

# ISTANBUL TARGETS 19 MILLION INTERNATIONAL TOURISTS THIS YEAR



Istanbul is expecting 45,777 congress tourists in the remaining months of the year, according to Şekib Avdagiç, President of the Istanbul Chamber of Commerce (ITO). Turkey is aiming for a tourism income target of \$86 billion. At least 36 international congresses will occur in Istanbul this year, with participants ranging from 300 to 25,000 and supported by the Istanbul Congress and Visitors Bureau (ICVB). The 'IEEE PES Production, Transmission and Distribution International Conference and Exhibition,' which is the most significant meeting of the year, will have 25,000 participants on May 22. Istanbul's strong brand value is a locomotive for Turkish tourism, and the tourism sector is a driving force for hundreds of other sectors, producing foreign exchange and production. The Istanbul Congress and Visitors Bureau's work has contributed to a great leap forward in congress tourism.

## **The target is 19 million tourists per year.**

Istanbul welcomed 3,480,630 foreign guests in the first quarter of 2023, representing a 20% increase from 2022. Turkey aims to achieve a tourism income target of \$86 billion and attract 63 million tourists by 2023, with 19 million visiting Istanbul. As a result, Istanbul's contribution to Turkey's tourism revenues is expected to be around \$18 billion. The success of Istanbul's tourism industry is due, in part, to the city's superior air transportation. Istanbul Airport and Turkish Airlines broke numerous records in this field, including on National Sovereignty Day when Turkish Airlines flew 1,653 flights with 278,000 passengers. Experts hope Istanbul will continue to achieve new heights in civil aviation and its achievements in military aviation.

Date: 2023-05-23

Article link:

<https://www.tourism-review.com/istanbul-plans-19-million-international-tourists-in-2023-news13180>