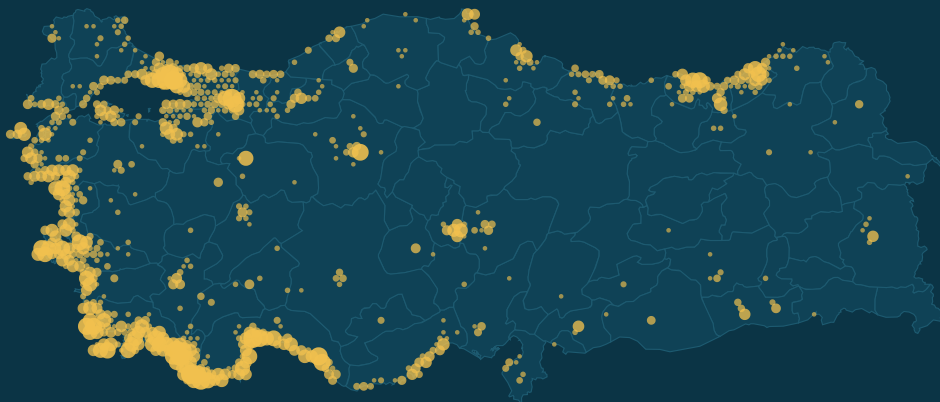


SHORT-TERM RENTAL GUIDE

Türkiye's invisible hotel

We compare Türkiye's 49,000 Airbnb listings with the competing markets of the Mediterranean.

**49,015**

active homes

248K

guest capacity

€640M

annual revenue

* Each dot marks an area where listings cluster. Data: Oct 2025 – Sep 2026.

Same method, every market

Every figure uses the same method, so Türkiye compares one-to-one with the Mediterranean.

ADR

Nightly rate the host keeps after an estimated 18% commission. Excludes cleaning.

Nights booked

Nights a home sells through bookings in 12 months.

Revenue per home

The average amount a home earns its host over 12 months.

Lead time

The number of days between booking and check-in.

Data	Homesberg market data, Airbnb listings
Period	Oct 2025 – Sep 2026 (12 months) · amounts in euros
Coverage	49,015 listings in Türkiye, 2M+ in Europe and the Mediterranean

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TÜRKİYE

Sizing Türkiye's short-term rental market

Türkiye's listing performance over the past 12 months, summed up in six key metrics.

49,015

active short-term rental homes,
Oct 2026

€640M

total market revenue, 12 months

943K

bookings, 12 months

4.9M

nights sold, 12 months

€137

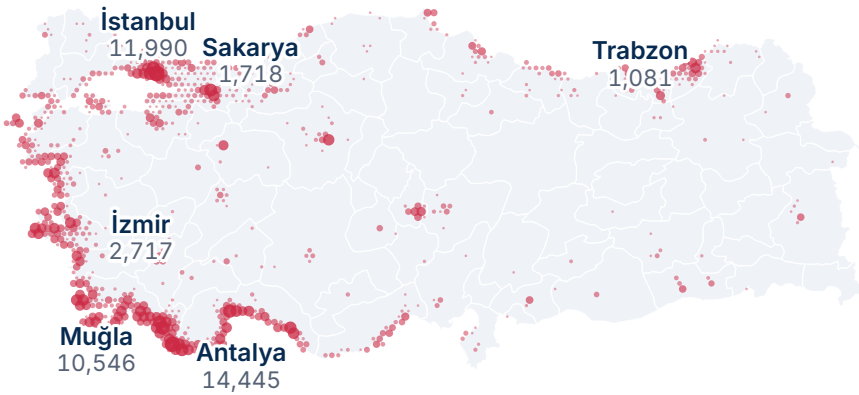
average daily rate (ADR), 12
months

5.3 nights

average length of stay

Three provinces hold three quarters of all homes

Antalya, İstanbul and Muğla account for 75% of all listings and 81% of total revenue.



* Figures on the map show the number of active listings.

