

GEORGIAN TOURISM IN FIGURES

STRUCTURE &
INDUSTRY DATA
2022



International Trips to Georgia

In 2022 the number of visits of international travelers amounted to 5,426,903, which is 188.5% more than last year. The number of visits by international travelers includes the number of visits made by international visitors 4,703,945 (+173.3%) and other visits (non -tourist) 722,958 (+351.8%). From the total number of international visitor trips, 3,652,949 (+131.6%) were tourist trips and 1,050,996 (+631%) were same-day trips.

The largest numbers of international visitors were registered in the third quarter: in August 912,041 (16.8%), July 718,401 (13.2%) and September 636,235 (11.7%). The share of third quarter equaled to 41.8% of the total annual international visitor trips. While the lowest number of trips were recorded in January 199,393 (3.7%), February 165,626 (3.1%) and March 211,484 (3.9%).

The largest share of international visitors, 3,123,238 (66.4%) came via land transport, followed by air 1,536,316 (32.7%). Trips by rail and sea were 26,355 (0.6%) and 18,036 (0.4%), respectively. The busiest border was Sarpi (Turkish border) 1,059,151 (22.5%), followed by Tbilisi International Airport 1,040,729 (22.1%), Kazbegi (Russian border) 844,115 (17.9%) and Sadakhlo (Armenian border) 704,560 (15%). The number of trips from these five border crossings accounted for 77.6% of all trips.

In 2022, 272,916 (+96.1%) trips were conducted by EU visitors, with the largest number derived from Germany 48,548 (+129.1%), Poland 41,917 (+35.3%) and UK 21,407 (+169.7%).

The majority of trips to Georgia were conducted by male visitors 3,038,051 (64.6%), while female visits amounted to 1,665,894 (35.4%). The largest number of which were within the 31-50 age category – 2,316,023 (49.2%), followed by the 15-30 age groups – 1,201,138 (25.5%) and the 51 -70 – 1,106,003 (23.5%). The fewest trips were conducted by the 71+ age group, at 80,781 (1.7%).

Basic Information

International travel statistics are provided by the information - Analytical Department of the Ministry of internal affairs of Georgia.

Methodology

The international travel statistics describe the dynamics of inbound travelers registered at 21 border checkpoints.

The Main Indicators

In line with UNWTO recommendations, an **international traveler** is someone who moves between different geographic locations for any purpose and any duration. It excludes foreign citizens who are Georgian residents and includes Georgian citizens who are foreign residents.

An **international visitor** is a traveler taking a trip to a main destination outside their usual environment, for less than a year, for any purpose (business, leisure, or another personal purpose) other than to be employed by a resident entity in the country or place visited.

The usual environment of an individual, a key concept in tourism, is defined as the geographical area within which an individual conducts their regular life routines. To define the “usual environment” in Georgia, travelers conducting eight or more trips are excluded from the data.

A **visitor** (domestic, inbound, or outbound) is classified as a tourist (or overnight visitor) if their trip includes an overnight stay, or otherwise as a same - day visitor (or excursionist)

Others (non - tourists) are characterized under the reason they have been excluded from being defined as visitors: either being less than 15 years old or being within their usual environment.

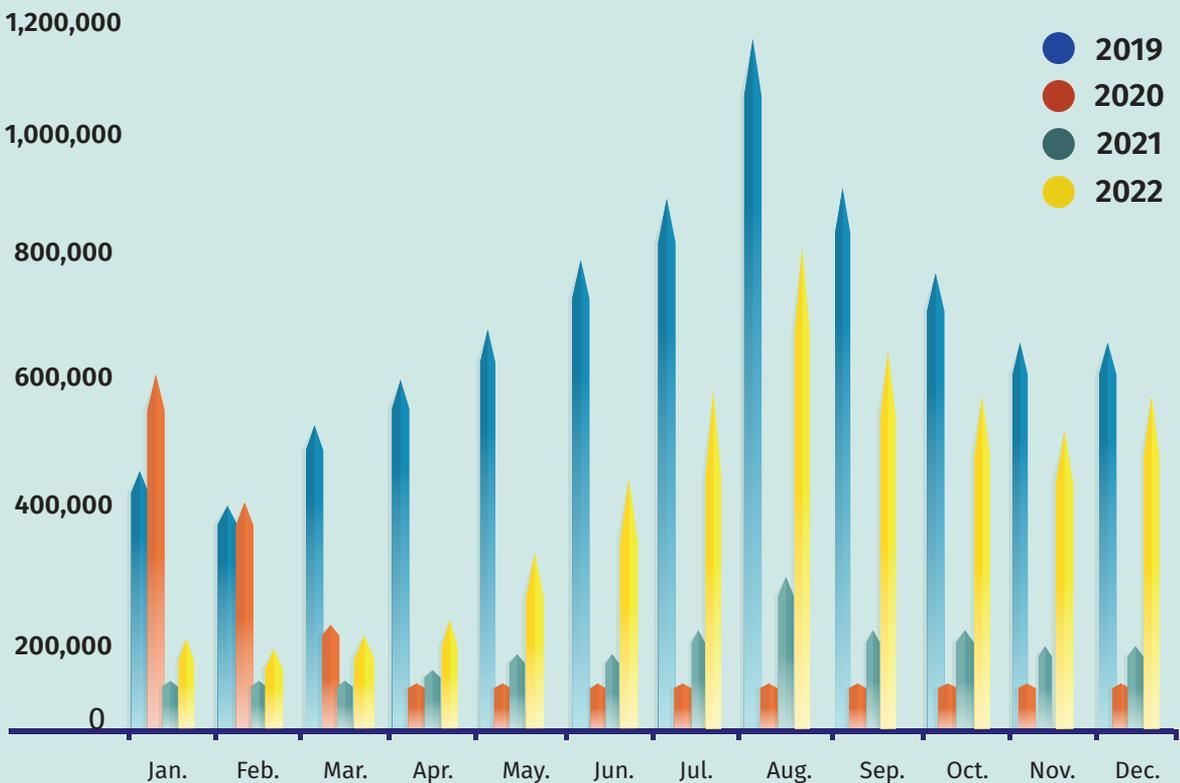
More detailed information can be found on the Georgian National Tourism Administration website: www.gnta.ge

International Travel Classification

Trip Type	2021	2022	Change	Change%	Share%
International Travelers Trips	1,881,271	5,426,903	3,545,632	188.5%	100.0%
International Visitor Trips	1,721,242	4,703,945	2,982,703	173.3%	86.7%
Tourist (Overnight) Trips	1,577,463	3,652,949	2,075,486	131.6%	77.7%
Same Day Trips	143,779	1,050,996	907,217	631.0%	22.3%
Other (non-tourism)	160,029	722,958	562,929	351.8%	13.3%

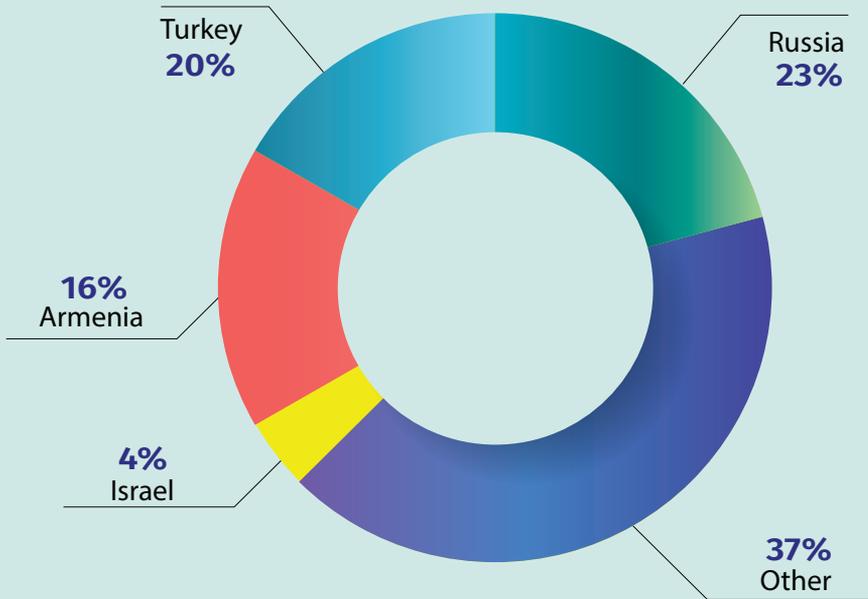
Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Months



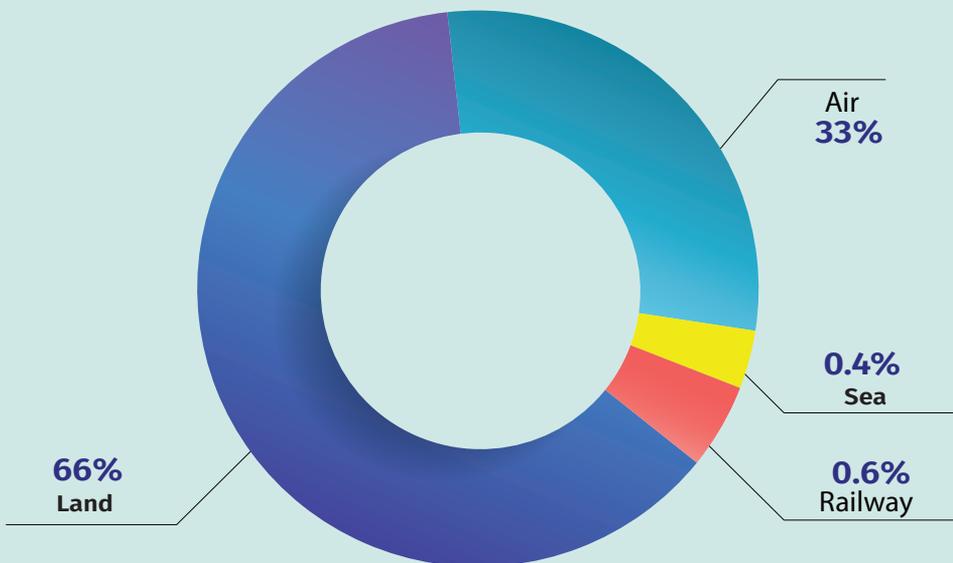
Source: The Ministry of Internal Affairs of Georgia

Structure of International Visitor Trips



Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Border Types



Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Borders

Border name	Border with	2021	2022	Change	Change%	Share %
Total	↓	1,721,242	4,703,945	2,982,703	173.3%	100%
Including	↓	↓	↓	↓	↓	↓
Sarpi	Turkey	253,859	1,059,151	805,292	317.2%	22.5%
Tbilisi Airport	568,149	1,040,729	472,580	83.2%	22.1%
Kazbegi	Russia	220,788	844,115	623,327	282.3%	17.9%
Sadakhlo	Armenia	125,047	704,560	579,513	463.4%	15.0%
Batumi Airport	221,853	264,021	42,168	19.0%	5.6%
Kutaisi Airport	87,156	231,566	144,410	165.7%	4.9%
Tsiteli Khidi	Azerbaijan	111,744	147,873	36,129	32.3%	3.1%
Kartsakhi	Turkey	28,511	126,707	98,196	344.4%	2.7%
Ninotsminda	Armenia	26,808	118,367	91,559	341.5%	2.5%
Guguti	Armenia	17,791	42,374	24,583	138.2%	0.9%
Tsonda	Azerbaijan	8,312	40,886	32,574	391.9%	0.9%
Vale	Turkey	33,495	39,121	5,626	16.8%	0.8%
Railway Sadakhlo	Armenia	8,486	24,172	15,686	184.8%	0.5%
Port Poti	3,164	9,006	5,842	184.6%	0.2%
Port Batumi	3,626	7,689	4,063	112.1%	0.2%
Port Kulevi	60	1,341	1,281	2135.0%	0.0%
Railway Gardabani	Azerbaijan					
Railway Kartsakhi	Turkey	1,246	1,024	-222	17.8%	0.0%
Akhkerpi	Armenia	0	84	84		0.0%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips top 15 Countries

