

Characteristics of International Visitors

2025

I Quarter

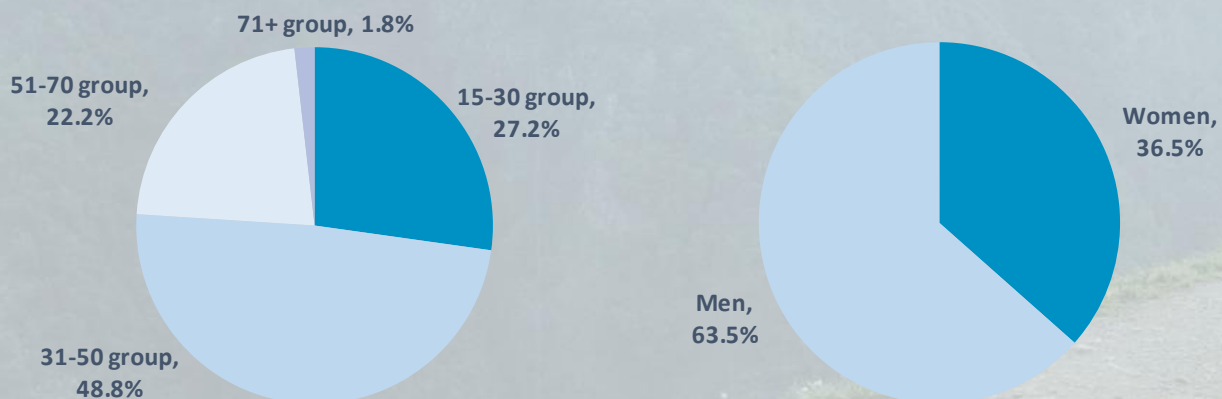
During the first quarter of 2025, 1.3 million visits were made to the territory of Georgia by international non-resident travelers, which is 1.1% more than the same period of the previous year. The number of visits made by international visitors amounted to 1.2 million, which is 1.3% more than in the first quarter of 2024.

The number of international visitor visits



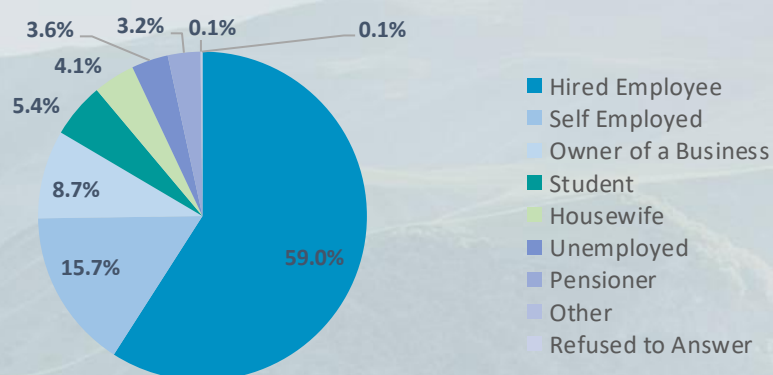
The largest age group of international visitors was made up of visitors aged 31-50 (48.8% of visits), 15-30 age group had significant share (27.2%), followed by the 51-70 age group (22.2%) and the 71+ age group (1.8%). 63.5% of international visitors were men, while 36.5% were women.

