



PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
**INVESTMENT
OFFICE**

TOURISM SECTOR IN TÜRKİYE

INVEST.GOV.TR



AGENDA

1

Executive
Summary

2

Tourism Sector in the
World and Türkiye`s
Position

3

Tourism Sector in
Türkiye

**EXECUTIVE
SUMMARY**



1



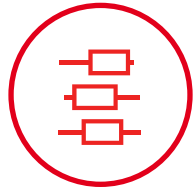
FAVORABLE INVESTMENT ENVIRONMENT

- Türkiye was 5th most visited country in the World with 55.2 million visitors in 2023
- Türkiye ranked 7th in the World with USD 49.5 billion tourism receipts in 2023
- Türkiye ranked 3rd in the World with 551 blue flag awarded beaches in 2023
- Year-round tourism
- Proximity to major markets and connectivity
- Türkiye has a wide range of tourism source markets, protecting it from asymmetrical shocks



STRONG INTERNATIONAL PRESENCE

- Prestigious global hospitality brands have presence in Türkiye
- Successful partnerships with local companies to grow in the region, capitalizing on locals' experience and networks
- Türkiye is geographically well situated to attract arrivals from Western and Eastern Europe as well as the MENA and Asia region.



ROBUST GROWTH IN THE SECTOR

- 56,7 Million visitors in 2023, 12.3% increase comparing with 2022.
- In 2023, tourism revenue of Türkiye reached 54.3 billion USD by increasing 17% compared to 2022
- In 2024, target is 60 million visitors with 60 billion USD revenue.
- Contribution of Travel & Tourism to GDP in 2023 was 12%
- More than 3,2 Million - Employment in tourism sector in 2023 which was 10,2% of total employment in Türkiye

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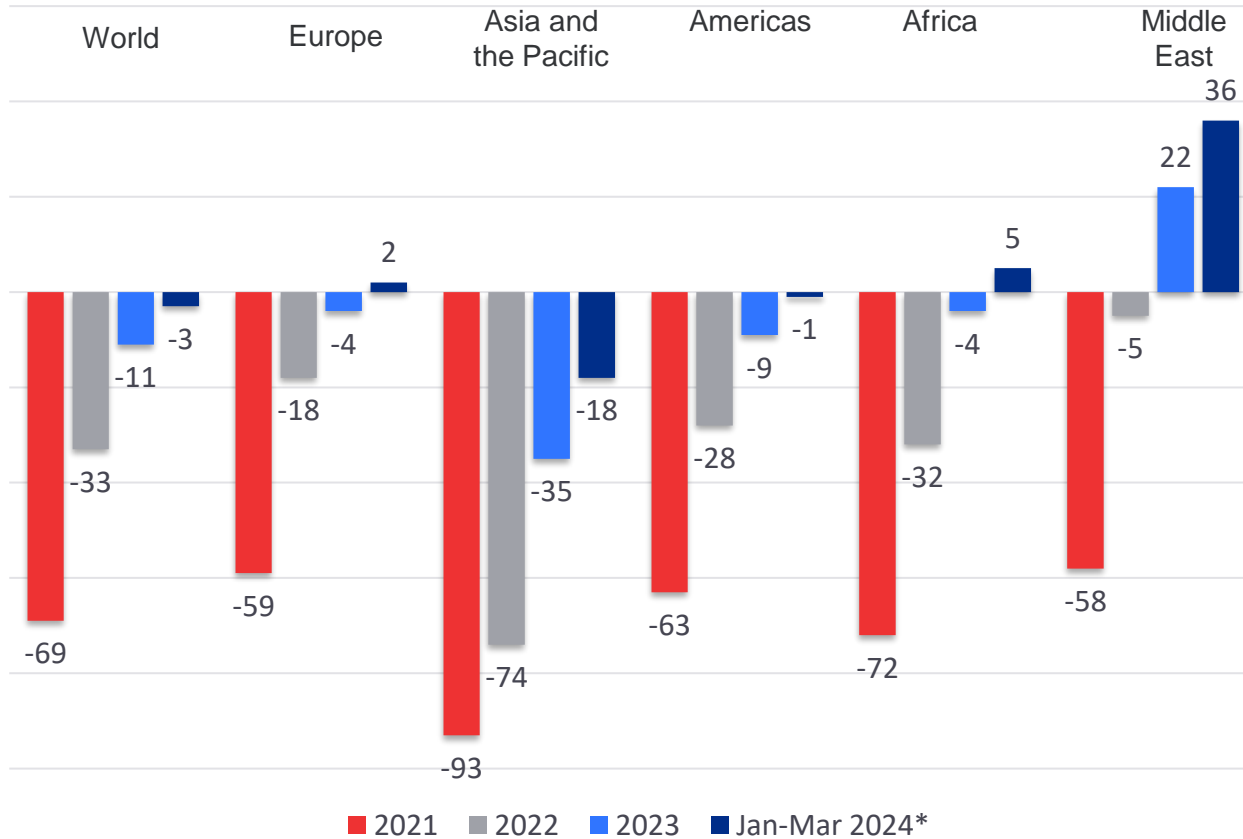
TOURISM SECTOR IN THE WORLD AND TÜRKİYE'S POSITION



2



INTERNATIONAL TOURIST ARRIVALS BY REGION, ANNUAL % change over 2019



* Provisional Data

Source: UNWTO World Tourism Barometer JMay 2024

- In the first quarter of 2024, international arrivals (overnight visitors) reached 97% of 2019 levels, indicating an almost complete recovery to pre-pandemic numbers.
- The Middle East experienced the strongest relative growth, with international arrivals surpassing pre-pandemic levels by 36% in Q1 2024.
- Europe also exceeded pre-pandemic levels for the first time in a quarter, with a 2% increase from Q1 2019.
- In Q1 2024, arrivals in Asia and the Pacific recovered to 82% of pre-pandemic levels, following a 65% recovery in 2023.
- International tourism receipts reached USD 1.5 trillion in 2023, nearly recovering to pre-pandemic levels (just 3% below 2019). This brought total export revenues from tourism, including both receipts and passenger transport, to USD 1.7 trillion in 2023, which is about 96% of pre-pandemic levels in real terms (excluding inflation)
- In 2023, tourism direct GDP reached an estimated USD 3.3 trillion, equivalent to 3% of global GDP, fully recovering to pre-pandemic levels.



INTERNATIONAL TOURIST ARRIVALS, DISTRIBUTION BY REGION IN THE WORLD, 2023

Region	Share (%)	Tourist Arrivals (million)	Change (%) 23*/22	Change (%) 23*/19
Europe	54.6	709.4	10.4	1.5
Asia and the Pacific	18.2	237.2	154.2	-34.6
Americas	15.4	200.2	27.4	-8.7
Africa	5.1	66.3	41.2	-3.9
Middle East	6.7	87	28.3	22
World	100	1300	33.4	-11.2

