



Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2025

I QUARTER



Overview of Georgian tourism

2025
I Quarter

INTERNATIONAL traveler trips

1.3 million



GROWTH +1.1%
compared to
2024



INTERNATIONAL visitor trips

960 thousand



GROWTH +2.2%
compared to
2024



REVENUE from international travelers

826\$ million



GROWTH +2.3%
compared to
2024



- ◆ According to the data of the first quarter of 2025, 1.3 million international travelers visited Georgia. 1.1% increase compared to the previous year.
- ◆ International tourist visits increased by 2.2% compared to the first quarter of 2024, in total of 960 thousand.
- ◆ International travel revenue increases by 2.3% compared to 2024 and reached number of 826 million USD.



INTERNATIONAL TRAVELER TRIPS

2025
I Quarter

In the first quarter of 2025, an increase in international visits was recorded. According to the data of the first quarter of 2025, 1,314,828 international travelers visited the country, which is 1.1% higher than data of the last year. Among them, the share of visits by international visitors is 89.2%, the number of which is 1,172,336.



The amount of international visitor trips increased by 1.3% compared to first quarter of 2024. The share of neighboring countries in the number of international visitor visits is decreasing from 61.6% to 59.8%, while the share of other countries in visits is increasing.

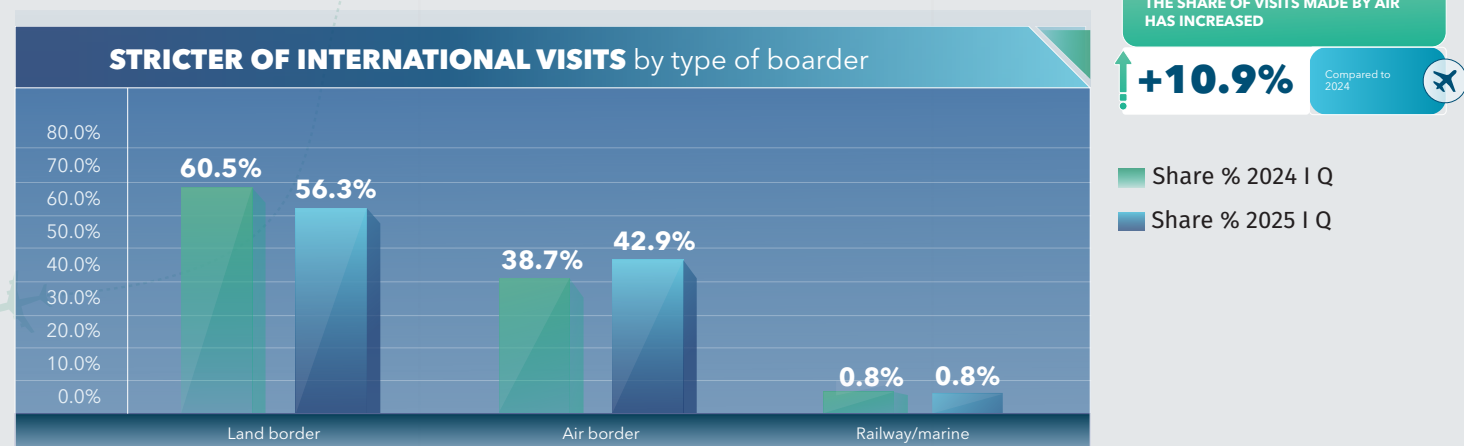




In the first quarter of 2025, a record number of tourist visits was recorded, reaching 958,947 visits. According to data for the first quarter of 2025, their share in visitor visits increased compared to the same period in 2024 and amounted to 81.8%. It is noteworthy that compared to the same period last year, the increase in tourist visits is 2.2%.

