Reservation Type**

**Tour operators**

**Preferred Accommodation Type**

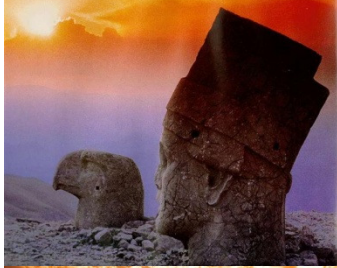
**Apart Hotels and all inclusive hotels**

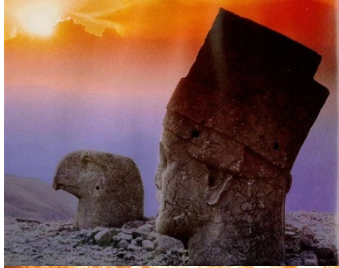
**Travel Motivations**

**Sea-sun-sand, wellness (teeth, eye, rheumatism treatments), shopping, eco tourism**

**Preferred Season for International Travels**

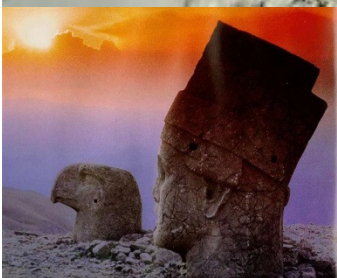
**June – September**





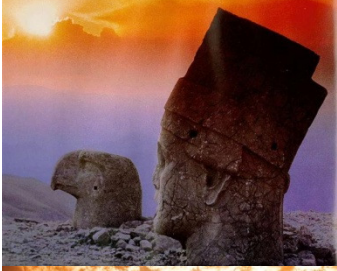
# Turkey in Danish Market

Incoming Tourists to Turkey	<b>314,446 (2010)</b>
2008-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>6.20 %</b>
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	<b>139,546 / 19.32 %</b>
Rank and Market Share at the Total Arrivals to Turkey	<b>21th / 1.10 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>28</b>
Preferred Tourism Type in Turkey	<b>Sun-Sand-Sea tourism, MICE tourism, yatching, water sports, golf tourism, faith tourism and health tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya – Aegean Region -Istanbul</b>
The Most Effective Advertisement Type and Time	<b>TV, outdoor December-March, September-October</b>



# SWEDEN

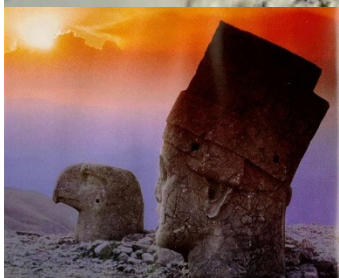
<b>Population</b>	<b>9,418,732</b>
<b>Tourism Authority</b>	<b>Sweden Travel and Tourism Council</b>
<b>International Travels</b>	<b>12.7 million (2008)</b>
<b>Tourism Expenditure</b>	<b>13.9 billion USD (2007)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>350 (2009)</b>
<b>Preferred Foreign Destinations</b>	<b>Finland, Denmark, Spain, Norway, Germany, England, Italy, Greece, France</b>



## Tourist Profile

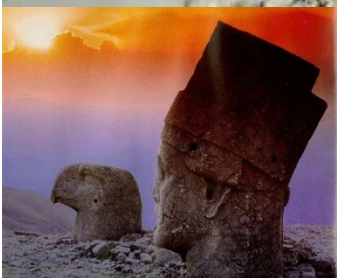
# SWEDEN

Length of stay	One week
Target Age Groups	Families with child in middle-class income (mass and culture tourism), high level income group (thermal and golf tourism)
Time for Decision Making	January-May
Reservation Time	January-May period and last minute
Preferred Reservation Type	Travel agencies and individual organizations via internet
Preferred Accommodation Type	Apart Hotel, all inclusive
Travel Motivations	Sea-Sand-Sun, Culture, Golf and thermal tourism
Preferred Season for International Travels	June-July



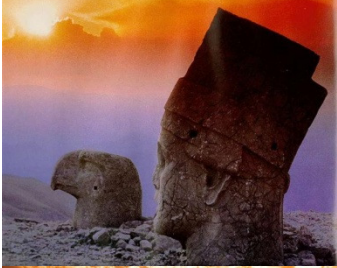
# Turkey in Swedish Market

Incoming Tourists to Turkey	<b>447,270 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>11.33 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>102,972 / 2.02 %</b>
Turkey's Share in Tourism Market	<b>8th</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>25</b>
Preferred Tourism Type in Turkey	<b>Sun-Sand-Sea tourism, culture/city tourism, thermal tourism, golf tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya, Istanbul, Marmaris</b>
The Most Effective Advertisement Type and Time	<b>TV, print media, outdoor January- March, October-November</b>



# BELGIUM

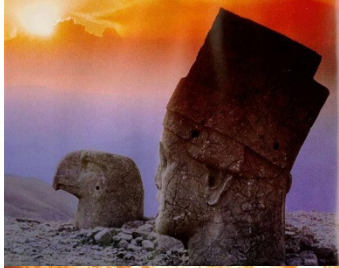
<b>Population</b>	<b>10,800,000</b>
<b>Tourism Authority</b>	<b>Federation of Tourism Industry</b>
<b>International Travels</b>	<b>7,200,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>16.1 billion USD (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>1,950</b>
<b>Preferred Foreign Destinations</b>	<b>France, Spain, Turkey, Greece, Egypt, Germany, Italy, Austria</b>



## Tourist Profile

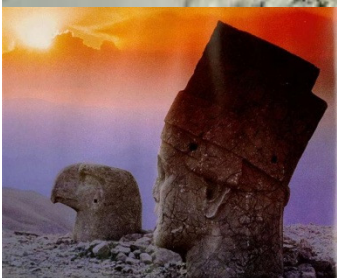
# BELGIUM

Length of stay	11.8 days
Target Age Groups	24 – 59 age group
Time for Decision Making	January for summer holiday, September for winter holiday
Reservation Time	2 months before for long holidays (February, March, April for summer holiday) ; last minute for short holidays.
Preferred Reservation Type	Tour operators and internet
Preferred Accommodation Type	4-5 star hotels, apart hotel, houses for rent
Travel Motivations	Nature, sun-sand-sea, winter sports, congress, health, golf, eco tourism and faith tourism
Preferred Season for International Travels	March - November



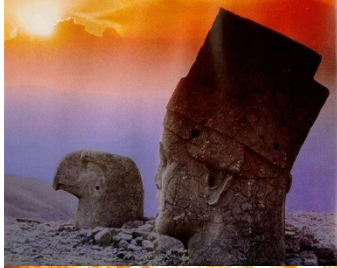
# Turkey in Belgian Market

Incoming Tourists to Turkey	<b>543,003 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>- 8.29 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>222.264 / 8.13 %</b>
Share of Turkey in Belgian Market	<b>17.82 % (September 2008-February 2009)</b>
Rank and Market Share at the Total Arrivals to Turkey (2011)	<b>12th / 2.19 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>15</b>
Preferred Tourism Types in Turkey	<b>Sea-sand-sun, culture and golf tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya, Bodrum, Istanbul, Izmir, Marmaris and Cappadocia</b>
The Most Effective Advertisement Type and Time	<b>Internet, TV, print media (January-June, September-November)</b>