Visits by Age and Gender



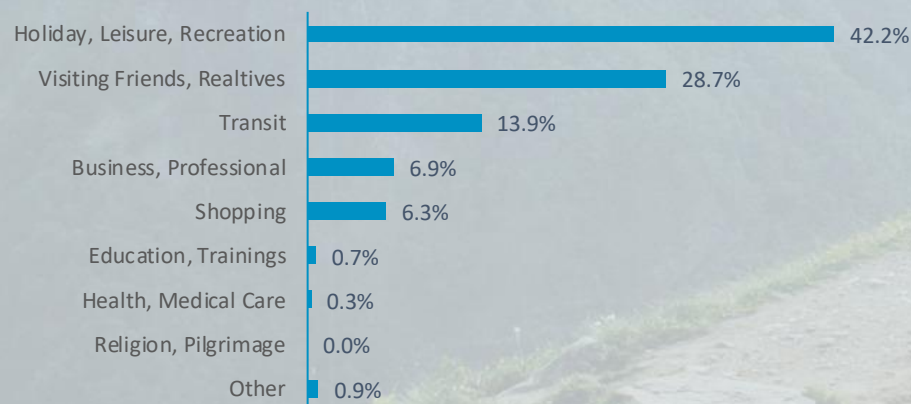
The distribution of international visitors' visits by occupation is as follows: 59% of visitors are hired employee; 15.7% - self employed; 8.7% of visitors' status is defined as owner of a business; 5.4% - student; 4.1% - housewife; 3.6% - unemployed, 3.2% - pensioner; 0.1% of respondents belong to other category, and 0.1% did not wish to answer. The following is the breakdown of international visitors' visits by economic status: 59% of visitors are employed; 15.7% - self-employed; 8.7% of visitors' status is defined as employer; 5.4% - student; 4.1% - housewife; 3.6% - unemployed, 3.2% - pensioner; 0.1% of respondents belong to another category, while 0.1% did not wish to answer.

Visits by Occupation



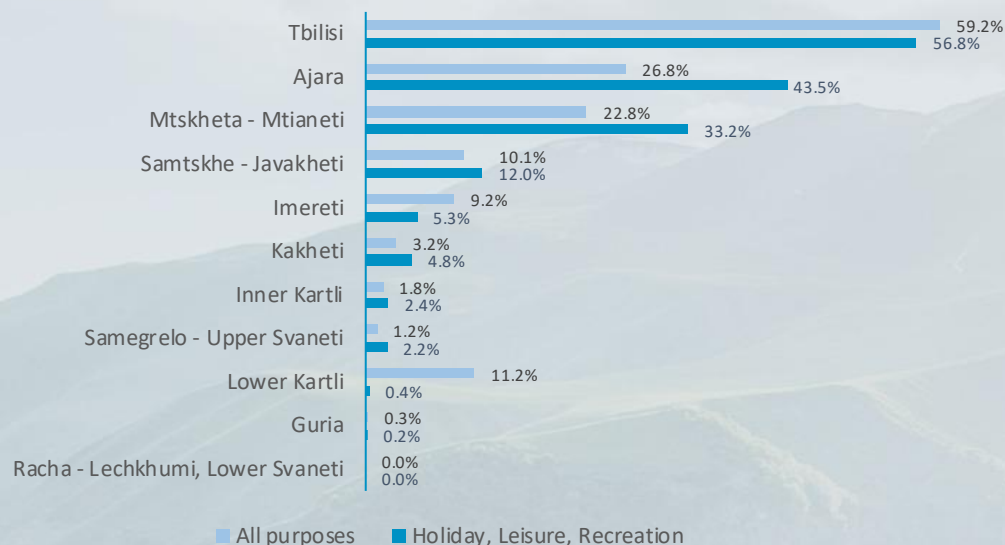
85.1% of visitor visits were repeat visits, while 14.9% were first-time visits. The majority of international visitor visits (42.2%) were for holiday, leisure and recreation. 28.7% of visits were for visiting friends and relatives, and 13.9% were for transit. Other popular purposes are Business, professional, purposes (6.9%) and shopping (6.3%).

