

Turkey Ecotourism Market Size, Share, Trends and Forecast by Traveler Type, Age Group, Sales Channel, and Region, 2026-2034

<https://marketpublishers.com/r/T061E23CC776EN.html>

Date: August 2026

Pages: 116

Price: US\$ 2,999.00 (Single User License)

ID: T061E23CC776EN

Abstracts

The Turkey ecotourism market size reached USD 3.2 Billion in 2025. The market is projected to reach USD 8.0 Billion by 2034, exhibiting a growth rate (CAGR) of 10.53% during 2026-2034. The market is fueled by rich natural scenic landscapes, diverse ecosystems, and country culture, which form a strong platform for market growth. In addition, rising environmental awareness among local as well as global tourists, coupled with the growing need for a sustainable tourism experience, is also accelerating market expansion. Besides this, government initiatives towards the development of eco-friendly infrastructure, along with promotional schemes, are also augmenting the Turkey ecotourism market share.

TURKEY ECOTOURISM MARKET TRENDS:

Integration of Community-Based Tourism Models

A key trend shaping the market is the increasing adoption of community-based tourism (CBT) models that emphasize local empowerment and socio-economic inclusivity. This approach actively involves rural and indigenous communities in the planning, management, and delivery of tourism services, allowing them to directly benefit from the sector's growth. These initiatives are further supported by government bodies and non-governmental organizations through training programs, infrastructure investments, and capacity-building efforts designed to enhance tourism offerings without harming the ecological balance. Notably, on August 15, 2024, Türkiye unveiled a strategic expansion of its ecotourism network by adding 26 new ecotourism areas, increasing the total to 99 zones, surpassing the planned target for 2024. These additions span 54 provinces, from Adana and Ankara to Erzurum and Zonguldak, reflecting a nationwide push to diversify

nature-based tourism. This expansion aligns with the broader 2021–2025 Ecotourism Action Plan, targeting 110 routes by 2025 and aiming to reach 200 areas by 2028. Moreover, modern travelers increasingly desire genuine, immersive experiences that allow them to engage with local customs, cultural traditions, and artisanal legacies. As sustainability becomes central to travel preferences, CBT reinforces the nation's leadership in responsible tourism while advancing rural development and community resilience.

Expansion of Protected Natural Areas and Eco-Reserves

Turkey is witnessing a strategic expansion of its protected natural areas and eco-reserves, reflecting a broader national commitment to biodiversity conservation and sustainable tourism. This trend is significantly propelling the Turkey ecotourism market growth. Furthermore, the country is home to a wide array of unique ecosystems, including coastal wetlands, alpine forests, and mountainous terrains, many of which are now being integrated into ecotourism circuits. Notable examples include the Kaçkar Mountains National Park, Lake Bafa Nature Park, and the wetlands of Gökkuş Delta, which are drawing eco-conscious travelers interested in hiking, birdwatching, and nature photography. This trend is also fueled by partnerships between the Ministry of Environment, international conservation organizations, and local stakeholders to ensure that tourism development aligns with ecological preservation goals. Also, infrastructure enhancements such as marked trails, eco-lodges, and information centers are implemented with minimal environmental impact. For instance, on August 15, 2024, TUI announced the commissioning of three new solar power plants in Turkey, with a combined capacity of 15 MW, to supply clean energy to eight of its hotels year-round. The initiative aligns with TUI's broader sustainability strategy to achieve carbon-neutral operations across its hotels and resorts, with further solar projects, including one in Sanliurfa, currently under development. Besides, strict visitor management policies, environmental education programs, and local guide certifications are enhancing visitor experiences while safeguarding fragile ecosystems. This expansion is reshaping Turkey's tourism landscape into one rooted in long-term environmental stewardship.

TURKEY ECOTOURISM MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on traveler type, age group, and sales channel.

Traveler Type Insights:

Solo

Group

The report has provided a detailed breakup and analysis of the market based on the traveler type. This includes solo and group.

Age Group Insights:

Generation X

Generation Y

Generation Z

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes generation X, generation Y, and generation Z.

Sales Channel Insights:

Travel Agent

Direct

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes travel agent and direct.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey ecotourism market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey ecotourism market on the basis of traveler type?