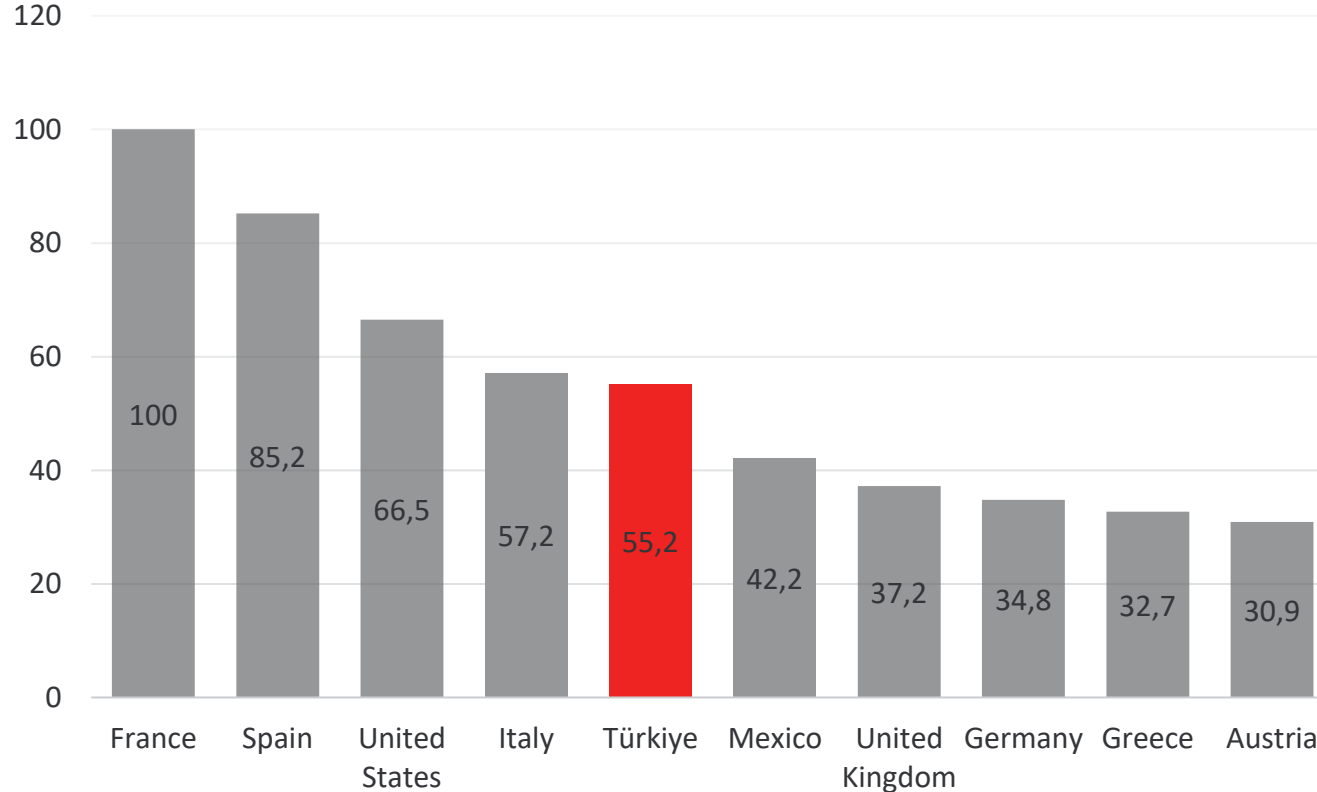
* Provisional Data

Source: UNWTO World Tourism Barometer May 2024

- Europe attracted more than half of total tourists in the world in **2019** with 742.1 million tourist arrivals (50.6%). Asia and the Pacific recorded 360.1 million tourist arrivals (24.5%) while Americas recorded 219.3 million (14.9%), Africa and Middle East recorded around 70 million (4.8%) tourist arrivals in 2019.
- In **2023**, Europe attracted 709.4 million tourist arrivals (54.6%). Asia and the Pacific recorded 237.2 million tourist arrivals (18.2%) while Americas recorded 200.2 million (15.4%), Middle East recorded 87 million (6.7%) and Africa recorded 66.3 million (5.1%) tourist arrivals.
- Europe's share increased from 50.6% to 54.6% when 2019 and 2023 tourist arrivals were compared.



TOP DESTINATIONS BY INTERNATIONAL TOURIST ARRIVALS, 2023* (MILLION)



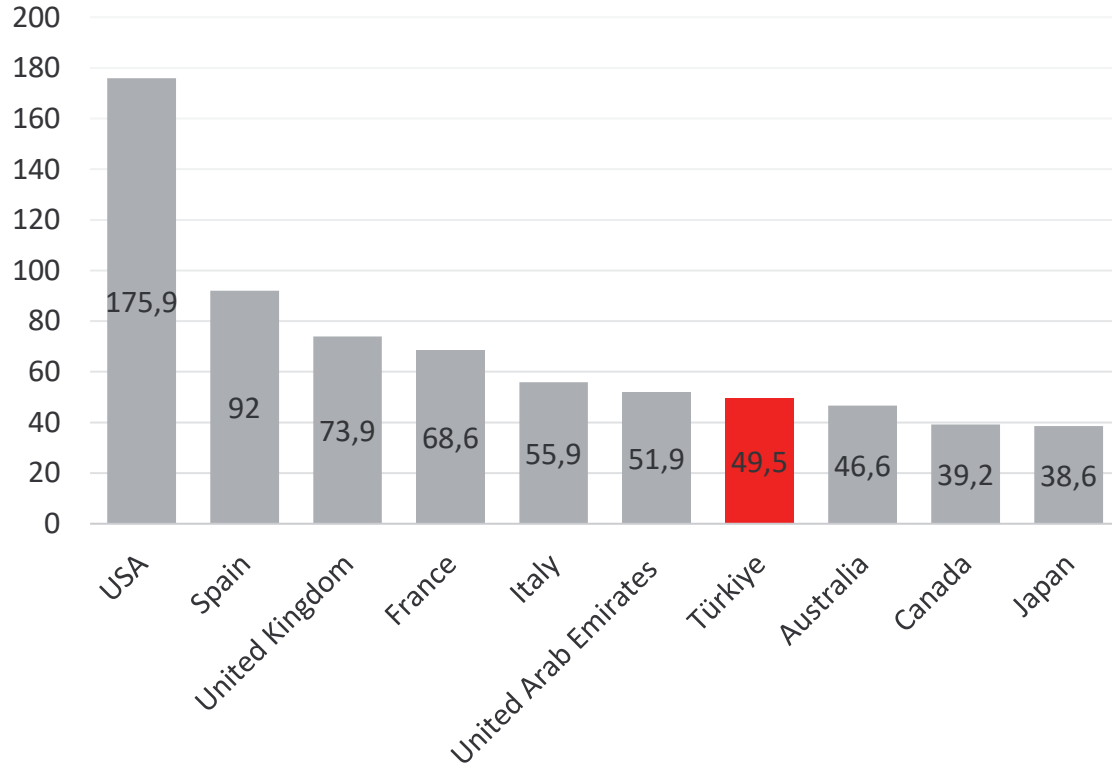
* Provisional Data

Source: UNWTO World Tourism Barometer May 2024

- France was the most visited country in 2023 with 100 million visitors. Spain came 2nd with 85,2 million visitors. United States recorded 66,5 million tourist arrivals in 2023 ranked as 3rd most visited country.
- Türkiye was the 5th most visited country in the World in 2023. 4.2% of total visitors in the world and 7.8% of total visitors in Europe with 55,2 million tourist arrivals.
- Comparing with 2022, in 2023 Italy surpassed Türkiye with 57,2 million visitors and become 4th visited country. In 2022 Türkiye was the 4th and Italy was the 5th most visited country.
- Türkiye followed by Mexico with 42,2 million visitors. United Kingdom ranked 6th and recorded 37,2 tourist arrivals. Germany recorded 34,8, Greece recorded 32,7 million, Austria recorded 30,9 million tourist arrivals in 2023.



