

WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM ECONOMIC IMPACT

Turkey

2009



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THE WORLD TRAVEL & TOURISM COUNCIL (WTTC), WHICH IS THE BUSINESS LEADERS' FORUM FOR TRAVEL & TOURISM, HAS SPENT 20 YEARS DEVELOPING ITS ECONOMIC IMPACT RESEARCH FOR THE BENEFIT OF TRAVEL & TOURISM DECISION-MAKERS – WHETHER IN THE PRIVATE OR PUBLIC SECTOR. THIS COMPREHENSIVE RESEARCH, WHICH DRAWS FROM MANY DIFFERENT SOURCES AND REPRESENTS A CONSIDERABLE INVESTMENT OVER TIME, USES THE FRAMEWORK OF TRAVEL & TOURISM SATELLITE ACCOUNTS (TSAS).

Full TSAs take many years to develop, so WTTC's prime objective in producing these economic impact accounts is to provide on an annual basis consistent, reliable and comparable information to assess Travel & Tourism's current and likely future contribution to national economic activity and employment. And one of the main strengths of our research is that it is timely – so it can inform and help drive urgent policy-making and investment decisions. This is particularly important for emerging economies that do not have the detailed data necessary to develop full TSAs.

This 2009 research, produced with our partner Oxford Economics, assesses the economic impact of Travel & Tourism for 181 countries. It measures spending on Travel & Tourism by households, businesses, governments and foreign visitors, in order to capture fully the economic contribution of both domestic and international tourism, thereby quantifying Travel & Tourism's contribution to gross domestic product (GDP) and employment.

According to the latest annual research, Travel & Tourism employed over 225 million people around the world and generated 9.6% of global GDP in 2008. Despite occasional dips in the annual growth curve, the last decade has seen a rapid rise in Travel & Tourism. But, as is now widely recognised, it suffered a marked downturn in activity in the second half of 2008. Indeed, by the end of the year, many countries were experiencing a contraction in Travel & Tourism demand, and global recession was having an increasing impact on the industry's performance – even in emerging markets.

One of the big challenges is to try to understand when the world economy and Travel & Tourism demand will rebound. And there are no quick answers, nor magic solutions. Our current indicators suggest that the downturn will continue through 2009, as the deterioration in global economic conditions squeezes spending on Travel & Tourism by both households and businesses. International demand is likely to be under the most pressure, as world trade declines and more travellers cut costs by choosing to holiday in their home countries. And challenging conditions are forecast to continue into 2010.

Nevertheless, we remain extremely confident as to Travel & Tourism's longer-term future. Looking beyond the present economic crisis, the prospects for Travel & Tourism remain strong, led by renewed expansion in emerging countries – both as tourism destinations and as an increasing source of international and domestic visitors – not to mention the growing priority accorded by people in developed countries to leisure tourism.

On this positive note, and building on the success of our research over the past 20 years, we are delighted to welcome you to the 2009 edition of WTTC's *The Economic Impact of Travel & Tourism*.

A handwritten signature in black ink, appearing to read "J. Baumgarten".

Jean-Claude Baumgarten
President & CEO
World Travel & Tourism Council

A handwritten signature in black ink, appearing to read "Geoffrey J. W. Kent".

Geoffrey J W Kent
Chairman, World Travel & Tourism Council and
Chairman & CEO, Abercrombie & Kent

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TURKEY

KEY FACTS AT A GLANCE

THE 2009 TRAVEL & TOURISM ECONOMIC RESEARCH

2009

**10-year
trend**

Gross Domestic Product (GDP)

9.1%

The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to decline from 9.1% (TRY95.3 bn or US\$63.9 bn) in 2009 to 7.7% (TRY223.1 bn or US\$122.7 bn) by 2019.



Employment

6.4%

The contribution of the Travel & Tourism Economy to employment is expected to rise from 1,375,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs to 1,811,000 jobs, 7.3% of total employment or 1 in every 13.8 jobs by 2019.



Growth

-1.1%

Real GDP growth for the Travel & Tourism Economy is expected to be -1.1% in 2009 and to average 4.3% per annum over the coming 10 years.



Exports

15.2%

Export earnings from international visitors and tourism goods are expected to generate 15.2% of total exports (TRY38.5 bn or US\$25.8 bn) in 2009, growing (nominal terms) to TRY94.0 bn or US\$51.7 bn (10.7% of total) in 2019.



World ranking (out of 181 countries)

15

ABSOLUTE

size

84

RELATIVE

contribution to national economy

99

GROWTH

forecast

Ranking in Other Western Europe (out of 4 countries)

1

ABSOLUTE

size

3

RELATIVE

contribution to national economy

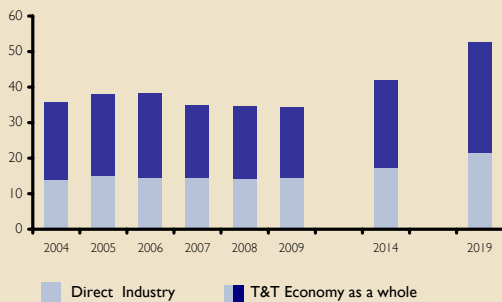
1

GROWTH

forecast

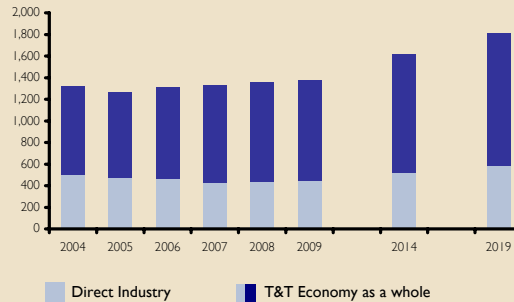
TURKEY

Travel & Tourism Gross Domestic Product
(2000 constant US\$ bn)



TURKEY

Travel & Tourism Employment
('000 jobs)

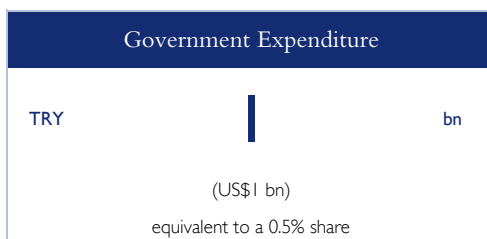


ECONOMIC IMPACT

IN 2009 TURKEY'S TRAVEL & TOURISM IS EXPECTED TO GENERATE TRY95 BN (US\$64 BN) OF ECONOMIC ACTIVITY (GDP). THE INDUSTRY'S DIRECT IMPACT INCLUDES:

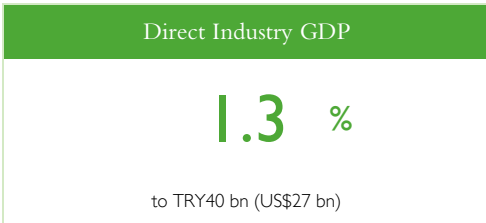


HOWEVER, SINCE TRAVEL & TOURISM TOUCHES ALL SECTORS OF THE ECONOMY, ITS REAL IMPACT IS EVEN GREATER. TURKEY'S TRAVEL & TOURISM ECONOMY DIRECTLY AND INDIRECTLY ACCOUNTS FOR:

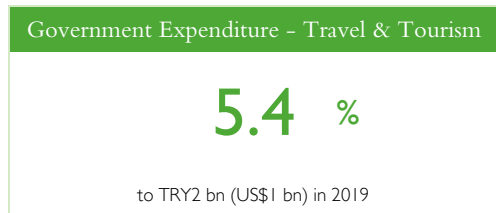
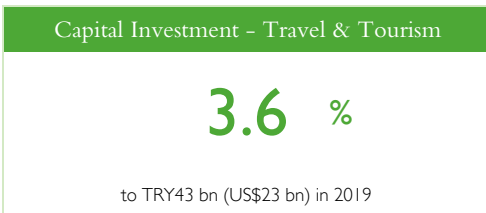
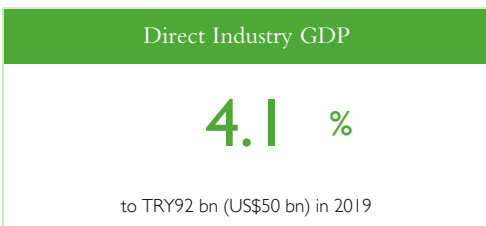


REAL GROWTH

IN 2009, TRAVEL & TOURISM IN TURKEY IS FORECAST TO SEE REAL GROWTH OF:



OVER THE NEXT TEN YEARS, TURKEY'S TRAVEL & TOURISM IS EXPECTED TO ACHIEVE ANNUALISED REAL GROWTH OF:



ECONOMIC IMPACT

TRAVEL & TOURISM (T&T) – ENCOMPASSING TRANSPORT, ACCOMMODATION, CATERING, RECREATION AND SERVICES FOR VISITORS – IS ONE OF THE WORLD'S HIGHEST PRIORITY INDUSTRIES AND EMPLOYERS.

GDP

Turkey – The Travel & Tourism Industry is expected to contribute directly 3.8% to Gross Domestic Product (GDP) in 2009 (TRY40.1 bn or US\$26.9 bn), rising in nominal terms to TRY91.6 bn or US\$50.4 bn (3.2% of total) by 2019.

The T&T Economy contribution (% of total) should decline from 9.1% (TRY95.3 bn or US\$63.9 bn) to 7.7% (TRY223.1 bn or US\$122.7 bn) in this same period.

Other Western Europe – The Travel & Tourism Industry is expected to post a direct GDP contribution of 3.8% in 2009, while the Travel & Tourism Economy contribution will be 9.7%.

Worldwide – In 2009, the Travel & Tourism Industry should contribute 3.2% directly to worldwide GDP. The broader Travel & Tourism Economy should contribute 9.4% to world GDP in 2009.

GROWTH

Turkey – The Travel & Tourism Economy is expected to grow by 4.3% per annum in real terms between 2010 and 2019.

Other Western Europe – The Travel & Tourism Economy is expected to post average annualised gains of 2.8% between 2010 and 2019.

Worldwide – Travel & Tourism is a high-growth activity, which is forecast to increase its total economic activity by 4% worldwide in real terms over the next ten years.

EMPLOYMENT

Turkey – Travel & Tourism Economy employment is estimated at 1,375,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs. By 2019, this should total 1,811,000 jobs, 7.3% of total employment or 1 in every 13.8 jobs.

The 443,000 T&T Direct Industry jobs account for 2.1% of total employment in 2007 and are forecast to total 581,000 jobs or 2.3% of the total by 2019.

Other Western Europe – The Travel & Tourism Industry is expected to generate directly 867,000 jobs in 2009 (3.0% of total employment), while the broader Travel & Tourism Economy will account for 2,407,000 jobs (8.3% of total employment).

Worldwide – Travel & Tourism is human resource intensive, creating quality jobs across the full employment spectrum. In 2009, one in 13.1 jobs will be generated by the Travel & Tourism Economy.

The Travel & Tourism Economy accounts for 7.6% of global employment.

Today there are 77.3 million Travel & Tourism Direct Industry jobs and 219.8 million jobs in the Travel & Tourism Economy, and these will rise to 97.8 million Travel & Tourism Direct Industry jobs and 275.7 million Travel & Tourism Economy jobs by 2019.

DEMAND

Turkey – In 2009, Travel & Tourism is expected to post TRY113.4 bn (US\$76.0 bn) of economic activity (Total Demand), growing to TRY282.3 bn (US\$155.3 bn) by 2019.

Other Western Europe – Travel & Tourism Demand is expected to reach US\$218.7 bn in 2009, growing to US\$361.0 bn in 2019.

Worldwide – In 2009, it is expected to post US\$7,340 bn of economic activity (Total Demand) and this is forecast to grow to US\$14,382 bn by 2019.

VISITOR EXPORTS

Turkey – Exports make up a very important share of Travel & Tourism's contribution to GDP.

Of Turkey's total exports, Travel & Tourism is expected to generate 15.2% (TRY38.5 bn or US\$25.8 bn) in 2009, increasing to TRY94.0 bn or US\$51.7 bn (10.7% of total), in 2019.

Other Western Europe – Travel & Tourism exports are expected to represent 10.0% of total exports in 2009.

Worldwide – Travel & Tourism is a major exporter, with inbound visitors injecting foreign exchange directly into the economy.

CAPITAL INVESTMENT

Turkey – Travel & Tourism Capital Investment is estimated at TRY19.6 bn, US\$13.1 bn or 10.7% of total investment in year 2009. By 2019, this should reach TRY42.6 bn, US\$23.4 bn or 7.5% of total.

Other Western Europe – Travel & Tourism Capital Investment is estimated to total US\$28.5 bn in 2009, or 9.2% of total regional capital investment.

Worldwide – Travel & Tourism is a catalyst for construction and manufacturing. In 2009, the public and private sectors combined are expected to spend US\$1,220.1 bn worldwide – 9.4% of total investment, rising to US\$2,589.7 bn or 9.3% of the total, in 2019.

GOVERNMENT

Turkey – Government Travel & Tourism operating expenditures in Turkey in 2009 are expected to total TRY0.8 bn (US\$0.5 bn), or .5% of total government spending.

Other Western Europe – Government Travel & Tourism operating expenditures are estimated to total US\$9.8 bn in 2009, or a 4.1% share.

Worldwide – Travel & Tourism is both a generator and receiver of government funds. Globally, in 2009, Travel & Tourism is expected to garner US\$404.2 bn of government expenditures, or 3.9% of total expenditures.

By 2019, government spending on Travel & Tourism should increase to US\$709.3 bn – 4.0% of total government expenditure.

