

Turkey Travel & Tourism Market, By Service Offering (Ticket Reservation, Hotel Booking, Holiday/Tour Packages, Travel Insurance, Foreign Exchange, Visa Services, Conference/Trade Fair Services, Others), By Destination (Domestic Tourist, International Tourist), By Purpose of Visit (Business, Leisure & Recreation, Education, Medical, Social Activity, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Report description:

Market Overview

Turkey travel & tourism market was valued at USD 10.63 Billion in 2024 and is expected to reach USD 14.08 Billion by 2030 with a CAGR of 4.8% during the forecast period. The Turkey travel and tourism market is witnessing robust growth, driven by a combination of strategic government initiatives, improved infrastructure, and a resurgence in international tourist arrivals. With its rich cultural heritage, diverse landscapes, and affordability compared to other European destinations, Turkey continues to attract millions of visitors annually. The government's "Tourism Strategy of Turkey - 2023" and the "Go Turkiye" promotional campaign have significantly boosted the country's global image as a top travel destination. Additionally, investments in airport modernization, high-speed rail networks, and smart tourism technologies are enhancing the travel experience and accessibility, particularly to secondary cities beyond Istanbul and Antalya.

The growth of low-cost airlines and the expansion of digital platforms have also contributed to the ease of travel planning and increased domestic tourism. A key trend fuelling the market is the rise in experiential and cultural tourism, with travelers seeking authentic local experiences, including culinary tours, historical site visits, and nature-based activities. Furthermore, the increasing popularity of medical and wellness tourism, supported by world-class facilities and competitive pricing, is drawing patients from

Europe, the Middle East, and Central Asia. The post-COVID recovery has also seen a surge in demand for sustainable and slow travel, with tourists favouring eco-friendly accommodations and lesser-known destinations. Turkey's visa facilitation, such as e-visas and relaxed entry norms for several nationalities, has improved international tourist flow.

Moreover, partnerships between local tourism operators and global travel platforms are strengthening the marketing and distribution reach of Turkish travel services. Events, festivals, and cultural fairs further contribute to year-round tourist interest. Rising disposable incomes, growing middle-class aspirations, and Turkey's strategic position as a Eurasian hub continue to make it a compelling destination for both leisure and business travel. As a result, the sector remains a vital contributor to Turkey's economy, job creation, and foreign exchange earnings.

Key Market Drivers

Strategic Government Initiatives and Infrastructure Development

One of the most significant drivers of Turkey's travel and tourism market is the proactive role of the Turkish government in promoting tourism as a core pillar of economic growth. Initiatives like the "Tourism Strategy of Turkey - 2023" aim to diversify tourism offerings, extend the tourist season, and boost the country's image globally. Marketing campaigns such as "Go Turkiye" have elevated Turkey's visibility in international markets, showcasing its diverse attractions-from ancient ruins and UNESCO heritage sites to vibrant city life and pristine beaches. Additionally, massive investments in infrastructure, such as the expansion of Istanbul Airport (one of the world's largest aviation hubs), improvements in road and rail connectivity, and development of tourism-centric zones, are increasing the ease and quality of travel. These efforts are not only enhancing the tourist experience but are also stimulating regional economic development by drawing visitors to lesser-known destinations across the country.

-□ Significant investments were made to enhance tourism infrastructure, including increasing the number of airports from 26 in 2003 to 60 by 2023. Plans were also set to prioritize railroad development, aiming for railroads to account for 36% of transportation investments.

Key Market Challenges

Geopolitical Instability and Regional Tensions

One of the most persistent challenges for Turkey's travel and tourism industry is the impact of geopolitical tensions and security concerns. While the country has made significant efforts to enhance safety and restore confidence among travelers, periodic incidents related to regional conflicts, border tensions with neighboring countries, or internal political unrest can lead to sudden drops in international tourist arrivals. The perception of instability, even if localized or temporary, can negatively influence travel decisions, especially among risk-averse tourists and tour operators. Additionally, strained diplomatic relations with certain countries have, at times, led to travel advisories or reduced tourist flows, directly affecting tourism-dependent regions and businesses. Ensuring sustained political stability and maintaining a secure environment are crucial to preserving Turkey's image as a safe and welcoming destination.

Key Market Trends

Surge in Cultural and Experiential Tourism

Turkey's vast historical heritage, from the ancient ruins of Ephesus to the Byzantine marvels of Istanbul and the cave dwellings of Cappadocia, is fuelling a growing interest in cultural and experiential tourism. Today's travelers, particularly millennials and Gen Z, seek immersive experiences that go beyond traditional sightseeing. This trend is evident in the rising popularity of heritage walks, culinary tours, pottery and weaving workshops, and homestays in rural Anatolia. Tourists are increasingly drawn to authentic local experiences, such as traditional Turkish breakfasts in village homes, participation in regional festivals, and guided explorations of UNESCO heritage sites. These experiences not only enrich the tourist journey but also support local artisans, cultural preservation efforts, and community-based tourism. Turkey's ability to offer a deep and diverse cultural tapestry gives it a distinct advantage in capitalizing on this evolving tourist preference.

Key Market Players

- Viking Turizm A.S.
- Satguru Travel & Tourism LLC
- OneNation Travel
- SunExpress
- TAV Havalimanlar? Holding A.S.

- Setur Servis Turistik A.S.
- Coral Travel Turkiye
- TatilBudur Seyahat Acentas? A.S.
- Anas Crecca Turizm Ltd. Sti.
- Travel Store Turkey

Report Scope:

In this report, the Turkey Travel & Tourism market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-□Turkey Travel & Tourism Market, By Service Offering:

- o Ticket Reservation
- o Hotel Booking
- o Holiday/Tour Packages
- o Travel Insurance
- o Foreign Exchange
- o Visa Services
- o Conference/Trade Fair Services
- o Others

-□Turkey Travel & Tourism Market, By Destination:

- o Domestic Tourist
- o International Tourist

-□Turkey Travel & Tourism Market, By Purpose of Visit:

- o Business
- o Leisure & Recreation
- o Education
- o Medical
- o Social Activity
- o Others

-□Turkey Travel & Tourism Market, By Region:

- o Marmara
- o Central Anatolia
- o Mediterranean
- o Aegean
- o Southeastern Anatolia
- o Black Sea
- o Eastern Anatolia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Turkey Travel & Tourism market.

Available Customizations:

Turkey Travel & Tourism market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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