



2025

GEORGIAN TOURISM IN FIGURES

International Trips to Georgia

In 2025 the number of visits of international travelers amounted to 7,803,239 which is 5.9% more than last year. The number of visits by international travelers includes the number of visits made by international visitors 6,856,809 (growth +6.2%; share 87.9%) and other visits (non-tourist) 946,430 (+3.8%; 12.1%). From the total number of international visitor trips, 5,521,866 (+8.4%; 80.5%) were tourist trips and 1,334,943 (-2.2%; 19.5%) were same-day trips.

Tourist visits are characterized by a growth, therefore their share in total visitors has also increased, in particular, compared to the figure of 2024, the share of tourist visits has increased from 78.9% to 80.5%. It should be noted that the annual growth of tourist visits is equal to 8.4%.

The structure of international visits differs significantly between residents of neighboring and other countries. Only 70.6% of the visits from neighboring countries are tourist visits (2,871,983), while tourist visits from the other countries is 95.1% (2,649,883). On the other hand, the share of neighboring countries among visitors has decreased from 60.8% to 59.3% compared to 2024.

The highest number of international visits for the year in the third quarter was 2,956,014, which is a 6.6% increase over the previous year's highest figure. The number of visits during this period accounted for 37.9% of the total international visits recorded in 2025. The lowest number of visits was recorded in the first quarter at 1,314,828 (16.8%).

The largest share of international visitors, 3,951,850 (-0.5%; 57.6%) came via land transport, followed by air 2,854,412 (+17%; 41.6%). Trips by rail and sea were 20,541 (2.9%; 0.3%) and 30,006 (9.6%; 0.4%) respectively. The busiest border was Tbilisi International Airport 1,867,086 (+16.7%; 27.2%), followed by Sarpi (Turkish border) 1,212,743 (-7.5%; 17.7%) and Kazbegi (Russian border) 1,141,820 (2.3%; 16.7%). The number of trips from these three border crossings accounted for 61.6% of all trips.

In 2025, 499,890 (+14%) trips were conducted by EU visitors (including United Kingdom), with the largest number derived from Germany 83,656 (+6.4; 16.7%), Poland 79,722 (+19.9%; 15.9%) and UK 45,018 (+39.1%; 9%).

The majority of trips to Georgia were conducted by male visitors - 4,141,776 (60.4%), while female visits amounted to 2,715,033 (39.6%). The largest number of which were within the 31-50 age category 3,248,203 (47.4%), followed by the 51-70 - 1,768,554 (25.8%) and the 15-30 age groups 1,666,442 (24.3%). The fewest trips were conducted by the 71+ age group, at 173,610 (2.5%).

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.

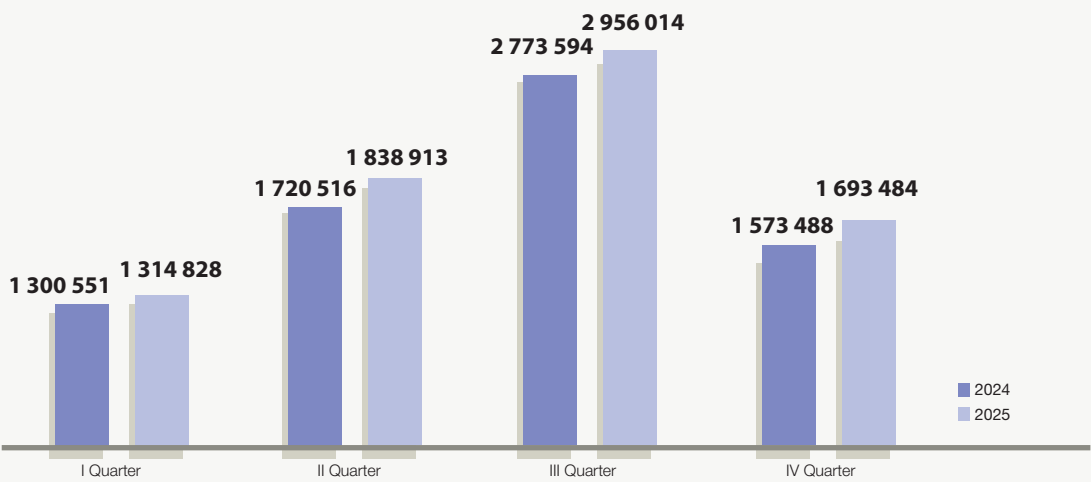
More detailed information can be found on the Georgian National Tourism Administration website: www.gnta.ge

International Travel Classification

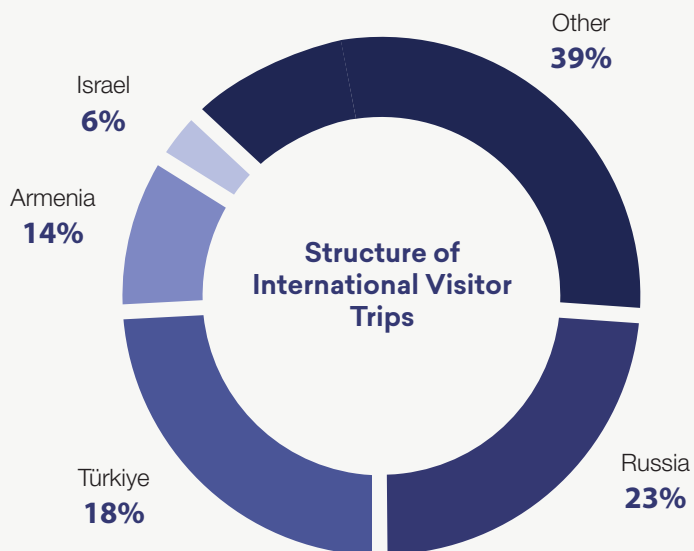
Trip Type	2024	2025	Change 2024/2025	Change 2024/2025 %	Share %
International Travelers Trips	7,368,149	7,803,239	435,090	5.9%	100%
International Visitor Trips	6,456,064	6,856,809	400,745	6.2%	87.9%
Tourist (Overnight) Trips	5,091,732	5,521,866	430,134	8.4%	80.5%
Same Day Trips	1,364,332	1,334,943	-29,389	-2.2%	19.5%
Other (non-tourism)	912,085	946,430	34,345	3.8%	12.1%

Source: The Ministry of Internal Affairs of Georgia

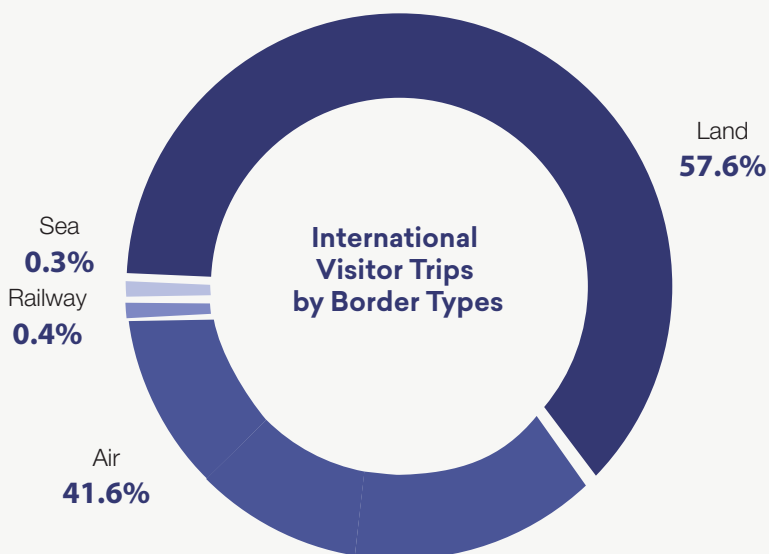
International Visitor Trips by Quarters And Years



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	2024	2025	Change	Change %	Share %
Total	↓	6,456,064	6,856,809	400,745	6.2%	100%
Including	↓	↓	↓	↓	↓	↓
Tbilisi Airport		1,599,984	1,867,086	267,102	16.7%	27.2%
Sarpi	Türkiye	1,311,190	1,212,743	-98,447	-7.5%	17.7%
Kazbegi	Russia	1,116,302	1,141,820	25,518	2.3%	16.7%
Sadakhlo	Armenia	830,743	887,030	56,287	6.8%	12.9%
Batumi airport		399,624	521,325	121,701	30.5%	7.6%
Kutaisi airport		439,188	466,001	26,813	6.1%	6.8%
Ninotsminda	Armenia	196,621	235,877	39,256	20.0%	3.4%
Kartsakhi	Türkiye	149,422	113,381	-36,041	-24.1%	1.7%
Tsiteli Khidi	Azerbaijan	139,300	139,594	294	0.2%	2.0%
Vale	Türkiye	89,172	76,876	-12,296	-13.8%	1.1%
Guguti	Armenia	75,791	79,111	3,320	4.4%	1.2%
Tsonda	Azerbaijan	61,311	65,377	4,066	6.6%	1.0%
Railway Sadakhlo	Armenia	18,661	18,413	-248	-1.3%	0.3%
Port Poti		14,671	14,682	11	0.1%	0.2%
Port Batumi		9,228	12,523	3,295	35.7%	0.2%
Port Kulevi		3,491	2,801	-690	-19.8%	0.0%
Railway Gardabani	Azerbaijan	1,007	1,253	246	24.4%	0.0%
Railway Kartsakhi	Türkiye	288	875	587	203.8%	0.0%
Akhkerpi	Armenia	70	41	-29	-41.4%	0.0%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips top 15 Countries

Country	2024	2025	Change 2024/2025	Change 2024/2025 %
Russia	1,421,923	1,579,764	157,841	11.1%
Türkiye	1,336,834	1,248,881	-87,953	-6.6%
Armenia	948,299	948,242	-57	0.0%
Israel	310,982	402,426	91,444	29.4%
Azerbaijan	219,356	292,149	72,793	33.2%
Kazakhstan	178,930	169,367	-9,563	-5.3%
Belarus	140,536	150,325	9,789	7.0%
India	124,335	142,476	18,141	14.6%
Ukraine	118,528	136,826	18,298	15.4%
China	88,583	127,895	39,312	44.4%
Iran	145,670	120,068	-25,602	-17.6%
Saudi Arabia	88,298	96,340	8,042	9.1%
Germany	78,644	83,656	5,012	6.4%
Poland	66,504	79,722	13,218	19.9%
Uzbekistan	64,259	72,913	8,654	13.5%

Source: The Ministry of Internal Affairs of Georgia

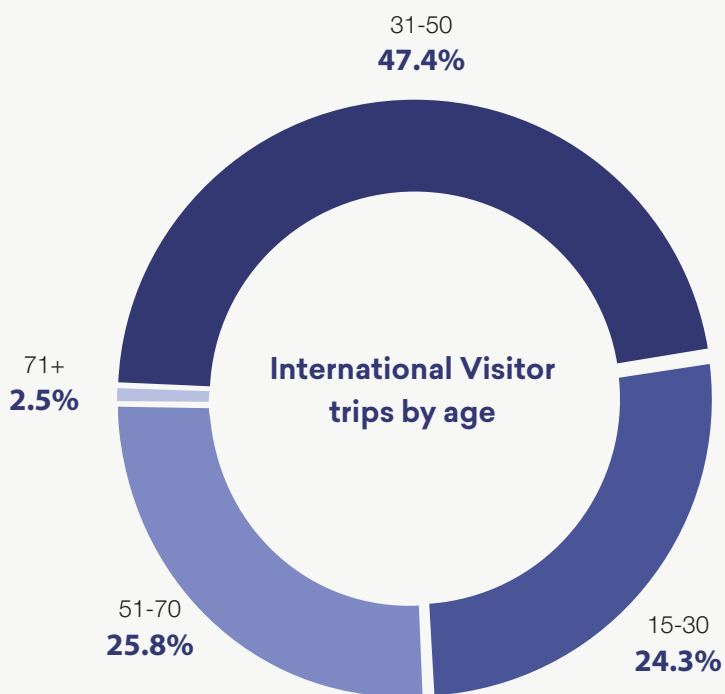
International Tourist Trips Top 15 Countries

Country	2024	2025	Change	Change %
Russia	1,113,676	1,239,314	125,638	11.3%
Türkiye	850,128	878,104	27,976	3.3%
Armenia	525,853	524,489	-1,364	-0.3%
Israel	286,907	374,106	87,199	30.4%
Azerbaijan	190,446	230,076	39,630	20.8%
Kazakhstan	168,900	157,101	-11,799	-7.0%
Belarus	133,747	142,522	8,775	6.6%
India	123,198	141,132	17,934	14.6%
Ukraine	111,597	129,057	17,460	15.6%
China	85,742	122,184	36,442	42.5%
Iran	143,418	118,066	-25,352	-17.7%
Saudi Arabia	85,383	93,902	8,519	10.0%
Germany	74,253	79,283	5,030	6.8%
Poland	64,629	77,888	13,259	20.5%
Uzbekistan	61,478	67,963	6,485	10.5%

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 2025 the number of International visitor trips to Georgia amounted to 6,856,809. A total of 80.5% (5,521,866) of trips included at least one overnight stay, which by definition is a tourist trip. 19.5% were day trips (1,334,943).