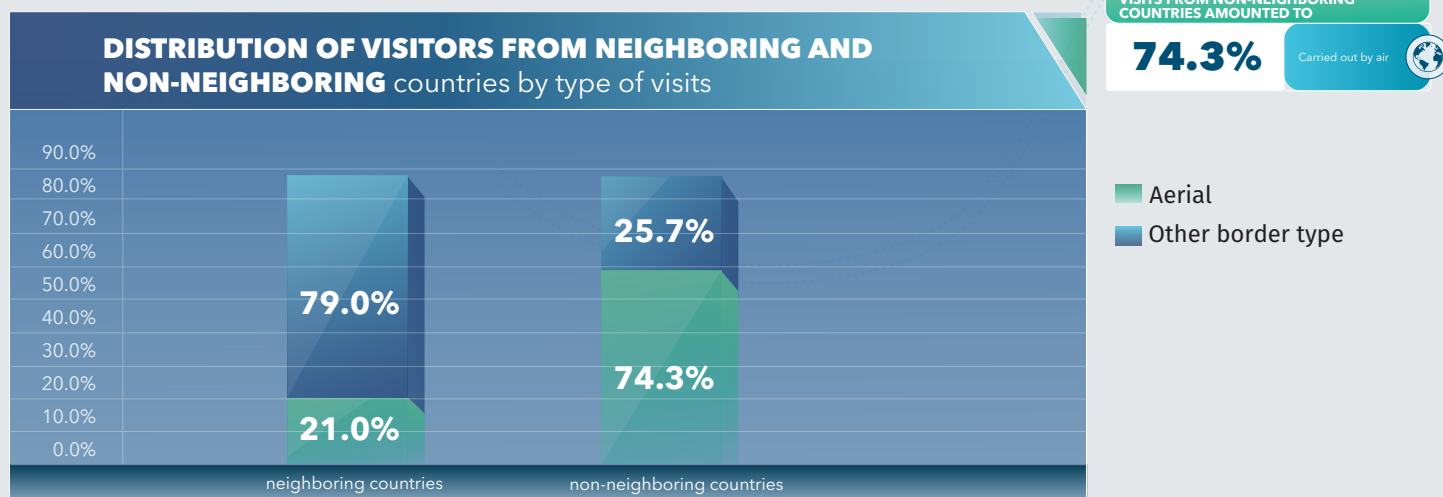


Traditionally the largest share of international visitor trips were made through the land border- 659,765 (56.3% of all international visits), including 197,239 visits through Sarpi border a share of 29.9% of all land border visits. **The number of air border visits is significant, which amounted 503,009 visits.** The share of air visits in international visits increased to 42.9%. Tbilisi Airport has the largest share of air border visits with 69.2%, followed by Kutaisi International Airport (17.8%) and Batumi International Airport (13.1%).





The structure of international visits significantly differs between residents of neighboring and non-neighboring countries. Only 72.2% of visits from neighboring countries classify as tourist visits (498,284), while same figure for non-neighboring countries is 95.5% (460,663). On the other hand, only 21% of visits from neighboring countries were made by air, while most people from other countries travel by air (74.3%).



In the I quarter of 2025, there was a significant increase in visits: from Israel, where 80,896 visits were recorded, showing a +72.9% growth compared to the I quarter of 2024. From India, 26,372 international visits to Georgia were recorded, which is +27.7% higher than the data from the previous year. Visits also increased from the following countries: China (+40.1%); Jordan (+44.7%), Saudi Arabia (+8.3%). As for the European Union countries, notable growth was observed from: Netherlands +22.3%; Slovakia +19.9%; Czech Republic +16.9%; Italy +10.1% and Greece +9.7%.

From the Persian Gulf countries, a total of 14,680 visits were recorded, which is a 1.5% decrease (-227 visits) compared to the same period of the previous year. Among them, visits from Kuwait decreased by -17.4% (-846 visits) and from Bahrain by -9.5% (-72 visits). From the other Persian Gulf countries, an increase in visits was observed, including a +8.3% growth in visits from Saudi Arabia.

From the European Union countries and the United Kingdom, a total of 73,886 visits were recorded, which is a 4.1% decrease compared to the same period in 2024. Among them, visits decreased from Lithuania (-29.2%; -1,418 visits); Latvia (-14.9%; -590 visits); Poland (-13.4%; -1,569 visits); Germany (-7.2%; -793 visits); and others. The decline in visits is largely attributed to the reduction of flights between Poland and Georgia, as well as between Germany and Georgia. Visits increased from countries such as the Netherlands (+22.3%); Slovakia (+19.9%); Czech Republic (+16.9%); Italy (+10.1%) and Greece (+9.7%).

