



Euromonitor
International

Experiential Luxury in Turkey

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Renewed focus on international travel is key driver of growth
Domestic and international hotel chains continue to expand within both popular and new destinations
Transformation of historical buildings into hotels provides tourists with enriching cultural experiences

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Continued growth in experiential luxury, driven by ongoing hotel investment
More high-end fashion brands set to enter luxury hotel landscape
Inflationary pressures continue to pose a challenge for operators

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Luxury Goods in Turkey - Industry Overview

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DISCLAIMER

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