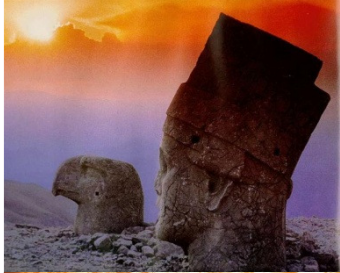




**REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM
General Directorate of Promotion**

August-2011





GERMANY

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



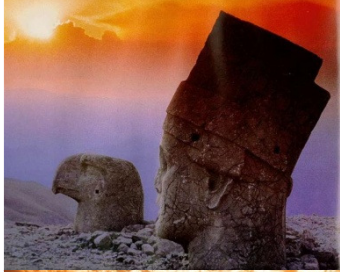
GERMANY

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



Turkey in German Market

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



RUSSIA

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



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

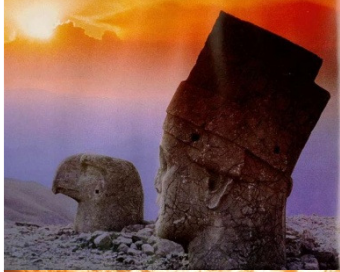
4-5 star hotels and holiday villages (2010)

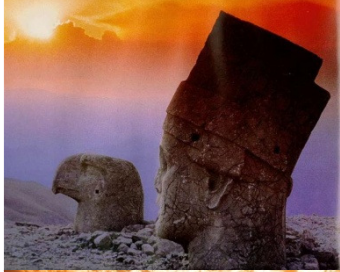
Travel Motivations

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

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

GREAT BRITAIN



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



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)

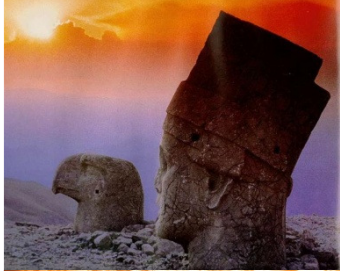
Travel Purposes

Sun-sand-sea, culture, golf, yachting, diving and spa-wellness

Preferred Season for International Travels

February-September

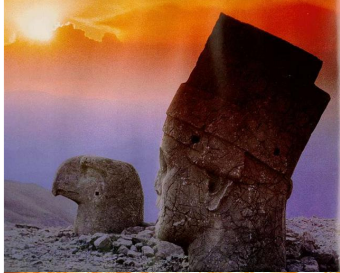




Turkey in British Market

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





IRAN

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



Tourist Profile

IRAN



Length of stay

7-10 days

Target Age Groups

25-50 age group

Time for Decision Making

One month before

Reservation Time

Last minute

Preferred Reservation Type

Tour operators

Preferred Accommodation Type

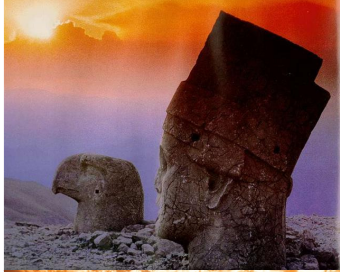
4-5 star hotels, holiday villages, pensions, apart hotels

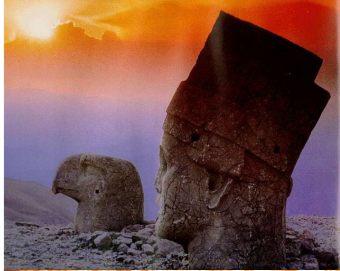
Travel Purpose

Sea, culture, shopping, faith tourism

Preferred Season for International Travels

March (Nawruz), June-August and December (Şeb-i Arus ceremonies in Konya)

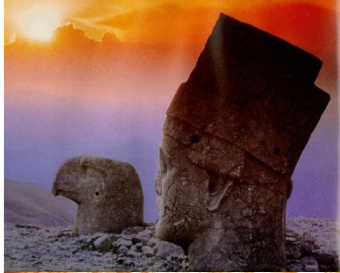




Turkey in Iranian Market

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





HOLLAND

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



Tourist Profile

HOLLAND

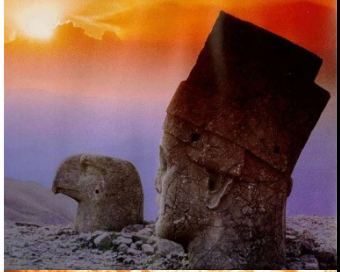


Length of stay

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

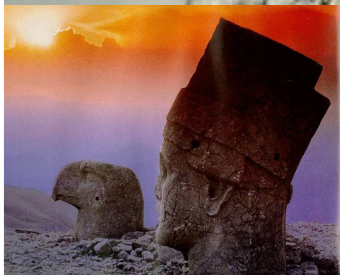




Turkey in Dutch Market

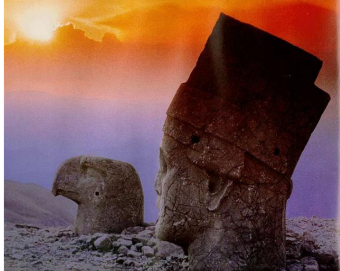
Incoming Tourists to Turkey	1,073,064 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 4.80 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	476,095 / 14.44 %
Rank and Market Share at the Total Arrivals to Turkey	7th / 3.75 % market share
Rank of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

