



Türkiye
goturkiye.com



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM

TGA
TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY

TGA – The Official Tourism Board of Türkiye

Established on 15 June 2019



Positioning Türkiye as a priority destination brand in tourism
Creating destination, product and theme diversity

Extending Türkiye's tourism capacity
To sustain tourism for 12 months and spread it to 81 provinces

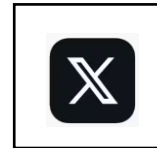
Increasing demand for Türkiye from all over the world
Considering all destinations with direct flights to Türkiye as primary target markets

Steady Growth

Number of visitors, duration of stay, daily spend, total tourism revenue



Communication at over 200+ countries



**~191,4 M
Visitors
(2025)**

Türkiye's official tourism platform: goturkiye.com

81 Cities 7 Regions

All cities and regions are included

Brand Destinations

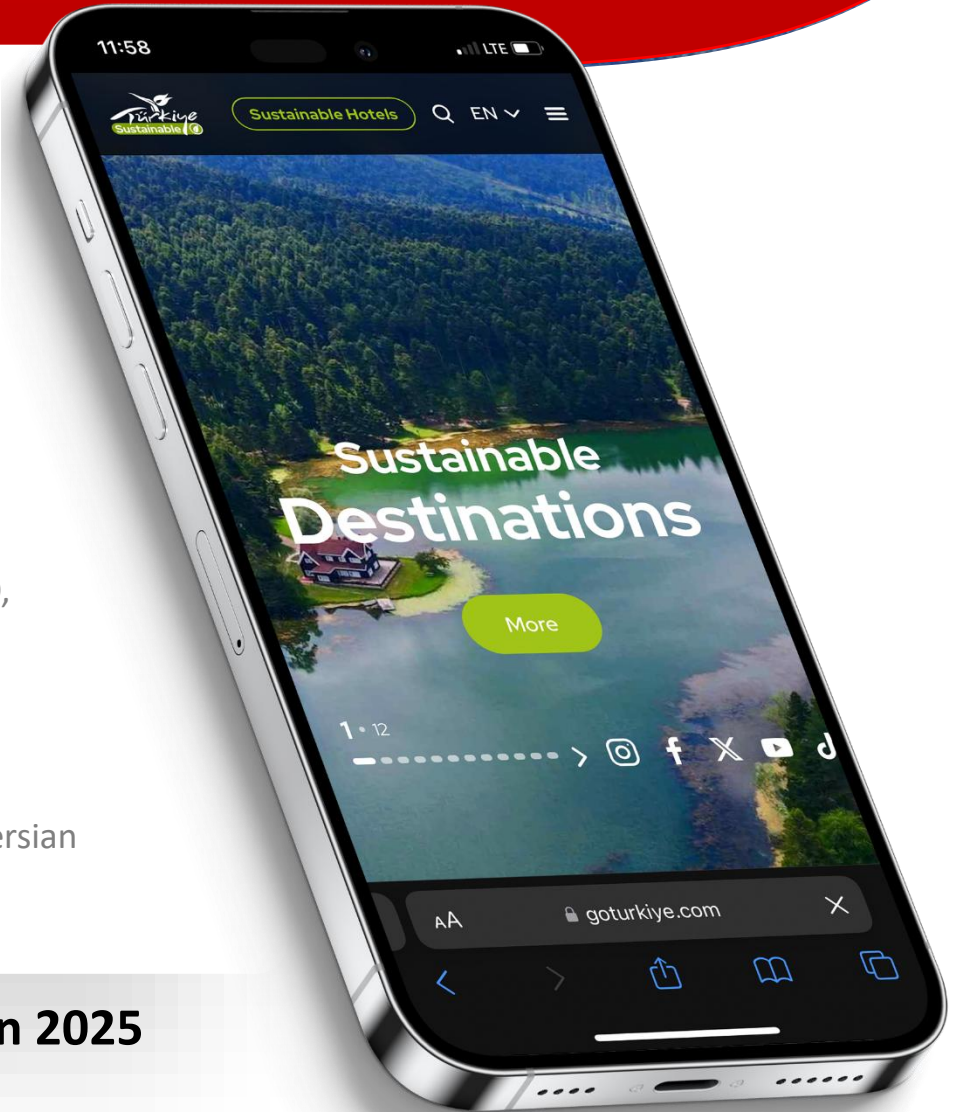
Istanbul, Antalya, İzmir, Bodrum, Ankara, Kapadokya, Kuşadası, Şanlıurfa
A total of 105 destinations are available

