



2024

# GEORGIAN TOURISM IN FIGURES

STRUCTURE &  
INDUSTRY DATA





## International Trips to Georgia

In 2024 the number of visits of international travelers amounted to 7,368,149, which is 4.2% more than last year. The number of visits by international travelers includes the number of visits made by international visitors 6,456,064 (growth +4.6%; share 87.6%) and other visits (non-tourist) 912,085 (+1.3%; 12.4%). From the total number of international visitor trips, 5,091,732 (+9%; 78.9%) were tourist trips and 1,364,332 (-9.2%; 21.1%) were same-day trips.

Tourist visits are characterized by a particularly high growth, therefore their share in total visitors has also increased, in particular, compared to the figure of 2023, the share of tourist visits has increased from 75.7% to 78.9%. It should be noted that the annual growth of tourist visits is equal to 9%.

The structure of international visits differs significantly between residents of neighboring and other countries. Only 68.3% of the visits from neighboring countries are tourist visits (2,680,103), while tourist visits from the other countries is 95.3% (2,411,629). On the other hand, the share of neighboring countries among visitors has significantly decreased from 64.4% to 60.8% compared to 2023.

The highest number of international visits for the year was in the third quarter - 2,773,594 visits, which is a 2.5% increase over the previous year's highest figure. The number of visits during this period accounted for 37.6% of the total international visits recorded in 2024. The lowest number of visits was recorded in the first quarter at 1,300,551 (17.7%).

The largest share of international visitors, 3,969,922 (-5.4%; 61.5%) came via land transport, followed by air 2,438,796 (+26.9%; 37.8%). Trips by rail and sea were 19,956 (-20.9%; 0.3%) and 27,390 (-4.6%; 0.4%) respectively. The busiest border was Tbilisi International Airport 1,599,984 (+30%; 24.8%), followed by Sarpi (Turkish border) 1,311,190 (-9.5%; 20.3%) and Kazbegi (Russian border) 1,116,302 (-6%; 17.3%). The number of trips from these three border crossings accounted for 62.4% of all trips.

In 2024, 438,414 (+3.8%) trips were conducted by EU visitors (including United Kingdom), with the largest number derived from Germany 78,644 (+14.3; 17.9%), Poland 66,504 (-27.1%; 15.2%) and UK 32,372 (+5.3%; 7.4%).

The majority of trips to Georgia were conducted by male visitors - 3,997,210 (61.9%), while female visits amounted to 2,458,854 (38.1%). The largest number of which were within the 31-50 age category 3,117,200 (48.3%), followed by the 51-70 - 1,637,925 (25.4%) and the 15-30 age groups 1,553,554 (24.1%). The fewest trips were conducted by the 71+ age group, at 147,385 (2.3%).

### 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.

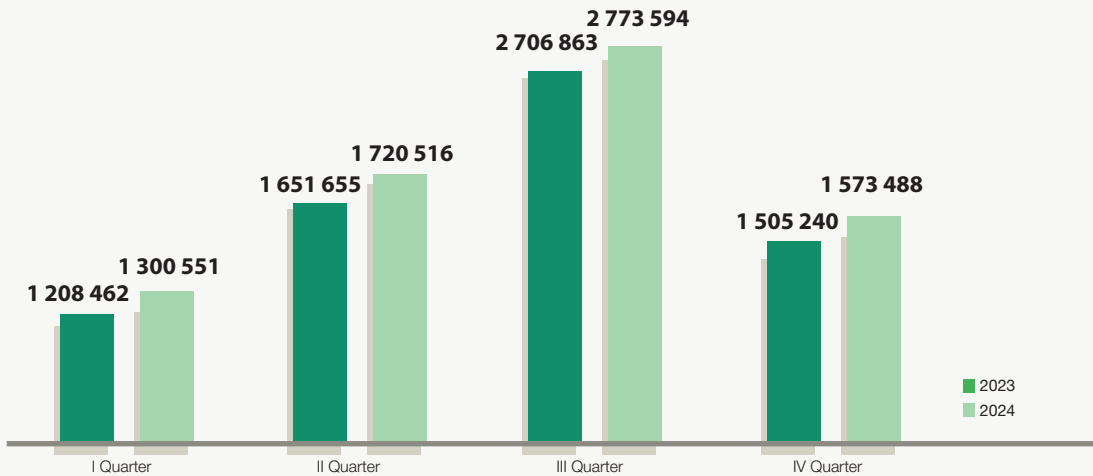
More detailed information can be found on the Georgian National Tourism Administration website: [www.gnta.ge](http://www.gnta.ge)

## International Traveler's trips classification

Trip Type	2023	2024	Change	Change %	Share %
International Travelers Trips	7,072,220	7,368,149	295,929	4.2%	100%
International Visitor Trips	6,171,540	6,456,064	284,524	4.6%	87.6%
Tourist (Overnight) Trips	4,669,467	5,091,732	422,265	9.0%	78.9%
Same Day Trips	1,502,073	1,364,332	-137,741	-9.2%	21.1%
Other (non-tourism)	900,680	912,085	11,405	1.3%	12.4%

Source: The Ministry of Internal Affairs of Georgia

## international traveler trips by quarters and years



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia

## International Visitor Trips by Borders

Border name	Border with	2023	2024	Change	Change%	Share %
<b>Total</b>	↓	6,171,540	6,456,064	284,524	4.6%	100%
<b>Including</b>	↓	↓	↓	↓	↓	↓
<b>Tbilisi Airport</b>	.....	1,230,888	1,599,984	369,096	30%	24.8%
<b>Sarpi</b>	Turkey	1,449,194	1,311,190	-138,004	-9.5%	20.3%
<b>Kazbegi</b>	Russia	1,186,953	1,116,302	-70,651	-6%	17.3%
<b>Sadakhlo</b>	Armenia	901,833	830,743	-71,090	-7.9%	12.9%
<b>Kutaisi Airport</b>	.....	436,902	439,188	2,286	0.5%	6.8%
<b>Batumi Airport</b>	.....	254,082	399,624	145,542	57.3%	6.2%
<b>Ninotsminda</b>	Armenia	163,476	196,621	33,145	20.3%	3.0%
<b>Kartsakhi</b>	Turkey	143,686	149,422	5,736	4%	2.3%
<b>Tsiteli Khidi</b>	Azerbaijan	149,917	139,300	-10,617	-7.1%	2.2%
<b>Vale</b>	Turkey	79,035	89,172	10,137	12.8%	1.4%
<b>Guguti</b>	Armenia	64,076	75,791	11,715	18.3%	1.2%
<b>Tsonda</b>	Azerbaijan	57,490	61,311	3,821	6.6%	0.9%
<b>Railway Sadakhlo</b>	Armenia	23,855	18,661	-5,194	-21.8%	0.3%
<b>Port Poti</b>	.....	13,709	14,671	962	7%	0.2%
<b>Port Batumi</b>	.....	12,032	9,228	-2,804	-23.3%	0.1%
<b>Port Kulevi</b>	.....	2,983	3,491	508	17%	0.1%
<b>Railway Gardabani</b>	Azerbaijan	1,061	1,007	-54	-5.1%	0.0%
<b>Railway Kartsakhi</b>	Turkey	305	288	-17	-5.6%	0.0%
<b>Akhkerpi</b>	Armenia	63	70	7	11.1%	0.0%

Source: The Ministry of Internal Affairs of Georgia

## top 15 countries by international visitor trips

Country	2023	2024	Change	Change %
Russia	1,418,464	1,421,923	3,459	0.2%
Türkiye	1,396,660	1,336,834	-59,826	-4.3%
Armenia	962,540	948,299	-14,241	-1.5%
Israel	217,065	310,982	93,917	43.3%
Azerbaijan	199,835	219,356	19,521	9.8%
Kazakhstan	167,492	178,930	11,438	6.8%
Iran	126,282	145,670	19,388	15.4%
Belarus	130,203	140,536	10,333	7.9%
India	84,688	124,335	39,647	46.8%
Ukraine	146,931	118,528	-28,403	-19.3%
China	48,304	88,583	40,279	83.4%
Saudi Arabia	72,953	88,298	15,345	21%
Germany	68,824	78,644	9,820	14.3%
Poland	91,210	66,504	-24,706	-27.1%
Uzbekistan	52,088	64,259	12,171	23.4%

Source: The Ministry of Internal Affairs of Georgia

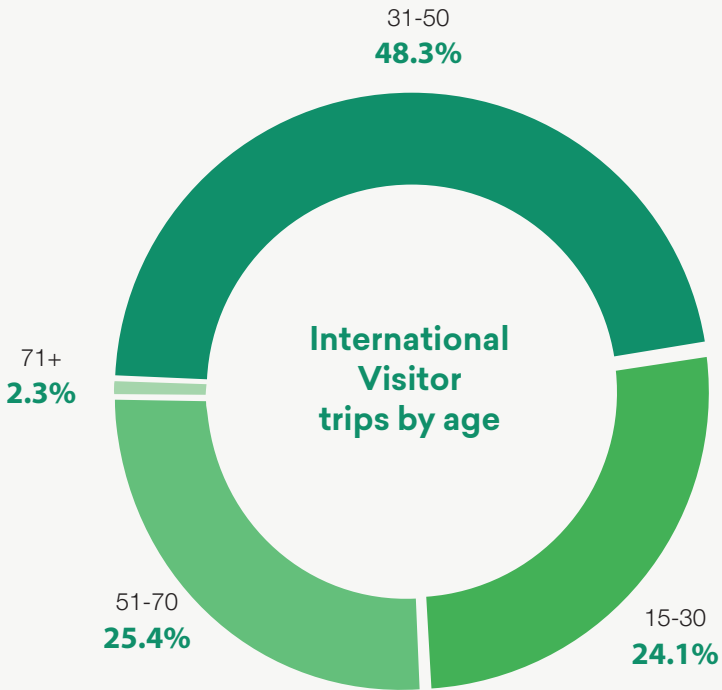
## top 15 countries by international tourist trips

Country	2023	2024	Change	Change %
Russia	1,110,762	1,113,676	2,914	0.3%
Türkiye	770,811	850,128	79,317	10.3%
Armenia	515,668	525,853	10,185	2%
Israel	211,548	286,907	75,359	35.6%
Azerbaijan	173,922	190,446	16,524	9.5%
Kazakhstan	159,008	168,900	9,892	6.2%
Iran	123,737	143,418	19,681	15.9%
Belarus	124,333	133,747	9,414	7.6%
India	83,930	123,198	39,268	46.8%
Ukraine	132,127	111,597	-20,530	-15.5%
China	46,875	85,742	38,867	82.9%
Saudi Arabia	70,676	85,383	14,707	20.8%
Germany	64,468	74,253	9,785	15.2%
Poland	88,405	64,629	-23,776	-26.9%
Uzbekistan	49,432	61,478	12,046	24.4%

Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia

# Travel Behavior of International Visitors

In 2024 the number of international trips to Georgia amounted to 6,456,064. A total of 78.9% (5,091,732) of trips included at least one overnight stay, which by definition is a tourist trip. 21.1% were day trips (1,364,332).

Out of the total number of trips, 76% were repeat trips and 24% 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 Armenia visitors (97.8%), followed by Azerbaijan (92.3%), Russian (88.8%) and Turkey (75.8%). The leaders among first-time trips was China, United Arab Emirates and Saudi Arabia with 75.1%, 63.9% and 62.9% shares respectively.

48% of international visitors visit Georgia with their family or relatives. Visitors traveling alone (25.7%) and visitors traveling with friends (24.1%) arrive in almost equal numbers. 3.3% of visitors visit us together with their colleagues.

## Purpose of Travel

International visitor trips were mostly undertaken for holiday, leisure or recreation purposes (51.9%). Other frequently observed purposes included visiting friends or relatives (22.8%), transit (12.9%), business/professional trips (5.7%), shopping (4.8%). Only 0.8% of trips were for other purposes.