SYRIA



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

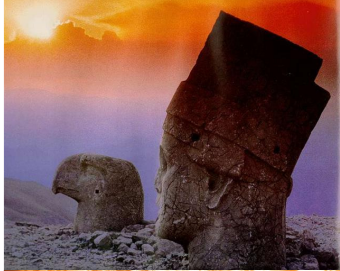




Tourist Profile

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

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



UKRAINE

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



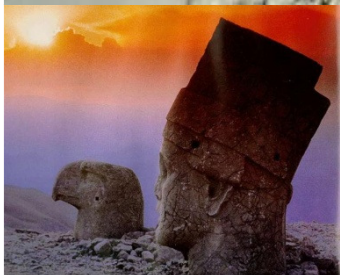


Tourist Profile

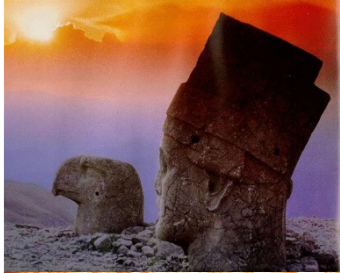
UKRAINE

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



U.S.A

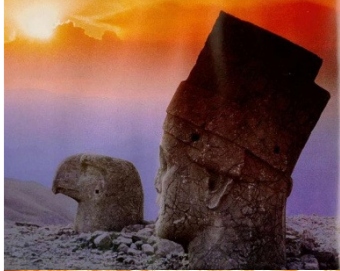
Population	313,232,044
Tourism Authority	OTTI - Office of Travel & Tourism Industries, TIA – Travel Industry Association of America
International Travels (2009)	30.3 million overseas, 61.5 million in total
Tourism Expenditure	99.2 billion USD
Number of Tour Operators and Travel Agencies	750 tour operators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



Tourist Profile

U.S.A

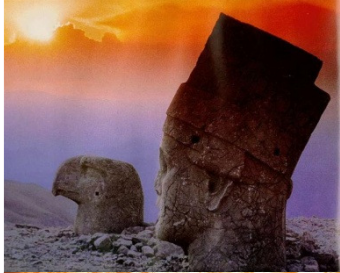
Length of stay	8.9 days (in Turkey 8 days)
Target Age Groups	50+ age group and culture oriented travelers
Time for Decision Making	Before 90 days for the overseas travellers
Reservation Time	December-May period
Preferred Reservation Type	Travel Agents and internet
Preferred Accommodation Type	5 star 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



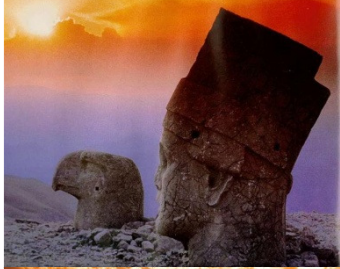
Turkey in American Market

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

SPAIN



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

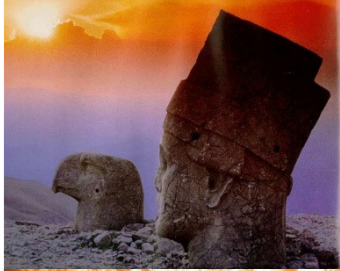


Tourist Profile

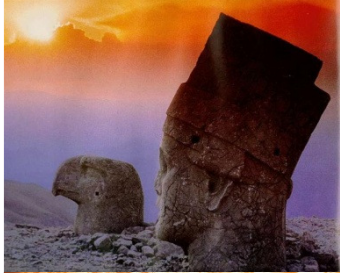
SPAIN

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



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



FRANCE

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



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

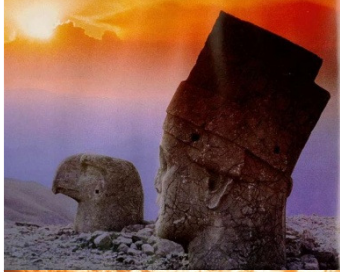
**Holiday villages and 3-4-5 star hotels,
camping**

Travel Motivations

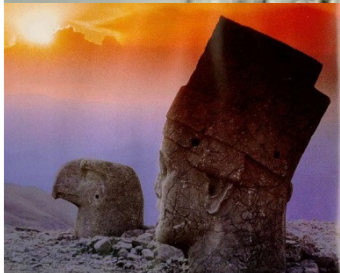
**Sun-sand-sea, city break, culture/faith
tourism and health tourism**