Out of the total number of trips, 78.4% were repeat trips and 21.6% 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 (97.5%), followed by Azerbaijani (96.9%), Russian (88.2%) and Turkey (76.1%). The leaders among first-time trips were Philippines, Kuwait, China and Qatar with 69.6%, 65.7%, 62.9% and 60.2% shares respectively.

47.5% of international visitors visit Georgia with their family or relatives. Visitors traveling alone (27.1%) and visitors traveling with friends (23.1%) arrive in almost equal numbers. 3.6% of visitors visit us together with their colleagues.

Purpose of Travel

International visitor trips were mostly undertaken for holiday, leisure or recreation purposes (50.3%). Other frequently observed purposes included visiting friends or relatives (23.9%), transit (12.9%), business/professional trips (6.1%), shopping (4.9%).

Duration of Stay

The total number of overnight stays of international visitors arriving in Georgia, in 2025 was 38,572,861, and their average duration of stay was 5.6 nights.

Visitor's average duration of stay for holiday, recreation and leisure was 5.9 nights, for visiting friends and relatives was 7.7 nights and for business and professional – 4.9 nights. The average duration of stay of first-time visitors to Georgia was 5.6 nights, and 5.6 nights of repeat visits. Those arriving by air stay on average 8.4 nights and those arriving by land – 3.8 nights.

The largest share of total duration of stays (41.7%) was spent in hotels. A little less than a quarter (22.5%) stayed in a relative's house, (17.7%) stayed in rented houses and others stayed in a guest house and hostel.

Visited Destinations

A total of 57% of visits were made to Georgia's capital, Tbilisi, followed by Adjara with 40.4% and Mtskheta-Mtianeti with 17.4%. The remaining regions attracted a considerably smaller share of visitors, including Imereti (10.1%), Kvemo Kartli (9.4%), Samtskhe-Javakheti (9.3%), Kakheti (6.3%), Samegrelo-Zemo Svaneti (3.0%), Shida Kartli (2.5%), Guria (1.6%), and Racha-Lechkhumi and Kvemo Svaneti (0.1%).

Among the most visited destinations, Tbilisi (57%) and Batumi (39.5%) were the leading destinations. Other destinations attracted a smaller share of visitors. Among them, the most popular were Kutaisi (9.6%) and Kazbegi (9.0%). Other significant destinations included Mtskheta (8.2%), Marneuli (5.9%), Borjomi (4.7%), Gudauri (4.1%), Signaghi (3.5%), and Akhaltsikhe (2.7%).

Expenditures

International visitors' total expenditure reached GEL 15 billion, while the average expenditure per visit amounted to GEL 2,187. The largest share of spending was allocated to shopping (28.4% of total expenditure) and accommodation services (25.4%). Expenditure on food and beverages accounted for 23.3% of total spending. Spending on recreational and cultural activities also represented a significant share, accounting for 13.0% of total expenditure.

The average expenditure per visit for trips made for holiday, leisure, and recreation purposes amounted to GEL 2,703, while the average expenditure for visits related to business and professional activities was GEL 935.

Satisfaction level

The satisfaction level of international visitors' visits is distributed as follows: 52.8% were very satisfied; 40.9% were satisfied; 5.4% - neither dissatisfied nor satisfied; 0.3% were dissatisfied; 0.3% are very dissatisfied. 0.2% of tourists find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.46.

57%

Tbilisi - the
most popular
destination



9.6%

Kutaisi



39.5%

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.

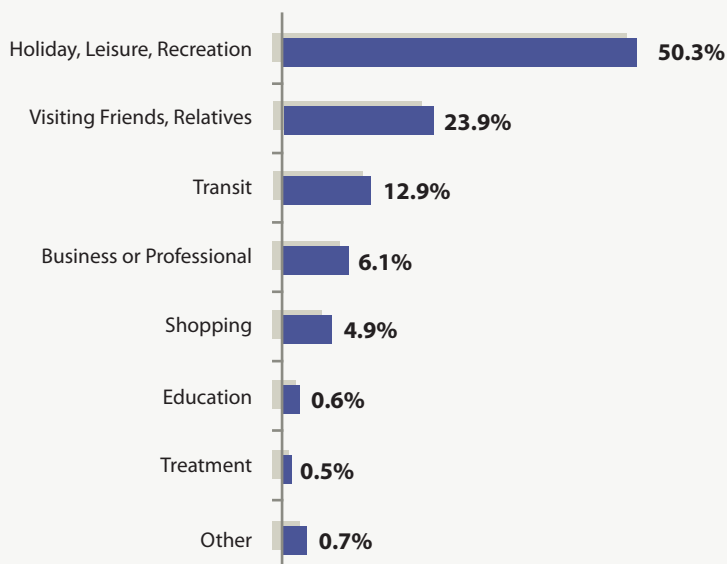
More detailed information can be found at www.gnta.ge





Source: The Ministry Of International Affairs of Georgia

Main Purpose of Trip



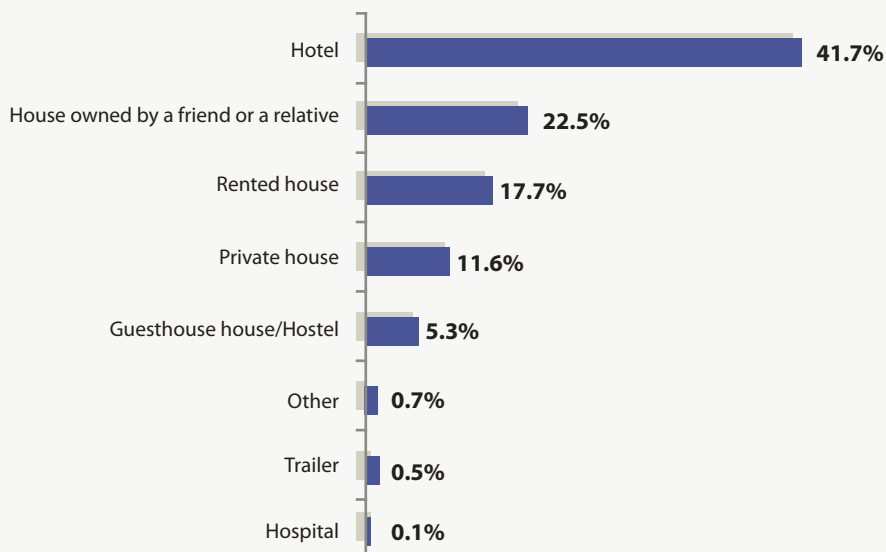
Source: The Ministry Of International Affairs of Georgia



■ Alone
 ■ Family, relatives
 ■ 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	3,803,910	25.4%
Cultural and Entertainment Services	1,953,482	13.0%
Shopping	4,256,362	28.4%
Local Transport	1,302,233	8.7%
Served Food and Drinks	3,501,871	23.3%
Other Expenditures	180,109	1.2%
Total Expenditures	14,997,966	100%

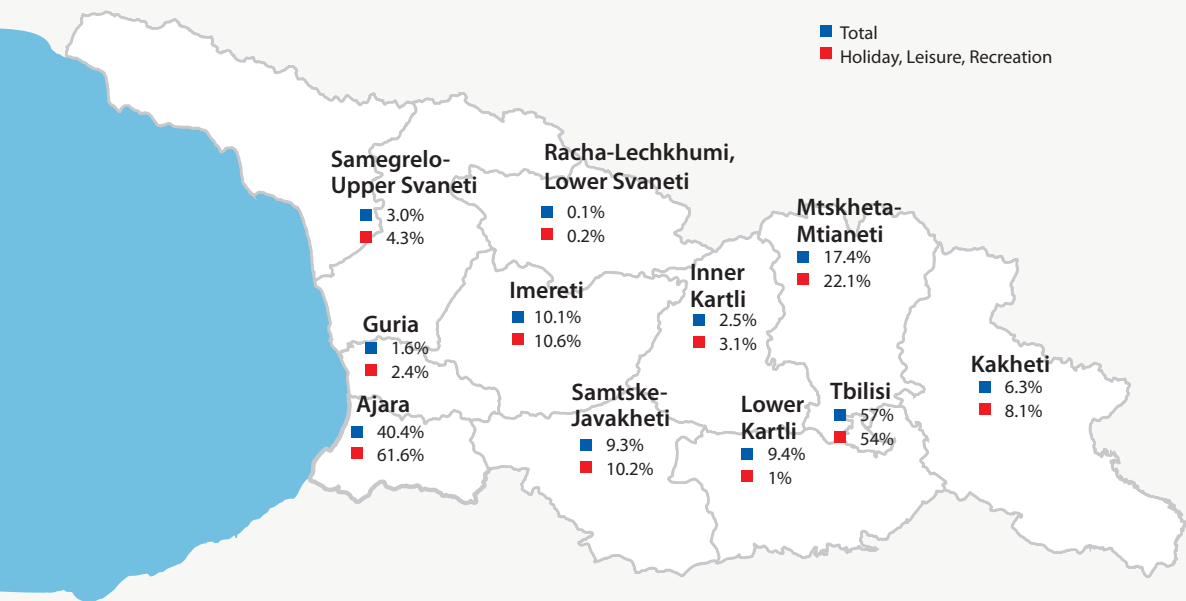
Source: The Ministry Of International Affairs of Georgia

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

Country	Average Expenditure Per Visit (GEL)	Average Length of Stay (Nights)
Kazakhstan	8,445	6.5
Saudi Arabia	3,941	6.7
Israel	3,589	6.1
UAE	3,239	6.6
Belarus	2,863	8.2
Greece	2,860	12.8
Italy	2,724	15.2
Ukraine	2,451	8.8
Germany	2,325	6.6
China	2,173	5.9

