



**TURKEY  
TOURISM MARKET  
RESEARCH REPORTS**

**iSTANBUL '10**



# ISTANBUL TOURISM MARKET RESEARCH, 2010

Istanbul – Research Area



## Purpose

This study was conducted to examine the distribution and overnight accommodation prices of accommodation establishments in Istanbul, one of the focal points of tourism in Turkey and the features of the hotels that cause the differences between the prices and researching the per-room sales values of 3, 4 and 5 star hotels in the districts with a high tourism potential.

## Scope

This study covers researching the distribution of accommodation establishments especially in Beşiktaş, Beyoğlu, Şişli, Fatih districts of Istanbul and the per-room sales values of and annual average overnight accommodation price per person (door price) of 3, 4 and 5 star hotels in these regions which are the most tourist attracting districts and the general features affecting the values of the hotels.

## Methodology

During preparation of this research report, newspaper advertisements for hotels for sale in this region were found for per-room sales values of hotels, the owners of the advertisements were called by phone and a survey was conducted on the accommodation prices and other features of the hotels and the agency prices (including profit) of the hotels were obtained from the back offices of the agencies.

## General Economic Appearance

The basic economic indicators of a country are also associated with the other sectors in that country. The basic data that we, Istanbul Gayrimenkul Değerleme, have provided below with regard to the Turkish economy are directly related to the tourism potential in the country and the offer-demand balance of the hotels. Table 1 contains a summary of these data.

Table 1 Turkey – Basic Economic Indicators

	2002	2003	2004	2005	2006	2007	2008	2009
Real GDP Growth	6,2	5,3	9,4	8,4	6,9	4,7	0,8	-6,5
Consumer Prices Inflation (avg. %)	45,1	25,3	8,6	8,2	9,6	8,8	10,4	6,2
Budget Balance (% of GDP)	-11,5	-8,8	-5,2	-1,1	-0,6	-1,6	-1,8	-5,5
Current Accounts Balance (% of GDP)	-0,3	-2,5	-3,7	-4,6	-6	-5,8	-5,7	-1,9
Short-Term Interest Rate (avg. %)	72	48	21,5	23	27	25	25	15
TL/\$ Average Exchange Rate	1,506	1,493	1,422	1,341	1,431	1,302	1,293	1,547
\$/€ Average Exchange Rate	1,06	0,89	0,80	0,80	0,80	0,73	0,68	0,72

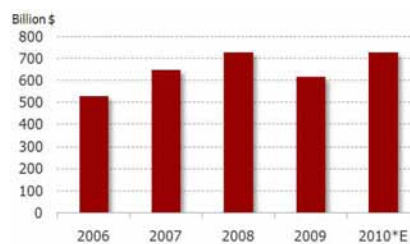
Source: IMF, 2010

## Gross Domestic Product and Tourism Revenues

Table 2 shows the change of GDP of Turkey between 2006 and 2009. According to IMF data, Turkey became the 15th greatest economy of the world in 2008 with a GDP of \$740 billion. The GDP of 2009 is \$617 billion. It is estimated that GDP of 2010 will be \$729 billion.

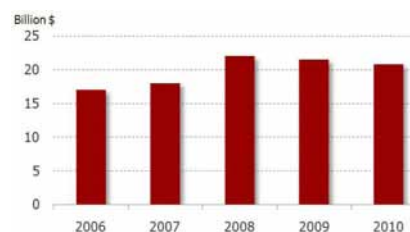
The tourism revenues of Turkey between 2006 and 2009 are provided in Table 3. In 2008, the number of tourists arriving in Turkey was calculated over 26 million and the tourism revenues increased by 18% when compared to the previous year and were calculated about \$22 billion with a share of 3% in GDP. In 2009, the number of tourists exceeded 27 million; the share of tourism revenues in GDP rose up to 3,5% and \$21,5 billion was gained from tourism revenues. Tourism Revenue of 2010 is \$20,8 billion.

Table 2 Gross Domestic Product



Source: TURKSTAT, 2011

Table 3 Tourism Revenues



Source: TURKSTAT, 2011



## Tourism in Turkey and in the World

In 2009 Turkey ranked 7th in the number of foreign tourists arriving and left Germany and Mexico behind. In revenues, it rose one step higher than the previous year and became the 9th. The tourism revenues of Turkey in 2008 was recorded as \$21,9 billion. The number of foreign tourists arriving in Turkey in 2009 was 25,5 million.



Table 4 Tourism Revenues in the World - 2009

	Country	Billion \$
1	U.S.A.	94,2
2	Spain	53,2
3	France	48,7
4	Italy	40,2
5	China	39,7
6	Germany	34,7
7	England	30,1
8	Australia	25,6
9	<b>Turkey</b>	<b>21,3</b>
10	Austria	N/A

Table 5 Number of Foreign Tourists Arriving - 2009

	Country	Million People
1	France	74,2
2	U.S.A.	54,9
3	Spain	52,2
4	China	50,9
5	Italy	43,2
6	England	28,0
7	<b>Turkey</b>	<b>25,5</b>
8	Germany	24,2
9	Malaysia	23,6
10	Mexico	21,5

Source: WTO, 2010

## Istanbul

Istanbul located in Marmara region, has a total land of 5.712 km<sup>2</sup> and is surrounded by Black Sea in the north, by Marmara Sea in the south, İzmit in the east and Tekirdağ in the west. The distance of the city to neighboring cities are as follows: 111 km to İzmit, 132 km to Tekirdağ.

Istanbul is the most populated city of Turkey, with 18% of the entire Turkish population corresponding to 13 million people. It is located in the northwest of Turkey, between Marmara and Black Seas. It is where Europe meets Asia. It is not only the most crowded city but it is also the most important city in terms of economy. It is the 34th city in the world in terms of a big economy and considering its size, it is the most populated city in Europe.

### Socio-Economic Structure

According to the development scale prepared by the State Planning Organization in 2003, Istanbul comes 1st in 81 cities of Turkey in terms of socio-economical development level. Istanbul consists of 39 provinces, 39 provincial municipalities and 1 metropolitan municipality.

According to the latest data provided by Turkstat, it has a settled population of 13 million people in 2009. Its most crowded province is Bağcılar with a population of 725.000 .

In 2003, the State Planning Organization prepared a study showing the development performance of Istanbul and the results are shown in Table 6.



Table 6 Istanbul Province Development Performance

	Year	Istanbul	Marmara Region	Turkey	Position
<b>DEMOGRAPHIC INDICATORS</b>					
Total Population	2000	10.018.735	17.365.027	67.803.927	1
Urbanization Rate (%)	2000	90,69	79,07	64,9	1
Annual Average Population Growth %	1990-2000	33,09	26,69	18,28	3
Population Density (person/km <sup>2</sup> )	2000	1.928,16	241	88	1
Fertility Rate	2000	1,97	1,91	2,53	67
Average Size of Household	2000	3,85	3,85	4,5	67
<b>EMPLOYMENT INDICATORS</b>					
The ratio of persons working in agriculture within the total employment (%)	2000	8,13	25,33	48,38	81
The ratio of persons working in industry within the total employment (%)	2000	32,15	25,67	13,35	1
The ratio of persons working in commerce within the total employment (%)	2000	18,73	14,28	9,67	1
<b>INDUSTRIAL INDICATORS</b>					
Number of Parcels in Organized Industrial Zones	2000	625	3.425	28.726	7
Manufacturing Industry Added Value per Person (million TL)	2000	579	756	81.302	9
<b>FINANCIAL INDICATORS</b>					
Share in GDP (%)	2000	22,11	37,04	100	1
GDP per Person (million TL)	2000	2.750	2.657	1.837	4

Source: SPO

## Economic Pattern

GDP of a country is one of the basic indicators of the welfare of its people. Istanbul is 4th among the 81 cities in terms of GDP per capita and comes first in general performance evaluation.

