

INVEST IN **TÜRKİYE**



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

# TOURISM SECTOR IN **TÜRKİYE**



## AGENDA

1

Executive  
Summary

2

Tourism Sector in the  
World

3

Tourism Sector in  
Türkiye

# EXECUTIVE SUMMARY



1

# EXECUTIVE SUMMARY



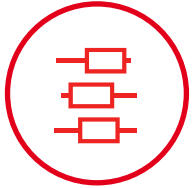
## FAVORABLE INVESTMENT ENVIRONMENT

- Türkiye was 6<sup>th</sup> most visited country in the World with 51.2 million visitors in 2019
- Türkiye ranked 14<sup>th</sup> with USD 29.8 billion tourism receipts in 2019
- Türkiye ranked 3<sup>rd</sup> in the World among 49 countries with 519 blue flag awarded beaches in 2021
- Over 8,300 km of coastline.
- Proximity to major markets and connectivity
- Strong government support through incentives



## 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



## ROBUST GROWTH IN THE SECTOR

- Since 2010, number foreign visitors increased 55% and reached its peak with 45 million foreign visitors in 2019
- Since 2010, total tourism receipts increased 38% and in 2019 tourism receipts recorded as 34.5 billion USD
- Share of tourism revenues in GDP in 2019 was 4.6%. Contribution of Travel & Tourism to GDP in 2019 was 11.3%
- Employment in tourism sector increased 18% in the last 5 years and reached 2.2 million. 8.1% of total employment in Türkiye
- Number of tourism operation licensed facilities increased from 1824 to 4038 and total room number of tourism operation licensed facilities increased from 156.367 to 464.927 between 2000-2019



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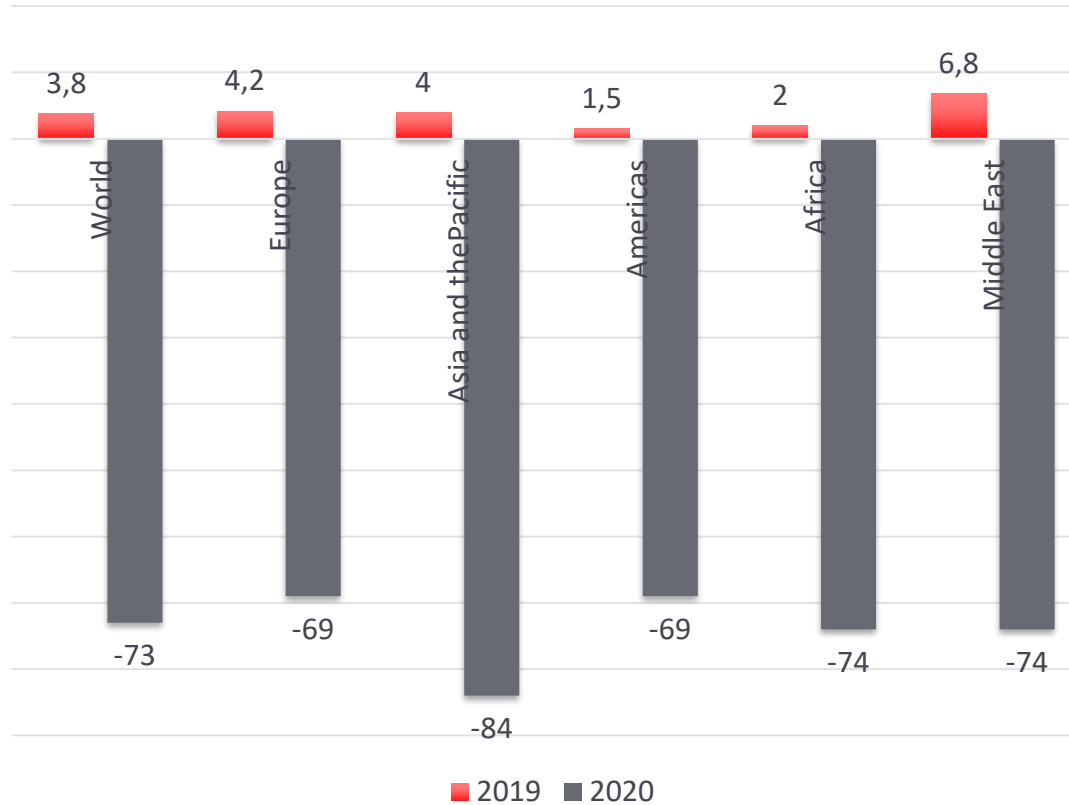
# TOURISM SECTOR IN THE WORLD



# 2



### INTERNATIONAL TOURIST ARRIVALS BY REGION, ANNUAL % CHANGE, 2019-2020



- International tourist arrivals (overnight visitors) fell by 73% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand.
- Asia and the Pacific saw an 84% decrease in international arrivals in 2020. The Middle East and Africa both recorded a 74% decline in arrivals. Europe and Americas saw a 69% drop.
- International tourism returns back to levels of 30 years ago.





### INTERNATIONAL TOURIST ARRIVALS, DISTRIBUTION BY REGION IN THE WORLD, 2019

Region	Share (%)	Tourists Arrivals (million)
Europe	50.9	746.3
Asia and the Pacific	24.6	360.4
Americas	14.9	219.3
Africa	4.8	70
Middle East	4.8	70
World	100	1,466

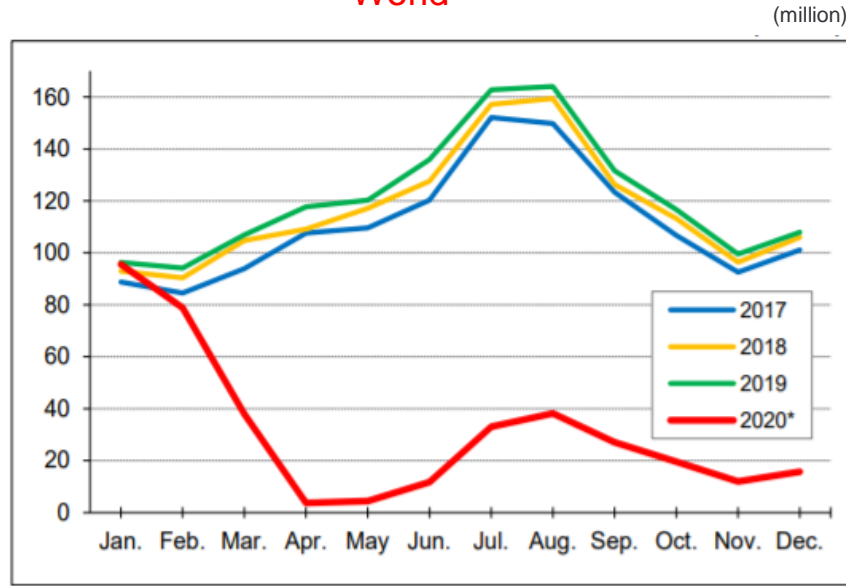
Source: UNWTO World Tourism Barometer March 2021

- Europe attracted more than half of total tourists in the world in 2019 with 746.3 million tourist arrivals (50.9%). Asia and the Pacific recorded 360.4 million tourist arrivals (24.6%) while Americas recorded 219.3 million (14.9%), Africa and Middle East recorded 70 million (4.8%) tourist arrivals in 2019.



