



International visitors

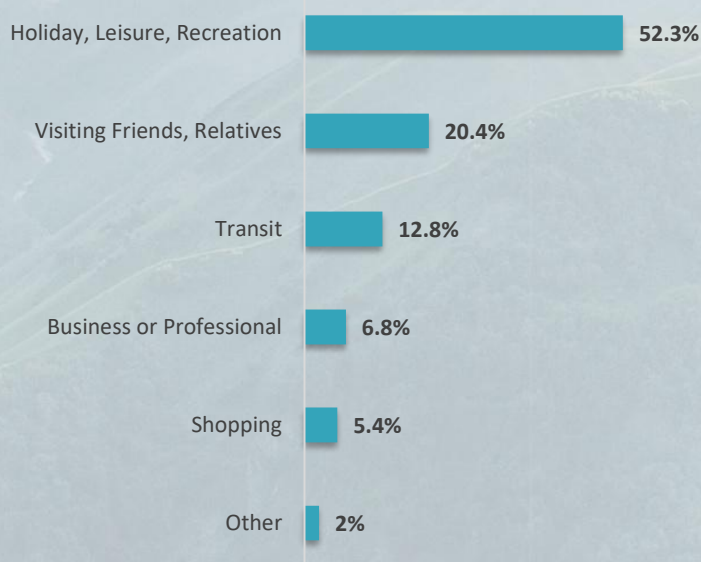
Main characteristics

2023

In 2023, 7.1 million visits were made to the territory of Georgia by international non-resident travelers, which is +30.3% increase compared to the previous year. The number of visits made by international visitors amounted to 6.2 million, which is +31.2% more than in 2022.

According to the National Statistics Office of Georgia, the majority of international visitors' visits to Georgia (52.3%) were for holiday, leisure, and recreation purposes. The most frequently reported purposes are visiting friends/relatives (20.4%), transit (12.8%), business or professional economic activities (6.8%), and shopping (5.4%). Only 2% of visits stated another purpose of the visit.

Main purpose of the trip



In 2023 72.8% of international visits were repeat visits to Georgia, while 27.2% were first-time visits, which amounted to 1,681,137 visits.

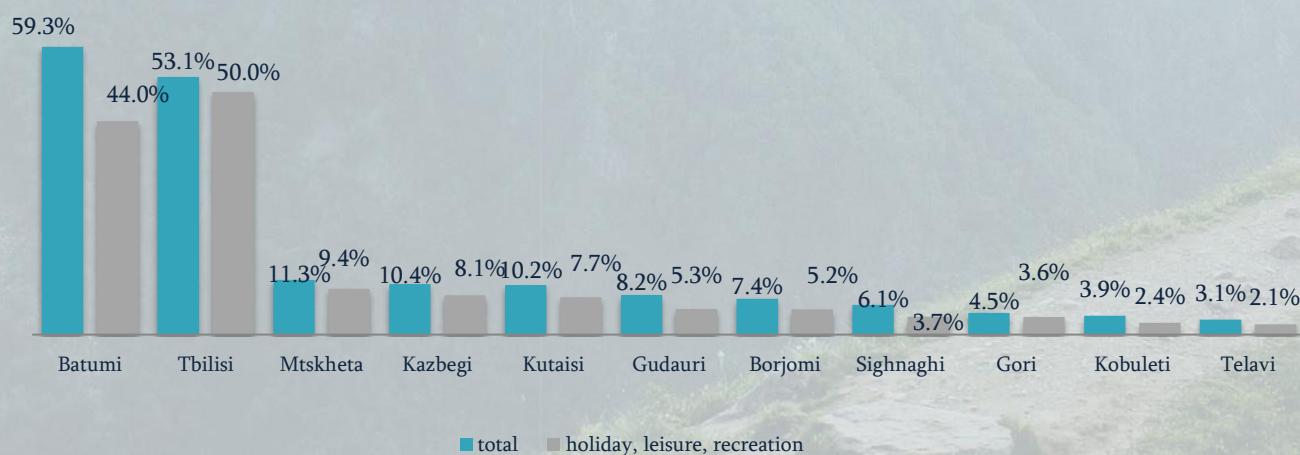
For the majority of residents of the neighboring country, the visit to Georgia was not the first. The absolute majority of visits by residents of Azerbaijan were repeat visits (97.7%), followed by Armenia (97.2%), Russia (82.3%), and Turkey (66.1%). Almost half of residents of non-neighboring countries visited Georgia for the first time. Including China, where 66.2% of visits were first-time, and 53.4% of visits from United States of America were first-time visits as well.

The average length of stay was 5.4 nights, and this figure varied by country. Residents of neighboring countries stayed in Georgia for a relatively short period (4.4 nights), with the exception of residents of Russia, who stayed an average of 7.9 nights. Residents of other countries stayed in Georgia for 7.3 nights. Visitors from the United States also stood out in terms of length of stay, staying an average of 10 nights. Also stood out visitors from the European Union and the United Kingdom, whose average overnight stay per visit was 6.5 nights, while those from the Persian Gulf countries stayed an average of 5.6 nights.

country	Average nights
Russia	7.9
Azerbaijan	5.1
Armenia	2.4
Turkey	1.9
USA	10
European Union and UK	6.5
Persian Gulf countries	5.6

59.3% of international visits with purpose of holiday, leisure and recreation were made to Batumi, followed by Tbilisi with 53.1%. Relatively fewer visits were recorded in other cities and locations, including: Mtskheta (11.3%), Kazbegi (10.4%), Kutaisi (10.2%), Gudauri (8.2%), Borjomi (7.4%), Signaghi (6.1%) and Gori (4.5%). The majority of visits at the regional level were made in Adjara (64.8%), followed by Tbilisi (50%) and Mtskheta-Mtianeti region (20.9%). Of the remaining regions, the highest number of visits were made in Samtskhe-Javakheti (10.1%), Imereti (9.6%) and Kakheti region (7.5%).