## Duration of Stay

The total number of overnights stays of international visitors arriving in Georgia, in 2024 was 35,739,326, and their average duration of stay was 5.5 nights. Visitors from India (17.4 nights), as well as from Belarus (10.2 nights) and Ukraine (8.5 nights) stay in Georgia the longest.

Visitor's average duration of stay for holiday, recreation and leisure was 5.9 nights, for visiting friends and relatives was 6.6 nights and for business and professional – 4.9 nights. The average duration of stay of first-time visitors to Georgia was 6.6 nights, and 5.4 nights of repeat visits. Those arriving by air stay on average 7.7 nights longer than those arriving by land – 4.1 nights. The largest share of total duration of stays (41.6%) was spent in hotels. A little less than a quarter (23.8%) stayed in a rented house. 5.1% stayed in a guest house and hostel.

## Visited Destinations

Most international trips on the regional level were made in Tbilisi 54.6%, Adjara was next with 40.9% and Mtskheta-Mtianeti 16.5%. Other regions with significant number of visits were Samtskhe-Javakheti 9.6%, Imereti 9.0%, The lowest rate was in inner Kartli (3.6%), Samegrelo-Upper Svaneti (2.7%), Guria (1.4%) and Racha-Lechkhumi, Lower Svaneti (0.1%).

54.6% of international trips were made to the capital city of Georgia, followed by 40.1% trips to Batumi. Some other widely visited destinations were the following: Kutaisi (8.8%), Kazbegi (8.2%), Mtskheta (7.4%), Marneuli (5.7%), Gudauri (5.3%), Borjomi (4.8%), Signaghi (4.2%), Gori (3.4%) and Akhaltsikhe (3.1%).

### Expenditures

Total expenditure by international visitors during the estimation period was 14.3 billion GEL, and average expenditure per visit was 2,211 GEL. The largest share of visitors' expenditures was registered on accommodations (33.7% of total expenses) and shopping (24.1% of total expenses). Spending on served food and drinks was also significant share (22.4%) and only 10.8% of expenditure was made on Cultural and Entertainment Services.

The average expenditure of visits for holiday, recreation and leisure was 2,606 GEL per visit, and the average expenditure of the segment of professional and business was determined at 1,217 GEL.

### Satisfaction level

The satisfaction level of international visitors' visits is distributed as follows: 53.1% were very satisfied; 40.5% were satisfied; 5% - neither dissatisfied nor satisfied; 0.7% were dissatisfied; 0.3% are very dissatisfied. 0.4% of tourists find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.46.

**55%**  
Tbilisi -  
Most Popular  
Destination



**9%**  
Kutaisi



**40%**  
Batumi

## 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 Organization. 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.

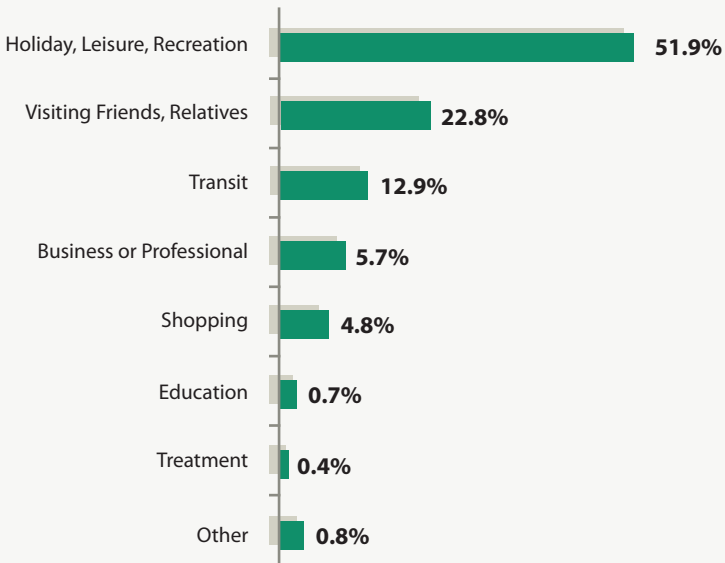
More detailed information can be found at [www.gnta.ge](http://www.gnta.ge)





Source: The Ministry of Internal Affairs of Georgia

### Main Purpose of Trip



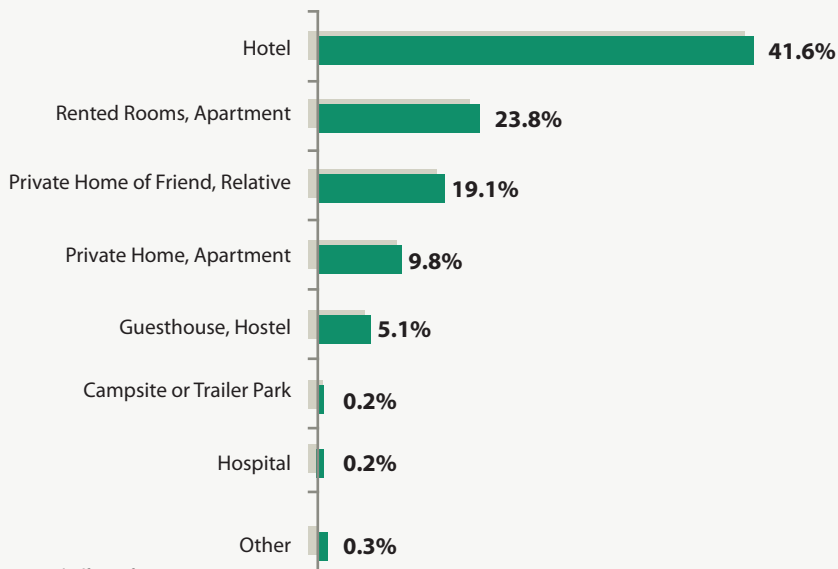
Source: The Ministry of Internal Affairs of Georgia



■ Family, relatives   
 ■ Alone   
 ■ Friends   
 ■ Colleagues   
 ■ Other

Source: The ministry of International Affairs of Georgia

## Overnight Stay In Accommodation Facilities



Source: The ministry of International Affairs of Georgia

## Expenditure Structure

Components	Quantity ( GEL)	Share %
Accommodation	4,807,937,671	33.7%
Shopping	3,436,245,081	24.1%
Served Food and Drinks	3,193,389,493	22.4%
Cultural and Entertainment Services	1,548,787,953	10.8%
Local Transport	1,139,793,840	8%
Other Expenditures	149,214,208	1%
<b>Total Expenditures</b>	<b>14,275,368,246</b>	<b>100%</b>

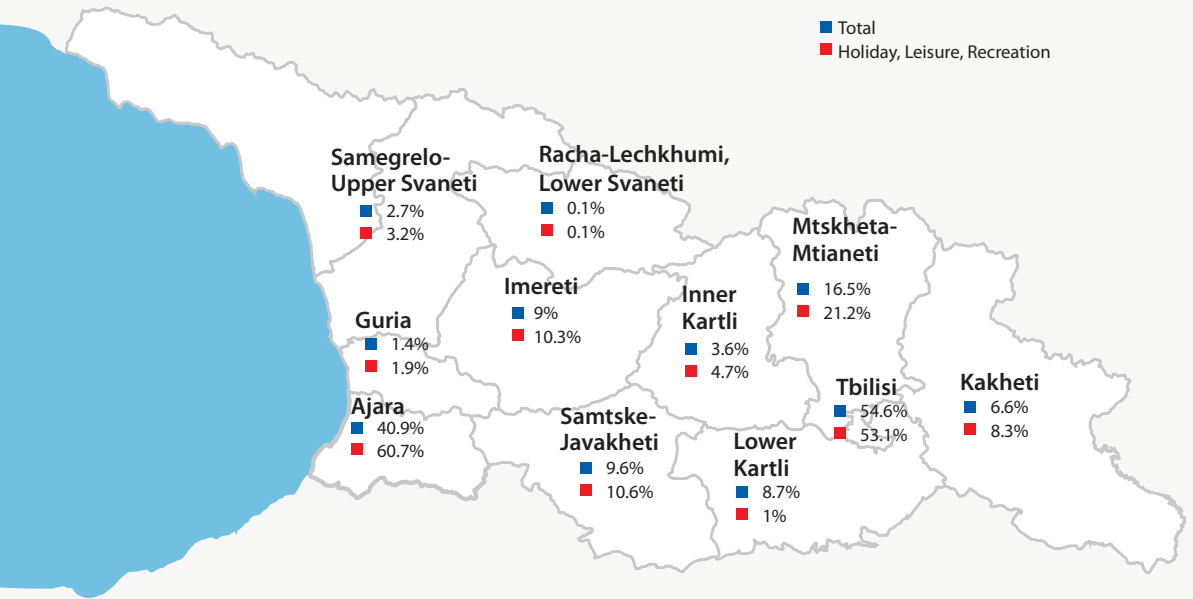
Source: The ministry of International Affairs of Georgia

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

Country	Average Expenditure Per Visit (GEL)	Average Length of Stay (Nights)
Kazakhstan	9,811	6.3
Ukraine	4,444	8.5
Saudi Arabia	4,057	7.6
United Arab Emirates	3,937	6
Israel	3,578	5.9
Belarus	3,253	10.2
Kuwait	3,181	6.5
Iran	3,175	5.6
China	3,103	5.7
India	2,471	17.4

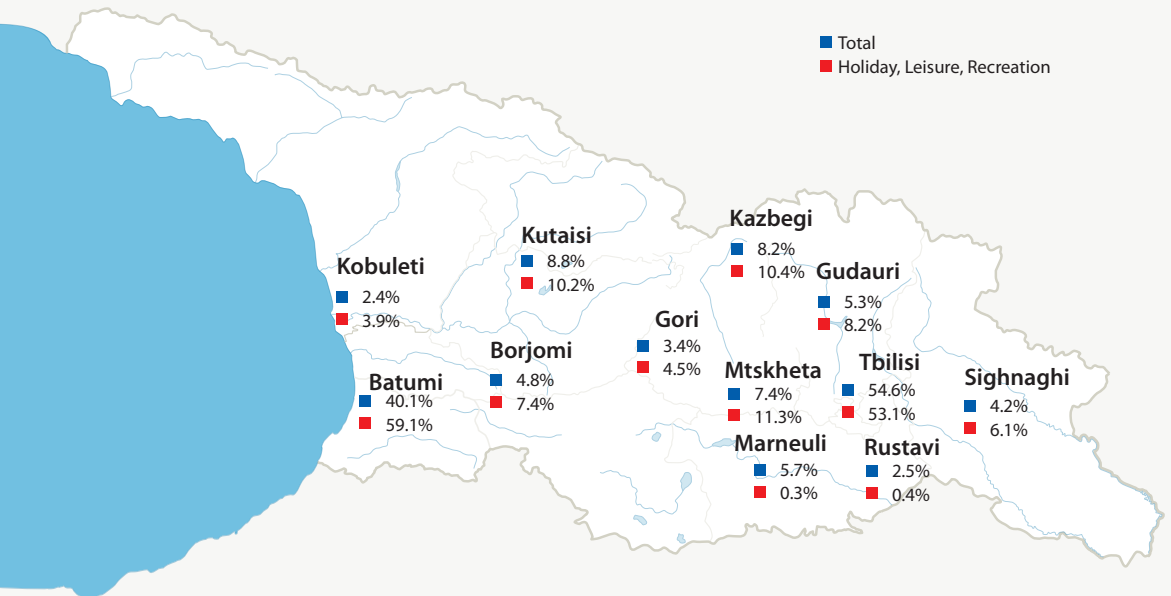
Source: The ministry of International Affairs of Georgia

## 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 2024, the number of domestic trips within Georgia amounted to 19.7 million. The majority of trips were from Tbilisi (35%), and most visits were to large cities.

## Duration and Purpose of Travel

The average visitor trip length was 1.5 nights, which varied by place of residence. Visitors from Tbilisi tended to stay for longer periods (1.9 nights on average), while other visitors spent one night, on average, away from their usual environment. The majority of domestic trips (51.4%) were carried out by local residents visiting friends or relatives. 15.7% of visits were for shopping, 11.4% for leisure and recreation, while visiting second home was the main reason for 8.4% of visits. 8.3% of visits were made for medical and health reasons. 2% were carried out for business, professional purposes.