SUMMARY TABLES

ESTIMATES AND FORECASTS

TURKEY	2009			2019		
	TRY bn	% of Total	Growth ¹	TRY bn	% of Total	Growth ²
Personal Travel & Tourism	45.6	7.8	0.0	122.1	7.8	5.8
Business Travel	9.0	0.9	3.5	21.6	0.7	4.7
Government Expenditures	0.8	0.5	2.6	2.1	0.6	5.4
Capital Investment	19.6	10.7	-10.2	42.6	7.5	3.6
Visitor Exports	32.2	12.6	-1.3	71.6	8.1	3.8
Other Exports	6.3	2.5	5.3	22.3	2.5	8.7
T&T Demand	113.4	8.5	-1.7	282.3	7.4	5.0
Direct Industry GDP	40.1	3.8	1.3	91.6	3.2	4.1
T&T Economy GDP	95.3	9.1	-1.1	223.1	7.7	4.3
Direct Industry Employment ³	443.1	2.1	1.5	580.9	2.3	2.7
T&T Economy Employment ³	1,375.0	6.4	1.0	1,811.3	7.3	2.8

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

OTHER WESTERN EUROPE	2009			2019		
	US\$ bn	% of Total	Growth ¹	US\$ bn	% of Total	Growth ²
Personal Travel & Tourism	95.4	9.9	-0.2	155.0	8.9	3.4
Business Travel	21.2	1.3	-4.3	32.9	1.3	2.8
Government Expenditures	9.8	4.1	4.2	14.9	4.0	2.3
Capital Investment	28.5	9.2	-7.4	44.9	9.3	2.7
Visitor Exports	46.9	7.4	-4.8	80.8	6.4	3.9
Other Exports	16.8	2.6	-2.8	32.4	2.6	4.7
T&T Demand	218.7	10.1	-2.6	361.0	9.5	3.4
Direct Industry GDP	61.4	3.8	-1.7	95.7	3.1	2.8
T&T Economy GDP	156.5	9.7	-2.8	246.2	9.5	2.8
Direct Industry Employment ³	866.6	3.0	-1.6	1,054.1	3.0	2.0
T&T Economy Employment ³	2,407.1	8.3	-1.4	2,929.5	8.4	2.0

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

WORLDWIDE	2009			2019		
	US\$ bn	% of Total	Growth ¹	US\$ bn	% of Total	Growth ²
Personal Travel & Tourism	2,990	8.6	-2.9	5,575	8.9	3.8
Business Travel	745	1.3	-7.2	1,376	1.3	3.6
Government Expenditures	404	3.9	3.3	709	4.0	3.2
Capital Investment	1,220	9.4	-5.3	2,590	9.3	4.7
Visitor Exports	1,079	6.0	-4.5	2,131	5.0	4.7
Other Exports	901	5.0	-5.4	2,001	4.7	6.0
T&T Demand	7,340	9.6	-4.0	14,382	9.5	4.3
Direct Industry GDP	1,870	3.2	-3.5	3,396	3.1	3.6
T&T Economy GDP	5,474	9.4	-3.5	10,478	9.5	4.0
Direct Industry Employment ³	77,276	2.7	-1.9	97,784	3.0	2.4
T&T Economy Employment ³	219,810	7.6	-2.8	275,688	8.4	2.3

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%); ³'000 jobs

CONCEPTS & STRUCTURE

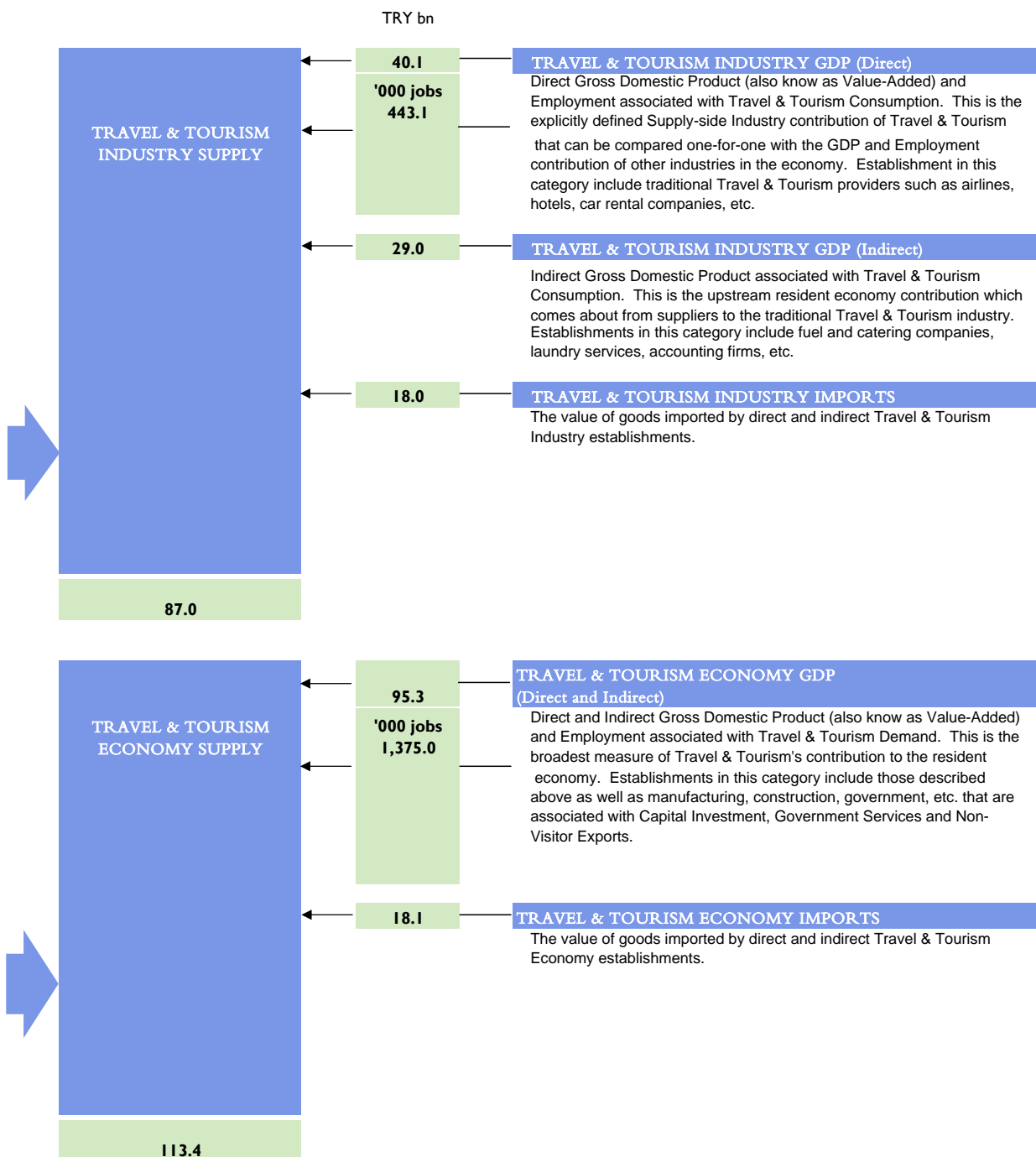
In order to quantify the economic impact of Travel & Tourism, we use the framework of a simulated Tourism Satellite Account. The Travel & Tourism Satellite Account is based on a ‘demand-side’ economic activity, because the industry does not produce or supply a homogeneous product or service as traditional industries (agriculture, electronics, steel, etc) do.