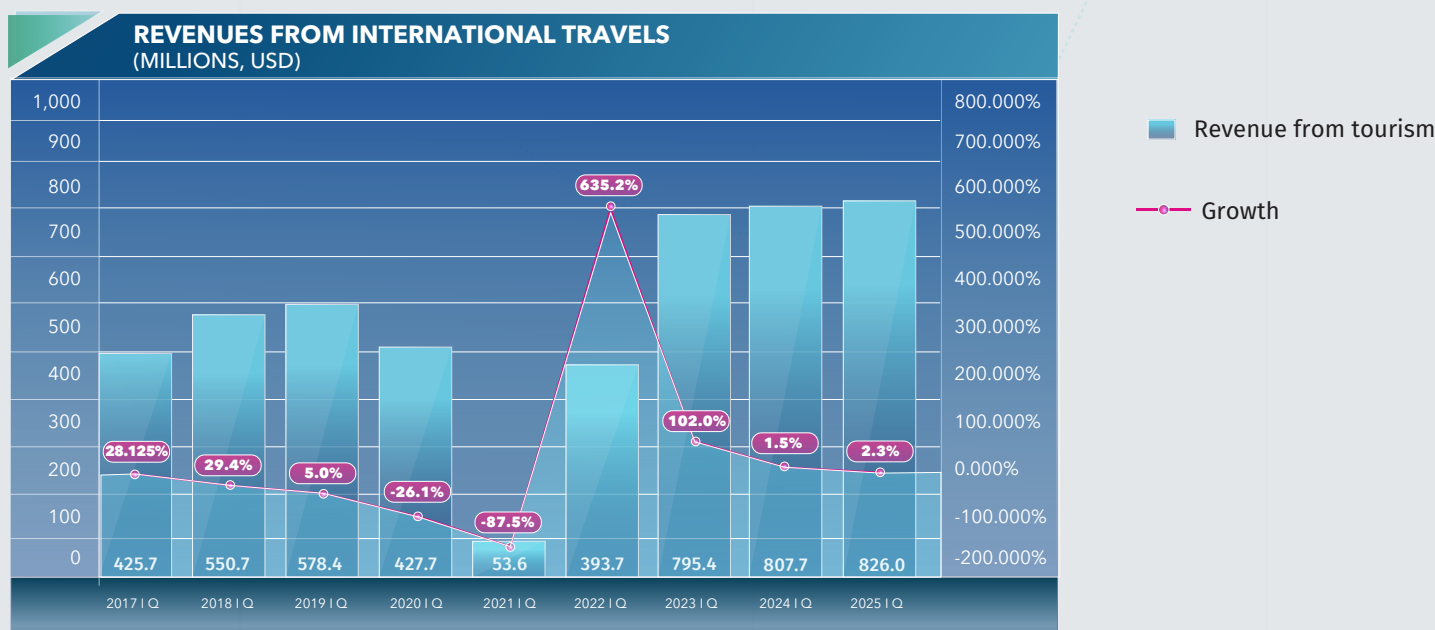


REVENUES FROM INTERNATIONAL TOURISM

2025
I Quarter

In first quarter of 2025 Georgia received 826 million USD in revenues from international travel (tourism).

Revenues from international travel increased by 2.3% compared to the same period in 2024, reaching a record high of 825,975,424 USD, which exceeds the figure from the first quarter of 2019 by 42.8%.