61 Experiences

Cycling, Gastronomy, Blue Voyage, Golf, Cruise, Wedding, Faith, UNESCO, Health, Historical places and all other priority topics are all available

10 Languages

Turkish, English, Russian, Ukrainian, German, French, Spanish, Arabic, Persian and Chinese



A total of **191.4 million** individual users in 2025

Global Promotion Activities of TGA

Market Diversification: Impactful Global Promotion

	2018	2025
National TV Campaigns	-	38 Markets
Global TV Campaigns	-	200+ Markets
Dijital Campaigns	12 Markets	200+ Markets,
Print Campaigns	-	9 Markets, 27 Channels + 5 Global Channels

International Events

- 28 promotional events held across 24 markets, covering gastronomy, culture, archaeology, and sustainability.
- B2B Destination events organized in 8 markets and 16 cities.
- Türkiye Pavilion at 21 international fairs across 19 markets.



Marketing Collaborations

- 177 campaigns with tour operators and airlines from 35 markets.
- Collaboration with 16 digital travel agencies in 31 markets.



Go Türkiye on Social Media

Instagram

	Account Name
1	Australia
2	Go Türkiye
3	Visit Dubai
4	Iceland
5	Explore Canada

Youtube

	Account Name
1	GoTürkiye
2	Switzerland
3	Visitdubai
4	NEOMChannel
5	VisitSingapore

TikTok

	Account Name
1	GoTürkiye
2	visitbeijing
3	discoverhongkong
4	visit_singapore
5	inabudhabi

PR Activities & Hosting

- PR activities through local agencies specialized in tourism in 45 markets.
- Hosting of 3,000+ press members, opinion leaders, and tour operators from 85 markets.