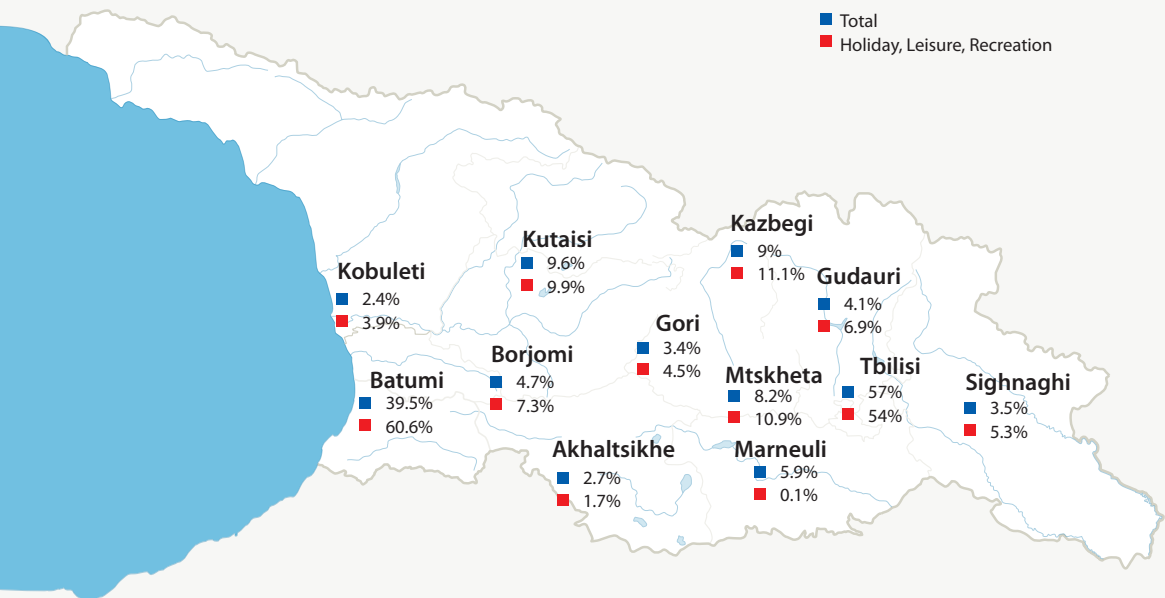
Source: The Ministry Of International Affairs of Georgia

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 2025, the number of domestic trips within Georgia amounted to 19.7 million. The majority of trips were from Tbilisi (32.7%), and most visits were to large cities.

Duration and Purpose of Travel

The average visitor trip length was 1.39 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 (52.3%) were carried out by local residents visiting friends or relatives. While visiting second home was the main reason for 8.4% of travelers, and 16.1% traveled for shopping. Other frequently observed purposes were: health and medical care (8.4%), leisure and recreation (10.2%), and business, professional purposes (1.8%).

Travel Destinations

Around 21.7% of total domestic trips were made to the capital city, followed by 10% to Kutaisi and 7.3% Batumi. The other destinations included: Rustavi (3.9%), Mtskheta (2.7%), Gori (2.2%) and Telavi (1.8%). From a regional perspective, the most popular locations were Imereti (22.2%), Ajara (11.2%), and Kakheti (8.4%).

Accommodation

During this period, the total number of overnight stays was 27.5 million; including 58.4% of domestic travelers who stayed in the private homes of friends and relatives. A considerable number of domestic visitors, 27.8%, stayed in their own houses, while 5% 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 181.3 GEL. The largest share of visitor expenditure, (36.7%), was registered for shopping, followed by expenditure n foods and drinks 23.6%, local transport 18.5% and 6.1% on accommodations.

Satisfaction level

The satisfaction level of internal visitor visits is distributed as follows: 32.6% were very satisfied; 54.3% were satisfied; 11.6% - neither dissatisfied nor satisfied; 1% were dissatisfied; 0.3% are very dissatisfied. 0.2% of tourists find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.18

Basic Information

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

Methodology

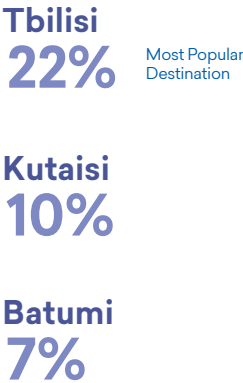
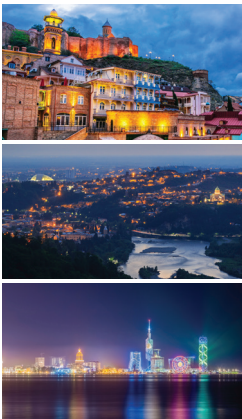
The results of this report are based on in-person, face-to-face interviews with respondents living in households throughout the territory of Georgia. The survey was designed to collect information from a representative sample of the resident population, aged 15 and above, who had travel experience within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

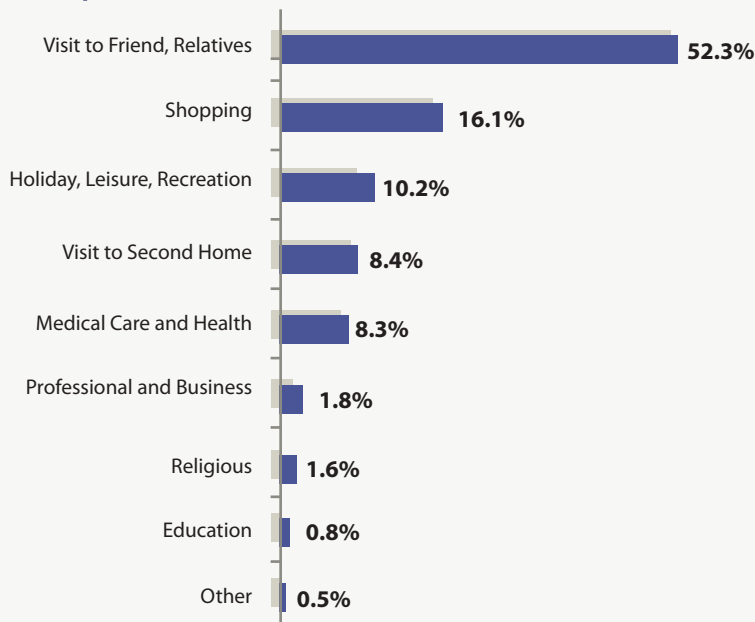
The Main Indicators

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 and www.geostat.ge.

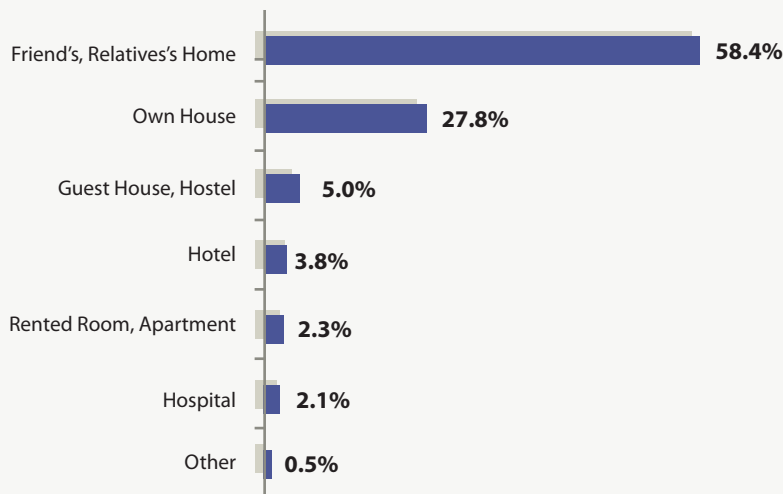


Main Purpose of Trip



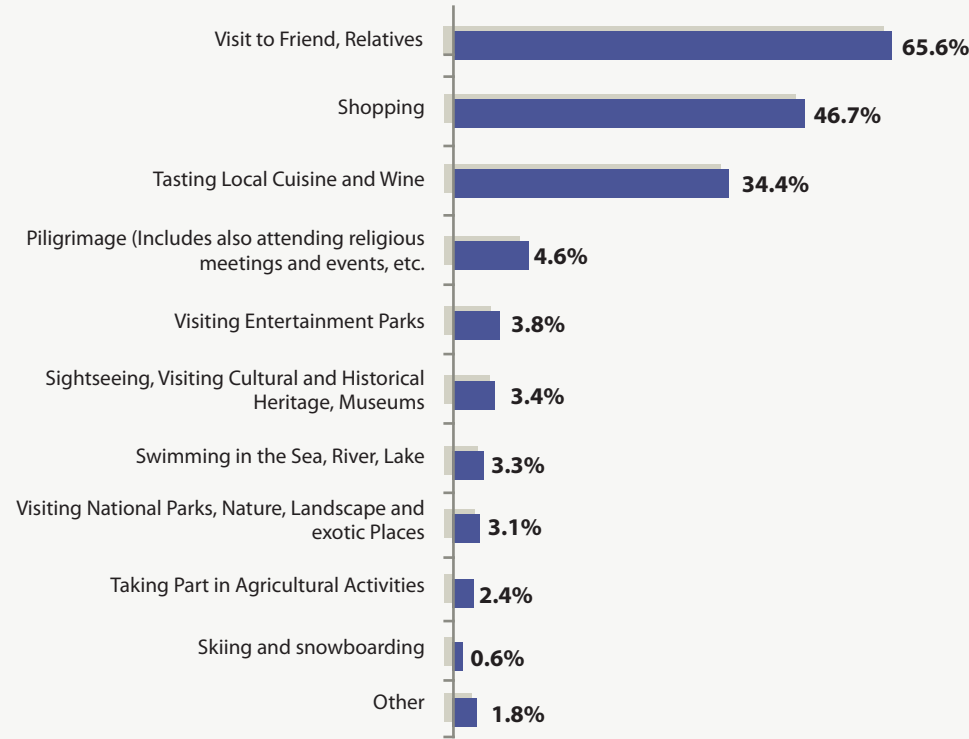
Source: National Statistics office of Georgia

Nights Spent In Accommodation Facilities



Source: National Statistics office of Georgia

Popular Tourism Activities



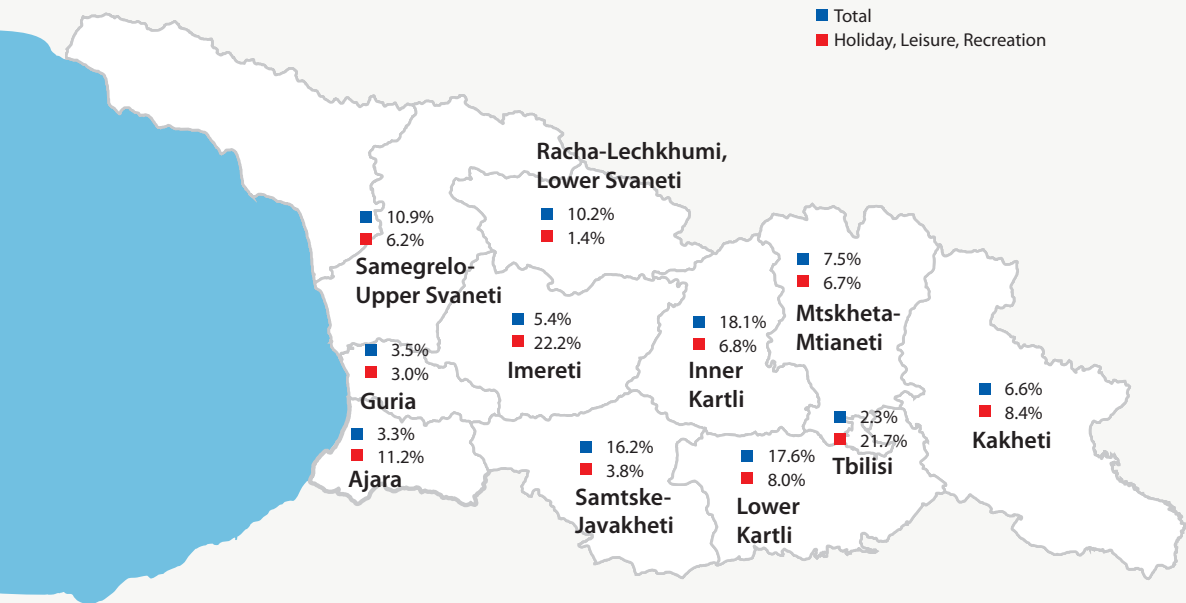
Source: National Statistics office of Georgia