**Preferred Season for International
Travels**

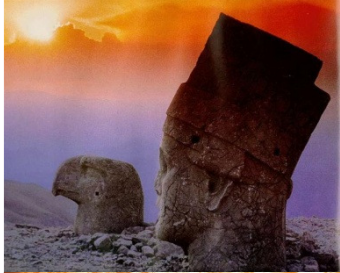
May-September



Turkey in French Market -2009

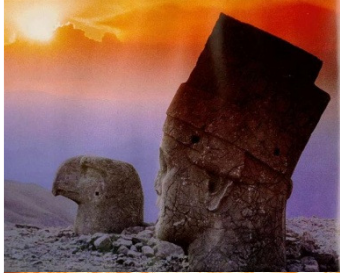


Incoming Tourists to Turkey	928,376 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 0.48 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	507,393 / 37.56 %
Rank and Market Share at the Total Arrivals to Turkey	8th / 3.24 % market share
Number of 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

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



Tourist Profile

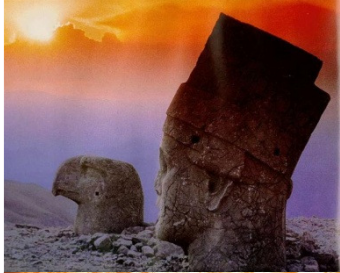
DENMARK

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

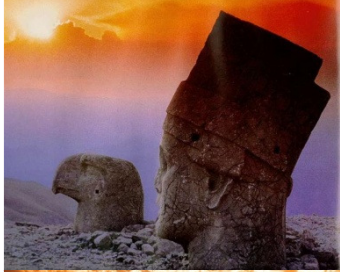


Incoming Tourists to Turkey	314,446 (2010)
2008-2009 Change Percentages in Number of Incoming Tourists to Turkey	6.20 %
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	139,546 / 19.32 %
Rank and Market Share at the Total Arrivals to Turkey	21th / 1.10 %
Number of Travel Agencies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



SWEDEN

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

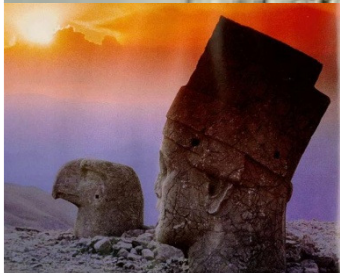


Tourist Profile

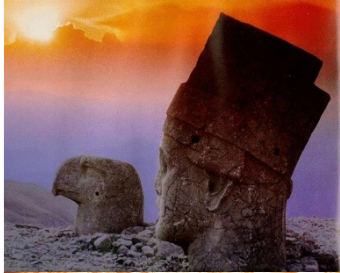
SWEDEN

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

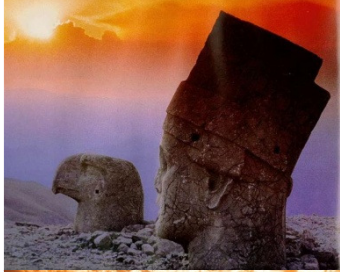


Incoming Tourists to Turkey	447,270 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	11.33 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	102,972 / 2.02 %
Turkey's Share in Tourism Market	8th
Number of Travel Agencies and Tour Operators Making Operations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



BELGIUM

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



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



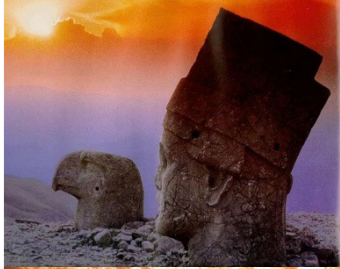
Turkey in Belgian Market

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

SWITZERLAND



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

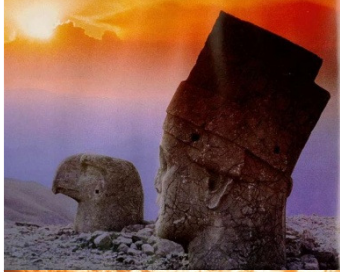


Tourist Profile

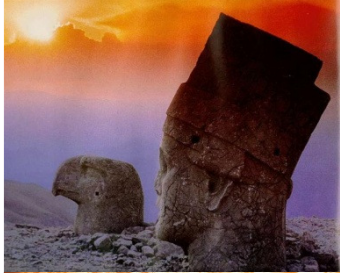
SWITZERLAND

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

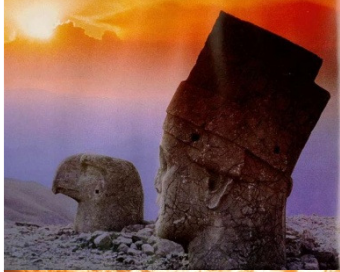


Incoming Tourists to Turkey	271,139 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 4.21 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	116,702 (21.45 %)
Number of Travel Agencies and Tour Operators Making Operations to Turkey	90 (Turkey specialists: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