INTERNATIONAL TOURISM RECEIPTS, 2023* (USD BILLION)



* Provisional Data

Source: UNWTO World Tourism Barometer May 2024

** data calculated by (total revenue/visitors)

Source UNWTO World Tourism Barometer May 2024

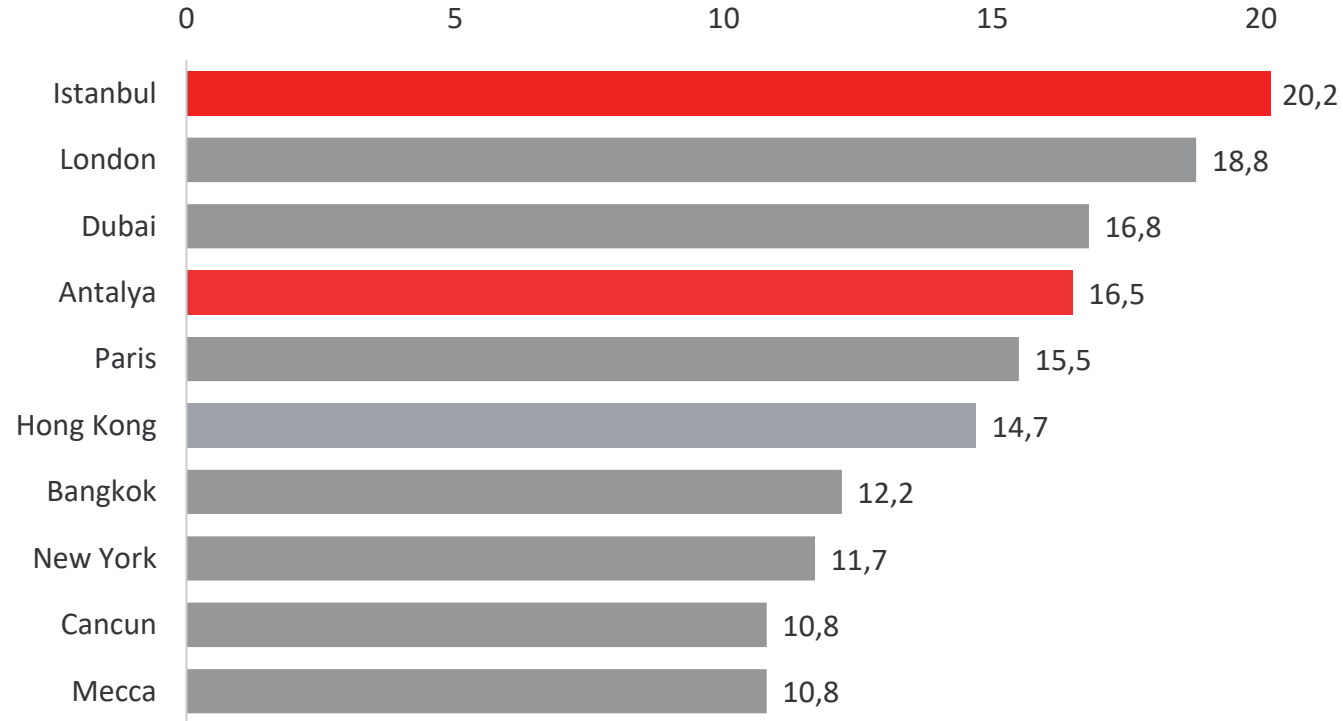
INTERNATIONAL TOURISM RECEIPTS, 2023** Per Arrival (USD)

Australia	6875
USA	2645
Canada	2142
UK	1986
UAE	1395
Germany	1074
Spain	1080
Italy	977
Türkiye	896
France	686
Mexico	731

- Türkiye ranked 7th with USD 49,5 billion tourism revenues in 2023. 20% increase in tourism receipts of Türkiye when compared with previous year.
- Notable increases in international tourism receipts were recorded across most destinations, in several cases higher than their growth in arrivals. This was supported by the increase in average spending per trip due to longer periods of stay, the willingness by travelers to spend more in their destination, and higher travel costs partly due to inflation.
- In 2022, several destinations reported tourism receipts above pre-pandemic levels in the first ten to twelve months of 2022, including **Türkiye**, United Kingdom, Mexico, Portugal, Romania, Saudi Arabia, Poland, Croatia, Morocco, Qatar, Dominican Republic, Maldives etc.



TOP 10 CITIES IN INTERNATIONAL CITY ARRIVALS, 2023 (MILLION)

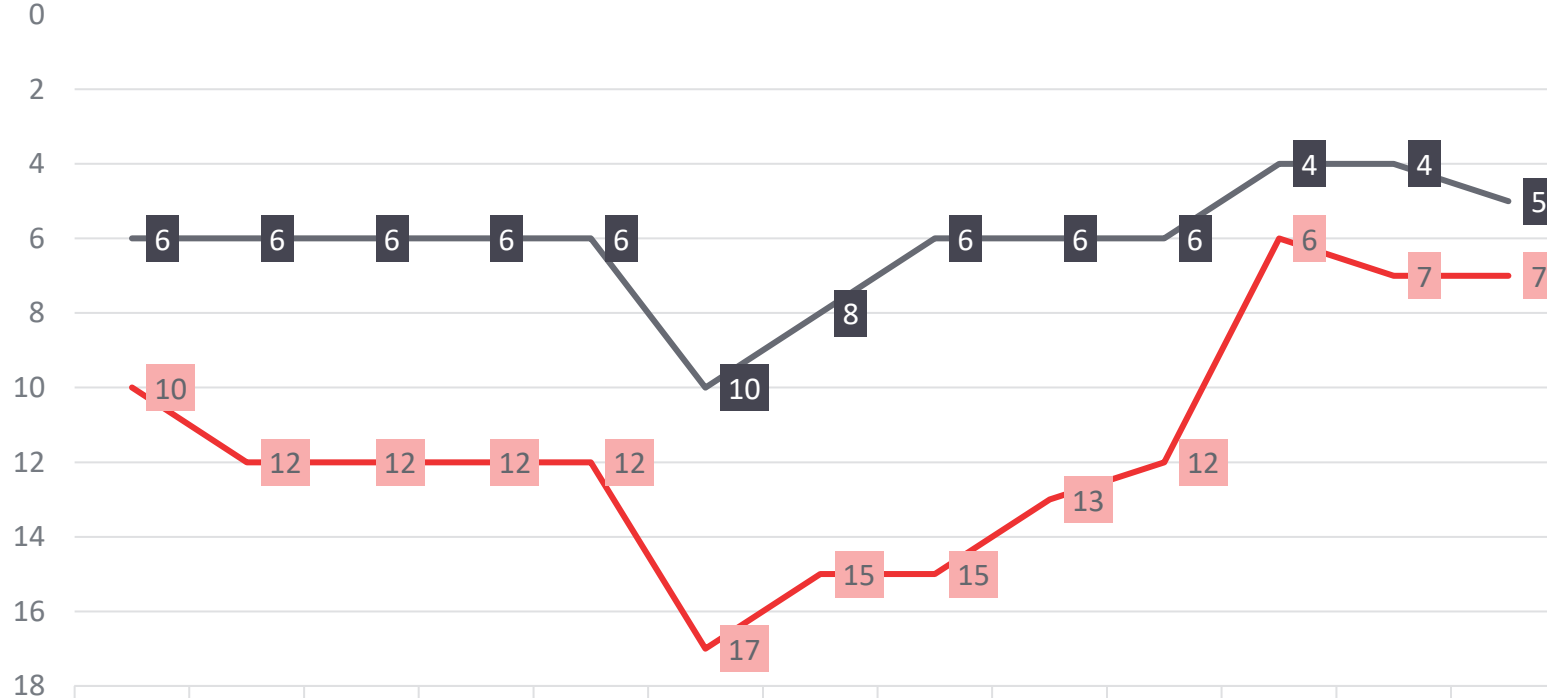


Source: Euromonitor 2023

- Istanbul tops the list for the number of International arrivals in 2023 with 26% growth year-on year followed by London in second place (up 17%) and Dubai in third (up 18%).
- In 2023, Antalya became the 4th most visited city in the world, following London and Paris, with 16.5 million international visitors. This represents a 29% growth in visitor numbers compared to the previous year



TÜRKİYE'S RANKING IN WORLD TOURISM LEAGUE BY YEARS



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
— Tourist Arrivals	6	6	6	6	6	10	8	6	6	6	4	4	5
— Tourism Receipts	10	12	12	12	12	17	15	15	13	12	6	7	7

— Tourist Arrivals — Tourism Receipts

- Since 2010, Türkiye mainly secured its place as being the 6th most visited country in the World. In the first year of Covid-19, Türkiye repeated its success, in 2021 climbed 2 steps and became 4th most visited country in the World and in 2023 ranked 5th most visited country.
- Covid-19 measures and safe tourism certificate have positively affected the tourism sector in Türkiye. Also not closing the borders completely helped Türkiye to be discovered and rediscovered by high spending tourists.
- Türkiye, which relatively has had low tourism receipts in proportion to the number of visitors for many years, rose in the ranking of tourism revenues after the pandemic, reaching 6th place in 2021 and 7th place in 2022 and 2023.

