

MENA Arrivals to Istanbul Up 52% as Average Stay Shortens, Safaryar Data Shows

Safaryar Holidays served 65,280 MENA passengers in 2025, a 52% rise, while average length of stay fell from 4.3 to 3.8 nights across 257 contracted hotels.

ISTANBUL, TURKEY, August 23, 2026 /EINPresswire.com/ -- Safaryar Holidays, an Istanbul-based destination management company and [wholesale hotel supplier](#), today released its 2025 operating data, reporting 65,280 passengers served from the Middle East and North Africa — a 52 percent increase over 2024 — while the average length of stay fell from 4.3 nights to 3.8 nights.



safaryar holidays istanbul dmc

The two figures together point to a structural shift in how MENA travelers use Istanbul: more trips, shorter trips. Although average stays shortened by roughly 12 percent, total passenger nights handled by the company still rose about 34 percent year over year, from approximately 184,900 to 248,000.

“

A shorter stay is not weaker demand, it is a different trip. MENA travelers now treat Istanbul as a repeatable short break rather than a once-in-a-decade holiday.”

*Alper Tekin, Founder of
Safaryar Holidays*

Safaryar Holidays is a business-to-business DMC supplying contracted hotel inventory, transfers, MICE services and incoming tour packages in Türkiye to travel agencies worldwide. Founded in Istanbul in 2018 and operating under Sindibad Turizm Ticaret Anonim Şirketi, the company works with 370 partner agencies and holds [direct](#)

[contracts with 257 hotels](#) across Istanbul, Ankara and Van.

Accommodation demand concentrated in the upper-midscale segment. Of 2025 passengers, 62 percent stayed in four-star properties, 22 percent in five-star and 16 percent in three-star — approximately 40,500, 14,400 and 10,400 passengers respectively.

Ground transport data suggests travelers are trading up on experience rather than on room category. Among five-star guests, 28 percent added a VIP transfer, while 48 percent of four-star guests booked the company's shared shuttle service — roughly 4,000 and 19,400 passengers respectively.

"A shorter stay is not weaker demand, it is a different trip," said Alper Tekin of Safaryar Holidays. "MENA travelers are treating Istanbul as a repeatable short break rather than a once-in-a-decade holiday, and that changes how agencies should package the destination."

The graphic is a promotional banner for Safaryar's Istanbul Hotels API. At the top left is the Safaryar logo and the text 'TÜRKİYE-BALKANS DMC SERVICES FOR EUROPEAN TRAVEL TRADE'. The main headline is 'TECHNOLOGY THAT POWERS SEAMLESS TRAVEL OPERATIONS', followed by a sub-headline: 'Our API-first infrastructure and B2B platform are built for speed, reliability and scalability—so you can book, manage and grow with confidence.' The background features a map of Istanbul and a list of nearby countries: BOSNIA AND HERZEGOVINA, SERBIA, BULGARIA, NORTH MACEDONIA, and ALBANIA. The central part of the graphic is divided into several sections: 'B2B PLATFORM FEATURES' (Real-time Availability, Net Wholesale Rates, Instant Confirmation, Post-Booking Management, API & XML Integration, Dedicated Support), 'BUILT FOR SPEED. COMMITTED TO RELIABILITY.' (API SAFARYAR CONNECT, YOUR SYSTEM, OUR PLATFORM), 'SLA COMMITMENT' (99.9% uptime guarantee, Real-time monitoring & alerts, Fast issue resolution, Dedicated integration support), 'OUR SCALE AT A GLANCE' (40+ Directly Contracted Istanbul Hotels, 257+ Total Partner Properties, 6 Balkan Countries Through Partner Network, 1000+ European Travel Agencies Served), and 'TURSAB LICENSED' (TURSAB NO: 10028). At the bottom, there is a navigation bar with links: FIT, GROUPS, MICE, LUXURY TRAVEL, SERIES TOURS, TAILOR-MADE EXPERIENCES, and a 'LEARN MORE' link to safaryarholidays.com.

Shorter stays compress operational timelines. Confirmations, transfers and tour scheduling all move closer to arrival, raising the value of instant confirmation over manual rate requests. Safaryar offers agencies three ways to connect — a B2B portal, an OTA-compatible XML and RESTful API, and an embeddable [white-label booking engine](#) — each with real-time availability and instant confirmation across its contracted inventory.

The company provides support in five languages, including Arabic, Turkish, English and Russian, and combines its own directly contracted rates with inventory from tier-1 global wholesalers. Partnership models include net rates, commissionable rates, allotment deals and credit-based accounts.

Safaryar Holidays also operates digital heritage projects covering Istanbul landmarks including Hagia Sophia, Galata Tower and Eyüp Sultan Mosque, connecting travelers to destination information ahead of arrival.

Travel agencies can register for access without commitment, and technology partners can request API documentation for direct integration.

Alper Tekin
Safaryar Holidaysı

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