ITALY

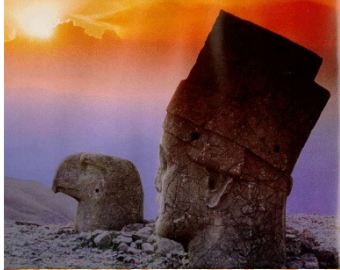
Population (2009)	60.2 million
Tourism Authority	Ministry of Tourism, Department of Development and Competition in Tourism
International Travels	61,531,000 (2010)
Tourism Receipts	31.09 billion Euro (2008) 28.85 billion Euro (2009) 29.17 billion Euro (2010)
Number of Tour Operators and Travel Agencies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



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

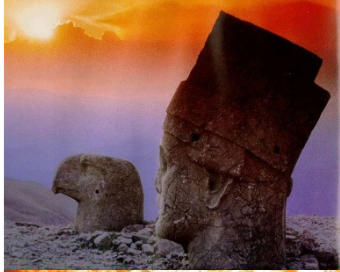
Incoming Tourists to Turkey	671,060 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	5.70 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	267,775 / 5 %
Rank and Market Share at the Total Arrivals to Turkey (2008)	10th / 2.34%
Number of Travel Agencies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

SERBIA



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





Tourist Profile

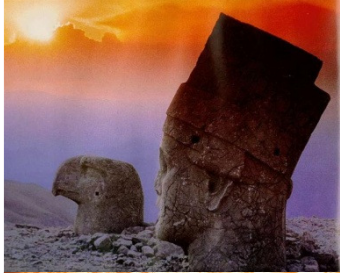
SERBIA

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

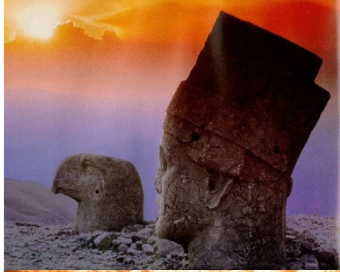
Incoming Tourists to Turkey	113,465 (2009)
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	11.02 %
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	53,299 / 29.47 %
Rank and Market Share at the Total Arrivals to Turkey (2008)	2th / 40 %
Number of Travel Agencies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



BULGARIA

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



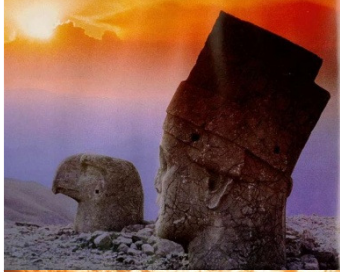


Tourist Profile

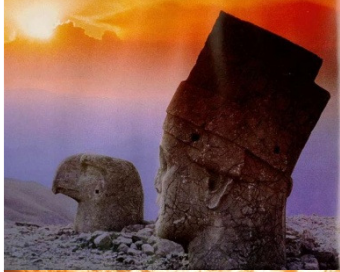
BULGARIA

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



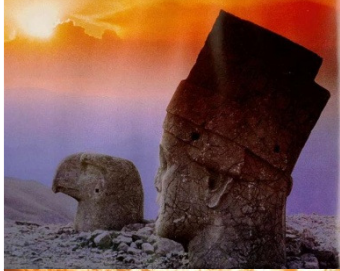
Incoming Tourists to Turkey	1,433,970 (2010)
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	1.95 %
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	555,216 / 10.02 %
Turkey's Share in Bulgarian Market	5.01 %, 5th
Number of Travel Agencies and Tour Operators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



ROMENIA

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





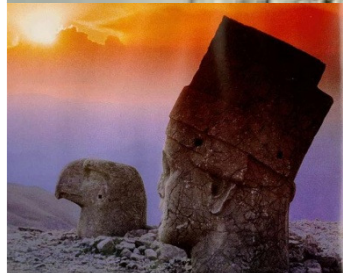
Tourist Profile

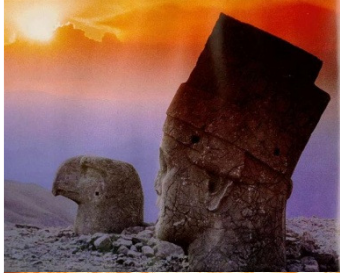
ROMENIA

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

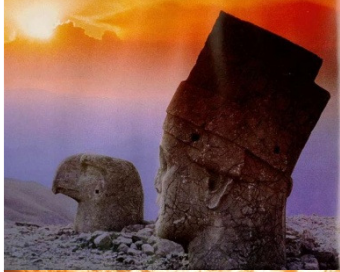
Incoming Tourists to Turkey	355,144 (2010)
2009-2008 Change Percentages in Number of Incoming Tourists to Turkey	2010/2009: -3,15%
Arrivals to Turkey in the First 5 Months of 2010 and Change Percentages	98 173 / 13,18 %
Turkey's Share in Rumenian Market	-
Number of Travel Agencies and Tour Operators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