### INTERNATIONAL TOURIST ARRIVALS BY MONTH 2017-2020

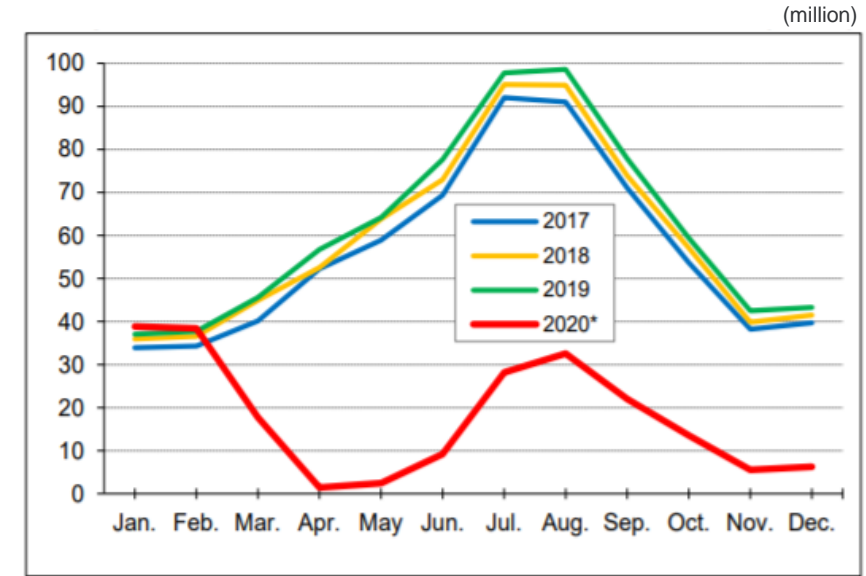
World



Source: UNWTO World Tourism Barometer January 2021

### INTERNATIONAL TOURIST ARRIVALS BY MONTH 2017-2020

Europe

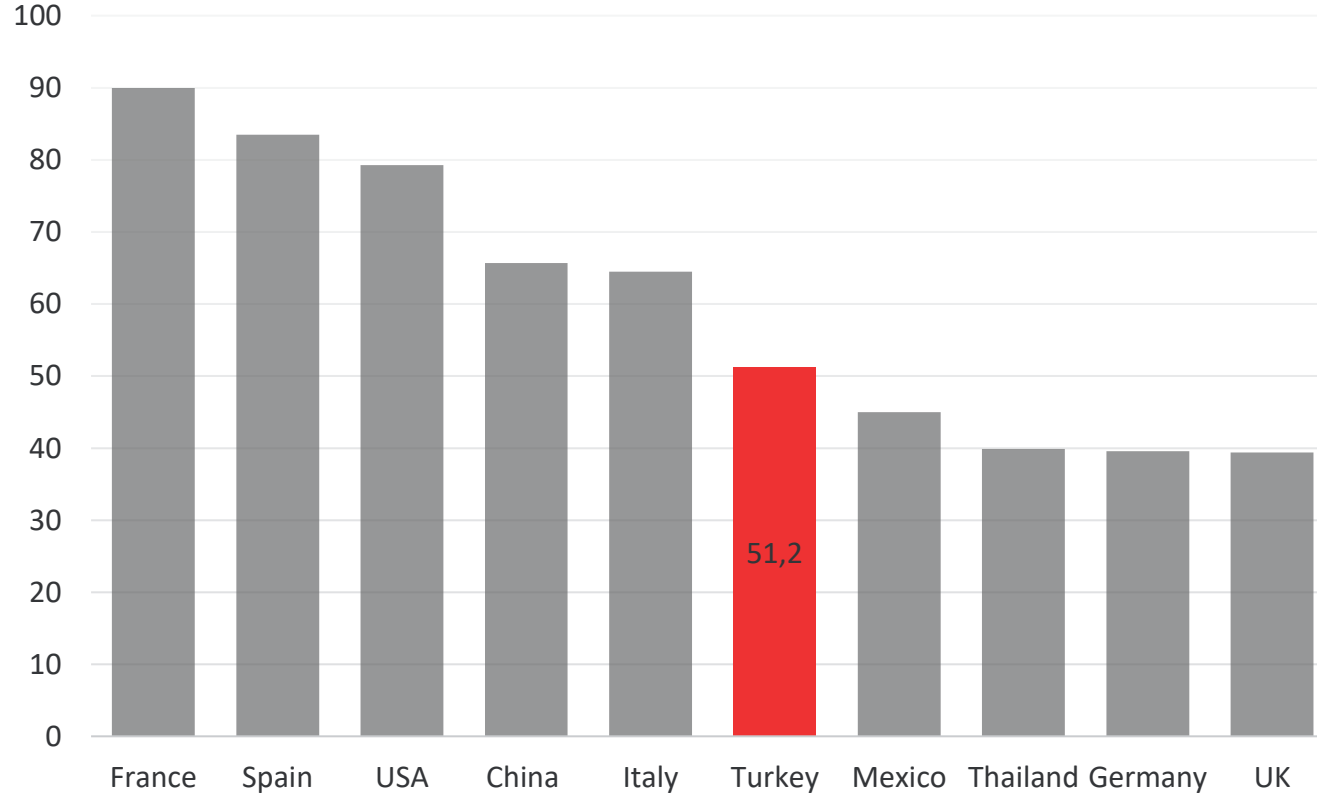


Source: UNWTO World Tourism Barometer January 2021

- The decline in 2020 represents 1 billion fewer international tourist arrivals compared to the same period in 2019. It exceeds by far the drop of 4% in arrivals seen in 2009, which was the largest decline experienced by international tourism previous to the pandemic.
- The collapse in international travel in 2020 represents an estimated loss of USD 1.3 trillion in total export revenues - more than 11 times the loss recorded during the 2009 global economic crisis. This plunge in international tourism translates into an economic loss of US\$ 2 trillion in direct tourism gross domestic product (GDP), more than 2% of the world's GDP.



### TOP DESTINATIONS BY INTERNATIONAL TOURIST ARRIVALS, 2019\* (MILLION)



\* Provisional Data

Source: UNWTO World Tourism Barometer March 2021

- France was the most visited country in 2019. Spain was 2<sup>nd</sup> with 83.5 million visitors. USA recorded 79.4 million arrivals, China recorded 65.7 million and Italy recorded 64.5 million tourist arrivals in 2019.
- Türkiye was the 6<sup>th</sup> most visited country in the World in 2019. 3.5% of total visitors with 51.2 million tourist arrivals.
- Mexico was the 7<sup>th</sup> most visited country in 2019 with 45 million visitors. Thailand recorded 39.9, Germany recorded 39.6 and UK recorded 39.4 million tourist arrivals in 2019.





## INTERNATIONAL TOURISM RECEIPTS, DISTRIBUTION BY REGION IN THE WORLD, 2019

Region	Share (%)	Tourism Receipts (USD) (billion)*	Tourism Receipts per arrival (USD)*
World	100	1,466	1000 \$
Europe	39.0	572.2	770 \$
Asia and the Pacific	30.2	442.1	1230 \$
Americas	22.0	322.6	1470 \$
Africa	2.7	39	560 \$
Middle East	6.2	90.5	1290 \$

Source: UNWTO World Tourism Barometer December 2020

\* Provisional Data

Source: UNWTO World Tourism Barometer March 2021

- Europe recorded highest tourism income with USD 572.2 billion tourism receipts in 2019, 39% of total tourism receipts.
- Americas recorded highest tourism receipts per arrival with USD 1470.



### TOURISM RECEIPTS AND GROWTH RATES OF THE TOP 20 COUNTRIES WITH THE HIGHEST TOURISM INCOME

Rank (2019)		(USD Billion)	(USD Billion)	(USD Billion)	Change (%)	Change (%)	2020*
		2017	2018	2019	18/17	19*/18	YTD
	World	1,328	1,439	1,466			
1	United States	193.8	196.5	193.3	1.4	-1.6	-62.9
2	Spain	75.3	81.7	79.7	3.7	2.9	-77.4
3	France	58.9	66.0	63.8	7.3	1.9	-49.8
4	Thailand	52.4	56.4	60.5	2.5	1.9	-70.0
5	United Kingdom	48.0	50.0	52.7	0.5	10.1	-60.3
6	Italy	44.2	49.3	49.6	6.5	6.2	-60.6
7	Japan	34.1	42.1	46.1	21.7	8.0	-77.1
8	Australia	41.7	45.0	45.7	10.7	9.1	-43.3
9	Germany	39.9	43.0	41.8	3.1	2.6	-48.2
10	Macao (China)	35.9	40.7	40.1	14.0	-1.6	-78.6
11	China	38.6	40.4	35.8	2.5	-7.3	-56.4
12	Utd Arab Emirates	21.0	21.4	30.7	1.6	43.8	
13	India	27.4	28.6	30.7	9.6	10.8	-49.4
14	<b>Türkiye</b>	<b>22.5</b>	<b>25.2</b>	<b>29.8</b>	<b>12.2</b>	<b>18.3</b>	<b>-65.7</b>
15	Hong Kong (China)	33.3	36.9	29.0	11.2	-21.2	-90.4
16	Canada	25.0	26.9	28.0	7.5	6.5	-59.4
17	Mexico	21.3	22.5	24.6	5.6	9.1	-55.1
18	Austria	20.5	23.1	22.9	8.0	4.8	-29.7
19	Korea (ROK)	13.4	18.6	20.9	38.9	12.4	-49.5
20	Portugal	17.6	20.1	20.5	9.7	7.3	-57.6

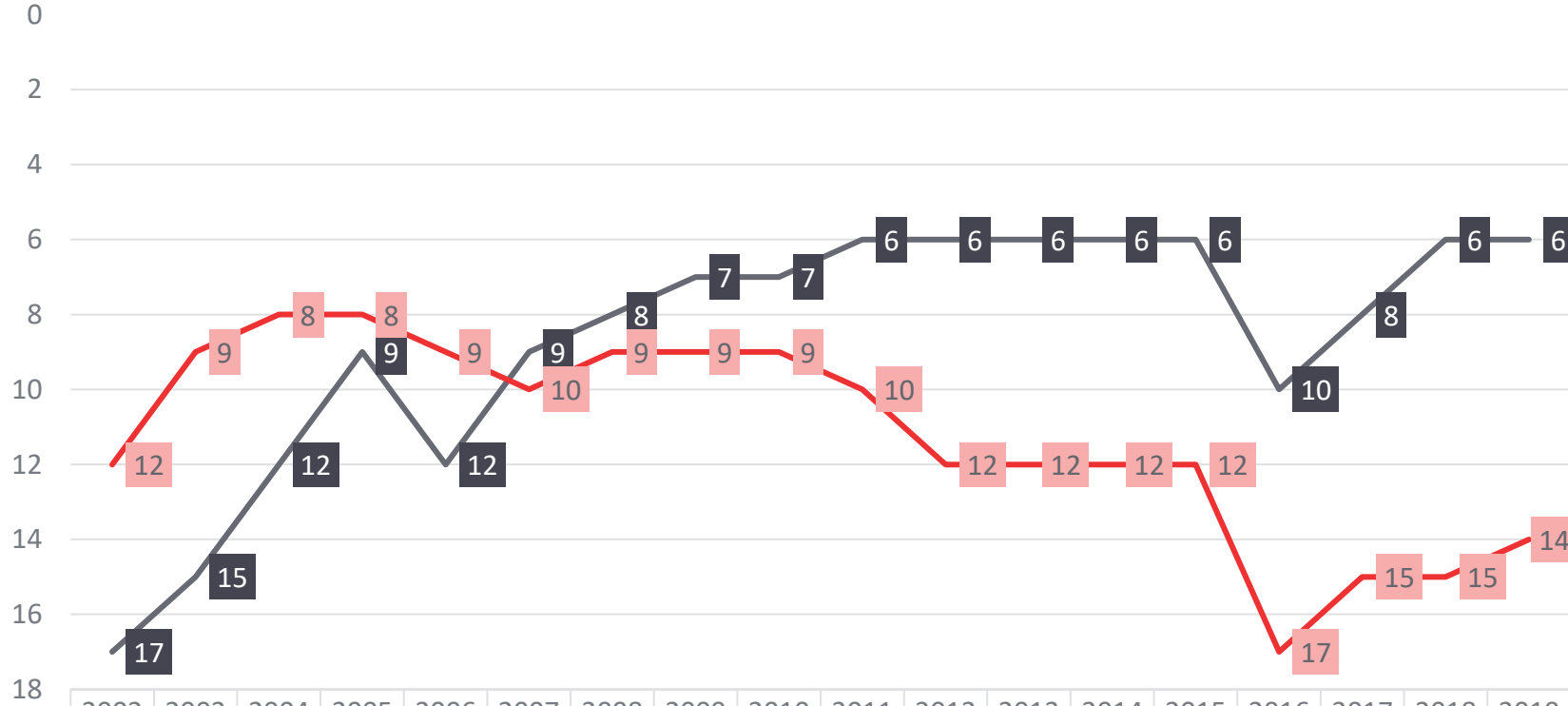
- Türkiye ranked 14<sup>th</sup> with USD 29.8 billion tourism receipts in 2019. 18.3% increase in tourism receipts when compared with previous year.

