ANTALYA TURİZMİNİN 10 YILI: RUSYA-PANDEMİ-RUSYA

Antalya turizmi, son 10 yılda yabancı turist sayısında 10-15 milyon bandında dalgalandı. Bu on yılın temel formülü şöyle: Rusya-Pandemi-Rusya.

Rusya-Pandemi-Rusya

Türkiye'nin en çok turist alan destinasyonu Antalya, son 10 yılda yabancı turist sayısında 10-15 milyon bandında dalgalandı. Bu önemde temel dalgalanma formülü şöyle oluştu: Rusya-Pandemi-Rusya.

2020/2021'de yoğun olarak yaşanan Pandemi dışında, özellikle kitle turizminde formül tek değişkenli oldu: Rusya.

Antalya turizminde temel trendler

2015'te Rusya ile yaşanan uçak düşürme olayı, ardından gelen 2019 zirvesi ve onu izleyen Covid 19 pandemisinde çok zor zamanlar yaşandı. Pandemi geride kalırken Rusya bu kez Ukrayna işgali ile sahne aldı. Bu ortamdaki gelişme ivmesi, Rusya ve Ukrayna'dan gelen turist sayısında azalma yarattı. Tek değişken olan Rusya'ya Ukrayna eklendi.

10 yıllık Kayıp ve Kazançlar

Bu üç dönemde (2016, 2020, 2022) Antalya'nın yabancı turist kaybı NET 9,3 MİLYON OLDU. 2016'da 3,9 milyon, 2020'de 8,9 milyon kaybı olan Antalya 2022'de 3,5 milyon artıya geçse de hala reel olarak eskide.

Rekor yıl 2015 mi, 2019 mu?

Pazarlara göre bu 10 yıllık dönemdeki ana trenlere bakılınca, iki farklı büyüme eğilimi görünüyor.

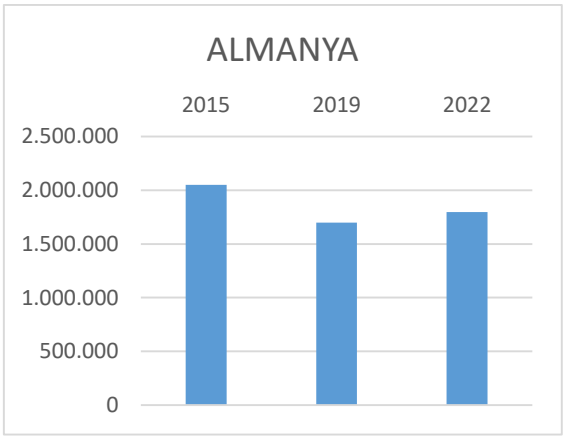
İlki, yoğun turist girişi olan merkez ve kuzey Avrupa'nın 2015 rakamlarından geride veya eşit olmasıdır.

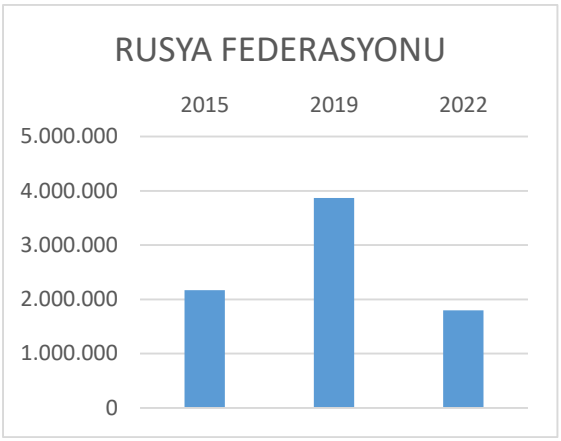
İkinci eğilim de doğu Avrupa, bazı Türk devletleri, Asya ve Ortadoğu pazarlarının sürekli gelişme içinde olmasıdır. 2015 ve 2022'nin ana belirleyişi de Rusya oldu.

