



PRESS RELEASE

RECORD U.S. TOURISM TO TÜRKİYE IN FIRST NINE MONTHS OF 2025



Istanbul Galata Tower © GoTürkiye

New York - November 12, 2025: In the first nine months 2025, a total of 1,209,616 Americans visited Türkiye, a whopping 9.63% increase over the same period in 2024, which was the best year ever for U.S. tourism to Türkiye.

A total of 50 million foreign tourists visited the country in the same period in 2025, generating US\$50 billion in tourism revenue, according to Mehmet Nuri Ersoy, Turkish Minister of Culture and Tourism.

Istanbul is the number one destination for visitors to Türkiye. Considered Europe's largest city, Istanbul welcomed 17.5 million overseas travelers from January through September 2025. Other prime

TIMES SQUARE WELCOMES TÜRKİYE

To carry this momentum into the holiday season and greet the millions who flow through Times Square, [GoTürkiye](#) went live in October with an LED billboard at 9 Times Square, one of 7th Avenue's most prominent corners, and will be featured on screens for the next 12 months. Throughout the year, Türkiye will continue its communications with its brands [Cappadocia](#), [Istanbul Vibe](#) and [TurkAegean](#).



Times Square welcomes an average of 300,000 visitors daily, with passersby surpassing 400,000 around Christmas and New Year's; approximately 1 million people gather in the square on December 31, while more than 1 billion viewers worldwide follow the celebrations on screen.

For more information on travel to Türkiye, go to: www.goturkiye.com.

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