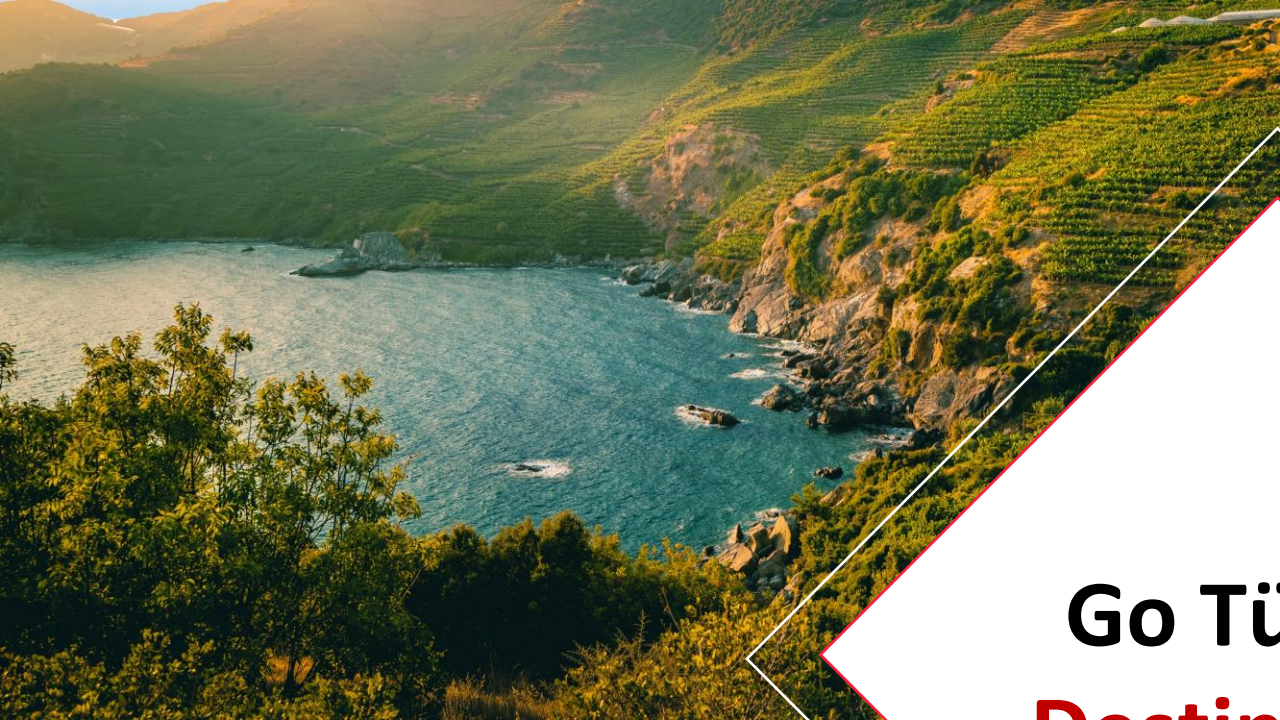
Diversification of Destination Brands

Diversified Portfolio : 11 Destinations, 19 Themes and Product Brands, 2 Mini-Series, 8 Brand Sequel Films



Türkiye is the world's leading country in tourism promotion.





Go Türkiye Destinations



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TÜRKİYE

A TOP TRAVEL DESTINATION



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İSTANBUL

Timeless Experiences
where continents
meet



iSTANBUL WIBE

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**The Most Romantic
Holidays** in the land of
fairy tales

CAPPADOCIA
THE LAND of FAIRYTALES



ISTANBUL
IS THE
NEW COOL

TURKISH
BLACK SEA



TURKAEGEAN
Coast of Happiness

TURKISH RIVIERA
EAST MEDITERRANEAN


TAŞ TEPELER
THE LAND OF GREAT TRANSFORMATION
TÜRKİYE


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CAPPADOCIA

THE LAND *of* FAIRYTALES

- Göreme Open Air Museum, one of the first UNESCO sites in Türkiye (1985)
- Rich history and unique geological formation.
- The captivating church interiors depict biblical scenes
- Wonderful cave hotels providing travelers unique accommodation
- Rise with the sun: Hot Air Balloons
- Cappadocian Vineyards
- Horseback Riding (+full moon rides)
- Cycling around the terrain
- Pottery-making like in the times of the Hittites.
- Hiking around the most surreal scenery of Fairy Chimneys



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POPULAR ROUTES

The region offers many opportunities and options to explore natural landscapes and visit historical sites.

- Mini Cappadocia Tour
- Göreme-Ihlara
- Ürgüp-Soğanlı
- Nevşehir-Hacıbektaş
- Valleys
- Vineyards
- Cappadocia in Early Christianity
- Hacı Bektaş and Ahi Evran



A wide-angle landscape of Cappadocia, Turkey, showing unique rock formations and cave dwellings. The scene is dominated by tall, conical rock formations (hoodoos) and numerous cave openings carved into the soft volcanic rock. The foreground shows a dirt area with some sparse vegetation and a few animals, possibly horses or donkeys, grazing. The background features rolling hills under a clear sky.

