

RESEARCH DOSSIER

Türkiye Tourism 2026: Visitor Profile and Spending Trends

Q2 recorded 15.58 million visitors and USD 15.87 billion in receipts. Six charts examine composition, purposes and spending. Country-level data could not be verified for this edition.

15,87 | USD billion tourism receipts · Q2 2026

What the data shows

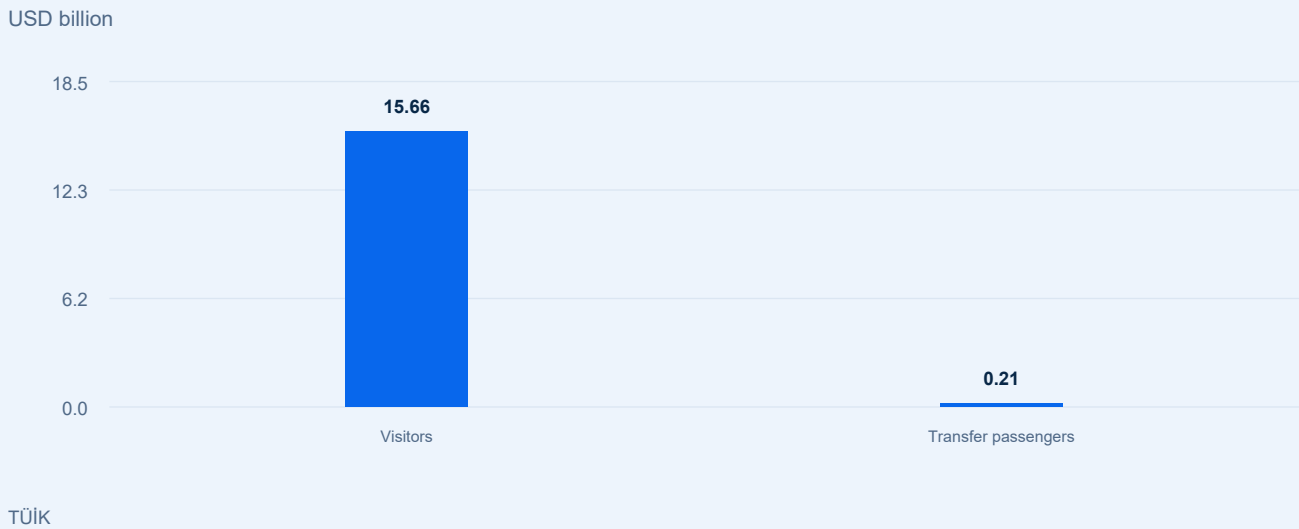
- 01 Two receipt components: visitors and transfers
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01 Two receipt components: visitors and transfers

Tourism receipts in April–June 2026 totalled USD 15.865339 billion: USD 15.655868 billion from visitors and USD 0.209471 billion from transfer passengers. The respective shares are approximately 98.7% and 1.3%. Both components belong in the headline total.

Spending-category shares use visitor receipts instead. Denominators therefore differ across charts. Amounts are current US dollars, not inflation-adjusted revenue or business profits.

