

TURKISH MARKET DATA

Population

- Currently 76 million.
- In 2023, expected to be 85 million.
- Median age of the population in Turkey was 30.1 in 2012, it will increase to 34 in 2023.

Average income per month

- The average monthly income is 750 EUR (in 2003 this figure was 165 EUR)

Holiday Days per Year

- 15 days

Peak Travel Season

- Summer, Semester Break in February and Religious Holidays. Except the summer holidays, the Travel Dates are totally different than the Europeans.

Internet users

- 46% of the population

Facebook User

- 34.000.000

Twitter User

- 9.700.000

Instagram User

- 3.000.000

TRAVEL MARKET SITUATION

-The urban middle class (appr. 10 million with an average income of 1.250EUR) and the 90.000 USD Millionaires are faced with the same question:

Where should we Travel this time? What can we do next weekend?

-Same as in Europeans, these potential customers travel once a year for an average of 7 nights to a beach resort and spend the remaining vacation days (approx. 2 – 3 days) as short City Trips inside the Country or City Trips to Europe.

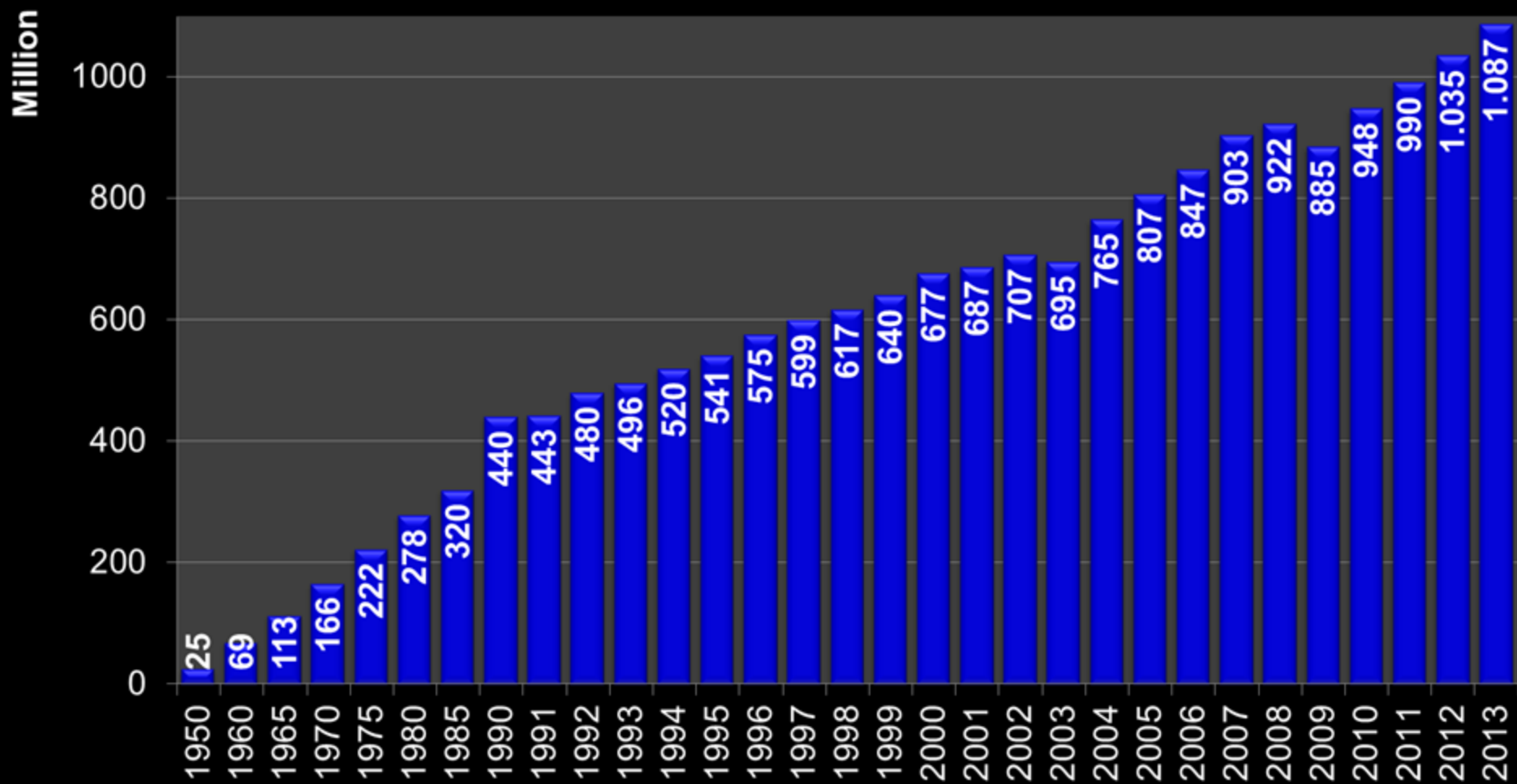
STATISTICS

Ingoing Tourism	Number of Trips	Average Expenses
2010	68.373.000	91 \$
2011	65.854.000	107 \$
2012	64.922.000	116 \$
2013	68.452.000	121 \$
Outgoing Tourism	Number of Travelers	Average Expenses
2010	6.557.233	896 \$
2011	6.281.972	881 \$
2012	5.802.950	792 \$
2013	7.252.869	698 \$
Incoming Tourism	Number of Travelers	Average Expenses
2010	28.510.852	670 \$
2011	31.324.528	709 \$
2012	31.342.464	715 \$
2013	33.827.474	749 \$