Expenditure Structure

Components	Total Expenditure GEL	Share of Total Expenditure
Shopping	1,311,499	36.7%
Served Food and Drinks	841,645	23.6%
Local Transport	662,377	18.5%
Other	511,400	14.3%
Accommodation	216,981	6.1%
Cultural and Entertainment Services	28,909	0.8%

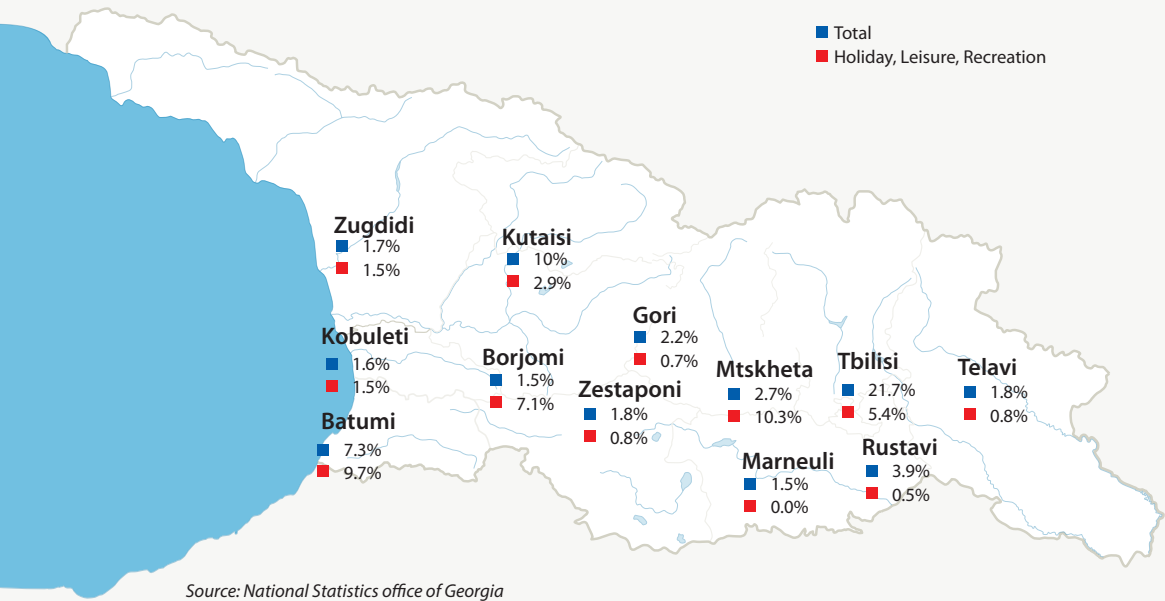
Source: National Statistics office of Georgia

Most Visited Regions



Source: National Statistics office of Georgia

Most Visited Destinations



Source: National Statistics office of Georgia

Travel Behavior of Outbound Visitors

In 2025 the number of international trips from Georgia amounted to 2,246,576. A total of 68% (1,527,223) of trips included at least one overnight stay, which is by definition a tourist trip. 32% were day trips (7193,53).

The largest share of outbound trips was conducted by the 31-50 age category (47%), followed by the 15-30 (26.1%) and 51-70 age categories with (24.1%). Only 2.7% were aged 71+. The majority of outbound visitors were male (53.6%) and (46.4%) - female.

98.1% of outbound trips were repeat trips and 1.9% were first time trips.

Purpose of Travel

International outbound trips were primarily undertaken to visit friends and relatives (36.1%). Shopping was the second most common purpose (30.5%), followed by holiday, leisure, or recreation (19.6%), business or professional trips (9.2%), health and medical care (2.4%), and education (1.3%). Only 0.9% of trips were for other purposes.

Accommodation and Duration of Travel

During 2025, the total number of overnight stays was 15,669,600. 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 44.1% of total overnights. 23.3% of nights were spent in own home, while 16.5% were in a hotel. Other types of accommodation were less utilized by international visitors. Only 10.1% were spent in rented house.

Travel Destination

The majority of outbound trips (70.5%) were conducted to neighboring countries. Among them, Turkey was the leader (37.2%), followed by Russia (16.4%) and Armenia (14.9%). The smallest number of trips among neighbors was conducted to Azerbaijan (2%). Significantly fewer trips are conducted to non-neighboring countries, where Italy and Germany are among the leaders with 2.7%.

Expenditures

Total expenditure by outbound visitors during the estimation period was 2.4 billion GEL, and average expenditure per visit was 1,067 GEL. The largest share of visitors' expenditures was registered on shopping (40.7% of total expenses), served food and drinks (25.2% of total expenses). (13.9%) was spent on accommodation and 8.9% 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 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).

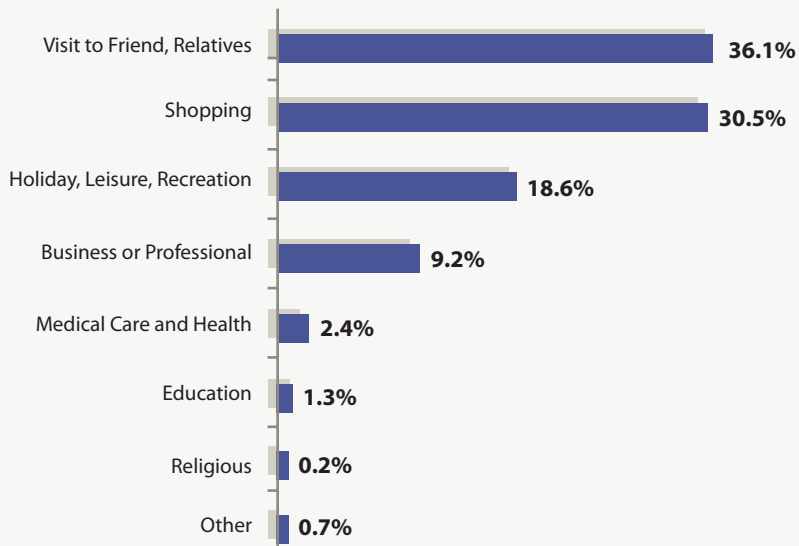
The Main Indicators

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



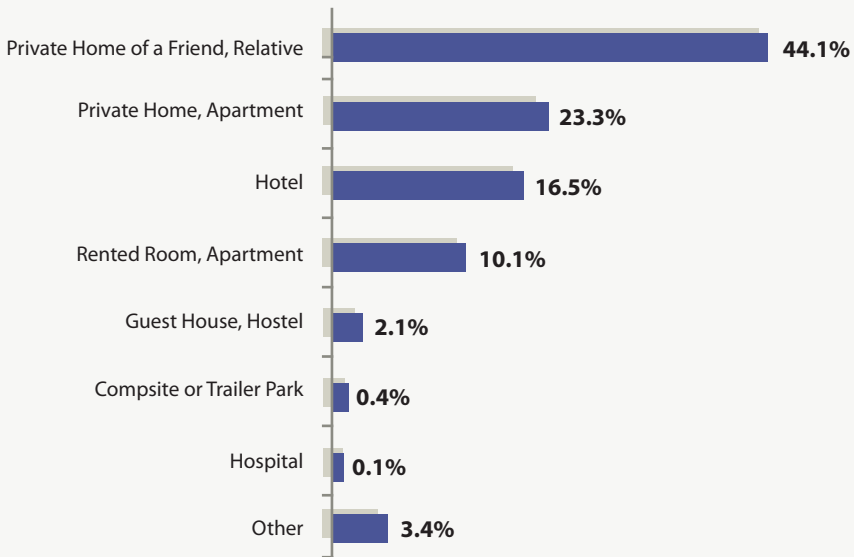
Source: National Statistics office of Georgia

Main Purpose of Trip



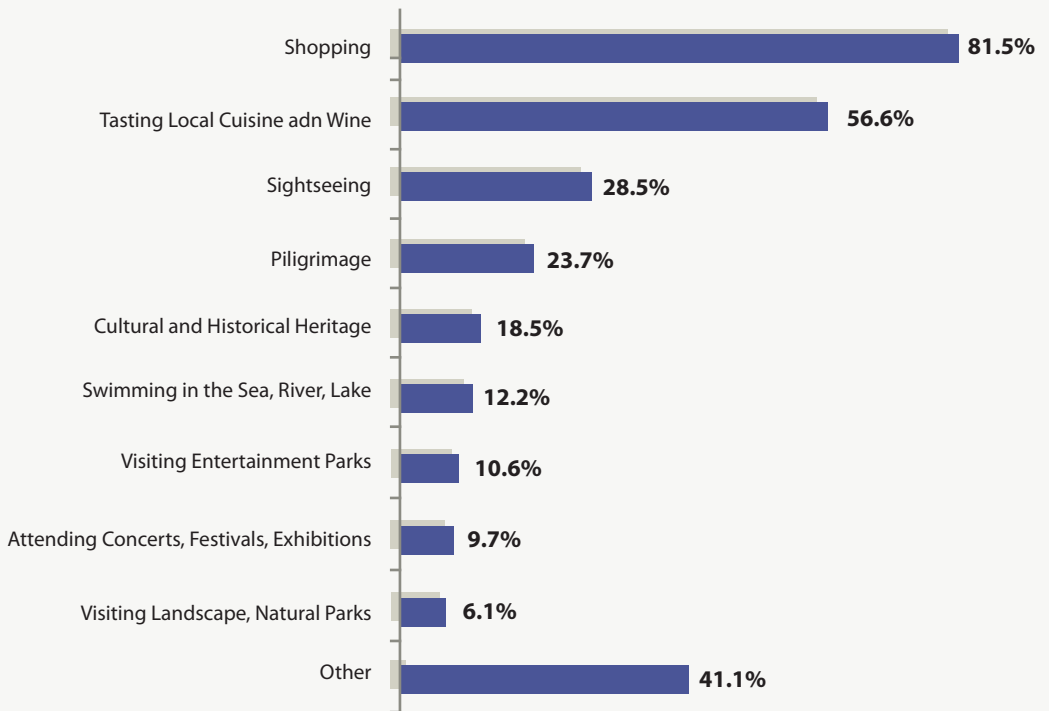
Source: National Statistics office of Georgia

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	977,595	40.7%
Served Food and Wine	605,857	25.2%
Accommodation	333,771	13.9%
Local Transport	269,313	11.2%
Recreation, Cultural and Entertainment Services	104,349	4.3%
Other	109,717	4.6%
Total expenditure	2,400,602	100.0%

Source: National Statistics office of Georgia

Outbound Trips, Top Countries

Country	2025	Share %
Turkey	836,008	37.2%
Armenia	334,062	14.9%
Russia	367,348	16.4%
Italy	60,321	2.7%
UAE	55,094	2.5%
Germany	60,183	2.7%

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 2025, the Travel & Tourism sector contributed 9.8% to global GDP; an increase of 4.1% from 2024. In 2025, there were 366 million jobs, representing a 2.5% increase from 2024. Domestic visitor spending increased by 3.7% in 2025. International visitor spending rose by 3.2%. (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 2025, the foreign exchange income from international travel to Georgia amounted to 4.7 billion USD (growth +6). The share of international travel in service exports, decreased from 59% to 56.4%.

In 2025, transactions with foreign payment cards by international travelers amounted to 5.2 billion GEL, 18.9% increase compared to the previous year.