## Age and gender of visitors

The majority of internal visits were made by men, 8,139,691 (50.1%), women's visits made 8,117,371 (49.9%). 36.5% of domestic visitors are between the ages of 31 and 50, 33.6% are between 51-70, 20.8% are between 15-30 and only 9.2% are 71+.

## Travel Destinations

Around 22.8% of total domestic trips were made to the capital city, followed by 8.1% to Kutaisi and 7.3% Batumi. The other destinations included: Rustavi (3.4%), Mtskheta (3.3%), Gori (1.9%), Zestafoni (1.8%) and Zugdidi 1.7%. From a regional perspective, the most popular locations were Imereti (20.8%), Ajara (11.1%), and Kakheti (8.2%).

## Accommodation

During this period, the total number of overnight stays was 28.7 million; including 59.1% of domestic travelers who stayed in the private homes of friends and relatives. A considerable number of domestic visitors, 24.8%, stayed in their own houses, while 6.6% used hotels, guest house.

## Expenditure

The total expenditure from domestic visitors during the estimation period was 3.6 billion GEL, while the average expenditure per visit was 2013 GEL. The largest share of visitor expenditure, (35.7%), was registered for shopping, followed by expenditure on foods and drinks 24.8%, local transport 20.1% and 5.2% on accommodations.

## Satisfaction level

The satisfaction level of internal visitor visits is distributed as follows: 29% were very satisfied; 57.5% were satisfied; 12.1% - neither dissatisfied nor satisfied; 1.2% were dissatisfied; 0.2% are very dissatisfied. 0.1% of visitors find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.12

## 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, sources of information, means of transport, satisfaction level, and expenditure.

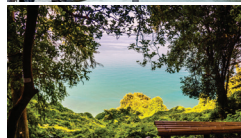
Further, more detailed information can be found at [www.gnta.ge](http://www.gnta.ge) and [www.geostat.ge](http://www.geostat.ge).



**TBILISI**  
**23%** Most Popular Destination

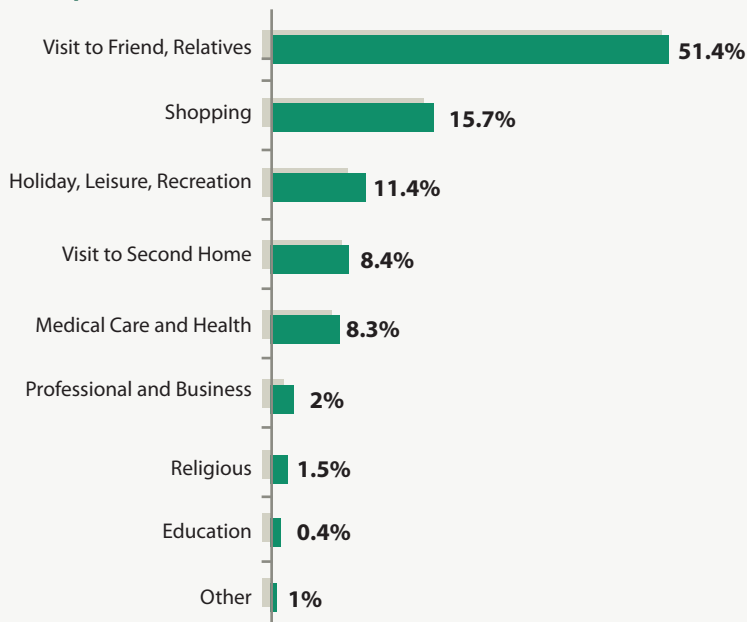


**KUTAISI**  
**8%**



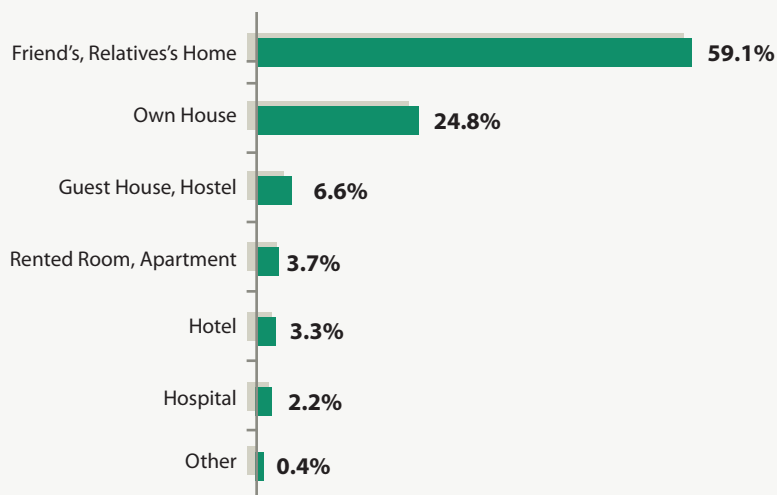
**BATUMI**  
**7%**

## Main Purpose of Trip



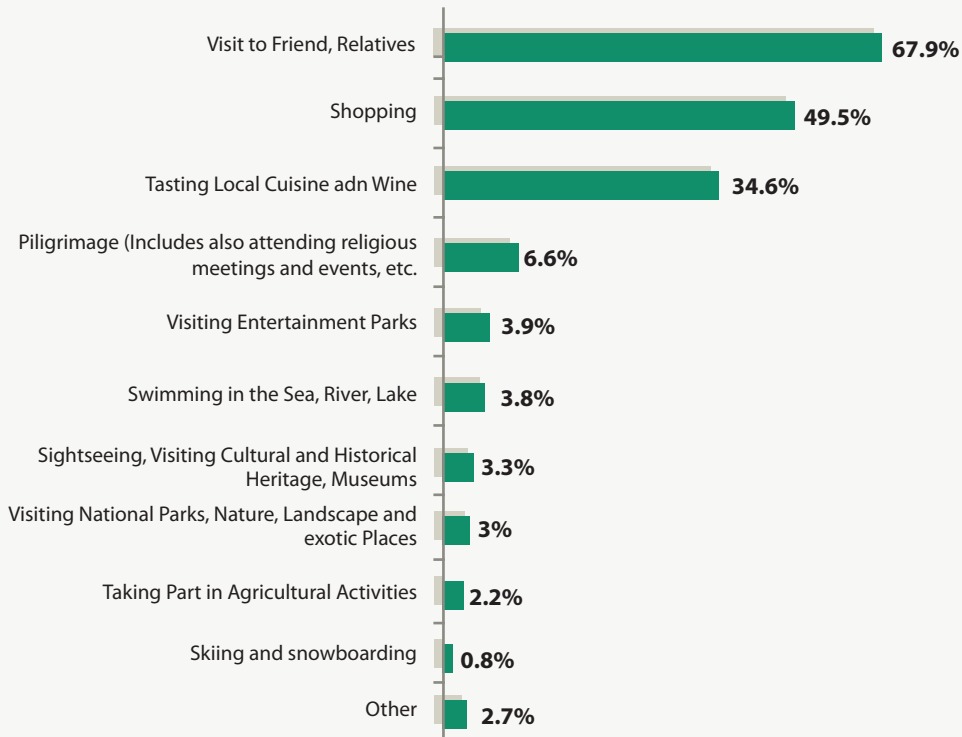
Source: National Statistics office of Georgia

## Nights Spent In Accommodation Facilities



Source: National Statistics office of Georgia

## Popular Tourism Activities



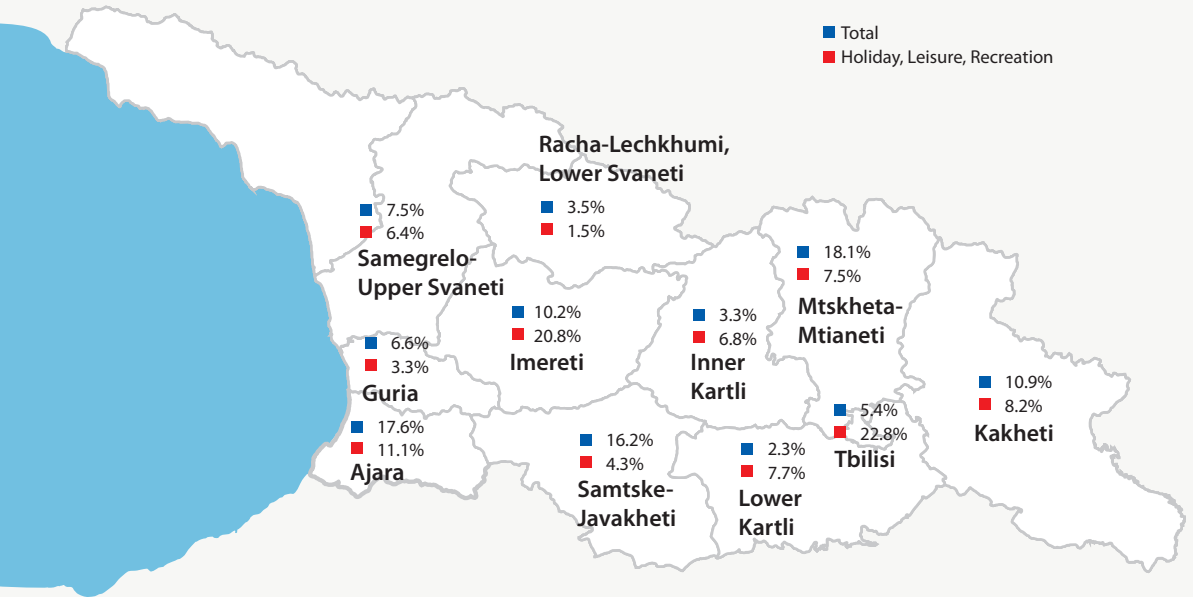
Source: National Statistics office of Georgia

## Expenditure Structure

Components	Total Expenditure GEL	Share of Total Expenditure
Shopping	1,287,255,443	35.7%
Served Food and Drinks	892,587,494	24.8%
Local Transport	723,476,517	20.1%
Accommodation	188,882,147	5.2%
Cultural and Entertainment Services	39,298,672	1.1%
Cultural and Entertainment Services	469,369,100	13%

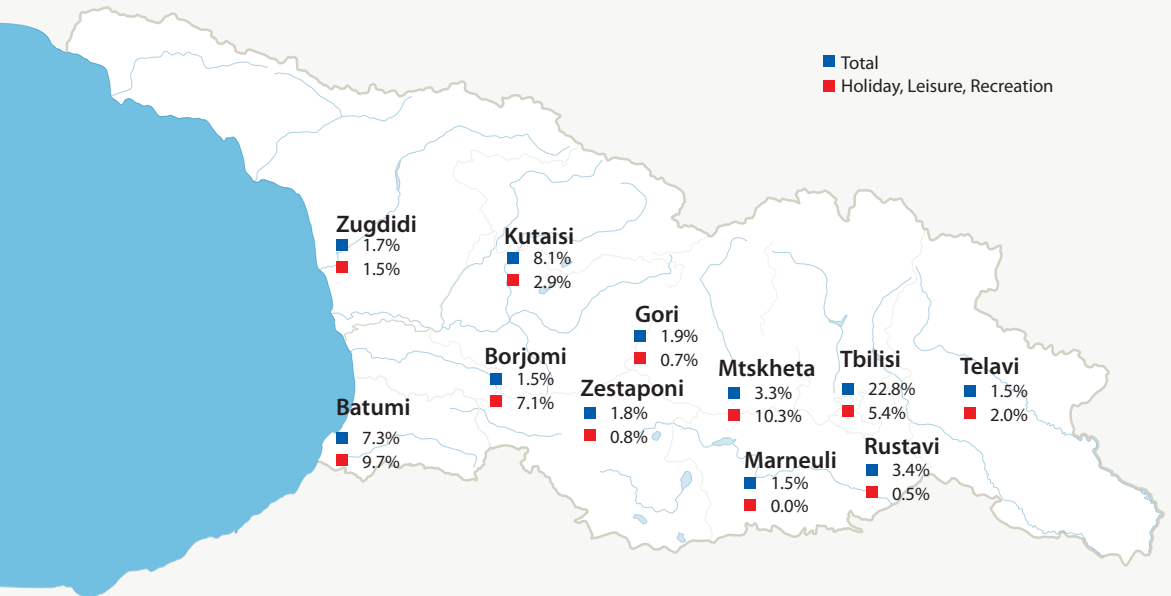
Source: National Statistics office of Georgia

## Most Visited Regions



Source: National Statistics office of Georgia

## Most Visited Destinations



Source: National Statistics office of Georgia

# Travel Behavior of Outbound Visitors

In 2024 the number of international trips from Georgia amounted to 2,249,413. A total of 65.1% (1,463,992) of trips included at least one overnight stay, which is by definition a tourist trip. 34.9% were day trips (785,421).