The breakdown of the employment on the basis of industries in 2000, is shown in Table 8. Around the city, the manufacturing industry has a ratio of 32% and it is estimated to be at 25% for 2023. The ratio for the services sector which also includes tourism, was at 60% in 2000. For 2023, this ratio is seen at 70%. Based on this fact, it is assumed that the service sector in Istanbul will get stronger in the next years.

Table 7 GDP per Person (\$)

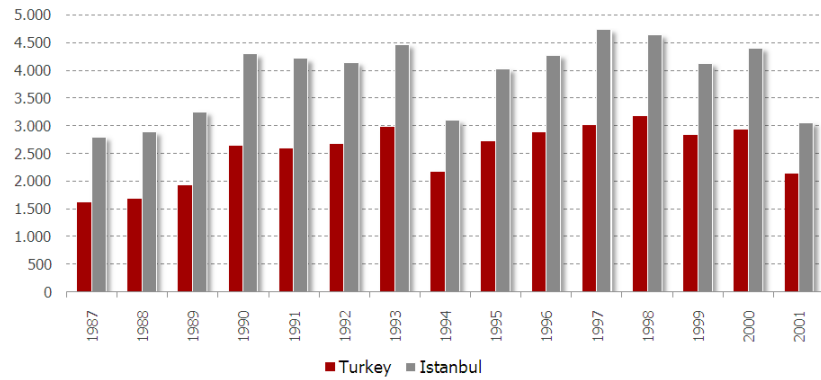


Table 8 Sectoral Distribution of Employment (2000)

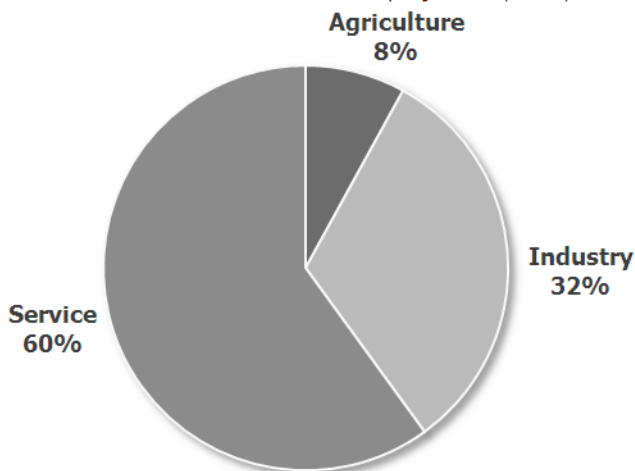
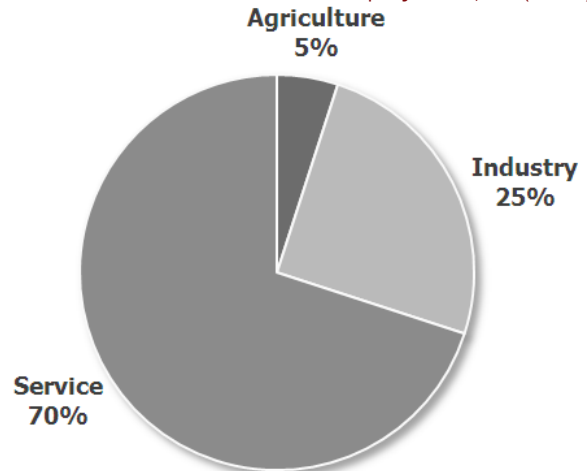


Table 9 Sectoral Distribution of Employment, Pr. (2023)



## Tourism

According to the 2009 data released by the Ministry of Culture and Tourism, the number of foreign tourists coming to Istanbul is around 7.500.000 people. In 2010, the number of foreign tourist coming to Istanbul is around 7.000.000 people.

Table 12 shows the numbers of foreign tourists coming to Istanbul in 2009 and 2010. In 2009, the number of tourists to Istanbul was 7.509.741 and decreased %7 to 6.960.759 in 2010.

Table 12 Number of Incoming Foreign Tourists 2009 - 2010

	2009	2010	Numerical Variation	Variation by Ratio
January	339.897	294.352	-45.545	-%13
February	408.083	372.713	-35.370	-%9
March	485.607	489.884	4.277	%1
April	632.209	588.601	-43.608	-%7
May	700.123	688.821	-11.302	-%2
June	698.648	659.108	-39.540	-%6
July	915.620	819.412	-96.208	-%10
August	747.674	630.621	-117.053	-%15
September	679.686	712.383	32.697	%5
October	761.692	715.577	-46.115	-%6
November	555.917	517.320	-38.597	-%7
December	584.585	471.967	-112.618	-%20
<b>TOTAL</b>	<b>7.509.741</b>	<b>6.960.759</b>	<b>-548.982</b>	<b>-%7</b>

Source: Istanbul Province Culture and Tourism Directorate, 2011

Table 10 Number of Foreign Tourists Arriving

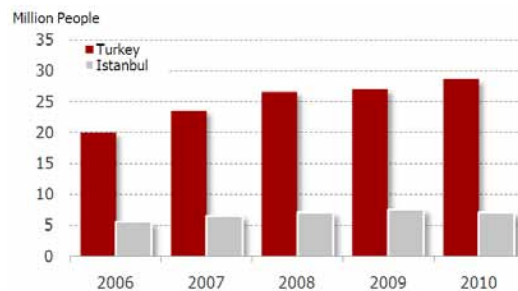
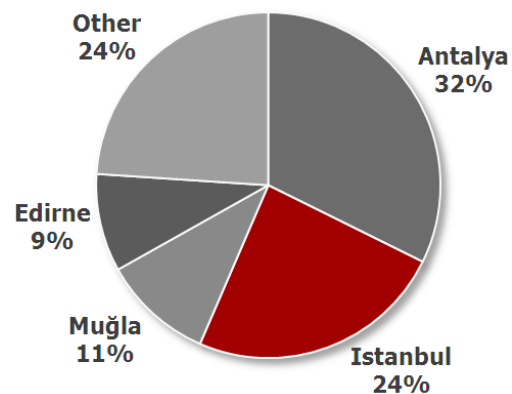


Table 11 Border Statistics - 2010



Source: Ministry of Culture and Tourism, 2011

## Tourism Types

### Culture and History Tourism

There are 88 cinemas and 73 theaters in Istanbul. Other than that the city harbors a total of 69 museums including the world's famous Hagia Sophia, Topkapi Palace and Archeology Museums.

	Istanbul	Barcelona	London	Paris
Number of Museum	69	51	76	137
Number of Theatre Hall	73	45	178	138
Number of Movie House	68	212	110	86

Source: Istanbul Environmental Master Plan, 2009

Istanbul hosts countless historical and cultural assets. These assets have a huge tourism potential both for Turkey and Istanbul and make Istanbul one of the main attraction points of Turkey both for local and foreign tourists.

