

Lodging (Destination) in Turkey

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Abstracts

The number of room nights continued to recover during 2022, coming close to its pre-pandemic level. With the number of sites/outlets remaining well below its pre-pandemic level, occupancy rates rose significantly, from 37% in 2021 to 52% in 2022. However, this was still well below the pre-pandemic level of 58%. The recovery was evident in both city hotels and hotels and seaside destinations in the south and west of the country. A sharp decline in the foreign exchange rate of the Turkish lira was...

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 2017-2021, 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 2026 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.

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LODGING (DESTINATION) IN TURKEY

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