

TURKISH TOURISM REVENUES JUMPED TO \$13 BILLION IN THE SECOND QUARTER



According to the Turkish Statistical Institute (TÜİK), tourism revenues in Turkey saw a remarkable increase of 23.1% in the second quarter (April-June) of this year, reaching \$12.98 billion.

According to the Turkish Government Institute, the number of outbound travelers leaving Turkey increased by 17.2% during the second quarter of 2023 compared to last year. This resulted in 13,995,495 visitors, of which 12% were non-resident citizens, totaling 2,676,147 individuals.

During the quarter, the average spending per night for departing visitors was \$112, while for non-resident citizens, it was \$83.

Based on the data, sports, education, and culture expenses rose by 158.2%. Meanwhile, costs for food and drinks increased by 45.4%, and international transportation expenses increased by 38.6%. Visiting relatives and friends ranked second in spending, with an increase of 18.6%. Shopping came in third place with a rise of 5.1%.

It was revealed that individuals outside of Turkey primarily traveled to the country to visit friends and family, accounting for 69.7% of their visits. Meanwhile, public tourism spending, including expenses by Turkish citizens and residents traveling to other countries, increased by 67% compared to the same quarter of the previous year. The total spending amounted to \$1,766,639,000, with \$1,611,638,000 being personal expenses and \$155,000,000 allocated toward tourist trips.

The Turkish Institute did not provide exact figures for the number of tourists who visited Turkey in the first half of this year. However, according to sources within the Turkish Ministry of Culture and Tourism, the number of tourists until the end of April was 11,093, an increase of 27.51% compared to the same period in 2022.

The Ministry clarified that the number of tourists rose from 9,533,933 to 11,093,247 from January to April 2022 and 2023.

Although there were concerns about the tourism impact last year, Turkey managed to attract over 42 million tourists and generate over \$46 billion in revenue. This exceeded the previous year's \$35 billion in revenue. However, experts predict it will take much work to achieve the Ministry's goal of attracting 60 million foreign tourists in 2023 and 90 million in 2028. The Turkish government aims to increase tourism revenue to \$56 billion this year and an impressive \$100 billion in five years.

According to recent data from 2022, Turkey's tourism industry plays a significant role in the country's economy, contributing over 10% of its GDP. Additionally, this sector provides employment opportunities for around 1.7 million individuals in accommodation and food services, equivalent to approximately 5% of the nation's total labor force.

Date: 2023-08-03

Article link:

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