*Source TurkStat Tourism Survey

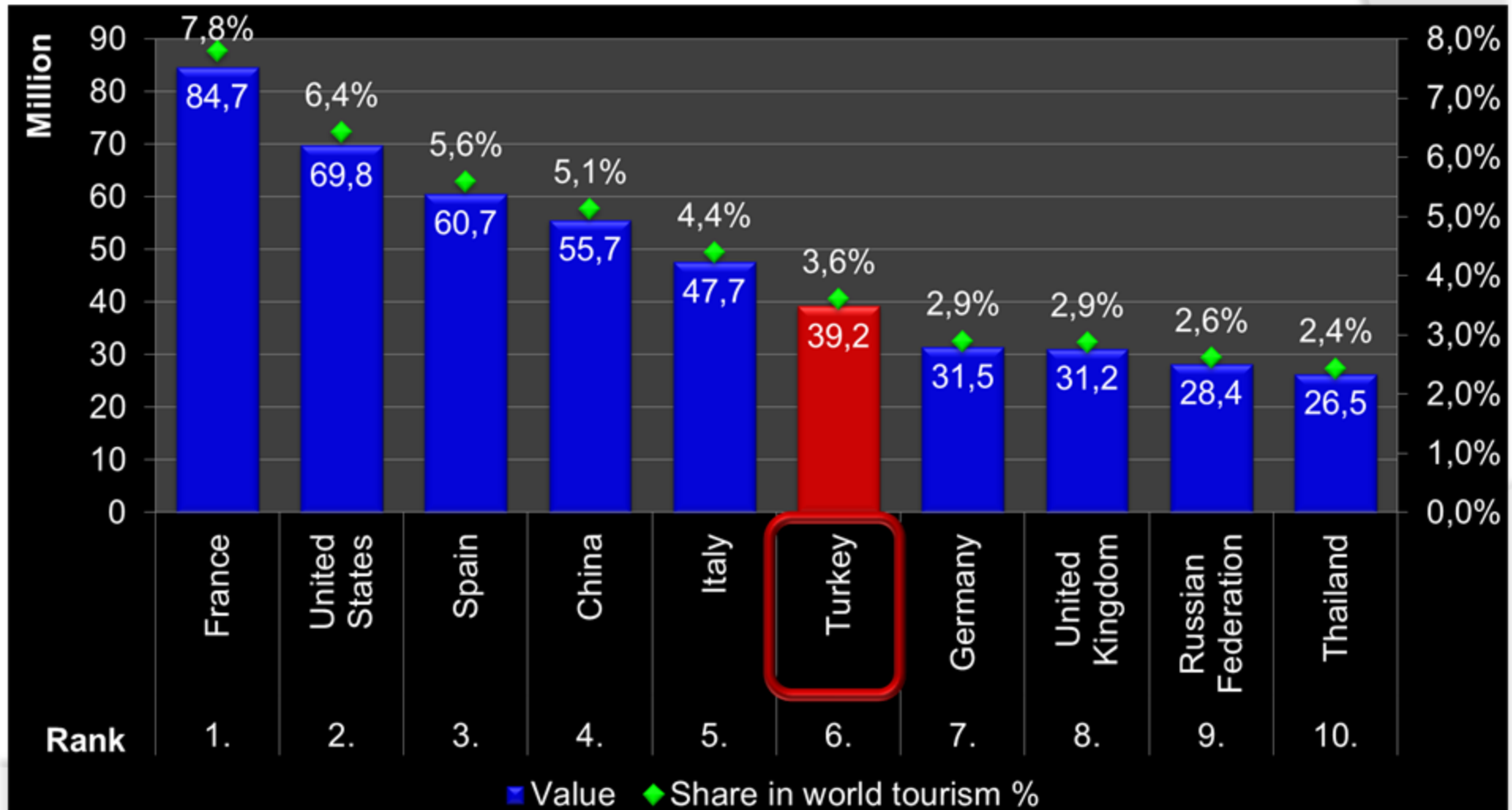
STATISTICS

INTERNATIONAL TOURIST ARRIVALS (INBOUND) -WORLD TOTAL-



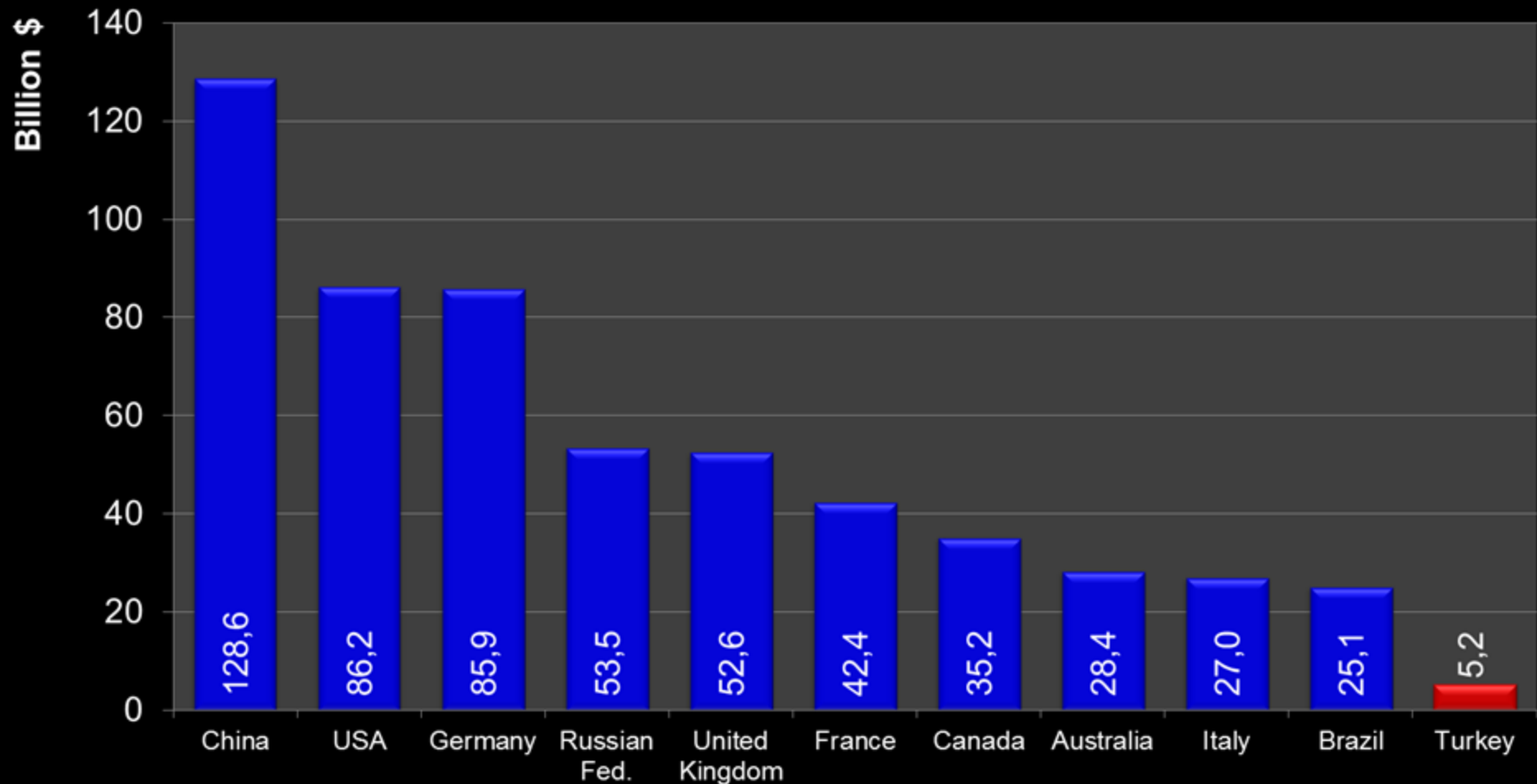