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TOURISM SECTOR IN TÜRKİYE

3





KEY DATAS

56,7

Million
visitors in 2023

54,3

Billion \$
tourism revenue in
2023

3,2 MN

Contribution of
Travel & Tourism to
Employment in 2022

10,2 % of total jobs
Annual Change: +5.5%

12%

Contribution of
Travel & Tourism
to GDP in 2023

TRY 3,11 TN (USD 131.4 BN)
Annual Change: +9,1 %

49,2

Million
Foreign Visitors
in 2023

979

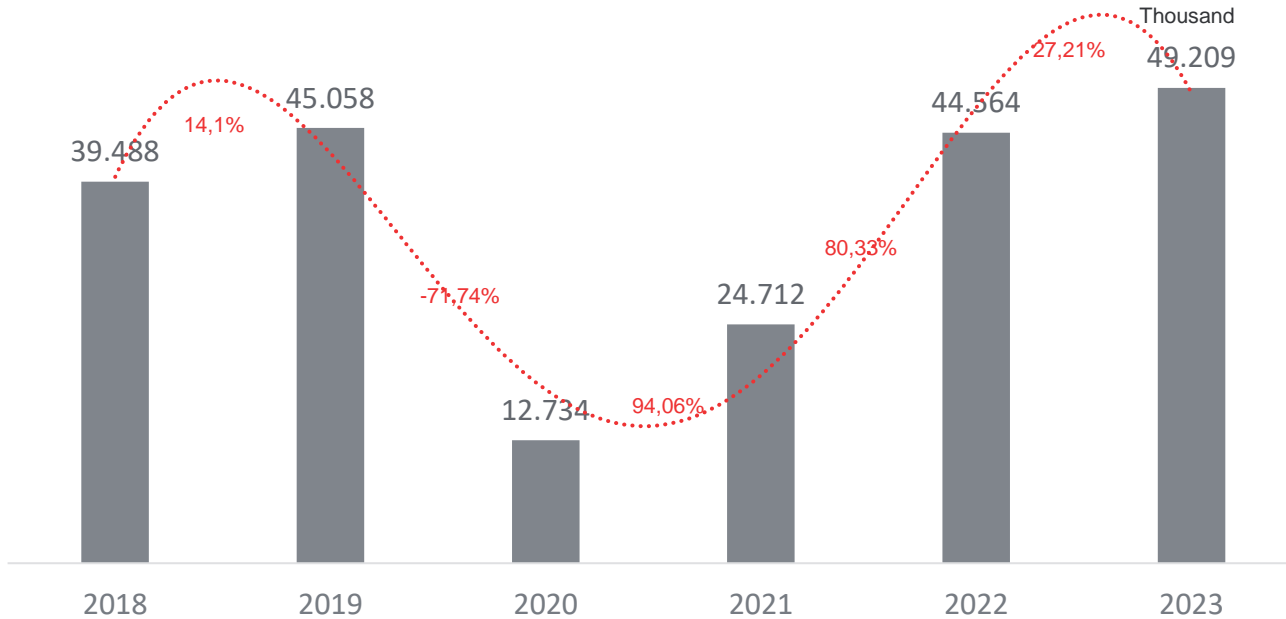
\$
Tourism Receipts
per Arrival
in 2023**

1st

Istanbul ranked
at most visited city
in the World in 2023



NUMBER OF FOREIGN VISITORS 2018-2023 (ANNUAL CHANGE, THOUSAND PEOPLE)



Source: Ministry of Culture and Tourism

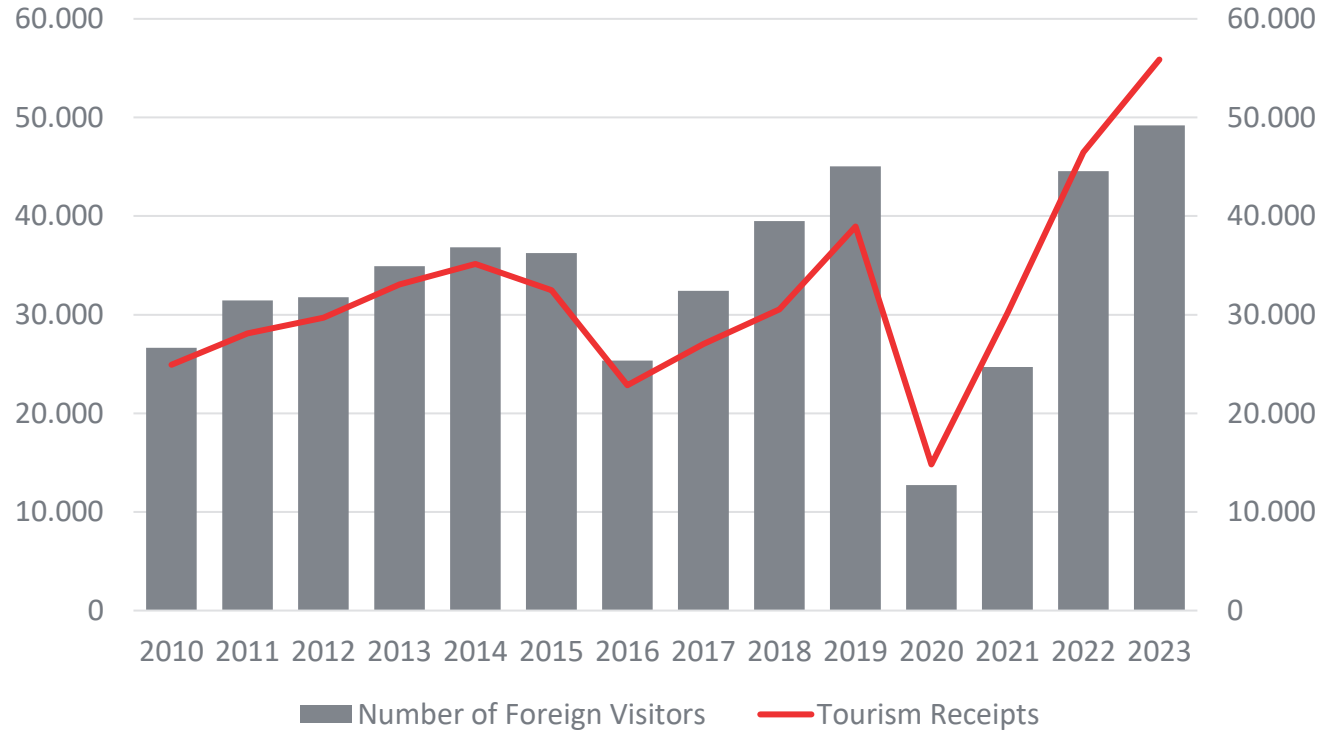
- Number of foreign visitors decreased dramatically by 72% in 2020 with travel restrictions, closed borders, travel bans due to Covid-19.
- Tourism sector in Türkiye showed strong recovery in 2021 with 94% increase by the help of covid-19 precautions and safe tourism certificate.
- In 2022, 45 million foreign visitors visited Türkiye. As an indicator of full recovery, number of foreign visitors turned back to 2019 levels.
- In 2023, more than 49 million foreign visitors visited Türkiye. Which was the record year for Türkiye in terms of number of visitors.