DEMAND-SIDE ACCOUNTS



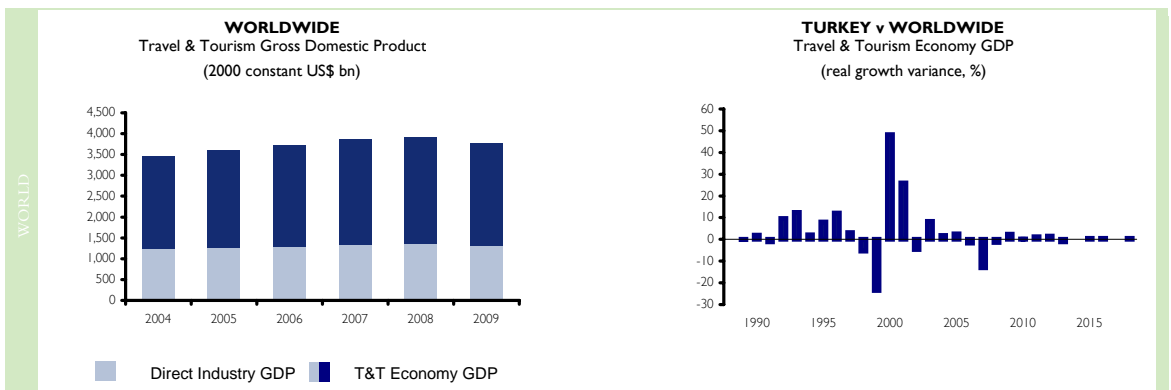
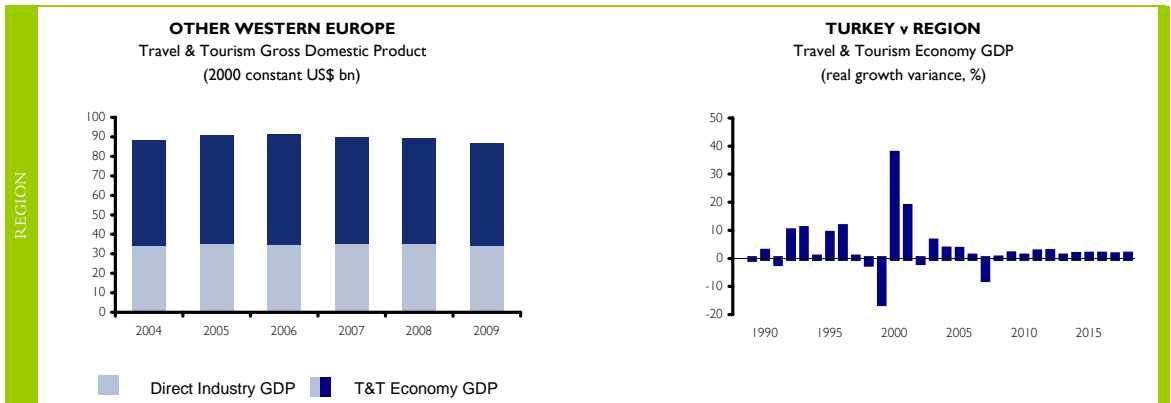
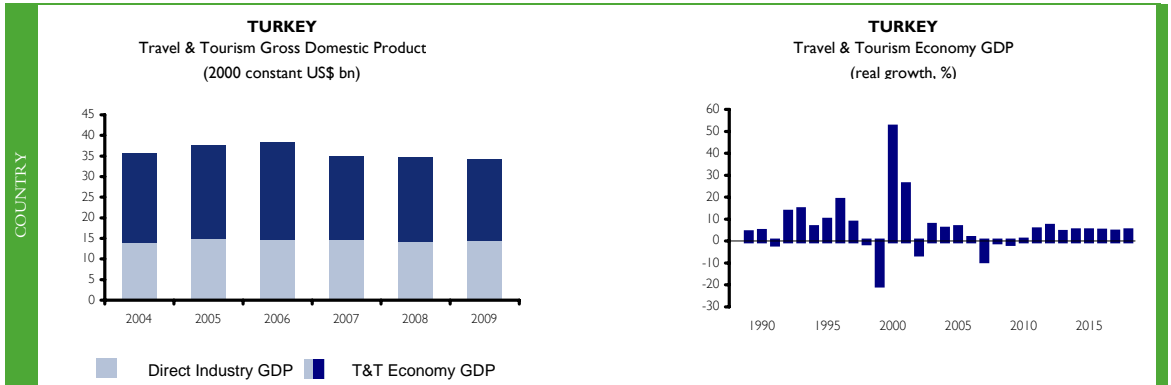
Instead, Travel & Tourism is an industrial activity defined by the diverse collection of products (durables and non-durables) and services (transportation, accommodation, food and beverage, entertainment, government services, etc) that are delivered to visitors. There are two basic aggregates of demand (Travel & Tourism Consumption and Total Demand) and, by employing input/output modelling separately (large arrows) to these two aggregates, the Satellite Account is able to produce two different and complementary aggregates of Travel & Tourism Supply: the Travel & Tourism Industry and the Travel & Tourism Economy. The first captures the explicitly defined production-side 'industry' contribution (ie direct impact only), for comparison with all other industries, while the second captures the broader 'economy-wide' impact, direct and indirect, of Travel & Tourism.

SUPPLY-SIDE ACCOUNTS



GROSS DOMESTIC PRODUCT

Turkey's T&T Direct Industry is expected to contribute 3.8% to Gross Domestic Product (GDP) in 2009 (TRY40.1 bn or US\$26.9 bn), rising in nominal terms to TRY91.6 bn or US\$50.4 bn (3.2% of total) by 2019. The T&T Economy contribution (% of total) should decline from 9.1% (TRY95.3 bn or US\$63.9 bn) to 7.7% (TRY223.1 bn or US\$122.7 bn) in this same period.