The largest share of outbound trips was conducted by the 31-50 age category (48.2%), followed by the 15-30 (25.6%) and 51-70 age categories with 23.7%. Only 2.4% were aged 71+. The majority of outbound visitors were male (51.7%) and (48.3%) - female.

98% of outbound trips were repeat trips and 2% were first time trips..

## Purpose of Travel

International outbound trips were primarily undertaken to visit friends and relatives (33.4%). Shopping was the second most common purpose (33.1%), followed by holiday, leisure, or recreation (18.6%), business or professional trips (10.4%), health and medical care (2.2%), and education (1.2%). Only 1% of trips were for other purposes.

## Accommodation and Duration of Travel

During 2024, the total number of overnight stays was 15,700,841. The average duration of a trip was 7 nights.

The most used form of accommodation was in the private home of a friend or relative with 41.8% of total overnights. 27.4% of nights were spent in own home, while 17.5% were in a hotel. Other types of accommodation were less utilized by international visitors. Only 7.2% were spent in rented house.

## Travel Destination

The majority of outbound trips (72.3%) were conducted to neighboring countries. Among them, Turkey was the leader (38.7%), followed by Russia (18.9%) and Armenia (12.5%). The smallest number of trips among neighbors was conducted to Azerbaijan (2.2%). Significantly fewer trips are conducted to non-neighboring countries, where United Arab Emirates are among the leaders with 4%, Germany with 3.2%.

## Expenditures

Total expenditure by outbound visitors during the estimation period was 2.3 billion GEL, and average expenditure per visit was 1008 GEL. The largest share of visitors' expenditures was registered on shopping (38.1% of total expenses), served food and drinks (27% of total expenses). 15.9% was spent on accommodation and 8.1% 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 Organization. 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).

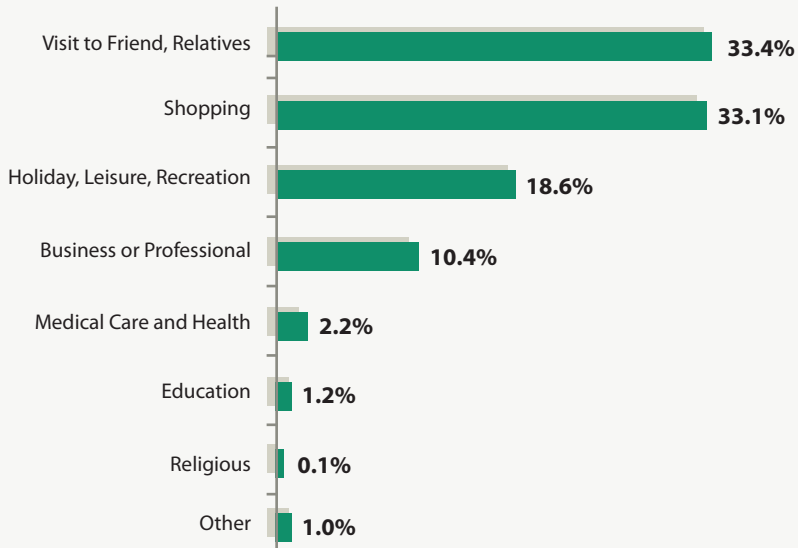
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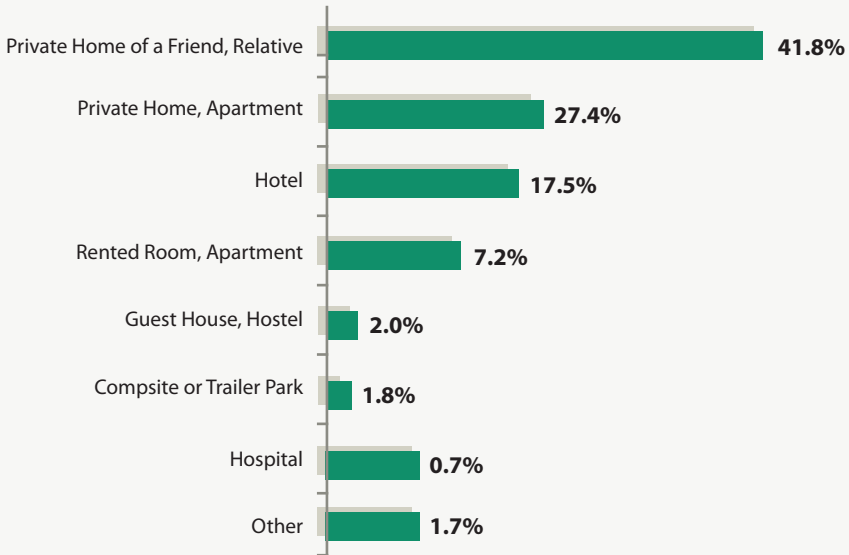
Source: National Statistics office of Georgia

### Main Purpose of Trip



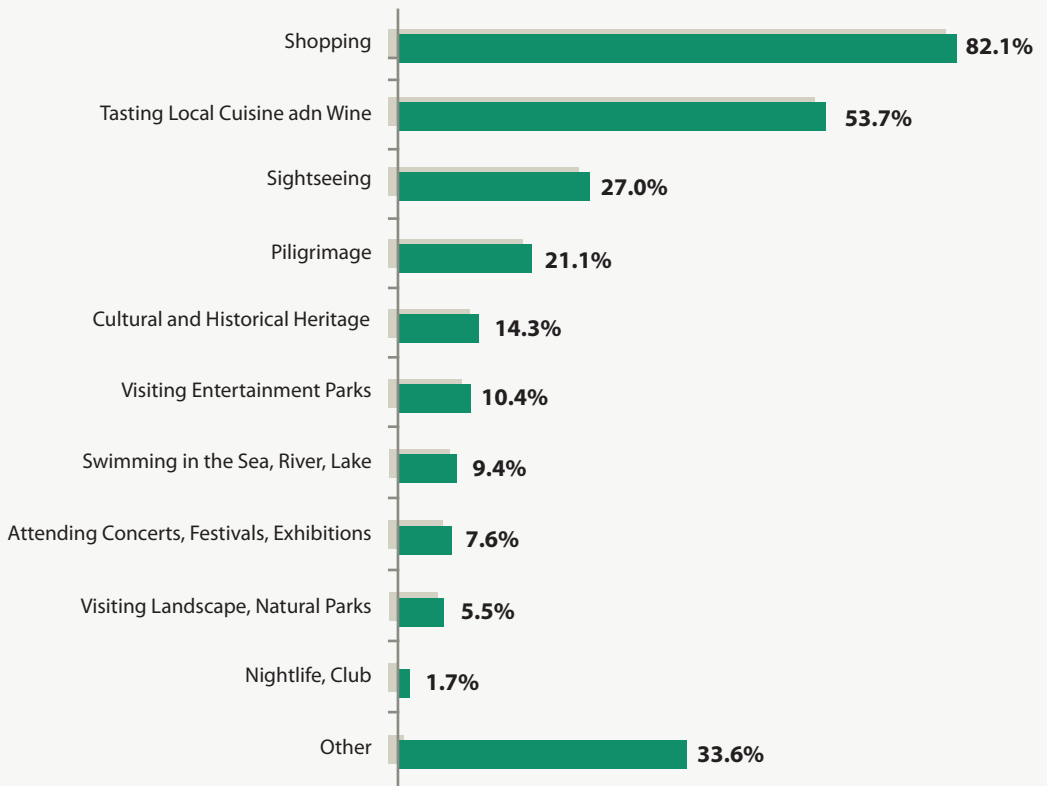
Source: National Statistics office of Georgia

## Night Spent In Accommodation Facilities



Source: National Statistics office of Georgia

## Popular Tourism Activities



Source: National Statistics office of Georgia

## Expenditure Structure

Components (GEL)	Total expenditure	Share %
Shopping	863,655,847	38.1%
Served Food and Wine	611,701,453	27%
Accommodation	360,882,339	15.9%
Local Transport	248,281,978	11%
Recreation, Cultural and Entertainment Services	92,803,320	4.1%
Other	89,856,120	4%

Source: National Statistics office of Georgia

## Outbound Trips, Top Countries

Country	2024	Share %
Turkey	869,902	38.7%
Russia	425,294	18.9%
Armenia	281,588	12.5%
United Arab Emirates	89,096	4%
Germany	71,935	3.2%
Others	511,598	22.7%

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 2024, the Travel & Tourism sector contributed 10% to global GDP; an increase of 8.5% from 2023. In 2024, there were 357 million jobs, representing a 6.2% increase from 2023. Domestic visitor spending increased by 5.4% in 2024. International visitor spending rose by 12%. (The World Travel & Tourism Council).

## 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 2024, the foreign exchange income from international travel to Georgia amounted to 4.4 billion USD (growth +7.3%). While the expenses of Georgian citizens on foreign travel amounted to 485.9 million USD (a decrease of 3.5%). As a result, the balance of international travel in Georgia was determined to be 3.94 billion USD (an increase of 8.8%). These changes were reflected in the share of international travel in service exports, which decreased from 58.5% to 57.5%. In 2024, transactions with foreign payment cards by international travelers amounted to 4.3 billion GEL, 20.9% increase compared to the previous year.

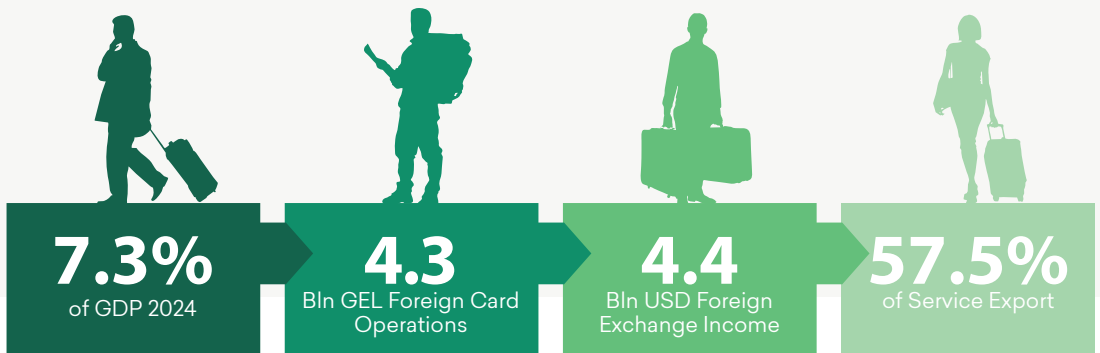
## Share of tourism related industries in the economy

According to preliminary data in 2024, due to the increasing demand, the total added value in the tourism sector amounted to 5.9 billion GEL . As a result, the added value of tourism-related industries as a share of GDP increased to 7.3%. In 2024, the value added in the tourism industry was mainly driven by transport (39.3%), food and beverage services (28.9%), accommodation (27.9%) and travel companies (3.9%).