# SWITZERLAND

<b>Population</b>	<b>7,785,806 (2010)</b>
<b>Tourism Authority</b>	<b>Undersecretariat of Economics</b>
<b>International Travels and Rank at the International Travels Worldwide</b>	<b>20.9 million ( 2008) / 7 th</b>
<b>Tourism Expenditure</b>	<b>10.9 billion USD (2007)</b>
<b>Number of Tour Operators</b>	<b>800</b>
<b>Preferred Foreign Destinations</b>	<b>1.France, 2. Italy, 3.Germany, 4.Spain, 5.Austria, 6.UK, 7. Greece, 8.USA, 9.Turkey, 10.Holland</b>

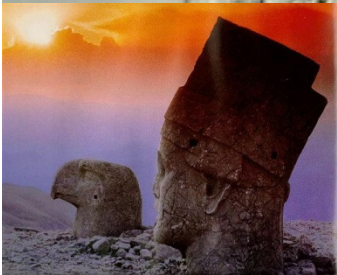


# Tourist Profile

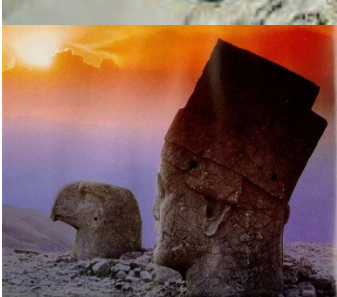
# SWITZERLAND

Length of stay	10 days
Target Age Groups	18-70 age group
Time for Decision Making	Summer holidays: March-May Autumn holidays: August-September Christmas holiday: September-October
Reservation Time	3-4 month ago: 40 % 3-4 month ago: 25% 4 weeks ago: 18 % Last minute: 6 %
Preferred Reservation Type	Travel agencies, internet and individual organisations
Preferred Accommodation Type	2-3 star hotels: 26 % 4-5 star hotels: 58 % Friends and relatives: 16 %
Travel Motivations	Relaxing (73% ), experience different cultures (54%), meeting different people (45%), entertainment (39%), sportive (25%), spending time with family (%25), health (11%)
Travel Purpose	Sun-sand-sea tourism, culture tourism, golf tourism, health tourism and winter sports

# Turkey in Swiss Market

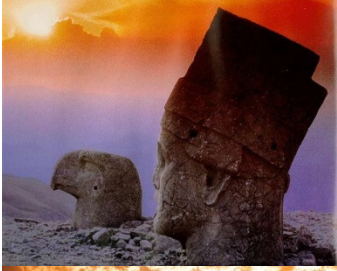


<b>Incoming Tourists to Turkey</b>	<b>271,139 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>- 4.21 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>116,702 (21.45 %)</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>90 (Turkey specialists: Bentour Türkei Reisen AG, Avrupa Reisen, Altay Reisen)</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Antalya, Aegean Region (Bodrum and Izmir), Cappadocia, Eastern Anatolia</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>TV, print media, outdoor, internet, radio January-June / August-October</b>



# ITALY

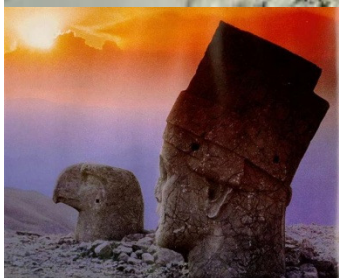
<b>Population (2009)</b>	<b>60.2 million</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism, Department of Development and Competition in Tourism</b>
<b>International Travels</b>	<b>61,531,000 (2010)</b>
<b>Tourism Receipts</b>	<b>31.09 billion Euro (2008)</b> <b>28.85 billion Euro (2009)</b> <b>29.17 billion Euro (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>130 tour operators and 6,870 travel agencies</b>
<b>Preferred Foreign Destinations</b>	<b>Switzerland, France, Austria, Slovenia, Germany, Spain, Great Britain, USA, Greece and Egypt</b>



# Tourist Profile

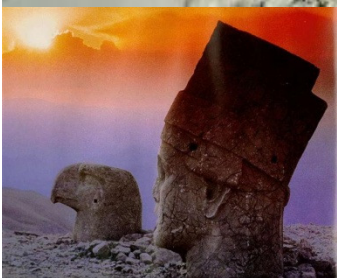
# ITALY

Length of stay	7 days
Target Age Groups	18-65 age group , average and high income groups
Time for Decision Making	Last minute
Reservation Time	Last minute
Preferred Reservation Type	Internet and travel agency
Preferred Accommodation Type	3-4-5 Star hotels, apart hotels, holiday villages, boutique hotels, caravan tourism
Travel Motivations	Natural beauty, affordable prices, culture, sport, entertainment, security
Preferred Months for International Travels (decending order)	August, June, September, July, May, October, April



# Turkey in Italian Market

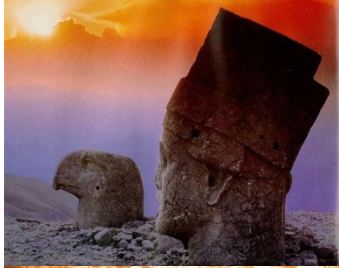
Incoming Tourists to Turkey	<b>671,060 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>5.70 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>267,775 / 5 %</b>
Rank and Market Share at the Total Arrivals to Turkey (2008)	<b>10th / 2.34%</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>23</b>
Preferred Tourism Types in Turkey	<b>Sun-sand-sea, culture/city, faith tourism, shopping</b>
Distribution of incoming Tourist According to the Destinations	<b>Antalya, Istanbul, Mugla, Cappadocia, Efes</b>
The Most Effective Advertisement Type and Time	<b>Internet, TV, print media/ April-May and October, outdoor/May-July</b>
Ongoing Promotional Campaigns	<b>Internet, TV, print media, outdoor and cinema</b>



# SERBIA

<b>Population</b>	<b>7.5 million (2002)</b>
<b>Tourism Authority</b>	<b>Ministry of Economy and Regional Development, Tourism Sector</b>
<b>International Travels</b>	<b>578,997 (2009)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>1,250</b>
<b>Preferred Foreign Destinations</b>	<b>Greece, Montenegro, Turkey, Croatia, Egypt, Tunisia</b>

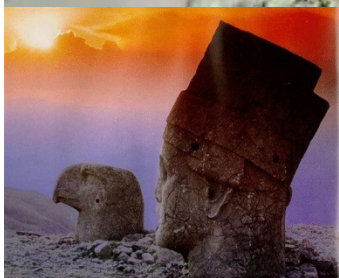




## Tourist Profile

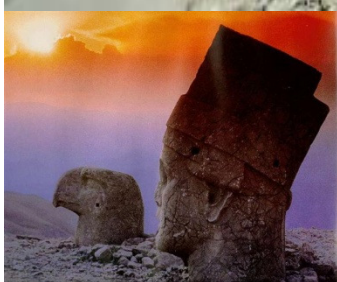
# SERBIA

Length of stay	10 days
Target Age Groups	High educational and income people who are over age of 25
Time for Decision Making	March-June
Reservation Time	Last minute
Preferred Reservation Type	Tour operator and travel agency
Preferred Accommodation Type	All inclusive hotels
Preferred Season for International Travels	July and September in summer. For winter sports November-March