GREECE

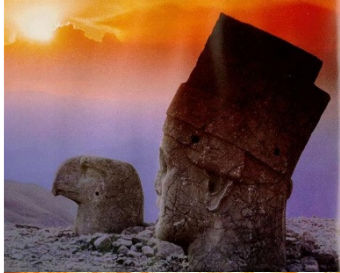
Population	10,760,136
Tourism Authority	Ministry of Culture and Tourism
Number of Tour Operators and Travel Agencies	2,700
Preferred Foreign Destinations	France, Spain, Italy, Tunisia, Egypt, Morocco



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

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

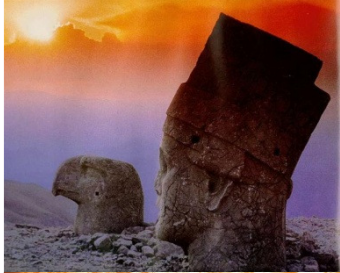




Tourist Profile

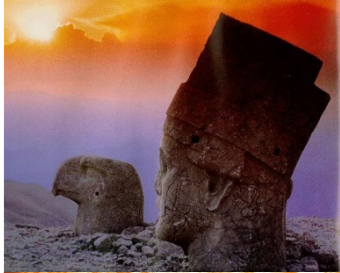
POLAND

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



FINLAND

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



Tourist Profile

FINLAND

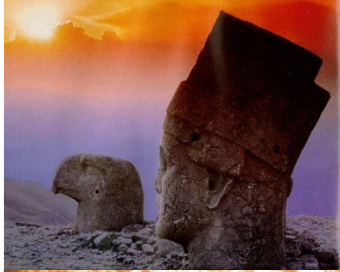
Length of stay	One week
Target Age Groups	30-55 and 55+ age groups, families with children
Time for Decision Making	October-November, January-April period, June-July and last minute
Reservation Time	October-November, January-April period, June-July and last minute
Preferred Reservation Type	Tour operators (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



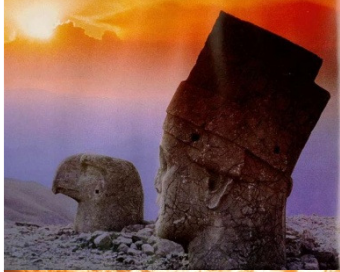
Turkey in Finnish Market

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

AUSTRIA



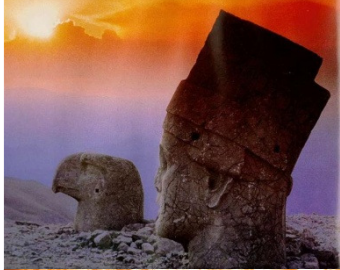
Population	8,404,252 (2010)
Tourism Authority	Austria National Tourism Office (ANTO)
International Travels	5.2 million people (16.9 million travels)
Tourism Expenditure	7.71 billion Euro (2010)
Preferred Foreign Destinations	1. Italy (19 %), 2. Croatia (12 %), 3. Spain (8 %), 4. Turkey (6 %), 5. Greece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



Tourist Profile

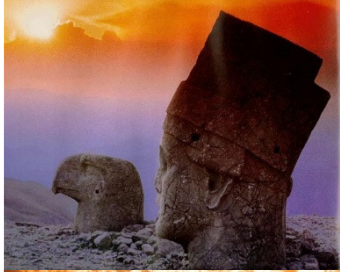
AUSTRIA

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.



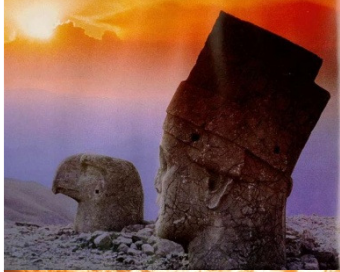
Turkey in Austrian Market

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

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

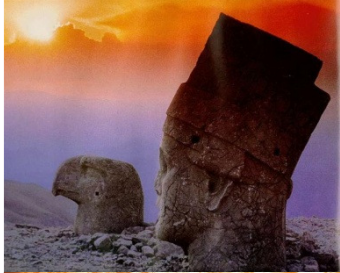


Tourist Profile

CHINA

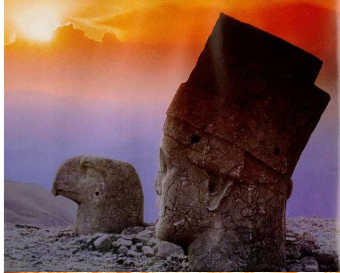
Length of stay	10 days
Target Age Groups	20 – 40 age group (white collars and officers)
Time for Decision Making	Before 1 month
Reservation Time	Before 1 month
Preferred Reservation Type	Package tours
Preferred Accommodation Type	4-5 star hotels and luxurious boutique hotels
Travel Motivations	Visiting 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