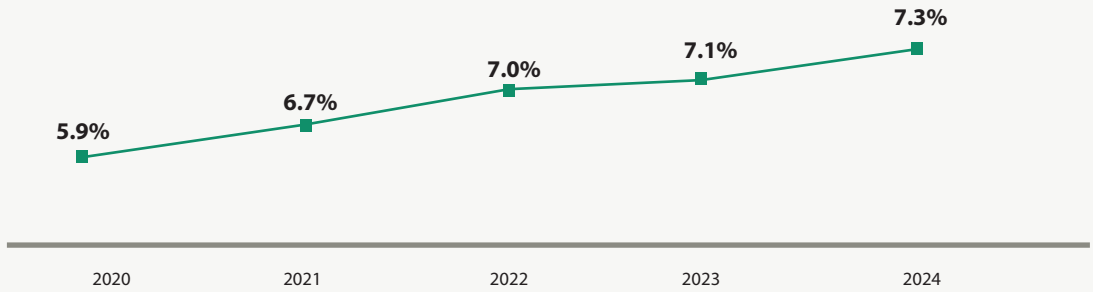
### The Main Indicators

1. Share of tourism in GDP
2. Share of tourism in total output
3. Foreign currency income from international travel
4. Foreign currency expenses for foreign travel
5. Balance of international travel
6. 1. 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](http://www.geostat.ge), the National Bank of Georgia website – [www.nbg.ge](http://www.nbg.ge), and the Georgian National Tourism Administration website [www.gnta.ge](http://www.gnta.ge).



## Share of Tourism in GDP



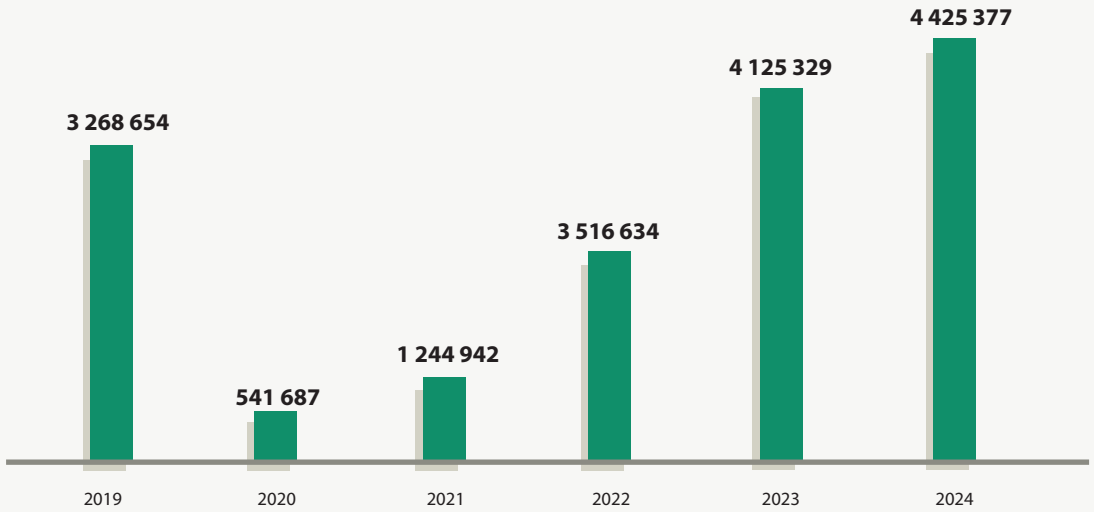
Source: National Statistics office of Georgia

## Tourism Value Added (Thousands of GEL)

	2021	2022	2023	2024	Change% 2023-2024
Total	3,498	4,377	4,924	5,869	19.2%
Including	↓	↓	↓	↓	↓
Transport	1,614	1,931	2,101	2,309	9.9%
Accommodation Units	1,096	1,331	1,391	1,637	17.7%
Food Establishments	687	998	1,303	1,691	29.9%
Travel companies	101	117	129	230	79.4%

Source: National Statistics office of Georgia

## International Tourism Receipts (Thousands of USD)



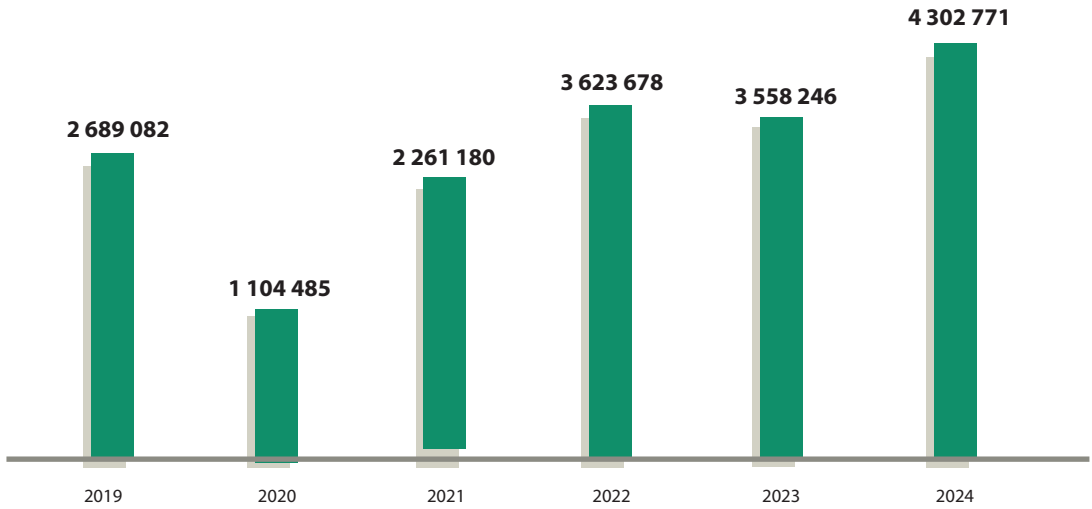
Source: National Bank of Georgia

## Foreign Currency Revenues from Incoming Tourism (Thousands of USD)

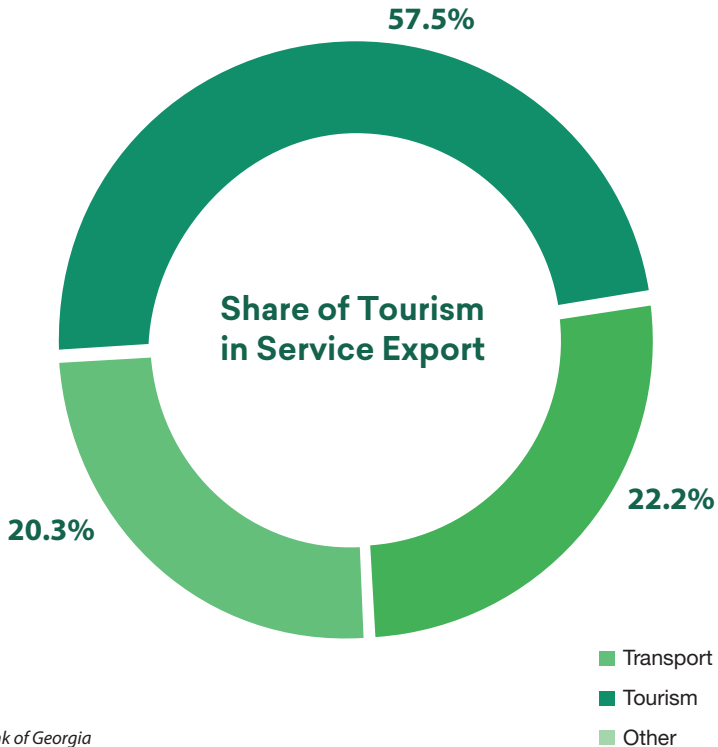
	2021	2022	2023	2024	Change% 2023-2024
Total	1,244,942	3,516,634	4,125,329	4,425,377	7.3%
Including	↓	↓	↓	↓	↓
I Q.	53,551	393,708	795,417	807,674	1.5%
II Q.	246,123	748,822	1,009,113	1,090,707	8.1%
III Q.	565,981	1,374,653	1,447,122	1,563,312	8%
IV Q.	379,287	999,451	873,677	963,684	10.3%

Source: National Bank of Georgia

## Foreign Card Operations of International Travelers (Thousands of GEL)



Source: National Bank of Georgia



Source: National Bank of Georgia

# The Aviation Market

In 2024, the passenger flow at Georgian airports amounted to 7,450,652 (on regular and charter flights), including 7,424,995 passengers transported by international airports, which increased by 24% compared to 2023 data

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 2024, this company carried 1,259,069 (18.1%) passengers. Turkish Airlines was the second largest airline with 553,349 (7.9%) passengers, followed by Pegasus Airlines – 546,211 (7.8%); Georgian Airways – 511,160 (7.3%); Azerbaijan Airlines – 412,980 (5.9%); EL AL Israel Airlines – 262,011 (3.8%); Israil Airlines – 239,168 (3.4%); Fly Dubai – 234,167 (3.4%); Red Wings Airlines – 215,689 (3.1%).

In 2024, the following budget airlines were operating flights to Georgia: Wizz Air Hungary, Pegasus Airlines, Fly Dubai, Air Arabia, Wizz Air Abu Dhabi, Flynas, FlyArystan, Jazzira Airways, AJet Airlines, Air Arabia – Abu Dhabi, Indigo airlines, Air Baltic, Fly One, Flyadeal, SunExpress, Wizz Air Malta, Eurowings, Transavia, Jordan Aviation, Fly One Armenia, Iraqi Airways, Sky Express.

In 2024, nine new international airlines entered the aviation market of Georgia, including: AJet Airlines, Transavia, Austrian Airlines, Red Wings Airlines, Centrum Air, Somon Air, Iran Airtour, Sky Express, and Air China. In 2024 the following new routes were added to the Georgian aviation market: Georgian Airways launched flights on the Tbilisi-Larnaca, Tbilisi-Nice and Tbilisi-Novosibirsk routes. Red Wings also launched flights on the St. Petersburg-Batumi, Batumi-Kazan, Samara-Batumi, Sochi-Batumi, Ufa-Batumi, Minvodi-Batumi and Yekaterinburg-Batumi. Other new routes include: Dushanbe-Tbilisi (Somon Air); Kuwait-Batumi (Jazeera Airways); Tbilisi-Trabzon (Georgian Wings); Baghdad-Tbilisi (Iraqi Airways); Erbil-Batumi (Iraqi Airways); Ufa-Tbilisi (Azimuth); Almaty-Kutaisi (Fly Arystan).

In 2025, several new airlines are scheduled to enter the Georgian air market, which plan to start regular two-way flights. British Airways, the United Kingdom's largest airline, will launch regular flights four times a week from London to Tbilisi from 2025. Subsidiaries of the low-cost British airline EasyJet also plan to operate: EasyJet Europe Airline on the Milan-Tbilisi route; EasyJet UK on the London-Tbilisi route and EasyJet Switzerland on the Geneva-Tbilisi route twice a week.

51 international and one Georgian Airline Company offered passengers comfortable flights from Georgia, and one Georgian airline company (Ak-Air Georgia) offered domestic flights within the country.