# Turkey in Serbian Market

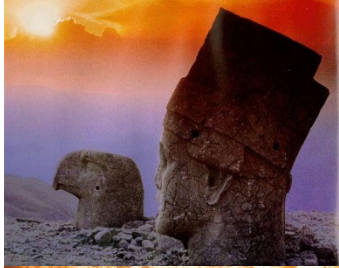
Incoming Tourists to Turkey	<b>113,465 (2009)</b>
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	<b>11.02 %</b>
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	<b>53,299 / 29.47 %</b>
Rank and Market Share at the Total Arrivals to Turkey (2008)	<b>2th / 40 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>1,250 (Tour operator: 8)</b>
Preferred Tourism Types in Turkey	<b>Sun-sand-sea, culture/city, shopping</b>
Distribution of incoming Tourist According to the Destinations	<b>Antalya, Istanbul, Kuşadası, Marmaris, Çeşme, Bodrum</b>
The Most Effective Advertisement Type and Time	<b>TV - outdoor / May-June</b>



# BULGARIA

<b>Population</b>	<b>7,093,635</b>
<b>Tourism Authority</b>	<b>Ministry of Economy, Energy and Tourism</b>
<b>International Travels</b>	<b>3,675,936</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>2,500</b>
<b>Preferred Foreign Destinations</b>	<b>Greece, Turkey, Rumenia, Macedonia, Serbia</b>

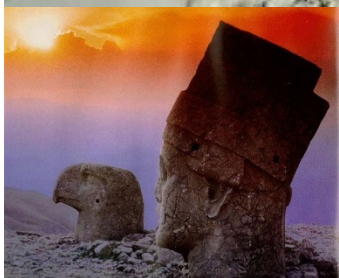




## Tourist Profile

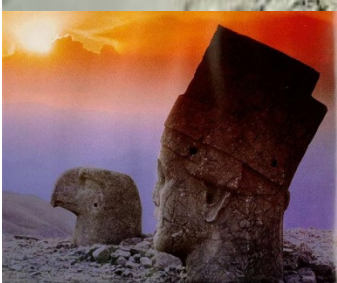
# BULGARIA

Length of stay	7 days
Target Age Groups	25-44 and 46-64 age groups
Time for Decision Making	January-May
Reservation Time	March-May
Preferred Reservation Type	80% tour operators and 20% other
Preferred Accommodation Type	Houses of friends and family, houses for rent, and 3-4-5 star hotels (package tour).
Travel Purpose	3S, culture, shopping and religious tourism
Preferred Season for International Travels	May-September and December



# Turkey in Bulgarian Market

Incoming Tourists to Turkey	<b>1,433,970 (2010)</b>
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	<b>1.95 %</b>
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	<b>555,216 / 10.02 %</b>
Turkey's Share in Bulgarian Market	<b>5.01 %, 5th</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>30</b>
Preferred Tourism Types in Turkey	<b>3S, culture, shopping and religious tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Geçmişte daha ziyade Efes ve Kuşadası (Meryem Ana'ya olan ilgi nedeniyle) yoğun iken son yıllarda Charter seferlerinin başlamasıyla (Antalya , Bodrum, Izmir), ayrıca hafta sonları İstanbul turlarına ilgi büyüktür. Kapadokya potansiyel destinasyondur.</b>
The Most Effective Advertisement Type and Time	<b>April-July / Outdoor, TV, Press</b>



# ROMENIA

Population	<b>21,904,551</b>
Tourism Authority	<b>Ministry of Regional Development and Tourism</b>
International Travels	<b>5,786,047</b>
Number of Tour Operators and Travel Agencies	<b>2,500</b>
Preferred Foreign Destinations	<b>Spain, Turkey, Greece, Italy, Croatia, Egypt and Bulgaria</b>





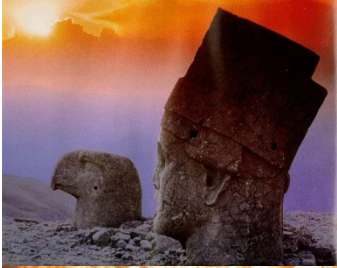
## Tourist Profile

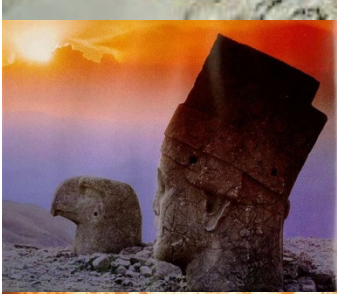
# ROMENIA

Length of stay	7-15 days
Target Age Groups	35+ aged family with children (80%) and young married couples (20%)
Time for Decision Making	January-May
Reservation Time	March-May
Preferred Reservation Type	Tour operators (75%), online(10%), other (15%)
Preferred Accommodation Type	3-4-5 star hotels
Travel Purpose	Entrance without visa, climate, all-inclusive hotels, affordable prices and service quality-
Preferred Season for International Travels	July-August

# Turkey in Romenian Market

Incoming Tourists to Turkey	<b>355,144 (2010)</b>
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	<b>2010/2009: -3,15%</b>
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	<b>98 173 / 13,18 %</b>
Turkey's Share in Rumenian Market	-
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>30</b>
Preferred Tourism Types in Turkey	<b>3S, culture, shopping, religious tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya (60% Kemer, Belek, Side, Alanya), Marmaris, Fethiye, Bodrum, Çanakkale , İstanbul, Kuşadası</b>
The Most Effective Advertisement Type and Time	<b>March-June / Outdoor and TV</b>





# GREECE

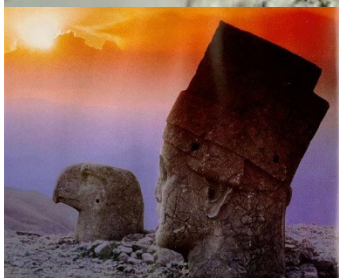
<b>Population</b>	<b>10,760,136</b>
<b>Tourism Authority</b>	<b>Ministry of Culture and Tourism</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>2,700</b>
<b>Preferred Foreign Destinations</b>	<b>France, Spain, Italy, Tunisia, Egypt, Morocco</b>



# Tourist Profile

# GREECE

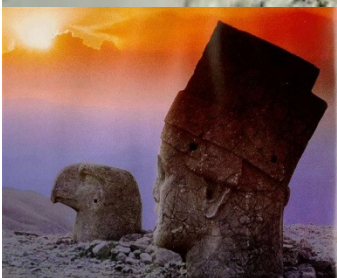
Length of stay	3-7 days
Target Age Groups	25-34 age group
Time for Decision Making	January-March
Reservation Time	March-May
Preferred Reservation Type	Tour operator 80%, other 20 %
Preferred Accommodation Type	3-4 star city hotels, 4-5 star leisure hotels (package)
Travel Purpose	Historical/cultural places, city breaks, shopping, gastronomy, night life, sportive activities
Preferred Season for International Travels	March-August, October-November



# Turkey in Greek Market

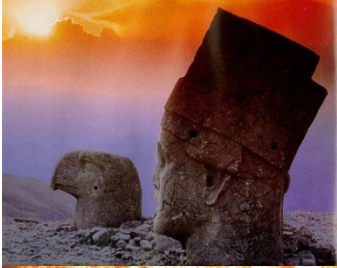
Incoming Tourists to Turkey	670,297 (2010)
2010/2009 Change Percentages in Number of Incoming Tourists to Turkey	8.72 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	314 798/ % 9.72
Number of Travel Agencies and Tour Operators Making Operations to Turkey	60
Preferred Tourism Types in Turkey	Cultural and religious tours
Distribution of Incoming Tourist According to the Destinations	İstanbul, Kuşadası, Bodrum, Çeşme, Marmaris, Kapadokya and Nemrut
The Most Effective Advertisement Type and Time	March-June Press and Outdoor