STATISTICS

WORLD'S TOP TOURISM DESTINATIONS (INBOUND), 2013



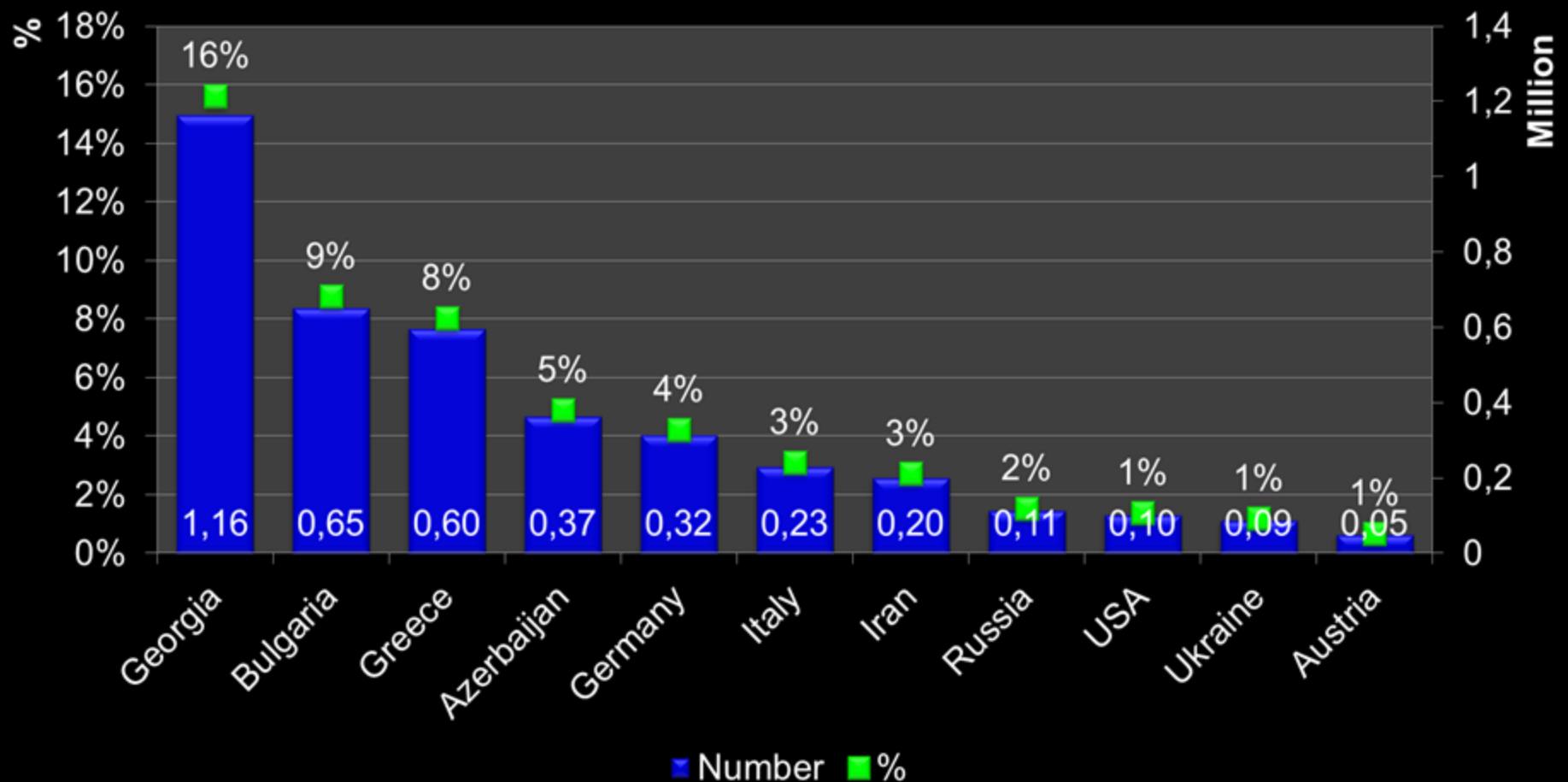
STATISTICS

INTERNATIONAL TOURISM EXPENDITURE (OUTBOUND), 2013



STATISTICS

THE MOST DESTINATION COUNTRIES OF TURKISH CITIZENS VISITED ABROAD (OUTBOUND), 2013



STATISTICS

DISTRIBUTION OF TURKISH CITIZENS VISITED ABROAD BY PURPOSE OF VISIT (OUTBOUND)