29%
Antalya

24%
İstanbul

22%
Muğla

25%
Other provinces

58%

of hosts operate just one home

36%

of listings are managed by 665 operators who run more than 10 homes each

Top 10 provinces by revenue

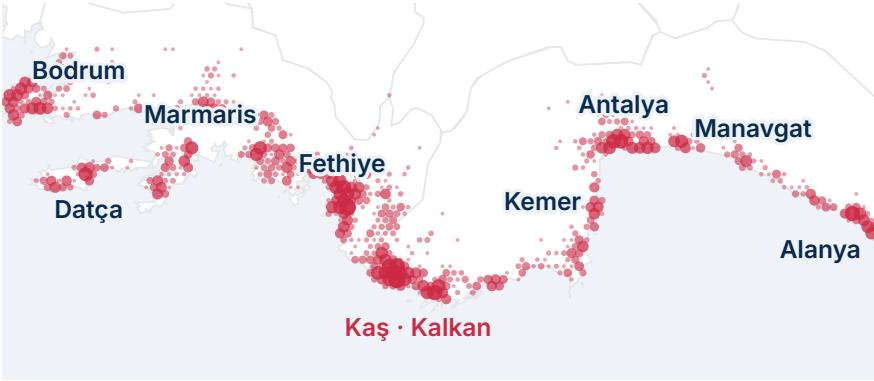
With 1,700 listings, Sakarya nearly matches İzmir's 2,700. The reason is Sapanca, with short but pricey weekend getaways.

12-MONTH TOTAL REVENUE, € MILLION

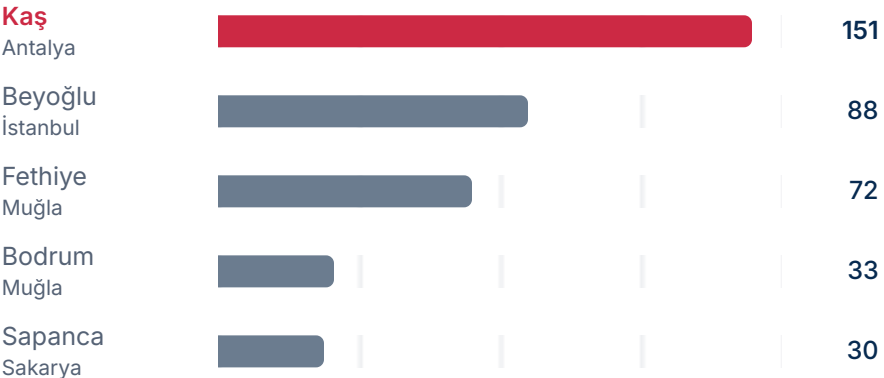
Antalya 14,445 homes · ADR €156		202
İstanbul 11,990 homes · ADR €94		175
Muğla 10,546 homes · ADR €174		143
İzmir 2,717 homes · ADR €138		34
Sakarya 1,718 homes · ADR €189		32
Balıkesir 968 homes · ADR €115		7.0
Aydın 611 homes · ADR €121		6.5
Çanakkale 756 homes · ADR €109		6.0
Trabzon 1,081 homes · ADR €91		5.2
Kocaeli 351 homes · ADR €170		4.9

The largest short-term rental district: Kaş

Including Kalkan's villas, Kaş has 8,901 homes. The district earns €151 million a year. All of İstanbul earns €175 million.



12-MONTH REVENUE BY DISTRICT, € MILLION



Not one market, but four

Short-term rental in Türkiye has evolved into four distinct business models.

CITY

İstanbul

1.7×

The strongest month delivers 1.7× the revenue of the weakest. Demand runs year-round.



Oct

Sep

COAST

Muğla • Antalya

10×

In Muğla, August revenue reaches 10× January's.



Oct

Sep

WEEKEND

Sapanca

2.6 nights

Stays are short and prices high. ADR €191.



Oct

Sep

LONG STAY

Alanya

9.2 nights

Guests stay 1.7× the Türkiye average. ADR €75.