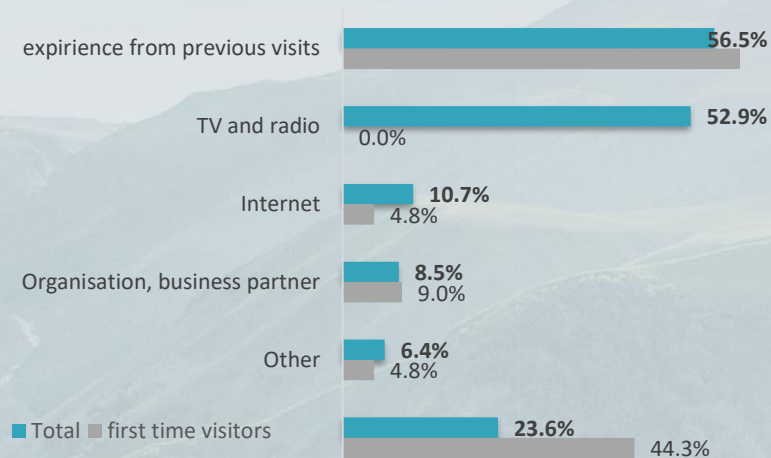
Most visited destinations



International visitors used various sources of information before arriving in Georgia. Most visitors sought information from friends/relatives (56.5%), in 52.9% of visitors had experience from previous trips, for 10.7% of visits the television/radio Internet was the source of information about Georgia, and 8.5% used Internet for this purpose.

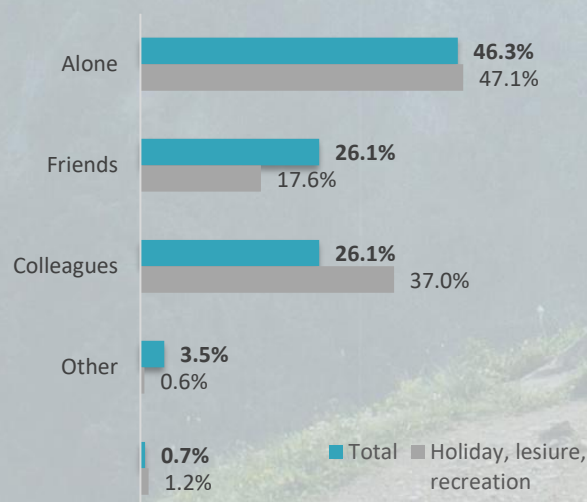
A large proportion of first-time visitors to Georgia asked friends and relatives for information about the country (75.6%), 46.3% searched for information online, and 5.2% used a tourism organization as their source of information.

Source of information



26.1% of international visits were made alone, while the rest of the visitors had at least one companion during their visits, who was most often a family member or relative (46.3%). For 26.1% of visits, the visitor's companion was a friend.

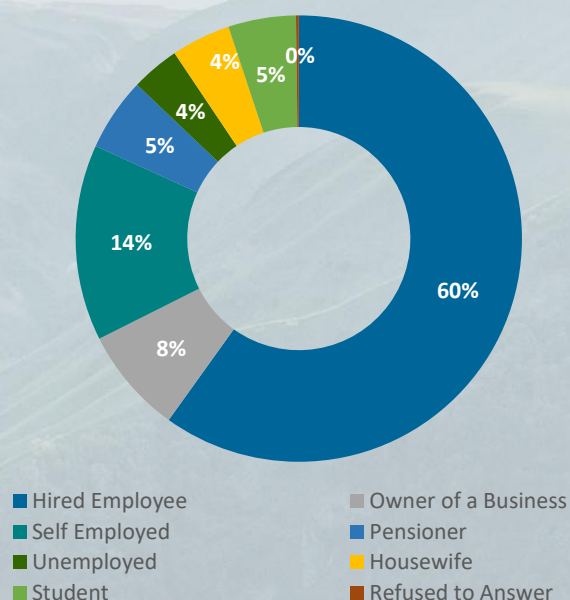
Companion during visits



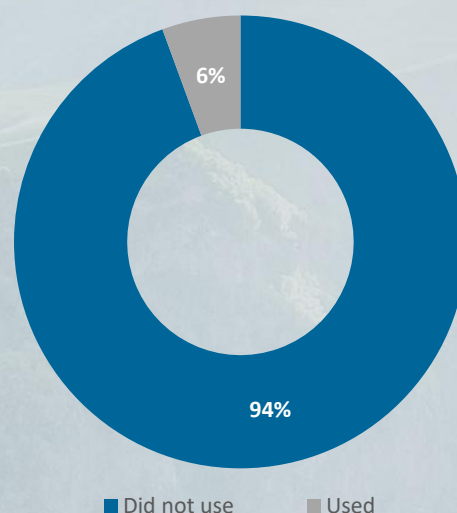
The economic status of international visits was distributed as follows: the majority were made by hired workers (59.9%). This was followed by the self-employed (14.2%) and employers (7.7%).

In 94.4% of international visits, visitors did not use a tourist package. The distribution of foreign and Georgian tour operators among visits was 5% and 0.6%, respectively. In total, international visitors paid more than 630 million GEL for travel packages in 2023

International trips by occupation



Utilization of tourist packages



In 39.5% of international visits, the visitor was satisfied with the visit, 53.3% were very satisfied, and 0.1% refrained from answering. The overall satisfaction level was 4.4 (out of 5).

Methodology

In order to obtain statistical information, the National Statistics Office of Georgia conducts a survey of international visitors. Data is collected by 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.

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.



Another category

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

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

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.