**Tourism in Turkey is focused largely on a variety of historical sites, and on seaside resorts along its**[**Aegean**](https://en.wikipedia.org/wiki/Aegean_Sea)**and**[**Mediterranean Sea**](https://en.wikipedia.org/wiki/Mediterranean_Sea)**coasts. Turkey has also become a popular destination for**[**culture**](https://en.wikipedia.org/wiki/Culture_of_Turkey)**, spa, and health care.**

At its height in 2019, Turkey attracted around 51 million foreign tourists, ranking as the sixth-most-popular tourist destination in the world. The total number fluctuated between around 41 million in 2015, and around 30 million in 2016. However, recovery began in 2017, with the number of foreign visitors increasing to 37.9 million, and in 2018 to 46.1 million visitors.

The combination of breathtaking natural beauty, historic and cultural sites, along with great food, makes Turkey one of the top tourist destinations in the world. As in previous years, the number of incoming tourists to Turkey increased by 13.7 percent in 2019, reaching 51.8 million people. This sets an all-time record.

According to Ali Bilir, Vice Chairman of Association of Turkish Travel Agencies (TURSAB), Turkey has diversified its tourism industry to a great extent, adding new sites to its list of destinations while working hard toward the goal of reaching the target of hosting 75 million guests by 2023.

“With the hospitality of Turkish people and the quality of the facilities, Turkey is not very far from reaching the targeted 75 million tourists” Bilir told TRT World.

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He said the security scenario has improved in the past few years, which has attracted more and more people and created a positive perception in the minds of travel enthusiasts.

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| --- | --- |
| Year | Total Number of Arrivals (in Thousands) |
| 2015 | 36,245 |
| 2016 | 25,352 |
| 2017 | 32,410 |
| 2018 | 39,488 |
| 2019 | 45,058 |
| Average | **35,710.60** |