Number of Palace	17
Number of Medressehs	66
Number of Museum	69
Number of Moques (Having Historical Feature)	64
Number of Churches (Having Historical Feature)	49
Number of Synagogues (Having Historical Feature)	16

Source: Istanbul Environmental Master Plan, 2009

Name of Museum	Number of Visitors	Revenue*(TL)
Topkapı Museum	3.000.000	27.000.000
Hagia Sophia Museum	2.500.000	21.500.000
Chora Museum	325.000	2.250.000
Archeology Museum	250.000	1.500.000
Turkish and Islamic Arts Museum	70.000	600.000
Rumeli Fortress Museum	47.500	75.000
İslam Science and Technology Museum	37.500	45.000
Büyük Saray Mozaic Museum	35.000	200.000
Fethiye Museum	20.000	60.000
Yıldız Palace Museum	15.500	30.000
Total	6.000.000	55.000.000

\*Numbers are given approximately.  
Source: Istanbul Environmental Master Plan, 2009

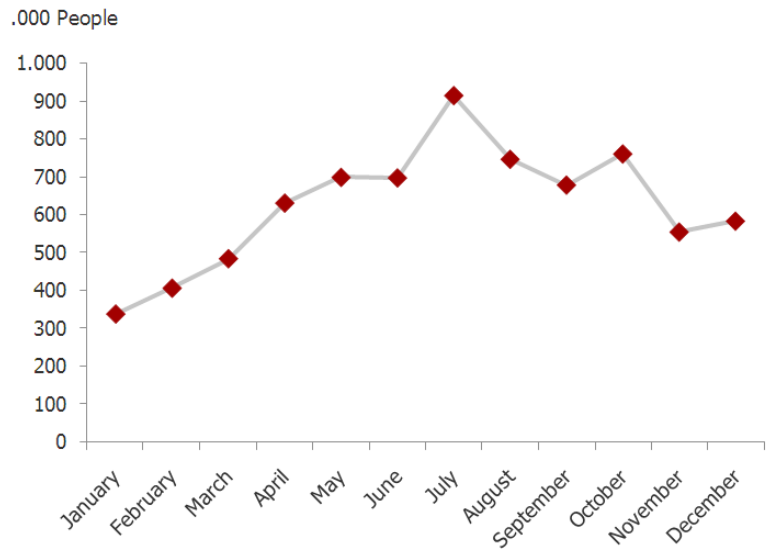
## Sea Tourism

Istanbul ports are among the important ports of Turkey both for yachts and cruiser ships.

2 of 34 marinas in Turkey are located in Istanbul and they are Kalamış and Ataköy Marinas. 500.000 of 7.5 million foreign tourists came to Istanbul in 2009, opted for sea transportation.

Tablo 13 Movements of Incoming Foreign Tourists by Seaway - 2009

2009	Number of Passenger			
	H.paşa Port	Karaköy Port	Pendik Port	Total
January	206	1.087	136	339.897
February	139	1.191	331	408.083
March	172	2.218	1.072	485.607
April	376	3.957	16.350	632.209
May	281	5.332	57.923	700.123
June	303	5.850	47.357	698.648
July	305	9.707	56.278	915.620
August	184	9.784	56.049	747.674
September	236	10.562	56.149	679.686
October	820	12.270	62.862	761.692
November	247	5.850	21.367	555.917
December	266	1.211	220	584.585
<b>Total</b>	<b>3.535</b>	<b>68.989</b>	<b>376.094</b>	<b>449.769</b>



Source: Istanbul Province Culture and Tourism Directorate, 2010



## Golf Tourism

There are two golf courses that can be used for international competitions. One of them is located in Silivri and the other one is in Kemerburgaz.

**Klasis Golf & Country:** It is the first and oldest golf facility of Turkey. The facility has 990 bed capacity and serves with a golf course of 5850 meters and 18+9 holes. It is suitable for professional and amateur golfers and is located in Silivri.

**Kemer Golf Country:** It has 1455 bed capacity and a golf course of 18 holes.

Also there are two golf courses in Kemerburgaz and Pendik, approved by Ministry of Tourism with a Tourism Investment Certificate.

## Thermal Tourism

**Tuzla Spa:** The facility in Tuzla has 45 rooms and 85 beds. There are 3 thermal pools in the facility. The mini houses in the facility can be used for daily accommodation or for stays overnight.

## Congress Tourism

Istanbul is the city where the maximum number of congresses are held in Turkey. Around 70% of the international congress in Turkey are held in Istanbul.

41 of the national and international congress and meetings venues in Istanbul are the conference halls in 4 and 5 star hotels while only Lütü Kirdar Congress and Exhibition Center is a congress center approved by the Ministry of Tourism. The total capacity of these hotels is around for 45.000 people.



The most important congress center currently in Istanbul is the so-called 'Congress Valley' which includes Lütfi Kırdar Congress and Exhibition Center, Hilton Congress and Exhibition Center, Military Museum Culture Center and Cemal Reşit Rey Concert Hall. The congress valley also has 16 hotels.

When we look at the geographical distribution of the congress venues in Istanbul, we see that Beyoğlu comes first with a ratio of 27%, followed by Beşiktaş with a ratio of 22% and Şişli with a ratio 11%.

Istanbul also has 7 fair venues. A total of 219 fairs were held in Istanbul between 2003-2005 in 7 different venues. TÜYAP Congress and Fair Center hosted 87 fairs, thus getting of the title 'the most preferred venue'. It is followed by CNR Istanbul Congress and Exhibition Center and Lütfi Kırdar Congress Center.

Name of Congress Venue	Capacity
Lütfi Kırdar Congress and Exhibition Center	7.280
Hilton Congress and Exhibition Center	2.800
Military Muesum and Culture Center	1.247
Cemal Reşit Rey Concert Center	861
Sütlüce Congress Center	3.195
İstanbul Congress Center	2.500
Hotels' Congress Halls	23.299
University Auditoriums	5.038
<b>Total</b>	<b>46.220</b>

Source: Ministry of Culture and Tourism, 2010

## 2010 Istanbul European Capital of Culture

Istanbul was chosen the European Capitol of Culture for 2010. Thus it became an attraction and a culture-art center not only for Turkey but also for the entire world.

In the past years, the previous cities named so, gained many advantages from it. Istanbul has gone under many changes to get this title and hosted exhibitions of world famous artists, international festivals and activities.

## Events and Festivals

In addition to cultural and art opportunities Istanbul offers, it is hosting many festivals as well. More than 150 local, national or international festivals are held in Istanbul every year. These festivals can be examined in 9 different categories; film, music, theater, dance, university, culture-art, kids, thematic and Ramadan festivals.

The following table shows some of the annual festivals.

Name of Event	Organizer	Date
International Istanbul Jazz Festival	Istanbul Foundation for Culture and Arts	July
International Istanbul Film Festival	Istanbul Foundation for Culture and Arts	April
International Istanbul Theatre Festival	Istanbul Foundation for Culture and Arts	May
International Istanbul Music Festival	Istanbul Foundation for Culture and Arts	June
International Istanbul Short Film Festival	Ministry of Culture and Tourism, Consulates of Countries	November



**AVRUPA  
KÜLTÜR  
BAŞKENTİ**  
EUROPEAN CAPITAL OF CULTURE



# Profile of Foreign and Domestic Tourists Visiting Istanbul

Istanbul is one of the most important centers of domestic tourism and is also an important holiday destination for foreign tourists. There are people from many different nations visiting Istanbul. According to 2009 data, 7,5 million foreign tourists from 216 countries visited Istanbul. The table 14 shows that the foreign tourists are mainly from Germany with a ratio of 15%. It is followed by English tourists with a ratio of 6%.

Table 15 shows the top 5 destinations in Turkey chosen by foreign tourists. Among these regions, Alanya, Kemer and Manavgat provinces of Antalya are the top three and they are followed by Istanbul at the fourth place.