# POLAND

<b>Population</b>	<b>38,463,689 (July 2010)</b>
<b>Tourism Authority</b>	<b>Ministry of Economy and Labour -Tourism Department</b>
<b>International Travels</b>	<b>3.4 million</b>
<b>Tourism Expenditure</b>	<b>3 billion USD (2010)</b>



# Tourist Profile

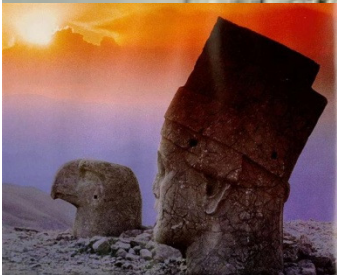
# POLAND

Target Age Groups	18-50 age group
Time for Decision Making	1-6 months before
Reservation Time	Last minute (25-30%)
Preferred Reservation Type	Individual: 40% Travel Agencies: 62% Internet: 6% Other: 2%
Preferred Accommodation Type	Package tours: 58 % Houses for rent: 20% Camping: 15 % Other: 7%
Travel Motivations	Sea-sand-sun tourism, culture, adventure and nature
Preferred Season for International Travels	April-October Period: 77.16 % Other: 22.84 %

# Turkey in Polish Market



Incoming Tourists to Turkey	<b>428,275 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>2.10 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>177,965 / 25.62 %</b>
Turkey's Share in Tourism Market	<b>13 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>10</b>
Preferred Tourism Type in Turkey	<b>Sun-Sand-Sea tourism, active holidays and culture tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>60 % Mediterranean, 22 % Marmara, 18 % Aegean</b>
The Most Effective Advertisement Type and Time	<b>TV (January-April), print media (January-September), outdoor (April-August), Internet (January-September)</b>



# FINLAND

<b>Population</b>	<b>5,376,891</b>
<b>Tourism Authority</b>	<b>Ministry of Industry and Commerce-National Tourism Board</b>
<b>International Travels</b>	<b>11,992,291 (2010)</b>
<b>Tourism Expenditure</b>	<b>4.5 billion USD (2009)</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>270 (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>Spain, Sweden, Greece, Italy, Thailand, USA, Bulgaria, Turkey, Portugal, Netherlands, Egypt, Poland, Austria (2010)</b>



## Tourist Profile

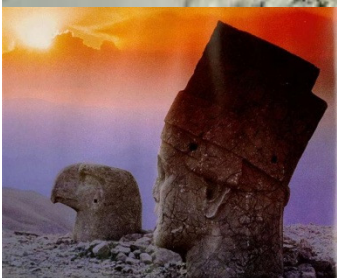
# FINLAND

Length of stay	One week
Target Age Groups	30-55 and 55+ age groups, families with children
Time for Decision Making	October-November, January-April period, June-July and last minute
Reservation Time	October-November, January-April period, June-July and last minute
Preferred Reservation Type	Tour operators (85%), individual travel (15%)
Preferred Accommodation Type	2-4 star Hotels (65%), Holiday Village (10 % ), Apart (20% ),
Travel Motivations	Entertainment-rest (62 %), business (13%), shopping (12%), city oriented culture tourism (%12)
Preferred Season for International Travels	February, April-October



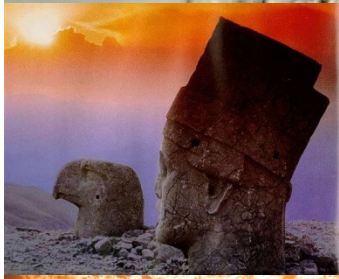
# Turkey in Finnish Market

Incoming Tourists to Turkey	<b>142,204 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>4.92 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>84,745 / 39.88 %</b>
2010 Package Tour List	<b>3th</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>13</b>
Preferred Tourism Type in Turkey	<b>Sun-Sand-Sea tourism, culture/city tourism (Istanbul), golf tourism, diving, yatching and nature sports</b>
Distribution of Incoming Tourist According to the Destinations	<b>Alanya (31%),Marmaris (11%), Istanbul (15%), Fethiye (8%), Belek (7 %) Bodrum (6%), Side (%5), Antalya (%6), Kemer (%5), Kaş-kalkan (%6)</b>
The Most Effective Advertisement Type and Time	<b>TV, press, outdoor; October-November period</b>



# AUSTRIA

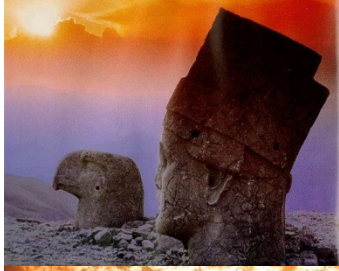
<b>Population</b>	<b>8,404,252 (2010)</b>
<b>Tourism Authority</b>	<b>Austria National Tourism Office (ANTO)</b>
<b>International Travels</b>	<b>5.2 million people (16.9 million travels)</b>
<b>Tourism Expenditure</b>	<b>7.71 billion Euro (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>1. Italy (19 % ), 2. Croatia (12 %), 3. Spain (% 8), 4. Turkey (6 %), 5. Greece (5 %), 6. Egypt (4 %), others (46 %)</b>



## Tourist Profile

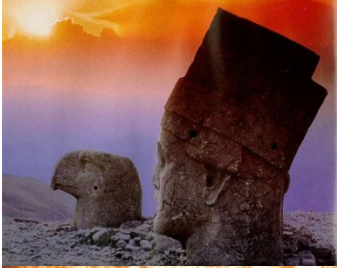
# AUSTRIA

Length of stay	7 days
Target Age Groups	14 – 65 age group
Time for Decision Making	December-February period for summer holidays
Reservation Time	January – March
Preferred Reservation Type	Travel agency and internet
Preferred Accommodation Type	4-5 stars hotels, club hotels and pensions (46.3 %), friends and relatives (34.5 %) others (Apart Hotel, thermal centers, camping) (19.2 %)
Travel Motivations	Warm climate, sea, culture, shopping, gastronomy, sportive activities
Preferred Season for International Travels	78 % summer, 22 % winter. 39.2 % July, August and September, travels generally in May – September to other countries.



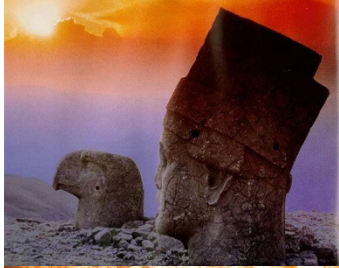
# Turkey in Austrian Market

Incoming Tourists to Turkey	500,321
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 8.72 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	200,439 (14.66 %)
Turkey's Share in Austrian Market	4th (6 %)
Rank and Market Share at the Total Arrivals to Turkey (2010)	15 th (1.75 %)
Preferred Tourism Types in Turkey	City breaks (30 %), wellness (15 %), sea-sand-sun (20 %), long haul destination/luxury holiday (23 %)
Distribution of Incoming Tourist According to the Destinations	Antalya- Mugla- Istanbul
The Most Effective Advertisement Type and Time	TV, print media, outdoor, tour operators' catalogs and fairs January-March and Autumn session



# CHINA

<b>Population</b>	<b>1.3 billion</b>
<b>Tourism Authority</b>	<b>China National Tourism Administration (CNTA)</b>
<b>International Travels</b>	<b>66,000,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>55 billion USD</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>528</b>
<b>Preferred Foreign Destinations</b>	<b>Hong Kong and Macao B., Japan, South Korea, Thailand, Malaysia, Singapore, Australia, North Korea, USA, Germany, France, England.</b>



