

## **Lodging (Destination) in Turkey**

Market Direction | 2023-10-03 | 19 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2023, Turkey continues to see the opening of new hotels, in line with accelerating tourism flows in the country. The luxury format is expected to register the highest number of new hotel outlets, due to investments from both existing and new companies in lodging in Turkey and faster inbound tourism flows. The majority of new hotel openings are earmarked for Istanbul, the capital city and main tourist location. The luxury format is also projected to see highest (triple-digit) growth in current...

Euromonitor International's Lodging (Destination) in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Lodging (Destination) market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Lodging (Destination) in Turkey  
Euromonitor International  
February 2024

### List Of Contents And Tables

#### LODGING (DESTINATION) IN TURKEY

##### KEY DATA FINDINGS

##### 2023D EVELOPMENTS

Luxury format benefits most from investments and faster inbound tourism flows in 2023

Growing offer and popularity of short-term rentals in Turkey

##### PROSPECTS AND OPPORTUNITIES

Lodging to offer high growth potential over the forecast period

Short-term rentals and "other" lodging could steal sales and shares from hotels

##### CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2018-2023

Table 2 Lodging (Destination) Online Sales: Value 2018-2023

Table 3 Hotels Sales: Value 2018-2023

Table 4 Hotels Online Sales: Value 2018-2023

Table 5 Other Lodging Sales: Value 2018-2023

Table 6 Other Lodging Online Sales: Value 2018-2023

Table 7 Lodging (Destination) Outlets: Units 2018-2023

Table 8 Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 10 □Hotels NBO Company Shares: % Value 2018-2022

Table 11 □Hotel Brands by Key Performance Indicators 2023

Table 12 □Forecast Lodging (Destination) Sales: Value 2023-2028

Table 13 □Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 14 □Forecast Hotels Sales: Value 2023-2028

Table 15 □Forecast Hotels Online Sales: Value 2023-2028

Table 16 □Forecast Other Lodging Sales: Value 2023-2028

Table 17 □Forecast Other Lodging Online Sales: Value 2023-2028

Table 18 □Forecast Lodging (Destination) Outlets: Units 2023-2028

#### TRAVEL IN TURKEY

##### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

##### MARKET DATA

Table 19 Surface Travel Modes Sales: Value 2018-2023

Table 20 Surface Travel Modes Online Sales: Value 2018-2023

Table 21 Forecast Surface Travel Modes Sales: Value 2023-2028

Table 22 Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 23 In-Destination Spending: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 24 Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Lodging (Destination) in Turkey

Market Direction | 2023-10-03 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-23
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com