CAPPADOCIA

THE LAND *of* FAIRYTALES



TAŞ TEPELER

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TÜRKİYE



**ISTANBUL
IS THE
NEW COOL**

**TURKISH
BLACK SEA**



TURKAEGEAN
Coast of Happiness

CAPPADOCIA
THE LAND OF FAIRYTALES

Eastern
ANATOLIA
The Timeless Journeys

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DAWN OF HUMANKIND

Göbeklitepe

- is 11.500 years old
- the first monumental worship place ever known
- a **UNESCO World Heritage Site since 2018**
- a recent participant of the European Route of Megalithic Culture



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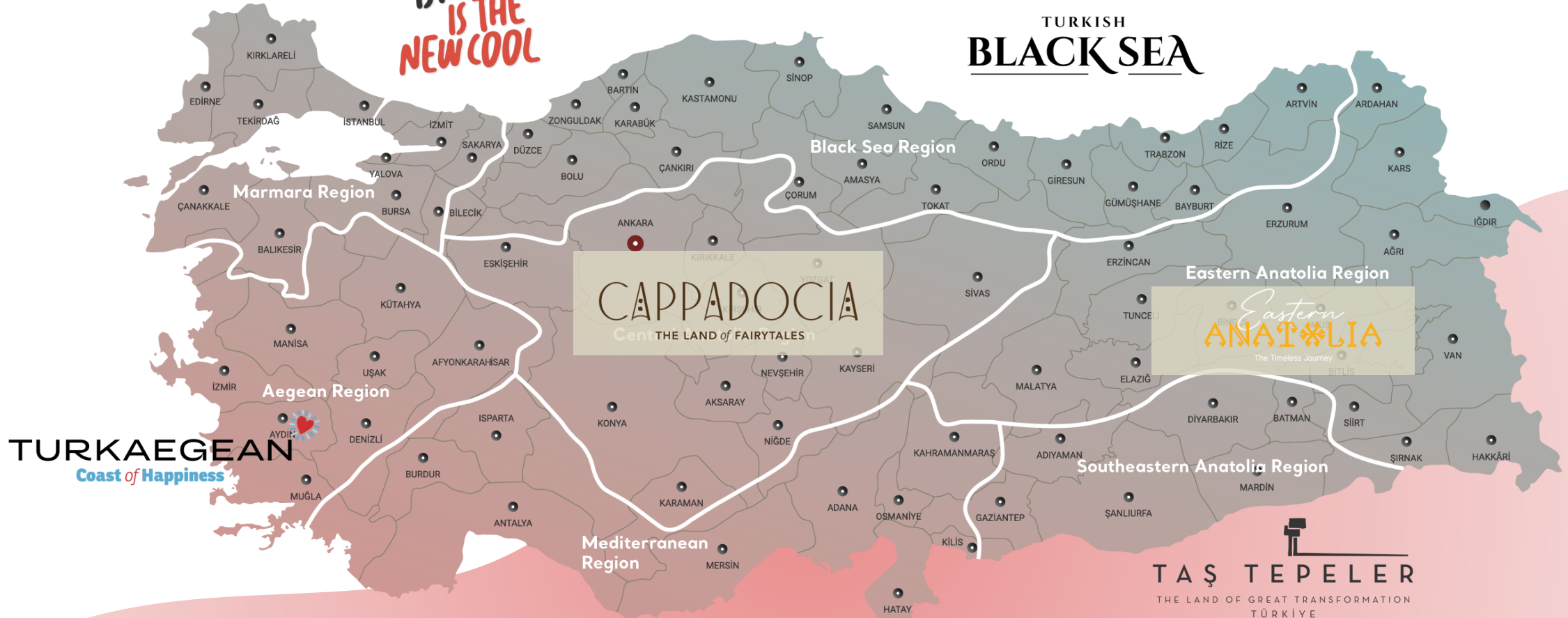
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TURKISH RIVIERA

- Turquoise waters
- 300 days of sunshine
- a 1000-kilometre-long coast
- picturesque sun-kissed views
- rich accommodation options
both for couples and families
- elegant beach-side luxury
resorts
- refined local delicacies
- History surrounded by nature

ANTALYA

Pearl Of Turkish Riviera

A rugged coastline embroidered as lace, mountainous peaks, and a fertile land fed by rivers throughout four seasons...

Antalya, an uninterrupted witness to thousands of years of history, has much more to offer than the bright sun and blue sea of the Mediterranean.