## 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/>

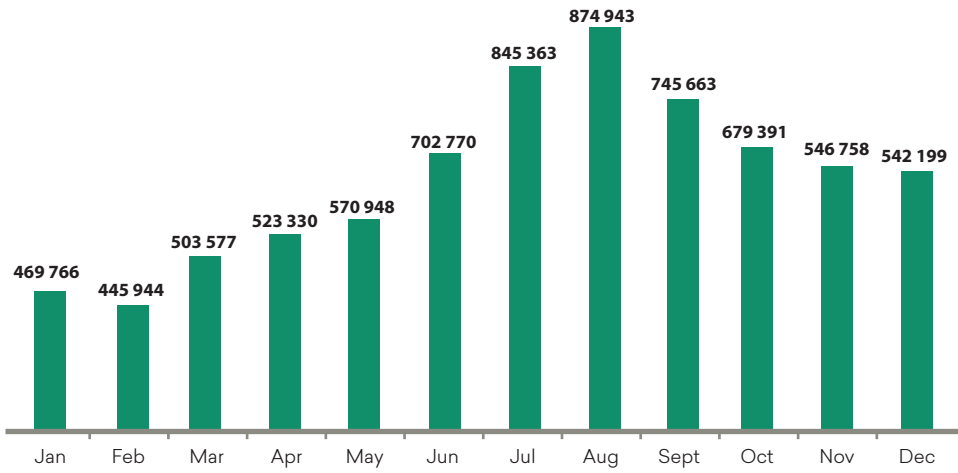


**+24.8%**  
**31,967**  
Flights



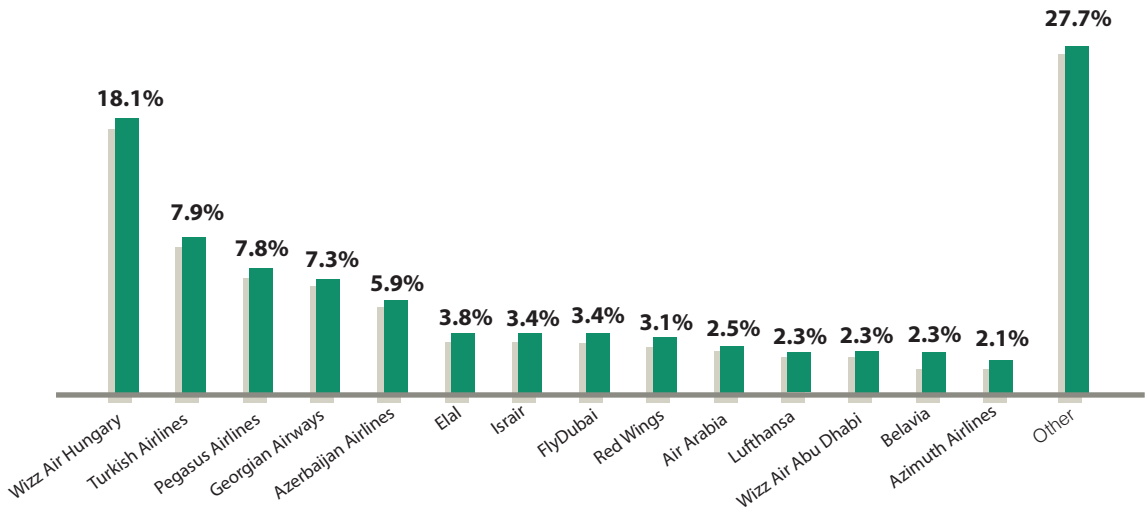
**+24%**  
**7,424,995**  
Passengers

## Passenger Distribution by Regular and Charter Flights

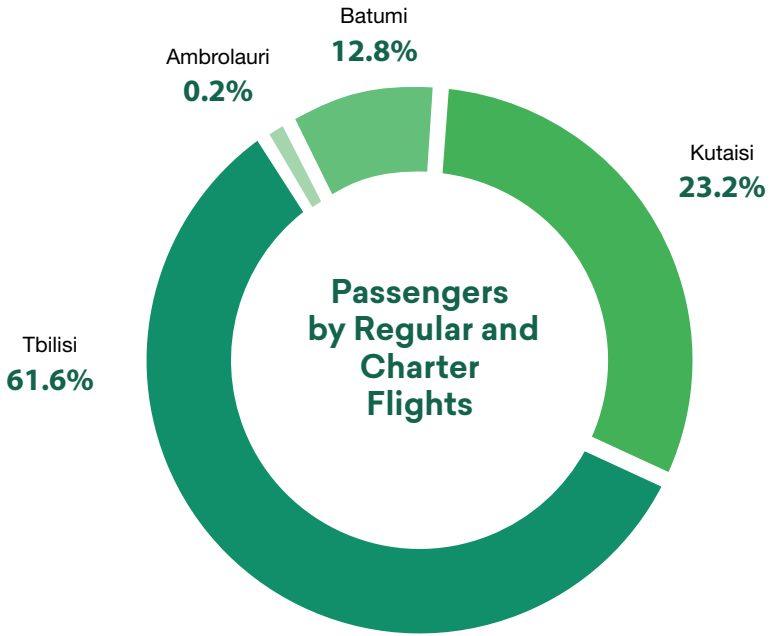


Source: Georgian Civil Aviation Agency

## Airline share distribution by Regular flights



Source: Georgian Civil Aviation Agency

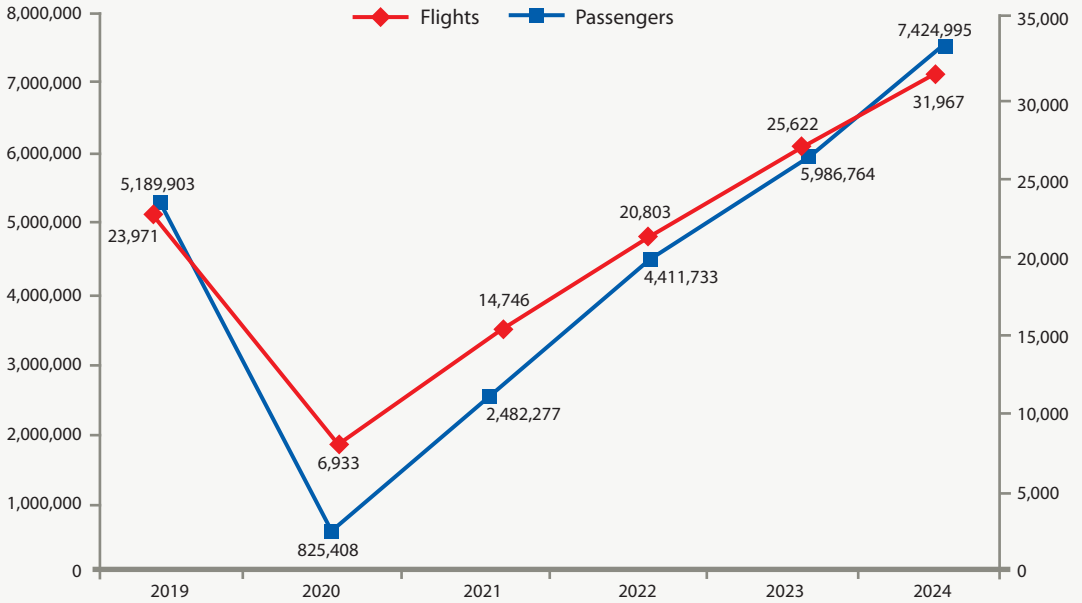


Source: Georgian Civil Aviation Agency



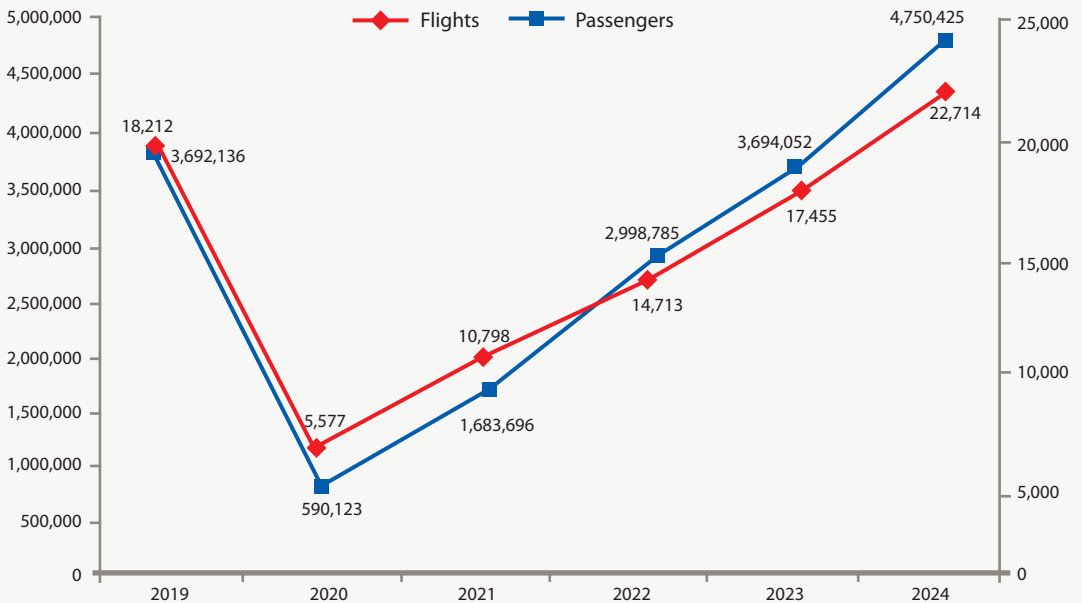
Source: Georgian Civil Aviation Agency

## International Airports: passengers and flights



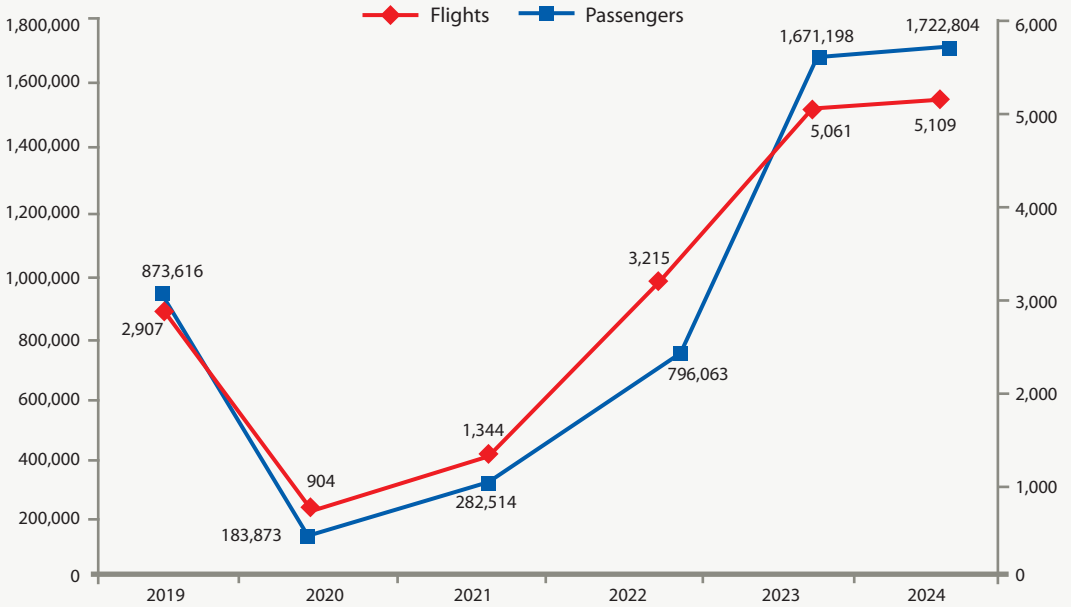
Source: Georgian Civil Aviation Agency

## Tbilisi International Airport: Passengers and Flights



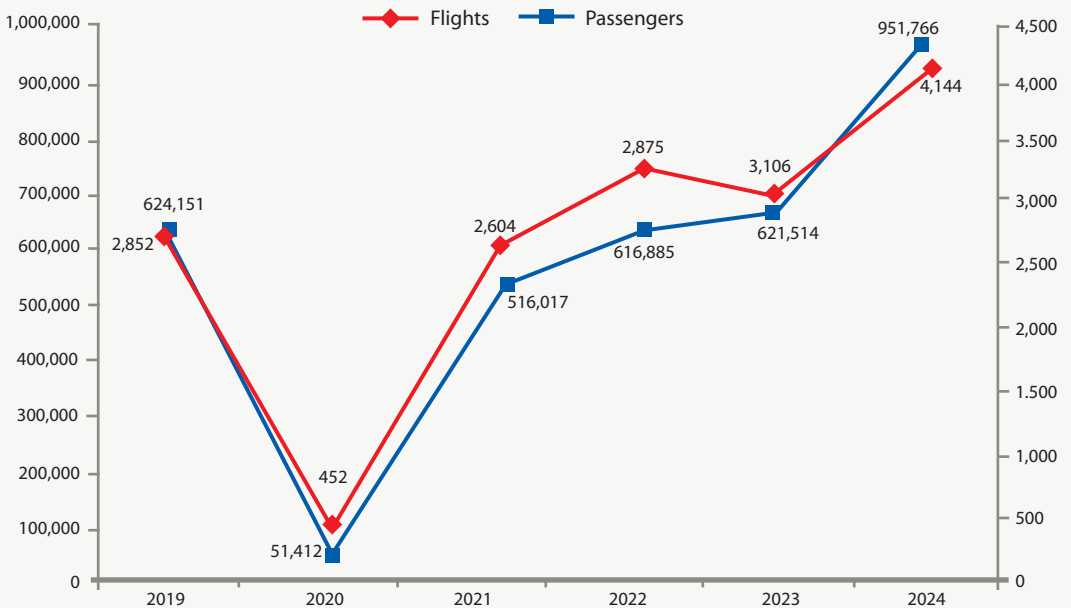
Source: Georgian Civil Aviation Agency

## Kutaisi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

## Batumi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

## Accommodation Market

The number of accommodation units registered in the database of The Georgian National Tourism Administration (GNTA) is 2,546, with a total of 114,235 beds. Adjara has the largest number of beds 36,091 (31.6%) followed by Tbilisi region with 30,707 (26.9%) beds.

