

# OVERNIGHT STAYS IN TURKISH HOTELS ARE DOWN, BUT REVENUE IS UP



Based on recent estimates, Turkish hotel revenue in the first five months of the year increased by 7.4% in euros, totaling over €3.5 billion. However, the Tourism Databank's analysis revealed that the overall number of overnight stays in Turkish hotels decreased by 18% to 56.8 million in 2023. In comparison, there were 69.4 million overnight stays in 2022.

In the luxury 5-star hotel segment, there was a notable 12% increase in overnight stays, which resulted in a significant 36% increase in revenue.

**Similarly, the 4-star hotel segment saw a 2.1% increase in overnight stays, leading to a 24% increase in revenue.**

In the 3-star hotel category, although the number of room nights remained stable, revenue increased by 21%. In contrast, private and boutique hotels experienced a decline of 9% in overnight stays but **still achieved a respectable 19% increase in revenue.**

The Ministry of Culture and Tourism has certified 20,116 hotels with 1,777,220 beds. Including hotels at the investment stage, the overall number of beds increases to 1,945,626.

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