Table 14 Distribution of the Nationalities of the Foreign Tourists Arriving 2009

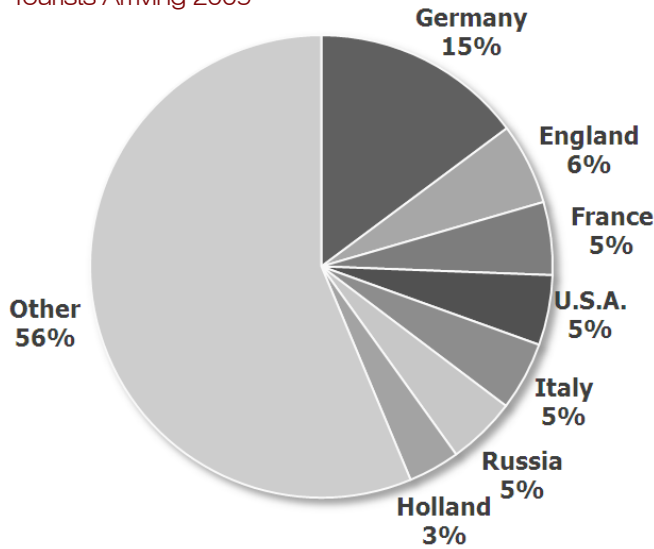
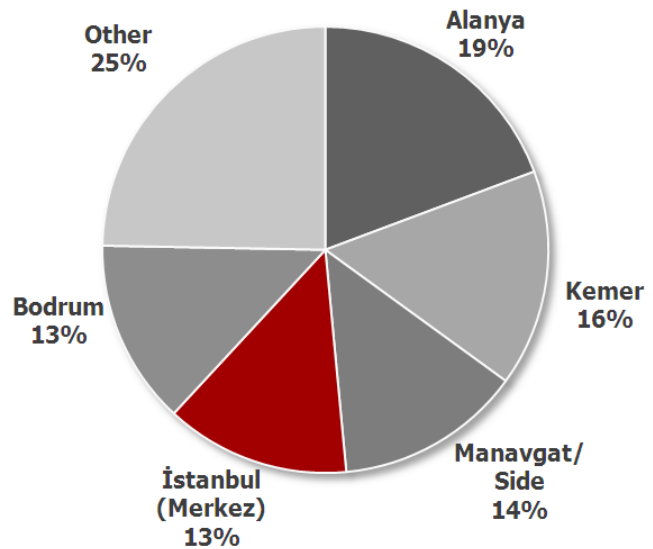
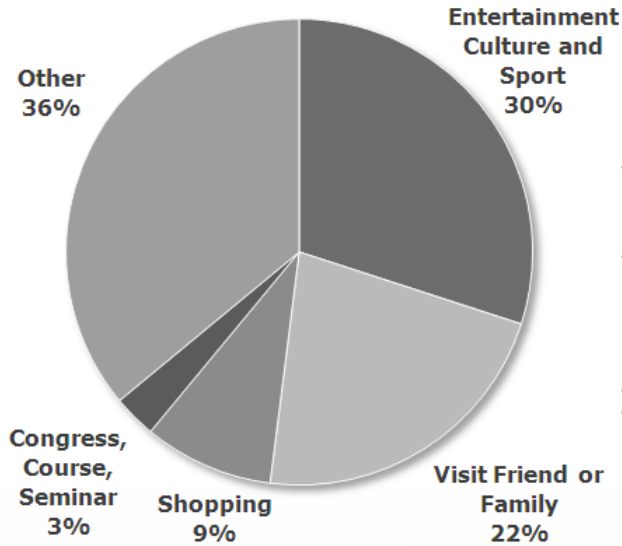


Table 15 The First 5 Regions Preferred in Turkey by Foreign Tourists - 2008



Source: Ministry of Culture and Tourism, 2010

Table 16 Reason for Visit of Foreign and Domestic Tourists to Istanbul - 2008



Source: Istanbul Environmental Master Plan, 2009

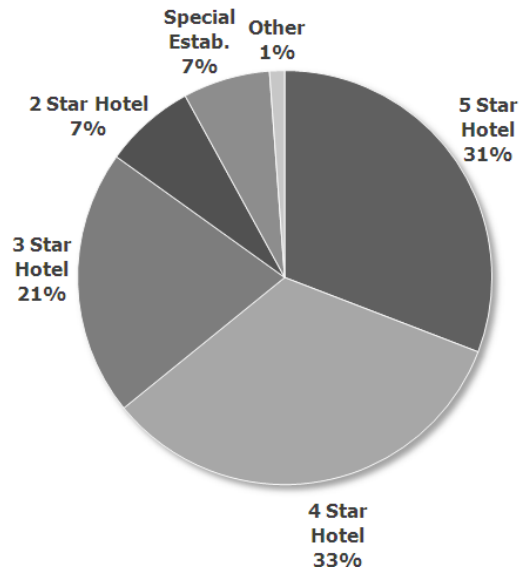
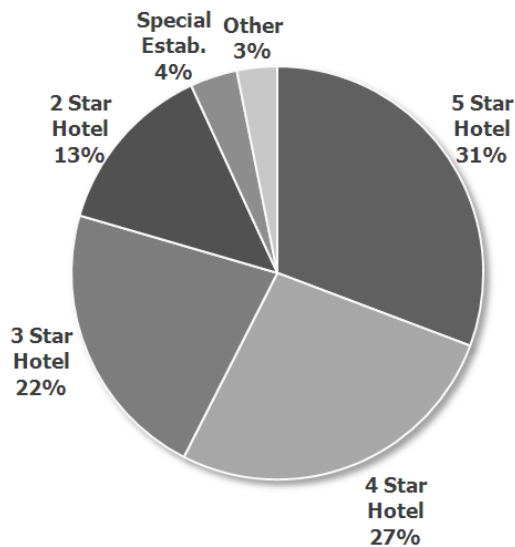
Table 16 shows the reasons of visit by local and foreign tourists. 30% come for tourism, culture, entertainment, sport. It is followed by 22% who come for family or friend visits, and 9% for shopping. Tourists coming to Istanbul for meetings, conferences etc, are at the fourth place with a ratio of 3%. Other activities shown with a ratio of 36%, include visits for health, assignment, business and fair purposes.



Table 17 and 18 show the facilities preferred by domestic and foreign tourists coming to Istanbul. The accommodation rate in 5 star hotels is 31% and is in the first place in terms of choice of accommodation type.

Table 17 Facility Type Preferred by Domestic Tourists - 2008

Table 18 Facility Type Preferred by Foreign Tourists - 2008



Source: Ministry of Culture and Tourism, 2010

## Airports

Atatürk Airport and Sabiha Gökçen Airports serve Istanbul.

Started in 1953, Atatürk Airport is Turkey's biggest airport with a total of 27 million passenger every year. The airport is located in the European side and serves 300 airlines of the world. It is used by some 650-700 planes every day and serves 70 thousand passengers daily.

Sabiha Gökçen Airport located in the Anatolian side was opened in 2001. The airport provides foreign and domestic flights and serves 3,5 million passengers every year. There are direct flights to 42 countries from the airport.

Table 19 shows the passenger movements in both airports. The increase in the number of incoming and outgoing passengers between 2001-2009 is at 208%. Also the ratio increased by 199% in domestic passenger movements and 214% in foreign passenger movements.