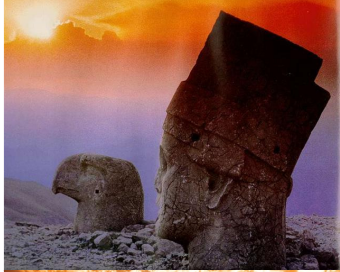


Incoming Tourists to Turkey	77,142 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	11.26 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	43,535 / 21.65 %
Number of Travel Agencies and Tour Operators Making Operations to Turkey	50
Preferred Tourism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

ISRAEL



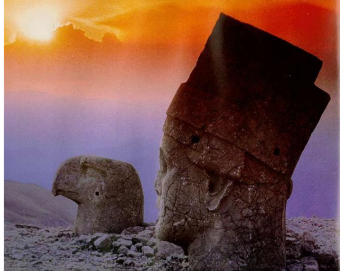
Population	7,695,000
Tourism Authority	Ministry of Tourism
International Travels	4,280,000 (2010)
Tourism Expenditure	3.5 billion USD (2010)
Number of Tour Operators and Travel Agencies	22 Tour Operators 590 Travel Agencies
Preferred Foreign Destinations	Turkey, USA, United Kingdom, France, Italy, Russia,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



Tourist Profile

ISRAEL

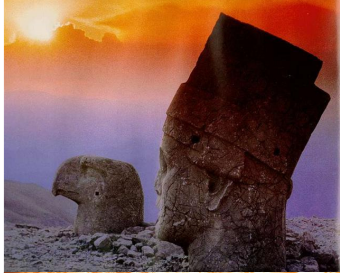
Length of stay	6 days
Target Age Groups	15-64 age group
Time for Decision Making	Last minute
Reservation Time	Last minute
Preferred Reservation Type	Tour operators
Preferred Accommodation Type	4-5 star hotels, holiday villages
Travel Purpose	Sun-sand-sea tourism, culture/faith tourism, winter sports, spa-wellness and adventure tourism
Preferred Season for International Travels	April-October and Religious Holidays



Turkey in Israeli Market

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

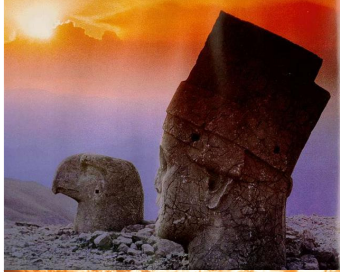




AZERBAIJAN

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



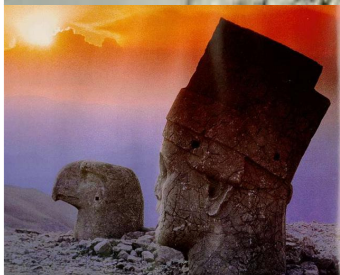


Tourist Profile

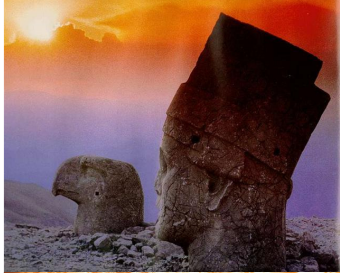
AZERBAIJAN

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

Turkey in Azerbaijani Market



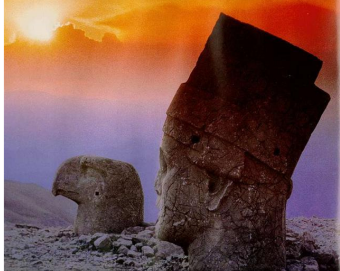
Incoming Tourists to Turkey	486,381 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	% 14.67
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	281,137/ % 38.97
Package Tour List	1th
Number of Travel Agencies and Tour Operators Making Operations to Turkey	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 Ceşme,
The Most Effective Advertisement Type and Time	TV and outdoor March-June



U.A.E

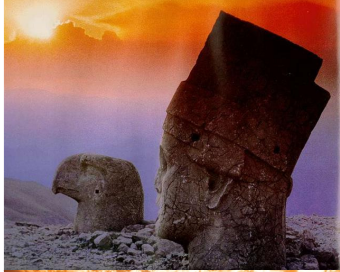
Population	6,900,000
Tourism Expenditure	8.8 billion USD
Length of stay	1 week
Target Age Groups	30+ age group and upper class families.
Time for Decision Making	Last minute
Reservation Time	Last minute
Preferred Reservation Type	Travel agencies
Preferred Accommodation Type	Hotels (4-5 star)
Travel Motivations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