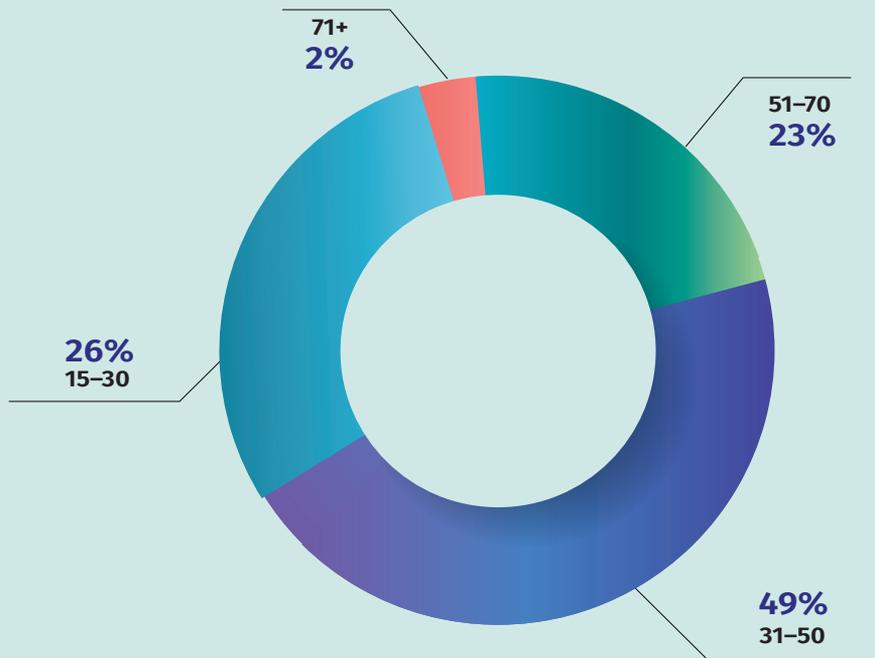
	Country	2021	2022	Change 2021/2022	Change 2021/2022 %
1	Russia	212,979	1,087,257	874,278	410.5%
2	Turkey	326,494	925,561	599,067	183.5%
3	Armenia	164,698	742,593	577,895	350.9%
4	Israel	100,686	210,178	109,492	108.7%
5	Ukraine	144,901	168,915	24,014	16.6%
6	Azerbaijan	82,718	152,969	70,251	84.9%
7	Belarus	53,698	130,046	76,348	142.2%
8	Kazakhstan	66,787	120,494	53,707	80.4%
9	Saudi Arabia	63,437	119,921	56,484	89.0%
10	Iran	18,549	102,877	84,328	454.6%
11	India	24,992	52,841	27,849	111.4%
12	Germany	21,194	48,548	27,354	129.1%
13	Uzbekistan	36,384	47,953	11,569	31.8%
14	Poland	30,988	41,917	10,929	35.3%
15	USA	19,470	35,319	15,849	81.4%

International Tourist Trips Top 15 Countries

	Country	2021	2022	Change 2021/2022	Change 2021/2022 %
1	Russia	191,005	868,229	677,224	354.6%
2	Turkey	284,909	540,135	255,226	89.6%
3	Armenia	110,632	383,226	272,594	246.4%
4	Israel	99,351	205,874	106,523	107.2%
5	Ukraine	142,456	156,919	14,463	10.2%
6	Azerbaijan	75,465	135,429	59,964	79.5%
7	Belarus	51,798	125,615	73,817	142.5%
8	Saudi Arabia	62,971	117,480	54,509	86.6%
9	Kazakhstan	63,817	115,022	51,205	80.2%
10	Iran	18,121	100,910	82,789	456.9%
11	India	24,941	52,688	27,747	111.3%
12	Uzbekistan	35,537	46,004	10,467	29.5%
13	Germany	20,431	45,635	25,204	123.4%
14	Poland	30,787	41,150	10,363	33.7%
15	USA	19,206	34,087	14,881	77.5%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Age Categories



Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Sex



Source: The Ministry of Internal Affairs of Georgia

Travel Behavior of International Visitors

In 2022 the number of international trips to Georgia amounted to 4,703,945. A total of 77.7% (3,652,949) of trips included at least one overnight stay, which by definition is a tourist trip. 22.3% were day trips (1,050,996).

Out of the total number of trips, 69.1% were repeat trips and 30.9% of trips were for the first time. Most of the residents of neighboring countries have traveled to Georgia before. The largest share of repeat trips was conducted by Armenian visitors (96%), followed by Azerbaijani (92.5%), Turkish (72.9%) and Russian (75.3%). The leaders among first-time trips were Turkey and Russia, with 27.1% and 24.7% shares respectively.

Purpose of Travel

International visitor trips were mostly undertaken for holiday, leisure or recreation purposes (53.6%). Other frequently observed purposes included visiting friends or relatives (20%), transit (13.6%), business/professional trips (6.6%), shopping (4.2%), and health and medical care (0.5%). Only 2% of trips were for other purposes.

Duration of Stay

The total number of overnights stays of international visitors arriving in Georgia, in 2022 was 29,380,748, and their average duration of stay was 6.2 nights.

Visitor's average duration of stay for holiday, recreation and leisure was 7.2 nights, for visiting friends and relatives was 7.6 nights and for business and professional – 7.7 nights. The average duration of stay of first-time visitors to Georgia was 7.3 nights, and 5.8 nights of repeat visits. Those arriving by air stay on average 8.4 nights longer than those arriving by land – 5 nights.

The largest share of total duration of stays (40.8%) was spent in hotels. A little less than a quarter (23%) stayed in a rented house. 8.1% stayed in a guest house and hostel.

Visited Destinations

Most international trips on the regional level were made in Tbilisi 57.2%, Adjara was next with 45.1% and Mtskheta-Mtianeti 19%. Other regions with significant number of visits were Lower Kartli 7.9%, Samtskhe-Javakheti 6.6%, Imereti 7.5% and Kakheti 5.8%. The lowest rate was in Samegrelo-Upper Svaneti 3.1%, Inner Kartli 2.9%, Guria 1.35% and Racha-Lechkhumi, Lower Svaneti 0.2%.

57.2% of international trips were made to the capital city of Georgia, followed by 43.8% trips to Batumi. Other destinations were less visited. Among them

Kazbegi was the most popular (9.4%). Some other widely visited destinations were the following: Mtskheta (8.9%), Kutaisi (7.1%), Borjomi (6.3%), Gudauri (6.2%), Marneuli (5.9), Signaghi (4.2%), Kobuleti (3.2%), Gori (2.7%).

63.4% of visitors whose main purpose was holiday, recreation, leisure visited Adjara, followed by Tbilisi (56.6%) and Mtskheta-Mtianeti (21.4%). In the visits made to see friends and relatives the data is distributed as follows: Tbilisi 61.9% and Adjara 25.8%.

Expenditures

Total expenditure by international visitors during the estimation period was 10.8 billion GEL, and average expenditure per visit was 2,298 GEL. The largest share of visitors' expenditures was registered on served food and drinks (33.2% of total expenses) and accommodation (31% of total expenses). Spending on shopping was also significant share (15.4%) and only 10.8% of expenditure was made on Cultural and Entertainment Services.

The average expenditure of visits for holiday, recreation and leisure was 2,905 GEL per visit, and the average expenditure of the segment of professional and business was determined at 2,725 GEL.

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of international trips to Georgia.

Methodology

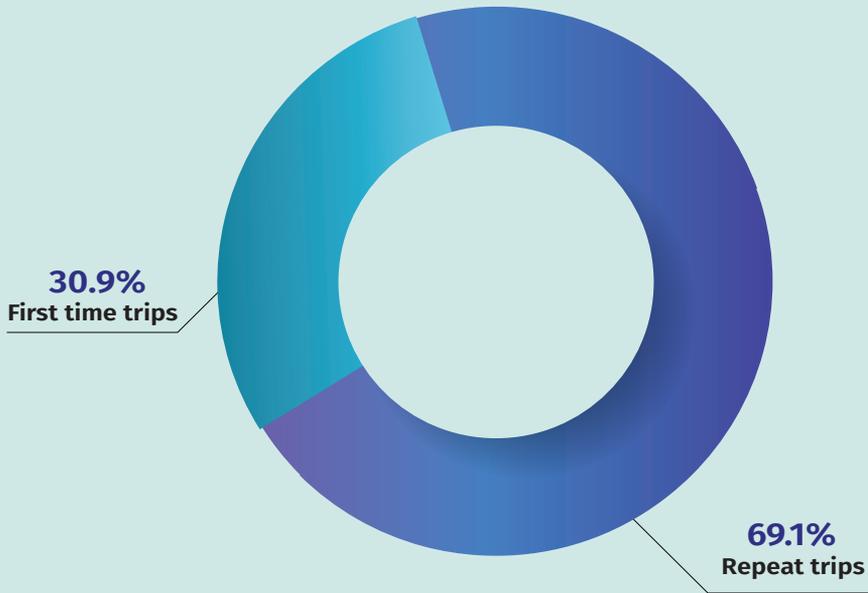
The survey was conducted in a face-to-face format, and a printed questionnaire was used. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organisation. A stratified systematic sample method was applied to selected respondents. The sample size varied across quarters: Quarters I, II and IV: 900 respondents monthly, Quarter III: 1300 respondents monthly. Interviews were conducted with international visitors aged 15 years or older at the moment of leaving Georgia. The interviews took place at ten biggest checkpoints (air and land).

Main Published Indicators

Place of permanent residence, purpose and frequency of visit, length of stay, places visited, accommodation, source of information, accompanying persons, means of transport, organization of the trip, popular activities and attractions, and satisfaction level.

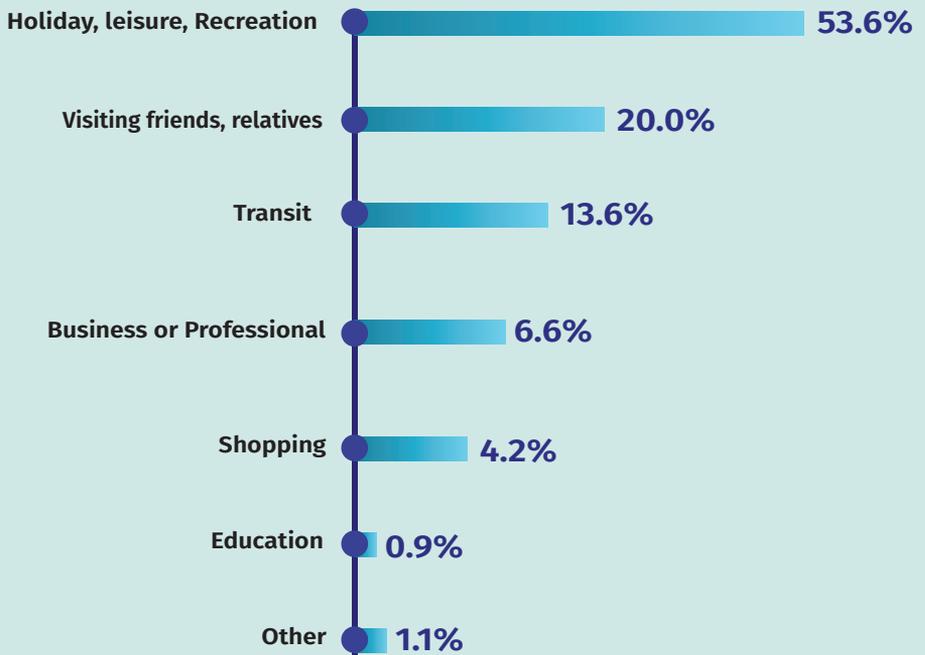
More detailed information can be found at www.gnta.ge

Visiting Practice



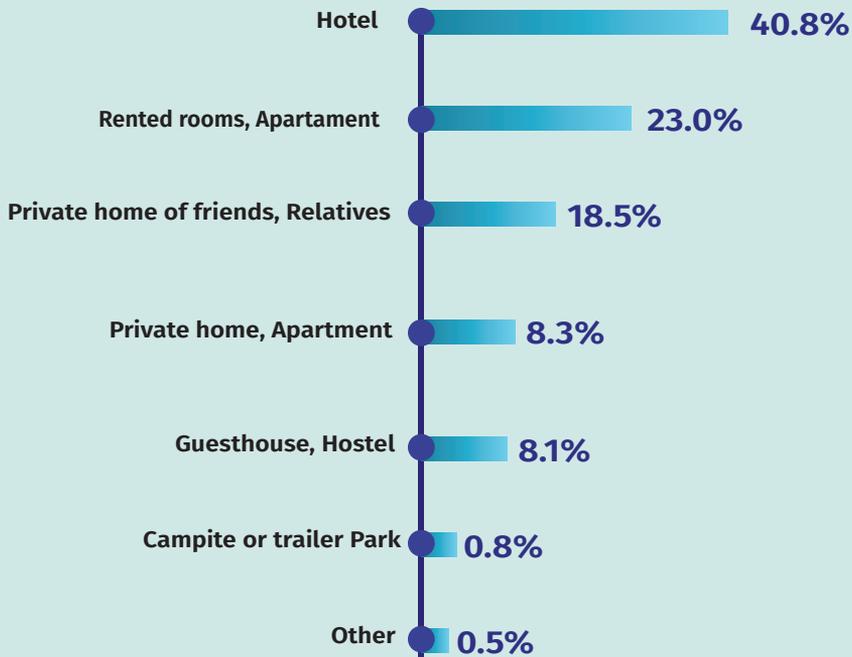
Source: The Ministry Of International Affairs of Georgia