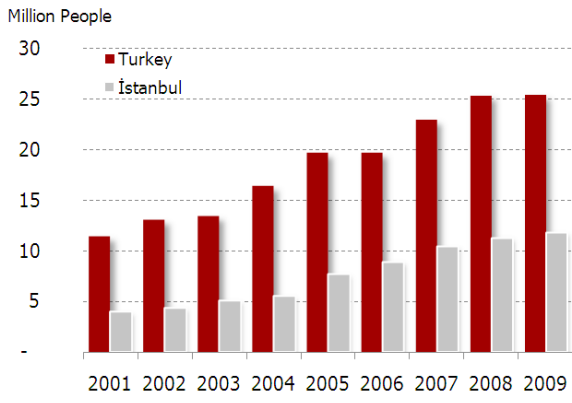
Table 19 Passenger Movements in Istanbul Airports (Atatürk Airport and Sabiha Gökçen Airport)

Year	Total	% Change	Domestic	% Change	Foreign	% Change	% Domestic Share	% Foreign Share
2001	7.774.857	-	3.247.857	-	4.527.000	-	41,8	58,2
2002	8.531.689	9,7	3.508.536	8,0	5.023.153	11,0	41,1	58,9
2003	9.720.040	13,9	4.089.938	16,6	5.630.102	12,1	42,1	57,9
2004	11.200.135	15,2	4.572.422	11,8	6.627.713	17,7	40,8	59,2
2005	15.505.428	38,4	6.309.242	38,0	9.196.186	38,8	40,7	59,3
2006	17.896.823	15,4	7.900.594	25,2	9.996.229	8,7	44,1	55,9
2007	20.930.828	17,0	8.781.424	11,1	12.149.404	21,5	42,0	58,0
2008	22.821.987	9,0	9.623.487	9,6	13.198.500	8,6	42,2	57,8
2009	23.969.198	5,0	9.718.736	1,0	14.250.462	8,0	40,5	59,5
<b>2001-2009</b>		<b>%208</b>		<b>%199</b>		<b>%214</b>		

Source: Ministry of Culture and Tourism, 2010

Table 20 Distribution of the Number of Passenger Arriving at Istanbul and Turkey Airports in Years

Year	Turkey	% Change	Istanbul	% Change	Share of Istanbul
2001	11.420.643	-	3.936.488	-	34%
2002	13.059.316	14,3	4.367.653	11,0	33%
2003	13.444.090	2,9	5.098.954	16,7	38%
2004	16.394.773	21,9	5.516.393	8,2	34%
2005	19.680.061	20	7.680.084	39,2	39%
2006	19.683.478	0,02	8.918.361	16,1	45%
2007	22.967.702	16,7	10.428.601	16,9	45%
2008	25.368.296	10,5	11.284.226	8,2	44%
2009	25.411.051	0,2	11.430.180	4,8	47%
<b>2001-2009</b>	<b>122%</b>		<b>200%</b>		



Source: Ministry of Culture and Tourism, 2011

Table 20 shows the number of passengers to Istanbul and Turkey airports between 2000 and 2008. According to this table, there is a 122% growth in number of tourists to Turkey between 2001-2008 and there is a growth of 200% in the number of visitors to Istanbul Airport.

Table 21 Number of Passengers Arriving at Turkey and Istanbul Airports - 2009

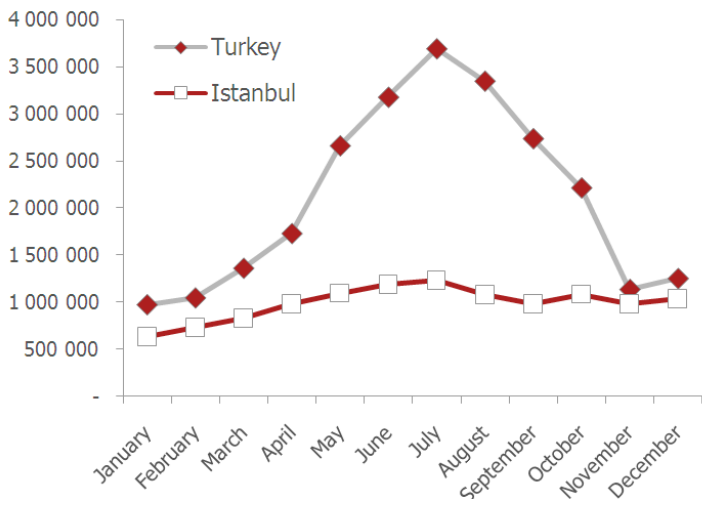


Table 21 shows the number of passengers to Istanbul and Turkey airports in 2009. Passengers hits the peak in July and August. But the number of passenger to Istanbul airports change very slightly during the year and every month, it is around 1.000.000 people.

Source: Ministry of Culture and Tourism, 2010

## Accommodation Establishments

Table 22 shows the distribution of the accommodation establishments licensed by Ministry of Culture and Tourism in Turkey, and Istanbul comes second with 14%.

Also in terms of the accommodation establishments licensed by local administrations, Istanbul is again in first three with ratio of 9% according to the Table 23.

Table 22 Distribution of Accommodation Establishments Licensed by Ministry of Culture and Tourism

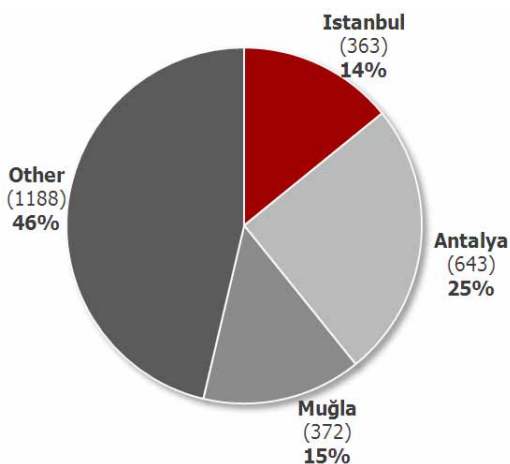
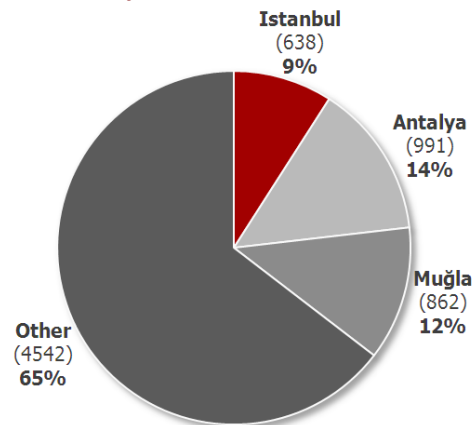


Table 23 Distribution of Accommodation Establishments Licensed by Local Administrations



Source: Ministry of Culture and Tourism, 2010

## Accommodation Establishments Licensed by the Ministry of Tourism

According to the information obtained from Istanbul Province Culture and Tourism Directorate, the number of facilities approved by the Ministry of Tourism, is 365 around Istanbul and the total number of beds is 61.246 in these establishments. Also there are 83 establishments in Istanbul with an Investment Certificate approved by Ministry of Tourism and they have a bed capacity of 28.759.

Table 24 shows the distribution of accommodation establishments licensed by Ministry of Culture and Tourism in Istanbul. The establishments are usually located in the European side. While only 10% of the establishments (38) are located on the Anatolian side, European side hosts 90% of the Istanbul establishments (327).

There are mainly 3 Star hotels on the Anatolian side with a bed capacity of 1596. The European side on the other hand is populated mostly by 5 Star hotels with a total bed capacity of 16.018.