49,2
Million
Foreign Visitors in 2023
%10,6 ↑

Source: Ministry of Culture and Tourism



ARRIVALS OF FOREIGN VISITORS AND TOURISM RECEIPTS BETWEEN 2010-2023 (THOUSAND VISITORS, THOUSAND USD)



Source: Ministry of Culture and Tourism

Percentage of Foreign Visitors Increase

9.2%
2019 & 2023

10.42%
2022 & 2023

Percentage of Tourism Revenue Increase

43.52%
2019 & 2023

20.21%
2022 & 2023

55,8

Billion \$
tourism revenue
in 2023

Source: Ministry of Culture and Tourism

47,4

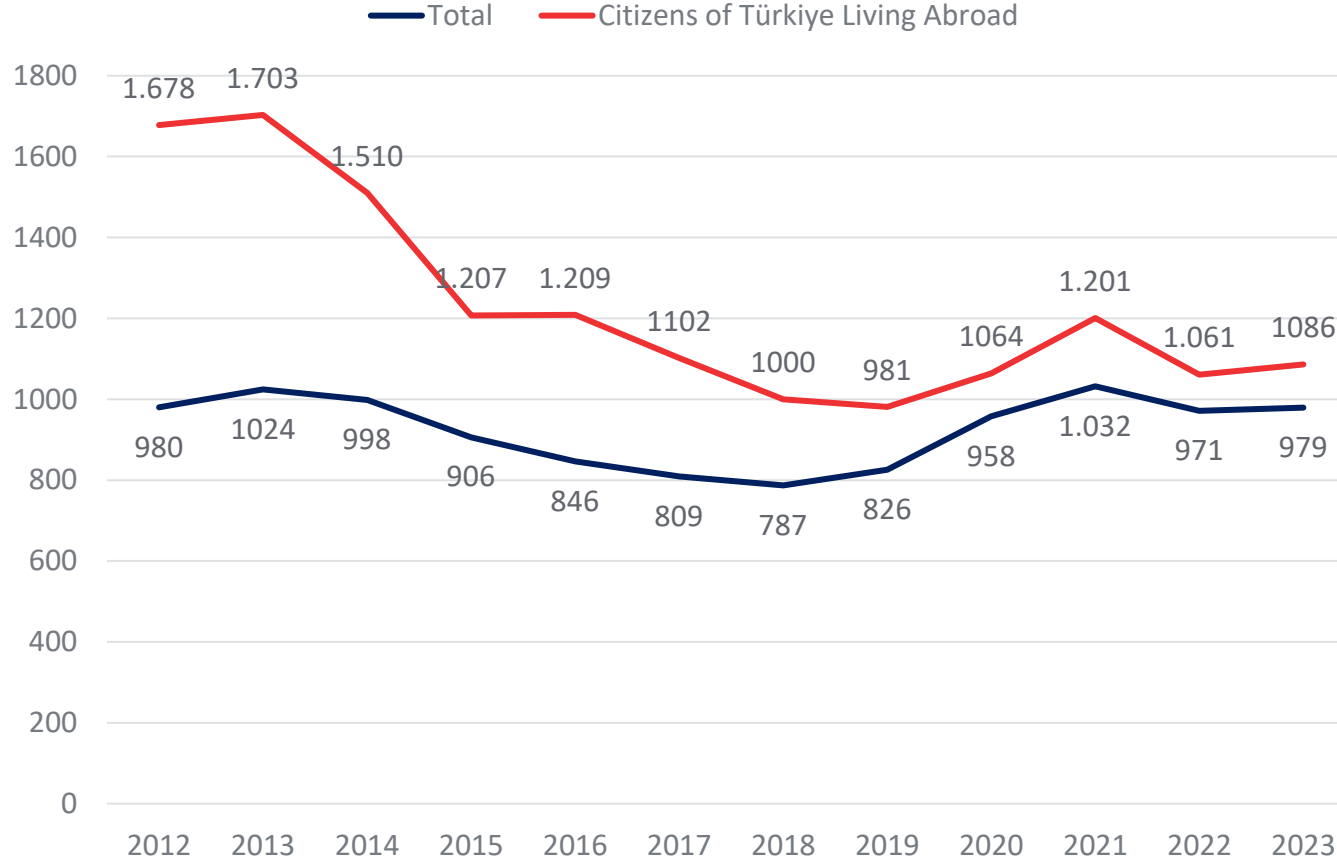
Billion \$
tourism revenue from
foreign visitors in 2023

Source: Ministry of Culture and Tourism

- The profile and number of foreign visitors are the main driver in the development of tourism sector in Türkiye. In general, foreign visitors share is more than 85% in total visitors and contribution of citizens of Türkiye living abroad are limited and constant.



TOURISM RECEIPTS PER ARRIVAL BETWEEN 2012-2023 (ANNUAL CHANGE, USD)



Source: Ministry of Culture and Tourism

979

Billion \$

Tourism Receipts per Arrival
in 2023

%18,5 ↑

compared to 2019

%0,8

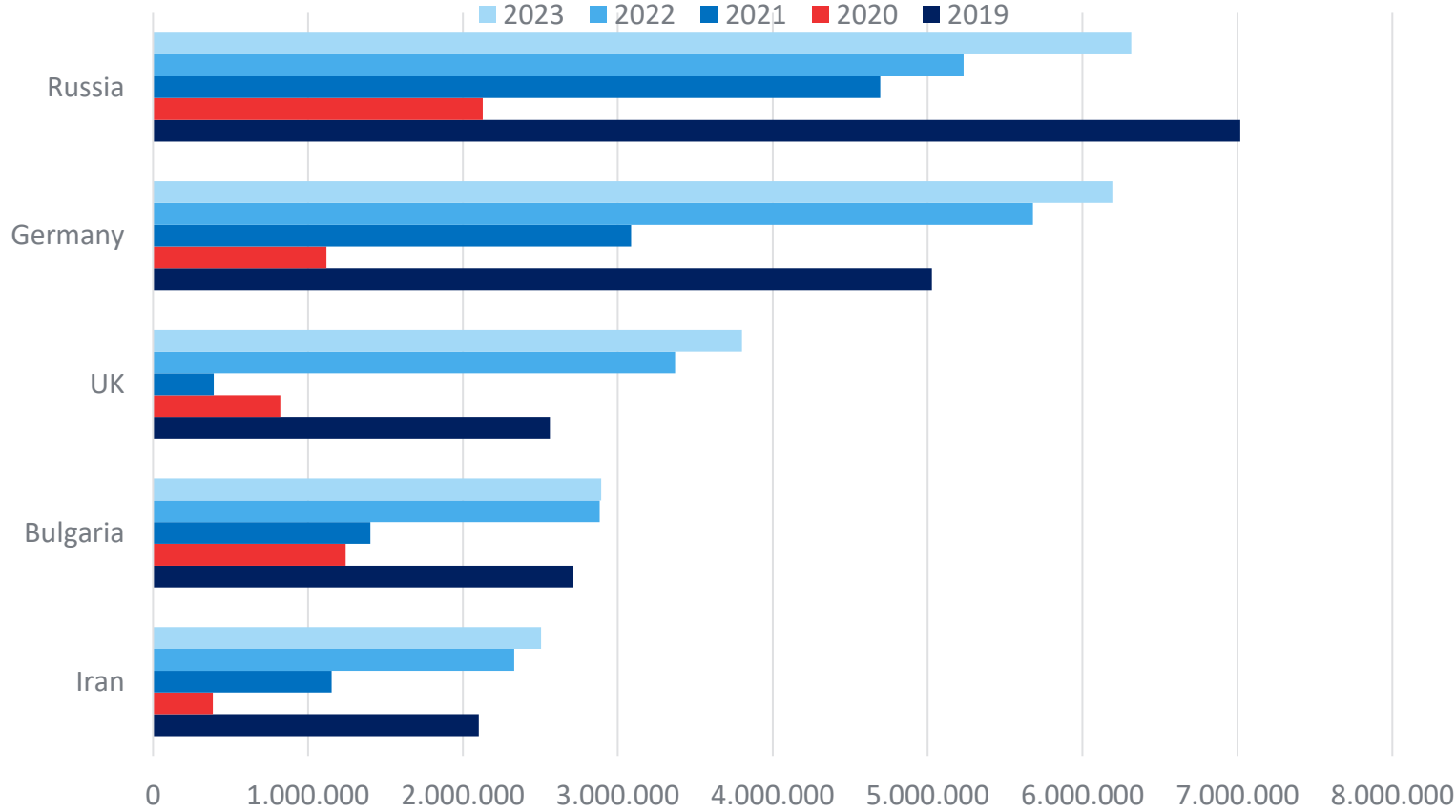
compared to 2022

Source: Ministry of Culture and Tourism

- Average expenditure per arrival increased by 18% to 979 USD in 2023 when compared with last normal tourism sector season in 2019, before the pandemic.
- Growth trend that seen in tourism arrivals in last years can also be observed in tourism receipts per arrival especially since pandemic.