\* Provisional Data

Source: UNWTO World Tourism Barometer March 2021



### TÜRKİYE'S RANKING IN WORLD TOURISM LEAGUE BY YEARS



- Since 2002, Türkiye climbed 11 steps and became 6<sup>th</sup> most visited country in the World from 17<sup>th</sup>.
- Same performance can not be observed in tourism receipts where Türkiye was 12<sup>th</sup> place in 2002 and 14<sup>th</sup> place in 2019.

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
— Tourist Arrivals	17	15	12	9	12	9	8	7	7	6	6	6	6	6	10	8	6	6
— Tourism Receipts	12	9	8	8	9	10	9	9	9	10	12	12	12	12	17	15	15	14

— Tourist Arrivals — Tourism Receipts



### TOURISM EXPENDITURES AND GROWTH RATES OF THE TOP 10 COUNTRIES WITH THE HIGHEST TOURISM EXPENDITURES

Rank (2019)		(USD Billion)	(USD Billion)	(USD Billion)	Change (%)	Change (%)	2020*
		2017	2018	2019*	18/17	19*/18	Jan-OcT
	World	1,328	1,439	1,466			
1	China	257.9	277.3	254.6	5.1	-4.2	-46.5
2	United States	118	126	134.6	6.8	6.8	-70.8
3	Germany	89.1	95.6	93.2	2.7	2.9	-55.3
4	United Kingdom	66.4	70.9	71.9	2.9	6.0	-67.3
5	France	44.0	48.9	51.7	6.3	11.5	-46.5
6	Russian Federation	31.1	34.3	36.2	10.3	5.5	-72.3
7	Australia	34.4	37.0	36.0	10.3	4.6	-81
8	Canada	34.7	34.5	35.8	-0.6	6.1	-65.8
9	Korea (ROK)	31.7	35.1	32.7	10.9	-6.8	-50.6
10	Italy	27.7	30.1	30.3	3.8	6.3	-64.5

\* Provisional Data

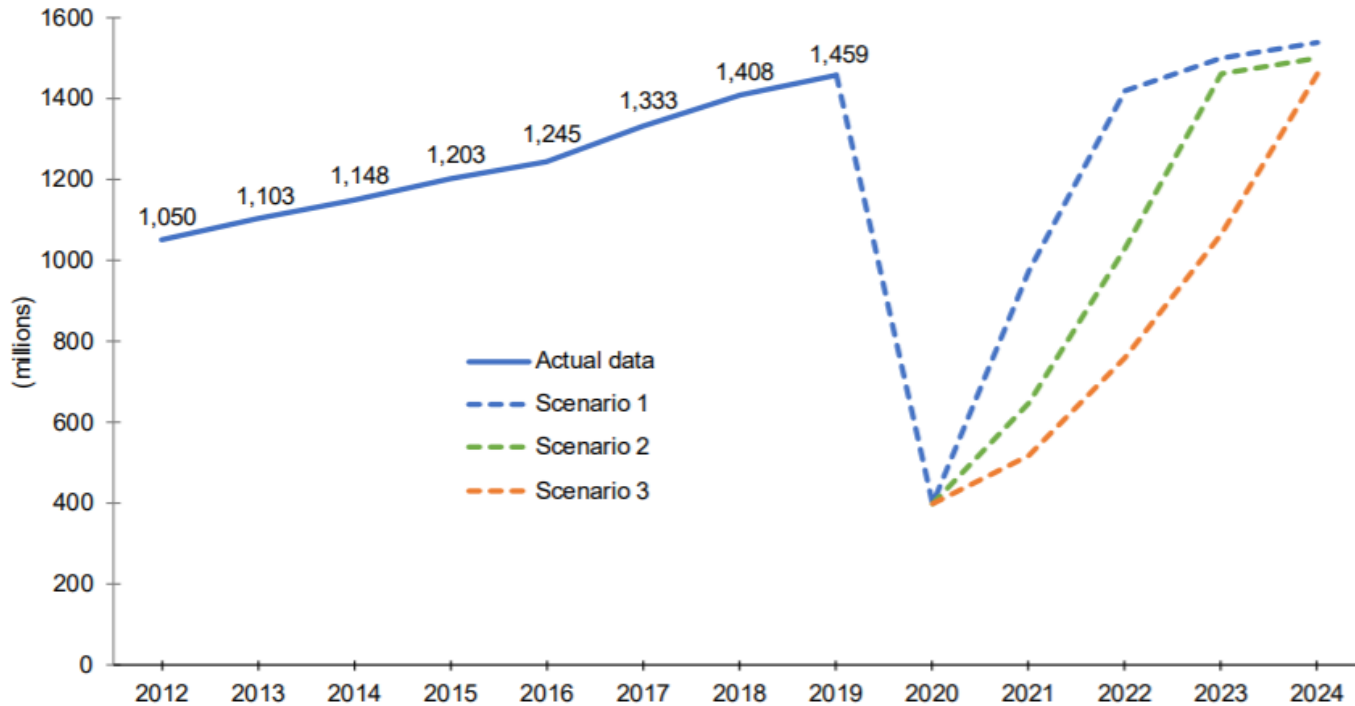
Source: UNWTO World Tourism Barometer March 2021

- Travellers from China and United States created 26,5% of total tourism expenditures, while top 10 countries in the list created 53% of total tourism expenditures in 2019.
- Data on international tourism expenditure shows very weak demand for outbound travel in 2020 due to Covid-19.





### INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021-2024 (MILLIONS)

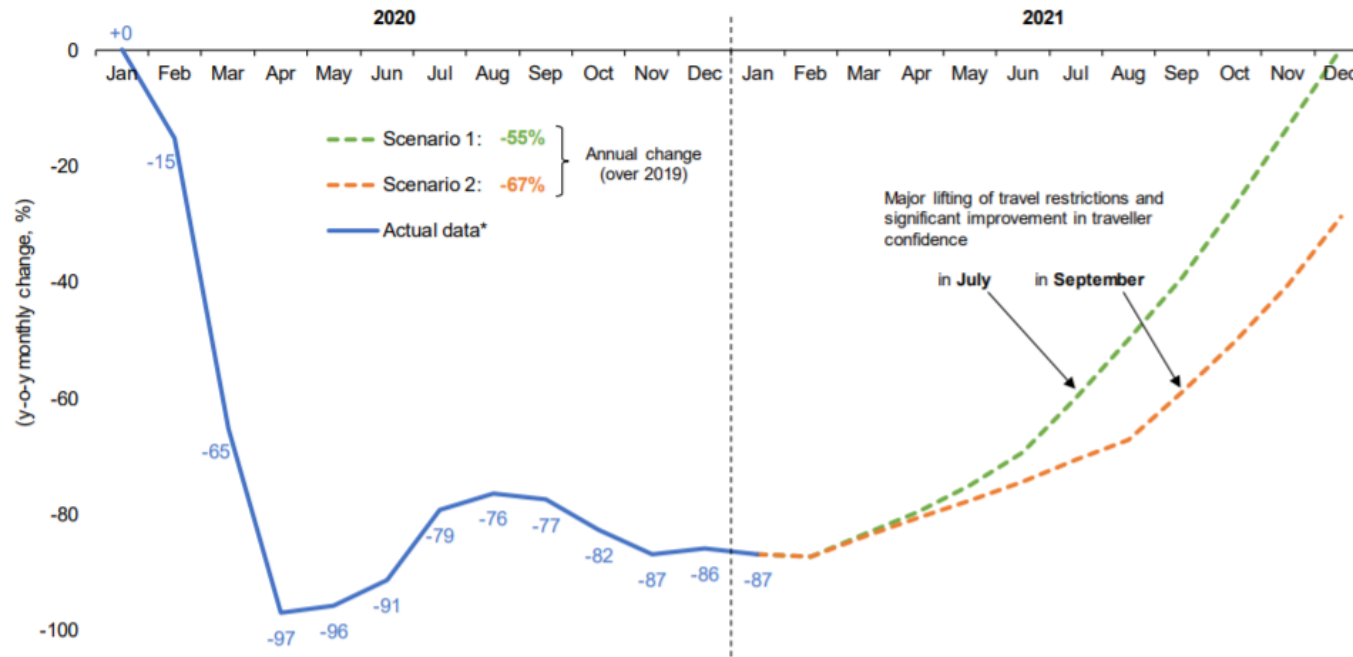


- UNWTO's extended scenarios for 2021-2024 point to a rebound in international tourism by the second half of 2021. Nonetheless, a return to 2019 levels in terms of international arrivals could take 2½ to 4 years.
- Scenario 1: recovery in 2½ years (mid-2023)
- Scenario 2: recovery in 3 years (end of 2023)
- Scenario 3: recovery in 4 years (end of 2024)

Source: World Tourism Organization (UNWTO)



### INTERNATIONAL TOURIST ARRIVALS IN 2020 AND SCENARIOS FOR 2021 (Y-O-Y MONTHLY CHANGE, %)



Source: World Tourism Barometer March 2021

\* Actual data is preliminary and based on estimates for destinations which have not yet reported monthly results.

(Data as of March 2021)

- Two forward-looking scenarios have been outlined by UNWTO for 2021, in line with the outlook for 2021- 2024 published in the December 2020 UNWTO World Tourism Barometer. These scenarios assume a major re-opening of borders and improvement in traveler confidence in the months of July and September 2021 respectively, as well as no significant setbacks thereafter:
  - Scenario 1 points to a rebound in July and would result in a 66% increase in international arrivals in 2021 compared to 2020, though a 55% decline versus the pre-pandemic levels of 2019.
  - Scenario 2 considers a rebound in the month of September and a 22% increase in arrivals compared to 2020, though a 67% decrease over 2019.
- After a 73% plunge in international tourism in 2020 and a difficult start of 2021 due to the coronavirus pandemic, prospects for 2021 remain uncertain and highly dependent on the evolution of the health crisis.

