
FOR HOTELS, APARTHOTELS AND GROUP ACCOMMODATION PROVIDERS

Become the first choice for event accommodation

Artist entourages, production crews and VIP guests need accommodation at every event. Connect your property to this recurring stream of demand through Turing.

270+

ARTISTS

6

SERVICE CATEGORIES

81

PROVINCES

7

FREE TOOLS

Turing at a Glance

Turing connects your property to the event industry's recurring group accommodation demand: artist, crew and guest bookings come straight to you, with no agency commission.

THREE CORE VALUES FOR YOU

- 01 Group demand**
Dozens of room-nights from a single event; the corporate relationship repeats.
- 02 Season balancing**
Congresses, concerts and corporate events generate demand in low season too.
- 03 Continuity**
Accumulated reviews make you the organizer's default choice.

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What is Turing?

Turing is a B2B marketplace that brings event organizers and service providers together on a single platform. Requests, offers and digital contracts move through one flow; every step of the process is on record.

Payment and collection status is monitored through the financial tracking screen in the app. Service fees are settled between the parties under their own agreed terms — Turing does not act as an intermediary for these payments.

TRANSPARENT REVENUE MODEL

Turing earns revenue from only two sources: a tiered commission from organizers per completed transaction (15% down to 5%) and an optional subscription for service providers (Free / PRO / PREMIUM). There are no hidden fees of any kind.

END-TO-END SUPPLY ACROSS SIX CATEGORIES

- 01 Artist & Booking**
Artist access through managers and booking agencies
- 02 Technical Production**
Sound, lighting, stage and LED systems
- 03 Venues**
Concert halls, open-air spaces, hotels, studios
- 04 Accommodation**
Group accommodation for artists and crews
- 05 Transport**
VIP transfers, crew transport, equipment logistics
- 06 Operations**
Security, front-of-house and field staff

Real Problems from the Field

This file starts from your agenda: on the left, a problem the industry faces every day; on the right, its counterpart on Turing.

PROBLEM	WITH TURING
1 The accommodation demand created by city events flows to online agencies without ever reaching your hotel; you have no direct link to the event industry.	Turing connects you to the source of the demand: accommodation requests for artists, crews and guests from organizers planning events in your city come straight to you — with no agency commission.
2 Group bookings are managed in e-mail threads: room lists, name changes and check-in/out times keep shifting, and the error risk is high.	Requests and correspondence proceed in a single flow; terms are finalized in a digital contract. Changes are discussed on a recorded basis and the final list is always current and singular.
3 Off-season occupancy drops; channels for corporate and group sales are limited.	The event calendar does not follow the hotel season: congresses, concerts and corporate events generate group demand all year. Turing carries that demand to you in low season too.
4 One-off guest relationships don't repeat; no lasting bond forms with the organizer.	The same organizer looks for accommodation again at every event. Your review history and past work record make you that organizer's default choice.

Example flow: a 3-day festival, 40 rooms

The steps follow the real platform flow; names are illustrative.

- 1 A 3-day festival is planned in your city for September. The organizer opens a "40 rooms, 3 nights, late check-out" request on Turing for the artist roster and production crew.
- 2 The request is announced to your property; you check your occupancy for the date range.
- 3 You send a corporate offer with the group rate, breakfast hours and late check-out terms using a template.
- 4 The organizer compares two hotels and picks you for the location advantage; terms are bound in a digital contract.
- 5 The festival crew is hosted without a hitch; your review is added to your profile and the organizer comes straight back to you for the spring concert.

What Does Turing Offer You?

In concert and festival operations, accommodation is one of the most predictable budget lines — and it repeats: the same organizer looks for rooms again at every event. Being visible on the right platform means continuity.

01 Property profile and room types

Showcase your room types, group capacity and proximity to event zones; decision-makers get to know the property on the platform.

03 Date-based matching

Accommodation requests coinciding with event dates in your city land in front of you automatically; fill your seasonal gaps.

05 Industry reference base

Every review you earn from the event industry is a trust signal for the next organizer; your profile becomes the sector's accommodation address.

07 City-based event data

See event density and off-season opportunity windows in your city with the Demand Map; ground your corporate sales plan in data.

02 Group accommodation requests

Bulk room requests for artist + crew + production teams are forwarded to you; sell dozens of room-nights from a single event.

04 Corporate offer flow

Send offers covering group rates, early check-in / late check-out and transfer terms with templates; finalize with a digital contract.

06 Single-flow correspondence and changes

Room lists, name changes and check-in/out updates move through one recorded flow; no detail is lost in mail traffic and the final list is always current.

How It Works

**01****Add your property**

Create your profile with room types, capacity, location and photos.

**02****See the requests**

Accommodation requests from events in your region arrive as notifications.

**03****Send your group offer**

Deliver an offer with your terms and group rate.

**04****Host the guests**

Agree via digital contract; reviews bring continuity.

SUBCATEGORIES

5 Star · 4 Star · Boutique · Apart · Villa · Group Lodging

Start Free, Pay Only for What You Need

There is no commission on the supplier side; our revenue model is subscription only, and we never touch your service payments. Annual billing saves roughly 17%.

Free

£0

- 5 offers per month
- 3 photos
- Basic profile
- Standard search ranking

MOST POPULAR

PRO

£990 /mo (£9,900/yr)

- Unlimited offers
- 15 photos + 3 videos
- Analytics dashboard
- Offer templates and auto-offers
- PRO badge + higher search priority
- Priority support (12 hours)

PREMIUM

£2,900 /mo (£29,000/yr)

- Everything in PRO
- AI-assisted offers
- Advanced analytics + Excel / PDF reports
- Homepage featuring
- £5,000 monthly ad credit
- Dedicated account manager, 1-hour support

Frequently Asked Questions

Q. I run a small aparthotel — can I join?

A. Yes. Properties of every scale can open a profile, from five-star hotels to apartments and villas; requests are matched to your capacity.

Q. How are changes managed in group reservations?

A. Requests and correspondence move through one flow; room list and check-in/out changes are confirmed in writing on a recorded basis. The final list is always current and singular.

Q. Do I have to publish my rates on the platform?

A. No. The price is set by the offer you send per request; you stay flexible based on season and occupancy.

Q. Do payments go through the platform?

A. No. The accommodation fee is paid between you and the organizer under your own agreed terms; Turing does not act as an intermediary. You follow contracts and collection status on the financial tracking screen in the app.

Free Professional Tools

7 free tools at turingtr.com/en/tools, no sign-up required: budget calculator, event checklist, cost comparison, technical rider builder, stage planner, academic calendar and demand map — all available in English (only the demand map explorer is currently Turkish).

Budget Calculator

See how organizers plan their accommodation budgets

turingtr.com/en/tools/budget-calculator

Demand Map

Event density in your city

turingtr.com/araclar/talep-haritasi

Event Checklist

See in which week organizers plan accommodation

turingtr.com/en/tools/event-checklist

turing

Ready to get started?

Open a profile on the Free plan today and start bidding on requests in your category.

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App Store



Google Play



turingtr.com