# Tourist Profile

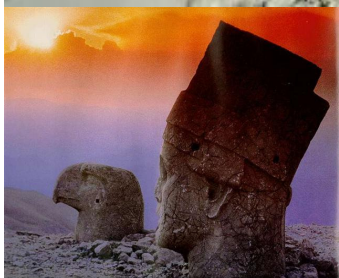
# CHINA

Length of stay	10 days
Target Age Groups	20 – 40 age group (white collars and officers)
Time for Decision Making	Before 1 month
Reservation Time	Before 1 month
Preferred Reservation Type	Package tours
Preferred Accommodation Type	4-5 star hotels and luxurious boutique hotels
Travel Motivations	Visiting more than one destination with group tours, gastronomy, shopping, photographing in famous places and visiting museums
Travel Purpose	Business visits, shopping, cultural tourism
Preferred Season for International Travels	February, March and October



# Turkey in Chinese Market

<b>Incoming Tourists to Turkey</b>	<b>77,142 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>11.26 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>43,535 / 21.65 %</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>50</b>
<b>Preferred Tourism Types in Turkey</b>	<b>History, culture, shopping, visiting brand destinations</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Aegean Region, Antalya, Cappadocia and Pamukkale</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>TV, internet, print media and outdoor/ October-September</b>
<b>Ongoing Promotional Campaigns</b>	<b>Internet, print media, outdoor/ October-September period</b>



# ISRAEL

<b>Population</b>	<b>7,695,000</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism</b>
<b>International Travels</b>	<b>4,280,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>3.5 billion USD (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>22 Tour Operators 590 Travel Agencies</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, USA, United Kingdom, France, Italy, Russia, Greece</b>



# Tourist Profile

# ISRAEL



**Length of stay**

**6 days**

**Target Age Groups**

**15-64 age group**

**Time for Decision Making**

**Last minute**

**Reservation Time**

**Last minute**

**Preferred Reservation Type**

**Tour operators**

**Preferred Accommodation Type**

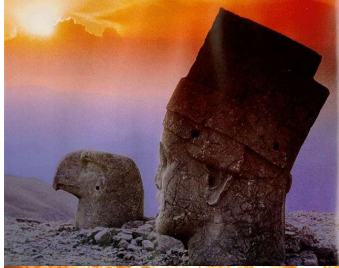
**4-5 star hotels, holiday villages**

**Travel Purpose**

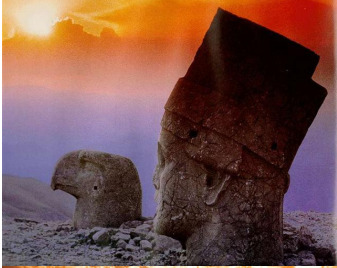
**Sun-sand-sea tourism, culture/faith tourism, winter sports, spa-wellness and adventure tourism**

**Preferred Season for International Travels**

**April-October and Religious Holidays**

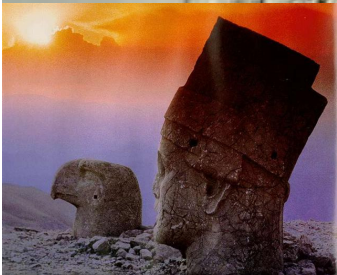


# Turkey in Israeli Market

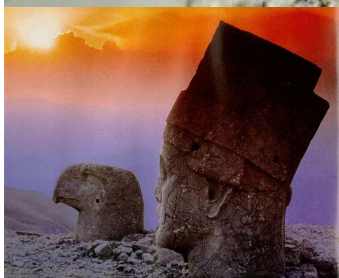


Incoming Tourists to Turkey	<b>109,559 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>- 64,84 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>36,721 / - 51.08 %</b>
Turkey's Share in Tourism Market	<b>7th / 1.6 %</b>
Rank and Market Share at the Total Arrivals to Turkey	<b>1.15 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>24</b>
Preferred Tourism Types in Turkey	<b>Sun-sand-sea, culture tourism, thermal tourism and adventure tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya-, Aegean, Istanbul, Cappadocia and Blacksea Region</b>
The Most Effective Advertisement Type and Time	<b>TV , outdoor, internet and print media March – October period</b>

# AZERBAIJAN



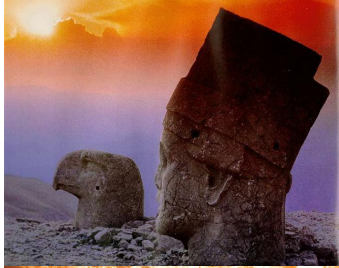
<b>Population</b>	<b>9,150,000</b>
<b>Tourism Authority</b>	<b>Ministry of Civilization and Tourism</b>
<b>International Travels</b>	<b>2,362,475 (2009)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>216</b>
<b>Preferred Foreign Destinations</b>	<b>Russian Federation, Georgia, Iran, Turkey, Ukraine, Uzbekistan</b>



## Tourist Profile

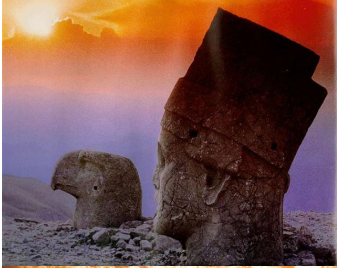
# AZERBAIJAN

Length of stay	<b>1 week</b>
Target Age Groups	<b>25-45</b>
Time for Decision Making	<b>2-4 weeks</b>
Reservation Time	<b>1-2 weeks</b>
Preferred Reservation Type	<b>Travel agency and individual organisations</b>
Preferred Accommodation Type	<b>3-4-5 Star Hotels</b>
Travel Purpose	<b>Sea-sand-sun, nature, visiting historical destinations and shopping</b>
Preferred Season for International Travels	<b>May-August</b>



# Turkey in Azerbaijani Market

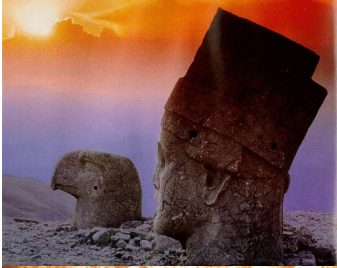
Incoming Tourists to Turkey	486,381 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	% 14.67
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	281,137/ % 38.97
Package Tour List	1th
Number of Travel Agencies and Tour Operators Making Operations to Turkey	44
Preferred Tourism Type in Turkey	Resting, Commercial Activities, Winter Tourism, Exhibitions, Fairs and Scientific Purposes
Distribution of Incoming Tourist According to the Destinations	Istanbul, Kemer, Antalya, Bodrum and Çeşme,
The Most Effective Advertisement Type and Time	TV and outdoor March-June



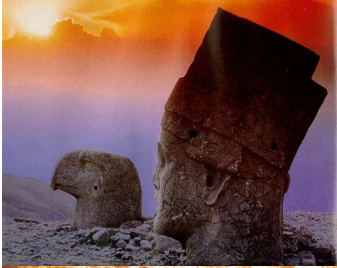
# U.A.E

<b>Population</b>	<b>6,900,000</b>
<b>Tourism Expenditure</b>	<b>8.8 billion USD</b>
<b>Length of stay</b>	<b>1 week</b>
<b>Target Age Groups</b>	<b>30+ age group and upper class families.</b>
<b>Time for Decision Making</b>	<b>Last minute</b>
<b>Reservation Time</b>	<b>Last minute</b>
<b>Preferred Reservation Type</b>	<b>Travel agencies</b>
<b>Preferred Accommodation Type</b>	<b>Hotels (4-5 star)</b>
<b>Travel Motivations</b>	<b>Nature, history, culture and shopping</b>
<b>Preferred Season for International Travels</b>	<b>April – August</b>

