



196+ roundtable  
turkey+

cyprus, greece, turkey

live  
(30.09.2021)

11  
participants

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#### NOTES

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2020; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

<b>2,518</b> properties	<b>615,962</b> rooms <sup>1</sup>
<b>55%</b> branded rooms	<b>64%</b> chain affiliated rooms

### group / brand profile

- › strongest brand: **TUI Blue**
- › strongest group: **TUI**
- › fastest growing brand: **Robinson Club**
- › fastest growing group: **TUI**
- › strongest regional brand (global presence): **Crystal**

## key takeaways

- › In Turkey, occupancy has recovered to just over 40% YTD 2021; however, this is still well behind 2019 impacting both city and resort hotels.
- › ADRs in local currency are amongst the strongest globally; however, the TL has devalued by over 20% against the EUR in 2021, inflation is at 20%, and average ADR rates are further influenced by more closures in the budget sector.
- › The summer season was ruined by travel restrictions from source markets, e.g., the UK finally took Turkey off the red list on 17 September, too late for holidays and still requiring tests.
- › The domestic market helped create some demand but still reluctance to travel and internal travel restrictions impacted business and continued caution by many people.
- › Currently there is little interest in tourism investment from Europe, though some activity from the Middle East and China has been seen.
- › So far, no tourism fairs or conferences have been planned in Turkey in 2022.

## pipeline

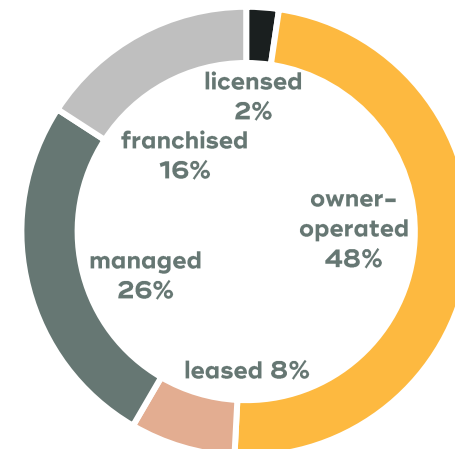
<b>98</b> properties	<b>22,284</b> rooms <sup>1,2</sup>
<b>48</b> hotels under construction	<b>50</b> planned hotels

### selected openings of 2020

- › Mall of Istanbul High Residence, Istanbul, **1,081 rooms**
- › Mylome Luxury Hotel & Resort, Okurcalar, **456 rooms**
- › Maxeria Blue Didyma Hotel, Akbuk, **347 rooms**
- › Arnor De Luxe Hotel & Spa, Side, **335 rooms**
- › Robinson Ierapetra, Koutsounari, **330 rooms**

## contracts

<b>857</b> properties	<b>230,971</b> rooms under contract <sup>2,3,4</sup>
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