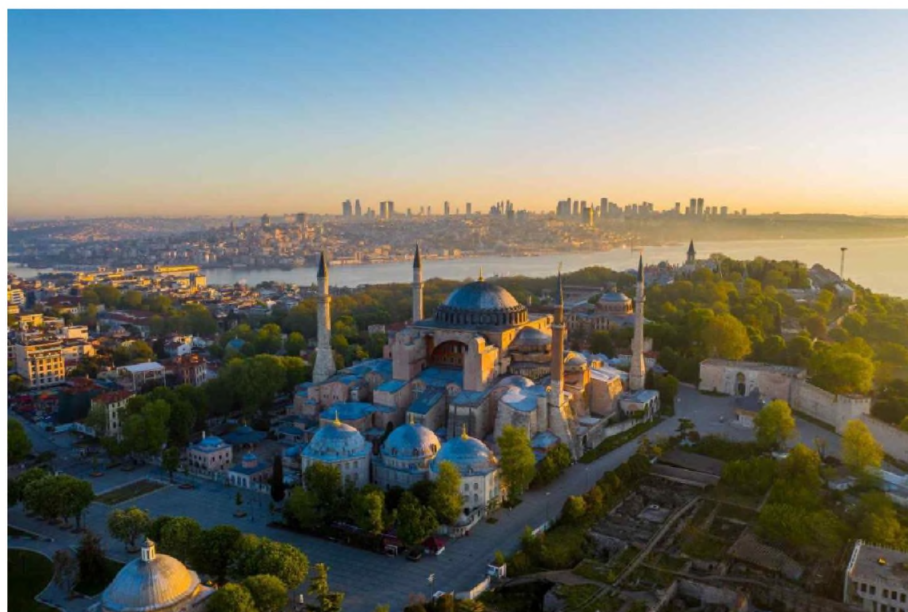




PRESS RELEASE

TOURISM TO TÜRKIYE CONTINUES TO SOAR



Hagia Sophia © GoTürkiye

Türkiye Is the World's 4th Largest Tourism Destination

New York - August 4, 2025: A total of 644,242 Americans visited Türkiye in the first six months of 2025, an increase of 11.5% over January-June 2024, says Mehmet Nuri Ersoy, the Republic of Türkiye's Minister of Culture and Tourism.

A total of 26,388,831 overseas visitors visited Türkiye between January 1 and June 30, staying an average of 10 nights in the country. Tourism to Türkiye brought in \$25.8 billion in revenue in the first six months of 2025, a 7.6% increase over the same period in 2024.

According to the United Nations' World Tourism Organization, Türkiye is the world's fourth largest tourism destination - after France, Spain and the United States.

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

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PRESS RELEASE

TÜRKIYE'S 2,000-YEAR-OLD AMPHITHEATER HOSTS WORLD-CLASS OPERA STARS



Turandot © GoTürkiye

New York - September 18, 2025: Organized by Türkiye's Ministry of Culture and Tourism, the Ancient Theatre of Aspendos will host the 32nd International Aspendos Opera and Ballet Festival, running until October 1. The festival brings the works of Puccini, Verdi and Tchaikovsky to one of the world's best-preserved amphitheatres, opening with Puccini's *Turandot*, featuring a powerhouse cast led by international opera sensation Riccardo Massi, acclaimed Russian soprano Olga Maslova and the Ankara and Antalya State Opera and Ballet Directorates.



Swan Lake © GoTürkiye

Don Quixote © GoTürkiye

Other notable performances include world-renowned tenor Ivan Magri, who will headline another of Puccini's most iconic works, *Tosca*, on September 27, as well as Uzbekistan's prestigious State Academic Bolshoi Opera and Ballet Theatre, which will present Verdi's *La Traviata* on October 1. In addition, the festival will showcase celebrated ballet masterpieces, including:

- **September 20: *Swan Lake*** - Tchaikovsky's timeless masterpiece reimaged by choreographer Ricardo Amarante;
- **September 24: *Don Quixote*** - Cervantes' beloved, energetic opera.

Tickets are available at www.operabile.gov.tr, www.biletinial.com, the SanatCepte mobile app and official Antalya sales points.

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PRESS RELEASE

**TÜRKİYE NOW BOASTS THE MOST
GREEN-CERTIFIED HOTELS IN THE WORLD**



More than 2,000

GSTC Certified Accommodation Facilities



New York - September 25, 2025: Türkiye now boasts the highest number of [Global Sustainable Tourism Council \(GSTC\)](#)-certified hotels in the world, now totaling more than 2,000, as part of a sustainable initiative signed in 2022. It is the first country in the world to develop a national sustainable program with the GSTC, with more than 80% of these certified facilities being located in Türkiye.

Under Türkiye's National Sustainable Tourism Program's Third Stage, as of September 2025, more than 2,000 hotels have been certified, with a 37% increase in the past nine months when compared to the same timeframe in 2024. Certification rates have exceeded 50% based on room and bed capacity in the Antalya, Kırşehir and Kilis provinces, followed closely by İstanbul, Konya, Şırnak, Gaziantep, Kayseri and Aydın, where each has achieved more than 30% of its accommodation capacities certified by GSTC standards. The program aims for all facilities to complete the three stages, and obtain the Sustainable Tourism Certificate by 2030.

Mehmet Nuri Ersoy, the Republic of Türkiye's Minister of Culture and Tourism, emphasized the progress in the sector: "This achievement underscores our leadership in sustainable tourism. Our vision extends beyond achieving full compliance with global standards by 2030, with our ultimate goal being to situate Türkiye as a global authority that actively shapes the future of sustainable tourism. Our tourism industry is showing a growing awareness and greater responsibility towards sustainability each day. The growing number of facilities obtaining Third Stage GSTC Certification, along with over 19,000 facilities that have already been verified and certified, clearly demonstrates our industry's commitment to this transformation. Türkiye is now also extending these certification efforts to the gastronomy sector as well. With this new program in the food and beverage industry, Türkiye will once again set a global precedent, just as it did in the hospitality sector."

achievements in sustainable tourism: “We congratulate Türkiye for surpassing 2,000 GSTC certified hotels, a remarkable achievement that demonstrates strong leadership in sustainable tourism. Türkiye’s National Sustainable Tourism Program is setting a global example of how governments and the private sector can work together to raise the bar in sustainability with a very rigorous program that engages all sizes and types of accommodations. We hope it inspires destinations worldwide to follow this remarkable path.”

For more information on traveling sustainably to Türkiye, please visit:
<https://sustainable.goturkiye.com/>.

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