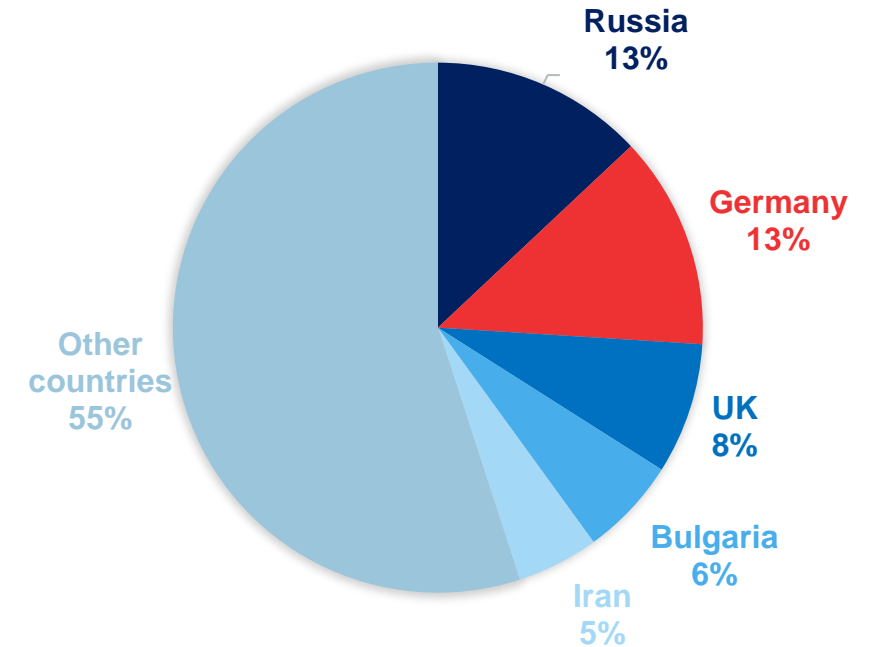
TOP 5 VISITOR COUNTRIES AND NUMBER OF TOURISTS BETWEEN 2018-2023



Source: Ministry of Culture and Tourism

Nationalities of Top Visitors-2023

- 1– Russia 6.313.675 tourists
- 2– Germany 6.193.259 tourists
- 3– UK 3.800.922 tourists
- 4– Bulgaria 2.893.092 tourists
- 5– Iran 2.504.494 tourists





TOURISM EXPENDITURES AND GROWTH RATES OF THE TOP 10 COUNTRIES WITH THE HIGHEST TOURISM EXPENDITURES (2019 and 2023)

Rank (2019)		(USD Billion)	Rank (2023)		(USD Billion)
		2019			2023
	World	1,487		World	1,507
1	China	254,6	1	China	196.5
2	USA	132	2	United States	150.0
3	Germany	93,2	3	Germany	111.9
4	United Kingdom	85,9	4	United Kingdom	110.3
5	France	50,5	5	France	49.0
6	Russian Federation	36,2	6	Canada	38.3
7	Australia	35,3	7	Italy	34.2
8	Canada	35,3	8	India	33.0
9	Korea (ROK)	32,7	9	Russian Federation	33.0
10	Italy	30,3	10	Korea (ROK)	27.8

* Provisional Data

Source: UNWTO World Tourism Barometer January 2024

- Compared to 2019, international tourism expenditures increased by 1.28% in 2023, reaching \$1.5 trillion. China surpassed the US in 2023 to become the top-spending country, compared to 2022, although they spent less than in 2019. Countries like the United States, Germany, and the United Kingdom recorded higher expenditures.
- Countries in the Gulf region, such as the UAE, Saudi Arabia, and Qatar, from which Turkey receives a large number of tourists, are among those whose expenditures increased in 2023 compared to 2019.

- Travellers from China and United States created 25,9% of total tourism expenditures, while top 10 countries in the list created 23% of total tourism expenditures in 2019.
- Travellers from China and United States created 23% of total tourism expenditures, while top 10 countries in the list created 29% of total tourism expenditures in 2023.
- Germany, UK and Russia, top 3 source countries of Türkiye are at the top 10 list of countries with the highest tourism expenditures.