Main Purpose of Trip



Source: The ministry of International Affairs of Georgia

Nights Spent



Source: The ministry of International Affairs of Georgia

Expenditure Structure

Components	Quantity (GEL) (X1000)	Share %
Served Food and Drinks	3,591,867	33.2%
Accommodation	3,351,528	31.0%
Shopping	1,669,672	15.4%
Cultural and Entertainment Services	1,164,521	10.8%
Local Transport	858,749	7.9%
Other Expenditures	171,734	1.6%
Total Expenditures	10,808,070	100.0%

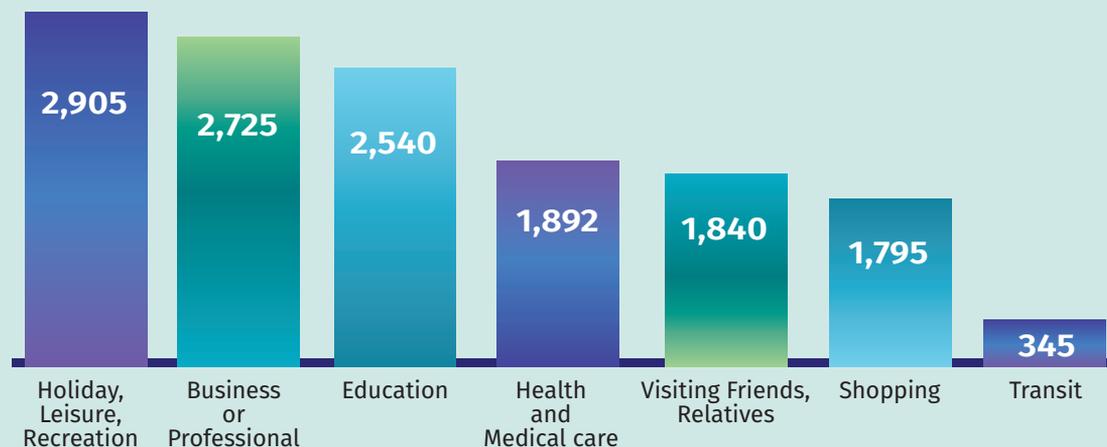
Source: The ministry of International Affairs of Georgia

Top 10 Non-Neighboring Countries by Average Spend and Duration of Stay

Country	Average Expenditure Per Visit (GEL)	Average Length of Stay (Nights)
Israel	3,782	5.7
Saudi Arabia	5,391	8.0
Ukraine	2,781	10.2
Belarus	3,434	14.6
Kazakhstan	3,388	7.0
United Arab Emirates	3,302	6.5
Germany	2,996	8.8
Iran	3,393	6.8
USA	4,818	11.1
Poland	2,249	8.1

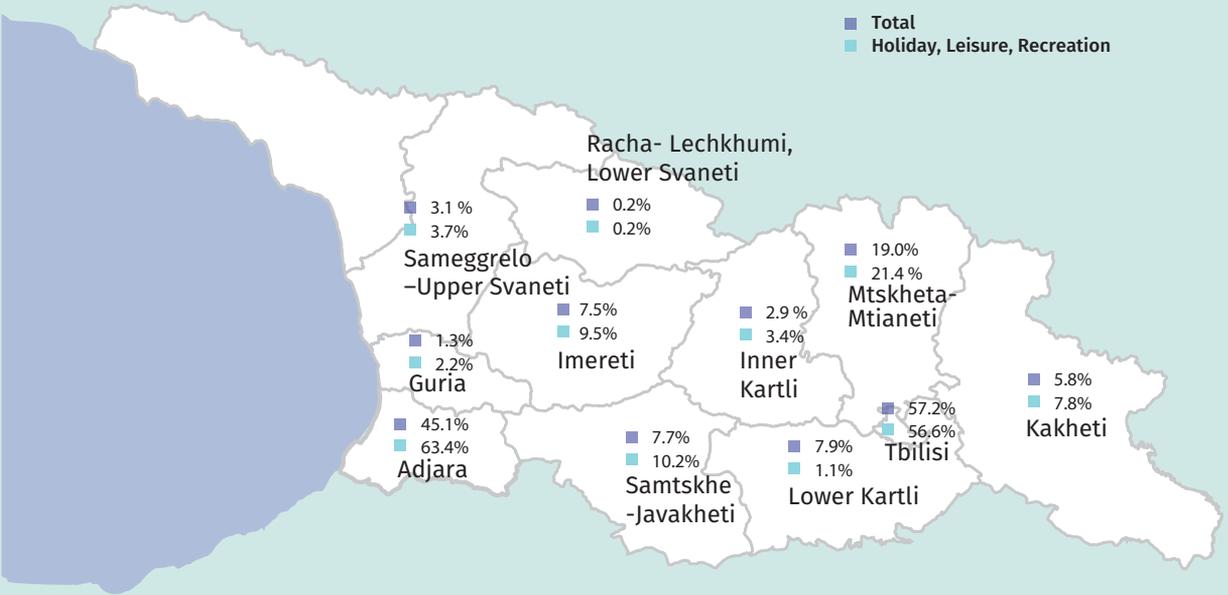
Source: The ministry of International Affairs of Georgia

Average Expenditure According to the Main Purpose



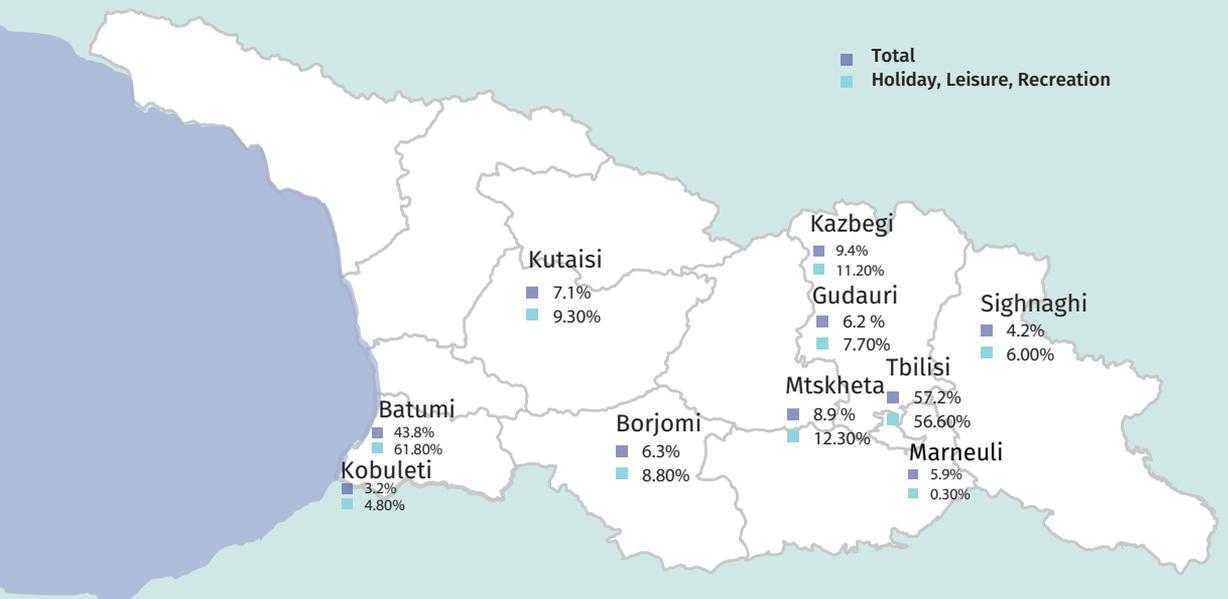
Source: The ministry of International Affairs of Georgia

Most Visited Regions



Source: The ministry of International Affairs of Georgia

Most Visited Destinations



Source: The ministry of International Affairs of Georgia

Travel Behavior of Domestic Visitors

In 2022, the number of domestic trips within Georgia amounted to 16.3 million, representing –3.6% lower rate than previous year. The majority of trips were from Tbilisi (37%), and most visits were to large cities.

Duration and Purpose of Travel

The average visitor trip length was 1.9 nights, which varied by place of residence. Visitors from Tbilisi tended to stay for longer periods (2.7 nights on average), while other visitors spent one night, on average, away from their usual environment. The majority of domestic trips (50.8%) were carried out by local residents visiting friends or relatives. While visiting second home was the main reason for 12.3% of travelers, and 11.7% traveled for shopping. Other frequently observed purposes were: health and medical care (8.9%), leisure and recreation (9.7%), and business, professional purposes (3.2%).

Travel Destinations

Around 23.3% of total domestic trips were made to the capital city, followed by 7.6% to Batumi and 5.7% to Kutaisi. The other destinations included: Rustavi (3.3%), Mtskheta (3.2%), Gori (1.8%), Zugdidi (1.4%) and Kobuleti (1.2%). From a regional perspective, the most popular locations were Imereti (17%), Ajara (11.2%), and Kakheti (9.3%).

Accommodation

During this period, the total number of overnight stays was 30.6 million; including 53.5% of domestic travelers who stayed in the private homes of friends and relatives. A considerable number of domestic visitors, 31.5%, stayed in their own houses, while 4.87% used hotels, guest house.

Expenditure

The total expenditure from domestic visitors during the estimation period was 3 billion GEL, while the average expenditure per visit was 182.4 GEL. The largest share of visitor expenditure, (32.5%), was registered for shopping.

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of domestic visits within Georgia.

Methodology

The results of this report are based on in-person, face-to-face interviews with respondents living in households throughout the territory of Georgia. The survey was designed to collect information from a representative sample of the resident population, aged 15 and above, who had travel experience within the country over the last month.

In line with UNWTO Recommendations on Tourism Statistics, domestic tourism refers to trips of residents within Georgia to a location outside of their usual environment. In the context of tourism statistics, two simultaneous methods are used for the classification of a domestic visit: location and frequency. The location method takes into consideration the municipal structure of the country. For defining the usual environment, it is crucial whether the domestic traveler made a visit out of their municipality. The second criterion defines the specific frequency of visits that are considered regular. If a Georgian domestic traveler visits another municipality less than once every two weeks, it is not considered regular and is therefore classified as a domestic visit.

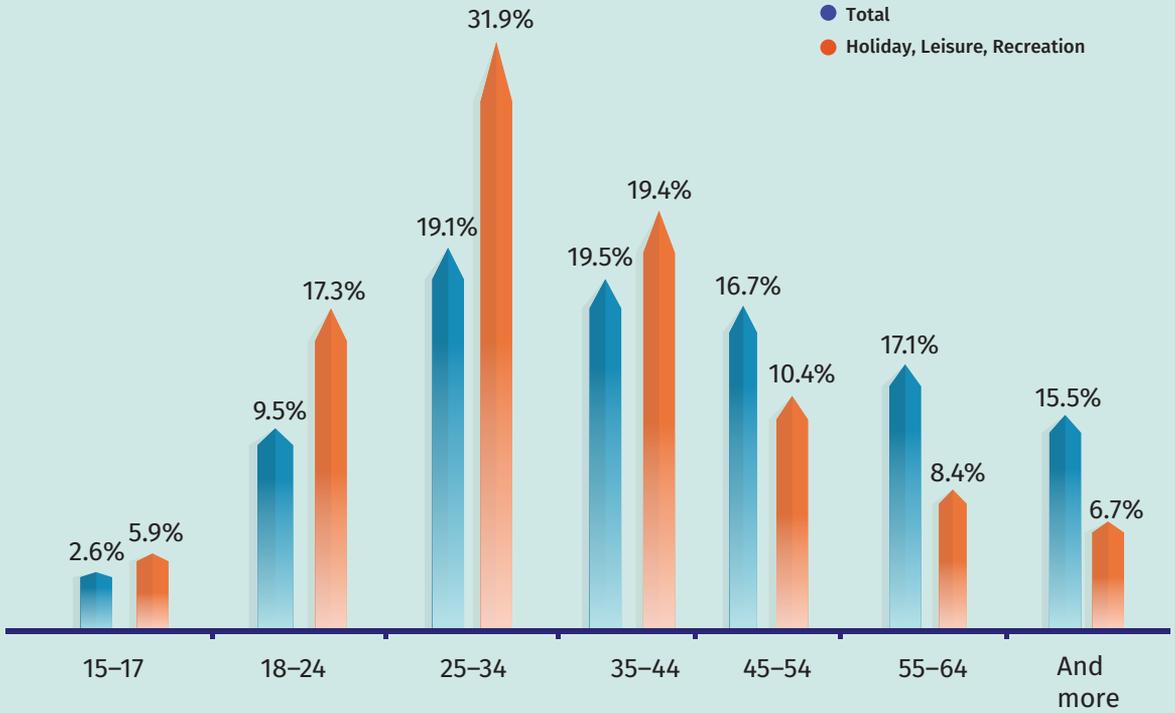
The Main Indicators

The main published indicators include: place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, source of information, means of transport, satisfaction level, and expenditure.

