

# Lodging (Destination) in Turkey

<https://marketpublishers.com/r/LB614B4F63EEN.html>

Date: October 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: LB614B4F63EEN

## Abstracts

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.

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Lodging (Destination) in Turkey  
Euromonitor International  
February 2024

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