77,3

Million

Arrivals to Tourism
Facilities in 2023

%10 ↑

Compared to 2022

203,1

Million

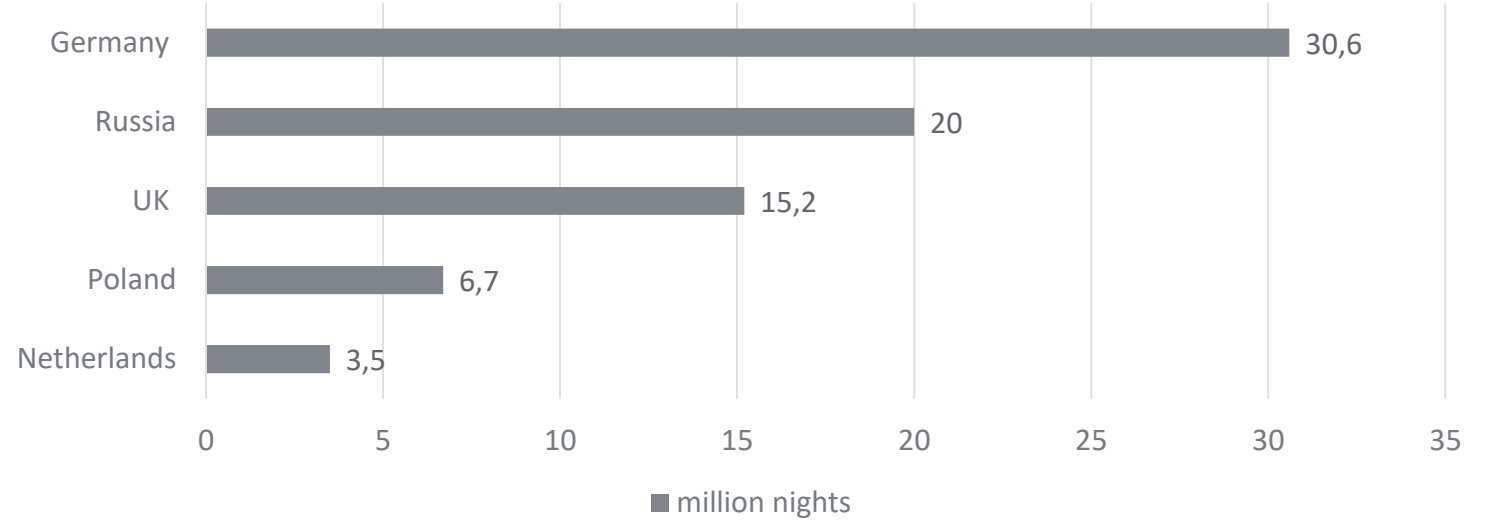
Overnight Stays in 2023

%9,25 ↑

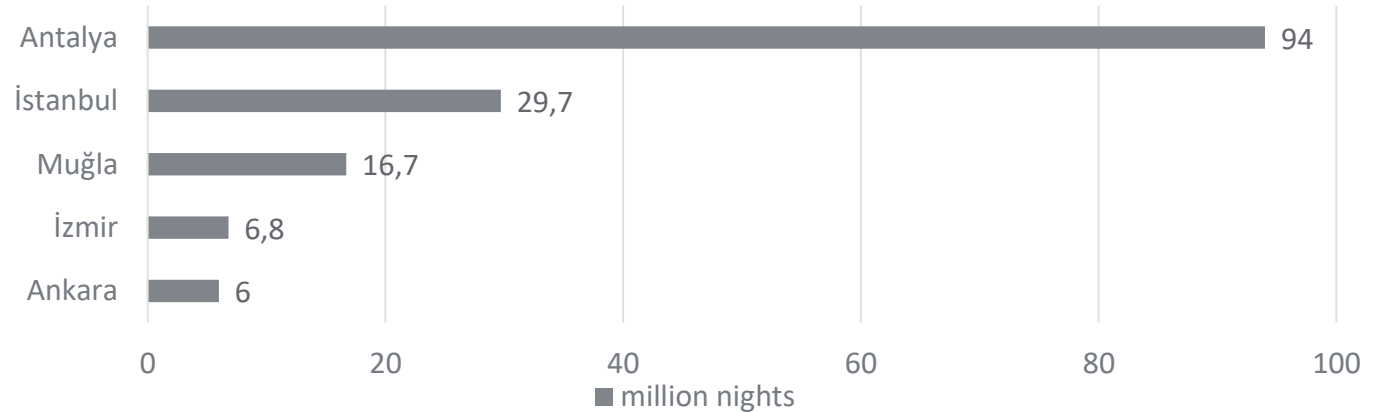
Compared to 2022

Source: Ministry of Culture and Tourism

OVERNIGHT STAYS IN 2023 (SOURCE COUNTRY)



OVERNIGHT STAYS IN 2023 (BY CITY)





Total Number of Establishments



14,070

2021

15,013

2022

20,991

2023



828,515

2021

917,898

2022

941,279

2023



1,785,698

2021

1,898,848

2022

1,953,814

2023

- Türkiye boasts 20,991 tourist accommodation establishments with over 941,000 rooms and nearly 2 million bed as of 2023 year-end.
- In 2023, the number of rooms reached 941,279, experiencing a 13.1% increase compared to 2021. Similarly, the number of beds reached 1,953,814 in the same year, reflecting a 9.4% increase compared to 2021.

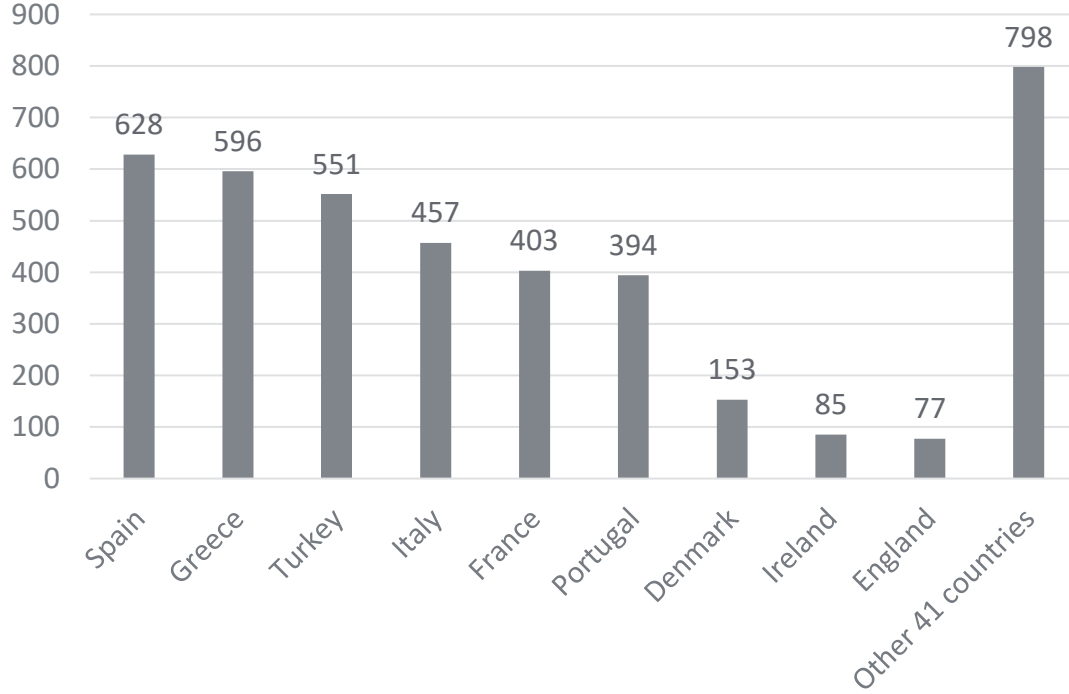


Source: Ministry of Culture and Tourism

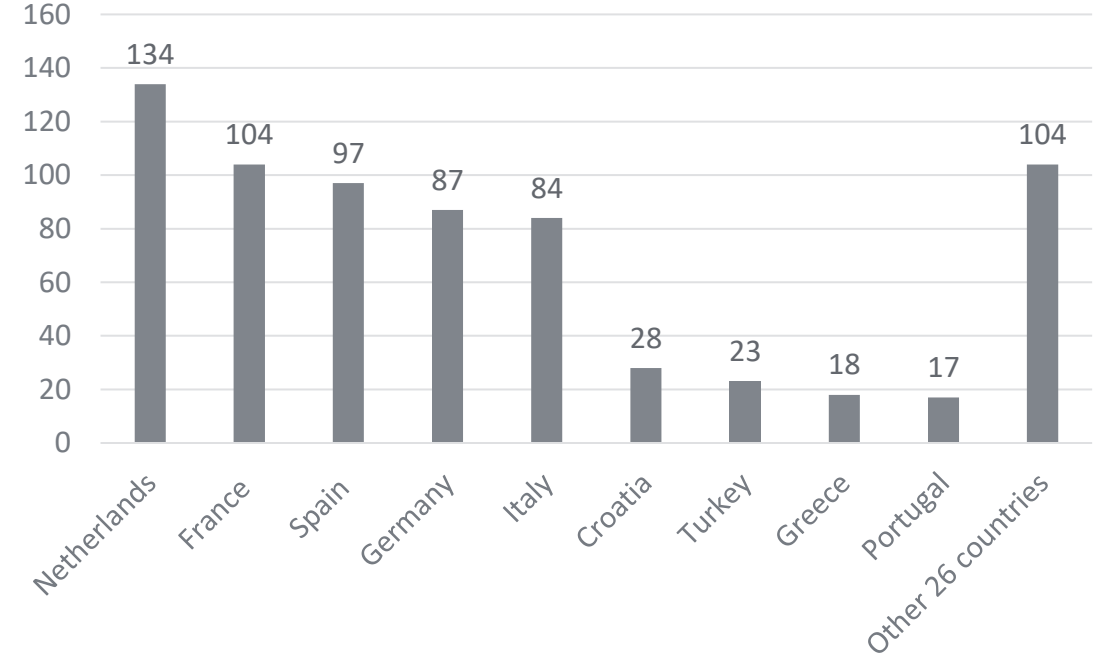
Note: With a modification to the Tourism Incentive Law in the year 2022, the permits for facilities previously provided by municipalities are now provided by the Ministry of Culture and Tourism. Consequently, due to the transitional period of 2022-2023, dramatic changes in numbers may be observed.



INTERNATIONAL BLUE FLAG AWARDED BEACHES



INTERNATIONAL BLUE FLAG AWARDED MARINAS



- Türkiye, with 551 blue flag awarded beaches ranked 3rd and with 23 blue flag awarded marinas ranked 7th in the 2023 list.
- The southern Antalya province of Türkiye, often regarded as one of the top tourism destinations in the world, has retained its ranking with the most blue-flagged eco-friendly beaches in the world, with a total of 231. Antalya followed by Muğla with 111, İzmir with 63, Balıkesir with 46 blue flag awarded beaches.

Note: Rankings includes only Northern Hemisphere countries

Source: Blue Flag Global

TOURISM SECTOR IN TÜRKİYE

STRATEGIC LOCATION



•Türkiye is geographically well situated to attract arrivals from Western and Eastern Europe as well as the Middle East and North Africa region.

