

# Turkey Medicals International Patient Center "Turkey Emerges as a Global Leader in Health Tourism"

*Continued Growth: The first half of 2024 shows promising figures, indicating ongoing interest in Turkey as a health tourism destination.*

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/EINPresswire.com/ -- Turkey Emerges as a Global  
Leader in Health Tourism



Turkey has established itself as a premier destination for health tourism, drawing international attention and positioning itself as a vital player in the global healthcare landscape. According to Turkey Medicals' Patient Coordinator, health tourism is a crucial component of the country's public policy initiatives aimed at boosting economic growth and improving healthcare accessibility.

"The role of the state is gaining significant importance in this period," the Patient Coordinator stated. "Turkey's top policies encompass a comprehensive development plan comprising 25 main topics. All institutions are diligently fulfilling their responsibilities under this framework. We are now well-positioned to engage with corporate clients in the Turkish healthcare sector. Our collective mission is to advance together, fostering collaboration among all stakeholders in the industry. The Turkish Ministry of Health is committed to driving these efforts forward in partnership with the Ministry of Development."

## Impressive Growth in Health Tourism Metrics

Statistics from TurkStat highlight Turkey's burgeoning health tourism sector. In 2019, the country welcomed 756,926 patients seeking medical services, mainly for [Istanbul hair transplant clinics for top hair treatment in Turkey](#), generating approximately USD 1.46 billion in revenue from health and medical tourism. However, the COVID-19 pandemic led to a decline in 2020, with 435,691 patients arriving, and revenues falling to USD 1.37 billion.

As global travel restrictions eased, health tourism rebounded sharply. In 2021, the number of patients receiving care rose to 729,592, yielding revenues of USD 2.02 billion with increased UK popularity in [Antalya dentist for crown, veneer and dental implant treatments in Turkey](#). This

upward trend continued into 2022, with 1,381,807 patients and revenues reaching USD 2.21 billion. By 2023, Turkey welcomed 1,538,643 health tourists, significantly contributing to the economy with revenues surpassing USD 3 billion.

The momentum has continued into 2024, with 801,723 patients receiving healthcare services in the first quarter alone, generating USD 1.62 billion in revenue. Treatments for cosmetic procedures, particularly aesthetic increase for [facial, breast, body fat transfer for aesthetic surgery in Turkey](#), are driving growth in this sector.

### Health Tourism: An Indispensable Market

Highlighting the strategic importance of health tourism, the Patient Coordinator emphasized, "Health tourism is an indispensable market. In the new global order, nations are reevaluating their positions. Our development plan outlines ambitions to rank among the top five destinations for medical tourism worldwide. We anticipate a significant increase in thermal tourism, from 1.5 million visitors in 2018 to 3.5 million by 2025, while medical tourism is expected to exceed 2 million by the end of 2024."

### A Thriving Industry with Diverse Opportunities

The evolution of health tourism has led to the recognition of this sector as a standalone industry within the global economy. The Patient Coordinator remarked on the vital roles played by insurance, agencies, training, consulting, and social media in fostering knowledge-driven transformations within this field. "Turkey is at the forefront of health tourism, offering a wide range of services that include, thermal, medical, elderly, and disabled tourism," they noted.

### Conclusion

With its robust healthcare infrastructure and commitment to excellence, Turkey is poised to solidify its position as a global leader in health tourism. The country's strategic initiatives and collaborative efforts among public and private sectors are expected to drive sustained growth and innovation in this vital industry.

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