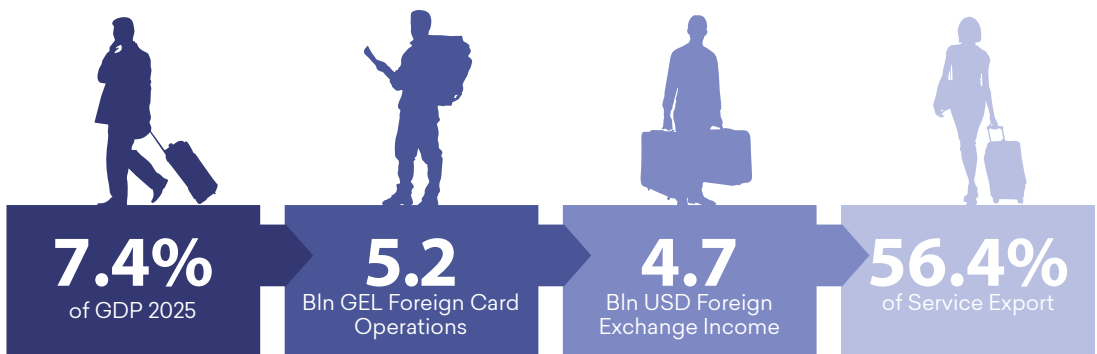
Share of tourism related industries in the economy

According to preliminary data in 2025, due to the increasing demand, the total added value in the tourism sector amounted to 6.8 billion GEL . As a result, the added value of tourism-related industries as a share of GDP increased to 7.4%. In 2025, the value added in the tourism industry was mainly driven by transport (42.1%), accommodation (26.8%), food and beverage services (27.8%), and travel companies (3.3%).

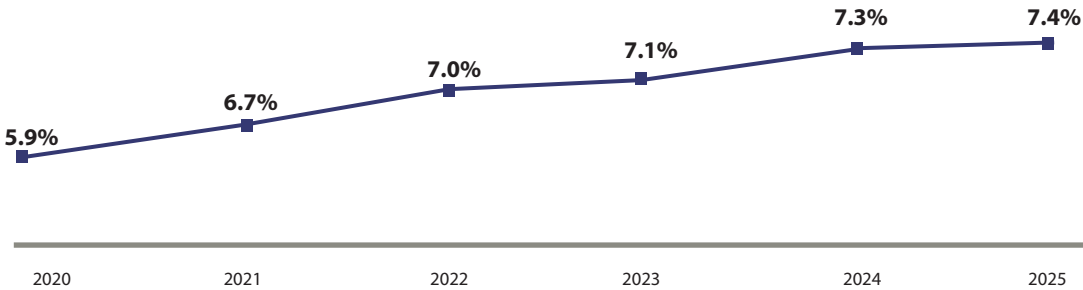
The Main Indicators

- 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



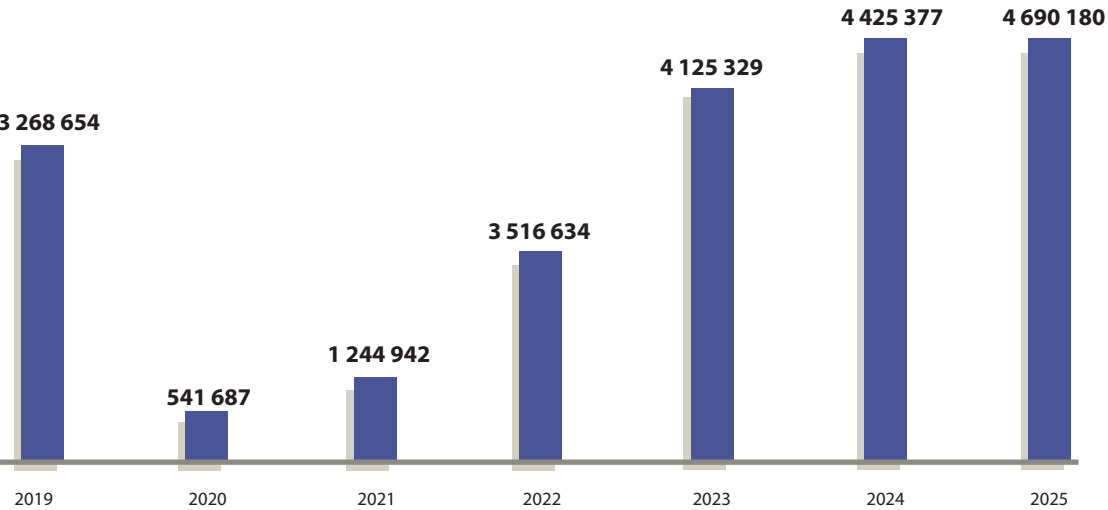
Source: National Statistics office of Georgia

Tourism Value Added 2021-2025 (Thousands of GEL)

	2022	2023	2024	2025	Change% 2024-2025
Total	4,377	4,924	5,869	6,782	13.7%
Including	↓	↓	↓	↓	↓
Transport	1,931	2,101	2,309	2,858	1.6%
Accommoda- tion Units	1,331	1,391	1,637	1,887	17.1%
Food Establishments	998	1,302	1,691	1,815	12.2%
Travel companies	117	129	230	221.5	9.9%

Source: National Statistics office of Georgia

International Tourism Receipts (Thousands of USD)



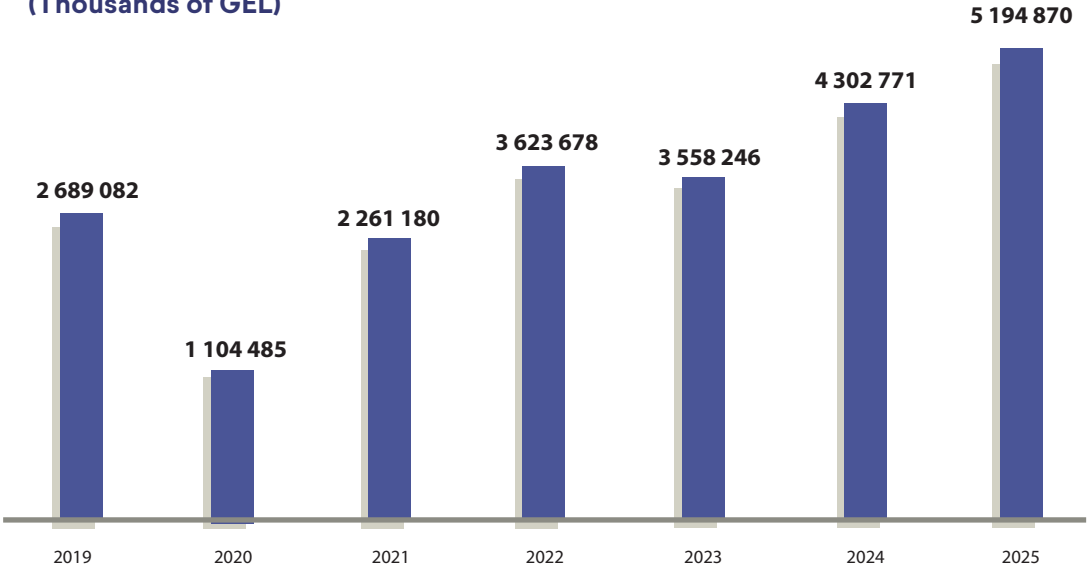
Source: National Bank of Georgia

Foreign Currency Revenues from Incoming Tourism 2021 – 2025
(Thousands of USD)

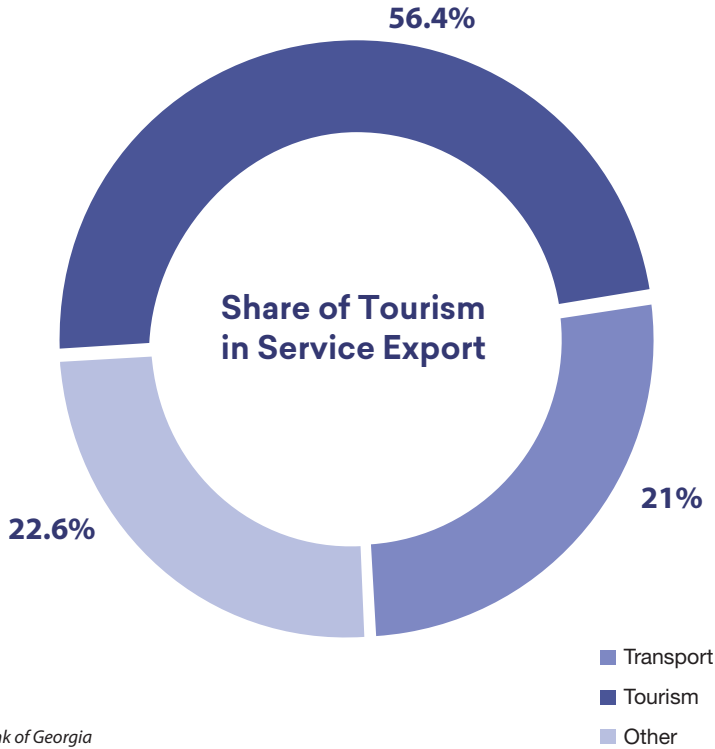
	2022	2023	2024	2025	Change% 2024-2025
Total	3,516,634	4,125,329	4,425,377	4,690,180	6%
Including	↓	↓	↓	↓	↓
I Q.	393,708	795,417	807,674	825,975	2%
II Q.	748,822	1,009,113	1,090,707	1,145,023	5%
III Q.	1,374,653	1,447,122	1,563,312	1,666,763	7%
IV Q.	999,451	873,677	963,684	1,052,418	9%

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 2025, the total passenger traffic of all airports of Georgia amounted to 8,481,410. It should be noted that the international airports of Georgia showed +14% increase in passenger traffic compared to 2024.

According to the Civil Aviation Agency of Georgia, Wizz Air Hungary is the largest airline operating in the Georgian aviation market in 2025, carrying the highest number of passengers. In 2025, the airline transported 1,420,979 passengers, accounting for 17.8% of the total market. Georgian Airways ranked second with 690,363 passengers (8.6%), followed by Pegasus Airlines with 606,271 passengers (7.6%), Turkish Airlines with 601,217 passengers (7.5%), Red Wings Airlines with 506,001 passengers (6.3%), Azerbaijan Airlines with 470,604 passengers (5.9%), EL AL Israel Airlines with 342,918 passengers (4.3%), flydubai with 235,041 passengers (2.9%), and Israir Airlines with 201,026 passengers (2.5%).

In 2025, twelve new international airlines entered the Georgian aviation market, including British Airways, easyJet UK, easyJet Europe, easyJet Switzerland, Edelweiss Air, Transavia France, Air Serbia, Electra Airways, AlMasria Universal Airlines, SUM Air, Fly Khiva, and Vision Air. Notably, several new international routes were launched in 2025. British Airways and easyJet UK commenced operations on the London–Tbilisi–London route; easyJet Switzerland launched Geneva–Tbilisi–Geneva flights; and Edelweiss Air introduced the Zurich–Tbilisi–Zurich route. AJet began operating flights between Ankara and Tbilisi. Other new routes included Tbilisi–Belgrade–Tbilisi operated by Air Serbia, Tbilisi–Forlì–Tbilisi by Georgian Airways, and Tbilisi–Atyrau–Tbilisi by Air Astana. In addition, Red Wings Airlines added several new services, including Tbilisi–Krasnodar–Tbilisi, Batumi–Krasnodar–Batumi, Batumi–Nizhny Novgorod–Batumi, and Tbilisi–Nizhny Novgorod–Tbilisi. Wizz Air Hungary launched flights on the Kutaisi–Lyon–Kutaisi route, while Wizz Air Malta introduced Kutaisi–Venice–Kutaisi services. Furthermore, IndiGo launched the Tbilisi–Mumbai–Tbilisi route, while Air China commenced operations on the Tbilisi–Urumqi–Beijing route.