# Turkey in U.A.E. Market



Incoming Tourists to Turkey	<b>30,480 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>38.23 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>12,611 (41.70 %)</b>



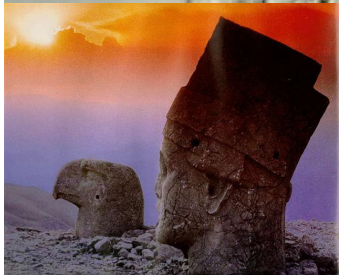
# EGYPT

<b>Population</b>	<b>80,510,335</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism</b>
<b>International Travels</b>	<b>4.5 million</b>
<b>Tourism Expenditure</b>	<b>2.9 billion USD</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>1,176</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Arabian Countries (especially UAE-Dubai) and European countries</b>



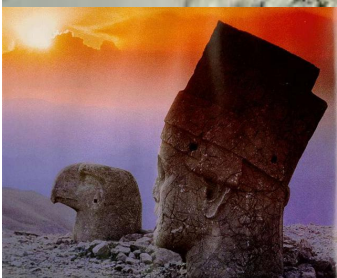
# Tourist Profile

# EGYPT



Length of stay	Two weeks
Target Age Groups	15-45 age group
Time for Decision Making	Last minute
Reservation Time	May-June
Preferred Reservation Type	Tour operators
Preferred Accommodation Type	Hotels, holiday villages, pension, apart hotels
Travel Purpose	Culture tourism, shopping and faith tourism
Preferred Season for International Travels	April-September (Decrease in August because of Ramadan)

# Turkey in Egyptian Market



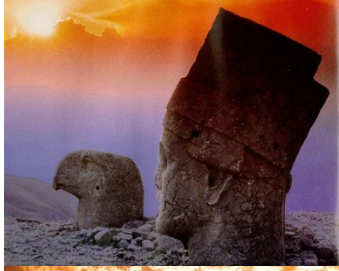
<b>Incoming Tourists to Turkey</b>	<b>61,560 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>- 8 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>30,041 / 27.59 %</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Antalya, Muğla, Bursa and Konya</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Culture, shopping, shopping, faith tourism, Sea-Sand-Sun tourism</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Outdoor, print media, TV and internet May-July</b>





# JAPAN

<b>Population</b>	<b>127,960,000</b>
<b>Tourism Authority</b>	<b>Ministry of Land Infrastructure and Transport; JNTO (Japan National Tourist Office)</b>
<b>International Travels</b>	<b>16,637,000 (2010)</b>
<b>Expenditure</b>	<b>25.8 billion USD (2009)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>143 tour operators, 769 travel agencies having operation abroad</b>
<b>Preferred Foreign Destinations</b>	<b>China, S. Korea, USA (Hawaii), Hong Kong, Taiwan, Thailand, Germany, France, Spain</b>

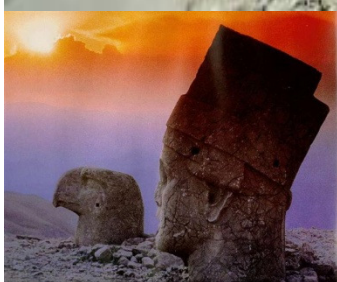


## Tourist Profile

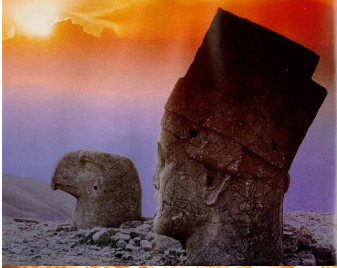
# JAPAN

Length of stay	5-7 days Travel to Europe 8-14 days
Target Age Groups	•30+ age group women, •50+ age high income group men and women, •young people
Time for Decision Making	2-3 months before
Reservation Time	One month before
Preferred Reservation Type	51.7 % internet, 21.3 % package tours,
Preferred Accommodation Type	Luxury Hotels
Travel Motivations	Nature, history, regional cuisine, shopping, culture tourism
Preferred Season for International Travels	March and August / August-October

# Turkey in Japanese Market



<b>Incoming Tourists to Turkey</b>	<b>195,404</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>32.35 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>85,968 / - 7.11 %</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>24 tour operators and 68 travel agencies</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Culture, history and nature</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Cappadocia, Pamukkale, Safranbolu, Çanakkale, İzmir</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Internet, outdoor, TV, print media/ February-April, June-July</b>



# KYRGZSTAN

<b>Population</b>	<b>5,418,299</b>
<b>Tourism Authority</b>	<b>Republic of Kyrgyzstan Ministry of Economic Regulations</b>
<b>International Travels</b>	<b>25,359 (2011 Jan-June)</b>
<b>Number of Travel Agencies and Tour Operators</b>	<b>196 (10 tour operators)</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Kazakhstan, Russia, China, UAE, Czech Republic, Egypt, France</b>



## Tourist Profile

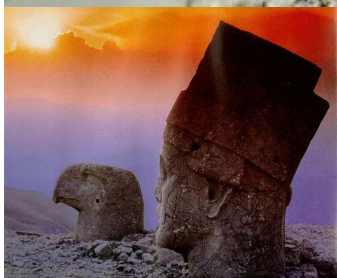
# KYRGZSTAN

Length of stay	7-10 days
Target Age Groups	16-50 age group
Time for Decision Making	One month before
Reservation Time	a week before
Preferred Reservation Type	Travel agencies
Preferred Accommodation Type	3-4-5 star hotels, holiday villages, pensions
Travel Purpose	Holiday, shopping
Preferred Season for International Travels	April-August

# Turkey in Kyrgyzstan Market

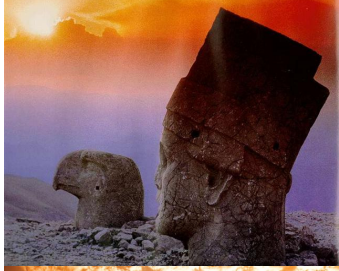


Incoming Tourists to Turkey	<b>35,665</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>- 12.76 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>20,832 (36.89 %)</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>52</b>
Preferred Tourism Types in Turkey	<b>Commercial Activities, Winter Tourism, Faith Tourism</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya, Istanbul, Izmir, Erzurum, Ankara</b>
The Most Effective Advertisement Type and Time	<b>TV, outdoor, internet, print March-October</b>



# KAZAKHSTAN

<b>Population</b>	<b>16,417,000</b>
<b>Tourism Authority</b>	<b>Republic of Kazakhstan Ministry of Tourism and Sports</b>
<b>International Travels</b>	<b>500,000 (2010)</b>
<b>Number of Travel Agencies and Tour Operators</b>	<b>1,163</b>
<b>Preferred Foreign Destinations</b>	<b>Turkey, Rusia, China, Thailand, UAE, Czech Republic, Egypt, Italy and France</b>