Figure 1 / Components of tourism receipts



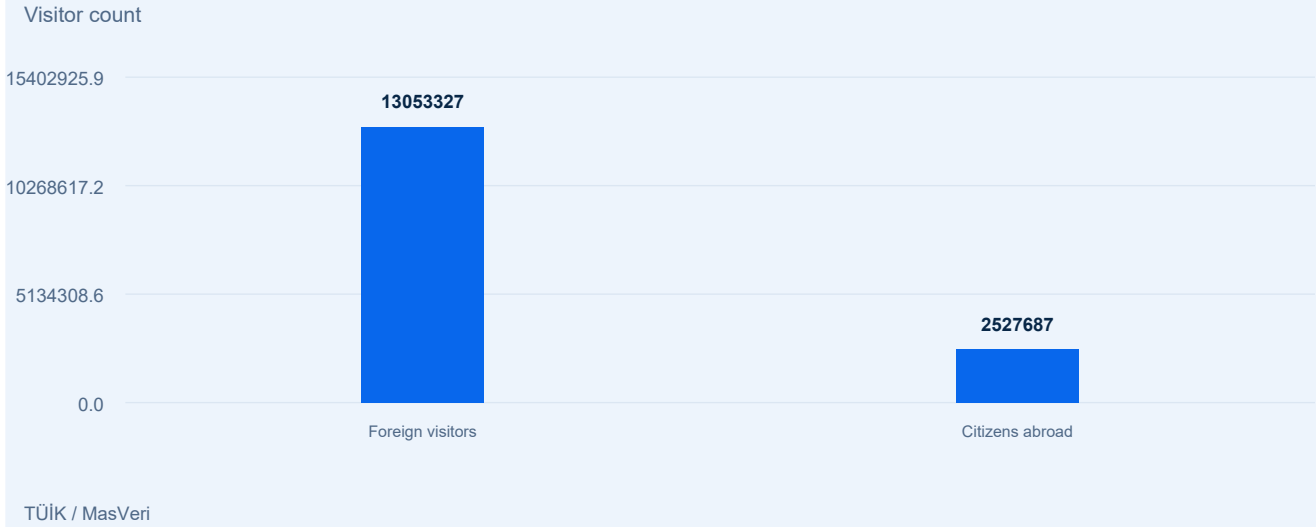
April–June 2026, not full-year results.

02 Visitor profile and annual change

Departing visitors numbered 15,581,014, including 2,527,687 citizens resident abroad, or 16.2%. Subtraction gives 13,053,327 foreign visitors. Citizenship grouping does not identify individual countries of residence.

Visitors fell 5.1% and total receipts 2.6% against the same quarter of 2025, a 2.5-point gap. Receipts declined less, but the inclusion of transfer revenue means the two rates should not be combined into an exact same-scope per-visitor revenue change.

Figure 2 / Profile of departing visitors



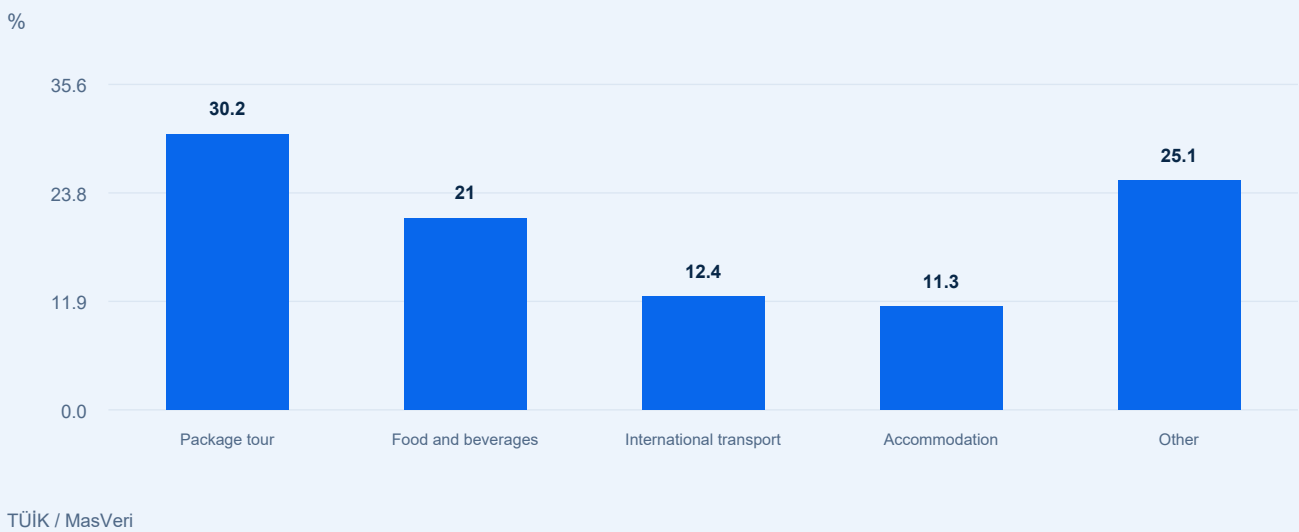
April–June 2026, not full-year results.

03 Where does spending concentrate?

Package-tour spending retained in Türkiye represented 30.2% of visitor receipts, food and beverages 21.0%, international transport 12.4% and accommodation 11.3%. Together these make 74.9%, leaving a calculated 25.1% for other categories.

