



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

TUROB

For the Month of February 2015

Date Created: Mar 17, 2015

	Tab
Table of Contents	1
Multi-Segment Turkey Loc	2
Multi-Segment Turkey EUR	3
Multi-Seg Raw Turkey Loc	4
Multi-Seg Raw Turkey EUR	5
Help	6



Tab 2 - Multi-Segment Turkey Loc

Currency: TRY - Turkish Liras

TUROB

For the month of: February 2015

	Current Month - February 2015 vs February 2014												Year to Date - February 2015 vs February 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2014						Occ %		ADR		RevPAR		Percent Change from YTD 2014						Properties		Rooms	
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Istanbul	61,0	60,8	284,54	329,50	173,46	200,39	0,2	-13,6	-13,4	-7,2	7,2	7,4	58,0	57,3	285,62	332,10	165,79	190,27	1,3	-14,0	-12,9	-6,0	7,9	9,3	454	102	46720	21366
Ankara	65,0	60,0	226,33	223,81	147,14	134,24	8,4	1,1	9,6	9,6	-0,0	8,3	59,9	55,3	224,53	220,00	134,46	121,72	8,2	2,1	10,5	10,4	-0,1	8,1	63	15	6768	2821
Turkish Riviera	50,1	48,2	150,62	155,11	75,44	74,73	4,0	-2,9	0,9	1,3	0,4	4,4	43,5	43,6	153,36	156,12	66,66	68,10	-0,3	-1,8	-2,1	-1,7	0,4	0,1	943	21	174564	4669
Turkey Regional+	54,2	56,8	134,19	134,75	72,74	76,60	-4,6	-0,4	-5,0	4,2	9,7	4,6	52,7	51,4	137,37	137,67	72,39	70,77	2,5	-0,2	2,3	12,1	9,6	12,4	144	50	18993	8182

A blank row indicates insufficient data.

Source 2015 STR Global, Ltd.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 3 - Multi-Segment Turkey EUR

Currency: EUR - European Euro

TUROB

For the month of: February 2015

	Current Month - February 2015 vs February 2014												Year to Date - February 2015 vs February 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2014						Occ %		ADR		RevPAR		Percent Change from YTD 2014						Properties		Rooms	
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Istanbul	61,0	60,8	101,17	107,99	61,67	65,68	0,2	-6,3	-6,1	0,7	7,2	7,4	58,0	57,3	102,77	108,25	59,66	62,02	1,3	-5,1	-3,8	3,8	7,9	9,3	454	102	46720	21366
Ankara	65,0	60,0	80,47	73,35	52,31	44,00	8,4	9,7	18,9	18,9	-0,0	8,3	59,9	55,3	80,75	71,73	48,36	39,69	8,2	12,6	21,8	21,7	-0,1	8,1	63	15	6768	2821
Turkish Riviera	50,1	48,2	53,55	50,84	26,82	24,49	4,0	5,3	9,5	9,9	0,4	4,4	43,5	43,6	55,13	50,90	23,96	22,20	-0,3	8,3	7,9	8,4	0,4	0,1	943	21	174564	4669
Turkey Regional+	54,2	56,8	47,71	44,16	25,86	25,11	-4,6	8,0	3,0	13,1	9,7	4,6	52,7	51,4	49,45	44,88	26,06	23,07	2,5	10,2	13,0	23,8	9,6	12,4	144	50	18993	8182

A blank row indicates insufficient data.

Source 2015 STR Global, Ltd.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 4 - Multi-Seg Raw Turkey Loc

Currency: TRY - Turkish Liras

TUROB

For the Month of February 2015

	Current Month - February 2015 vs February 2014									Year to Date - February 2015 vs February 2014								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg
Istanbul	1.308.160	1.220.436	7,2	797.472	742.216	7,4	226.916.522	244.558.851	-7,2	2.756.635	2.554.893	7,9	1.600.097	1.463.742	9,3	457.024.731	486.111.355	-6,0
Ankara	189.504	189.588	-0,0	123.196	113.715	8,3	27.883.492	25.450.596	9,6	399.312	399.644	-0,1	239.128	221.120	8,1	53.692.535	48.646.146	10,4
Turkish Riviera	4.887.792	4.868.136	0,4	2.448.009	2.345.504	4,4	368.723.281	363.819.313	1,3	#####	#####	0,4	4.476.918	4.474.535	0,1	686.559.056	698.543.712	-1,7
Turkey Regional+	531.804	484.596	9,7	288.266	275.469	4,6	38.683.174	37.120.380	4,2	1.113.736	1.016.184	9,6	586.935	522.372	12,4	80.627.982	71.915.567	12,1

A blank row indicates insufficient data.

Source 2015 STR Global, Ltd.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 5 - Multi-Seg Raw Turkey EUR

Currency: EUR - European Euro

TUROB

For the Month of February 2015

	Current Month - February 2015 vs February 2014									Year to Date - February 2015 vs February 2014								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg	2015	2014	% Chg
Istanbul	1.308.160	1.220.436	7,2	797.472	742.216	7,4	80.679.219	80.152.488	0,7	2.756.635	2.554.893	7,9	1.600.097	1.463.742	9,3	164.449.759	158.453.227	3,8
Ankara	189.504	189.588	-0,0	123.196	113.715	8,3	9.913.859	8.341.258	18,9	399.312	399.644	-0,1	239.128	221.120	8,1	19.309.601	15.860.239	21,7
Turkish Riviera	4.887.792	4.868.136	0,4	2.448.009	2.345.504	4,4	131.098.019	119.239.288	9,9	#####	#####	0,4	4.476.918	4.474.535	0,1	246.805.644	227.742.273	8,4
Turkey Regional+	531.804	484.596	9,7	288.266	275.469	4,6	13.753.640	12.165.950	13,1	1.113.736	1.016.184	9,6	586.935	522.372	12,4	29.023.584	23.445.026	23,8

A blank row indicates insufficient data.

Source 2015 STR Global, Ltd.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 6 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of the reporting period.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Room Index.

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of available rooms.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $\frac{\text{Current Value} - \text{Previous Value}}{\text{Previous Value}} \times 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $\frac{\text{Sample Rooms}}{\text{Census Rooms}} \times 100$.

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given measures over the last 12 months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1st to the end of the reporting period.



Turistik Otelciler İşletmeciler ve Yatırımcılar Birliği

Turkish Hotels Association

**tarafından
dijital düzenleme yapılmıştır**