Turkey in U.A.E. Market



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





EGYPT

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

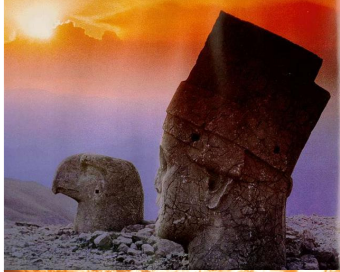


Tourist Profile

EGYPT

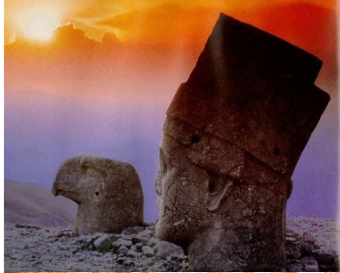
Length of stay	Two weeks
Target Age Groups	15-45 age group
Time for Decision Making	Last minute
Reservation Time	May-June
Preferred Reservation Type	Tour operators
Preferred Accommodation Type	Hotels, holiday villages, pension, apart hotels
Travel Purpose	Culture tourism, shopping and faith tourism
Preferred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

Turkey in Egyptian Market

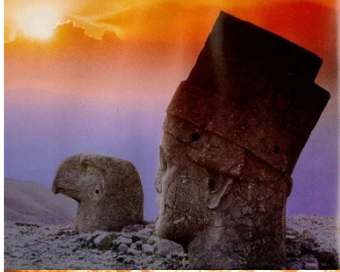


Incoming Tourists to Turkey	61,560 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 8 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	30,041 / 27.59 %
Distribution of Incoming Tourist According to the Destinations	Istanbul, Antalya, Muğla, Bursa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

JAPAN



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



Tourist Profile

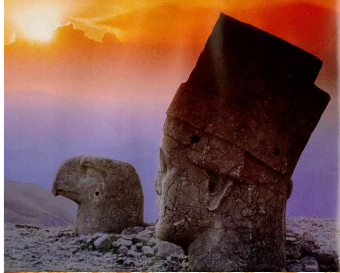
JAPAN

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



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



KYRGZSTAN

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





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

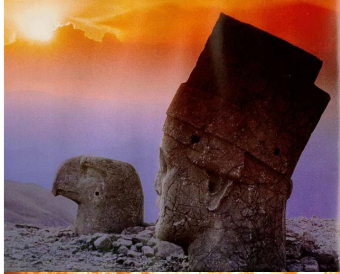
3-4-5 star hotels, holiday villages, pensions

Travel Purpose

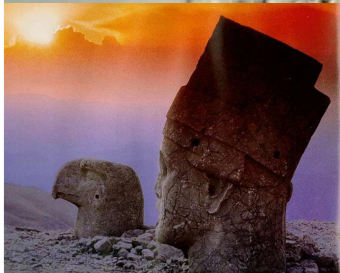
Holiday, shopping

Preferred Season for International Travels

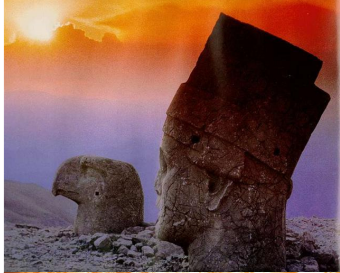
April-August



Turkey in Kyrgyzstan Market



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



KAZAKHSTAN

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





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

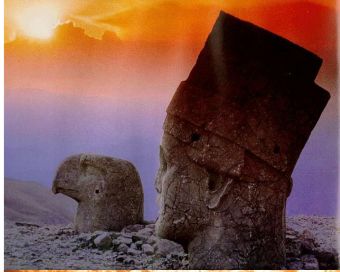
Five star hotels, holiday villages

Travel Purpose

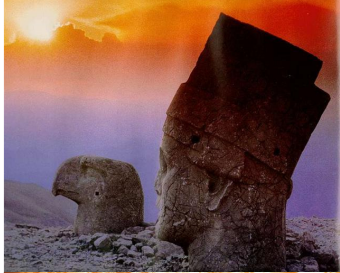
Holiday, shopping

Preferred Season for International Travels

June-August



Turkey in Kazakhstan Market



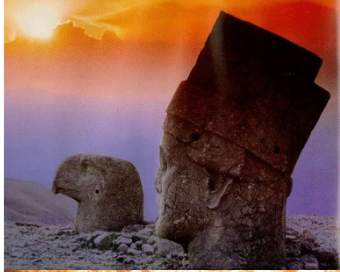
Incoming Tourists to Turkey	247,784 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	12.91 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	119,763 (26.85 %)
Number of Travel Agencies and Tour Operators Making Operations to Turkey	700
Preferred Tourism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



