

Holidays to Turkey & Egypt - The Rise of the 'Far Near' - UK - November 2010

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What is this report about?

Since 2005, holidays to Turkey have increased by 50% to reach an estimated 1.8 million trips in 2010, whilst holidays to Egypt have increased by 61% to reach an estimated 0.8 million trips. Both have carried on growing through a recession that has seen the value of the total overseas holiday market falling back to pre-2005 levels.

This report analyses market trends and consumer attitudes towards holidays in Turkey and Egypt, investigating the core market factors, strengths and weaknesses, key players and products in the industry.

What have we found out?

- Holidays to Turkey have reached an estimated 1.8 million trips in 2010, with holidays to Egypt at an estimated 0.8 million trips. This represents a 50% and 61% rise from 2005 respectively, bucking the overall overseas holiday trend where volume fell by 15% in 2009 then an estimated 4% during 2010.
- Turkey was the sixth most popular overseas destination for UK holidaymakers in 2009, and is poised to overtake Greece and Italy. The country's rise has been at the expense of the package market to both Spain and Greece, however the former – Britain's number-one choice – remains four times bigger (in terms of package volume).
- Egypt lay just outside the top ten destinations in 2009, below Cyprus (10th) and Belgium (11th). It is expected to be in the top ten by the end of 2010. After the US, Egypt is the second most popular outside-Europe destination for UK holidaymakers by a considerable margin.
- Mintel's exclusive consumer research reveals that both destinations have great scope for further development. Three-in-ten and four-in-ten consumers haven't yet been to Turkey and Egypt, but say they may go in future.
- Turkey is particularly seen as a value choice – seven out of ten of those who have been in the past five years agree that it 'is a good value for money destination'. Heritage and cultural tourism are the major selling points for Egypt, with two in five people attracted by these features.
- The 'traditional' travel trade continues to dominate holidays to both destinations. Over three in five trips to Turkey and four in five holidays to Egypt are sold as packages. In addition, travel agents still play a critical role. Some 65% of holidaymakers to Turkey and 72% of holidaymakers to Egypt say they used a travel agent for their booking in 2009.

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