Tbilisi boasts international hotel brands such as: Radisson Blu Iveria Hotel, Tbilisi Marriott, Courtyard Marriott, Sheraton, Holiday Inn, Citadines Apart Hotel, Best Western Tbilisi, Mercure, Hotels and Preference, The Biltmore Hotel, Ibis Styles Tbilisi Center, Best Western Tbilisi City Centre, Ramada Encore, Moxy by Marriott, Wyndham Grand and Ibis Tbilisi Stadium, Hilton Garden Inn, Ramada by Wyndham Tbilisi Old City, Pullman Hotels & Resort, Golden Tulip Design Tbilisi Hotel, Ibis Hotel Tbilisi, Ramada Tbilisi, Onyx Hotel, Holiday inn Express Tbilisi Avlabari, Paragraph Freedom Square, Hilton Garden Inn Riverview. In 2024, Best Western Plus Batumi and Accor's Ibis brand hotels - Ibis Tbilisi Airport, ibis Styles Old Tbilisi and Ibis Tbilisi City - were added to this list.



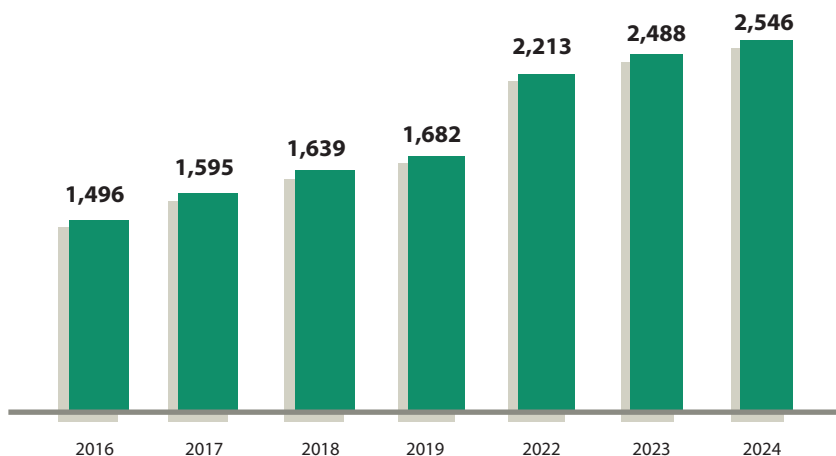
Several international brand hotels have also started operating in the regions of Georgia. In 2024, Best Western Plus Batumi and Ibis Style Batumi opened in the Adjara region. Other important brand hotels were also added to the Georgian hotel market: Artizan Design Hotel (Tbilisi), Afisha Hotel (Tbilisi), Bodbe Hotel (Sighnaghi) and others.

There are currently several planned and ongoing hotel construction projects in Georgia. Construction of the following brand hotels is planned in Georgia: Hilton Double Tree, Babylon Tower, Paragraph Golf & Spa Resort Tabori Hill, Best Western Plus Likani Resort, Paragraph Wellness Resort and Spa Abastumani, Radisson Blu Hotel, Tbilisi Central Park Towers, Radisson Blu Resort & Residences, Batumi Gonio, Wyndham Grand Borjomi, the Telegraph Hotel, greet By Accor and etc.

According to STR Global, the occupancy rate of hotels in Georgia equaled 53.1%. The highest occupancy rates were registered in July (70.2%), August (69.9%) and September (67.6%) while the lowest were in January (36.2%) and February (38.5%). The highest occupancy rate among cities was recorded in Batumi (61.8%), followed by Tbilisi (54.5%) and in the category "other Georgia" (52%).

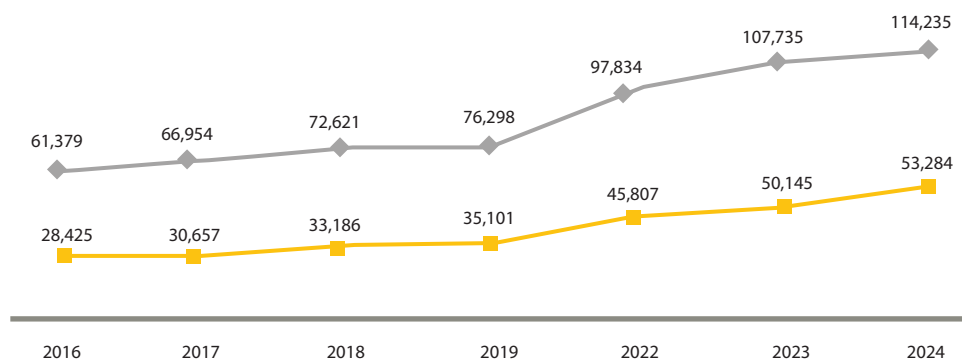


## Number of Accommodation Units by years



Source: Georgian National Tourism Administration

## Number of Accommodation Rooms and Beds

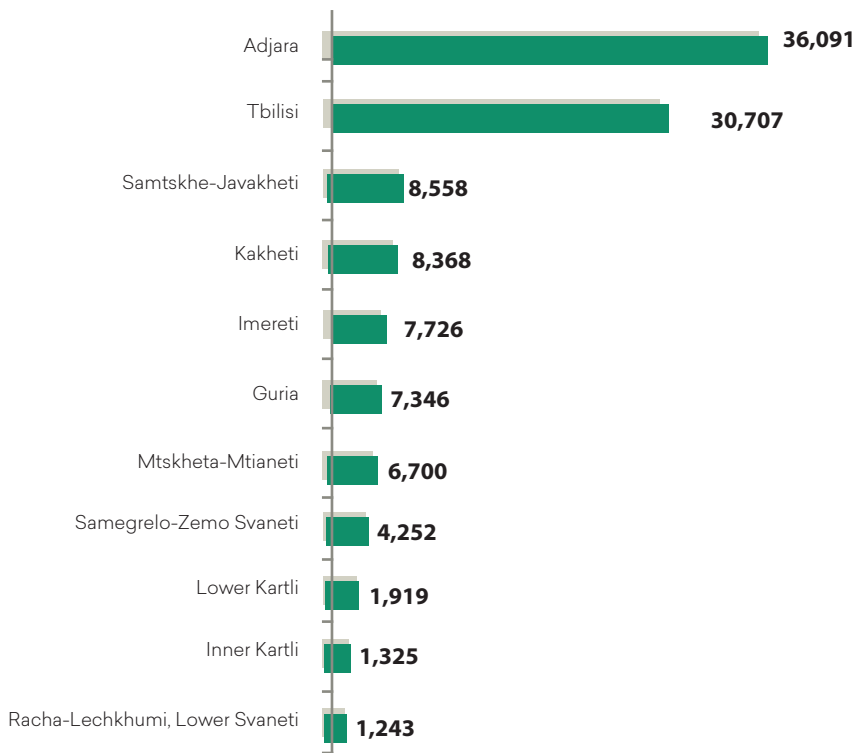


Source: Georgian National Tourism Administration

◆ Number of Rooms

■ Number of Beds

## Number of beds by region

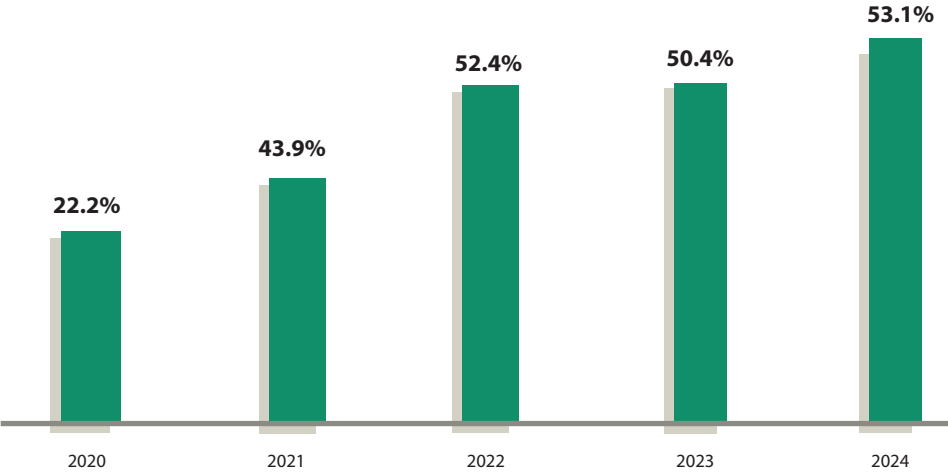


Source: Georgian National Tourism Administration



Source: Georgian National Tourism Administration

# Occupancy rate in branded hotels



Source: STR Global

# Hotels Opened In 2024-2025



Best western Plus Batumi (Batumi)  
 Ibis Styles Batumi (Batumi)  
 Ibis Tbilisi Airport (Tbilisi)  
 Ibis Styles Old Tbilisi (Tbilisi)  
 Ibis Tbilisi City (Tbilisi)  
 Hotel Afisha (Tbilisi)

Hotel "Bodbe" Signnaghi (Signnaghi)  
 Burki Castle & Cellar (Kvareli)  
 Samzeo in Kvareli (Kvareli)



**+2,000**  
 Beds

# Planned and Ongoing Hotels 2025/2028

Hilton Double Tree  
 Babylon Tower  
 Greet by Accor  
 Hilton Tbilisi  
 Paragraph Golf & Spa Resort Tabori Hill  
 Best Western Plus Likani Resort  
 Paragraph Wellness Resort and Spa Abastumani  
 Offices & Hotels at Erekle II Square  
 Paragraph Resort Ganmukhuri  
 Wellness Resort and Spa Mtsvane Kontskhi  
 Hotel Sololaki Hills  
 Ibis Hotel Tskaltubo  
 Radisson Racha

Ambassador Batumi  
 Hotel on King Erekle II's Square (Small)  
 Rooms Abastumani  
 Salkhino Best Western  
 DoubleTree by Hilton  
 Sioni Lake Resort & SPA, Le Meridien by Marriott  
 Wyndham Grand Borjomi



**+37,000**  
 Beds

# 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, 14 National Parks, 40 Natural Monuments, 26 Managed Natural Reserves, and 5 Protected Landscape. In Georgia (According to IUCN criteria) 100 protected areas of 6 different categories occupy 13.3% of the country's total territory (927.751 ha).

The number of visitors registered in protected areas reached to 1,110,885 in 2024. Compared to the previous year showing the growth rate of 3%. The share of foreign visitors is 59.2% and share of Georgian visitors is 40.8%.

Prometheus Cave 254,661 (22.9%), Martvili Canyon 251,488 (22.6%) and Sataplia 111,624 (10%) had the highest number of visitors. While the largest number of foreigners visited Prometheus Cave 197,091(29.9%), Martvili Canyon 165,784 (25.2%) and Mtirala National Park 75,140 (11.4%).

