

Turkish Airlines announces 10-year strategic plan



Turkish Airlines Chairman of the Board and Executive Committee, Prof. Dr. Ahmet Bolat

[Turkish Airlines](#) is sharing its goals for its 100th anniversary in 2033.

According to a recent release, some of the strategic focus areas that aim to generate significant value for the national flag carrier's stakeholders include:

- Achieving consolidated revenue of over 50 billion USD by 2033
- Expanding the fleet to 435 aircraft by 2023 and to over 800 aircraft by 2033; expanding the passenger network to 400 destinations
- Doubling the passenger capacity in 2023 by 2033 with an annual average growth rate of 7 percent
- Servicing 170 million passengers by 2033 compared to over 85 million in 2023
- Reaching 150 thousand employees including its subsidiaries
- Establishing the airline's low-cost arm AnadoluJet as a separate subsidiary; repositioning its brand, restructuring its revenue and cost structures, and reaching a fleet size of 200 new generation aircraft to strengthen its competitive positioning
- Improving passenger experience and brand recognition by:
 - Providing each passenger with a customized service across all service channels
 - Completing cabin transformation to enhance the inflight experience
 - Growing further Miles & Smiles loyalty program and increasing the number of active members

- Ranking among the top 3 airlines globally in providing the best digital experience by implementing new projects in digital transformation
- To become a sustainable airline by:
 - Increasing the number of new-generation aircraft in the fleet
 - Increasing the consumption of sustainable aviation fuel
 - Expanding the number of LEED-certified buildings to boost renewable energy usage
 - Becoming a “Carbon Neutral” airline by 2050 through the implementation of carbon emission offsetting projects

Turkish Airlines Chairman of the Board and Executive Committee, Prof. Dr. Ahmet Bolat said in the release: “Being able to grow from our humble beginnings of 90 years ago into one of the world’s leading airlines is a great honour for us.”