

## INCOMING TURKEY

### Land und Leute<sup>1</sup>

Capital	Ankara (3,764,000 inhabitants)
Area	783,562 km <sup>2</sup>
Inhabitants	80.3 million (2016) / (growth rate 0.9%) 87.4 million (forecast 2025)
Mean age	30.5 years
Economy	GDP per capita: 9,180 US\$ (GDP – real growth rate 2.9% 2016)*
Unemployment rate	11.2% (2016)*
Inflation rate	7.0% (2016)* <span style="float: right;">*forecast</span>
Gini coefficient	0,41 / rank 32 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 11.9% (resident population from 15 years on)  
= 0.1 trips per person

Destinations of trips abroad in 2016

rank 1 – Germany

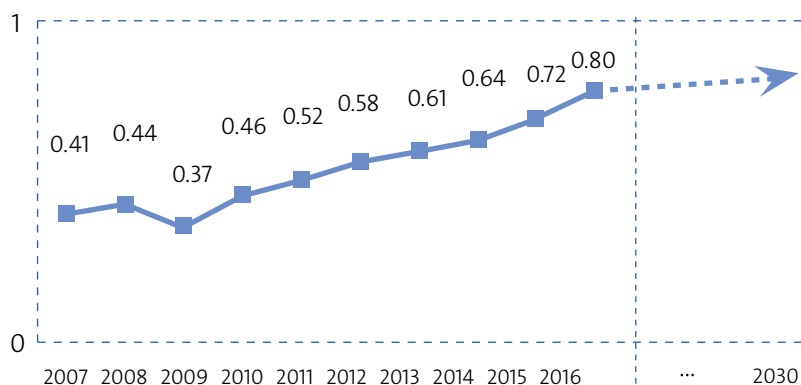
rank 2 – Bulgaria

rank 3 – Greece

rank 4 – Romania

## DESTINATION GERMANY

### Overnight stays – current and long-term development<sup>2</sup> in millions



(figures incl. camping)

- Year 2016: 341,030 arrivals from Turkey / 795,390 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +93.5%; growth 2015–2016: +9.8%; average annual rate of change 2007–2016: +7.8%
- Total sales turnover for incoming trips: round 2.4 billion Euro (2016)
- DZT forecast until 2030: 1.3 m overnight stays

## MOST POPULAR DESTINATIONS IN 2016

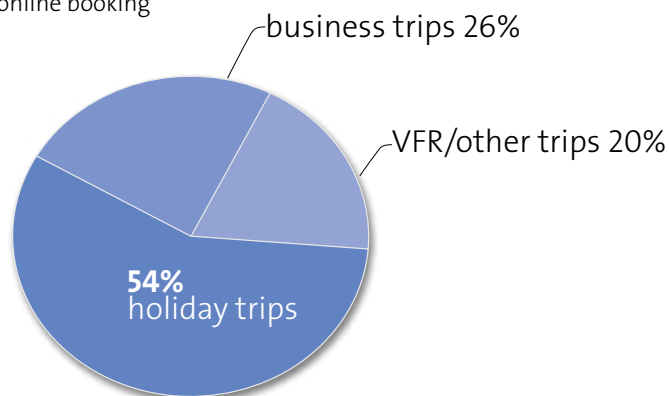
Federal states <sup>2</sup>	Cities <sup>2</sup> (more than 100,000 inhabitants)
rank 1: Berlin with 23.1% of all overnight stays	rank 1: Berlin with 183,880 overnight stays
rank 2: Bavaria with 19.6% of all overnight stays	rank 2: Munich with 72,707 overnight stays
rank 3: North Rhine-Westphalia with 18.3% of all overnight stays	rank 3: Frankfurt with 60,407 overnight stays
rank 4: Hesse with 11.9% of all overnight stays	rank 4: Düsseldorf with 43,530 overnight stays

### Purpose of all incoming trips

- 54% holiday trips, ■ 26% business trips, ■ 20% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 46% traditional business trips, 54% promotable business trips, of which: 62% conferences/congresses/seminars, 31% exhibits/trade fairs, 7% incentive
- Holiday trips: 9% holidays in tourist regions, 17% touring holidays, 51% holidays in city/visit of an event

### Booking-behaviour, main mode of transport, accommodation during holiday trips

- 91% of all holiday trips are booked in advance; 75% online booking
- 17% car, 74% plane, 5% train, 4% coach
- 68% accommodation paid for (59% hotel)



## CONTACT

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## REFERENCE

World Travel Monitor 2016, IPK International; also:

<sup>1</sup> [www.cia.gov](http://www.cia.gov), [www.gtai.de](http://www.gtai.de)

<sup>2</sup> German Federal Statistics Office 2008-2017 / German State Offices 2017

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