MALAYSIA

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





Tourist Profile

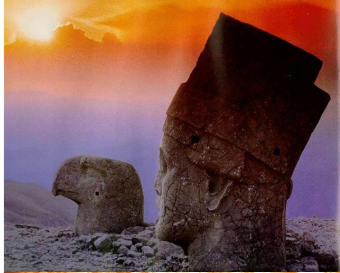
MALAYSIA

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

Turkey in Malaysian Market



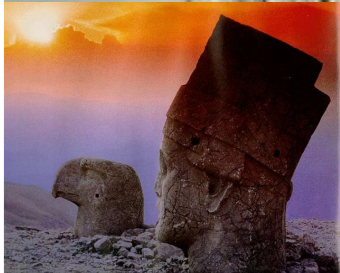
Incoming Tourists to Turkey	32,458 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	9.81 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	19,067 / 20.30 %
Preferred Tourism Types in Turkey	Culture and faith tourism, shopping
Distribution of Incoming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



UZBEKISTAN

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



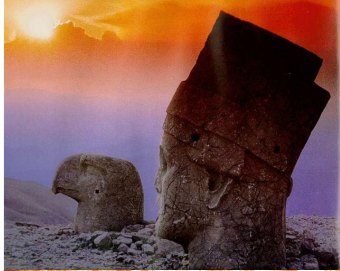


Tourist Profile

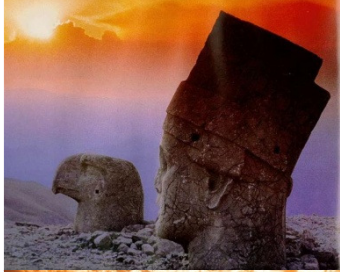
UZBEKISTAN

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



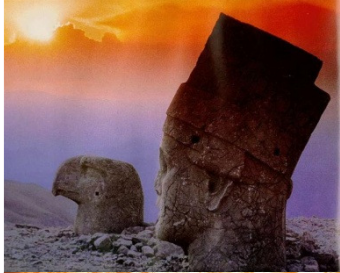
Incoming Tourists to Turkey	68,124 (2010)
2010-2009 Change Percentages in Number of Incoming Tourists to Turkey	- 7.83 %
Arrivals to Turkey in the First 6 Months of 2011 and Change Percentages	38,045 / 36.45 %
Number of Travel Agencies and Tour Operators Making Operations to Turkey	20
Preferred Tourism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



INDIA

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

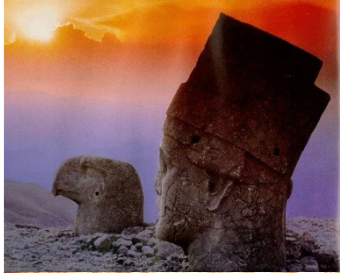




INDIA

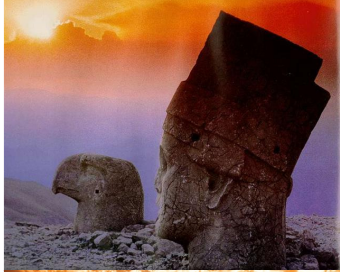
Length of stay	5-7 days
Target Age Groups	30 – 65 age group
Time for Decision Making	Before 1 month
Reservation Time	Before 1 month
Preferred Reservation Type	Travel agencies and internet
Preferred Accommodation Type	4-5 star hotels and boutique hotels
Travel Motivations	Travel to popular destinations,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

Turkey in Indian Market



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

SAUDI ARABIA



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





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

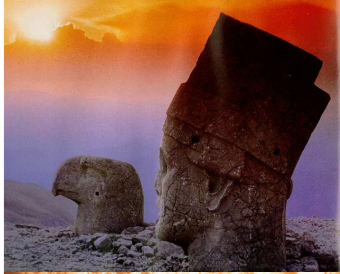
Rent House (%50.4), Pansion (%25.6), Hotels (%23.7), Others (%1.2)

Travel Purpose

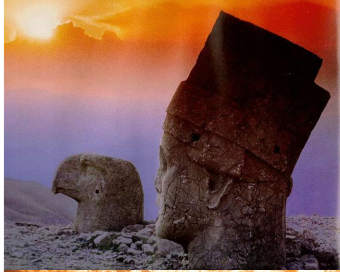
Entertainment (%80.5), Visiting relatives (%12.7), Business (%2.9), others (%3.9)

Preferred Season for International Travels

School holidays, Summer holiday, religious feasts



Turkey in S.Arabian Market



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



MACEDONIA

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

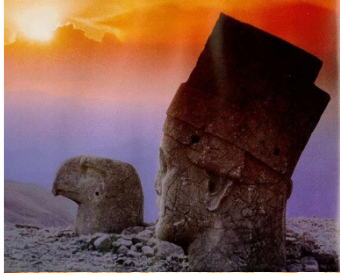


Tourist Profile

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