Table 24 Distribution of Accommodation Establishments Licensed by Ministry of Culture and Tourism, Istanbul - 2009

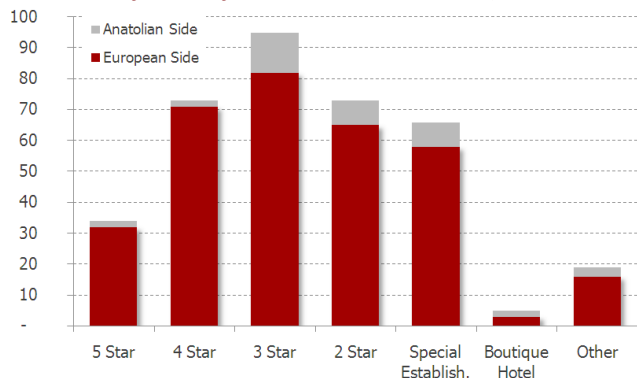
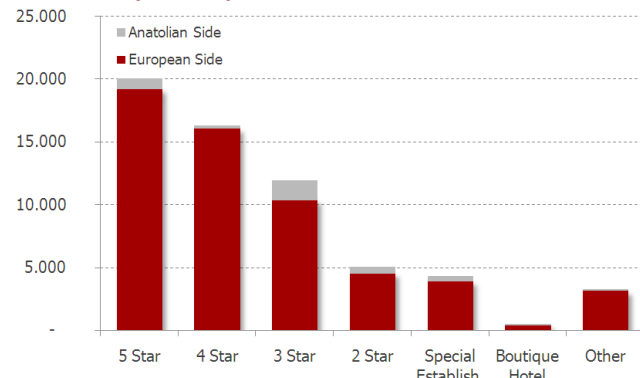


Table 25 Distribution of Bed Capacities of Establishments Licensed by Ministry of Culture and Tourism, Istanbul - 2009



Source: Ministry of Culture and Tourism - 2010

According to Istanbul Environmental Master Plan prepared by Istanbul Metropolitan Municipality, the tourists to Istanbul prefer historical and urban settlements. The oldest residential areas in Istanbul such as Fatih, Beyoğlu, Eminönü and Beşiktaş, are the places where the tourism infrastructure has been always strong. The tourists residing in these cities make up some 80% of the total number of tourists.

Table 26 Distribution of Bed Capacity, İstanbul - 2009 (Licensed by Ministry of Tourism)

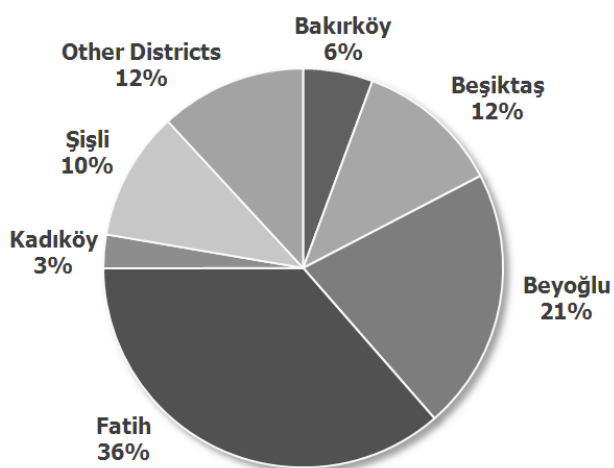
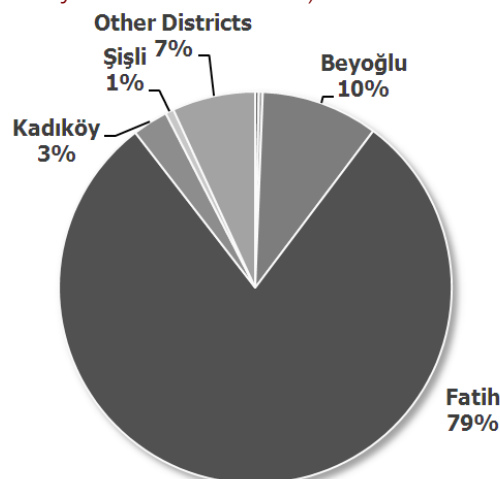


Table 27 Distribution of Bed Capacity, İstanbul - 2009 (Licensed by Local Administration)



Source: Istanbul Environmental Master Plan, 2009

Table 26 shows the distribution of accommodation establishments licensed by Ministry of Culture and Tourism in Istanbul. The top three districts with the most number of accommodation establishments are Fatih, Beyoğlu and Beşiktaş.

Table 27 shows the distribution of the accommodation establishments licensed by the local administrations in the districts of Istanbul. In this table, again Fatih comes first.



Table 28 Changes in Number of Rooms and Beds of Touristic Accommodation Estab. Lic. by Ministry of Tourism 2000-2009

	Num. of Estab.	% Change	Num. of Beds	% Change
2000	242	-	42.656	-
2001	265	10%	48.265	13%
2002	280	6%	48.309	0%
2003	292	4%	50.699	5%
2004	315	8%	53.940	6%
2005	323	3%	53.074	-2%
2006	338	5%	54.944	4%
2007	353	4%	57.123	4%
2008	363	3%	60.926	7%
2009	365	1%	61.246	1%
<b>Change Rate in the Number of Beds 2000-2009</b>			<b>44%</b>	

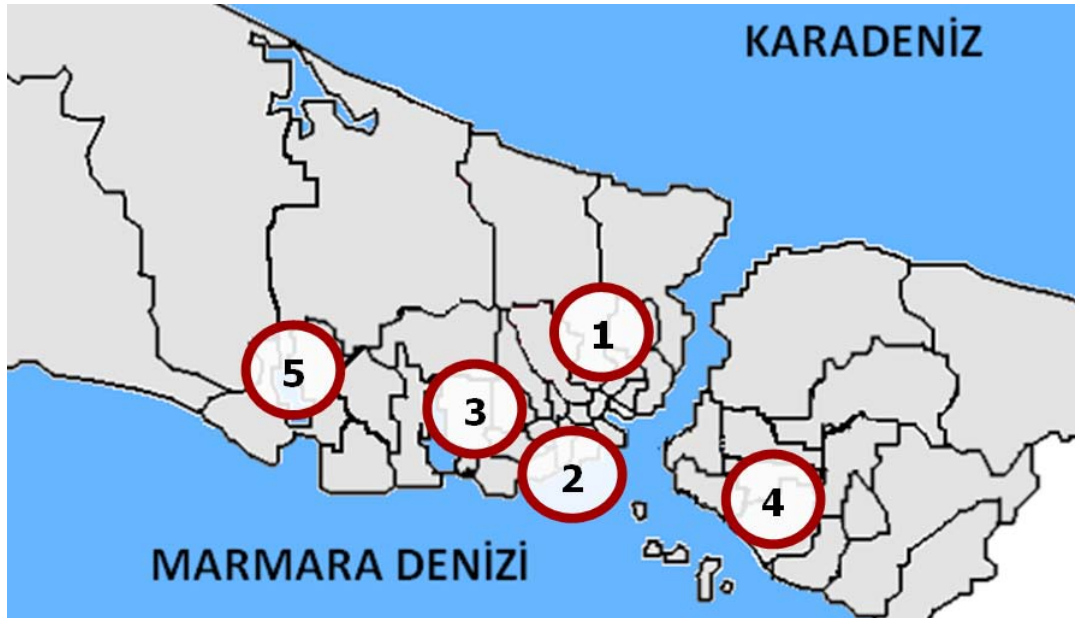
Table 28 shows the distribution of the accommodation establishments and number of beds in Istanbul according to the years and the increase in bed numbers in 2000-2009 calculated as 44%.

Source: Ministry of Culture and Tourism, 2010

## Distribution of 3, 4 and 5 Star Hotels in Istanbul

50% of the 5 star hotels in Istanbul are located in Beyoğlu, Beşiktaş and Şişli. All of these hotels provide meeting and seminar services and more than half of them host special events. Another region where 5 star hotels are populated, is the Historical Peninsula in Fatih. The hotels in this area attract domestic and foreign tourists and they are close to the historical peninsula and have many private health-care and spa facilities. The number of 5 star hotels drop as one gets away from the historical peninsula and central areas like Beşiktaş, Şişli and Beyoğlu. The hotels in Küçükçekmece and Büyükçekmece host meetings and seminars. The 5 star hotels in Anatolian side generally host meetings, seminars and private meetings.