What is the breakup of the Turkey ecotourism market on the basis of age group?

What is the breakup of the Turkey ecotourism market on the basis of sales channel?

What is the breakup of the Turkey ecotourism market on the basis of region?

What are the various stages in the value chain of the Turkey ecotourism market?

What are the key driving factors and challenges in the Turkey ecotourism market?

What is the structure of the Turkey ecotourism market and who are the key players?

What is the degree of competition in the Turkey ecotourism market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 TURKEY ECOTOURISM MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 TURKEY ECOTOURISM MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 TURKEY ECOTOURISM MARKET - BREAKUP BY TRAVELER TYPE

- 6.1 Solo
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 Group
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (?2020-2025?)

6.2.3 Market Forecast (?2026-2034?)

7 TURKEY ECOTOURISM MARKET - BREAKUP BY AGE GROUP

7.1 Generation X

7.1.1 Overview

7.1.2 Historical and Current Market Trends (?2020-2025?)

7.1.3 Market Forecast (?2026-2034?)

7.2 Generation Y

7.2.1 Overview

7.2.2 Historical and Current Market Trends (?2020-2025?)

7.2.3 Market Forecast (?2026-2034?)

7.3 Generation Z

7.3.1 Overview

7.3.2 Historical and Current Market Trends (?2020-2025?)

7.3.3 Market Forecast (?2026-2034?)

8 TURKEY ECOTOURISM MARKET - BREAKUP BY SALES CHANNEL

8.1 Travel Agent

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Direct

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

9 TURKEY ECOTOURISM MARKET – BREAKUP BY REGION

9.1 Marmara

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Breakup by Traveler Type

9.1.4 Market Breakup by Age Group

9.1.5 Market Breakup by Sales Channel

9.1.6 Key Players

9.1.7 Market Forecast (?2026-2034?)

9.2 Central Anatolia

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Breakup by Traveler Type

9.2.4 Market Breakup by Age Group

9.2.5 Market Breakup by Sales Channel

9.2.6 Key Players

9.2.7 Market Forecast (?2026-2034?)

9.3 Mediterranean

9.3.1 Overview

9.3.2 Historical and Current Market Trends (?2020-2025?)

9.3.3 Market Breakup by Traveler Type

9.3.4 Market Breakup by Age Group

9.3.5 Market Breakup by Sales Channel

9.3.6 Key Players

9.3.7 Market Forecast (?2026-2034?)

9.4 Aegean

9.4.1 Overview

9.4.2 Historical and Current Market Trends (?2020-2025?)

9.4.3 Market Breakup by Traveler Type

9.4.4 Market Breakup by Age Group

9.4.5 Market Breakup by Sales Channel

9.4.6 Key Players

9.4.7 Market Forecast (?2026-2034?)

9.5 Southeastern Anatolia

9.5.1 Overview

9.5.2 Historical and Current Market Trends (?2020-2025?)

9.5.3 Market Breakup by Traveler Type

9.5.4 Market Breakup by Age Group

9.5.5 Market Breakup by Sales Channel

9.5.6 Key Players

9.5.7 Market Forecast (?2026-2034?)

9.6 Blacksea

9.6.1 Overview

9.6.2 Historical and Current Market Trends (?2020-2025?)

9.6.3 Market Breakup by Traveler Type

9.6.4 Market Breakup by Age Group

9.6.5 Market Breakup by Sales Channel

9.6.6 Key Players

9.6.7 Market Forecast (?2026-2034?)

9.7 Eastern Anatolia

9.7.1 Overview

9.7.2 Historical and Current Market Trends (?2020-2025?)

9.7.3 Market Breakup by Traveler Type

9.7.4 Market Breakup by Age Group

9.7.5 Market Breakup by Sales Channel

9.7.6 Key Players

9.7.7 Market Forecast (?2026-2034?)

10 TURKEY ECOTOURISM MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Services Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Services Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

- 11.4.1 Business Overview
- 11.4.2 Services Offered
- 11.4.3 Business Strategies
- 11.4.4 SWOT Analysis
- 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Services Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 TURKEY ECOTOURISM MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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