TURKISH RIVIERA
EAST MEDITERRANEAN



A PIECE OF ART

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ANTALYA
TURKISH RIVIERA

TURKAEGEAN
Coast *of* Happiness



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CAPPADOCIA
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TURKAEGEAN

The coast of happiness...

The TurkAegean offers you

- crystal-clear waters,
- secluded bays
- UNESCO World Heritage Sites
- Accommodation at its best
- idyllic vineyards
- Custom-made experiences
- The Aegean way of life



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TURKAEGEAN

- Blue Voyage
- Sea Sun Sand
- History
- Mythology
- Gastronomy
- Cultural Routes
- Vineyards
- Olive Gardens
- Cittaslows
- Wellness
- Cycling
- Trekking
- Windsurfing
- Diving



TURKAEGEAN
DIARIES



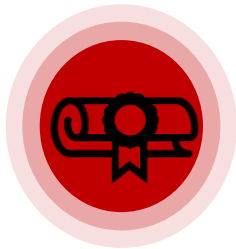
All in Türkiye Specialist

Türkiye has recently unveiled the online learning platform "All in Türkiye" which was designed for international travel agencies, tour operators, and industry professionals.

The courses published in "All in Türkiye" offer tourism professionals the most up-to-date and relevant information on Türkiye's destinations and tourism experiences, allowing them to promote Türkiye successfully and effectively. Participants who satisfyingly complete the courses that are offered on the platform are granted the "Türkiye Tourism Specialist" certificate.



Registered Users



Certificates



Modules



Available Languages



Registered Countries



TGA
ISTI01
Istanbul



TGA
ATI01
About Türkiye



TGA
CTI01
Culture



TGA
STPI01
Türkiye's Sustainable Tourism Program



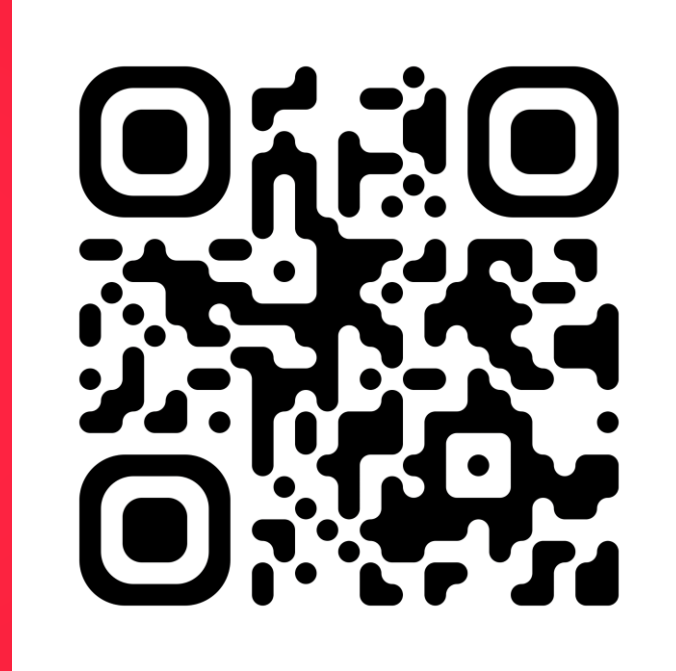
Available Courses

- About Türkiye
- Aegean Region
- Ankara
- Antalya
- Black Sea Region
- Cappadocia
- Central Anatolia Region
- Cultural Heritage
- Culture
- Cycling
- Delicious Türkiye
- Destination Weddings
- Eastern Anatolia Region
- Elazığ & Malatya & Adıyaman UNESCO Route
- Gastronomy
- Golf
- Halal Tourism
- Health and Wellness
- İstanbul
- İzmir
- Learn and Study
- Marmara Region
- Mediterranean Region
- MICE
- Muğla
- Outdoor & Adventure
- Safe Tourism
- Selling Türkiye
- Southeastern Anatolia Region
- Sustainable Tourism Program





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TURKISH AIRLINES