Table 29 Distribution of Hotels in Istanbul-Research Areas



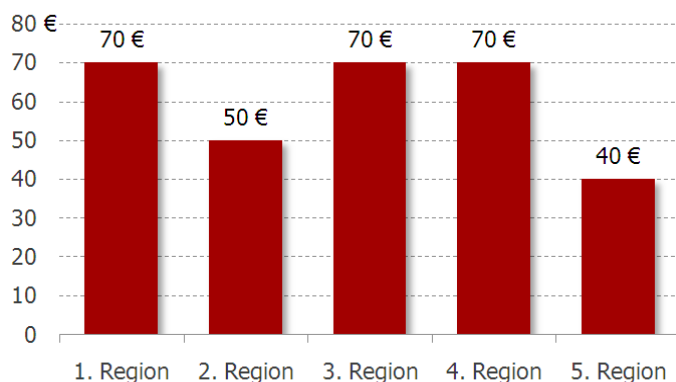
- 1.Region: Beyoğlu, Beşiktaş, Şişli
- 2.Region: Tarihi Yarımada Fatih (Aksaray,Laleli, Beyazıt, Eminönü)
- 3.Region: Bahçelievler, Güngören, Bakırköy, Zeytinburnu
- 4.Region: Kadıköy, Üsküdar, Bostancı, Pendik, Ümraniye
- 5.Region: Küçükçekmece, Büyükçekmece, Silivri

## Average Overnight Accommodation Price per Person

This section deals with the distribution of 3, 4 and 5 Star hotels in Istanbul, their main characteristics, concepts and average overnight accommodation prices.

The research is done by grouping the regions in Istanbul where most of the hotels are located. While making the groups, the regions and the concepts of the hotels were taken into account.

Table 30 - Accommodation Price per Person in 3 Star Hotels



### 3 Star Hotels

Table 30 shows distribution of 3 Star hotels that divided into regions according to their concept and the service approach. The annual average of the overnight accommodation prices in these regions is shown in the table.

The 1st region covers Beşiktaş, Beyoğlu and Şişli, the 3rd region covers Bahçelievler, Bakırköy, Zeytinburnu and 4th region covers the Anatolian side, and all these regions have an equal approximate price of 70€ for overnight accommodation. In the 2nd region which covers the historical peninsula, the price is around 50€, followed by the prices of the 5th region, with 40€.

The average overnight accommodation price in 3 star hotels in Istanbul is 60€.

### 4 Star Hotels

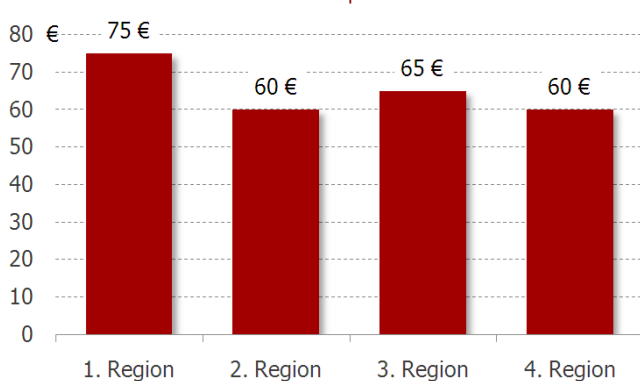
Table 31 shows distribution of 4 Star hotels that divided into regions according to their concept and the service approach. The annual average of the overnight accommodation prices in these regions is shown in the table.

The highest price is 75 € in the 1st region covering Beşiktaş, Beyoğlu and Şişli. It is followed by the 3rd region with 65€, covering Bahçelievler, Güngören and Bakırköy and 4th region refers to Anatolian Side of İstanbul. The historical peninsula hotels come third with 60€.

More than half of these hotels can host meetings and seminars and almost all of them cater for foreign and local tourists.

The average overnight accommodation price in 4 Star hotels in Istanbul is 70€.

Table 31 - Accommodation Price per Person in 4 Star Hotels



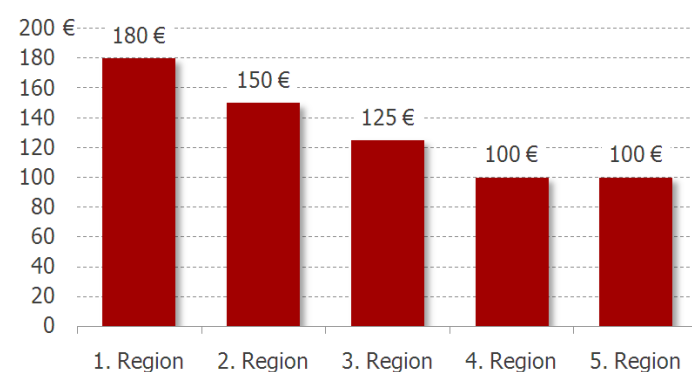
### 5 Star Hotels

Table 32 shows distribution of 5 Star hotels that divided into groups according to their concept and the service approach. The annual average of the daily accommodation prices in these regions is shown in the table.

The highest price is 180 € in the 1st region covering Beşiktaş, Beyoğlu and Şişli. The historical peninsula hotels come second with 150 €. The third region hotels are usually serving with their congress and fair facilities.

The average overnight accommodation price in 5 star hotels in Istanbul is 120 €.

Table 32 - Accommodation Price per Person in 5 Star Hotels

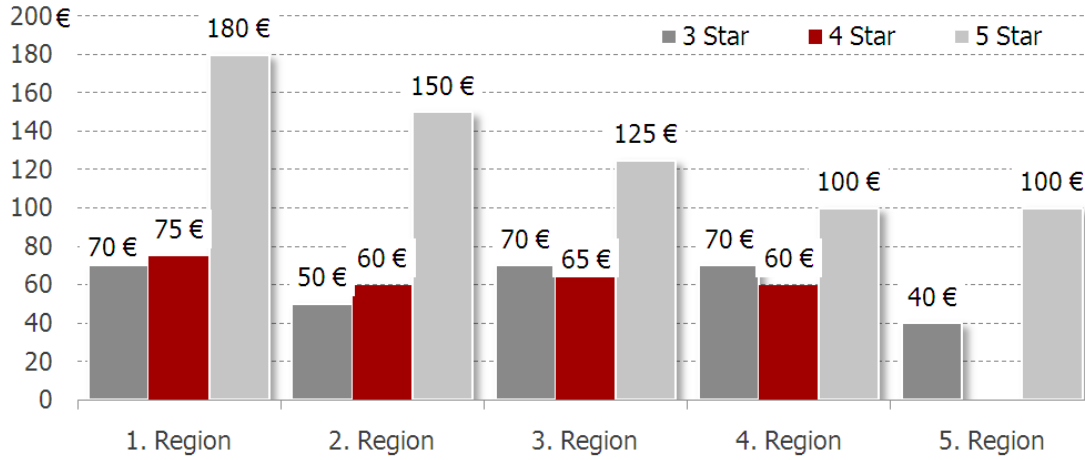


Source: IGD, 2010

### 3, 4 and 5 Star Hotels

1st, 3rd and 4th regions have the highest 3 Star prices. For 4 Star hotels, the highest price is in the 1st region with 75 €. The highest price is 180 € in the 1st region covering Beşiktaş, Beyoğlu and Şişli.

Table 33 - Accommodation Price per Person in 3, 4 and 5 Star Hotels - 2010



Source: IGD, 2010

### Average Sales Value per Room

This section deals with 3, 4 and 5 star hotels in Istanbul and average sales value per room for these hotels and main characteristics and concepts of these hotels.

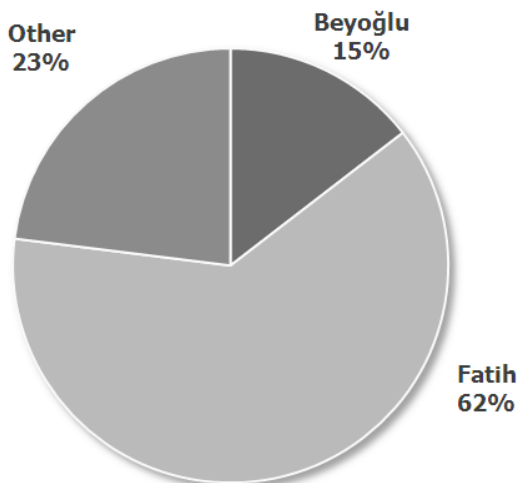
The room sales value for 3, 4 and 5 star hotels in Istanbul are shown. The research focuses mostly on historical peninsula, Beyoğlu, Beşiktaş, Şişli and Bakırköy hotels.