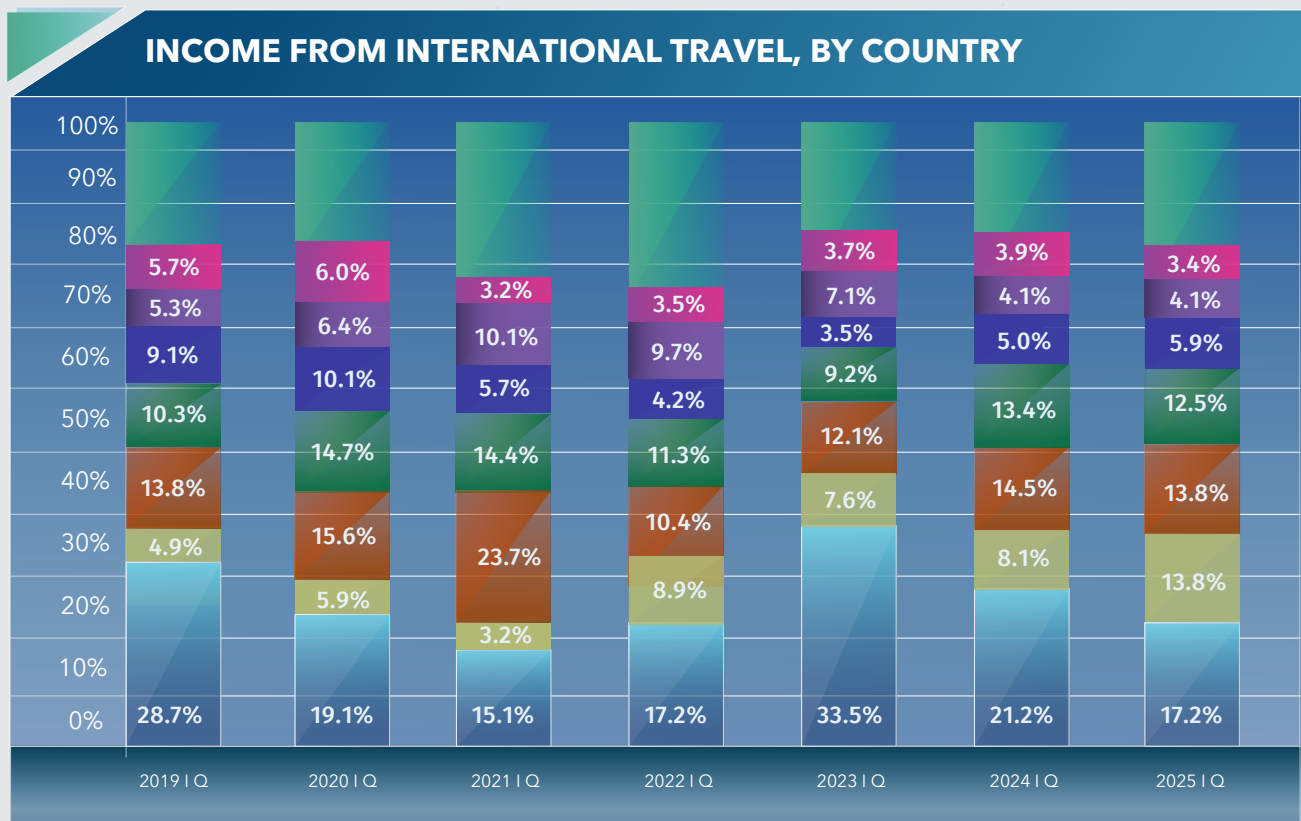


In the first quarter of 2025, the highest travel-related revenues came from: Russia (142 million USD, share of 17.2%), Israel (114 million USD, share of 13.8%), Turkey (107 million USD, share of 13%), and the European Union (103 million USD, share of 12.5%).