Oct

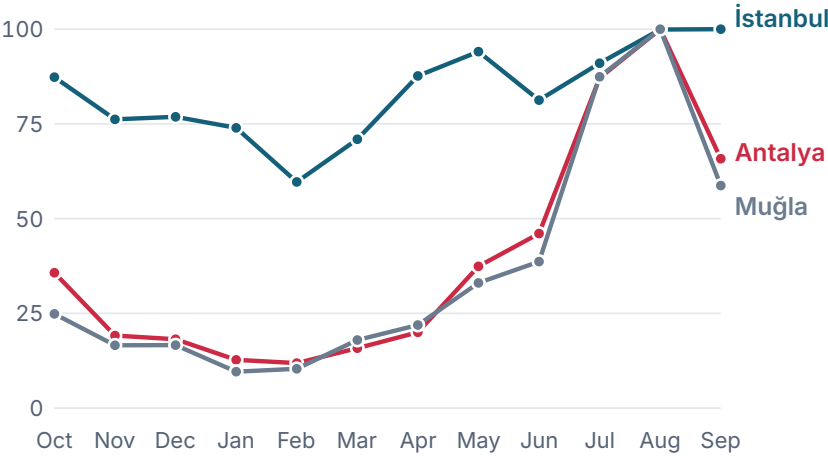
Sep

* Lines show monthly revenue, best month = 100.

İstanbul works all year, the coast for three months

On the coast, about 40% of annual revenue comes in July and August.

MONTHLY REVENUE INDEX, BEST MONTH = 100



10.4×

Muğla: August revenue vs.
January

1.7×

İstanbul: best month vs.
weakest

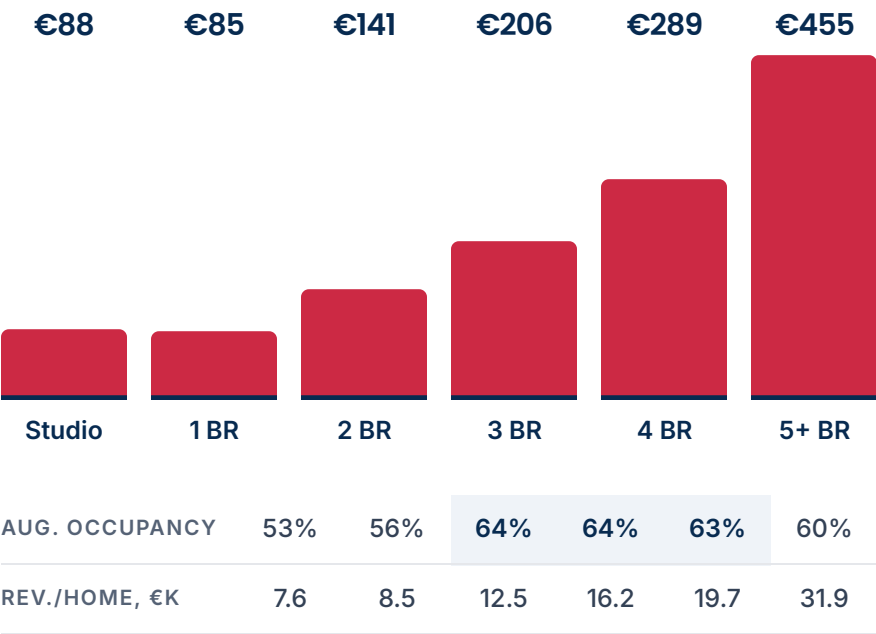
FOR HOTELIERS

In İstanbul, short-term rental homes stay on the market all year. A city hotel's competitive set does not shrink in the off-season.

Bigger homes, multiplied prices

In August, a 5+ bedroom home costs 5× a studio per night. 2–4 bedroom homes reach the highest summer occupancy.

AUGUST 2026 ADR BY BEDROOMS



* Occupancy: share of calendar nights shown as unavailable (bookings and blocked nights).

FOR HOTELIERS

Families and groups book larger units. Benchmark family rooms and suites against 2–4 bedroom homes.

Guests in Türkiye decide in almost half the time

In Europe, guests book 6–8 weeks ahead on average. In Türkiye, that drops to 4 weeks.

DAYS BETWEEN BOOKING AND CHECK-IN



FOR HOTELIERS

Short-term rental guests decide 28 days before check-in on average. Prices in the final four weeks decide the booking.