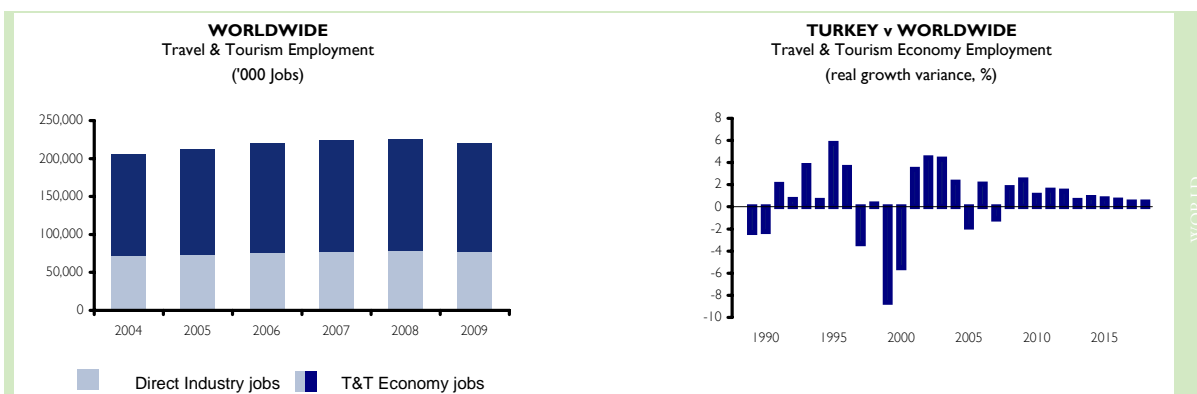
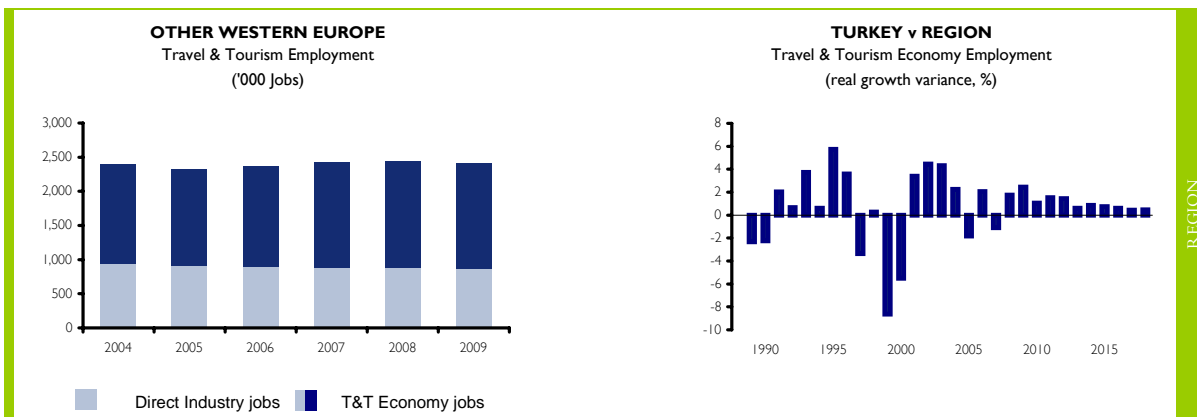
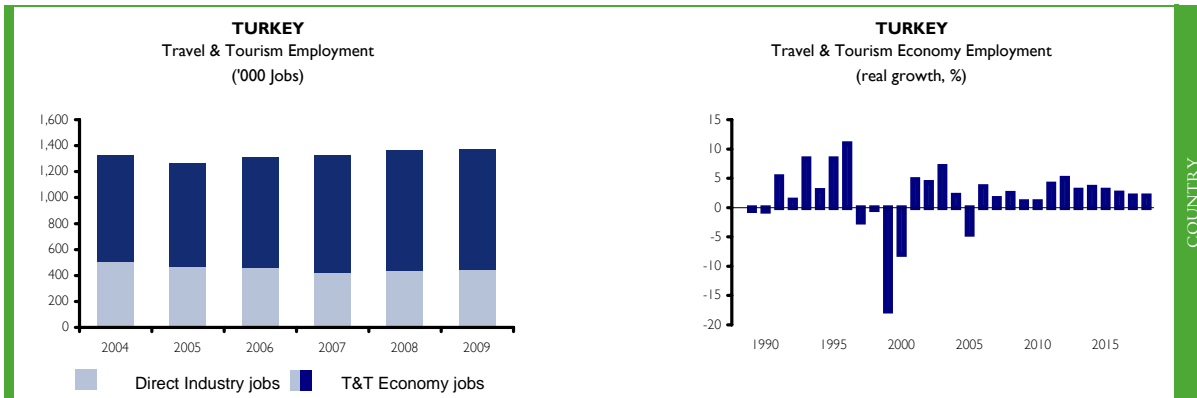


WTTC League Table Extract		2009
Travel & Tourism Economy GDP		% of total GDP
19	Lebanon	28.1
29	Malta	22.6
31	Cyprus	18.3
35	Tunisia	16.7
36	Spain	16.3
37	Morocco	16.2
38	Greece	16.2
43	Egypt	15.0
77	Italy	9.6
84	Turkey	9.1

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy GDP		Annualised, %
70	Tunisia	4.8
75	Egypt	4.8
94	Cyprus	4.5
97	Morocco	4.4
99	Turkey	4.3
107	Malta	4.0
131	Greece	3.5
149	Lebanon	3.0
169	Italy	1.9
171	Spain	1.9

EMPLOYMENT

Turkey's 443,000 T&T Direct Industry jobs account for 2.1% of total employment in 2009 and are forecast to total 581,000 jobs or 2.3% of the total by 2019. The contribution of the Travel & Tourism Economy to employment is expected to rise from 1,375,000 jobs in 2009, 6.4% of total employment, or 1 in every 15.6 jobs to 1,811,000 jobs, 7.3% of total employment or 1 in every 13.8 jobs by 2019.

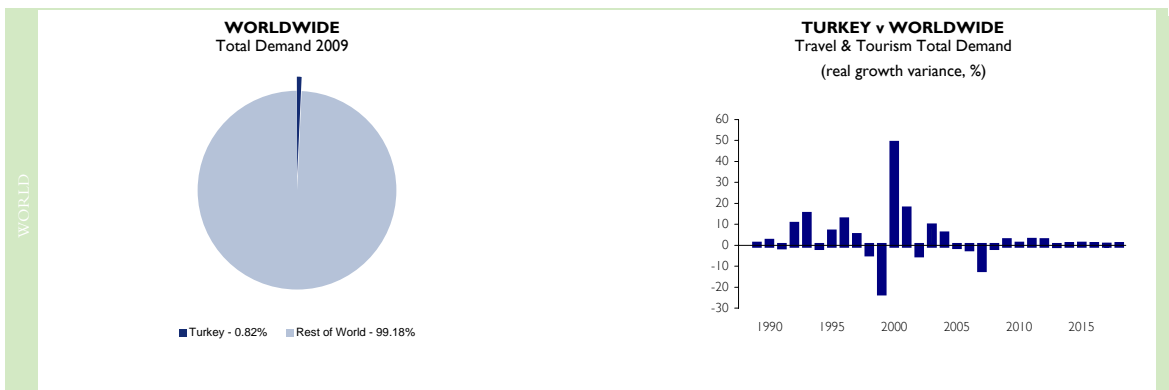
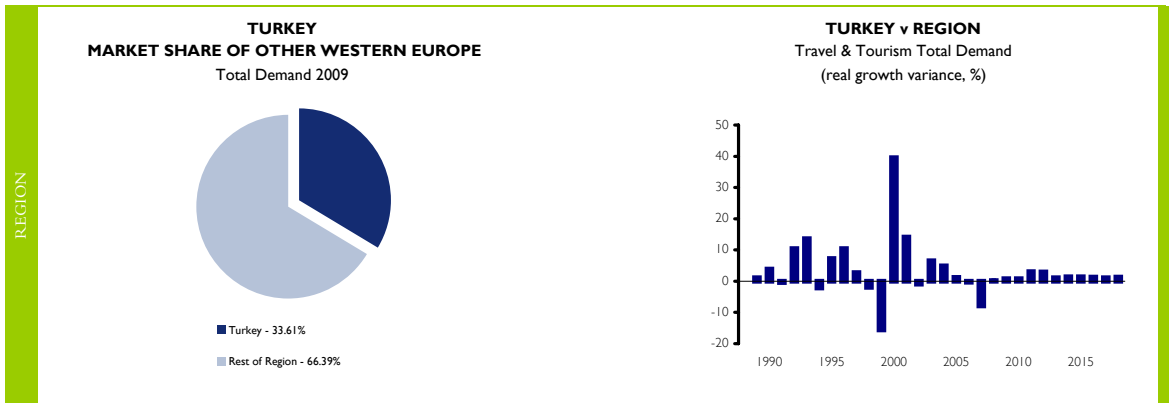
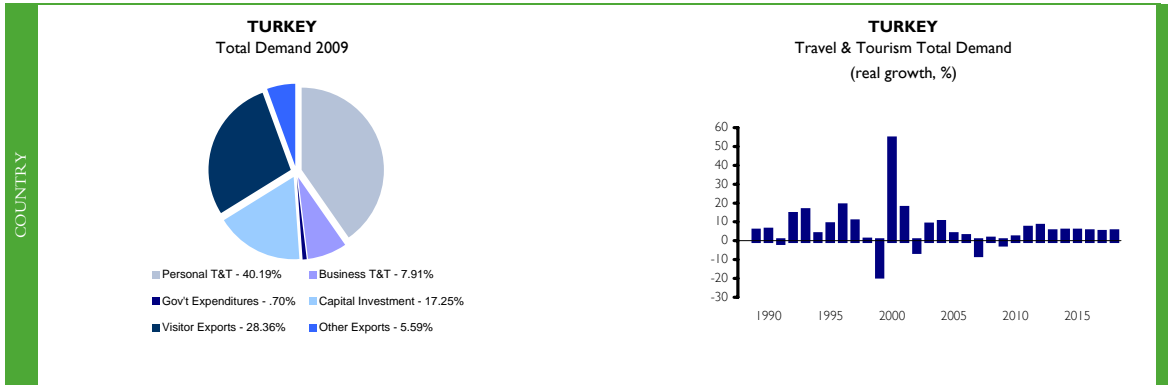