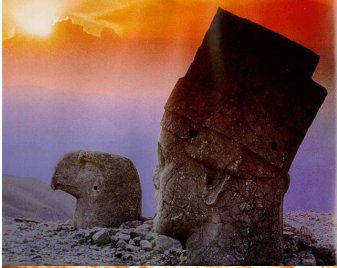


## Tourist Profile

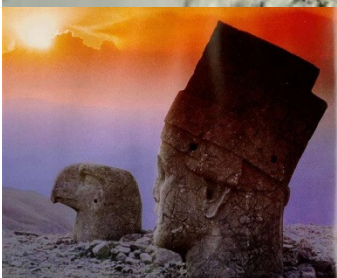
# KAZAKHSTAN

Length of stay	10 days
Target Age Groups	16-40 ages group and families with children
Time for Decision Making	One month before
Reservation Time	Two weeks or one month before
Preferred Reservation Type	Travel agencies
Preferred Accommodation Type	Five star hotels, holiday villages
Travel Purpose	Holiday, shopping
Preferred Season for International Travels	June-August

# Turkey in Kazakhstan Market

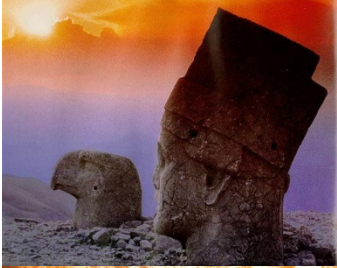


Incoming Tourists to Turkey	<b>247,784 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>12.91 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>119,763 (26.85 %)</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>700</b>
Preferred Tourism Types in Turkey	<b>Resting, Commercial Activities, Winter Tourism, Exhibitions, Fairs and Scientific Purposes</b>
Distribution of Incoming Tourist According to the Destinations	<b>Antalya, Bodrum, Marmaris, Istanbul</b>
The Most Effective Advertisement Type and Time	<b>TV, outdoor April-July</b>



# MALAYSIA

<b>Population</b>	<b>28,590,000 (2010)</b>
<b>Tourism Authority</b>	<b>Ministry of Tourism</b>
<b>International Travels</b>	<b>7,013,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>6.6 billion USD (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>2,739 (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>Singapore, Indonesia, Thailand, Brunei, Vietnam, Philippines, China, Taiwan, Japan, Australia and South Korea</b>

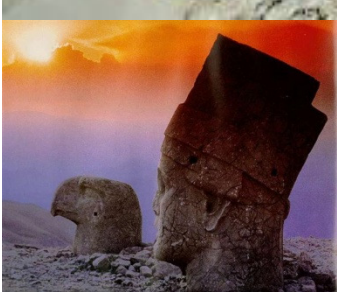


# Tourist Profile

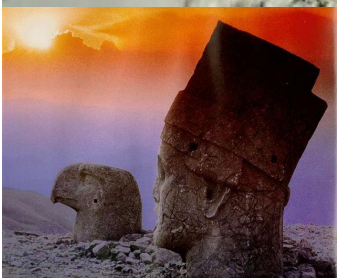
# MALAYSIA

Length of stay	<b>10 – 15 days</b>
Target Age Groups	<b>-19 (0.4%) 19-24 (5.0%) 25-34 (36.7%) 35-44 (36.6%) 45-54 (13.8%) 55+ (7.5%)</b>
Time for Decision Making	<b>Before 1-2 month</b>
Reservation Time	<b>Last minute</b>
Preferred Reservation Type	<b>Travel agency</b>
Preferred Accommodation Type	<b>Hotels</b>
Travel Motivations	<b>Travelling religious, cultural and historical destinations and shopping.</b>
Preferred Season for International Travels	<b>November-December, official holidays, school holidays</b>

# Turkey in Malaysian Market

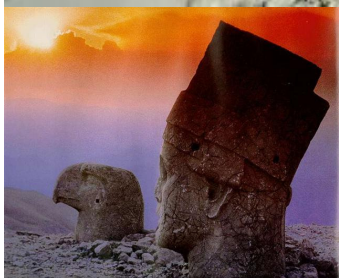


<b>Incoming Tourists to Turkey</b>	<b>32,458 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>9.81 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>19,067 / 20.30 %</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Culture and faith tourism, shopping</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Bursa, Ankara, Cappadocia, Konya, Pamukkale, Izmir and Çanakkale</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>TV and print media Year-round , especially November-December</b>



# UZBEKISTAN

Population	268,128,000
Tourism Authority	Uzbekistan National Company
Number of Travel Agencies and Tour Operators	114

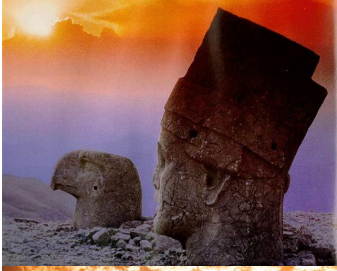


## Tourist Profile

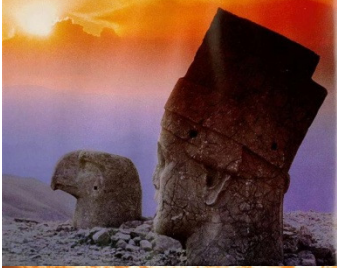
# UZBEKISTAN

Length of stay	10 days
Target Age Groups	25 - 50 ages group
Reservation Time	May-October for holidays and all year for business travels
Preferred Reservation Type	Travel agencies
Preferred Accommodation Type	Hotels and holiday villages
Travel Motivations	Holiday, bussiness travels
Preferred Season for International Travels	May –September

# Turkey in Uzbekistan Market

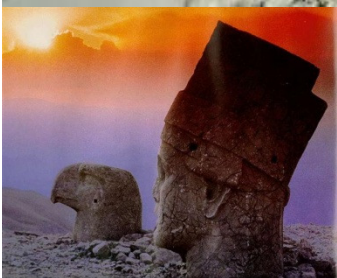


<b>Incoming Tourists to Turkey</b>	<b>68,124 (2010)</b>
<b>2010-2009 Change Percentages in Number of Incoming Tourists to Turkey</b>	<b>- 7.83 %</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>38,045 / 36.45 %</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>20</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Resting, Commercial Activities, Winter Tourism, Exhibitions, Fairs and Scientific Purposes</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Antalya, Bodrum, Çeşme, İzmir, İstanbul</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>TV, outdoor January-June</b>



# INDIA

<b>Population</b>	<b>1.21 billion</b>
<b>Tourism Authority</b>	<b>Indian Tourism Ministry</b>
<b>International Travellers</b>	<b>12 million (2010)</b>
<b>Tourism Expenditure</b>	<b>12.4 billion USD (2010)</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>6,000 travel agencies (1,200 of the outbound)</b>
<b>Preferred Foreign Destinations</b>	<b>Singapore, Dubai, Thailand, Hong Kong &amp; Macau, Malaysia, Switzerland, England, Australia, USA and Canada</b>



# INDIA

<b>Length of stay</b>	<b>5-7 days</b>
<b>Target Age Groups</b>	<b>30 – 65 age group</b>
<b>Time for Decision Making</b>	<b>Before 1 month</b>
<b>Reservation Time</b>	<b>Before 1 month</b>
<b>Preferred Reservation Type</b>	<b>Travel agencies and internet</b>
<b>Preferred Accommodation Type</b>	<b>4-5 star hotels and boutique hotels</b>
<b>Travel Motivations</b>	<b>Travel to popular destinations, experiencing different cultures, shopping, business and honeymoon holidays</b>
<b>Travel Purpose</b>	<b>Holiday, business visits</b>
<b>Preferred Season for International Travels</b>	<b>May-June, Septamber-October, end of December</b>



