



ALANYA REAL ESTATE MARKET RESEARCH

Quantitative Findings

INTRODUCTION



“BPI Alanya/Antalya Real Estate Research” has been conducted by DAP Marketing Research, in June 2006. The purpose of this study is to learn their perceptions regarding Turkey and understand the preferences about owning a real estate in Turkey – especially in Alanya.

OBJECTIVES



The aim of the study is;

- ✓ To learn the intention to buy a second home in Alanya
- ✓ To assess the preferences of non-residents of the houses for
 - ✓ Location
 - ✓ Type
 - ✓ Size
 - ✓ # of rooms
 - ✓ Architecture
 - ✓ Facilities

METHODOLOGY AND SAMPLING



- **Face-to-face technique was used in this study.**
- **Total of 71 respondents from different countries were interviewed.**

SAMPLE STRUCTURE



- *The study was conducted in ALANYA/ANTALYA*
- *The respondents were selected randomly from hotels, and also from the components. Only eligible respondents were questioned.*
- *The respondents are from Germany, England, France, Netherlands, Scotland, Ireland, Norway, Italy, Switzerland etc. Since the sample sizes are small for each country, the findings are presented on a total basis.*



For more details about this survey
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