



Interest For Turkey Is At A Record Low Due To Political Feud

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The site rejseråd.dk went online last year in Denmark with the purpose of providing the Danes with knowledge of the most popular travel destinations in the world.

“Even though we are a new site on the market, people have reacted positive[ly] to our site, and we see a massive usage of our search engine and we are definitely expecting to increase the knowledgebase on our site,” claims Mohammad Dadkhah.

The founder, Mohammad Dadkhah of Klikko ApS, states that the site has been up and running for almost a year and they see a clear trend from the Danes. Former popular travel destinations such as Egypt and Tunisia, which used to generate a lot of interest from Danes in general, is at a low now.

But what is more interesting is the development on the searches for Turkey.

“What is most surprising is that it seems like the Danes are turning their backs on Turkey now,” says Dadkhah.

And this is the reason: It's interesting to see that the different unfortunate episodes in Turkey didn't impact the searches on our site for Turkey and its popular destinations, but the recent comments and feud between Turkey and Holland/Germany seems to have made a severe impact. The Danes don't appreciate the politics by the Turkish leader and it seems like they want to react by boycotting travels to Turkey.

Mohammad Dadkhah also confirms that they are seeing a spike on the searches for Spain and Italy, which are becoming more popular. He says, "Well the Danes love to travel, so a feud between Turkey and Netherlands or Germany is not going to get them to cancel their vacation completely; but it seems like they are relying more on the traditional travel destinations such as Spain and Italy. We definitely see a massive increase in searches for information about Spain and Italy."

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Rejseråd

A site that works as a knowledge base for popular travel destinations

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