WTTC League Table Extract		2009
Travel & Tourism Economy Employment		% of total emp
19	Lebanon	28.1
21	Malta	27.1
28	Cyprus	22.9
31	Greece	19.6
34	Spain	17.0
39	Tunisia	15.6
44	Morocco	14.0
56	Egypt	12.6
65	Italy	10.6
114	Turkey	6.4

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Economy Employment		Annualised, %
35	Greece	3.0
46	Turkey	2.8
65	Morocco	2.4
79	Egypt	2.3
92	Cyprus	2.0
110	Malta	1.7
121	Tunisia	1.5
131	Spain	1.2
153	Lebanon	0.6
154	Italy	0.6

TOTAL DEMAND

Turkey Travel & Tourism is expected to generate TRY113.4 bn (US\$76.0 bn) of economic activity (Total Demand) in 2009, growing (nominal terms) to TRY282.3 bn (US\$155.3 bn) by 2019. Total Demand is expected to decline by -1.7% in 2009 and by 5.0% per annum, in real terms, between 2010 and 2019. 2009 Total Demand represents 0.82% of world market share.

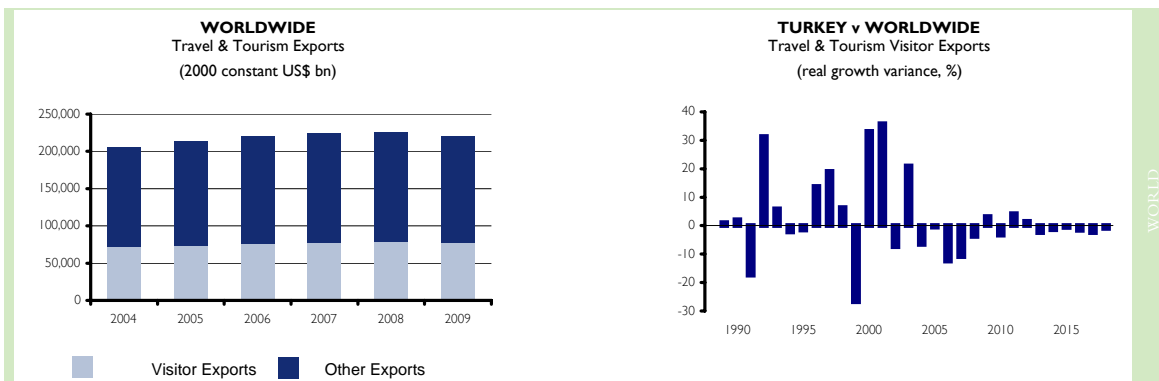
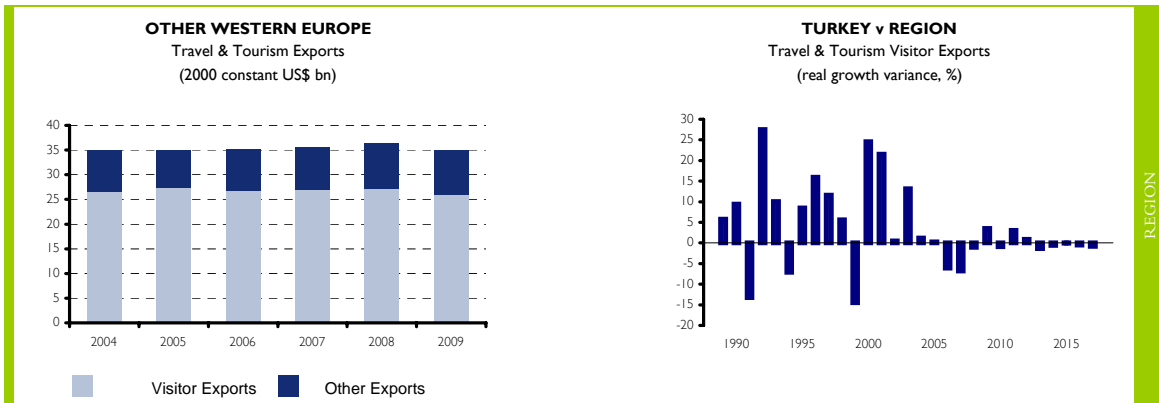
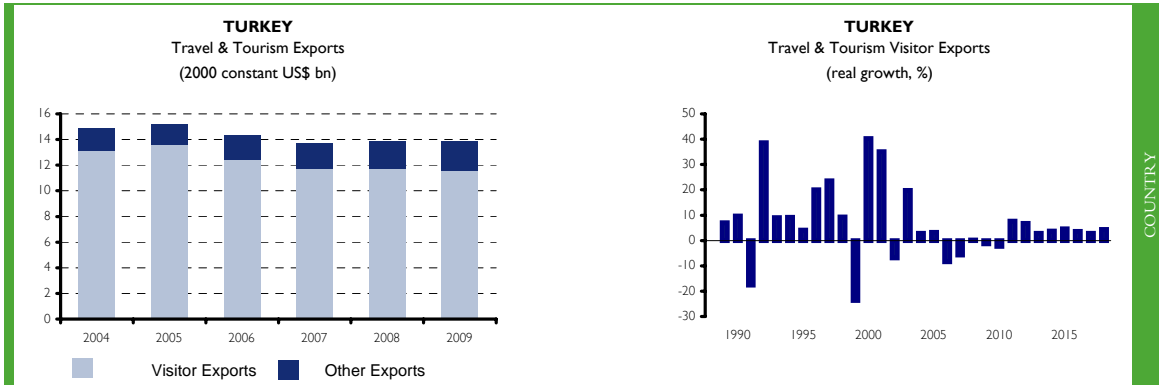


WTTC League Table Extract		2009
Travel & Tourism Total Demand		Real Growth %
46	Tunisia	1.3
50	Malta	1.0
53	Morocco	0.8
63	Egypt	0.0
87	Turkey	-1.7
97	Greece	-2.5
110	Lebanon	-3.5
112	Cyprus	-3.7
127	Spain	-4.9
131	Italy	-5.2

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Total Demand		Annualised, %
55	Egypt	5.2
64	Turkey	5.0
69	Tunisia	4.9
84	Morocco	4.6
117	Cyprus	4.1
122	Malta	3.9
134	Lebanon	3.7
141	Greece	3.7
174	Italy	2.3
175	Spain	2.2

VISITOR & OTHER EXPORT EARNINGS

Visitor Exports play an important development role for the resident Travel & Tourism Economy. Turkey's Travel & Tourism is expected to generate 15.2% of total exports (TRY38.5 bn or US\$25.8 bn) in 2009, growing (nominal terms) to TRY94.0 bn or US\$51.7 bn (10.7% of total) in 2019.