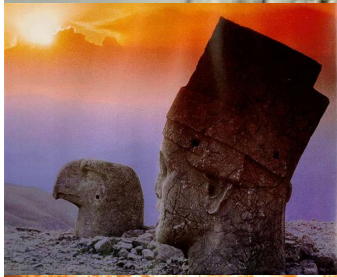
# Turkey in Indian Market

<b>Incoming Tourists to Turkey and rate of change (2010/2009)</b>	<b>63,406 (15.05 %)</b>
<b>Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages</b>	<b>36,406 (24.70 %)</b>
<b>Number of tour operators and travel agencies having operation to Turkey</b>	<b>300</b>
<b>Preferred Tourism Types in Turkey</b>	<b>Holiday, entertainment, night life, shopping and congress</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>TV , print media, outdoor March-April and August-October</b>
<b>Ongoing promotional campaigns</b>	<b>Print media and outdoor</b>

# SAUDI ARABIA



<b>Population</b>	<b>27,136,000</b>
<b>Tourism Authority</b>	<b>Arabian Supreme Board of Tourism and Culture</b>
<b>International Travels</b>	<b>7,551,000 (2010)</b>
<b>Tourism Expenditure</b>	<b>6 billion USD (2010)</b>
<b>Preferred Foreign Destinations</b>	<b>Egypt, Syria, Jordan, UAE, Bahrain, Turkey, Malesia, Lebanon and European countries</b>

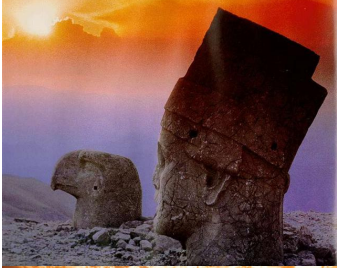


## Tourist Profile

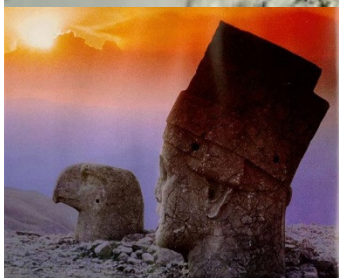
# SAUDI ARABIA

Length of stay	18 days
Target Age Groups	18-65 age group
Time for Decision Making	April-May
Reservation Time	Last Minute
Preferred Reservation Type	Travel agencies and individual organisations
Preferred Accommodation Type	Rent House (%50.4), Pansion (%25.6), Hotels (%23.7), Others (%1.2)
Travel Purpose	Entertainment (%80.5), Visiting relatives (%12.7), Business (%2.9), others (%3.9)
Preferred Season for International Travels	School holidays, Summer holiday, religious feasts

# Turkey in S.Arabian Market

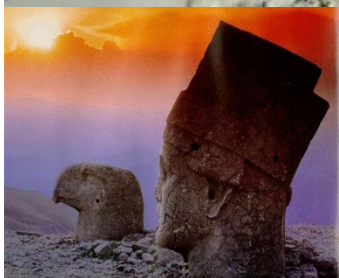


Incoming Tourists to Turkey	<b>84,934 (2010)</b>
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	<b>26.88 %</b>
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	<b>41,394 / 105.92 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>100</b>
Distribution of Incoming Tourist According to the Destinations	<b>Istanbul, Bursa, Yalova, Bolu, Trabzon, Hatay, Mersin and Antalya</b>
The Most Effective Advertisement Type and Time	<b>Print media, indoor, TV and internet</b>



# MACEDONIA

<b>Population</b>	<b>2,066,718</b>
<b>Tourism Authority</b>	<b>Ministry of Economy, Ass. Macedonian Travel Agencies, Chamber of Tourism and Economy</b>
<b>Number of Tour Operators and Travel Agencies</b>	<b>460</b>



## Tourist Profile

# MACEDONIA

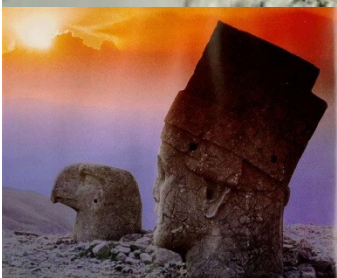
Length of stay	15 days
Target Age Groups	18-50 age group
Preferred Accommodation Type	Hotel and guesthouse
Travel Motivations	Culture, ecotourism, trade
Preferred Travel Time	15th June – 15th August, Noel and Ramadan



# Turkey in Macedonian Market

Incoming Tourists to Turkey	<b>115,541 (2010)</b>
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	<b>7.59 %</b>
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	<b>38,786 / 9.12 %</b>
Number of Travel Agencies and Tour Operators Making Operations to Turkey	<b>20</b>
Distribution of Incoming Tourist According to the Destinations	<b>Marmara Region, Aegean Region, Mediterranean</b>
The Most Effective Advertisement Type and Time	<b>Print media and TV, Outdoor March –June, September – October</b>
Ongoing Promotional Campaigns	<b>Print media, outdoor and TV</b>

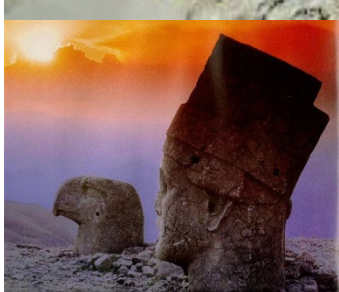




# BOSNIA- HERZEGOVINA

<b>Population</b>	<b>3.842.265 (2008)</b>
<b>Tourism Authority</b>	<b>Federal Ministry of Trade and Tourism</b> <b>Ministry of Trade and Tourism of Republic of Srpska</b>

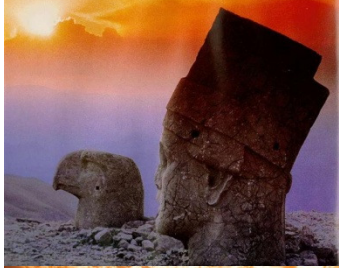




# Tourist Profile

## BOSNIA- HERZEGOVINA

Length of stay	1 week , 10-15 days
Preferred Reservation Type	Tour package vacation by Tour Operator
Preferred Accommodation Type	3-4 star hotels, Holiday Village
Incoming Tourists Preferred Tourism Types in Turkey	Mass Tourism (sea- sand - sun) and Cultural Tourism
Travel Motivations	Tour Package Price, All Inclusive, Historical Connections
Preferred Travel Time	June , July, August, September



# Turkey in Bosnian Market

<b>Incoming Tourists to Turkey</b>	<b>47.361 (2010)</b>
<b>Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages</b>	<b>24.400 / % 26,06</b>
<b>Number of Travel Agencies and Tour Operators Making Operations to Turkey</b>	<b>6</b>
<b>Preferred Destinations of the Citizens of Bosnia and Herzegovina</b>	<b>Croatia, Montenegro, Serbia, Turkey, Egypt</b>
<b>Rank and Market Share of Turkey in Market of Bosnia and Herzegovina</b>	<b>After Croatia, Montenegro and Serbia it is ranked 4th</b>
<b>Distribution of Incoming Tourist According to the Destinations</b>	<b>Istanbul, Antalya- Marmara- Bodrum, Kuşadası, Side, Bursa</b>
<b>The Most Effective Advertisement Type and Time</b>	<b>Printed media, Outdoor, TV, Mart-July</b>