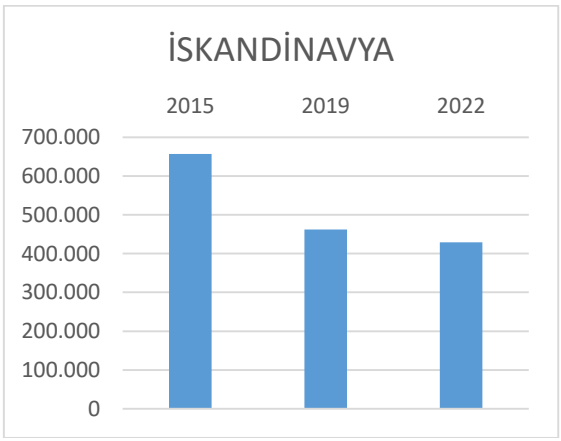
2016, 2020 ve 2022 yıllarında Almanya NET 1 milyon, Rusya 5,5 milyon turist kaybı ile başta olurken onları 0,32 milyona İskandinavya izledi.

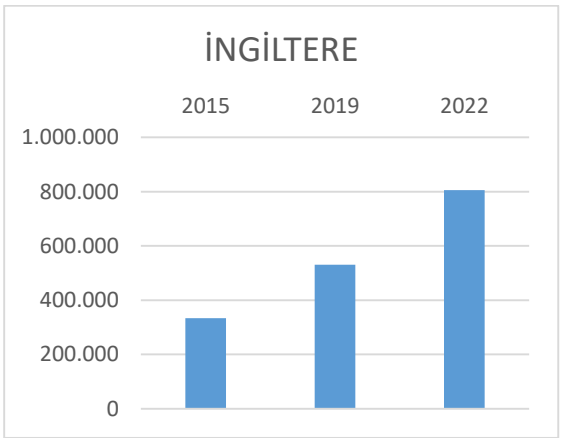
Bu önemde büyüklük açısından yalnız İngiltere 0,32 milyon kazanç sağladı ki, 2022'da İngiltere'nin özel bir durumu vardı.

