GSRANALYTIX

INSIGHTS
REAL
OPPORTUNITIES

HOTELS & HOSPITALITY MAGAZINE

TINATIONS

TÜRKİYE

WHERE CONTINENTS MEET

DESTINATIONS • HOSPITALITY • CULTURE

TURKIYE

A WORLD OF HOSPITALITY

Where continents meet, cultures connect and unforgettable stays begin.

CITIES
COASTLINES
BOUTIQUE
LUXURY
WELLNESS
HERITAGE
GASTRONOMY
EXPERIENCES

EXCLUSIVE

Discover Türkiye

LUXURY STAYS

DESTIN
EXPERI

GSRANALYT

THE WORLD

WORLD TOURISM NEWS

GLOBAL HOSPITALITY • DESTINATIONS • TRENDS

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TÜRKİYE FOCUS + WORLD TOURISM NEWS

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Istanbul, Cappadocia, Bodrum, Antalya and beyond

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Hotels, brands, resort repositioning and opportunity

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WHERE CONTINENTS MEET

TÜRKİYE: ONE JOURNEY, MANY WORLDS

A tourism system where global gateways, living culture, coast, heritage and hospitality can be combined in a single itinerary.



THE OPENING IDEA

A BRIDGE THAT BECOMES A JOURNEY

Istanbul is the gateway, but the proposition extends far beyond it: archaeology, gastronomy, coast, wellness and regional culture create reasons to stay longer.



CAPPADOCIA

Landscape, heritage and experience tourism.



AEGEAN

Coast, archaeology and boutique hospitality.



MEDITERRANEAN

Resorts, nature and year-round potential.

WHY IT MATTERS

WHY IT MATTERS

Türkiye can package multiple travel motives inside one trip, improving length of stay and regional distribution.

LOCAL VOICES

LOCAL VOICES

The strongest destination stories connect global access with local food, neighbourhoods, makers, guides and independent hospitality.

EDITORIAL LENS

The opportunity is not simply more arrivals. It is to convert connectivity into deeper journeys, higher local spend and stronger year-round demand.

TÜRKİYE FOCUS

ICONIC PLACES. DIFFERENT REASONS TO TRAVE

Four headline destinations, supported by heritage and nature, create a portfolio rather than a single tourism story.



ISTANBUL

City culture, Bosphorus, food and global access.



CAPPADOCIA

Surreal landscapes, cave stays and balloon experiences.



BODRUM

Aegean lifestyle, marinas, design hotels and gastronomy.



ANTALYA

Resort scale, ancient cities, mountains and sea.



PAMUKKALE

Natural icon paired with archaeology and wellness.



EPHESUS

World-class archaeology anchoring Aegean touring routes.

WHY IT MATTERS

WHY IT MATTERS

A diversified destination portfolio reduces dependence on one city, one coast or one season - and creates more combinations for repeat visitors.

TÜRKİYE FOCUS

HOTELS BECOME DESTINATION INFRASTRUCTU

New projects, global brands and local operators compete on experience, location, design and operating performance.



FROM ROOMS TO REASONS TO STAY

Urban lifestyle hotels, coastal resorts, heritage properties and wellness concepts are widening Türkiye's hospitality offer.

INVESTMENT

GLOBAL BRANDS

Marriott, Accor and other international groups add distribution, loyalty and development pipelines.

INVESTMENT

TÜRKİYE-BORN SCALE

Rixos demonstrates how a regional hospitality identity can travel across borders.

INVESTMENT

RESORT REPOSITIONING

Renovation, wellness, gastronomy and experience programming can lift mature assets.

INVESTMENT

CITY OPPORTUNITY

Istanbul, Izmir and Ankara combine business, leisure, meetings and lifestyle demand.



COAST

High-value leisure



NATURE

Slow travel + wellness



HERITAGE

Culture-led circuits

TÜRKİYE FOCUS

TASTE IS PART OF THE DESTINATION

Street food, regional kitchens, fine dining and local producers turn meals into a reason to travel deeper.







LOCAL VOICES

STREET & MARKET

Markets, bakeries, grills and neighbourhood tables make everyday food part of the visitor experience.

EDITORIAL

FINE DINING

Chefs increasingly translate regional ingredients and techniques into contemporary destination dining.

WHY IT MATTERS

LOCAL PRODUCERS

Olive oil, cheese, wine, spices and craft products connect tourism spend to local supply chains.

CULTURE BEYOND THE PLATE

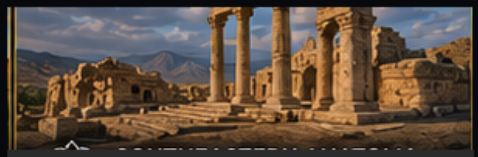
Music, bazaars, museums, archaeology, neighbourhood life and hospitality rituals give food its context. The strongest culinary tourism does not isolate the restaurant from the place around it.