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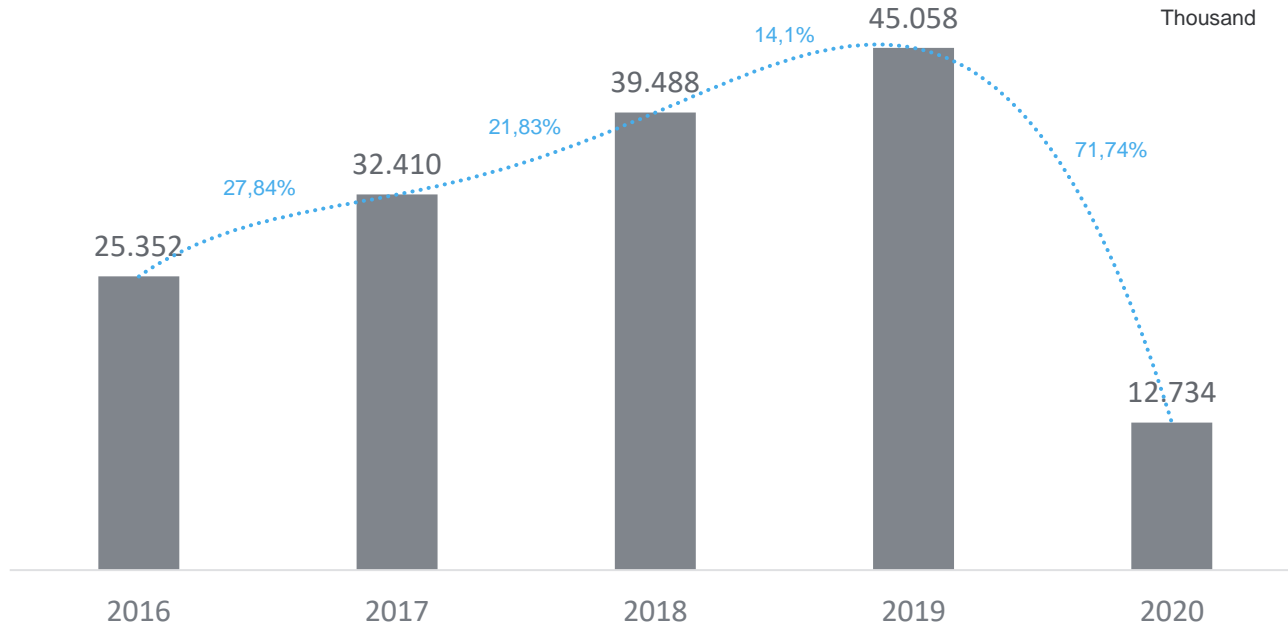
# TOURISM SECTOR IN TÜRKİYE



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### NUMBER OF FOREIGN VISITORS BETWEEN 2016-2020 (ANNUAL CHANGE, THOUSAND PEOPLE)



Source: Ministry of Culture and Tourism

- Tourism sector in Türkiye showed strong recovery after terror attacks in 2016 and recorded a constant growth until 2019.
- Number of foreign visitors decreased dramatically by 71.74% in 2020 with travel restrictions, closed borders, travel bans due to Covid-19.

**12,7**  
Million  
Foreign Visitors in 2020

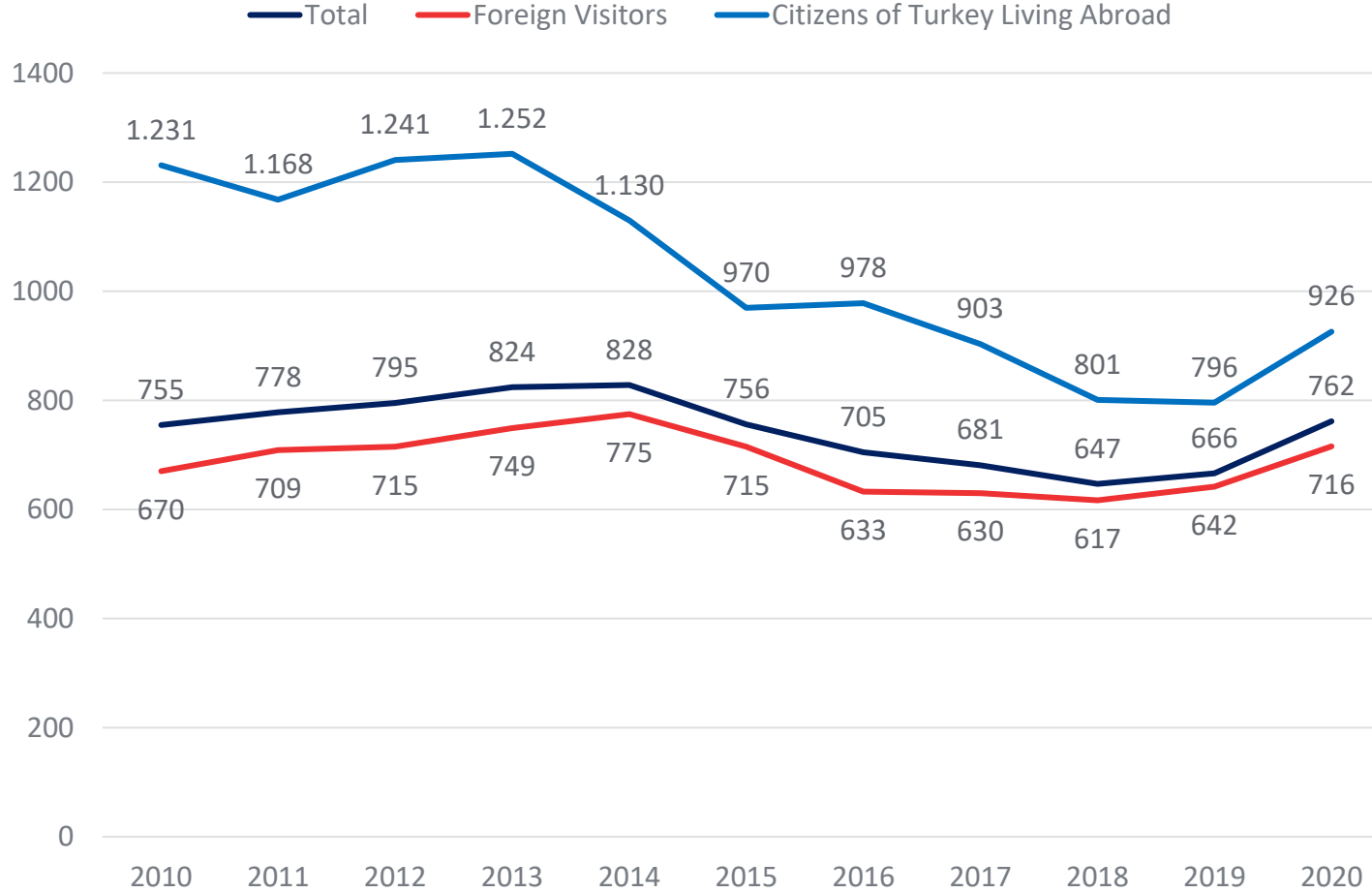
**%71,74** ↓

Source: Ministry of Culture and Tourism





### TOURISM RECEIPTS PER ARRIVAL BETWEEN 2010-2020 (ANNUAL CHANGE, USD)



Source: Ministry of Culture and Tourism

**762**  
\$

**Tourism Receipts per Arrival  
in 2020  
%14,5 ↑  
compared to 2019**

Source: Ministry of Culture and Tourism

- Average expenditure per arrival increased by 14.5% to 762 USD in 2020.
- Growth trend that seen in tourism arrivals in last years can not be observed in tourism receipts per arrival. For the last 10 years, tourism receipts per arrival showed a fluctuating performance with ups and downs.



### TOURIST ARRIVALS AND TOURISM RECEIPTS BETWEEN 2010-2020

		Foreign Visitors			Citizens of Türkiye Living Abroad			Total	
Year	Number of Visitors	Tourism Receipts (Thousand USD)	Tourism Receipts per Arrival (USD)	Number of Visitors	Tourism Receipts (Thousand USD)	Tourism Receipts per Arrival (USD)	Number of Visitors	Tourism Receipts (Thousand USD)	Tourism Receipts per Arrival (USD)
2010	28.632.204	19.110.003	670	4.365.104	5.558.366	1.231	32.997.308	24.930.997	755
2011	31.456.076	22.222.454	709	5.312.963	5.638.484	1.168	36.769.039	28.115.692	778
2012	31.782.832	22.410.364	715	5.932.393	6.354.378	1.241	37.715.225	29.007.003	795
2013	34.910.098	25.322.291	749	4.950.673	6.760.180	1.252	39.860.771	32.308.991	824
2014	36.837.900	27.778.026	775	4.789.346	6.289.260	1.130	41.627.246	34.305.903	828
2015	36.244.632	25.438.923	715	4.869.437	5.843.074	970	41.114.069	31.464.77	756
2016	25.352.213	15.991.381	633	5.554.467	5.964.853	978	30.906.680	22.107.440	705
2017	32.410.034	20.222.971	630	5.559.790	5.908.752	903	37.969.824	26.283.656	681
2018	39.488.401	24.028.311	617	6.624.191	5.345.472	801	46.112.592	29.512.926	647
2019	45.058.286	28.704.946	642	6.688.913	5.688.271	796	51.747.198	34.520.332	666
2020	12.734.213	9.097.118	716	3.236.988	2.886.859	926	15.971.201	12.059.320	762

Source: Ministry of Culture and Tourism, TurkStat, Central Bank of the Republic of Türkiye