According to 2025 data, the following low-cost and hybrid airlines operated flights to and from Georgia: Wizz Air Hungary, Pegasus Airlines, flydubai, Air Arabia, Wizz Air Abu Dhabi, Flynas, FlyArystan, Jazeera Airways, AJet, Air Arabia Abu Dhabi, IndiGo, airBaltic, flyadeal, SunExpress, Wizz Air Malta, Eurowings, Transavia, Jordan Aviation, FlyOne Armenia, Iraqi Airways, Sky Express, FlyOne Moldova, easyJet Europe, easyJet UK, Fly Khiva, easyJet Switzerland, Transavia France, ATA Airlines, Georgian Wings, Air Cairo, and SkyUp Malta.

Several new airlines are expected to enter the Georgian aviation market in 2026 and launch regular scheduled

services. Norwegian Air Sweden is scheduled to commence operations in 2026 with twice-weekly flights on the Copenhagen–Tbilisi–Copenhagen route. In addition, Saudia plans to launch three weekly flights on the Riyadh–Tbilisi–Riyadh route.

58 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/>

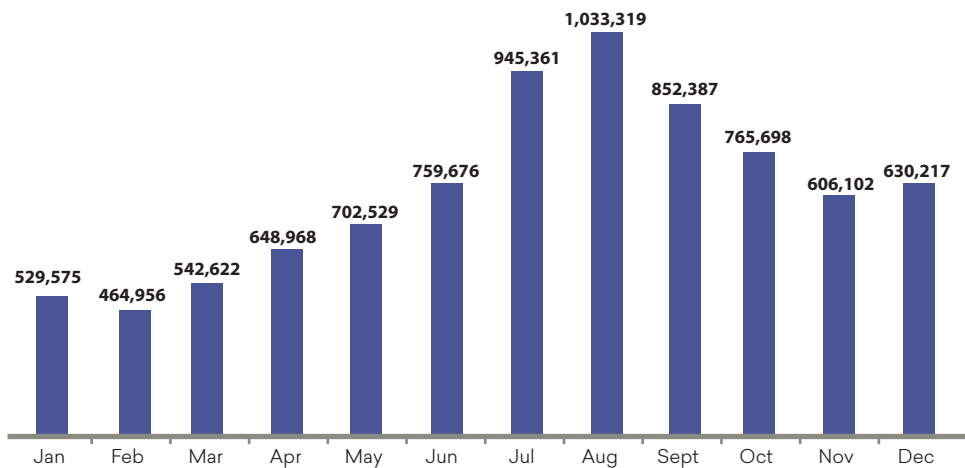


+16.3%
37,663
Flights



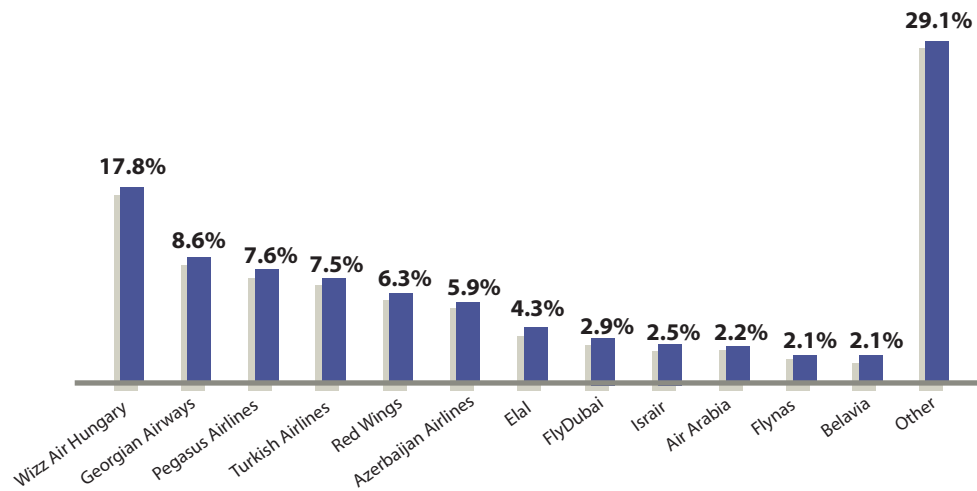
+14%
8,481,410
Passengers

Passenger Distribution by Months

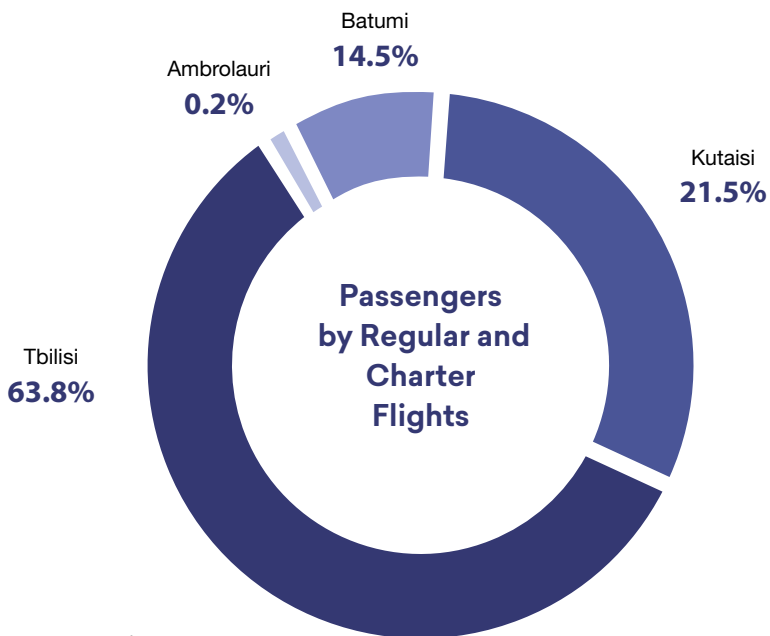


Source: Georgian Civil Aviation Agency

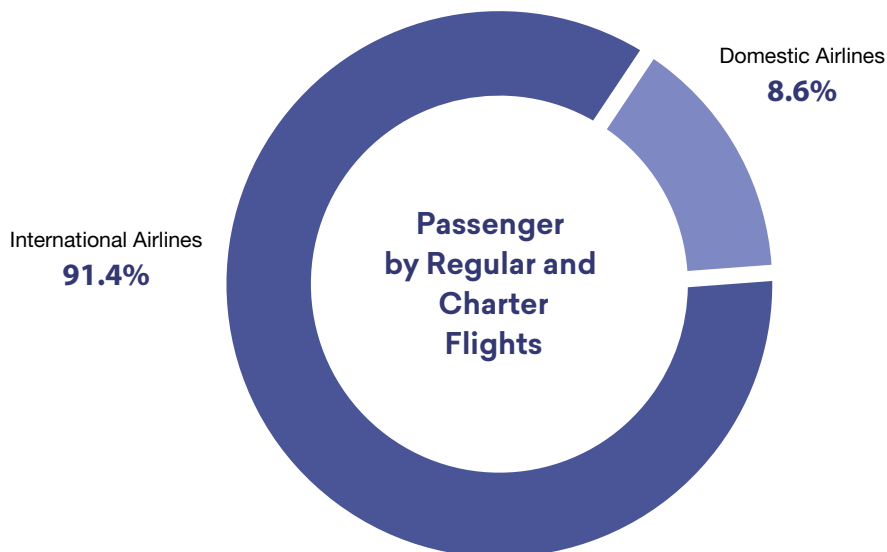
Share of Airlines



Source: Georgian Civil Aviation Agency

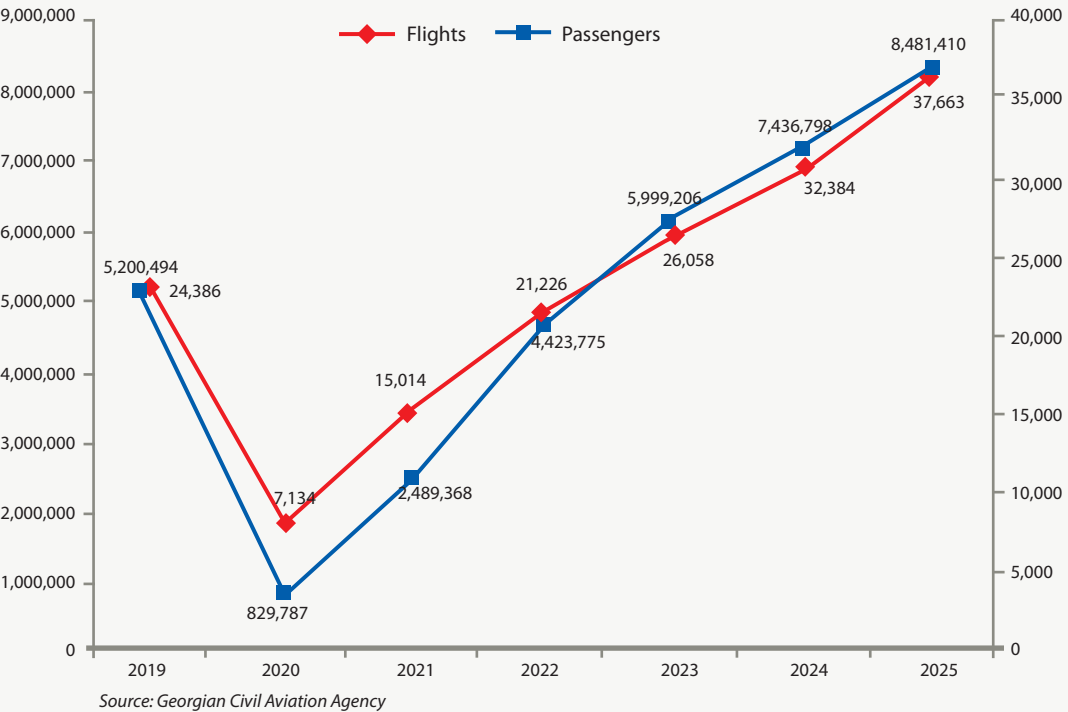


Source: Georgian Civil Aviation Agency

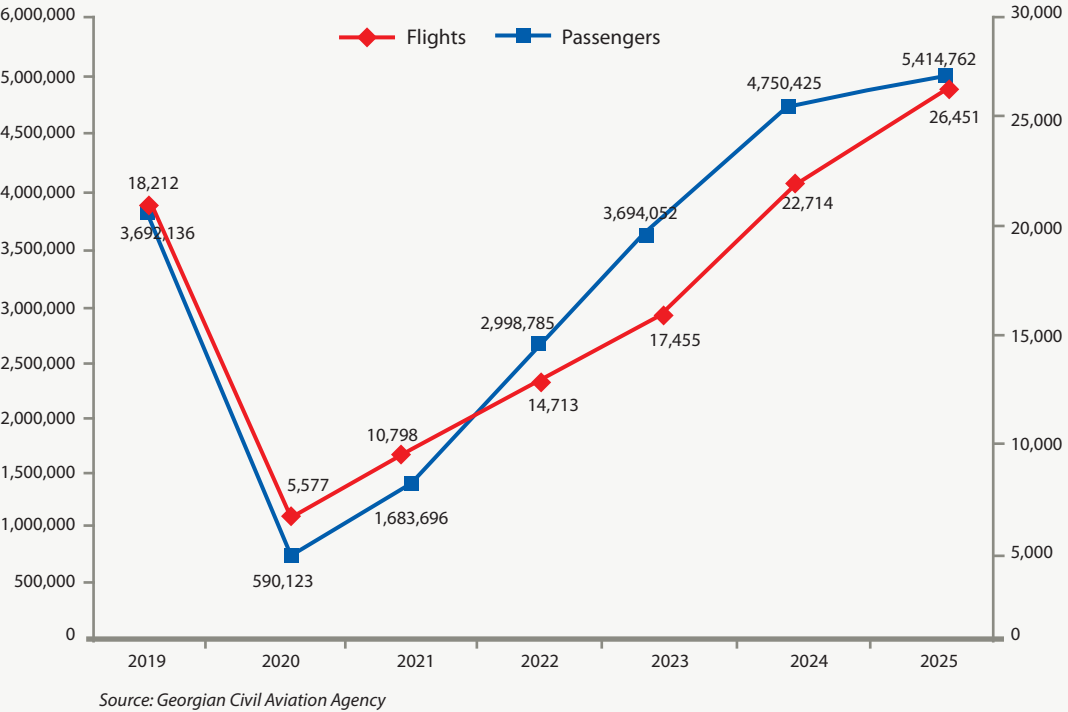


Source: Georgian Civil Aviation Agency

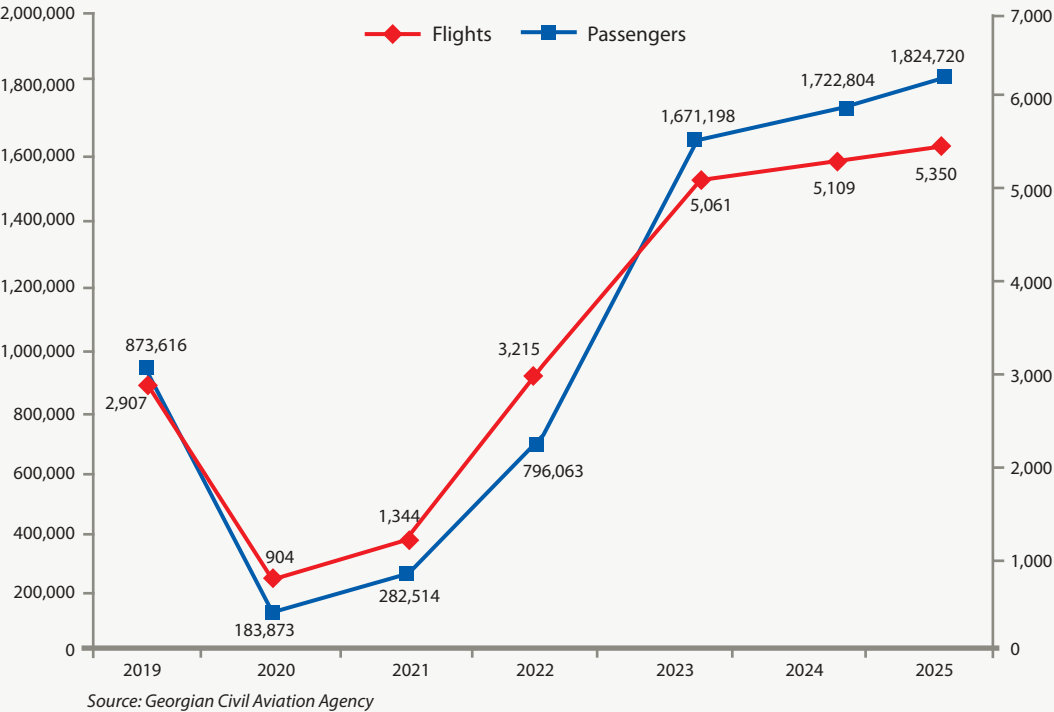
Georgian Airports: passengers and flights



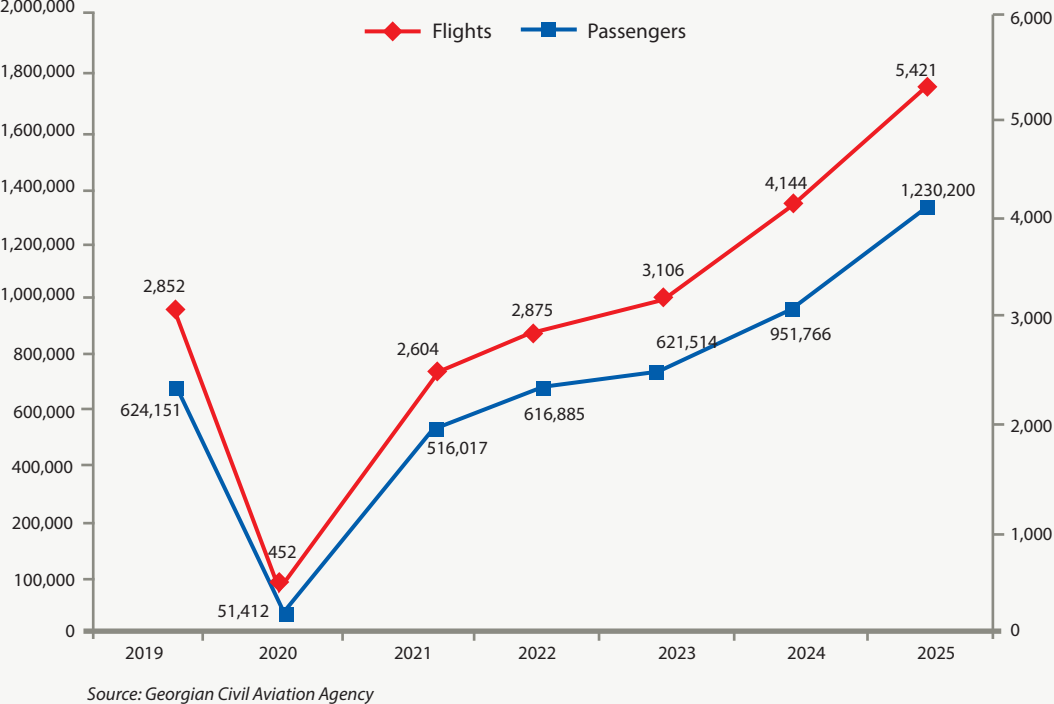
Tbilisi International Airport: Passengers and Flights



Kutaisi International Airport: Passengers and Flights



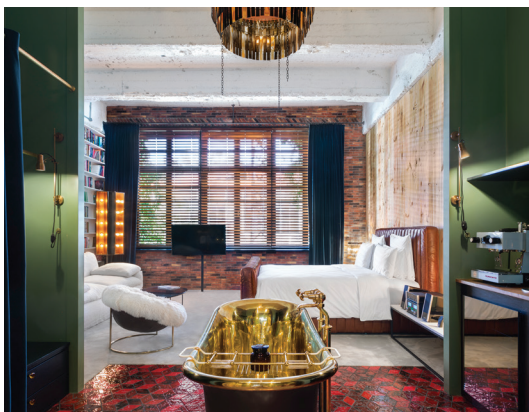
Batumi International Airport: Passengers and Flights



Accommodation Market

The number of accommodation units registered in the database of The Georgian National Tourism Administration (GNTA) is 2,690, with a total of 116,204 beds. Adjara has the largest number of beds 33,400 (28.7%) followed by Tbilisi region with 32,870 (28.3%) beds.