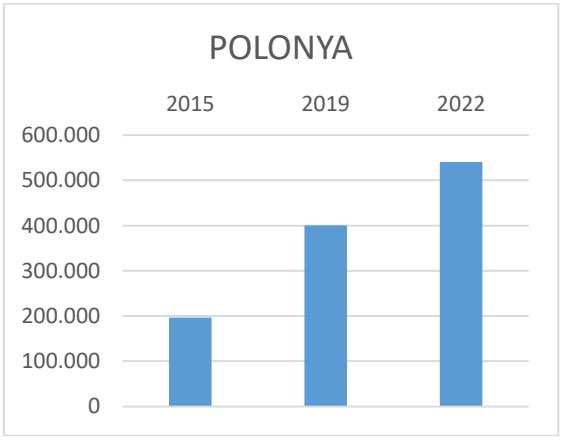
Son 3 dönemde pazarların turist sayısı

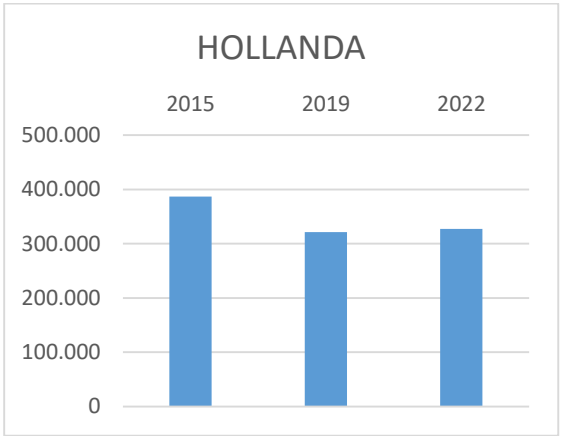


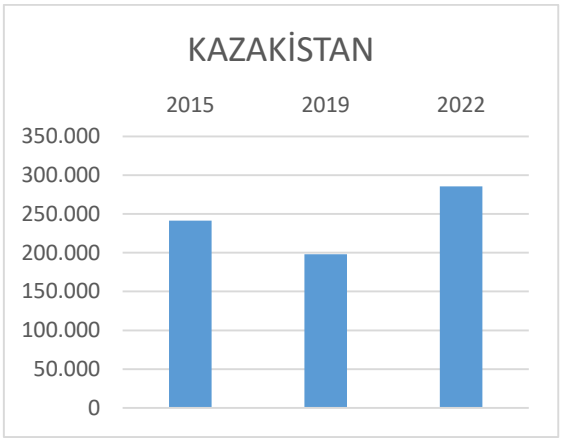








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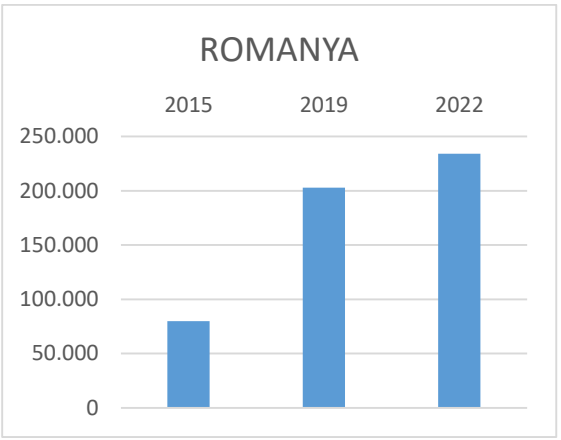
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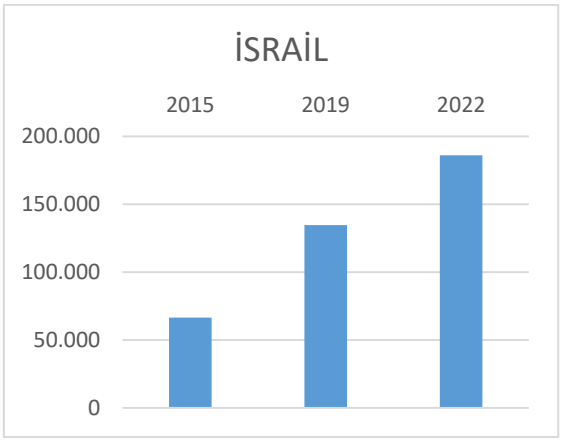
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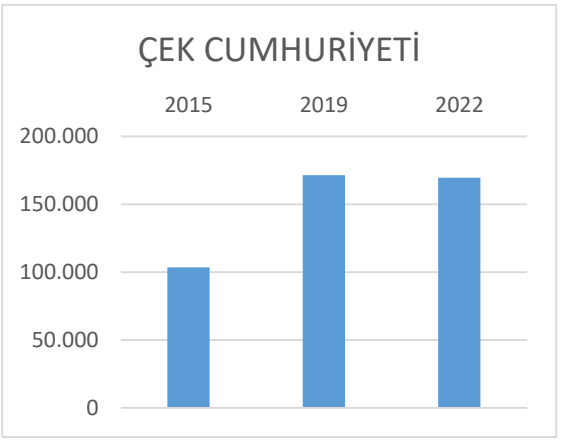
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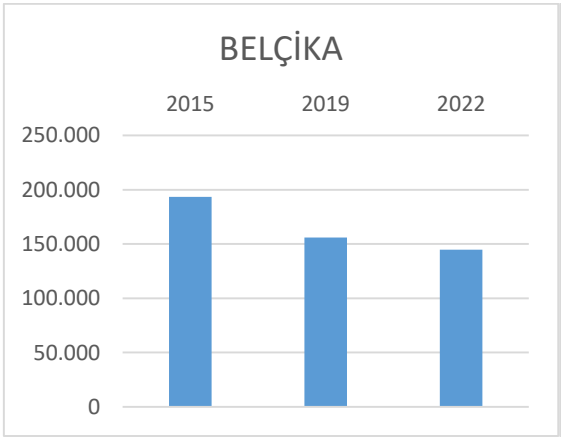
