

Hotels in Turkey - October 2016

Report Price: £295.00 | \$477.74 | €374.74

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“It seems unlikely that the situation in which the Turkish hotel sector finds itself at the end of the 2016 summer season could get any worse. Indeed, now there is reason to be more optimistic for the coming years. The really good news is that mass Russian tourism will soon return to Turkey’s beach hotels as Russia’s president, Vladimir Putin, has lifted the ban on charter flights to Turkey.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What has been the recent trend in arrivals and overnights in Turkish hotels?
- What is the breakdown of Turkish hotel capacity in terms of region and grade?
- Which are the main Turkish hotel groups and what is the nature of their hotel portfolios?
- How extensive is the presence of foreign hotel chains in Turkey?
- How will the current economic, geopolitical and regulatory environment impact Turkey’s hotel sector going forward?

This report provides an overview and outlook for the Turkish hotel sector. As a prime beach holiday destination, the country’s hotels depend heavily on incoming tourism. Istanbul has also grown to be one of the leading European urban destinations for both business and leisure tourists. In 2015, the city hosted 148 international congresses and was eighth-ranked worldwide, according to the International Congress & Convention Association (ICCA). However, the country’s hotel and tourism sector has been mired in crisis due to three factors: the Russian embargo on package tours following the downing of a Russian jet fighter by a Turkish rocket in November 2015; multiple terrorist incidents over the last couple of years; and the volatile domestic political situation, which resulted in a failed coup d’état in mid-July 2016.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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