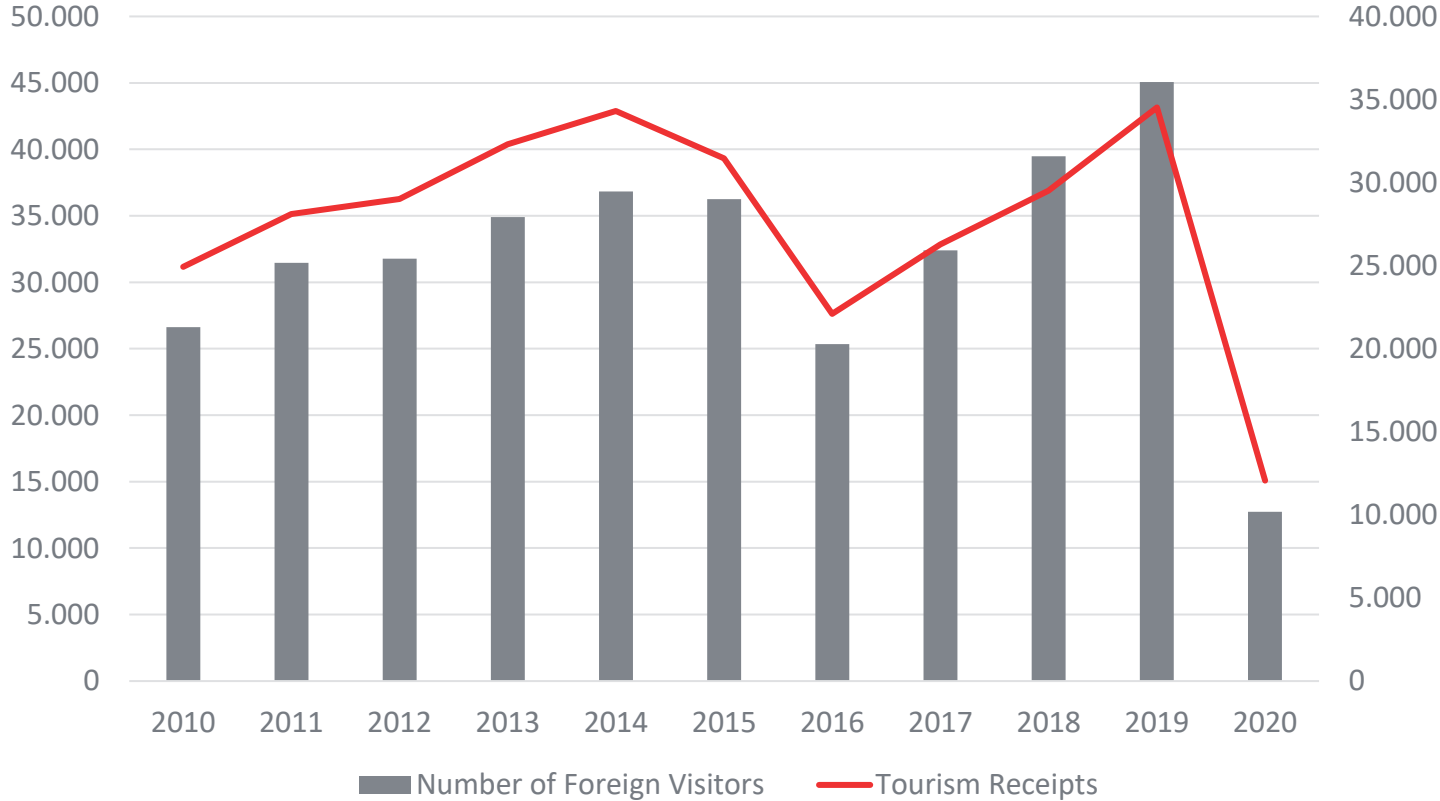
- Before the pandemic, Türkiye attracted 51,7 million visitors and recorded 34,5 Billion USD tourism revenues in 2019, Share of tourism revenues in GDP was %4.6 in 2019.



Source: Ministry of Culture and Tourism, TurkStat, WTTC (World Travel & Tourism Council)



### ARRIVALS OF FOREIGN VISITORS AND TOURISM RECEIPTS BETWEEN 2010-2020 (THOUSAND VISITORS, THOUSAND USD)



Source: Ministry of Culture and Tourism

**34,5**  
Billion \$  
tourism revenue in 2019

Source: Ministry of Culture and Tourism

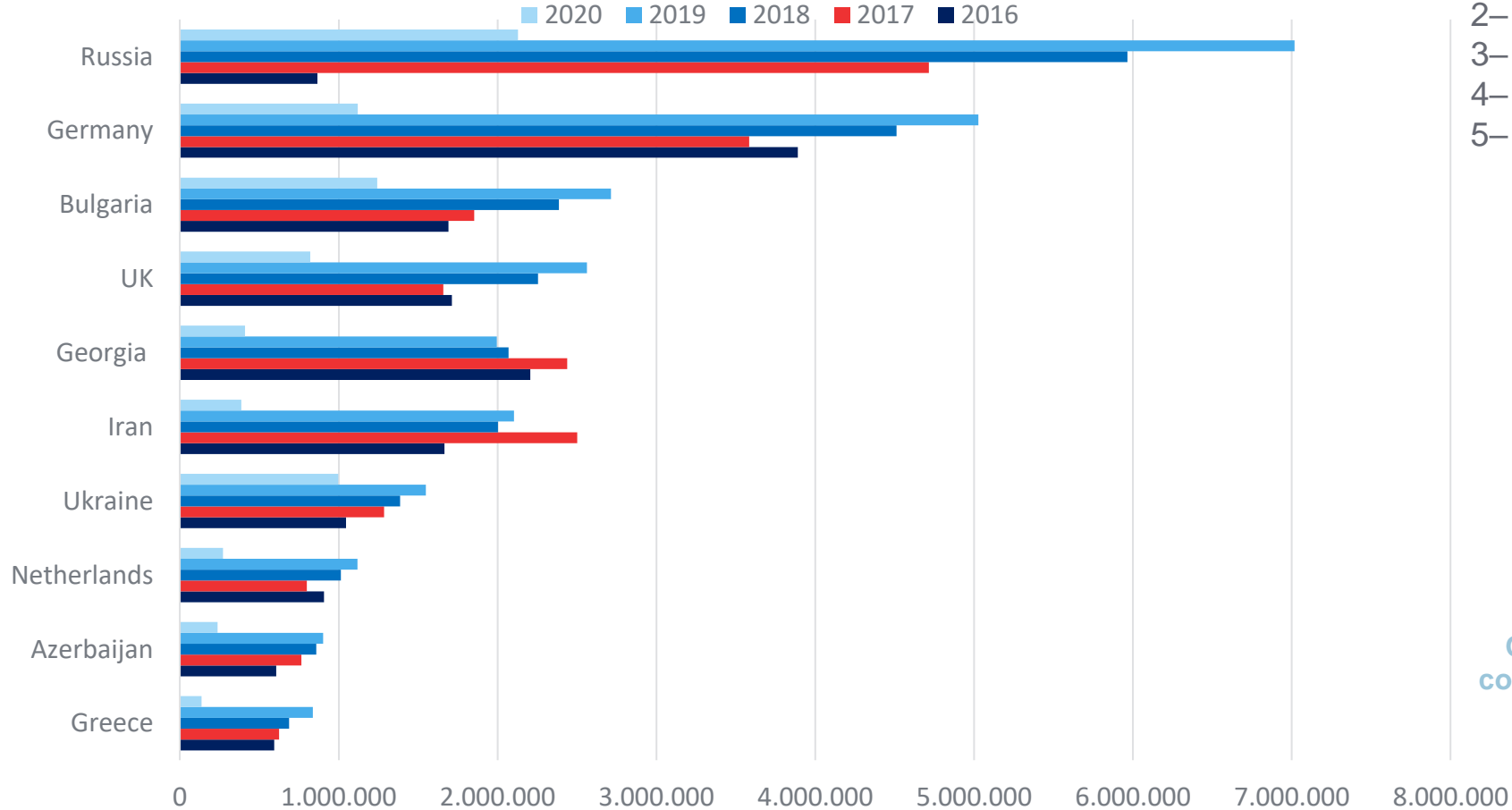
**28,7**  
Billion \$  
tourism revenue from  
foreign visitors in 2019

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 80% in total visitors and contribution of citizens of Türkiye are limited and constant.



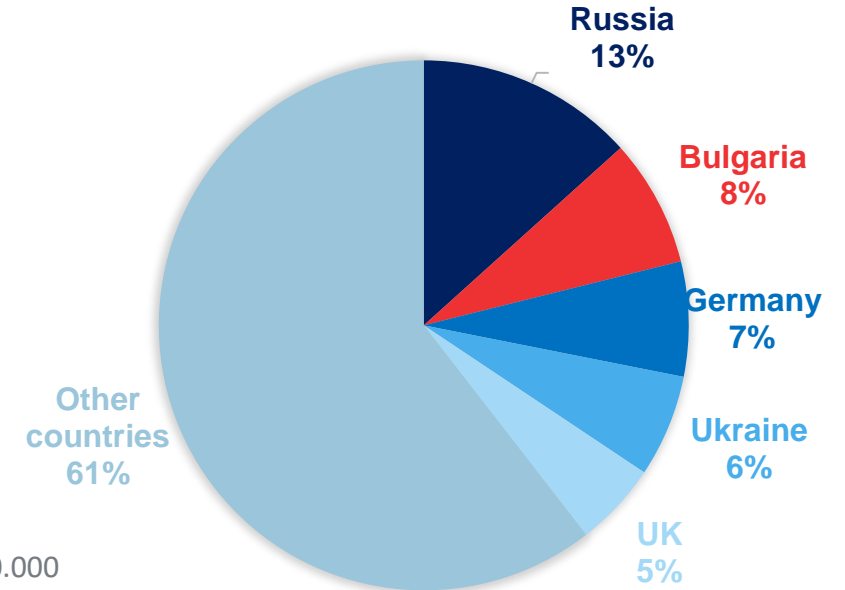
### TOP 10 VISITOR COUNTRIES AND NUMBER OF TOURISTS BETWEEN 2015-2020



Source: Ministry of Culture and Tourism

### Nationalities of Top Visitors-2020

- 1– Russia 2.128.758 tourists
- 2– Bulgaria 1.242.961 tourists
- 3– Germany 1.118.932 tourists
- 4– Ukraine 997.652 tourists
- 5– UK 820.709 tourists