REVENUES FROM INTERNATIONAL TOURISM

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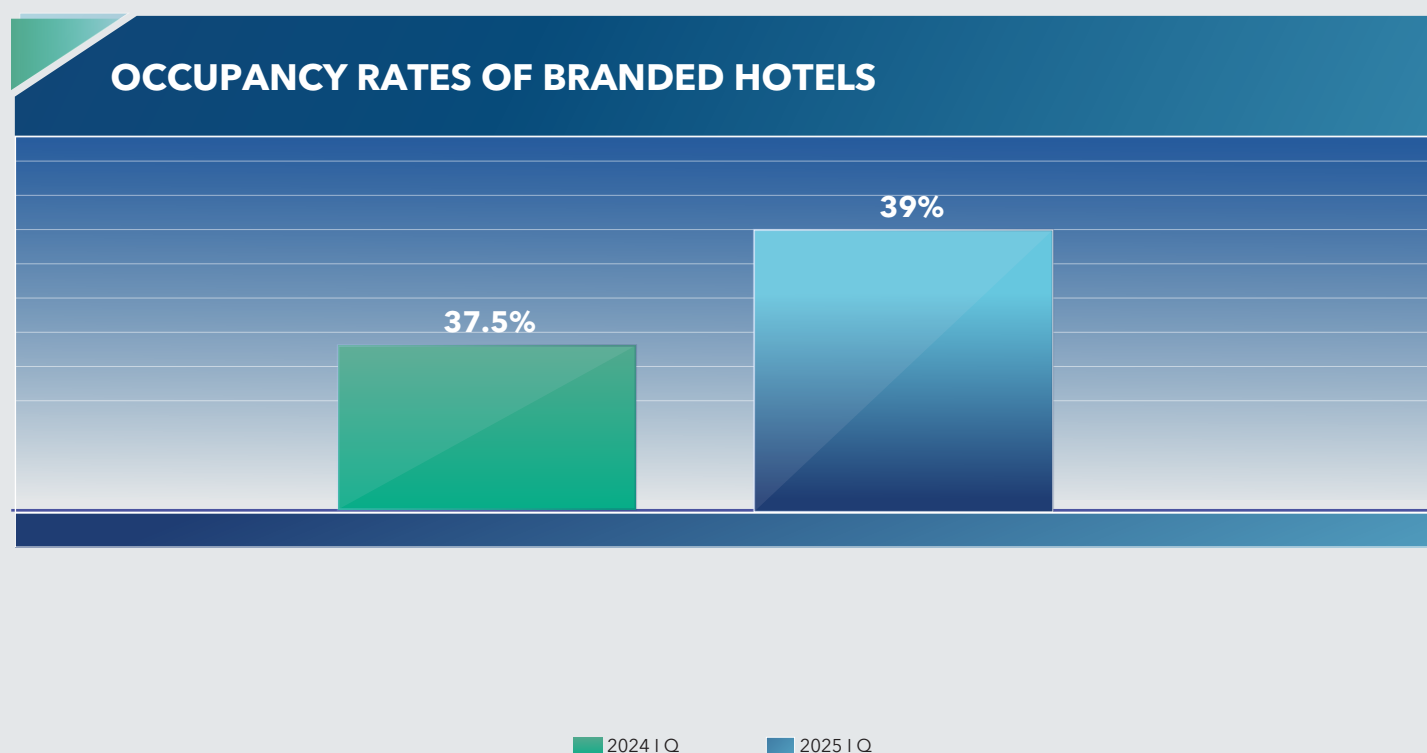


PERFORMANCE INDICATORS OF ACCOMMODATION

2025
I Quarter

According to data from the international research company STR Global, in the first quarter of 2025, the occupancy rate of branded hotels in Georgia was 39%, which is an increase of 4.2% compared to the same period in 2024. Batumi leads in occupancy rate with 59.9%, followed by Tbilisi with 39.5%, while the rest of the country recorded an occupancy rate of 35.3%.

The average daily rate (ADR) for a room in branded hotels in Georgia was 244.5 GEL, and the revenue per available room (RevPAR) amounted to 95.5 GEL.



It is important to note the presence of listings on one of the most widely used platforms, Airbnb, where as of March 2025, a total of **9,036** accommodation units were registered, offering more than **20,000** beds.

The occupancy rate of accommodation units listed on the Airbnb platform has increased, with the average occupancy rate reaching 40.9% in the first quarter of 2025, which is a 1.5% increase compared to the same period in 2024.

Traveller

A traveller is someone who moves between different geographic locations, for any purpose and any duration.

Including a traveller refers to citizens of Georgia who are residents of a foreign country and excludes citizens of a foreign country whose country of residence is Georgia

Visitor

A visitor is a traveller aged 15 or older **taking a trip to a main destination outside** his/her usual environment, for less than a year, for any main purpose other than to be **employed by a resident entity in the country** or place visited.

Tourist

(or overnight visitor): A visitor is classified as a tourist, if his/her trip includes an **overnight stay**.

Same-day visitor

(or excursionist):

A visitor is classified as a same-day visitor, if his/her trip doesn't include an **overnight stay**.

Another category

includes trips of travellers aged 14 or younger, who moves to outside his/her usual environment.

The number of visits by international travellers is calculated according to the methodology developed by the World Tourism Organization and includes visits already made and completed.



2025