

Summer Tourists Shun Greece: Turkey 159% More Popular Reports Skyscanner



Released on: March 24, 2010, 9:23 am

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Industry: [Travel](#)

Turkey is set to take a significant slice of summer tourists from rival Greece following a recent spate of negative publicity after strikes and rioting hit the troubled country.

Looking at trends, flight site Skyscanner.com can report that while "comparative" search ratios for popular, European city-pairs (e.g., searches for [cheap flights to Spain](#) cheap flights to Italy compared to searches for [cheap flights to Spain](#), etc.) remain consistent, searches for flights to Turkey are 159% higher than flight searches to Greece for travel dates this summer.

Following serious economic problems, strikes and rioting over the last few months, Greece's tourist industry looks to take a hit and rival Turkey is well placed to take Greece's share of the market.

"Greece has had a lot of bad press recently and unfortunately it's coming at a time when many people are booking their summer holidays. News of street clashes and strikes are going to hurt Greece's tourist industry and Greece's loss is Turkey's gain. On the upside, it may mean more offers of [cheap flights](#) to Greece as it tries to win back tourists." said Barry Smith, Skyscanner Co-founder and Market Development Director.

Being similar distances from the UK, having similar climates and attracting similar clientele, Turkey and Greece have long been natural rivals in the tourist trade. And for the British holidaymaker who just wants sun and sand, the move from Greece to Turkey is an easy one

to make. Turkey has also seen further positive PR this year as Istanbul is a European City of Culture 2010.

Skyscanner's February 2010 Flight Trends Report revealed that while searches for [cheap flights Athens](#) had seen a rise in the rankings, Turkey had three destinations within the top 50 most popular, whilst Greece only had one.

About

Skyscanner.com:

Skyscanner instantly compares online flight prices for over 670,000 routes on over 600 airlines. And with Skyscanner, users can just browse -without having to enter specific dates or destinations. Speak another language? Skyscanner is also available in 20 different languages: including Spanish, Chinese and French.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)