# TOURISM SECTOR IN TÜRKİYE

## ARRIVALS TO TOURISM FACILITIES AND OVERNIGHT STAYS



# 41,9

Million

Arrivals to Tourism  
Facilities in 2020

**%48,2** ↓

Compared to 2019

# 95,3

Million

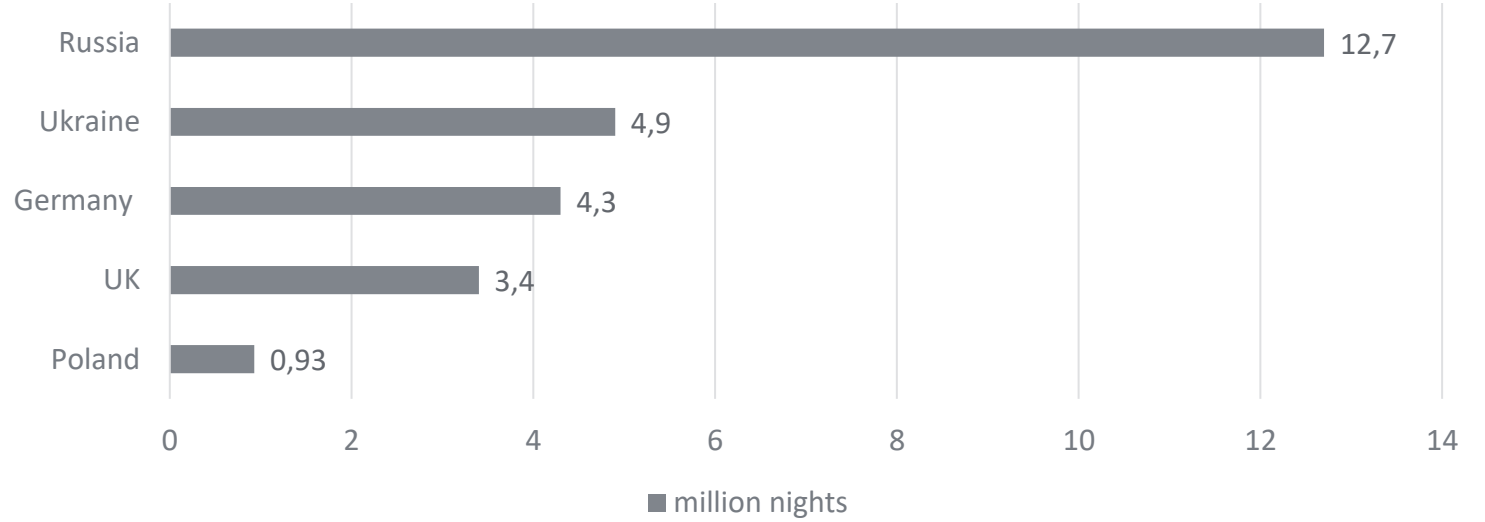
Overnight Stays in 2020

**%54,9** ↓

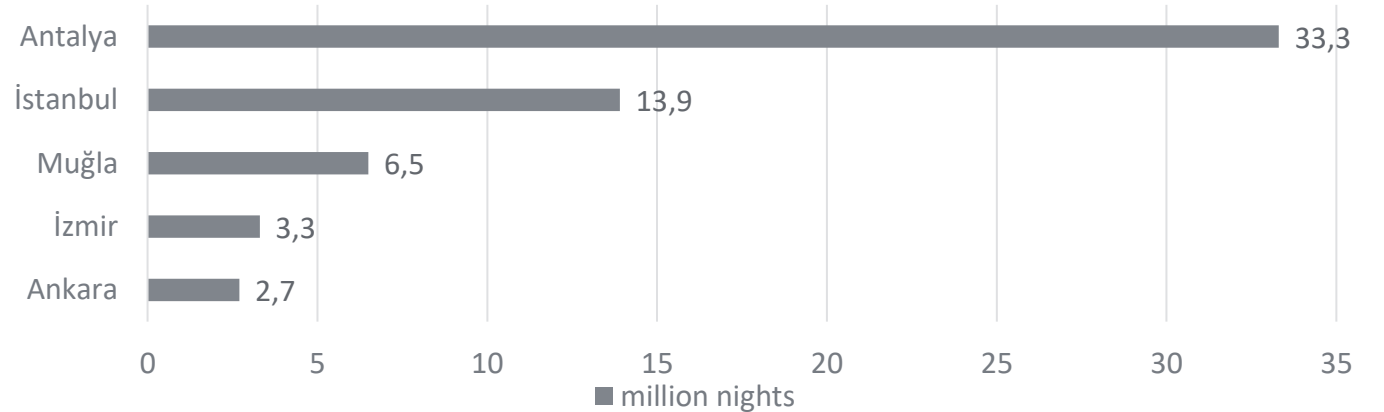
Compared to 2019

Source: Ministry of Culture and Tourism

### OVERNIGHT STAYS IN 2020 (SOURCE COUNTRY)

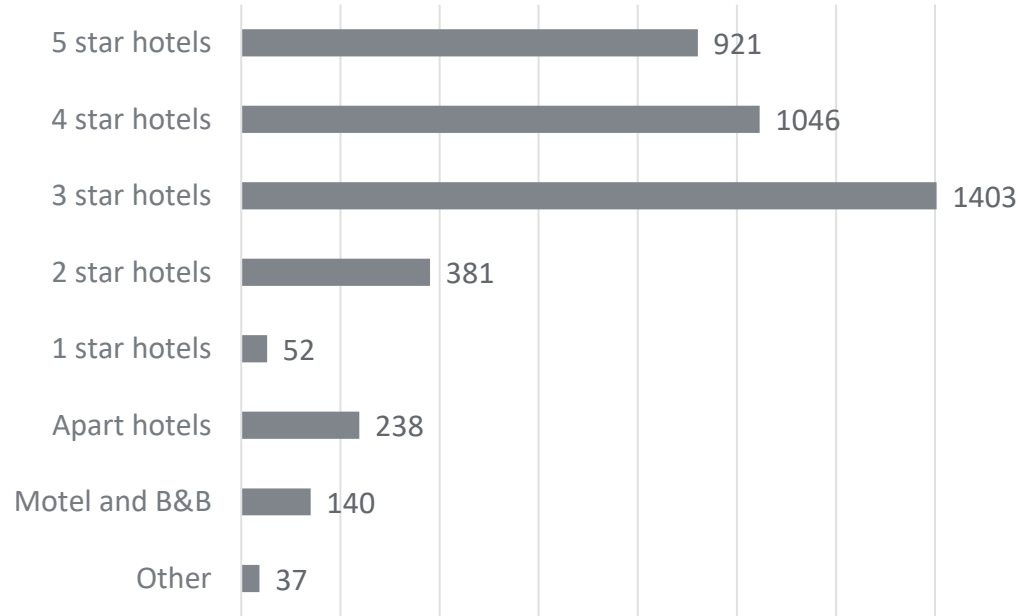


### OVERNIGHT STAYS IN 2020 (BY CITY)

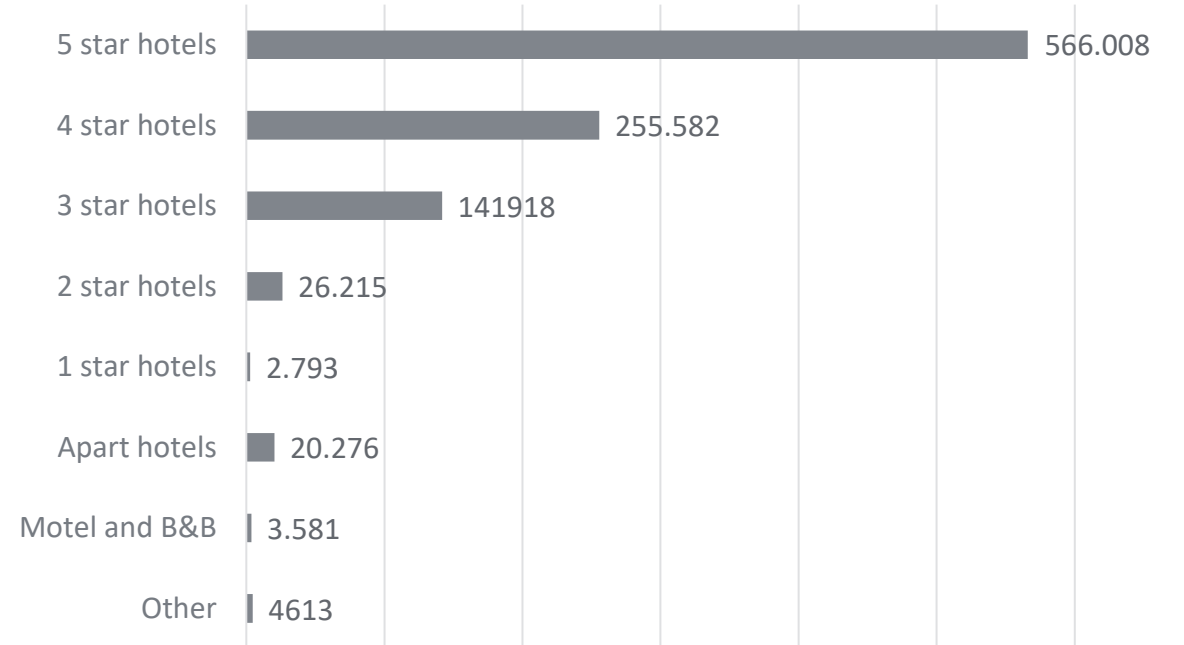




### Tourism facilities with tourism operation license according to their star ratings and accommodation types



### Bed capacity of tourism facilities with tourism operation license according to their star ratings and accommodation types



Note: "5 star hotels" category includes 5 star hotels, 5 star thermal hotels, 1st class holiday villages, boutique hotels, boutique thermal hotels, tourism complexes. "4 star hotels" category includes 4 star hotels, 4 star thermal hotels, 2nd class holiday villages, 1/3 of private facilities. "3 star hotels" includes 3 star hotels, 3 star thermal hotels, 2/3 of private facilities. "Other" category includes campings, auberges, golf facilities with accommodation, boutique holiday villas, B type holiday homes, mountain house, farm house, hostels