Further, more detailed information can be found at www.gnta.ge and www.geostat.ge.

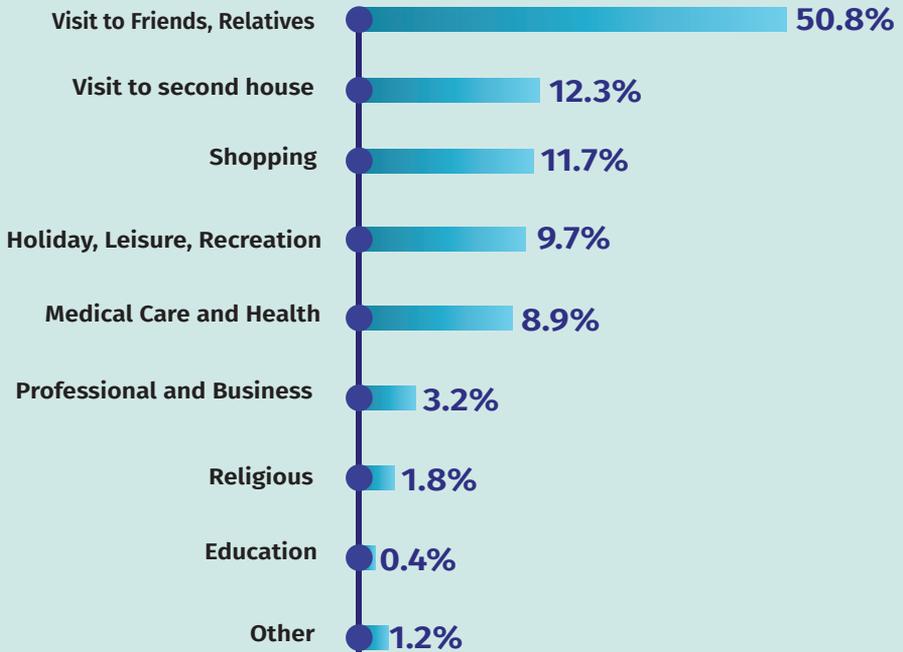


Age Groups



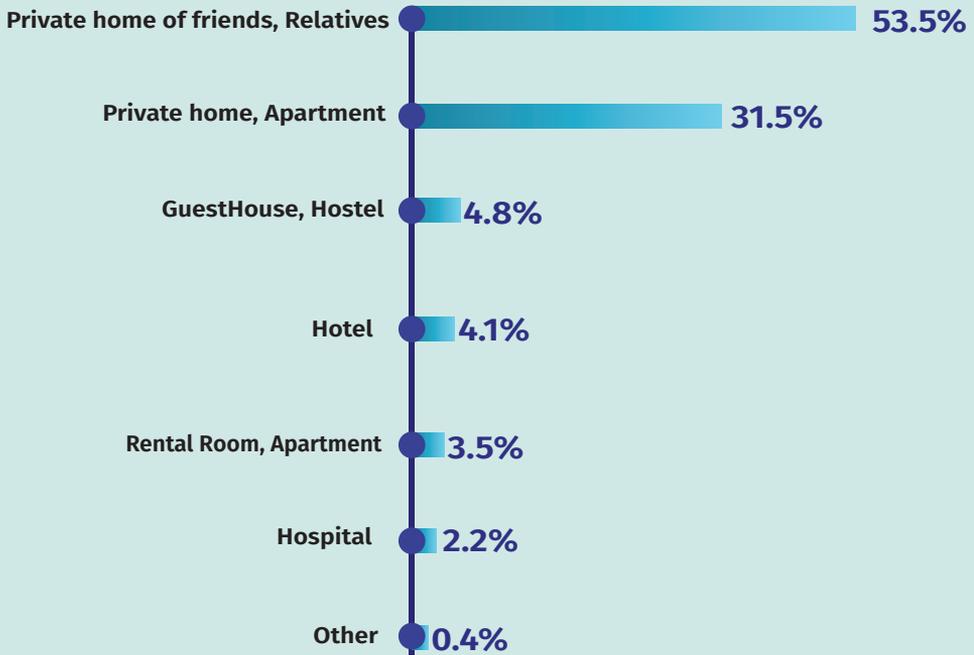
Source: National Statistics office of Georgia

Main Purpose of Trip



Source: National Statistics office of Georgia

Nights Spent



Source: National Statistics office of Georgia

Popular Tourism Activities



Source: National Statistics office of Georgia

Expenditure Structure

Components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	967,083	32.5%
Served Food and Drinks	695,201	23.3%
Local Transport	636,580	21.4%
Accommodation	170,448	5.7%
Cultural and Entertainment Services	32,610	1.1%
Other Expenditures	477,330	16.0%

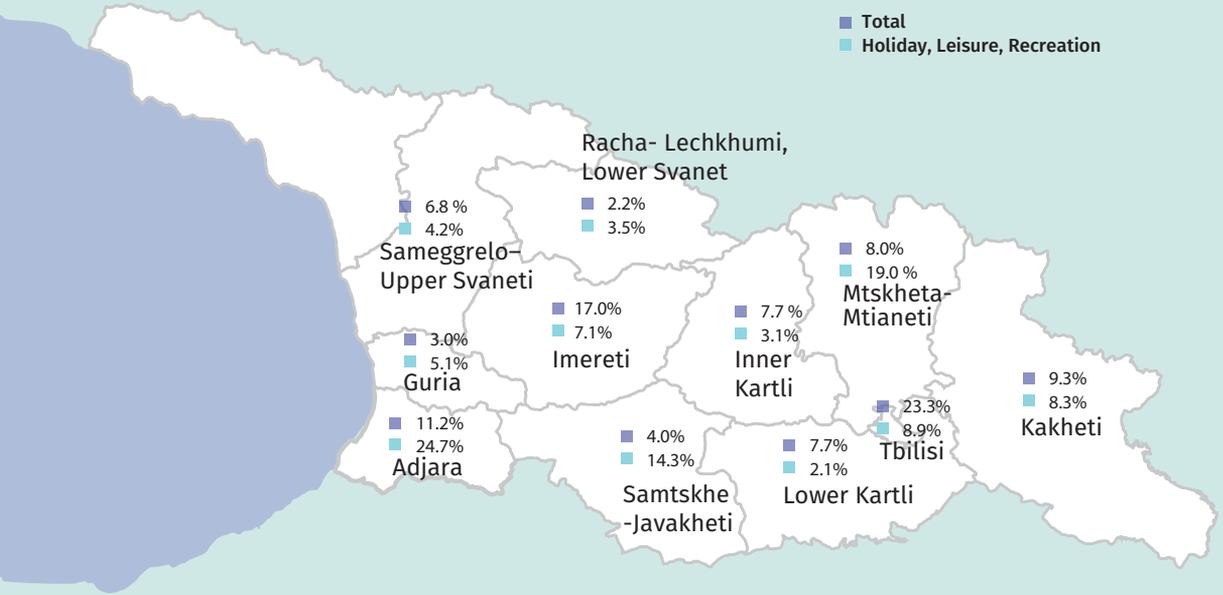
Source: National Statistics office of Georgia

Average Length of Stay

Region	Average Overnight
Tbilisi	1.5
Adjara	1.7
Guria	3.1
Imereti	1.9
Kakheti	1.9
Mtskheta-Mtianeti	0.8
Samegrelo-Upper Svaneti	2.3
Samtskhe – Javakheti	3.2
Lower Kartli	1.4
Inner Kartli	1.2
Other Regions	5.0

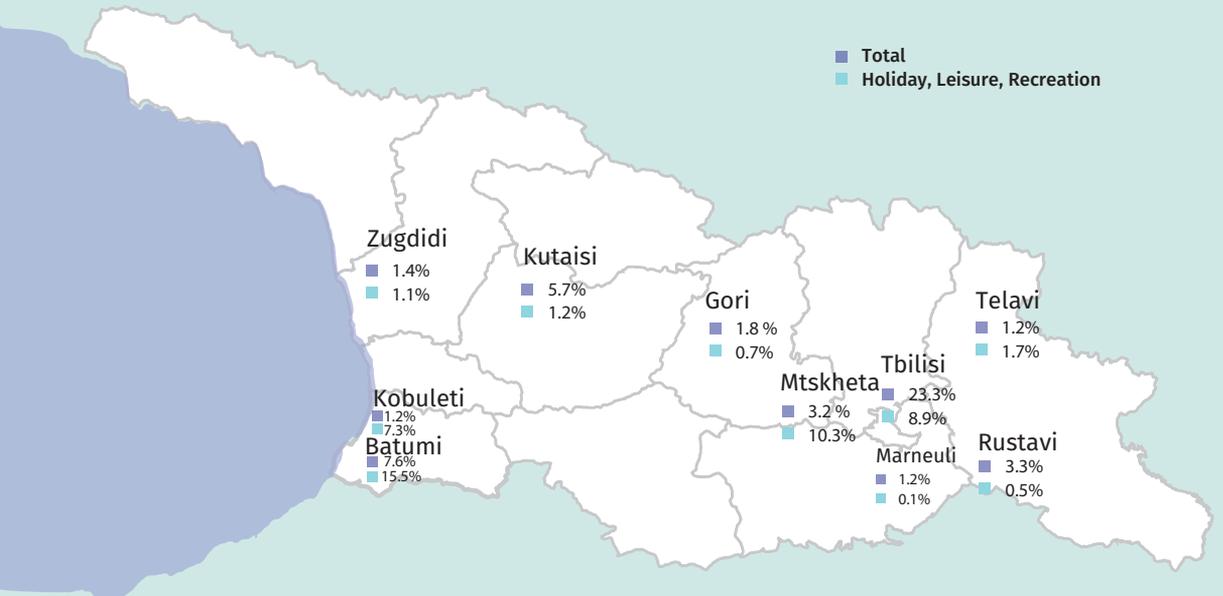
Source: National Statistics office of Georgia

Most Visited Regions



Source: National Statistics office of Georgia

Most Visited Regions



Source: National Statistics office of Georgia

Travel Behavior of Outbound Visitors

In 2022 the number of international trips from Georgia amounted to 1,693,189. A total of 55.8% (944,222) of trips included at least one overnight stay, which is by definition a tourist trip. 44.2% were day trips (748,967).

The largest share of outbound trips was conducted by the 31-50 age category (49.2%), followed by the 15-30 (25.9%) and 51-70 age categories with 23.1%. Only 1.8% were aged 71+. The majority of outbound visitors were male (53.3%) and 46.5%-female.

95.9% of outbound trips were repeat trips and 4.1% were first time trips.

Purpose of Travel

International outbound trips were mostly undertaken for shopping (41.1%). Other frequently observed purposes included visit to friends and relatives (22.2%), business/professional trips (19%), holiday, leisure, or recreation (12.4%), health and medical care (2.6%), and education (1.4%). Only 1.2% of trips were for other purposes.

Accommodation and Duration of Travel

During this period, the total number of overnight stays was 10,321,472. The average duration of a trip was 6.1 nights.

The most used form of accommodation was in the private home of a friend or relative with 36.6% of total overnights. 17.9% of nights were spent in own home, while 17.3% were in a hotel. Other types of accommodation were less utilized by international visitors. Only 12.5% were spent in rented house.

Travel Destination

The majority of outbound trips (78.6%) were conducted to neighboring countries. Among them, Turkey was the leader (55.6%), followed by Russia (14.6%), and Armenia (7.2%). The smallest number of trips among neighbors was conducted to Azerbaijan (1.2%). Significantly fewer trips are conducted to non-neighboring countries, where United Arab Emirates are among the leaders with 2.9%, Germany with 2.5%, and Poland with 2.2%.