MARMARA
Living regional identity.



ANATOLIA
Living regional identity.



SOUTHEAST
Living regional identity.

TÜRKİYE FOCUS

PRESERVING THE PRODUCT THAT CREATES DEM

Wellness, nature and climate-aware investment can extend seasons while protecting the landscapes and communities visitors come to experience.



BLACK SEA

Green routes, villages and mountain landscapes support slower travel.



WELLNESS & HERITAGE

Thermal resources connect wellbeing with cultural touring.



FOUR SEASONS

Winter products broaden the calendar.



NATURE

Low-impact routes can distribute demand.



COAST

Capacity and water use require discipline.

WHY IT MATTERS

WHY IT MATTERS

Climate resilience is becoming an operating issue for hotels, destinations and investors - not only an environmental message.

LOCAL VOICES

LOCAL VOICES

Community benefit, local employment and local supply are essential if tourism growth is to remain socially durable.

NEXT STANDARD

Measure water, energy, mobility, seasonality, local spend and resident impact alongside arrivals and occupancy.

TÜRKİYE: FROM VOLUME TO VALUE

The strategic question is no longer only how many visitors arrive, but how Türkiye converts access, seasonality and regional variety into higher-value journeys.







SIGNAL 01

LONGER STAYS

Connect city, coast, culture and nature into multi-stop itineraries.

SIGNAL 02

YEAR-ROUND DEMAND

Wellness, gastronomy, meetings and winter products reduce seasonal dependence.

SIGNAL 03

REGIONAL SPREAD

Move demand beyond the most familiar gateways through stronger circuits.

SIGNAL 04

LOCAL VALUE

Link hotels and visitors with local producers, guides, restaurants and experiences.

SIGNAL 05

BETTER DATA

Track spend, seasonality, repeat visits, water, energy and resident impact.

SIGNAL 06

DIGITAL JOURNEY

Use smarter discovery, booking and destination information without losing local identity.

WHY IT MATTERS

WHY IT MATTERS

Türkiye already has scale. The next competitive advantage comes from combining quality, distribution, local participation and a more deliberate visitor journey.

TURNING A GATEWAY INTO A JOURNEY

Türkiye is strongest when the itinerary moves beyond a single icon: city + food + heritage + coast + nature, connected by local stories.



ISTANBUL → CAPPADOCIA

Urban culture meets landscape and cave hospitality.



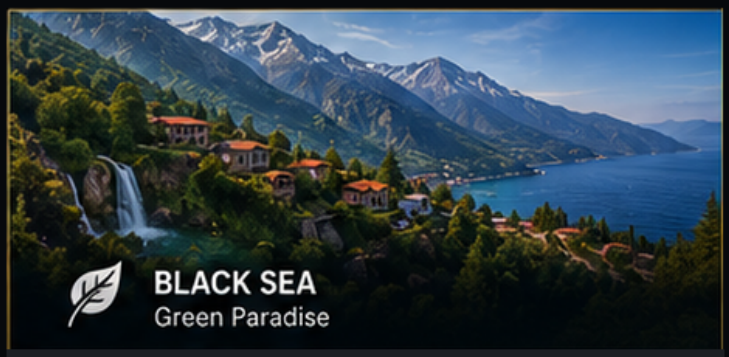
AEGEAN HERITAGE ROUTE

Ephesus, coastal towns, producers and boutique stays.



MEDITERRANEAN JOURNEY

Resort hospitality combined with archaeology and nature.



BLACK SEA & ANATOLIA

Slower travel, mountains, villages and regional food.

LOCAL VOICES

LOCAL VOICES

Guides, chefs, hoteliers, makers and neighbourhood businesses turn a route into a story visitors can remember.

WHY IT MATTERS

WHY IT MATTERS

Circuits encourage longer stays, spread spending geographically and give repeat visitors a reason to return.

WORLD TOURISM

WORLD TOURISM NEWS

The week's developments moving destinations, hospitality investment and travel policy.

01 SAUDI GULF COAST

Saudi PIF launched a new company to develop tourism and residential projects around Al-Khafji on the Gulf coast.

02 EU SHORT-TERM RENTALS

Draft EU housing rules would give stressed cities more room to cap or restrict short-term rentals.

03 SRI LANKA / YALA

Severe drought is forcing temporary visitor restrictions in key areas of Yala National Park.

04 CLUB MED IPO

Fosun is preparing a Hong Kong relisting of Club Med as the resort brand targets further global expansion.