Among the internationally branded hotels operating in Tbilisi are: Sheraton Grand Tbilisi Metechi Palace, Tbilisi Marriott Hotel, Courtyard by Marriott Tbilisi, Moxy Tbilisi, Paragraph Freedom Square, a Luxury Collection Hotel, Hilton Garden Inn Tbilisi Riverview, Hilton Garden Inn Tbilisi Chavchavadze, Holiday Inn Tbilisi, Holiday Inn Express Tbilisi Avlabari, Radisson Blu Iveria Hotel, Tbilisi, Radisson RED Tbilisi, Pullman Tbilisi Axis Towers, Mercure Tbilisi Old Town, Tbilisi Philharmonic by Mercure, ibis Styles Tbilisi Center, ibis budget Tbilisi Center, Ibis Tbilisi Stadium, Ibis Tbilisi Airport, ibis Styles Old Tbilisi, Swissôtel Tbilisi, Wyndham Grand Tbilisi, Ramada by Wyndham Tbilisi Old City, Tbilisi Chambers, Trademark Collection by Wyndham, Gino Seaside Tbilisi, Trademark Collection by Wyndham, Best Western Tbilisi City Center, Golden Tulip Design Tbilisi Hotel, Royal Tulip Hotel & Casino Tbilisi, Citadines City Centre Tbilisi, Hotels & Preference Hualing Tbilisi, and The Biltmore Hotel Tbilisi.



Between 2026 and 2029, several additional branded hotel developments are planned across Georgia. These include Paragraph Abastumani, Rooms Abastumani, and Hilton DoubleTree Abastumani; Wellness Resort and Spa Mtsvane Kontskhi; Radisson Racha; Wyndham Grand Borjomi; Hilton Tskaltubo; Ibis Hotel Kutaisi; and Le Méridien Sioni Lake Resort & Spa by Archi, among others.

According to STR Global, the occupancy rate of hotels in Georgia equaled 56.3%. The highest occupancy rates were registered in July (74%), August (79%) and September (70.5%) while the lowest were in January (35.8%) and February (36.5%). The highest occupancy rate among cities was recorded in Batumi (73.6%), followed by Tbilisi (59.8%) and in the category “other Georgia” (54.3%).

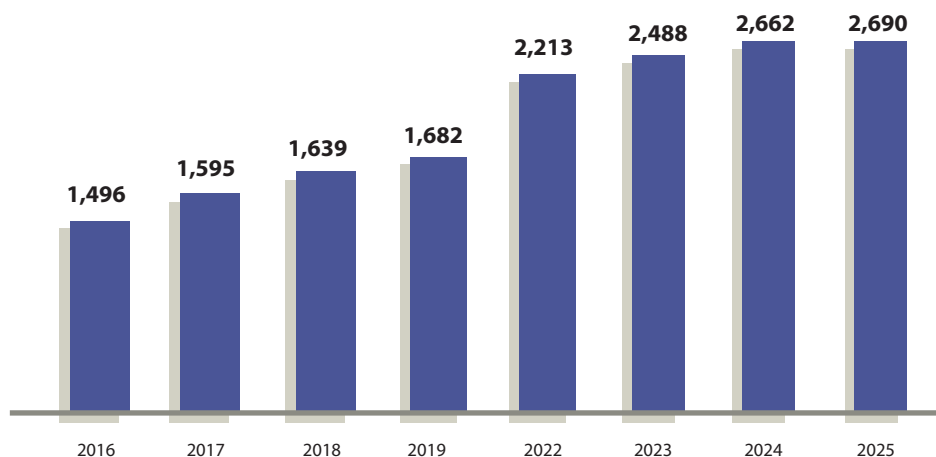


Internationally branded hotels also operate across other regions of Georgia. In 2025, two new branded hotels opened in the Adjara region: La Quinta by Wyndham Batumi and Hotel Indigo Batumi – Old Town. Several other significant branded properties were added to Georgia’s hotel market, including Telegraph, a Radisson Collection Hotel, Kass Land Diamond Resort Hotel, Pabellon Hotel, and Agarani Estate.



