



**Euromonitor
International**

Lodging (Destination) in Turkey

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovery of short-term rentals provides a boost to lodging
Airbnb bounces back from new licensing law, whilst Hilton remains a key player

PROSPECTS AND OPPORTUNITIES

Government-supported infrastructure developments providing a boost to lodging
Expansion of branded hotels and licensed short-term rentals to drive lodging growth

CATEGORY DATA

- Table 1 - Lodging (Destination) Sales: Value 2020-2025
- Table 2 - Lodging (Destination) Online Sales: Value 2020-2025
- Table 3 - Hotels Sales: Value 2020-2025
- Table 4 - Hotels Online Sales: Value 2020-2025
- Table 5 - Other Lodging Sales: Value 2020-2025
- Table 6 - Other Lodging Online Sales: Value 2020-2025
- Table 7 - Lodging (Destination) Outlets: Units 2020-2025
- Table 8 - Lodging (Destination) Rooms: Number of Rooms 2020-2025
- Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025
- Table 10 - Hotels NBO Company Shares: % Value 2020-2024
- Table 11 - Hotel Brands by Key Performance Indicators 2025
- Table 12 - Forecast Lodging (Destination) Sales: Value 2025-2030
- Table 13 - Forecast Lodging (Destination) Online Sales: Value 2025-2030
- Table 14 - Forecast Hotels Sales: Value 2025-2030
- Table 15 - Forecast Hotels Online Sales: Value 2025-2030
- Table 16 - Forecast Other Lodging Sales: Value 2025-2030
- Table 17 - Forecast Other Lodging Online Sales: Value 2025-2030
- Table 18 - Forecast Lodging (Destination) Outlets: Units 2025-2030

Travel in Turkey - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025:The Big Picture
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

- Table 19 - Surface Travel Modes Sales: Value 2020-2025
- Table 20 - Surface Travel Modes Online Sales: Value 2020-2025
- Table 21 - Forecast Surface Travel Modes Sales: Value 2025-2030
- Table 22 - Forecast Surface Travel Modes Online Sales: Value 2025-2030
- Table 23 - In-Destination Spending: Value 2020-2025
- Table 24 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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