Main Purpose of Visit



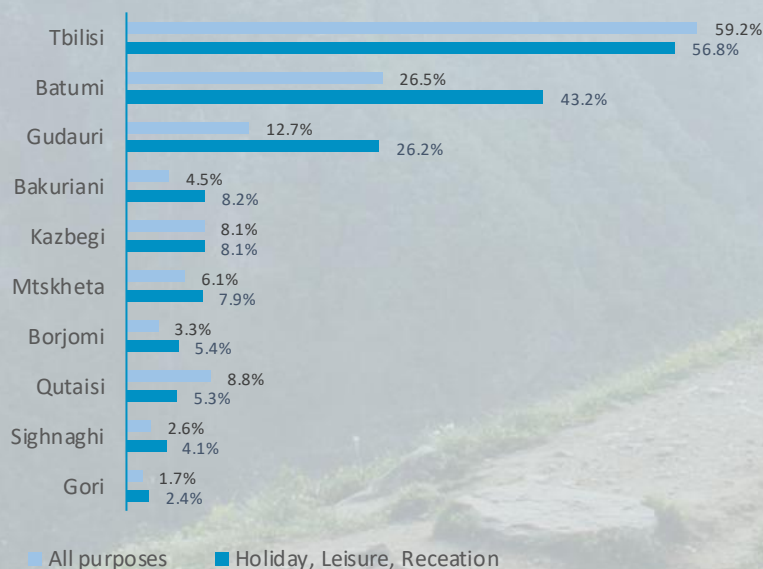
According to the first quarter data, the most frequently visited regions of Georgia are: Tbilisi (visited by 59.2% of visitors); Adjara (26.8%); Mtskheta-Mtianeti (22.8%); Kvemo Kartli (11.2%); Samtskhe-Javakheti (10.1%) and Imereti (9.2%). Also, 3.2% of visitors visited Kakheti. Relatively few visits were made to the other regions.

Visited Regions



Tbilisi leads the list of locations visited by international visitors (56.8%) by holiday, leisure and recreation purposes, followed by Batumi (43.2%), Gudauri (26.2%), Bakuriani (8.2%), Kazbegi (8.1%), Mtskheta (7.9%) and others.

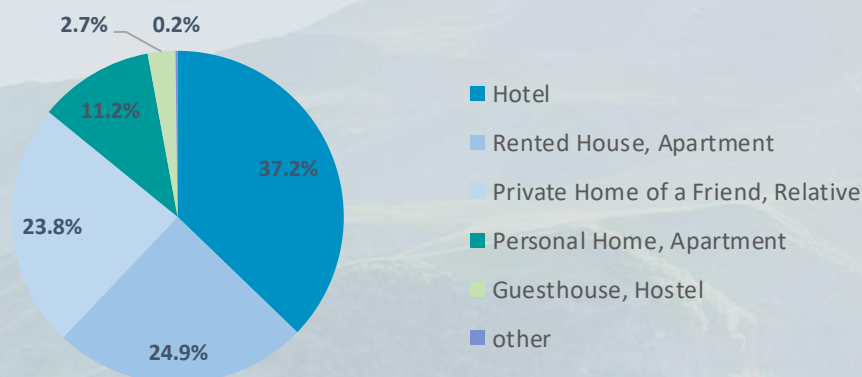
Most Popular Visited Locations



In the first quarter of 2025, the total number of international visitor nights spent exceeded 6 million, and the average length of stay was 5.5 nights.

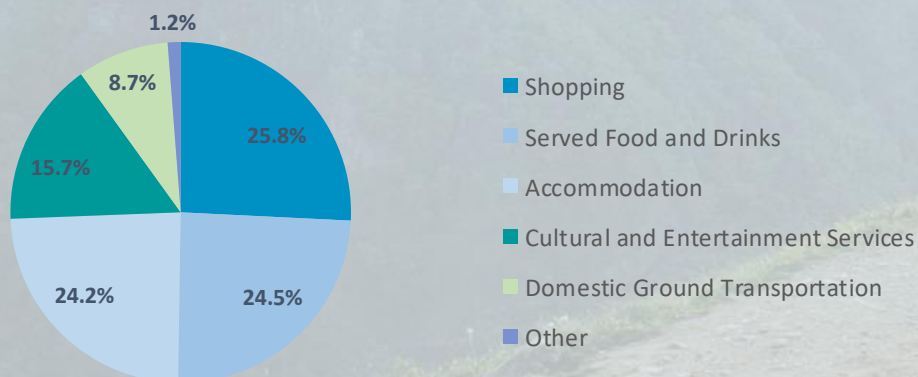
In the first quarter, the share of hotels in accommodation increased by 15.9% compared to the first quarter of last year. In terms of nights spent in accommodation, the majority of visitors, 37.2%, stayed in hotels. 24.9% preferred a rented house, apartment, while 23.8% preferred private home of a friend, relative. Some visitors also stayed in their own home, apartment (11.2%) and in a guesthouse or hostel (2.7%).