Expenditures

Total expenditure by outbound visitors during the estimation period was 1.8 billion GEL, and average expenditure per visit was 1,070 GEL. The largest share of visitors' expenditures was registered on shopping (41.7% of total expenses), served food and drinks (30.8% of total expenses). 14.1% was spent on accommodation and only 2.9% of expenditures were made on cultural and entertainment services.

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of outbound trips abroad.

Methodology

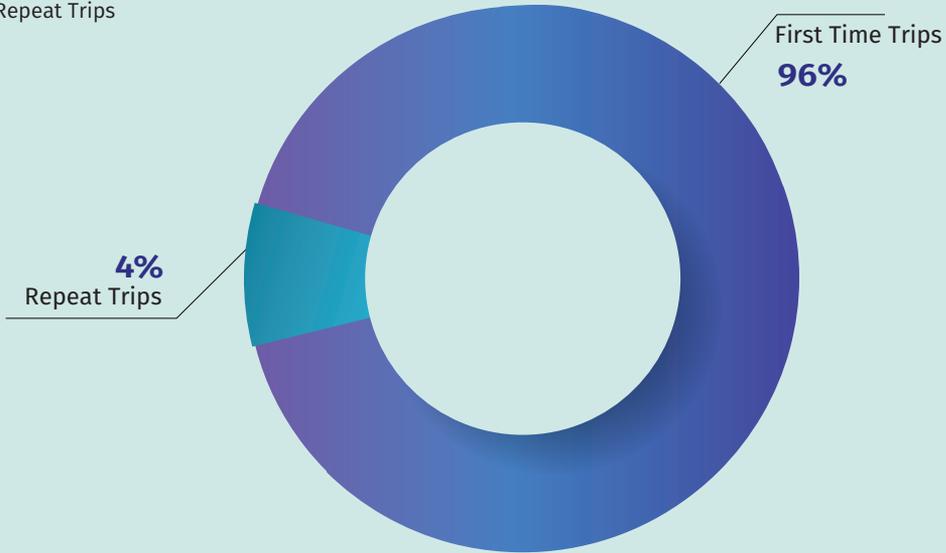
The survey was conducted in a face-to-face format, and a printed questionnaire was used. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organisation. A stratified systematic sample method was applied to selected respondents. The sample size is 12,000 annually, (1,000 monthly). Interviews were conducted with outbound visitors aged 15 years or older at the moment of returning to Georgia. The interviews took place at the ten biggest checkpoints (air, land).

The Main Indicators

Place of permanent residence, purpose and frequency of visit, length of stay, places visited, accommodation, source of information, accompanying persons, means of transport, organization of the trip, popular activities and attractions, and satisfaction level. More detailed information can be found at www.gnta.ge and www.geostat.ge

Visiting Practice

- First Time Trips
- Repeat Trips



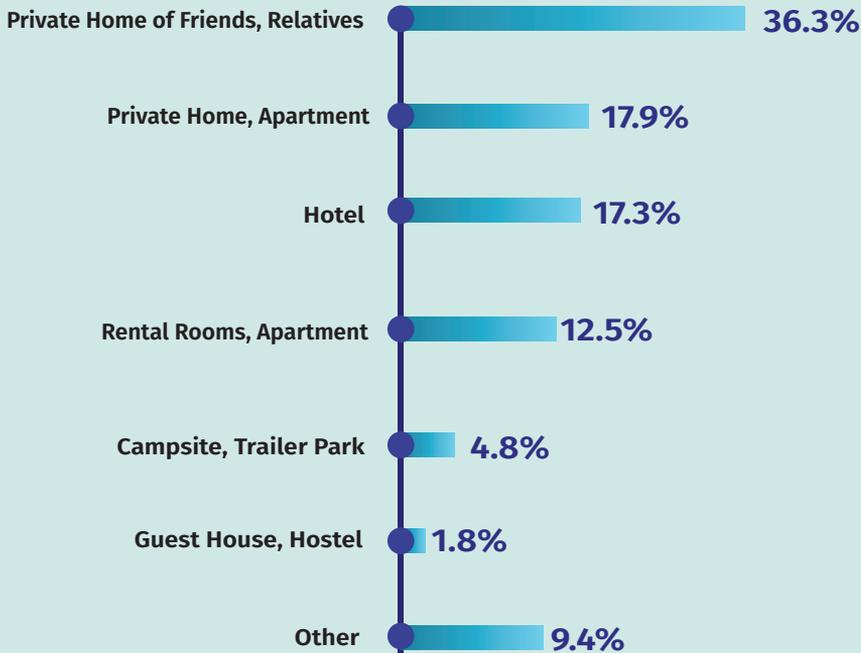
Source: National Statistics office of Georgia

Main Purpose of Trip



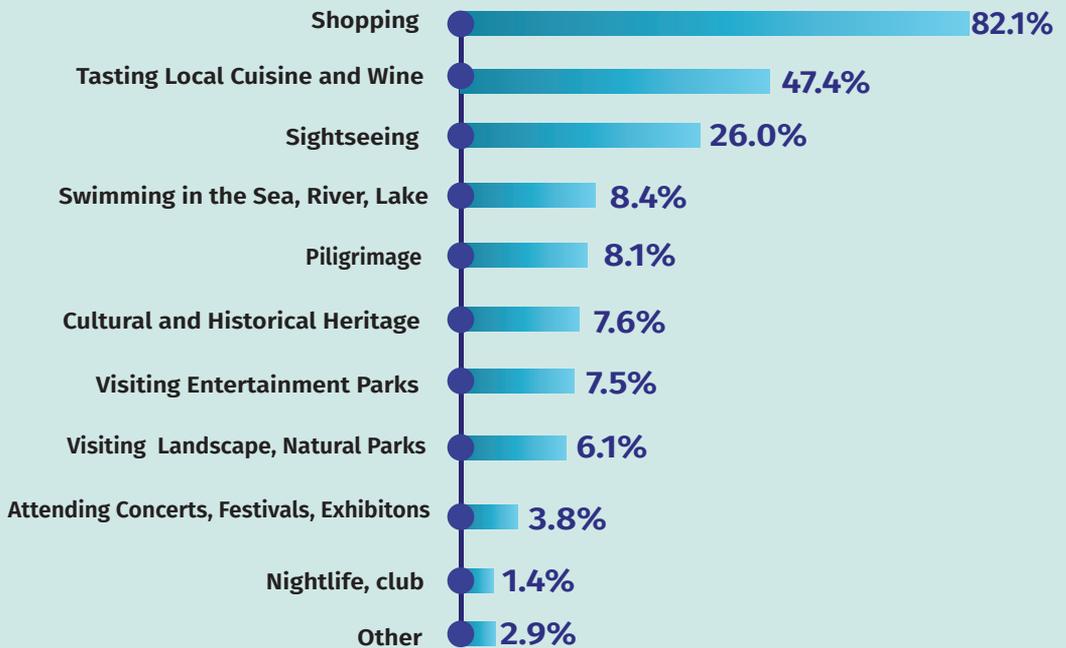
Source: National Statistics office of Georgia

Night Spent



Source: National Statistics office of Georgia

Popular Tourism Activities



Source: National Statistics office of Georgia

Expenditure Structure

Components (GEL)	2022	Share %
Shopping	755,282,311	41.7%
Served Food and Wine	557,961,823	30.8%
Accommodation	254,741,132	14.1%
Local Transport	157,080,824	8.7%
Recreation, Cultural and Entertainment Services	51,731,297	2.9%
Other	35,511,669	2.0%
Total Expenditure	1,812,309,056	100%

Source: National Statistics office of Georgia

Outbound Trips, Top 15 Countries

	Country	2022	Share %
1	Turkey	941,441	55.6%
2	Russia	247,450	14.6%
3	Armenia	121,954	7.2%
4	United Arab Emirates	49,512	2.9%
5	Germany	41,821	2.5%
6	Kazakhstan	40,135	2.4%
7	Poland	36,643	2.2%
8	Azerbaijan	20,899	1.2%
9	Belarus	18,410	1.1%
10	Israel	17,311	1.0%
11	USA	16,519	1.0%
12	France	14,324	0.8%
13	Italy	13,275	0.8%
14	Spain	12,877	0.8%
15	Greece	11,610	0.7%

Source: National Statistics office of Georgia

Tourism - an Important Sector of the Economy

The travel and tourism industry is one of the fastest recovering sectors among services. According to the World Travel and Tourism Council (WTTC), in 2022, the Travel & Tourism sector contributed 7.6% to global GDP; an increase of 22% from 2021 and only 23% below 2019 levels. In 2022, there were 22 million new jobs, representing a 7.9% increase on 2021, and only 11.4% below 2019. Domestic visitor spending increased by 20.4% in 2022, only 14.1% below 2019. International visitor spending rose by 81.9% in 2022, but still 40.4% behind 2019 numbers. (Economic Impact of Travel and Tourism 2023, Annual Update, WTTC).

Tourism – an invisible export

The expenditures of foreign guests in Georgia have a huge effect on the national balance of payments. On the asset side, the balance of payments denotes Georgia's income from foreign visitors; on the liabilities side, it shows the expenditure of Georgian residents while abroad. In 2022, the foreign exchange income from international travel to Georgia amounted to 3.52 billion USD (growth +182.7). The foreign exchange expenditure of Georgian residents abroad amounted to 408.6 million USD (growth +121.2%). In 2022, the balance of international travel equated to 3.11 billion USD (growth +193.4%). This growth was reflected in the share of international travel in service exports, which increased from 48.9% to 62.3%.

In 2022, transactions with foreign payment cards by international travelers amounted to 3.62 billion GEL, +60.3% increase compared to the previous year.

Share of tourism related industries in the economy

According to preliminary data in 2022, due to the increasing demand, the total added value in the tourism sector increased by +27.1% and amounted to 4.45 billion GEL. As a result, the added value of tourism-related industries as a share of GDP increased from 6.7% to 7.2%. In 2022, the value added in the tourism industry was mainly driven by transport (43.5%), accommodation (32.3%), food and beverage services (21.1%), and travel companies (3.1%).

The Main Indicators

- Share of tourism in GDP
- Share of tourism in total output
- Foreign currency income from international travel
- Foreign currency expenses for foreign travel
- Balance of international travel
- Foreign card operations of international travelers

More detailed information about the contribution of tourism to the economy can be found on the National Statistics Office website – www.geostat.ge, the National Bank of Georgia website – www.nbg.ge, and the Georgian National Tourism Administration website www.gnta.ge.



