**TURKEY REVEALS TOURISM STRATEGY – 2023**

* **Turkey to attract 75 million visitors and $65 billion in revenue by 2023**
* **New strategy switches to sustainable and income-driven model**
* **New centralised Tourism Promotion and Development Agency of Turkey** **launched**
* **Promotional budget to increase by 60% in 2020**
* **Tourism Product to be diversified to include focus on gastronomy, cycling and faith**

In a bid to make tourism a significant economic sector for the country, Turkey’s new tourism strategy, revealed on Friday 27 September, has a target to attract over 75 million visitors and 65 billion dollars in revenue a year by 2023.

The Minister for Culture and Tourism, Mehmet Nuri Ersoy, introduced **Turkey’s Tourism Strategy 2023,** which switches the approach to a sustainable and income-driven model, at a press conference in Istanbul.

The strategy comes within the scope of targets set by Turkey’s wider development plans and summarises improvements and a step change expected to be made in Turkey’s tourism sector.

At the press conference, the Minister of Culture and Tourism, Mehmet Nuri Ersoy showed [advertising film](https://we.tl/t-UWrwgL56m8)s to be used in international markets in 2020, which introduces Turkey as a destination of rich and diverse experiences. He said:

“Turkey is a world leader for travel and offers a wide range of travel opportunities that meets the ever-changing expectations of today’s tourists. By putting the new strategies outlined in Turkey’s Tourism Strategy 2023 into practice, we will ensure Turkey will advance to the upper league in global tourism when it comes to tourist numbers and size of income. We are aiming for more than 75 million tourists to visit our country and reach an income of 65 billion dollars by 2023. We plan to realize this by raising the number of average nights from 9.9 to 10 and increasing the average spend per tourist to an average of $86 per night.”

**NEW AGENCY**

The minister also launched the new central ‘Tourism Promotion and Development Agency of Turkey’ in line with many main tourism destinations across the world. This agency paves the way for sustainable and effective promotion through dedicated resources.

The Ministry’s promotional budget increased from $18 million in 2018 to $72 million in 2019 and the aim is to raise the budget to $180 million in 2020.

Turkey intends to become much more competitive within the travel industry and in order to reach targets, will invest in strategic research and as income rises, the promotional budget will increase to reach an expected $220 million by 2023.

**NEW MULTI-MEDIA CAMPAIGNS**

In line with these objectives, Turkey will diversify promotional activities and employ strategic, focused and integrated multi-media campaigns across TV, digital out of home, magazines, newspapers, digital and social media platforms. Market research into customer expectations in target markets will also inform future promotional strategies.

Turkey will also carry out research amongst the domestic market to improve product and develop new areas within the country.

Furthermore, Turkey also aims to increase package tour rates from 15 to 60 per cent by ensuring quality and service amongst suppliers.

**DIVERSIFICATION OF PRODUCT**

Turkey will develop new tourism products to attract a higher spend from visitors.

There will be a focus on different types of tourism from gastronomy, health, shopping, education, sports and seniors to faith tourism, congress, festivals, events and cruise-yacht tourism.

Turkey will develop a number of different routes including:

* A ‘Taste Map of Turkey’ with a new gastronomy route.
* Routes for road and off-road bicycle tourism and the development of a number of “Bicycle-Friendly Hotels”
* A ‘Digital Faith Map and Faith Portal of Turkey’

There will be new development of tourism infrastructure around cities and sites which are expected to receive recognition by UNESCO and new museums will open across Turkey.

By keeping digitalization at the centre of this development, Turkey will ensure that that the new generation of visitors will find all the necessary information they need to plan their trip.

**NEW TARGET MARKETS**

The next promotional efforts will focus on the main markets currently sending large volumes of tourists to Turkey as well as the emerging markets in the Far East and Pacific; namely, China, India, South Korea, and Japan, who are fuelling the growth of tourism worldwide. The target scope will expand to include the developing Central and Eastern European markets too.

Regulations on transportation, capacity and direct flights will be in place in a bid to grow tourist arrivals from Far Eastern and Pacific countries. 2018-2023 estimations show an annual average growth of over 30% in the number of incoming tourists from the Asia-Pacific Region. The Far Eastern and Oceanian regions are expected to send an approximate one million tourists in 2019, and another four million in 2023.

All the Turkish Airlines destinations, current and future, are now key target markets. We engage in mutual extra slot commitments with China, Japan, India and South Korea. Turkey will enter into marketing and advertising activities in partnership with Turkish Airlines.

There will be an increase in Turkey-bound solo travels.

**A SUSTAINABLE, ECO-FRIENDLY DEVELOPMENT IN TOURISM**

Minister Ersoy added: “We will speed up our research into the development of sustainable and eco-friendly tourism. We will support local authorities and will prioritise investments into existing tourism areas along the coastlines and we will concentrate on environmental certifications like Blue-Flag and Green-Star practices in properties.”

**Advertising Film Highlights the Experience Diversity of Turkey in Tourism…**

The new advertising films for 2020 that the Minister of Culture and Tourism, Mehmet Nuri Ersoy shared at the conference was created in line with the strategy and emphasizes Turkey as a sought after destination for families.

The films have three individual versions for Western, Asian and Far Eastern markets and underlines the cultural diversity and range of tourism products to be found in Turkey. Telling the story about experiential travel with an innovative approach, the film features nature, history, cultural treasures, faith destinations, gastronomy, shopping, fashion, entertainment and the art world in the country.

The adverts were filmed over two months by a team of 98 in five different cities in eleven different venues.

These were: Turuncpinari, Cennet Bay, Babadag, Patara, Kekova, Cappadocia (Balloon), Karanlik Kilise (Dark Church) in Goreme Open Air Museum, Kas Road, Hierapolis and Istanbul for the new advertising film of Turkey. Moreover, drone shootings were over Butterfly Valley, Yassica Island, Suluada, Gocek Bays, Kas-Fethiye Road and Oludeniz.

Alongside the main advertising film, 19 short films were prepared to appear frequently on digital channels. The short films, fictionalized as 10-15 seconds long stories, will be broadcast as “serial advertising films” on the channels around the world as well as social media channels.

The new advertising films will be part of an integrated marketing campaign to be organized by the Ministry in 2020 alongside a 360-degree communication campaign comprised of public relations activities, next generation digital applications, online and printed publication ads, fairs and special events all of which will be tailored to specifically to each market.

The films can be found [here](https://we.tl/t-UWrwgL56m8)

Ends

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Further information at: <https://www.goturkey.com/>

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