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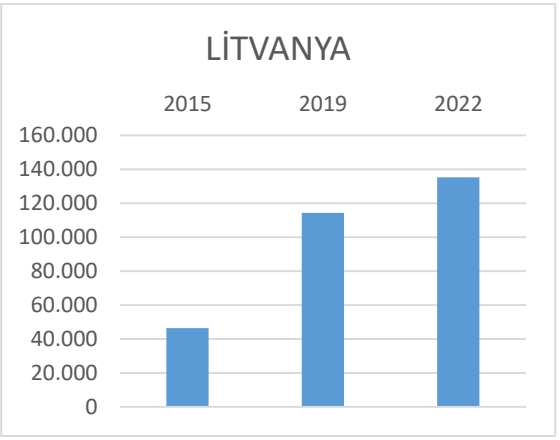
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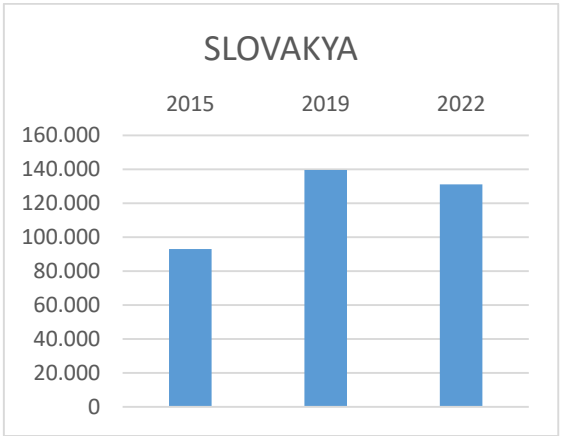
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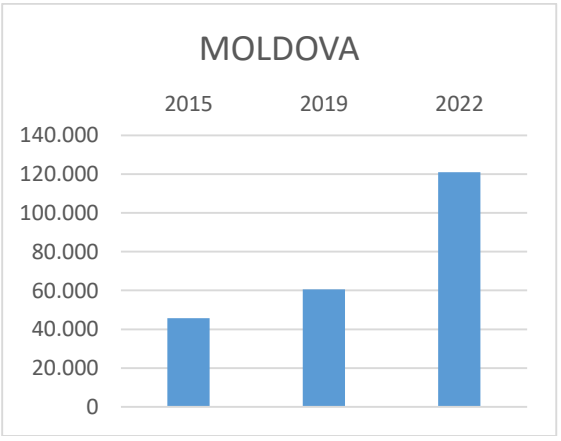
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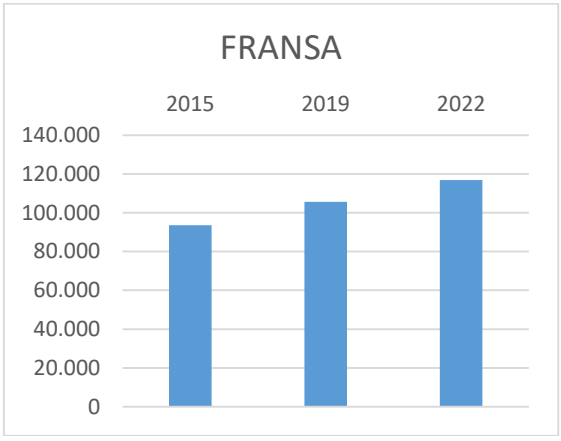
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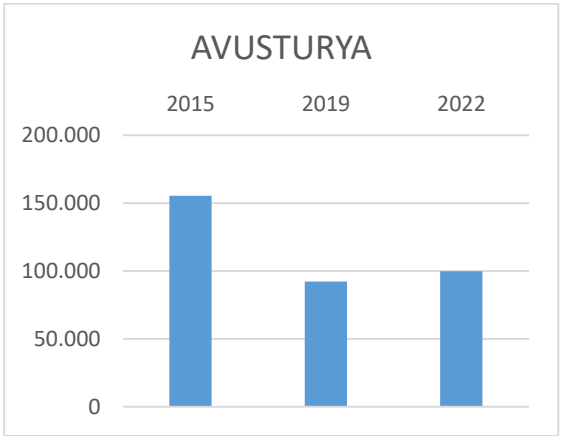
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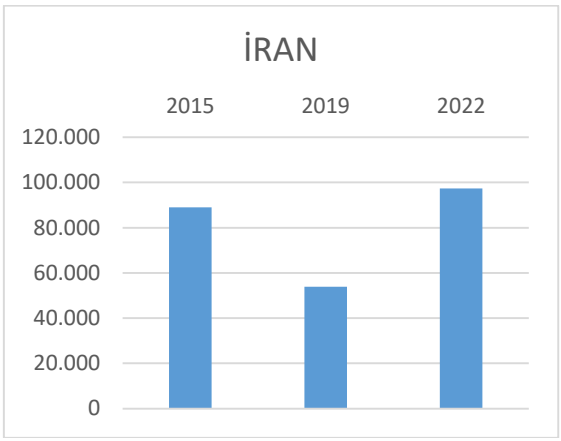