Nights Spent by Accommodation



Total spending by international visitors exceeded 2.3 billion GEL, with an average spend of 1,998 GEL per visit. The largest share of spending was on shopping (25.8%), food and beverage (24.5%), and accommodation (24.2%). 15.7% of total spending were spending on cultural and entertainment services, 8.7% on local transportation, and 1.2% on other expenses.

Expenditure Structure



Georgian cuisine is very popular among visitors to Georgia, with 85.9% of international visitors tasting Georgian dishes and wine. Other popular activities included: shopping (62.9%), visiting landmarks, cultural and historical heritage sites, museums (40.2%), visiting friends/relatives (35.8%), visiting religious sites, churches (25.3%), and others.

Top 10 Activities

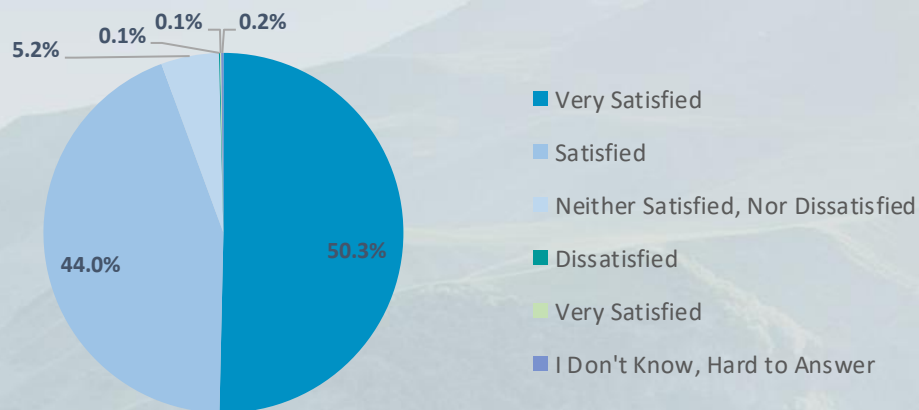


Among the information sources used by international visitors in the first quarter of 2025, the most frequently cited source was experience from a previous visit (cited by 68.8% of visitors), while visitors also obtained information from friends and relatives (49.4%), the Internet (16%), television and radio (8%), organizations and business partners (5.2%), and other sources (8.5%).

Characteristics of International Visitors

The level of satisfaction of international visitors' visits is distributed as follows: 50.3% of visitors were very satisfied; 44% were satisfied; 5.2% were neither satisfied, nor dissatisfied; 0.1% were dissatisfied; 0.1% were very dissatisfied. 0.2% of visitors found it difficult to answer this question. Accordingly, the average satisfaction level on a 5-point scale is 4.46.

Overall Satisfaction



Methodology

In order to obtain statistical information, the National Statistics Office of Georgia conducts a survey of international visitors. Data collection is carried out using face-to-face interview techniques. The methodology is based on recommendations developed by the World Tourism Organization. Interviews are conducted with international visitors aged 15 and older who are leaving the territory of Georgia. Interviews are conducted at border checkpoints.

Traveler

A traveler is someone **who moves between different geographic locations, for any purpose and any duration.** Including a traveler 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.



Another category

Includes trips of travelers **aged 14 or younger**, who moves to outside his/her usual environment.

Visitor

A visitor is a **traveler 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

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



Same-day visitor

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

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