

11.4% rise in tourism revenues...

824

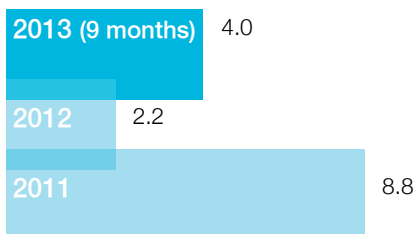
Per capita tourist expenditures amounted to USD 824 in 2013.

The Turkish economy and the sector in 2013
Total tourism revenues rose by 11.4% in 2013 and reached USD 32,310,424,000 in value.

4%

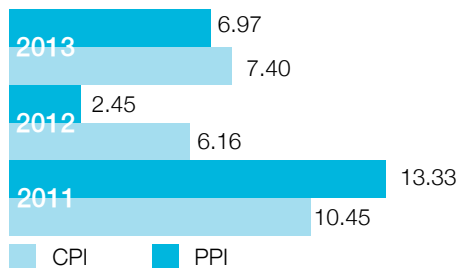
The Turkish economy grew by 4% in the first three quarters of 2013.

GDP Growth Rate - Fixed Prices (%)



The Turkish economy grew by 4% as of the third quarter of 2013. Having grown by 2.2% in 2012, the Turkish economy achieved a 4% rate of growth in the first nine months of 2013.

Inflation (%)



Inflation appears to be on a rising trend. At end-2013 Turkey's 2003 base-year consumer price index was 7.40% higher than what it had been twelve months earlier while the producer price index, which had declined by 2.4% in 2012, rose to 6.97% in the year to end-2013.

Exports (USD billion)



Exports make a net contribution to growth of zero. According to TurkStat-published provisional figures for 2013, Turkey's exports last year amounted to USD 151.9 billion in value while its imports weighed in at USD 251.7

Imports (USD billion)



billion. The resulting USD 99.8 billion foreign trade deficit was 18.7% bigger than what it had been the year before while the ratio of the country's exports to imports fell from 64.5% in 2012 to 60.3% in 2013.

The Tourism Industry in Turkey

Among the more significant developments witnessed in the tourism industry in Turkey in 2013 were increased use of online tourism portals, the proliferation of alternatives to seaside tourism, and the greater importance of congress & meeting tourism along with sport and health tourism.

Despite adverse economic developments and regional instabilities in both Europe and the Mediterranean basin during the most recent three years, Turkey's tourism industry once again registered positive growth in 2013.

Turkey was the only country in its region to increase the number of foreign tourist arrivals in 2013; but while there were year-on percentage-wise improvements of around 10-20% in visitor numbers, such growth in the İzmir region was only in the 2-3% range. The number of tourists coming to İzmir from European countries other than France and Germany topped 500 thousand in 2013.

Throughout the year the Ministry of Culture and Tourism concentrated on international efforts to publicize the diversity of tourism opportunities available in Turkey while also supporting projects focusing on the country's historical, cultural, and regional assets. Greater attention was given to alternative areas such as congress, golf, faith, spa and health, winter sports, cultural, and yacht tourism as well as the unique attractions of individual cities while also seeking to appeal to higher-income groups.

Another project supported by the ministry is the system of early-reservation campaigns that was introduced in 2009. The fundamental goal of this system is to encourage more people to go on holidays by providing attractive terms and conditions that make it easier to pay for them. This is being done both to stimulate domestic tourism and to correct widespread perceptions that only foreign tourists get better deals when they travel in Turkey.

Tourism revenues were up by 11.4%.

International tourism revenues rose by 11.4% in 2013 and reached USD 32,310,424,000 in value. Of that total, 78.9% was from foreign visitors and 21.1% was from Turkish citizens residing abroad and visiting the country on holiday. USD 24,836,789,000 of that figure represents personal expenditures while package-tour outlays account for only USD 7,473,635,000.

The average expenditure per person was USD 824.

Per capita tourist expenditures amounted to USD 824 in 2013. However this figure masks a huge disparity between foreign nationals and Turkish citizens living abroad: the former spent an average of USD 749 each while the latter spent USD 1,252.

There was a 7.6% rise in visitor departures.

There was a 7.6% year-on rise in visitor departures in 2013. The total number leaving Turkey was 39,226,226,000 of which 33,827,474,000 (86.2%) were foreign nationals and 5,398,752,000 (13.8%) were non-resident Turkish citizens.

There was a 14.4% rise in tourism expenditures.

Total tourism expenditures increased by 14.4% year-on in 2013 and reached USD 5,253,565,000 of which USD 4,286,397,000 represents personal expenditures and package-tour outlays account for USD 967,168,000.

There was a 29.7% rise in the number of Turkish citizens going abroad.

The number of Turkish traveling abroad increased by 29.7% year-on in 2013 and reached 7,525,869,000. They spent an average of USD 698 per person.

The Çeşme region

According to figures published by the Çeşme County Tourism Directorate, there was a year-on decline of 12% in the number of domestic tourist arrivals but a 26% increase in the number of foreign-national arrivals.

A similar pattern may be seen in overnight stays by arrivals in Çeşme county last year: domestic tourists spent 26% fewer nights and foreign tourists spent 72% more.

Tourism Revenues: 2001-2013

Year	Total (USD thousand)	Total (USD thousand)
2001	10,450,728	-
2002	12,420,519	18.8
2003	13,854,868	11.5
2004	17,076,609	23.3
2005	20,322,111	19.0
2006	18,593,950	-8.5
2007	20,942,501	12.6
2008	25,415,067	21.4
2009	25,064,481	-1.4
2010	24,930,996	-0.5
2011	28,115,694	12.8
2012	29,351,446	4.4
2013	32,310,424	11.4