Türkiye versus its Mediterranean rivals

More tourists than Greece, yet only a quarter of the rental nights

INTERNATIONAL TOURIST NIGHTS, 2025



* Hotels and other accommodation, Eurostat

SHORT-TERM RENTAL NIGHTS SOLD, 12 MONTHS



SHORT-TERM RENTAL REVENUE, 12 MONTHS



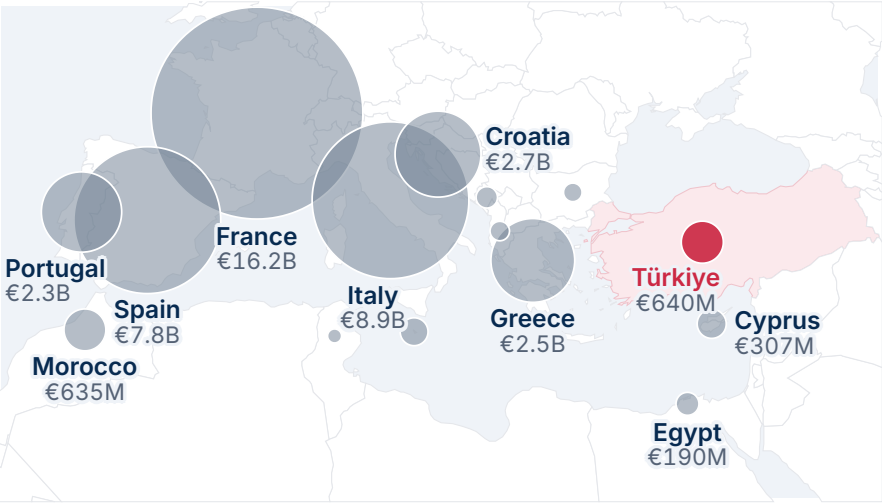
* M: million, B: billion

Türkiye ranks 7th in the Mediterranean short-term rental market

Türkiye's annual short-term rental revenue is €640 million. Greece's market is 4× larger, and Spain's 12×.

#7

Türkiye · among 15 Mediterranean countries, by 12-month short-term rental revenue



* Circle size represents each country's 12-month short-term rental revenue.

1. France	€16.2B	5. Greece	€2.5B
2. Italy	€8.9B	6. Portugal	€2.3B
3. Spain	€7.8B	7. Türkiye	€640M
4. Croatia	€2.7B	8. Morocco	€635M

Similar prices, fewer nights booked

A home in Türkiye is booked 106 nights a year and earns €13,600. In Spain, the figures are 155 nights and €25,000.

MARKET	ADR	NIGHTS BOOKED	REVENUE / LISTING
Türkiye	€137	106	€13.6K
Greece	€155	119	€18.3K
Spain	€164	155	€25.0K
Portugal	€153	164	€24.5K
Italy	€164	123	€20.3K
Croatia	€225	80	€16.8K
Cyprus	€133	138	€18.8K
Egypt	€90	59	€4.3K

* Cyprus covers the whole island.

106 nights

booked per home per year in Türkiye

155 nights

booked per home per year in Spain

İstanbul: affordable and the fastest-growing city

ADR ranges from €90 to €215 across European cities, while İstanbul sits at €94. A listing in İstanbul is booked 164 nights a year. In Prague and Budapest, it is over 215.



NIGHTS SOLD, APR-SEP 2026 VS. 2025

İstanbul	▲ 11%	Milan	▲ 7%
Rome	▲ 3%	Prague	▲ 0.5%
Lisbon	▼ 0.7%	Athens	▼ 1.0%
Madrid	▼ 2%	Barcelona	▼ 3%
Budapest	▼ 10%	Dubai	▼ 19%

Same price in summer, a widening gap in winter

In August, Antalya's ADR matches Crete and the Algarve. From November to April, a listing in Antalya earns €3,000. In the Algarve and Cyprus, it earns 2.4× that.

MARKET	AUGUST ADR	WINTER REVENUE / HOME	ANNUAL REVENUE / HOME
Antalya	€190	€3.0K	€14.5K
Muğla	€202	€3.0K	€14.1K
Crete	€177	€3.7K	€20.7K
Algarve	€191	€7.3K	€24.8K
Balearic Islands	€391	€9.8K	€45.8K
Dubrovnik	€195	€3.0K	€18.0K
Cyprus	€156	€7.2K	€21.7K

FOR HOTELIERS

Winter demand is stronger in the western Mediterranean. Factor this gap into off-season pricing and packages.

Bodrum is pricier than Santorini, but booked less

In August, Bodrum's ADR is level with Sorrento's. Yet a listing is booked only 74 nights a year. In Santorini, it is 112.

