

Turkey posts record USD 65.23 billion tourism revenue, welcomes 63 million visitors in 2025

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Dhaka: Turkey's tourism industry logged a record USD 65.23 billion in revenue last year, driven by more than 63.9 million visitors, according to data from the Turkish Statistical Institute (TurkStat).

The figures show annual tourist arrivals increased 2.7% from the previous year, while the revenue posted a 6.8% rise as tourists spent more during their stay. Average spending per visitor reached approximately USD 1,008, up 3.7% year-on-year.

In 2025, package tours accounted for the largest share of total revenue at 28.2%, followed by food and beverage at 21.1% and international transportation at 12.8%. Package tours are prearranged bundles that bring transportation, accommodation, and other services together under a single payment, ensuring overall convenience for the travelers.

Most visitors, about 67.7%, came to Turkey for travel, entertainment, sports, and cultural activities. Meanwhile, 19.6% visited relatives and friends, and 5.9% traveled for shopping.

In addition to inbound gains, Turkey saw higher outbound tourism expenditures in 2025. TurkStat's data shows 11.9 million Turkish nationals traveled abroad, up 4.4% from the previous year, and spent nearly USD 9.6 billion, an increase of 24%.

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