

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

Market Direction | 2024-09-17 | 18 pages | Euromonitor

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### **Report description:**

The number of hotel lodging (destinations) In Turkey is expected to grow in 2024, driven by significant investment in new hotel outlets. The acceleration of tourism flows into the country is attractive to hotel developers who are keen to capitalise on the development of tourism. There has been a notable increase in new hotel openings and acquisitions which is contributing to this growth. Wyndham is expanding aggressively in Turkey and aims to expands its hotel network to 129 hotels over 2024, up...

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 2019-2023, 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 2028 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.

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Euromonitor International  
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