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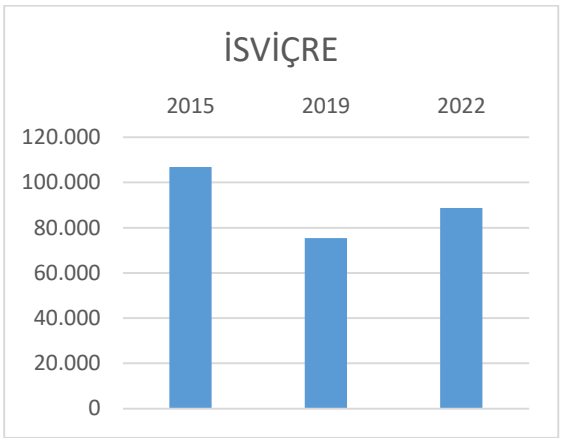
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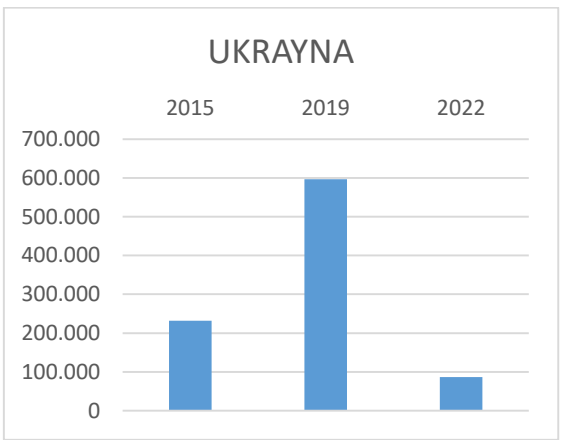
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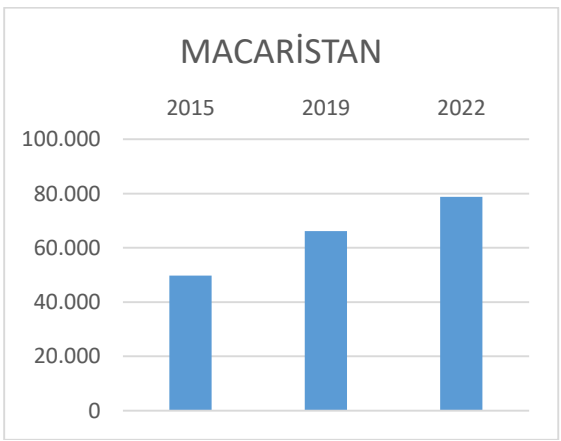
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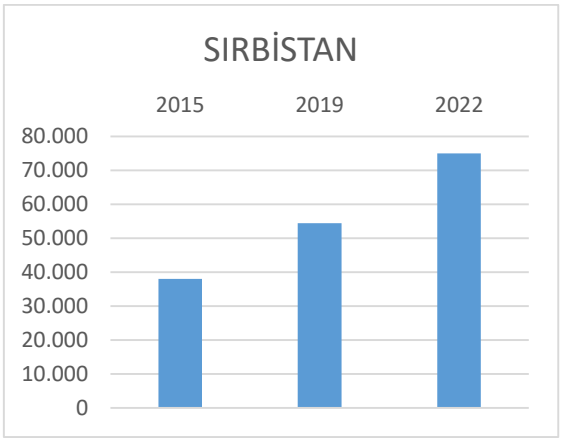
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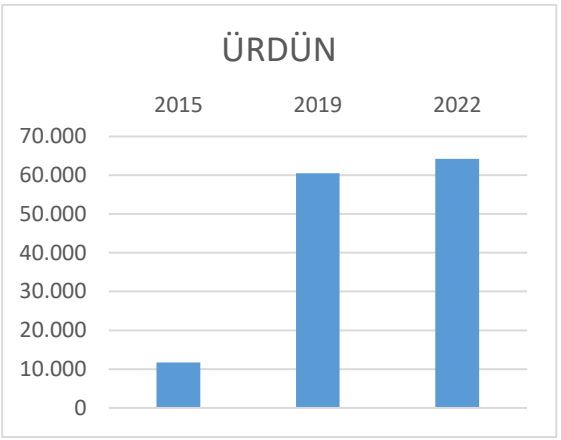
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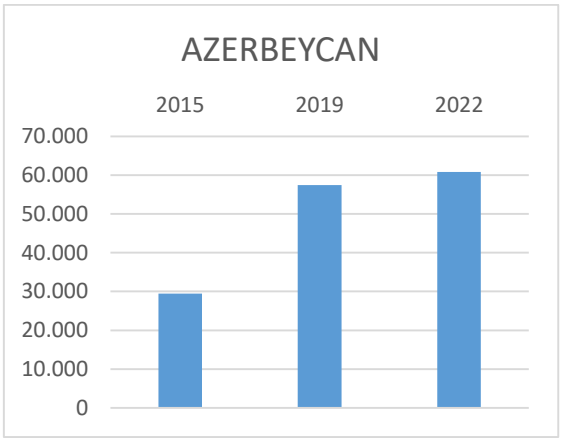
