

RESEARCH DOSSIER

Türkiye Tourism Revenue and Spending — 2025

Three charts examine the composition of visitor receipts, annual change and spending per night. The analysis keeps the different statistical populations and denominators visible.

28.2% | package-tour share of visitor receipts

What the data shows

- 01 Where visitor receipts come from
- 02 Three growth rates with different meanings
- 03 Spending per night: the average and a subgroup
- 04 How businesses can use the findings
- 05 Calculations and comparability
- 06 Source, reference period and publication policy

01 Where visitor receipts come from

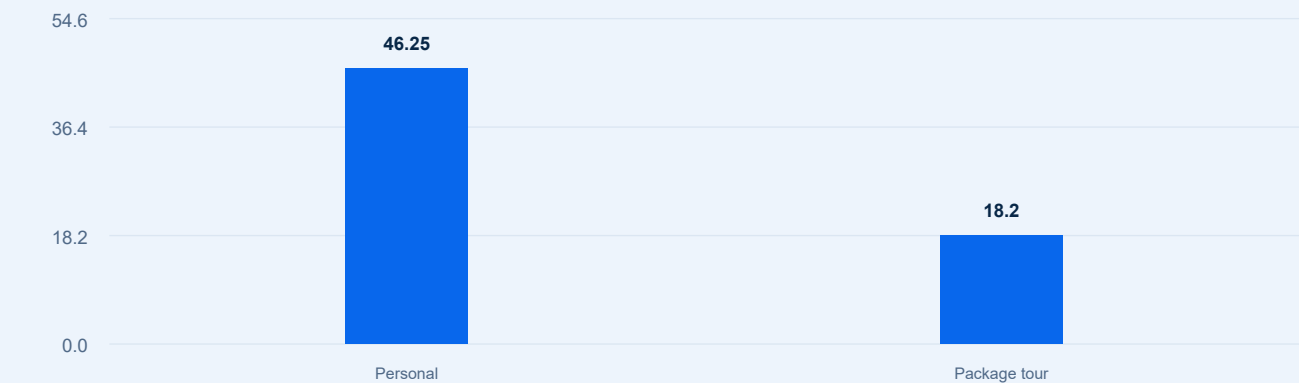
Personal expenditure amounted to USD 46.25 billion and package-tour expenditure to USD 18.20 billion in the 2025 observations. Together they form USD 64.45 billion in visitor receipts. Transfer-passenger receipts are excluded from this total, so it should not be presented as all tourism revenue.

Using the underlying amounts, MasVeri calculates shares of approximately 71.8% for personal expenditure and 28.2% for package tours. These are expenditure shares, not shares of visitors. Personal expenditure is not a count of independently organised trips, and the package-tour share cannot tell us what proportion of people bought a package.

For a business, the next question is how these receipts are distributed across its services and destinations. A national spending split is not a hotel's sales-channel mix. It provides a reason to investigate distribution channels, but does not establish which channel is more profitable.

Figure 1 / Tourism receipts by spending type

USD billion



TÜİK

Visitor receipts; transfer-passenger receipts excluded.

02 Three growth rates with different meanings

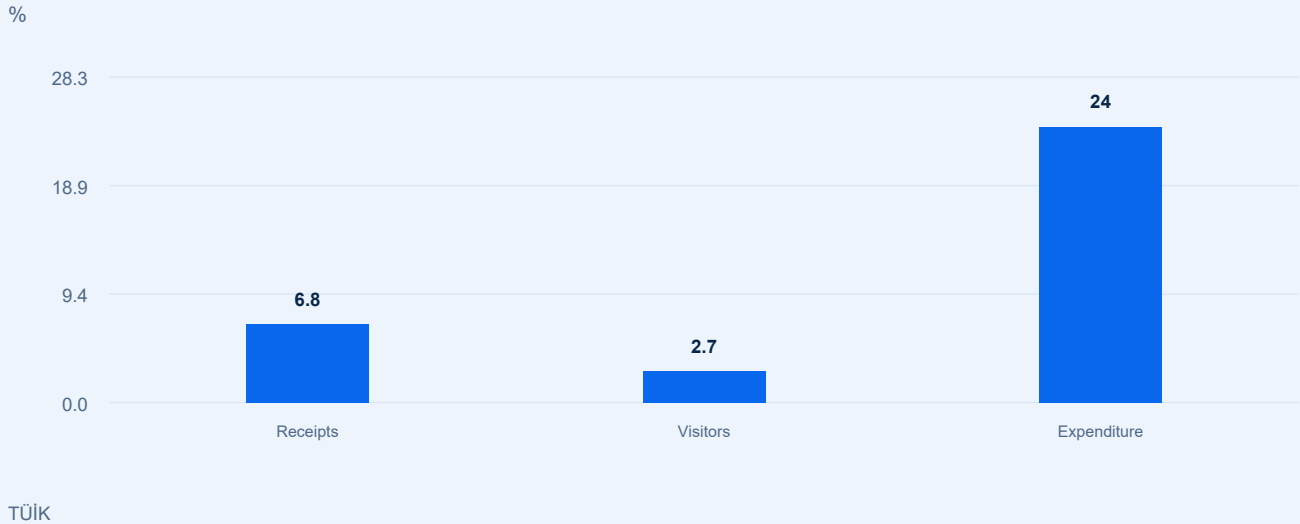
Published annual changes are 6.8% for tourism revenue, 2.7% for departing visitors and 24% for tourism expenditure abroad. Revenue growth exceeds visitor growth by 4.1 percentage points. This describes the difference between the published rates, without identifying its cause.

Total revenue includes transfer-passenger receipts, while the visitor count has a different coverage. Dividing these two growth factors would therefore not provide a clean estimate of spending per visitor. We do not publish that derived estimate. Prices, length of stay, visitor composition and transfer receipts require separate evidence.