•Türkiye has a wide range of tourism source markets, protecting it from asymmetrical shocks.

PROXIMITY TO MAJOR MARKETS

1.3 billion people and \$26T GDP in Europe, MENA and Central Asia at 4 hour flight-distance

CONNECTIVITY

Turkish Airlines connects you to 337 destinations in 121 countries

UNWTO COMMENT

Higher food and energy prices result in lower purchasing power and weaker consumer confidence, which could weigh on travel demand in 2023, specially in terms of spending. Travellers may increasingly seek value for money and take trips closer to home in response to the challenging economic environment.

TRANSPORTATION TYPES USED BY FOREIGN VISITORS IN 2022:

1– Airways	% 75,7
2– Roadways	% 19,3
3– Seaways	% 4,9
4– Railways	% 0,06

2nd

Istanbul Airport is the 2nd busiest in Europe in 2023 in terms of international passengers*

3rd

Istanbul Airport is the 3rd busiest in the world in 2023 in terms of international passengers*

BORDER GATES THAT FOREIGN VISITORS ENTERED TO TÜRKİYE IN 2023:

1– İstanbul	17.370.030
2– Antalya	14.749.811
3– Edirne	4.715.580
4– Muğla	3.325.492
5– Artvin	1.830.295

* International passengers enplaned and deplaned



- The United Nations Educational, Scientific and Cultural Organization (UNESCO) has declared 1,154 sites around the world to be of outstanding value to humanity. 897 of the sites are cultural, 218 natural and 39 mixed (cultural and natural).
- Türkiye is home to 19 (17 cultural and 2 mixed) UNESCO World Heritage Sites. Türkiye ranked 16th in the list.
- There are also 1,720 sites in the Tentative List of UNESCO World Heritage Sites.
- Türkiye has 84 sites (77 cultural, 4 mixed and 3 natural) in the Tentative List of UNESCO World Heritage Sites.

TOURISM SECTOR IN TÜRKİYE



YEAR-ROUND TOURISM



BEACH & SEAS



CULTURE & HISTORICAL SITES



GOLF



HALAL TOURISM



HEALTH



NATURE



WELLNESS

- Beautiful beaches spread along 4 seas and over 8,300 km of coastline.
- Türkiye is the top choice for Mediterranean holidays, ranking 3rd in the world with a total of 551 Blue Flag beaches.
- Türkiye is home to 19 (17 cultural and 2 mixed) UNESCO World Heritage Sites and has 84 sites (77 cultural, 4 mixed and 3 natural) in the Tentative List of UNESCO World Heritage Sites.
- 22,898 registered archeological sites in Türkiye.
- Türkiye is a country which hosted different cultures throughout history due to its unique geographical location as a bridge between Europe and Asia.
- Architectural heritage of Türkiye extends way back to 9600 BCE in Göbeklitepe to Ottoman Imperial architecture to modern architecture and local architecture styles in Türkiye that consists of palaces, mansions, fortresses and castles, inns and bazaars, religious monuments, cisterns etc.
- Faith tourism, gastro tourism, winter tourism.
- Golf resorts designed by world renowned golf course designers, high quality golf courses that comply with PGA standards.
- Belek, welcomes best golfers all through the year, thanks to the suitable climate with an average temperature of 19°C and sunny days which last more than 300 days. Belek, with 15 different golf courses and luxurious hotels close by them, allows golfers to explore new golf courses whenever they want during the year. Golf courses, the airport and the hotels are in the same region; this provides the golfers the opportunity to play golf in different golf courses without loss of time.
- Halal Tourism is observed to be one of the prospective trends in the last couple of years within Middle Eastern countries. International Muslim traveler arrivals reached 160 million in 2019. As international travel has opened, it is projected that Muslim traveler arrivals will reach 140 million in 2023 and get back to 160 million in 2024. The pre-pandemic projection of 230 million arrivals by 2026 will now be reached only in 2028. The estimated expenditure could reach USD 225 Billion by 2028.
- In Mastercard-CrescentRating Global Muslim Travel Index 2022, Türkiye ranked 2nd in overall index.
- Newly built medical cities, its numerous hospitals, and high-quality medical services make Türkiye stand out on a global scale.
- In 2023, 1,398,504 patients visited Türkiye for health tourism and received health services. Tourism income from health tourism recorded as 2.307.130 USD in 2023.
- The share of health tourism income in total tourism revenues was %1 in 2002. This rate increased to %4.6 in 2022.
- , Outdoor activities, adventure opportunities, recreational activity opportunities are endless in Türkiye such as camping & glamping, cycling, trekking & hiking skiing, diving, windsurfing & kitesurfing, rafting, kayaking.
- Natural wonders to see in Türkiye such as mountains, rivers, lakes, canyons, plateaus, waterfalls, caves, natural parks
- Türkiye's thermal resources rank 7th in the world and 1st in Europe. Hundreds of thousands of international patients and tourists visit Türkiye's unique thermal facilities every year to get better and healthier. Türkiye is ranked 3rd in Europe (after Germany and Italy) in terms of the utilization of its natural thermal resources. It boasts more than 260 thermal facilities established over an area of more than 1,500 thermal resources. In Türkiye thermal cures available almost 300 days in a year. Insurance companies from many Northern European and Scandinavian countries send their patients to Türkiye for thermal treatments as part of their recuperation.



GENERAL INVESTMENT INCENTIVES

- ✓ Customs Duty Exemption
- ✓ VAT Exemption

REGIONAL INVESTMENT INCENTIVES

- ✓ Customs Duty Exemption
- ✓ VAT Exemption
- ✓ Corporate Tax Reduction
- ✓ Social Security Premium Support (Employer's share)

TOURISM INCENTIVE LAW INCENTIVES

- ✓ Land Allocation for Tourism Facility Investments
- ✓ Energy Support
- ✓ Foreign experts and craftsmen can be employed

PROPERTY TAX INCENTIVES

- ✓ 5 year property tax exemption

TOURISM SECTOR IN TÜRKİYE

SELECTED INTERNATIONAL HOSPITALITY GROUPS, BRANDS AND INVESTORS IN TÜRKİYE



SELECTED INTERNATIONAL HOSPITALITY GROUPS, BRANDS, INVESTORS IN TÜRKİYE

THE PENINSULA
HOTELS



SHANGRI-LA
HOTELS and RESORTS

ĀMAN

SOHO HOUSE



ALL ACCOR
LIVE
LIMITLESS

Marriott
INTERNATIONAL

Kempinski
HOTELIERS SINCE 1897

WYNDHAM
HOTELS & RESORTS

FOUR SEASONS

IHG
HOTELS & RESORTS

HYATT®

MILLENNIUM
HOTELS AND RESORTS

RHG RADISSON
HOTEL GROUP

ADIA

ARTIC | Al Rayan Tourism Investment Co.
شركة الريان للاستثمار السياحي



مجموعة الفردان
Alfardan Group



TUI GROUP

Club Med

RIXOS
HOTELS

RAFFLES
HOTELS & RESORTS

THE RITZ-CARLTON

Fairmont

INTERCONTINENTAL
HOTELS & RESORTS

PARK HYATT®

W
HOTELS

STREGIS

swissôtel
Hotels & Resorts

JW MARRIOTT

DOUBLETREE
by Hilton®

WANDA
Hotels & Resorts
万达酒店及度假村

GRAND
HYATT®

WYNDHAM GRAND®

SOFITEL
HOTELS & RESORTS

L X R
HOTELS & RESORTS



M
GALLERY

Radisson BLU

SIX SENSES

THE
LUXURY
COLLECTION

CONRAD
HOTELS & RESORTS™

Barceló
HOTEL GROUP

•Many of the top global hotel chains already have a strong presence in the country, and numerous popular brands are represented.

•A range of markets are catered for, from budget holidays to high-end travel and luxury resorts.



PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
**INVESTMENT
OFFICE**

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