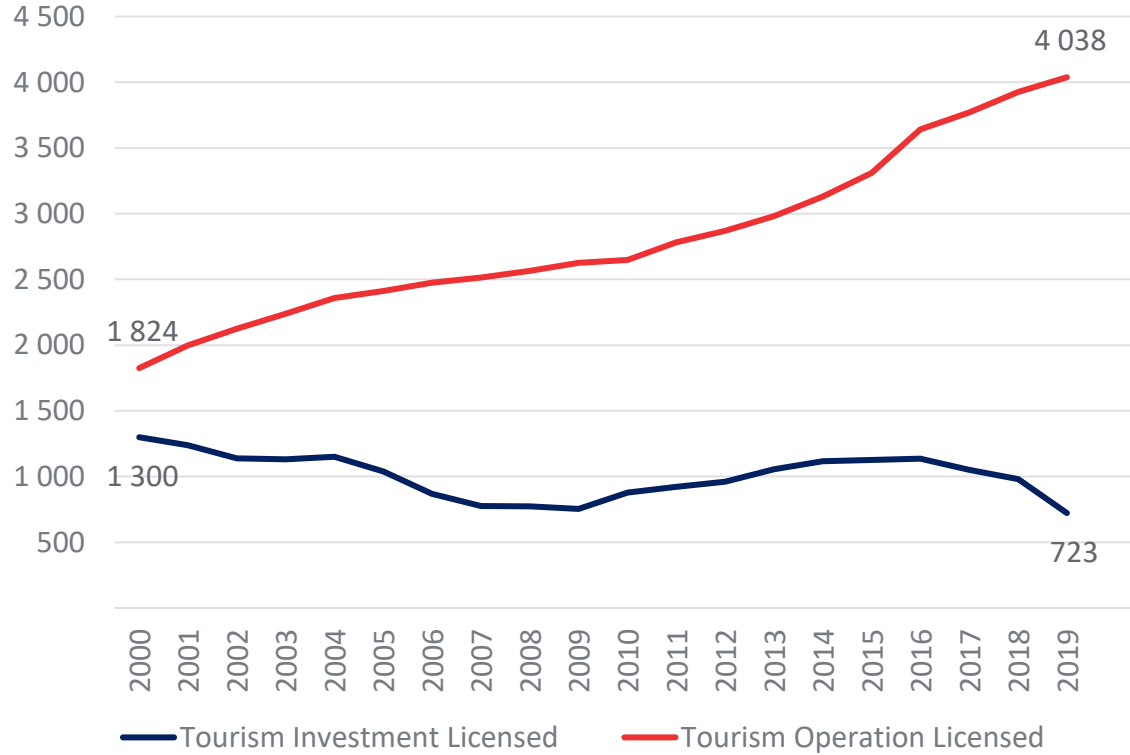
Source: Ministry of Culture and Tourism

# TOURISM SECTOR IN TÜRKİYE

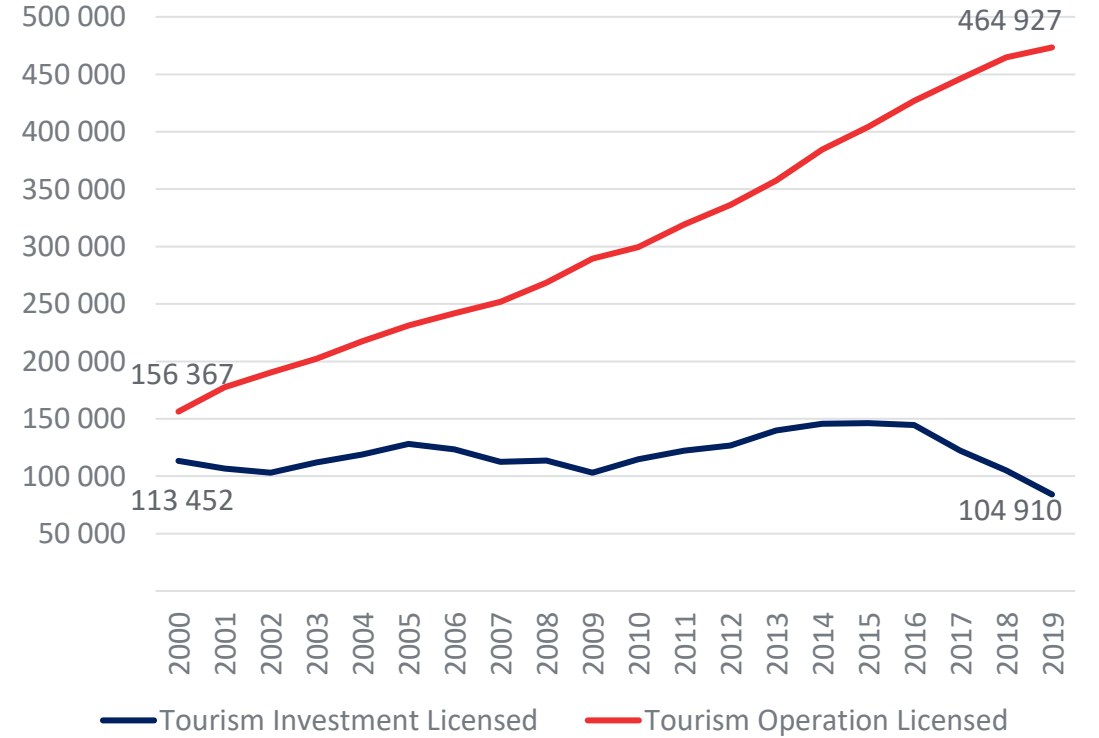
## TOURISM LICENSED ACCOMMODATION FACILITIES



### TOURISM LICENSED ACCOMMODATION FACILITIES BY YEARS 2000-2019



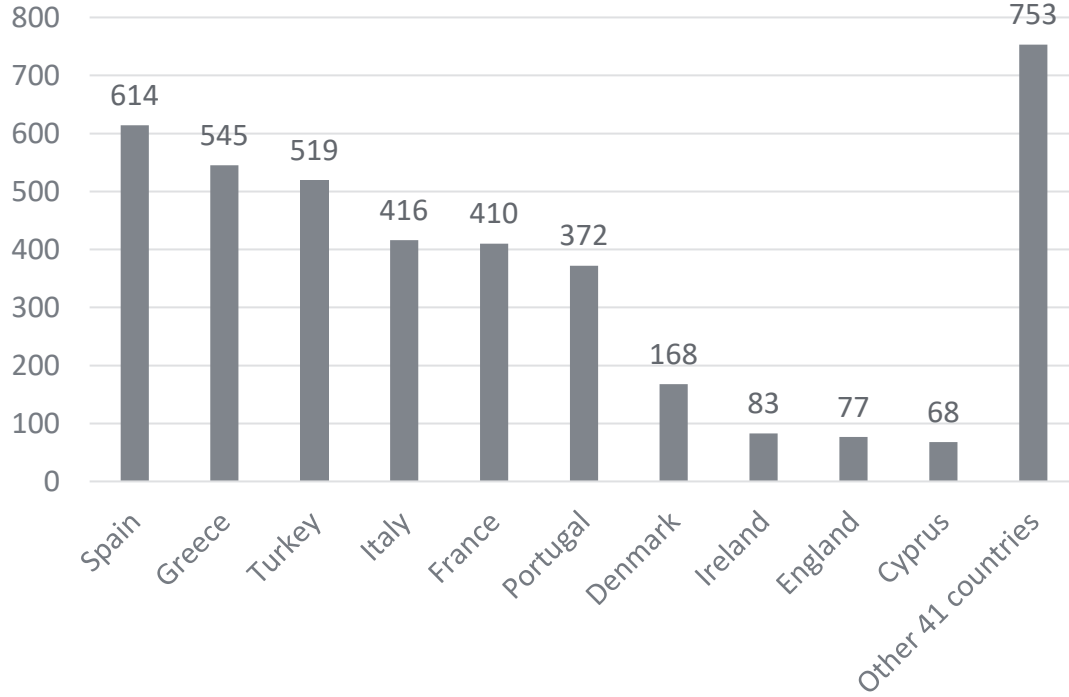
### TOTAL ROOM NUMBER OF TOURISM LICENSED ACCOMMODATION FACILITIES BY YEARS 2000-2019