WTTC League Table Extract		2009
Travel & Tourism Visitor Exports		% of total exports
25	Lebanon	37.5
39	Greece	25.8
41	Morocco	25.7
43	Cyprus	23.9
47	Egypt	19.8
55	Malta	16.4
57	Spain	15.9
68	Tunisia	13.5
73	Turkey	12.7
96	Italy	7.4

WTTC League Table Extract		10-Yr Real Growth
Travel & Tourism Visitor Exports		Annualised, %
69	Cyprus	5.4
72	Tunisia	5.3
82	Morocco	5.0
94	Malta	4.9
111	Egypt	4.4
131	Turkey	3.8
134	Greece	3.8
154	Lebanon	3.2
164	Italy	2.5
169	Spain	2.0

SATELLITE ACCOUNT TABLES

TURKEY

Travel & Tourism - TRY bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	24.5	28.7	32.9	37.2	42.2	45.6	122.1
Business Travel & Tourism	6.8	6.2	7.3	7.7	8.0	9.0	21.6
Corporate	5.2	4.7	5.5	5.8	6.1	6.8	16.4
Government	1.6	1.4	1.8	1.9	1.9	2.2	5.3
Government Expenditures - Individual	0.1	0.2	0.2	0.3	0.3	0.3	0.8
Visitor Exports	23.9	26.4	26.5	26.9	30.1	32.2	71.6
Travel & Tourism Consumption	55.3	61.5	66.9	72.1	80.6	87.0	216.2
Government Expenditures - Collective	0.3	0.3	0.3	0.4	0.4	0.5	1.2
Capital Investment	17.9	20.0	23.5	17.5	20.1	19.6	42.6
Other Exports	3.2	3.1	4.1	4.6	5.6	6.3	22.3
Travel & Tourism Demand	76.7	84.9	94.9	94.5	106.7	113.4	282.3
Travel & Tourism Direct Industry							
Employment ('000)	503.3	469.5	461.9	422.8	436.6	443.1	580.9
Gross Domestic Product	25.3	29.2	31.2	33.4	36.6	40.1	91.6
Travel & Tourism Economy							
Employment ('000)	1,322.5	1,262.6	1,308.0	1,328.7	1,361.4	1,375.0	1,811.3
Gross Domestic Product	64.8	73.7	81.5	80.0	89.1	95.3	223.1

Travel & Tourism Accounts as % of National Accounts	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	7.8	7.8	7.8	7.8	7.8	7.8	7.8
Government Expenditures	0.6	0.6	0.6	0.6	0.6	0.5	0.6
Capital Investment	15.7	14.7	13.9	9.5	10.4	10.7	7.5
Visitor & Other Exports	20.9	21.0	18.0	16.8	15.5	15.2	10.7
Travel & Tourism Imports	8.3	6.8	6.4	6.3	6.4	6.4	6.3
Travel & Tourism Direct Industry							
Employment	2.3	2.1	2.1	2.0	2.0	2.1	2.3
Gross Domestic Product	4.5	4.5	4.1	3.9	3.8	3.8	3.2
Travel & Tourism Economy							
Employment	6.1	5.7	5.9	6.3	6.3	6.4	7.3
Gross Domestic Product	12	11.4	10.7	9.4	9.2	9.1	7.7

Travel & Tourism Real Growth (per annum except 2019 = 10-year annualised)	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	9.5	9.0	5.2	5.0	1.2	0.0	5.8
Business Travel & Tourism	-4.6	-14.6	7.8	-1.4	-7.3	3.5	4.7
Government Expenditures	5.2	6.7	9.1	9.9	-0.6	2.6	5.4
Capital Investment	26.7	4.6	7.6	-31.0	3.0	-10.2	3.6
Visitor Exports	2.9	3.2	-8.3	-5.8	0.3	-1.3	3.8
Other Exports	21.8	-9.9	20.1	3.3	9.0	5.3	8.7
Travel & Tourism Consumption	4.7	3.6	-0.3	0.0	-0.1	-0.1	5.0
Travel & Tourism Demand	9.8	3.3	2.3	-7.5	0.9	-1.7	5.0
Travel & Tourism Direct Industry							
Employment	-10.9	-6.7	-1.6	-8.5	3.3	1.5	2.7
Gross Domestic Product	-2.2	8.0	-2.5	-0.3	-2.2	1.3	4.1
Travel & Tourism Economy							
Employment	2.1	-4.5	3.6	1.6	2.5	1.0	2.8
Gross Domestic Product	5.4	6.2	1.2	-8.9	-0.4	-1.1	4.3

E - Estimate; F - Forecast

SATELLITE ACCOUNT TABLES

TURKEY

Travel & Tourism - US\$ bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	17.3	21.4	23.0	28.6	32.5	30.5	67.2
Business Travel & Tourism	4.7	4.6	5.1	5.9	6.2	6.0	11.9
Corporate	3.6	3.5	3.9	4.5	4.7	4.6	9.0
Government	1.1	1.1	1.2	1.4	1.5	1.5	2.9
Government Expenditures - Individual	0.1	0.1	0.2	0.2	0.2	0.2	0.5
Visitor Exports	16.8	19.7	18.5	20.6	23.2	21.6	39.4
Travel & Tourism Consumption	38.9	45.8	46.8	55.4	62.1	58.3	118.9
Government Expenditures - Collective	0.2	0.2	0.2	0.3	0.3	0.3	0.7
Capital Investment	12.6	14.9	16.5	13.4	15.5	13.1	23.4
Other Exports	2.3	2.3	2.9	3.5	4.3	4.2	12.3
Travel & Tourism Demand	53.9	63.3	66.4	72.7	82.2	76.0	155.3
Travel & Tourism Direct Industry							
Employment ('000)	503.3	469.5	461.9	422.8	436.6	443.1	580.9
Gross Domestic Product	17.8	21.8	21.8	25.7	28.2	26.9	50.4
Travel & Tourism Economy							
Employment ('000)	1,322.5	1,262.6	1,308.0	1,328.7	1,361.4	1,375.0	1,811.3
Gross Domestic Product	45.6	55.0	57.0	61.4	68.6	63.9	122.7

Travel & Tourism 2000 Constant US\$ bn	2004	2005	2006	2007	2008E	2009F	2019F
Personal Travel & Tourism	13.5	14.7	15.5	16.2	16.4	16.4	28.7
Business Travel & Tourism	3.7	3.2	3.4	3.4	3.1	3.2	5.1
Government Expenditures - Individual	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Visitor Exports	13.1	13.6	12.4	11.7	11.7	11.6	16.9
Travel & Tourism Consumption	30.4	31.5	31.4	31.4	31.4	31.4	50.9
Government Expenditures - Collective	0.1	0.1	0.2	0.2	0.2	0.2	0.3
Capital Investment	9.8	10.3	11.0	7.6	7.9	7.0	10.0
Other Exports	1.8	1.6	1.9	2.0	2.2	2.3	5.3
Travel & Tourism Demand	42.2	43.5	44.5	41.2	41.6	40.9	66.5
Gross Domestic Product							
Travel & Tourism Industry	13.9	15.0	14.6	14.6	14.3	14.4	21.6
Travel & Tourism Economy	36	37.8	38.3	34.9	34.7	34.3	52.5

E - Estimate; F - Forecast

Methodological Note

2008 provided a clear demonstration of the complex environment in which Travel & Tourism operates, confirming the critical importance of timely information for policy- and decision-makers. And developments in 2009 will no doubt serve to reinforce this argument. This explains why the economic impact research developed by WTTC and its partner Oxford Economics, which was designed to adapt to the changing needs of the Travel & Tourism industry and government leaders in the light of the fast-changing operating environment, is therefore an essential tool – whether for private- or public-sector decision-makers.