Share of Tourism in GDP



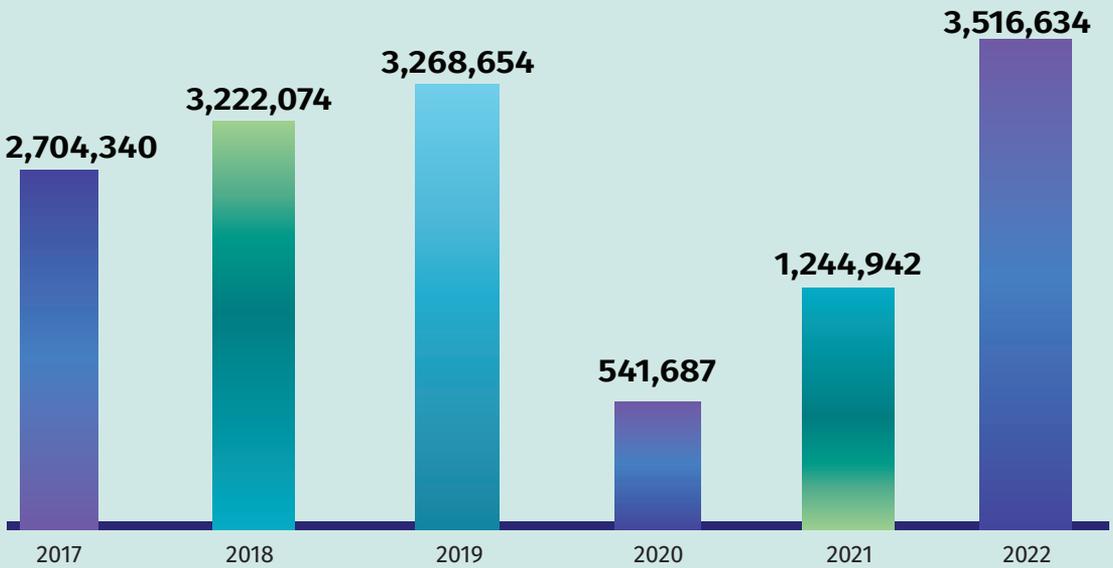
Source: National Statistics Office of Georgia

Tourism Value Added 2019-2022 (Thousands of GEL)

	2019	2020	2021	2022	Change % 2021-2022
Total	3,630	2,558	3,498	4,447	27.1%
Including	↓	↓	↓	↓	↓
Accommodation Units	1,252	1,322	1,614	1,933	19.8%
Food Establishments	1,559	637	1,096	1,437	31.1%
Transport	664	568	687	938	36.4%
Travel Companies	154	32	101	139	38.2%

Source: National Statistics Office of Georgia

International Tourism Receipts (Thousands of USD)



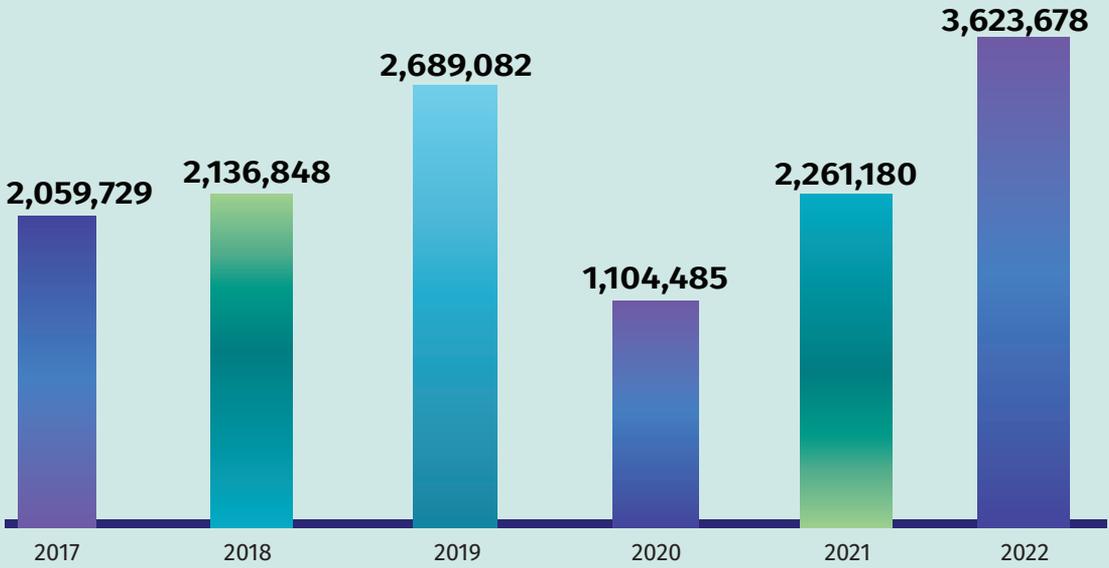
Source: National Bank of Georgia

Foreign Currency Revenues from Incoming Tourism 2019 – 2022 (Thousands of USD)

	2019	2020	2021	2022	Change% 2021-2022
Total	3,268,654	541,687	1,244,942	3,516,634	182.5%
Including	↓	↓	↓	↓	↓
I Q.	578,442	427,699	53,551	393,708	635.2%
II Q.	877,626	28,842	246,123	748,822	204.2%
III Q.	1,126,771	42,534	565,981	1,374,653	142.9%
IV Q.	685,814	42,611	379,287	999,451	163.5%

Source: National Bank of Georgia

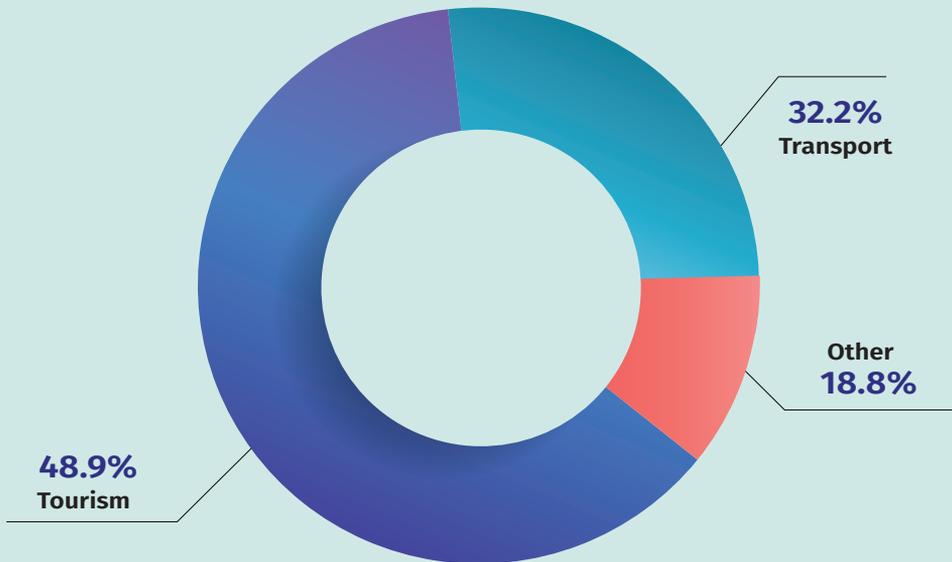
Foreign Card Operations of International Travelers (Thousands of GEL)



Source: National Bank of Georgia

Share of Tourism in Service Export

- Tourism
- Transport
- Other



Source: National Bank of Georgia

The Aviation Market

In 2022, the total passenger traffic of all airports of Georgia amounted to 4,423,776. It should be noted that the international airports of Georgia showed +77.7% increase in passenger traffic compared to 2021 and 85.1% recovery compared to the pre-pandemic period.

According to the Georgian Civil Aviation agency, by the number of carried passengers, Wizz Air Hungary is the largest airline operating on the Georgian aviation market. In 2022, this company carried 588,226 (13.4%) passengers. Turkish Airlines was the second largest airline with 546,895 (12.5%) passengers, followed by Pegasus Airlines – 408,780 (9.3%); Belavia – 243,620 (5.6%); Fly Dubai – 227,612 (5.2%); Azerbaijan Airlines – 209,415 (4.8%); Israir Airlines – 197,109 (4.5%); Flynas – 162,462 (3.7%); Georgian Airways – 148,612 (3.4%); FlyArystan– 138,939 (3.2%) and Air Arabia – 134,280 (3.1%).

In 2022, the following budget airlines were operating flights to Georgia: Pegasus Airlines, Air Arabia, Air Arabia – Abu Dhabi, Air Baltic, Buta Airways, Bees Airlines, Air Cairo, Flynas, FlyArystan, Jazzira Airways, Fly Dubai, Skyup Airlines, Ukraine International Airlines, Wizz Air Hungary, Wizz Air Abu Dhabi, Eurowings, Flyadeal, Thai AirAsia X, Jordan Aviation, Fly Jordan, Fly One Armenia, FlyArna, Getjet, Southwind Airlines.

In 2022, nine new international airlines entered the Georgian aviation market, including: Flyone Armenia, Condor, Vares Airlines, Fly Arna, Southwind Airlines, Air Moldova, Flyadeal, Armenia Airways, Thai Air Asia X. It is worth mentioning additional flights to new directions: Pegasus Airlines to Tbilisi-Izmir and Tbilisi to Ankara, Condor started flights Tbilisi to Frankfurt, Airbaltic to Tbilisi-Riga, Thai Air Asia X to Tbilisi-Bangkok, Arkia Israel Airlines to Batumi-Eilat, Air Moldova to Tbilisi-Chisinau and Uzbekistan Airways to Batumi-Tashkent.

In total, 56 international and one domestic airlines offered passengers comfortable flights from Georgia, while one Georgian airline (Ak-Air Georgia) offered domestic flights on the territory of Georgia.

Basic Information

Currently three international and three domestic airports operate in Georgia, all of which fully comply with International Civil Aviation Organization (ICAO) standards. There is an ongoing study into old, inactive airports to evaluate prospects for future exploitation. As such, the number of airports in Georgia is expected to grow in the future.

Tbilisi and Batumi International Airports are run by the Turkish TAV Airports Holding Company. They started operations in February and May 2007, respectively. Mestia's Queen Tamar Airport officially opened in 2011, while the construction of Kutaisi's King David the Builder International Airport was completed in September 2012. In 2017, an additional domestic airport was constructed in Ambrolauri.

The annual capacities of Tbilisi and Batumi International Airports are 6.1 million and 1.5 million passengers, respectively. Kutaisi airport is the second largest international airport in Georgia with an unprecedented annual growth of 35%. The area of the renovated airport terminal is about 6 times larger than the area of the old terminal and is 30,000 square meters in total. The airport has 7 exits and its annual capacity, even under severe peak loads, will be more than 2,500,000 passengers. As for Mestia and Ambrolauri airports, their load is 50,000 and 50,000 passengers per year, respectively.

Following airports included:

Tbilisi International Airport, Kutaisi David the Builder International Airport, Batumi International Airport, Mestia Queen Tamar Airport, and Ambrolauri Airport.

Aviation statistics are provided by the Georgian Civil Aviation Agency. For detailed information please visit Georgian Civil Aviation Agency website:

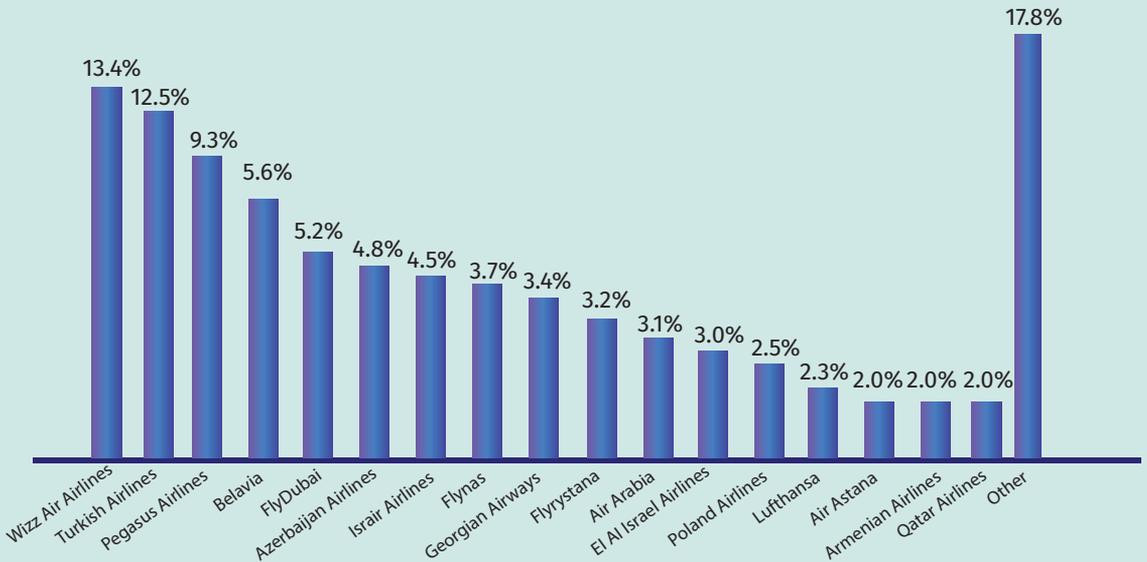
<https://gcaa.ge/>

Passenger Distribution by Months



Source: Georgian Civil Aviation Agency

Share of Airlines



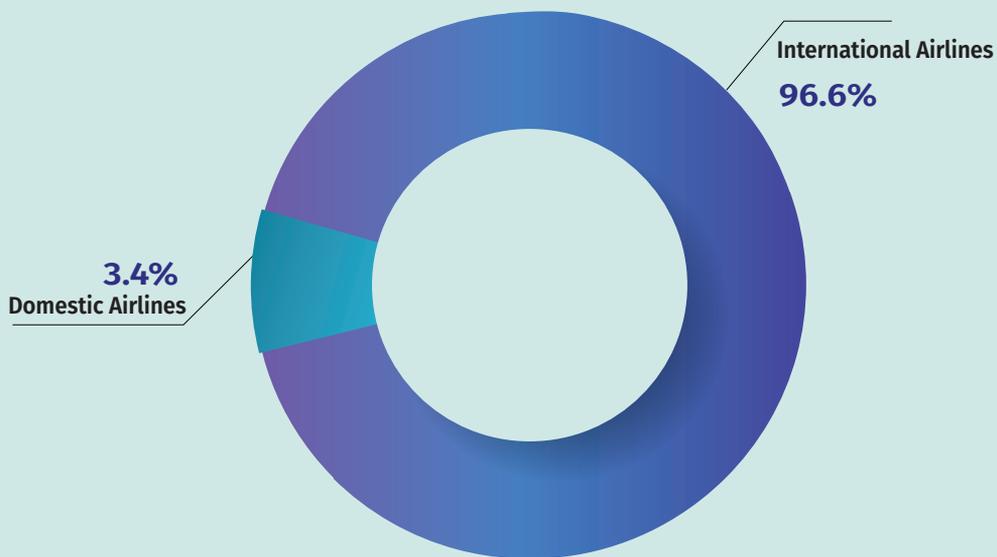
Source: Georgian Civil Aviation Agency

Passengers by Regular and Charter Flights



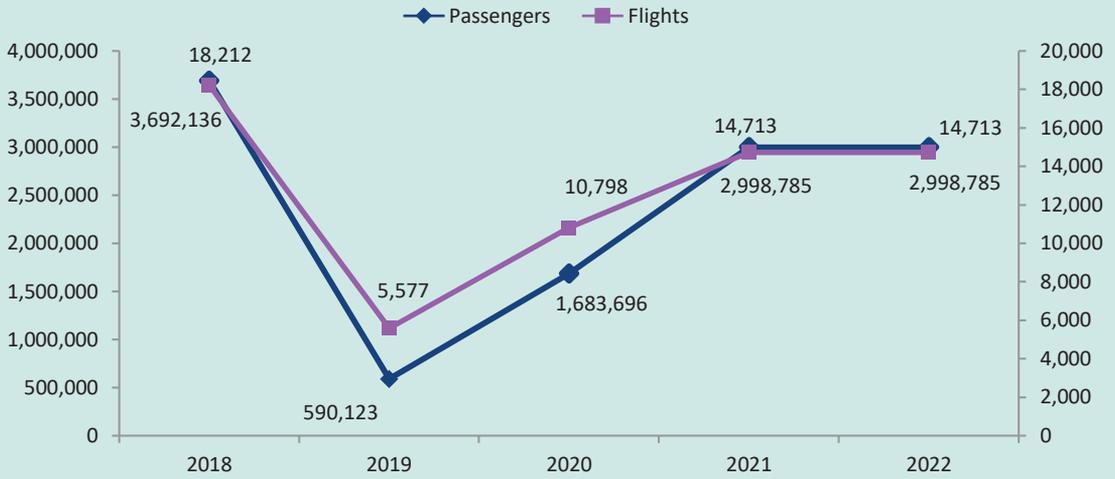
Source: Georgian Civil Aviation Agency

Passenger by Regular and Charter Flights



Source: Georgian Civil Aviation Agency

Tbilisi International Airport: Passengers and Flights



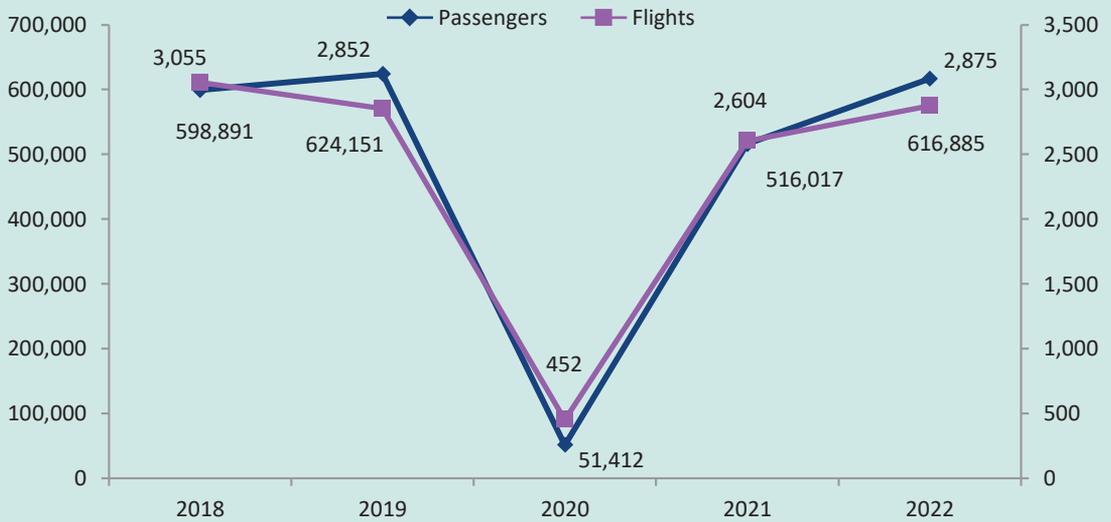
Source: Georgian Civil Aviation Agency

Kutaisi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

Batumi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

New Airlines 2022 (Regular)

Airlines	Flights	Frequency
Thai AirAsia X	Bangkok-Tbilisi-Bangkok	Twice a Week
Condor	Frankfurt-Tbilisi-Frankfurt	
Varesh Airlines	Tehran-Tbilisi-Tehran	
	Mashhad-Tbilisi-Mashhad	
	Tehran-Batumi-Tehran	
Flyone Armenia	Erevan-Tbilisi-Erevan	Once a Week
Southwind Airlines	Antalya-Tbilisi-Antalya	
FlyArna	Erevan-Tbilisi-Erevan	
Flyadeal	Jedahh-Tbilisi-Jedahh	Three Times a Week
	Damam-Tbilisi-Damam	Twice a Week
	Riyadh-Tbilisi-Ryadh	Four Times a Week
Air Moldova	Chisinau-Tbilisi-Chisinau	
Armenia Airways	Erevan-Tbilisi-Erevan	

Source: Georgian Civil Aviation Agency

Protected Areas

Protected areas are created to protect and restore unique and rare ecosystems, plant and animal species, natural formations and cultural areas of the most important national heritage. Protected areas are also used for scientific, educational, recreational purposes.

There are 86 different protected areas in Georgia: 14 Strict Nature Reserves, 12 National Parks, 40 Natural Monuments, 20 Managed Natural Reserves, and one Protected Landscape. In Georgia (According to IUCN criteria) 100 protected areas of 6 different categories occupy 13% of the country's total territory (912,790 ha).

The number of visitors registered in protected areas reached to 902,063 in 2022. Compared to the previous year showing the growth rate of 53.1%. The share of foreign visitors is 54.1%.

Prometheus Cave 175,788 (19.5%), Martvili Canyon 172,194 (19.1%) and Tsalka Canyon 103,061 (11.4%) had the highest number of visitors. While the largest number of foreigners visited Prometheus Cave 138,662 (28.4%), Martvili Canyon 118,391 (24.2%) and Mtirala National Park 62,176 (12.7%).

The number of foreign visitors in protected areas was 488,408 in 2022, while growth rate was 15.7%. The majority of international visitors were from Russia (19.8%), Belarus (13.3%), United Arab Emirates (9.9%), Kazakhstan (8.6%) and Saudi Arabia (8.1%).

The total revenue growth of protected areas amounted to 8,222,081 GEL, a growth rate of +44.7%. Calculated by amount of income, Protected areas of Imereti caves was the leader with 4,581,911 GEL, followed by natural monuments of Martvili and Okatse (3,033,495 GEL).

Basic Information

The reason for designating protected areas is to protect and recover important national heritage, unique, rare, and typical ecosystems, plants and animal species, natural creations, and cultural resources. Protected areas can be used for scientific, educational, and recreational purposes.

The Agency of Protected Areas is the organization responsible for the development of protected areas. Its main function is the management of Strict Nature Reserves, National Parks, Natural Monuments, Managed Nature Reserves, and Protected Landscapes.

Methodology

Visitors fill in registration forms at visitor centers (including age, gender, nationality, etc.). This data is collected by territorial administrations and the Agency of Protected Areas. There are five categories of protected areas in Georgia:

Strict Nature Reserve: a protected area designed mainly for science or wilderness protection. Tourist activities are not allowed.

National Park: a protected area created mainly for the conservation of ecosystems, education, and ecotourism development.

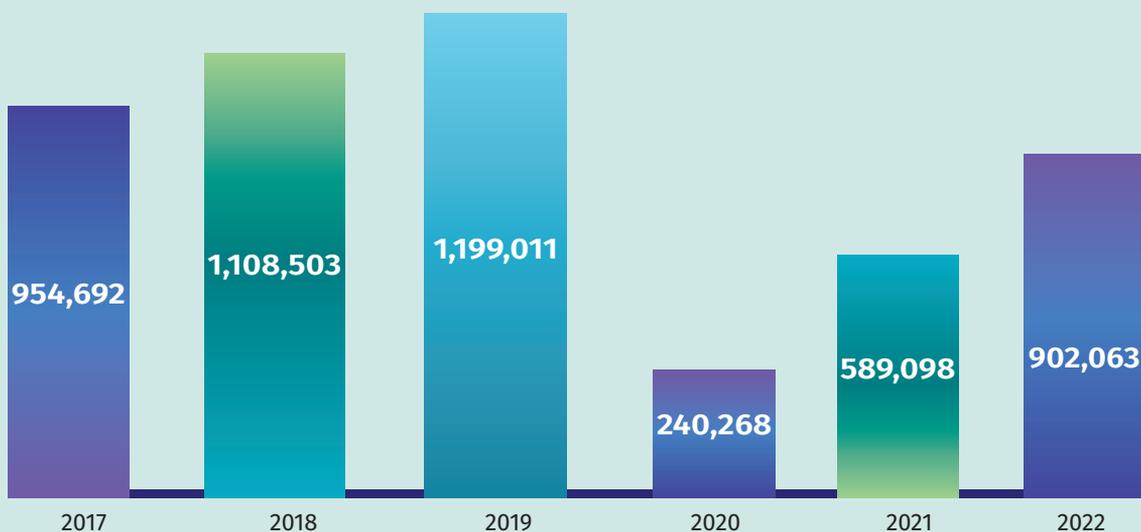
Natural Monument: a protected area promoted mainly for conservation of specific natural features (protection of all small-size territories).

Managed Natural Reserve: a protected area dedicated mainly to conservation through management intervention.

Protected Landscape: a protected area managed mainly for landscape/seascape protection and recreation.

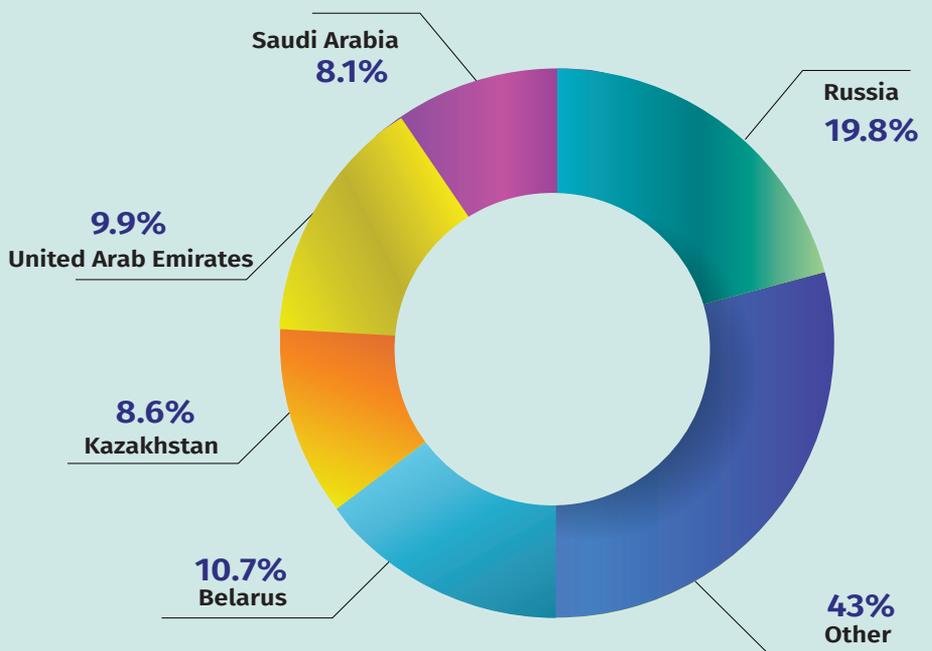
More detailed information is available from: www.apa.gov.ge