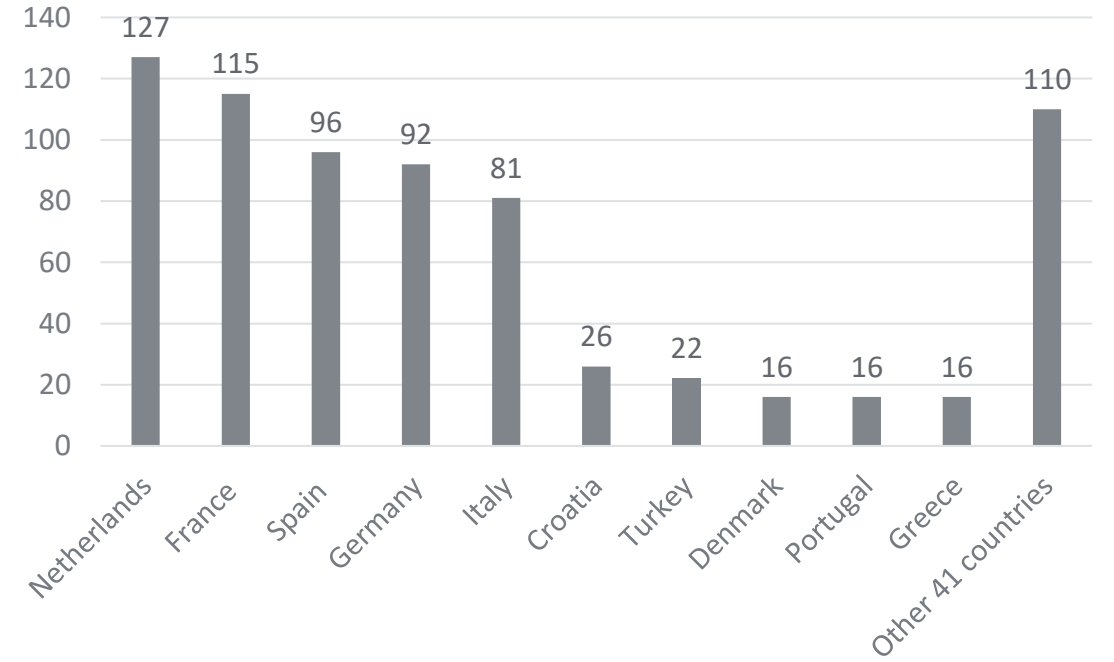
Source: Ministry of Culture and Tourism



### INTERNATIONAL BLUE FLAG AWARDED BEACHES



### INTERNATIONAL BLUE FLAG AWARDED MARINAS



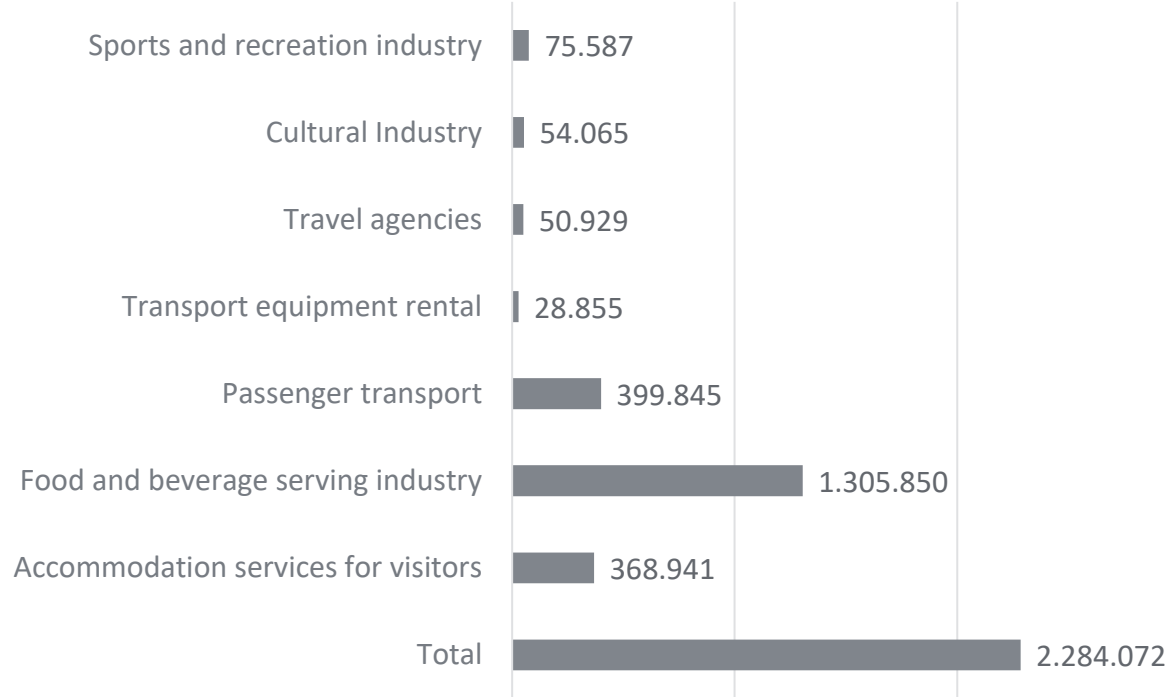
- Türkiye, with 519 blue flag awarded beaches ranked 3<sup>rd</sup> and with 22 blue flag awarded marinas ranked 7<sup>th</sup> in the 2021 list.
- The southern Antalya province of Türkiye, often regarded as one of the top tourism destinations in the world, has retained its ranking with the most blue-flagged eco-friendly beaches in the world, with a total of 213. Antalya followed by Muğla with 106, İzmir with 66, Aydın with 39 blue flag awarded beaches.

Note: Rankings includes only Northern Hemipshere countries

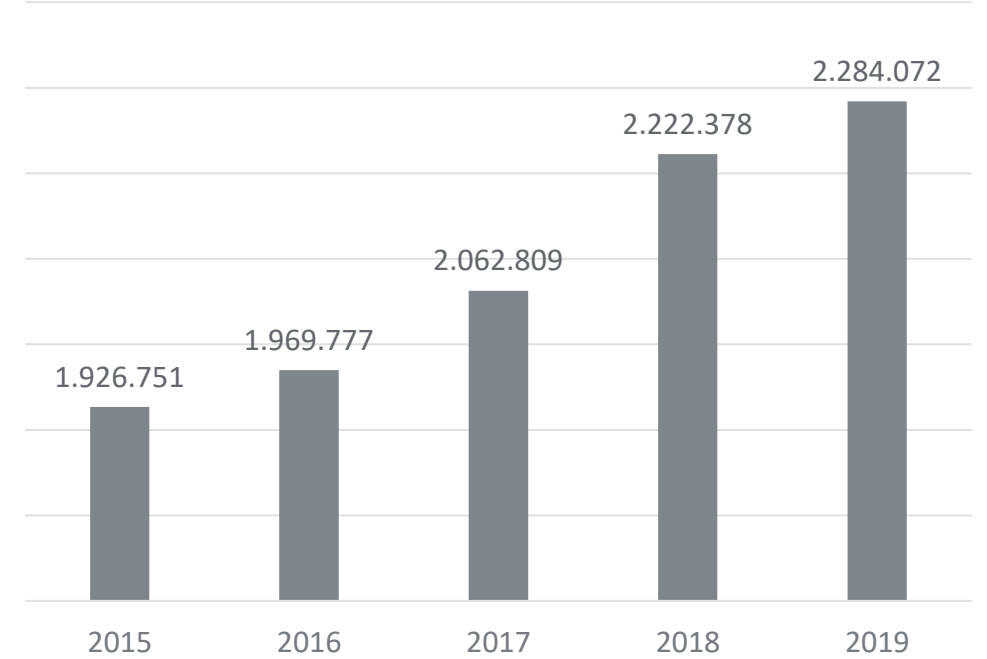
Source: Blue Flag Global



### TOURISM SECTOR EMPLOYMENT IN TÜRKİYE, 2019



### TOURISM SECTOR EMPLOYMENT IN TÜRKİYE BETWEEN 2015 - 2019



- Total employment in Türkiye recorded as 28.080.000 in 2019. Contribution of tourism sector employment was 8.1% with 2.284.072 employment in 2019.
- Since 2002, number of tourism agencies increased from 4.344 to 12.269\*.

\* Number of Certified Agencies as of 31/12/2020

Source: OECD, TurkStat

# TOURISM SECTOR IN TÜRKİYE

## STRATEGIC LOCATION



**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 323 destinations in  
127 countries

## TRANSPORTATION TYPES USED BY FOREIGN VISITORS IN 2019:

1– Airways	% 76,67
2– Roadways	% 20,28
3– Seaways	% 2,99
4– Railways	% 0,07

## BORDER GATES THAT FOREIGN VISITORS ENTERED TO TÜRKİYE IN 2019:

1– İstanbul	% 33,08
2– Antalya	% 32,51
3– Edirne	% 9,65
4– Muğla	% 7,15
5– Artvin	% 5,09





- 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 16<sup>th</sup> 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 four seas and over 8,300 km of coastline.
- Türkiye is the top choice for Mediterranean holidays, ranking 3<sup>rd</sup> in the world with a total of 519 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.
- 20,335 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 7400 BCE in Çatalhöyük 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 and gastro tourism.
- Golf resorts designed by world renowned golf course designers, high quality golf courses that comply with PGA standards.
- Belek region stands out as the most significant golf destination in Türkiye, ranking among the world's most popular tourism centers with 27 golf courses, more than 70,000-bed capacity, and around 2 million tourist arrivals. Its suitable climate with an average temperature of 19°C and sunny days which last more than 300 days allows Belek to welcome best golfers all year round.
- Halal Tourism is observed to be one of the prospective trends in the last couple of years within Middle Eastern countries as many Muslim travelers prefer to stay at halal hotels during their journeys. International Muslim traveler arrivals grew from an estimated 108 million in 2013 to 160 million in 2019.
- In Mastercard-CrescentRating Global Muslim Travel Index 2021, Türkiye ranked 2<sup>nd</sup> in overall index and ranked as top destination in terms of environment.
- Newly built medical cities, its numerous hospitals, and high-quality medical services make Türkiye stand out on a global scale.
- In 2019, 662,087 patients visited Türkiye for health tourism and received health services. Tourism income from health tourism recorded as 1.065.105.000 USD in 2019.
- The share of health tourism income in total tourism revenues was %1 in 2002. This rate increased to %4.5 in 2020.
- 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 7<sup>th</sup> in the world and 1<sup>st</sup> 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 3<sup>rd</sup> 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



### KEY FORECASTS (TURKEY 2018-2025)

Indicator	2018	2019e	2020e	2021f	2022f	2023f	2024f	2025f
International tourism receipts, USDbn	37.14	45.20	13.07	21.29	31.04	39.58	47.43	49.45
International tourism receipts, USDbn, % y-o-y	16.5	21.7	-71.1	62.9	45.8	27.5	19.8	4.3
International tourism receipts, TRYbn	179.31	257.35	92.18	159.69	245.23	332.43	411.09	430.50
International tourism receipts, TRYbn, % y-o-y	54.2	43.5	-64.2	73.2	53.6	35.6	23.7	4.7
Total arrivals, '000	39,488.40	45,058.29	12,734.21	20,851.40	30,761.26	39,421.10	45,758.70	48,071.11
Total arrivals, '000, % y-o-y	21.8	14.1	-71.7	63.7	47.5	28.2	16.1	5.1

e/f = Fitch Solutions estimate/forecast. Source: National sources, Fitch Solutions

Source: Fitch Solutions

- Tourism industry in Türkiye expected to witness a steady recovery over the 2021-2025 period.
- Türkiye is estimated to reach 2019 tourism figures back in 2024 again.
- Total international arrivals estimated to reach around 48.1mn by 2025, above the peak of 45.1mn in 2019.

# TOURISM SECTOR IN TÜRKİYE

## SELECTED INTERNATIONAL HOSPITALITY GROUPS, BRANDS AND INVESTORS IN TÜRKİYE



### SELECTED INTERNATIONAL HOSPITALITY GROUPS, BRANDS, INVESTORS IN TÜRKİYE

THE PENINSULA  
HOTELS



AMAN







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

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