This comprehensive and comparative measure of the economic impact of Travel & Tourism developed by WTTC, which is highlighted in the Executive Summary and in the accompanying 181 individual country reports, is based on simulated Tourism Satellite Account (TSA) methodology. The methodology is analogous to that used for the production of national income accounts, following the key concepts of Tourism Satellite Accounting contained in the latest (2008) United Nations' *Recommended Methodological Framework* (RMF).

The RMF's Tourism Direct Gross Domestic Product (TDGDP) measure is broadly equivalent to the Travel & Tourism Direct Industry measures given by WTTC/Oxford Economics. Adding to this direct industry measure the value-added created indirectly in the industry's supply chain, plus investment and collective government and non-visitor export spending, one arrives at the broadest measure of the economic impact of Travel & Tourism – Travel & Tourism Economy GDP.

RANKING AND RANGE

Year 2009 country rankings for Turkey within world countries' list

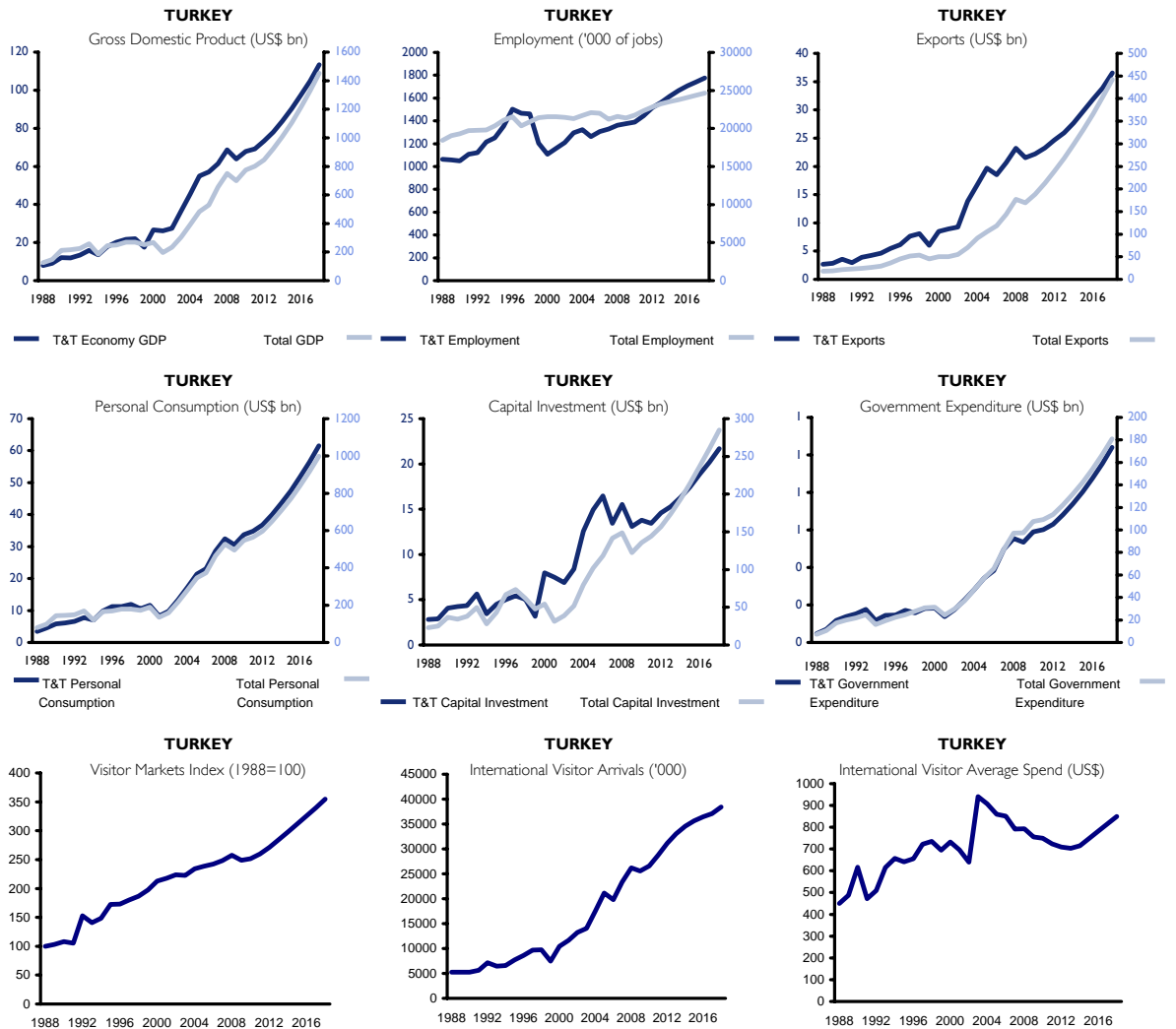
Turkey	2009			2019		
	Absolute Size	Relative Size	Growth ¹	Absolute Size	Relative Size	Growth ²
Personal Travel & Tourism	18	68	103	16	75	47
Business Travel	21	---	45	19	---	45
Government Expenditures	52	179	118	51	179	37
Capital Investment	17	99	167	20	143	95
Visitor Exports	11	73	49	14	93	131
Other Exports	36	80	76	31	74	14
Travel & Tourism Demand	21	---	87	17	---	64
Direct Industry GDP	13	63	37	15	88	114
T&T Economy GDP	15	84	67	17	114	99
Direct Industry Employment	30	121	20	27	117	60
T&T Economy Employment	25	114	20	24	109	46

¹2009 real growth adjusted for inflation (%); ²2010-2019 annualised real growth adjusted for inflation (%)

Total 181 countries or 13 regions (largest/highest/best is number 1; smallest/lowest/worst is number 181 or 13; 0 is aggregate region no ranking)

GENERAL MACROECONOMIC INDICATORS

The following charts illustrate how Travel & Tourism growth follows or varies from general macroeconomic growth for various indicators. The bottom three charts illustrate information related to international visitor arrivals.





The World Travel & Tourism Council is the forum for business leaders in the Travel & Tourism industry.

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WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing over 225 million people and generating 9.6% of global GDP in 2008.

Together with its research partner, Oxford Economics, WTTC produces comprehensive reports on an annual basis – with updates whenever required – to quantify, compare and forecast the economic impact of Travel & Tourism on 181 economies around the world. It also publishes an Executive Summary highlighting global trends. To download one-page summaries, the full reports or spreadsheets, visit www.wttc.org



Assisting WTTC to provide tools for analysis, benchmarking, forecasting and planning

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