Visitors of Protected Areas by Year



Source: Agency of Protected Areas

Structure Of International Visitors



Source: Agency of Protected Areas

Visitors of Protected Areas by Nationalities

	Total	Foreigners	Georgians
2019	1,999,011	611,989	587,022
2020	240,268	26,432	213,836
2021	589,098	311,014	278,084
2022	902,063	488,408	413,655
Change% 2021-2022	53.1%	57%	48.8%

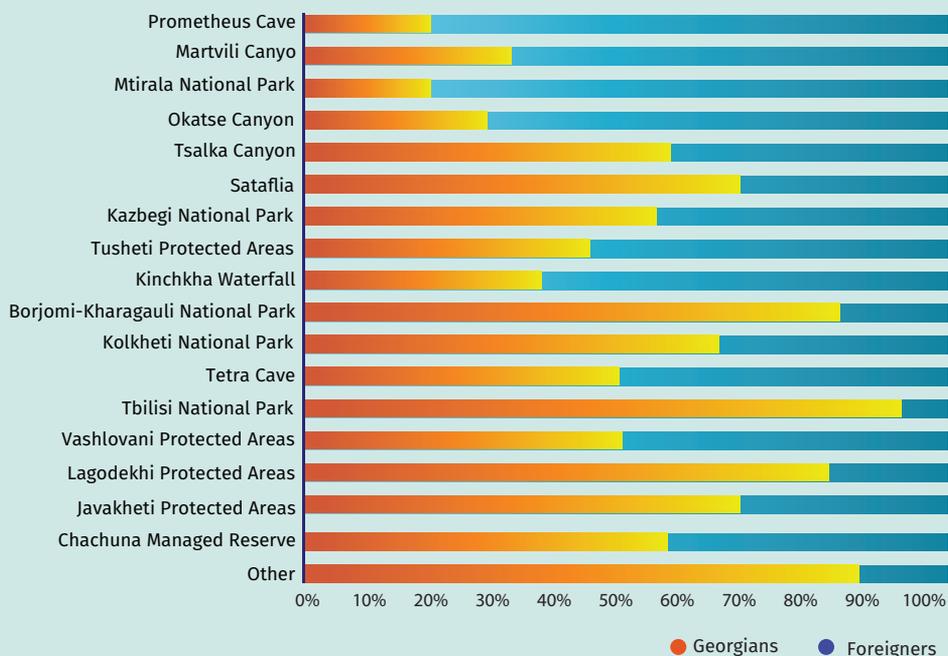
Source: Agency of Protected Areas

Visitors by Protected Areas



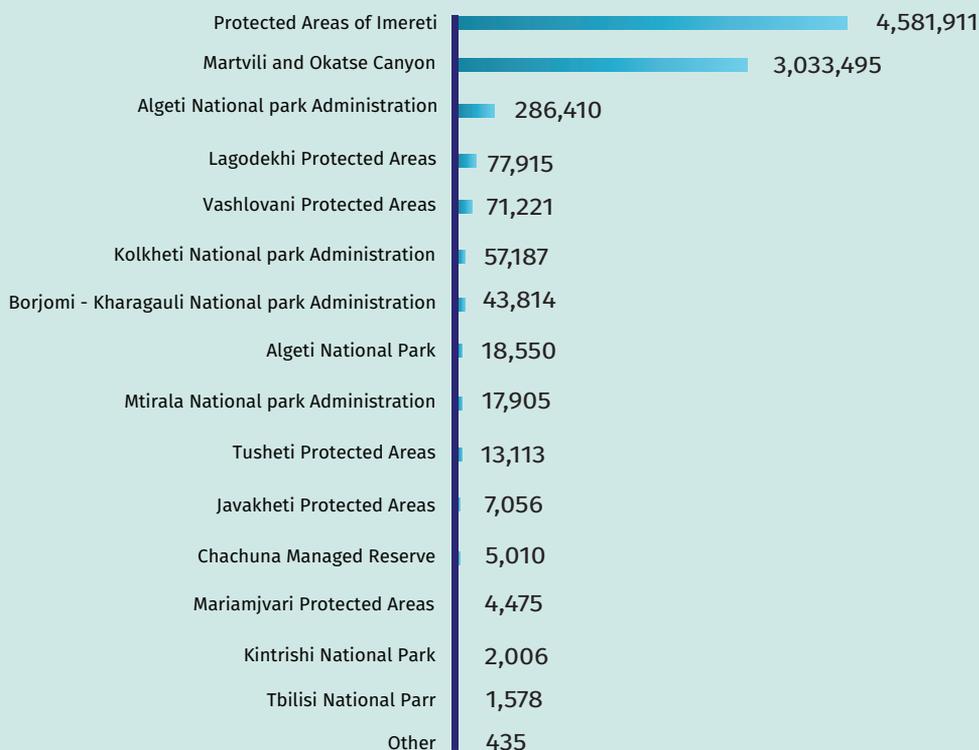
Source: Agency of Protected Areas

Georgian and Foreign Visitors in Protected Areas



Source: Agency of Protected Areas

Revenues by Protected Areas (GEL)



Source: Agency of Protected Areas

Country	2021	2022	Change %
Visits of international travelers	1,881,271	5,426,903	188.5%
Other Visits (Non-touristly)	160,029	722,958	351.8%
Visits carried out by international visitors	1,721,242	4,703,945	173.3%
Between them:	↓	↓	↓
Central and Eastern Europe	845,495	2,593,461	206.7%
Russia	212,979	1,087,257	410.5%
Armenia	164,698	742,593	350.9%
Ukraine	144,901	168,915	16.6%
Azerbaijan	82,718	152,969	84.9%
Belarus	53,698	130,046	142.2%
Kazakhstan	66,787	120,494	80.4%
Uzbekistan	36,384	47,953	31.8%
Poland	30,988	41,917	35.3%
Latvia	7,961	16,496	107.2%
Lithuania	9,376	15,467	65.0%
Kyrgyzstan	6,192	14,218	129.6%
Estonia	4,353	9,263	112.8%
Czech Republic	5,316	8,681	63.3%
Moldova	2,443	8,096	231.4%
Bulgaria	3,638	7,223	98.5%
Other	13,063	21,873	67.4%
North Europe	13,992	36,998	164.4%
United Kingdom	7,936	21,407	169.7%
Sweden	1,947	4,345	123.2%
Denmark	1,158	3,103	168.0%
Ireland	1,237	2,995	142.1%
Norway	843	2,714	221.9%
Finland	793	2,154	171.6%
Other	78	280	259.0%
South Europe	17,838	40,794	128.7%
Greece	5,317	14,890	180.0%
Italy	3,803	9,269	143.7%
Spain	4,041	7,704	90.6%
Portugal	1,152	2,257	95.9%
Serbia	1,151	2,149	86.7%
Slovenia	874	1,695	93.9%
Other	1,500	2,830	88.7%

Western Europe	43,175	94,178	118.1%
Germany	21,194	48,548	129.1%
France	10,646	18,060	69.6%
Netherland	4,250	11,379	167.7%
Belgium	2,602	5,847	124.7%
Austria	2,126	5,376	152.9%
Switzerland	2,146	4,662	117.2%
Other	211	306	45.0%
Eastern/Mediterranean Europe	427,699	1,137,367	165.9%
Turkey	326,494	925,561	183.5%
Israel	100,686	210,178	108.7%
Other	519	1,628	213.7%
Caribbean	378	704	86.2%
Central America	105	245	133.3%
North America	22,227	40,919	84.1%
Unated States of America	19,470	35,319	81.4%
Canada	2,404	5,000	108.0%
Other	353	600	70.0%
South america	1,532	3,518	129.6%
Northeast Asia	5,088	15,187	198.5%
China	3,468	7,380	112.8%
Republic of Korea	908	5,112	463.0%
Japan	547	1,911	249.4%
Other	165	784	375.2%
With the Ocean	1,331	4,606	246.1%
South Asia	51,661	170,174	229.4%
Iran	18,549	102,877	454.6%
India	24,992	52,841	111.4%
Other	8,120	14,456	78.0%
Southeast Asia	15,400	45,745	197.0%
Philippines	13,597	22,267	63.8%
Other	1,803	23,478	1202.2%
Near/Middle East	114,471	208,341	82.0%
Saudi Arabia	63,437	119,921	89.0%
Jordan	8,080	22,239	175.2%
Kuwait	12,600	17,187	36.4%
United Arab Emirates	6,976	13,146	88.4%
Other	23,378	35,848	53.3%
East Africa	1,143	2,154	88.5%
West Africa	1,204	1,471	22.2%
South Africa	1,720	2,436	41.6%
North Africa	2,909	5,020	72.6%
Central Africa	87	206	136.8%
Other Countries	153,787	300,421	95.3%

Thank you for your cooperation



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სამინისტრო

Ministry of Internal Affairs of Georgia,
Information-Analytical Department



National Statistics Office of Georgia



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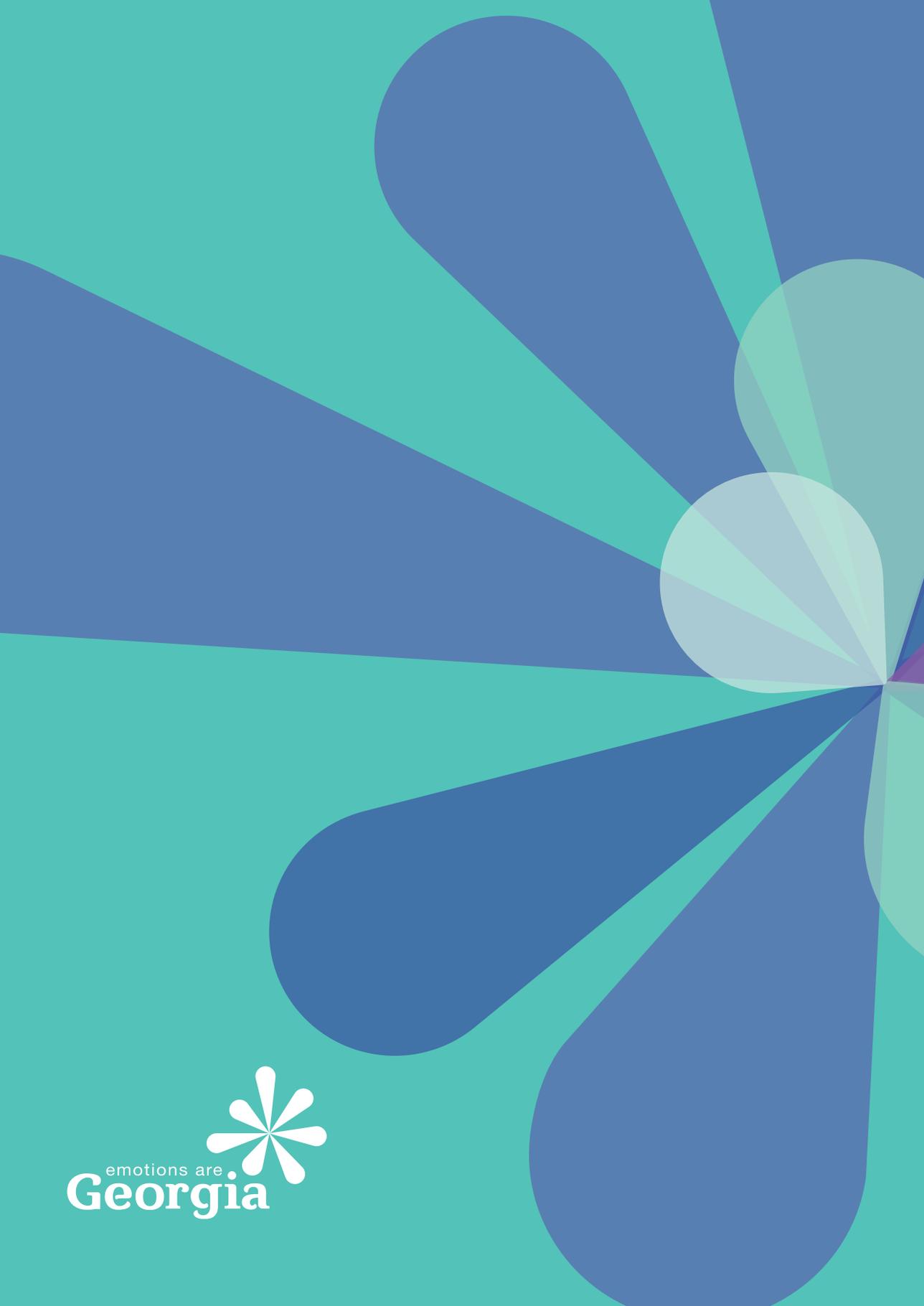
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