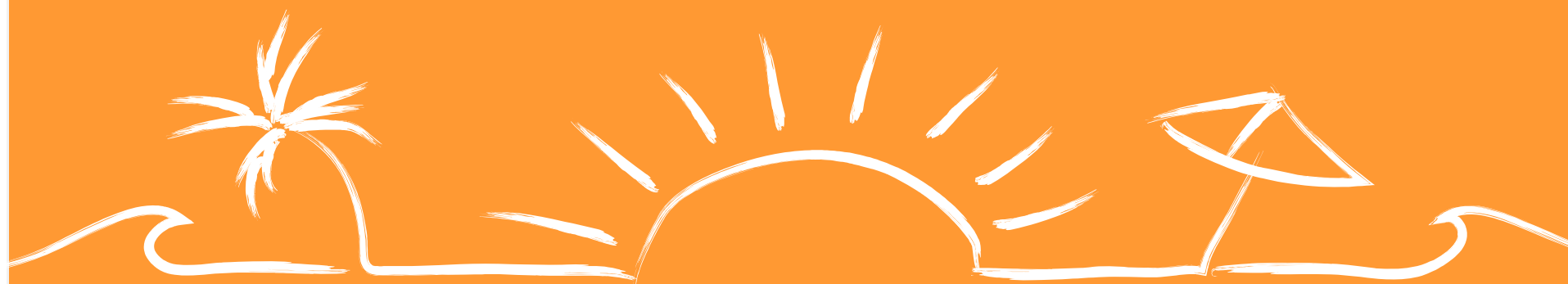




6<sup>TH</sup> INTERNATIONAL

# RESORT TOURISM CONGRESS

„tourism of the future – the future of the tourism!“



# Booking Trend Analysis -Turkey

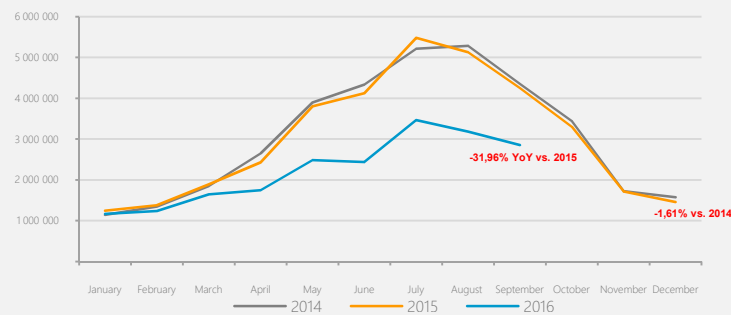
Source markets vs. FTI Group



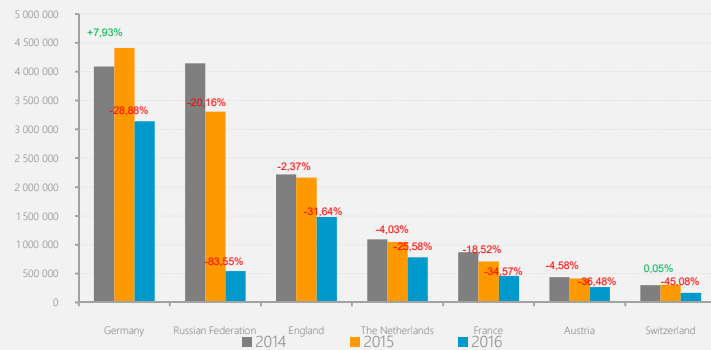
# Booking Trend Analysis - Turkey



Foreign visitors Turkey (2014 – 09/2016)



Development Source Markets Turkey (2014 – 09/2016)



## Summary

- FTI Group is performing much better than the German source market
  - Result FTI Group TY 15/16: -3% vs. TY14/15 → ~26%-points better than German source market
  - The german source market lost -28,88% in TY15/16 vs. TY14/15