Money shares are not visitor shares. The package-tour figure does not count people travelling on packages, and food receipts are not restaurant net profits. Businesses need matching accounting boundaries before benchmarking against these national categories.

Figure 3 / Spending shares in visitor receipts



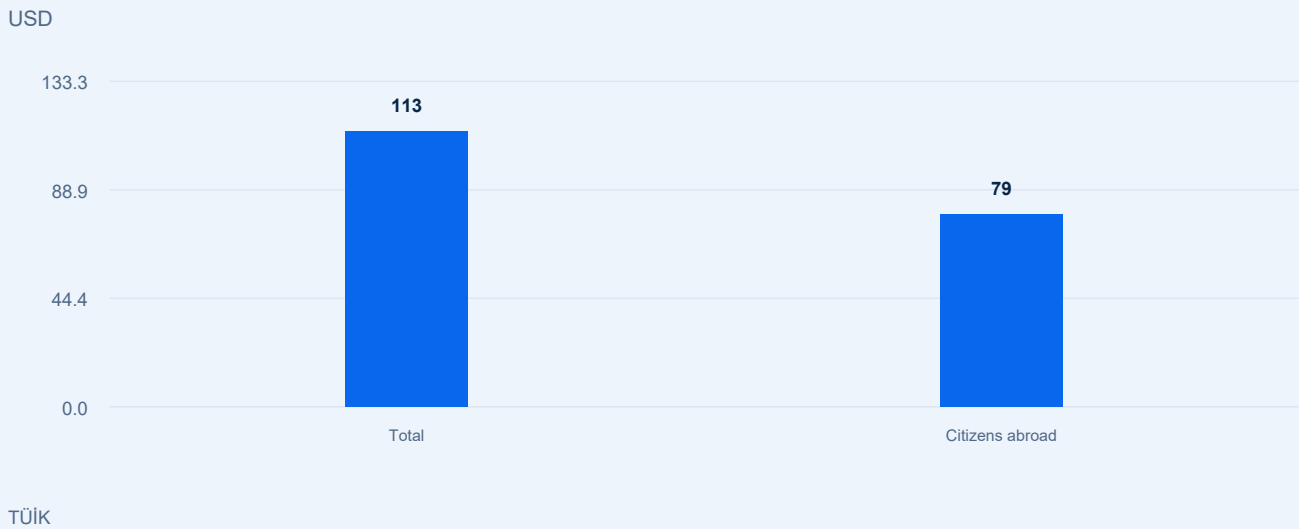
April–June 2026, not full-year results.

04 Nightly spending versus trip budgets

Average expenditure per night was USD 113 for overnight visitors and USD 79 for citizens resident abroad. The difference is USD 34, or approximately 30.1% of the overall average. Citizens abroad are a subset of all visitors, not a separate comparison population.

USD 113 is not the foreign-only average or a hotel room rate. Nightly spending also differs from a trip budget, which depends on duration. The two averages cannot identify foreign visitors' spending without appropriate overnight weights.

Figure 4 / Average spending per night



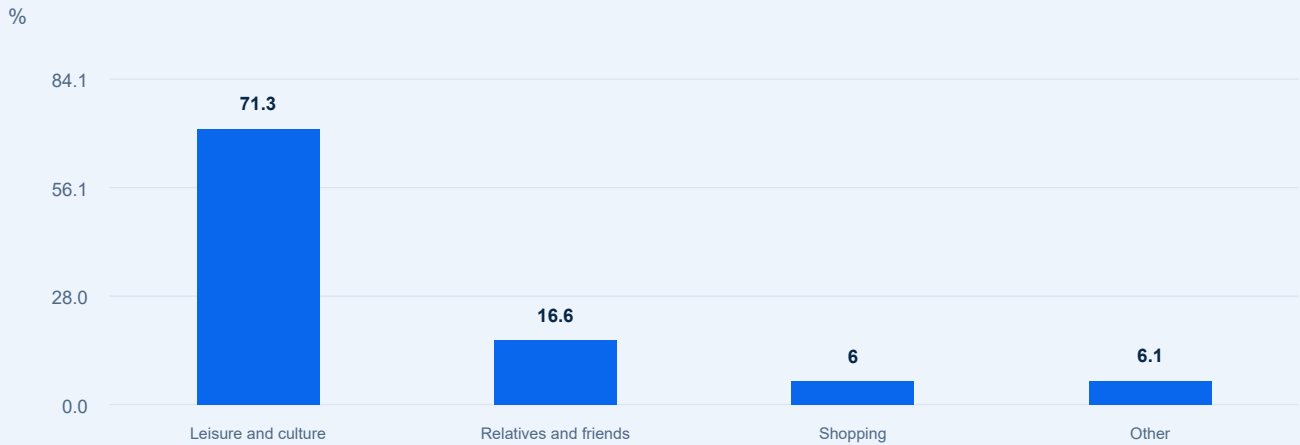
Overall average and a subset, not two disjoint populations.