05 USA INBOUND PUSH

U.S. travel leaders are pushing measures to reverse weakness in foreign arrivals and improve access.

06 ATM DUBAI

Arabian Travel Market 2026 is scheduled for 14-17 September, keeping Dubai at the center of travel-industry dealmaking.

EDITORIAL SOURCES

Reuters, 2-8 September 2026; Arabian Travel Market / RX Global.

WORLD TOURISM

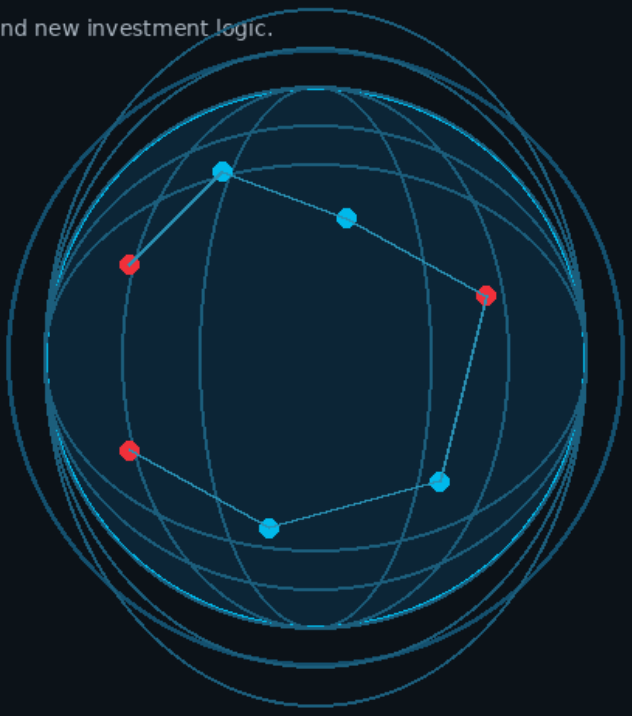
GLOBAL HOSPITALITY IS REPOSITIONING

The sector is balancing brand scale with local relevance, asset discipline and new investment logic.

GLOBAL HOSPITALITY

BRANDS • ASSETS • CAPITAL

Growth is increasingly about where brands can add distribution, where owners can reposition mature assets and where destinations can prove year-round demand.



BRANDS + LOCAL CHARACTER

Scale helps distribution; local identity helps differentiation.

ASSET REPOSITIONING

Renovation, adaptive reuse and conversion are central in mature markets.

RESORT & WELLNESS

Nature, recovery and active travel continue to widen leisure demand.

OPERATING DATA

Pricing, CRM, direct booking and energy management are converging.

THE STRONGEST HOTEL ASSET CREATES A REASON TO STAY - NOT ONLY A ROOM.

WORLD TOURISM

THE NEXT DESTINATION MAP

Momentum is moving toward places that combine access, identity, experience and resilience.

EUROPE

CITY + CULTURE

Housing pressure and visitor management are reshaping mature city tourism.

MIDDLE EAST

CAPITAL + COAST

Large destination and hospitality projects continue to expand the regional map.

ASIA

NATURE + URBAN

Travel growth is meeting climate, capacity and infrastructure constraints.

AMERICAS

EVENTS + ROAD TRIPS

Major events and broad domestic networks support multi-purpose travel.

AFRICA

WILDLIFE + CULTURE

Conservation, access and premium low-density experiences remain core themes.

OCEANIA

NATURE + PREMIUM

Long-haul positioning depends on distinctive landscapes and high-value journeys.

WORLD TOURISM

CAPITAL FOLLOWS QUALITY

Investment increasingly favors destinations and assets that can prove demand, resilience and operating fit.

ASSET
REPOSITIONING

ROUTE
CONNECTIVITY

LOCAL
VALUE

CLIMATE
RESILIENCE

01 HOTEL REPOSITIONING

Upgrade mature assets around design, efficiency and stronger guest propositions.

02 DESTINATION TECHNOLOGY

Mobility, distribution, pricing and visitor-flow tools become investable infrastructure.

03 WELLNESS & OUTDOORS

Nature, recovery and active travel create year-round opportunities.

04 LOCAL SUPPLY

Hotels linked to food, craft, guides and culture keep more value in destination.

05 RESILIENCE

Climate, water, energy and mobility now sit inside the investment case.

06 MEASUREMENT

Spend, stay length, repeat demand and resident benefit matter more than raw volume.

CONNECTING TÜRKİYE TOURISM WITH THE WORLD

Country focus first. Global context second. Destination intelligence, hospitality strategy and international visibility in one editorial system.



WHY IT MATTERS

Türkiye gains more value when its destinations are presented with depth, while global tourism news keeps the magazine outward-looking, commercially relevant and useful to international partners.