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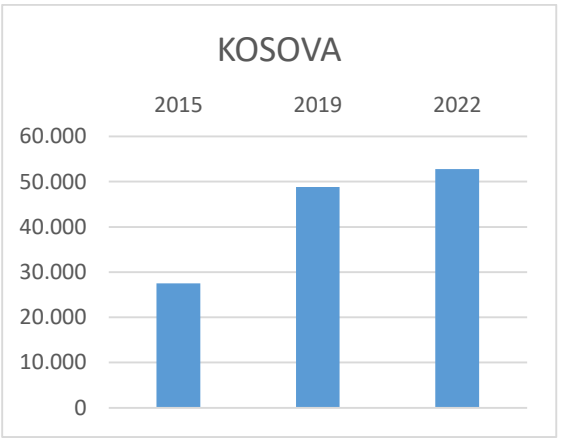
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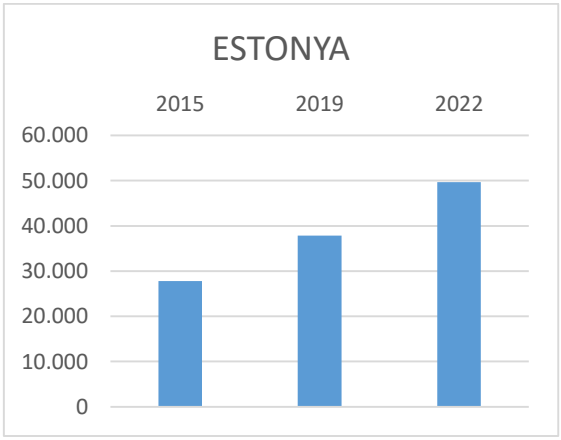
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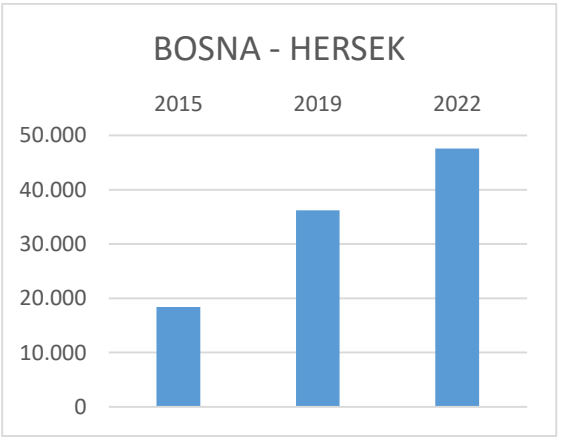
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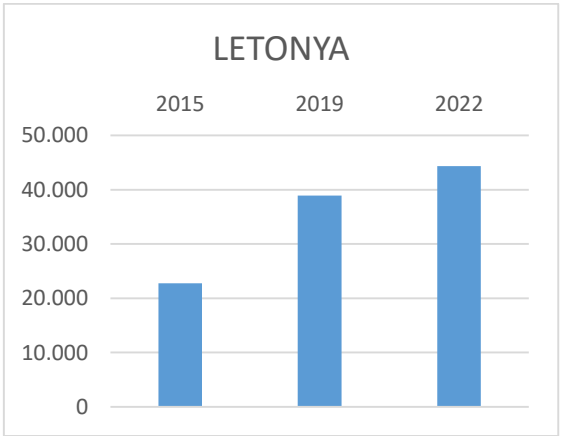
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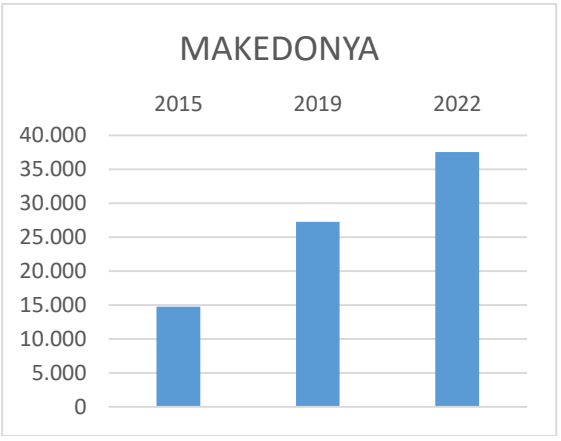
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