05 Reasons for visiting Türkiye

Leisure, sport and cultural purposes accounted for 71.3% of visitors, visiting relatives and friends 16.6% and shopping 6.0%. Other purposes make up approximately 6.1%. Among citizens abroad, relatives and friends accounted for 60.3%.

Purpose profiles differ across groups. A main purpose is not an exhaustive list of activities: a family visitor can also shop or attend cultural events. Purpose shares and expenditure-category shares should not be mapped one-to-one.

Figure 5 / Distribution of visit purposes



TÜİK / MasVeri

April–June 2026, not full-year results.

06 Different directions across spending categories

Package-tour expenditure fell 5.5% and international transport 6.1% year on year, while accommodation rose 11.7% and food and beverages 5.2%. Different parts of visitor spending moved in different directions despite the fall in headline receipts.

The figures do not separate prices, quantities, overnight stays or product mix. Adding growth rates would not produce total growth because starting amounts differ. The chart is a comparison of selected categories, not a causal decomposition.

Figure 6 / Spending change versus the same quarter



TÜİK

April–June 2026, not full-year results.

07 Country breakdown and time comparisons

Country-level residence data could not be directly verified for this edition. No counts or rankings for Germany, Russia, the UK or other countries are therefore presented. Foreign visitors versus citizens abroad is not substituted for a country breakdown.

Q2 is also not the full year. Comparing it with the annual 2025 total would mix duration and season. Growth rates here are official same-quarter comparisons. We do not divide quarterly totals into invented monthly observations.

08 Questions for the tourism sector

Revenue planning can track spending composition and duration alongside visitor volumes. The contrast between weaker package and transport expenditure and stronger accommodation and food receipts suggests separate monitoring of service categories.

Businesses still need their own sales, costs, nights and cancellations on comparable definitions. National totals cannot establish hotel occupancy, local profitability or investment returns. The report provides a framework for further investigation rather than unsupported forecasts.

09 Method, sources and reference period

Source: TÜİK release 58143, published 31 July 2026, covering April–June. The next announced release is 30 October 2026. Visitor counts, receipt components and shares retain their original statistical definitions.

Calculations include 15,581,014–2,527,687 foreign visitors, 100–74.9 other spending, 100–93.9 other purposes and 34/113 for the nightly gap. Rounded inputs yield approximate shares. MasVeri authored the analysis; later releases do not automatically overwrite this edition.

Source and coverage

April–June 2026. TÜİK, 31 July 2026. Country-level data are not verified or included in this edition.

Components of tourism receipts

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

[CSV / MasVeri](#)

Profile of departing visitors

MasVeri: $15,581,014 - 2,527,687 = 13,053,327$

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

[CSV / MasVeri](#)

Spending shares in visitor receipts

MasVeri: $100 - 30.2 - 21 - 12.4 - 11.3 = 25.1$

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

[CSV / MasVeri](#)

Average spending per night

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[CSV / MasVeri](#)

Distribution of visit purposes

MasVeri: $100 - 71.3 - 16.6 - 6 = 6.1$

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Spending change versus the same quarter

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Executive summary

15,87 | USD billion tourism receipts · Q2 2026

01 Q2 receipts were USD 15.87 billion, down 2.6% year on year.

02 Citizens abroad accounted for 16.2% of 15.58 million visitors.

03 Accommodation and food spending rose while packages and international transport fell.