### 3 Star Hotels

Table 34 shows the distribution of bed capacities of 3 Star hotels licensed by Ministry of Culture and Tourism in Istanbul. This table deals only with the room value and shows only the districts with a meaningful number of hotels. Accordingly, while researching the average sales value of the hotels, only the value in the districts were calculated, and could not be obtained sufficient information to research the values for the title 'other'.

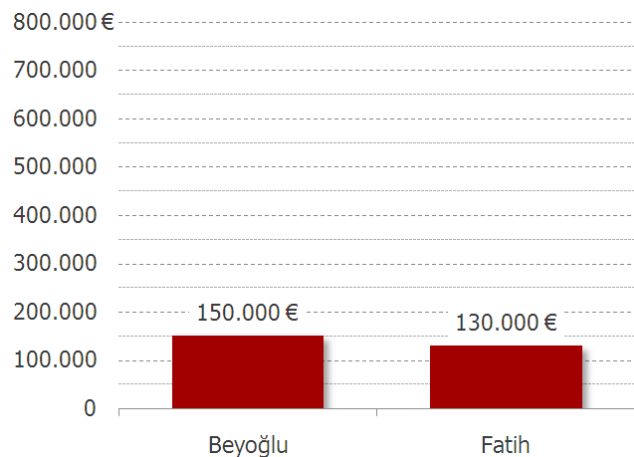
This value for Fatih which includes 62% of the 3 Star hotels (around the historical peninsula) is 130.000€. This is higher for Beyoğlu which hosts 15% of the 3 star hotels; 150.000 €.

Table 34 Distribution of 3 Star Hotels



Source: Istanbul Environmental Master Plan, 2009

Table 35 - Average Sales Value per Room of 3 Star Hotels



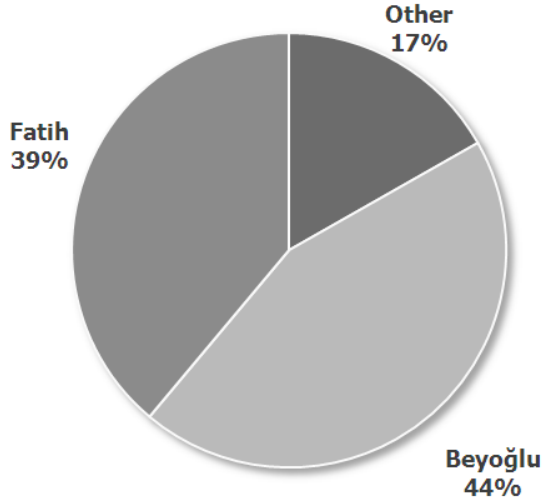
Kaynak: IGD, 2010

## 4 Star Hotels

Table 36 shows the distribution of bed capacities of 4 Star hotels licensed by Ministry of Culture and Tourism in Istanbul. Only Beyoğlu and Fatih were studied, due to the same reasons explained above.

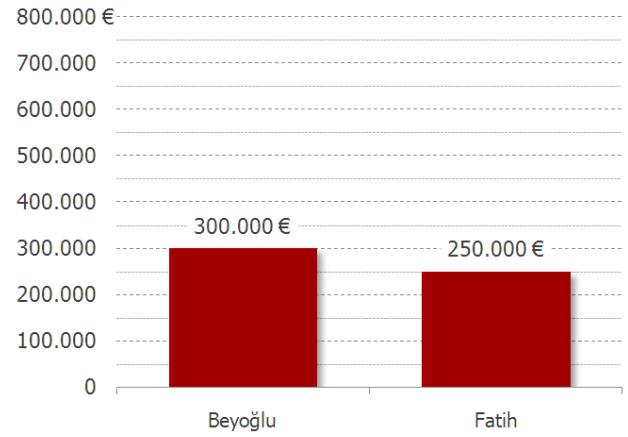
Accordingly, Beyoğlu comes first with 300.000€ (value per room) in terms of 4 Star hotels. It is followed by Fatih with 43.000€ in the 2nd place.

Table 36 Distribution of 4 Star Hotels



Source: Istanbul Environmental Master Plan, 2009

Table 37 - Average Sales Value per Room of 4 Star Hotels



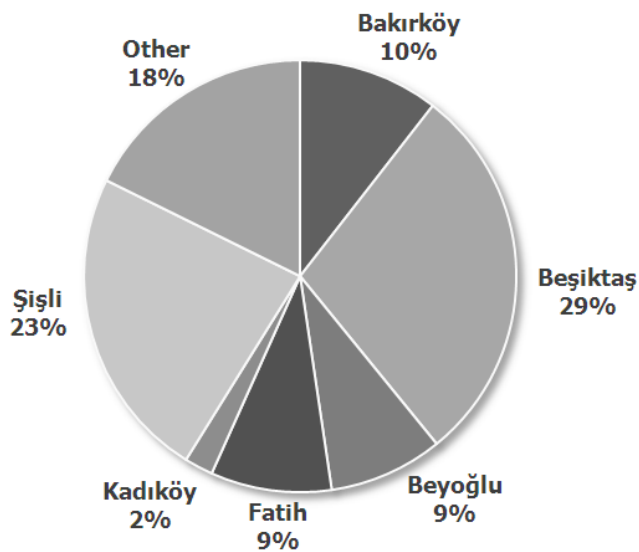
Source: IGD, 2010

## 5 Star Hotels

The 5 Star hotels in Istanbul are not populated only in 2 provinces like the 3 and 4 star hotels. In addition to Beyoğlu and Fatih provinces, there are many 5 Star hotels in Beşiktaş, Beyoğlu and Şişli.

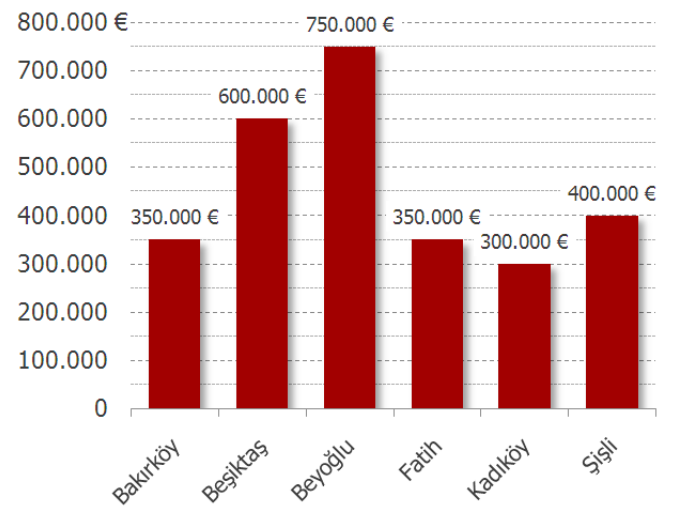
Beyoğlu comes first with 750.000€ in terms of value per room. It is followed by Beşiktaş with 600.000€ and Şişli with 400.000€. Bakırköy and Fatih come after those with 350.000€ followed by Kadıköy with 300.000€ in the 6th place.

Table 38 Distribution of 5 Star Hotels



Source: Istanbul Environmental Master Plan, 2009

Table 39 - Average Sales Value per Room of 5 Star Hotels



Source: IGD, 2010



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