The number of foreign visitors in protected areas was 658,173 in 2024, while growth rate was 4.9%. The majority of international visitors were from Russia (18.9%), India (11.7%), Israel (9.8%), Poland (7.9%) and Belarus (6.9%).

The total revenue growth of protected areas amounted to 17,274,173 GEL, a growth rate of +20.6%. Calculated by amount of income, natural monuments of Martvili and Okatse were leaders with 11,126,305 GEL, (64.4%). Followed by Protected areas of Imereti caves with 5,966,491 GEL (34.5%). Relatively small revenues are recorded in other protected areas, their total data is 181,377 GEL, which is 1.1% of the total revenues.

## 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 eco-tourism development.

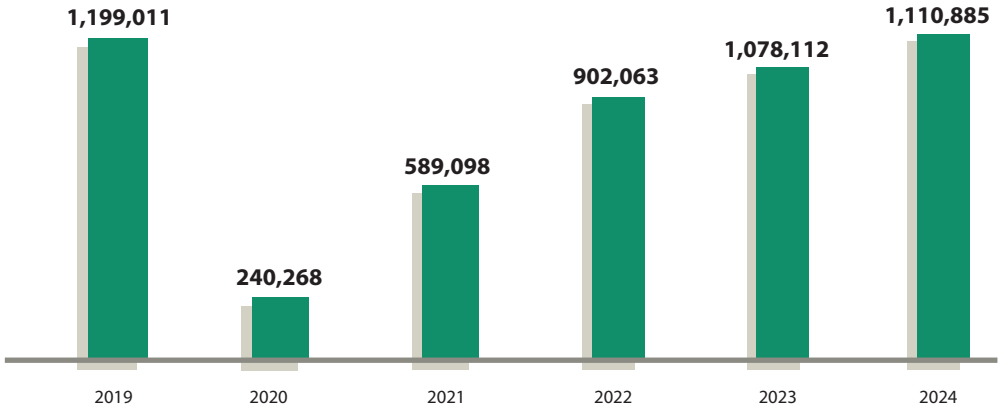
**Natural Monument:** a protected area promoted mainly for conservation of specific natural features (protection of all small-size territories).

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

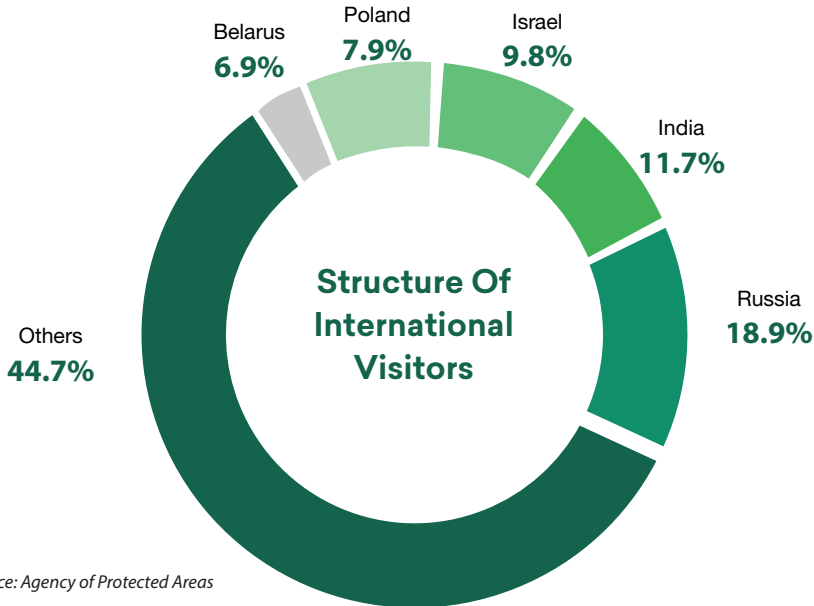
**Protected Landscape:** a protected area managed mainly for landscape/seascape protection and recreation.

More detailed information is available from: [www.apa.gov.ge](http://www.apa.gov.ge)

## Visitors of Protected Areas by Year



Source: Agency of Protected Areas



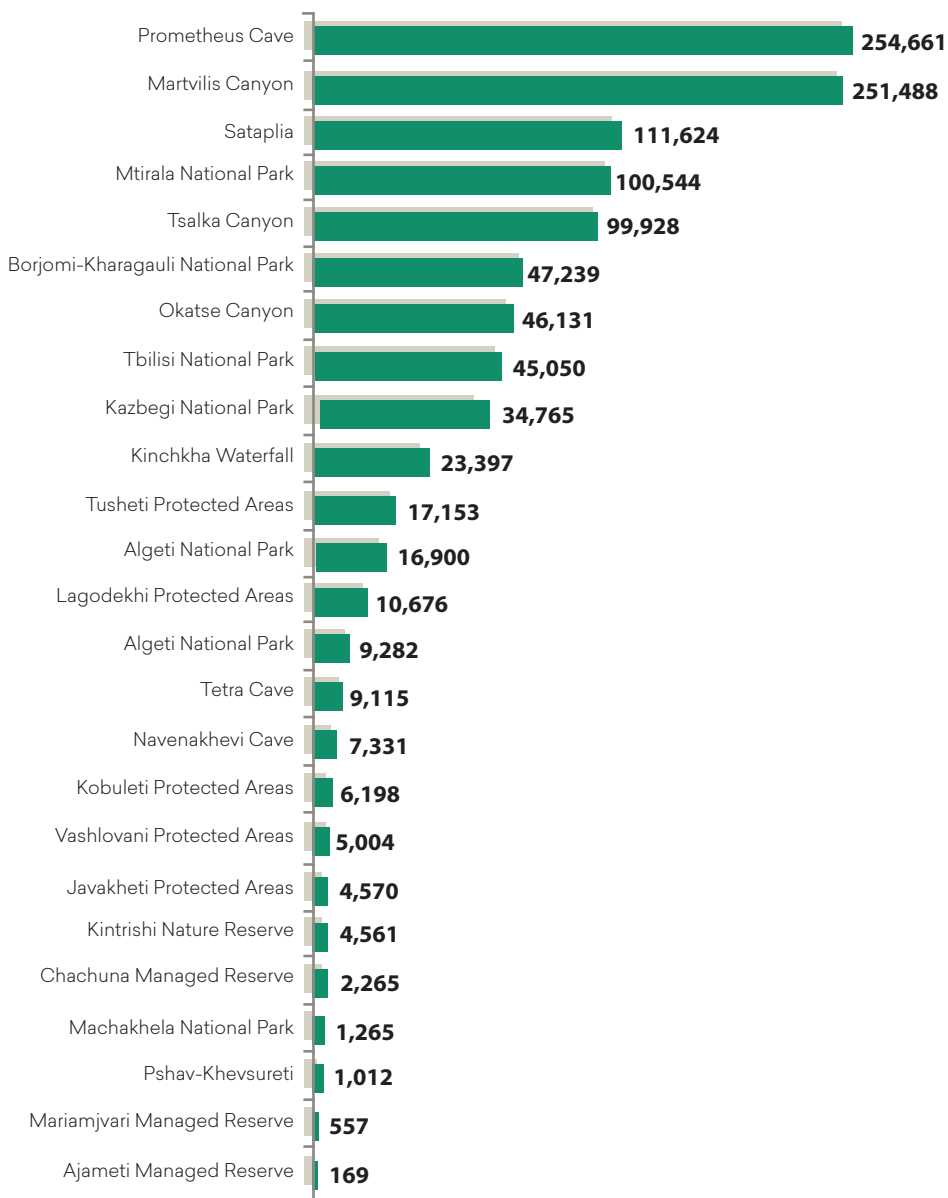
Source: Agency of Protected Areas

## Visitors of Protected Areas by Nationalities

	2021	2022	2023	2024	change% 2023-2024
Total	589,098	902,063	1,078,112	1,110,885	3%
Foreigners	311,014	488,408	627,497	658,173	4.9%
Georgians	278,084	413,655	450,615	452,712	0.5%

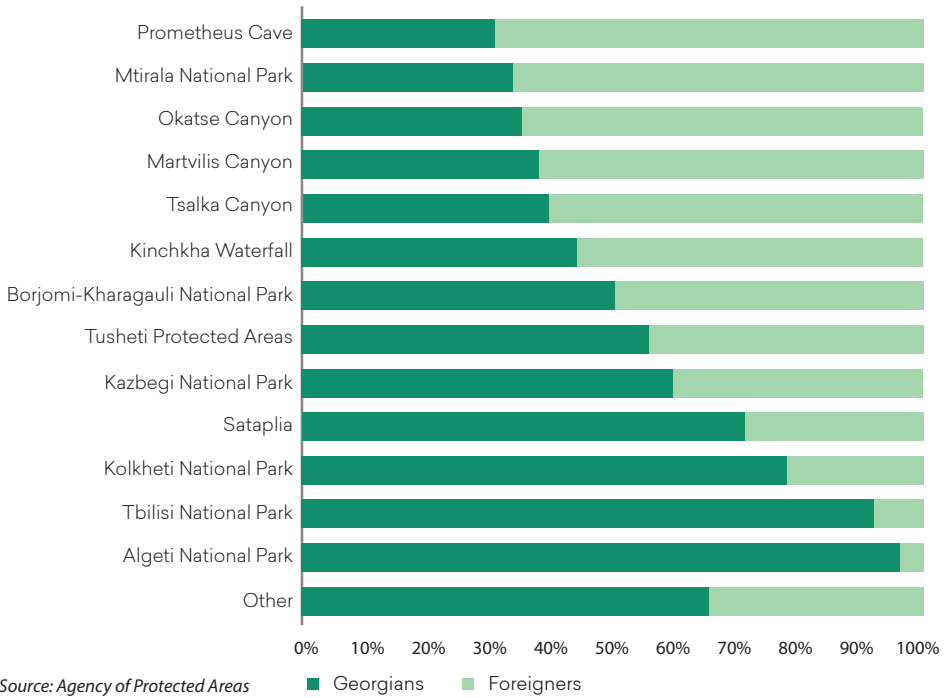
Source: Agency of Protected Areas

## Protected Areas by Number of Visitors

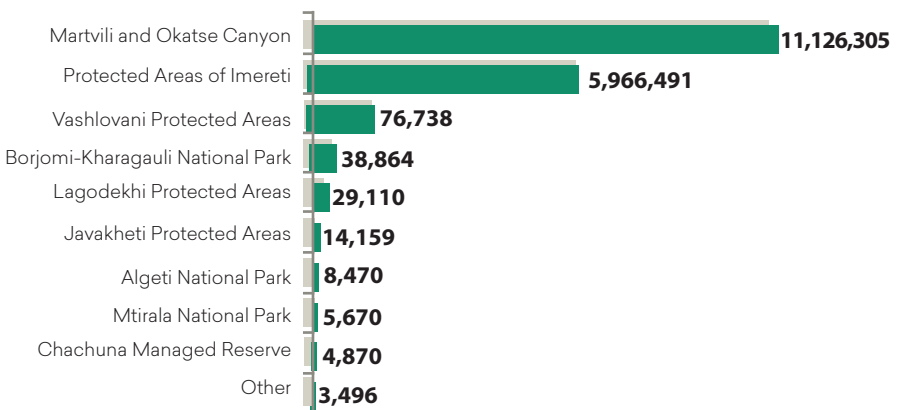


Source: Agency of Protected Areas

## Georgian and Foreign Visitors in Protected Areas



## Revenues by Protected Areas (GEL)



**This report was prepared by the Research and Planning Department of the Georgian National Tourism Administration**

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სამინისტრო

Ministry of Internal Affairs of Georgia,  
Information-Analytical Department



National Statistics Office of Georgia



საქართველოს ეროვნული ბანკი  
National Bank of Georgia



Georgian Civil Aviation Agency



Agency of Protected Areas



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