



PRESS RELEASE

TOURISM TO TÜRKIYE EXCEEDING ALL EXPECTATIONS

• 2023 WAS THE BEST-EVER YEAR FOR AMERICAN AND WORLDWIDE TRAVEL TO TÜRKIYE



The Hagia Sophia © GoTürkiye



Bodrum in the Turkaegean © GoTürkiye

New York - January 31, 2024: In 2023, a record-breaking 1,334,337 Americans visited Türkiye, a whopping 32% increase over 2022. The 2023 total is an even more extraordinary 131% increase over pre-Covid 2019. The statistics were announced today by the Turkish Ministry of Culture and Tourism.

A total of 56.7 million overseas tourists visited Türkiye in 2023, up 10% over 2022. The Ministry also stated that the country's income derived from tourism rose 17% from 2022 to 2023 to \$54.3 billion. Americans can reach Türkiye nonstop from 13 U.S. cities. Turkish Airlines is the world's fourth largest non-American airline; it flies to more countries than any airline on earth.

Istanbul, home to 16 million people, is the first stop for most American visitors. It is considered the largest city in Europe. Türkiye is famed for its combination of culture, art, antiquities, gastronomy, nightlife, shopping and adventure travel. Türkiye boasts an unprecedented number of historic and religious sites, dating from as long ago as the 10th century BCE. The country's Turkaegean coastline attracts millions of vacationers annually, and Türkiye's Sustainable Tourism Program was the world's first to be recognized by the Global Sustainable Tourism Council. The Turkish Ministry of Culture and Tourism is currently overseeing 720 archeological research and restoration programs, a number expected to rise

For more information on planning your next visit to Türkiye, please visit: <https://goturkiye.com/>.

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