



## PRESS RELEASE

# AMERICAN TOURISM TO TÜRKİYE BREAKS RECORD FOR THE SECOND YEAR IN A ROW



*Hagia Sophia in Istanbul © GoTürkiye*

**New York - February 13, 2025:** In 2024, a record-breaking 1,442,191 Americans visited Türkiye, a 8.1% increase over 2023. This marks the second year in a row that American travelers have broken the previous year's inbound numbers. The number of Americans visiting Türkiye in 2024 rose 150% over arrivals in 2019, the last "normal" year prior to the pandemic.

A total of 62,269,890 overseas tourists visited Türkiye in 2024, a 9.8% year-over-year increase from 2023, and a 20.3% growth rate, compared to 2019. This surpasses the target of 60 million visitors announced in early 2024, and has generated an increase in the country's income derived from tourism by 8.3% from the previous year to \$61.1 billion. According to UN Tourism, Türkiye ranks among the world's top five most visited destinations since 2023.

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