Source: Directorate-General for investment and operations, Sep. '16

# Booking Trend Analysis – Antalya

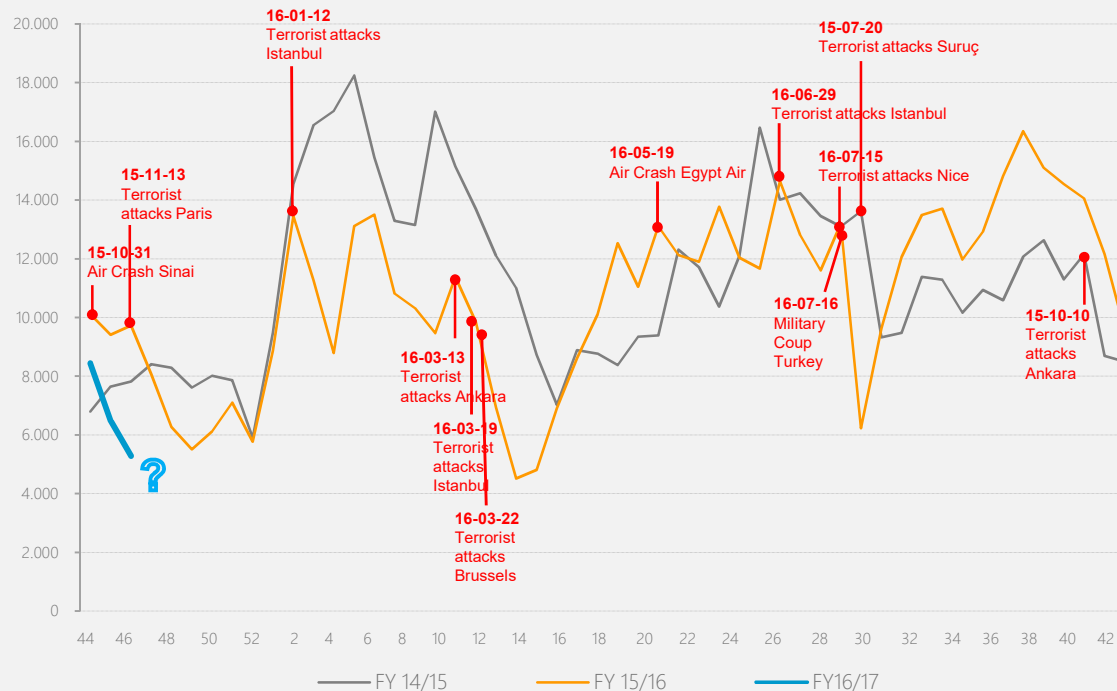
TY14/15 – TY16/17 CW 43



# Booking Trend Analysis - Antalya



Weekly Sales FTI Group | Order Intake TY14/15 – TY16/17 CW43



## Summary

- Booking curves are showing significant deviations after incidents
- Recovery of the market mostly within two or three weeks after incidents
- Currently we receive only bookings at short notice → last minute bookings with departures within the next 5 weeks

## Guest Survey by FTI Group

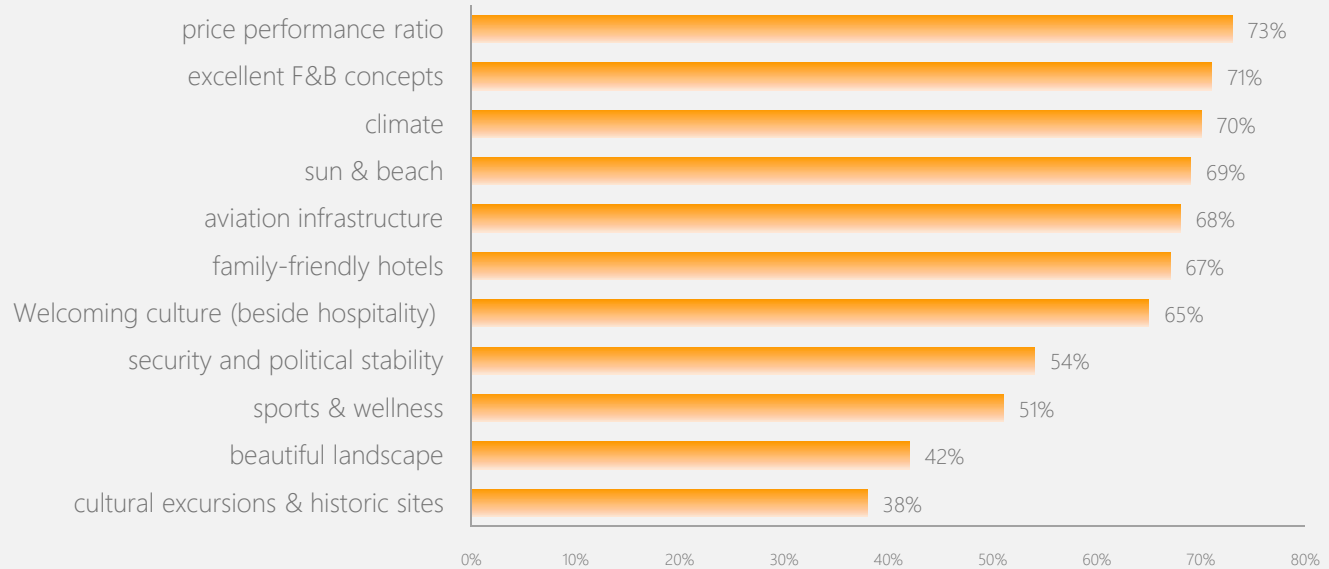
Question: What are the main reasons to spend the next holiday in Turkey?



# Guest Survey by FTI Group



Question: What are the main reasons to spend the next holiday in Turkey?



source FTI Group, Sep. '16

Thank you very much for your attention!

## SUMMER OF FAMILY AND WELLNESS

Relaxing holidays on the coasts of the Aegean and the Riviera

by FTI Group