The expenditure series concerns spending abroad by citizens resident in Türkiye. It is not the operating cost

of Turkish hotels or tourism businesses. Its faster growth does not demonstrate shrinking profit margins. Nor can growth percentages with different monetary bases be subtracted to calculate net receipts.

Figure 2 / Tourism receipts and visitor growth



Published year-on-year growth rates.

03 Spending per night: the average and a subgroup

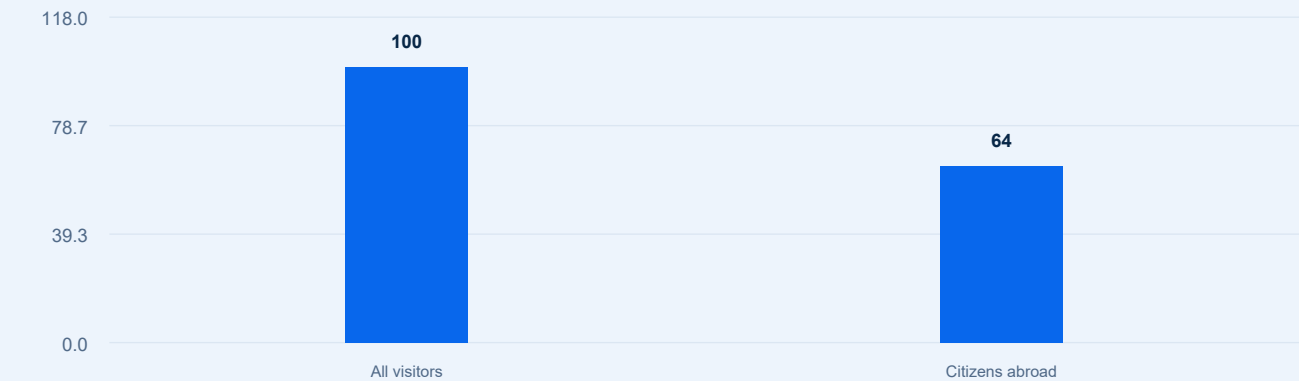
Average spending per night is USD 100 for overnight visitors and USD 64 for citizens living abroad. The gap is USD 36, or 36% of the overall average. Neither number is total spending per trip or simply the accommodation price.

Citizens living abroad are included in the overall visitor population. The chart therefore compares an average with one of its subgroups, not two mutually exclusive populations. The USD 100 figure must not be relabelled as spending by foreign visitors alone. The foreign-visitor average cannot be recovered from these two figures without the relevant overnight-stay weights.

A lower nightly average does not necessarily imply a smaller trip budget. Total spending also depends on duration. A longer trip can generate more expenditure despite a lower nightly rate. This is a reason to measure duration, rather than a claim that the pattern has been established here.

Figure 3 / Tourism spending per night

USD



TÜİK

Overnight visitors; not total spending per trip.

04 How businesses can use the findings

The report separates three planning questions: where receipts are recorded, what annual change measures and how spending per night varies. National observations become a useful benchmark only when a business matches the definitions to its own records.

Channel comparisons also require commissions, cancellations and service costs. Visitor comparisons require season, duration and product coverage. National averages cannot establish an individual hotel's price, occupancy or customer budget.

MasVeri's interpretation is that visitor volume and revenue should be monitored separately. Evaluating the quality of revenue growth requires costs and service information at business level. These results help define research priorities; they are not forecasts of investment returns.

05 Calculations and comparability

The expenditure shares are calculated as $46.252178 / 64.448303$ and $18.196125 / 64.448303$, rounded to one decimal place. The nightly gap is $(100 - 64) / 100 = 36\%$. The distance between growth rates is $6.8 - 2.7 = 4.1$ percentage points.

Dollar amounts are nominal, not inflation-adjusted. Shares, growth rates and percentage-point gaps have different meanings and denominators. Their appearance in one report does not make them interchangeable.

This report uses the available annual observations for 2025. It does not provide a monthly series, country breakdown, historical level series or full-year 2026 result. Year-on-year growth compares with the preceding year, but is not itself a multi-year series of levels.

06 Source, reference period and publication policy

The source is TÜİK's Tourism Statistics: Quarter IV and Annual 2025 bulletin, number 54158, released on 30 January 2026. Only annual observations are used here, without mixing them with fourth-quarter figures. Indicator-level links appear below.

Prepared on 10 September 2026 from the existing data collection, this is an analysis of the 2025 revenue structure rather than a new-period release. Definitions were checked against the source. Calculations and interpretation are MasVeri's own work; the report was not produced or endorsed by TÜİK.

The published report retains its reference period. Later observations are not silently substituted. Any correction requires editorial review and a visible update date, allowing readers to trace the data and calculations behind the conclusions.

Source and coverage

Reference period: 2025. Source checked: 10 September 2026. This report does not replace later releases.

Tourism receipts by spending type

[TÜİK / 1 / veriportali.tuik.gov.tr](#)

[CSV / MasVeri](#)

Tourism receipts and visitor growth

[TÜİK / 1 / veriportali.tuik.gov.tr](#)

[CSV / MasVeri](#)

Tourism spending per night

[TÜİK / 1 / veriportali.tuik.gov.tr](#)

[CSV / MasVeri](#)

Executive summary

28.2% | package-tour share of visitor receipts

01 Personal expenditure represents approximately 71.8% of visitor receipts and package tours 28.2%; these are not visitor-count shares.

02 Revenue growth exceeds visitor growth by 4.1 percentage points. Different coverage prevents a clean per-visitor growth calculation.

03 Nightly spending by citizens living abroad is 36% below the overall average, comparing a subgroup with the population that includes it.