MARKET	AUGUST ADR	ANNUAL ADR	NIGHTS BOOKED
Sorrento	€359	€324	178
Ibiza	€834	€678	126
Santorini	€272	€274	112
Mykonos	€540	€425	84
Çeşme	€249	€198	75
Bodrum	€356	€302	74

74 nights

booked per home per year in Bodrum

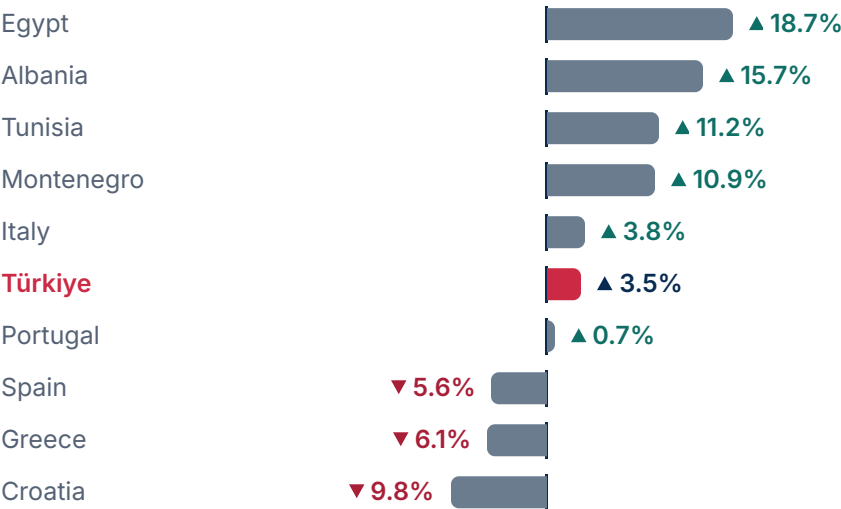
112 nights

booked per home per year in Santorini

Demand is shifting east and south

Nights sold are falling in Spain, Greece and Croatia. Egypt, Albania, Tunisia and Montenegro are posting double-digit growth.

CHANGE IN NIGHTS SOLD, APR-SEP 2026 VS. 2025



-9.5%

change in Spain's short-term rental homes over one year

-6.7%

change in Croatia's homes over the same period

Rules have tightened and the registration era has begun

Short-term rental in Türkiye now requires a permit. Europe is heading the same way.

1 Jan 2024

Law No. 7464 took effect. Rentals shorter than 100 days now require a permit from the Ministry of Culture and Tourism.

Unanimity

A permit for a flat requires the consent of every unit owner in the building.

180,617 TL

The 2026 fine per home for unpermitted renting. It multiplies on repeat offences.

60%

of listings in Türkiye show a permit number that matches the Ministry registry (Homesberg check).

20 May 2026

EU rules obliging platforms to share accommodation data with authorities took effect.

Source: Law No. 7464 · 2026 revalued fine (Property Turkey, Sep 2026) · EU Regulation 2024/1028 · Homesberg check, Oct 2026.

Your competitive set is no longer just hotels

8.5:1

Antalya has 620,000 licensed hotel beds against 73,000 guests of short-term rental capacity. Still small, but now a visible competitor.

28 days

Guests book only 28 days ahead of check-in. Pricing is set in the final weeks.

64%

2–4 bedroom homes reach 64% occupancy in August. Families and groups prefer larger units.

€3,000

What a home in Antalya earns from November to April. Over €7,000 in the Algarve and Cyprus.

▲ 11%

Nights sold rose in İstanbul, while Barcelona, Budapest and Dubai declined.

Source: Homesberg (Airbnb) · licensed beds: Ministry of Culture and Tourism, Sep 2026. Capacity: guests per listing.



Same market, a 5× gap

In Türkiye, short-term rental revenue isn't driven by location alone. The right pricing, the right timing and visibility in search results matter just as much.

Top 10% of homes

average



€48,500

Typical home

median



€9,700

Pricing

Prices update every day with demand.

Rank tracking

Your listing always ranks at the top of booking platforms.

Market data

Every listing worldwide, tracked daily.

**Your area's
detailed report is
one scan away**

See ADR, nights booked and revenue by district.

homesberg.com