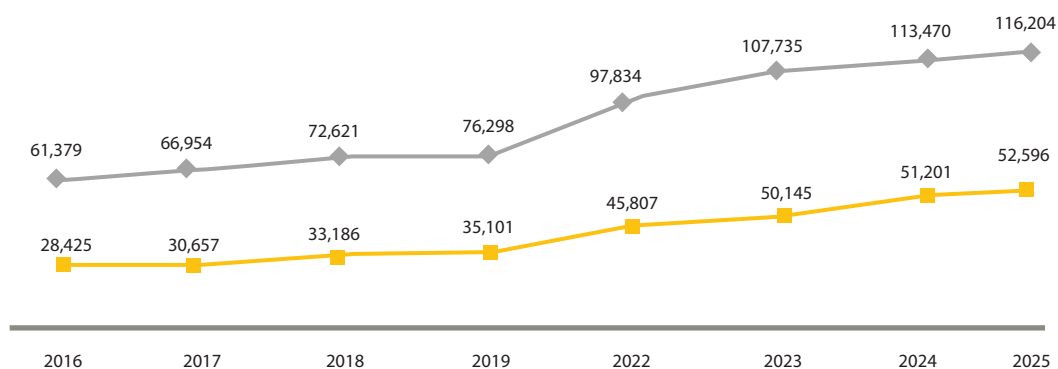


Number of Accommodation Units by years



Source: Georgian National Tourism Administration

Number of accommodation facilities and number of places

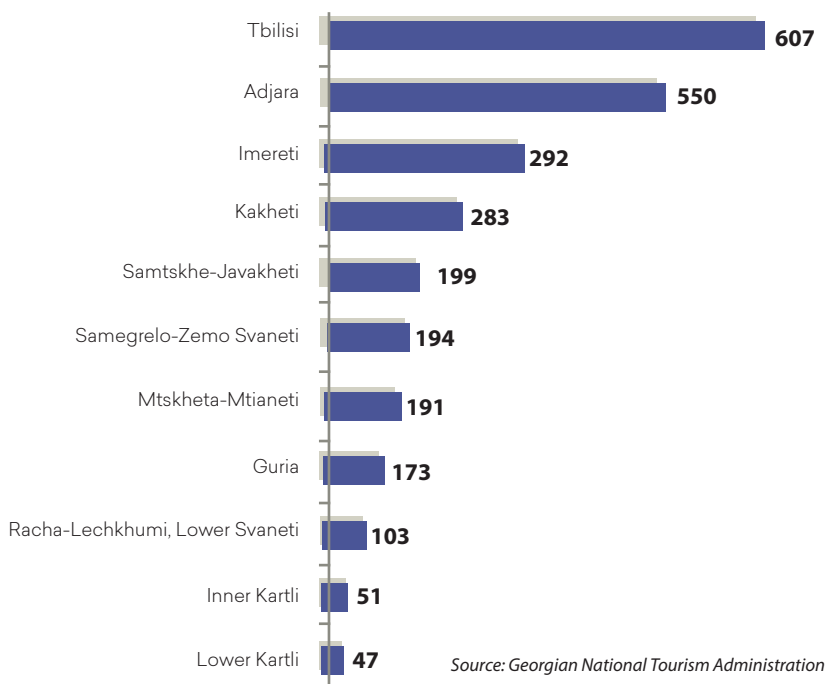


Source: Georgian National Tourism Administration

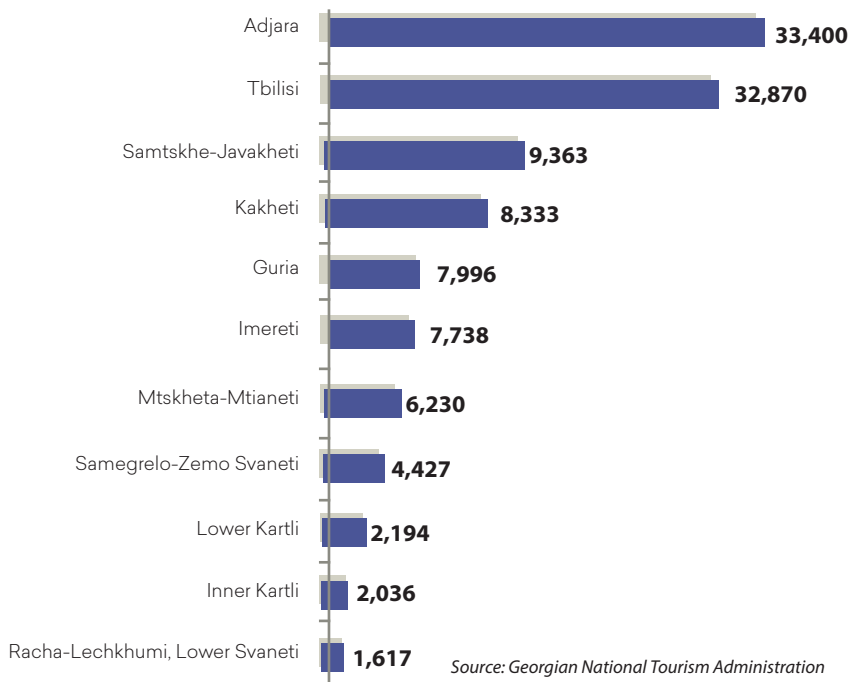
◆ Number of Rooms

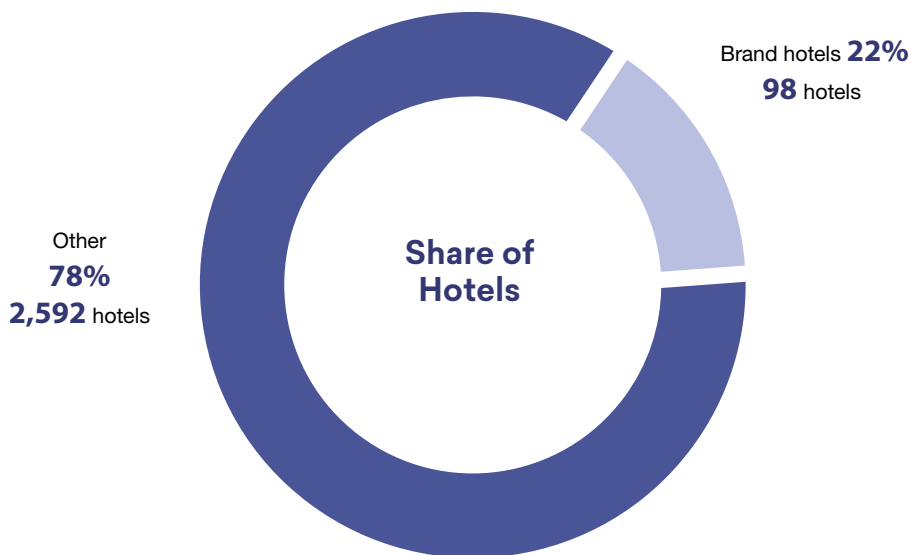
■ Number of Beds

Distribution of accommodation facilities



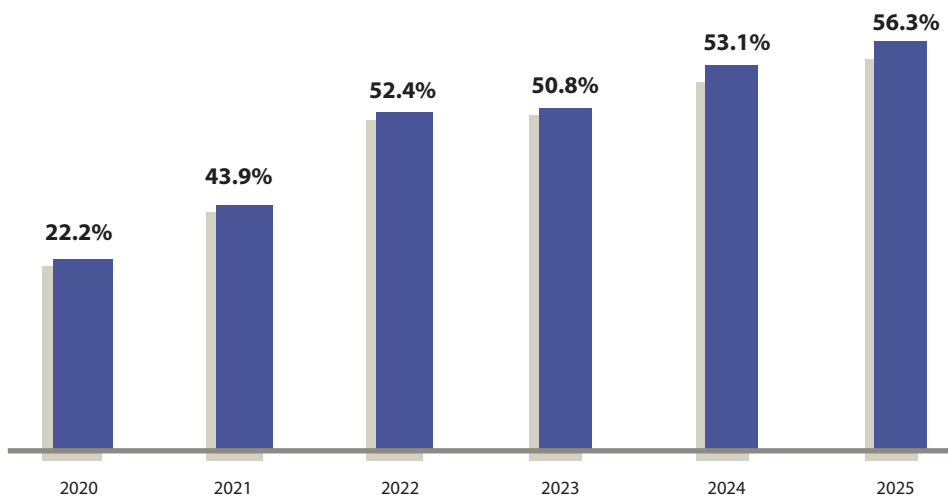
Number of beds by region





Source: Georgian National Tourism Administration

Occupancy rate in branded hotels



Source: STR Global

Hotels Opened In 2025



La Quinta by WYNDHAM Batumi (Batumi)
Kass Land Diamond Resort Hotel (Tsalka)
Ibis Tbilisi City (Tbilisi)
Telegraph a Radisson Collection Hotel (Tbilisi)
Paragraph Golf & Spa Tabori, Autograph Collection (Tbilisi)

Greet by Accor (Tbilisi)
Hotel Indigo Batumi - Old Town (Batumi)
Pabellon Hotel (Kvareli)
Agarani Estate (Telavi)



+1.300
Beds

Planned and Ongoing Hotels 2026-2029

Hilton Double Tree
Babylon Tower
Paragraph Wellness Resort and Spa Abastumani
Paragraph Resort Ganmukhuri
Wellness Resort and Spa Mtsvane Kontskhi
Radisson Racha
Rooms Abastumani
DoubleTree by Hilton
Wyndham Grand Borjomi
Hilton Tskaltubo

Grand Life WorldHotels Luxury
Ibis Hotel Tskaltubo
Ambassador Batumi
Le Meridien Sioni lake resort & spa by Archi



More than
+39.000
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.

According to IUCN criteria, there are 108 protected areas in Georgia of 6 different categories, namely: 14 state reserves, 15 national parks, 45 natural monuments, 26 protected areas, 6 protected landscapes and 2 multi-use areas. The area of protected areas in Georgia is 989,224 hectares, which is 14.2% of the territory of Georgia.

The number of visitors registered in protected areas reached to 1,250,417 in 2025. Compared to the previous year showing the growth rate of 12.6%. The share of foreign visitors is 58.8% and share of Georgian visitors is 41.2%.

Prometheus Cave 285,683 (22.9%), Martvili

Canyon 275,475 (22%) and Mtirala National Park 131,271 (10.5%) had the highest number of visitors. While the largest number of foreigners visited Prometheus Cave 225,874 (31%), Martvili Canyon 179,516 (24%) and Mtirala National Park 96,164 (13%)

The number of foreign visitors in protected areas was 735,229 in 2025, while growth rate was 11.7%. The majority of international visitors were from India (16.2%), Russia (15.6%), Poland (10.7%), Israel (7.6%), and Belarus (7.6%).

The total revenue growth of protected areas amounted to 12,419,787 GEL, a growth rate of +19.3%. Calculated by amount of income, Protected areas of Imereti caves was the leader with 7,256,591 GEL (58.4%), followed by natural monuments of Martvili and Okatse (4,434,431 GEL, 35.7%). Relatively small revenues are recorded in other protected areas, their total data is 728,765 GEL, which is 5.9% 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.

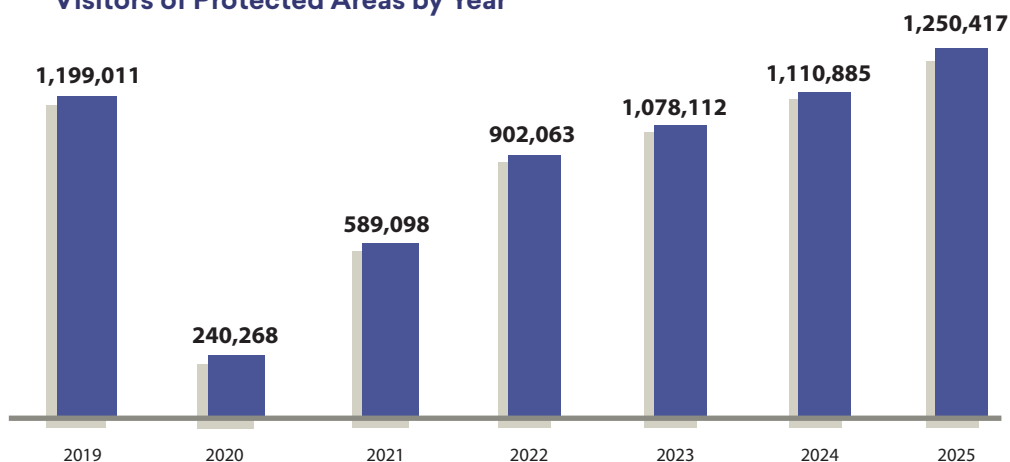
Natural Monument: a protected area promoted mainly for conservation of specific natural features (protection of all small-size territories).

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

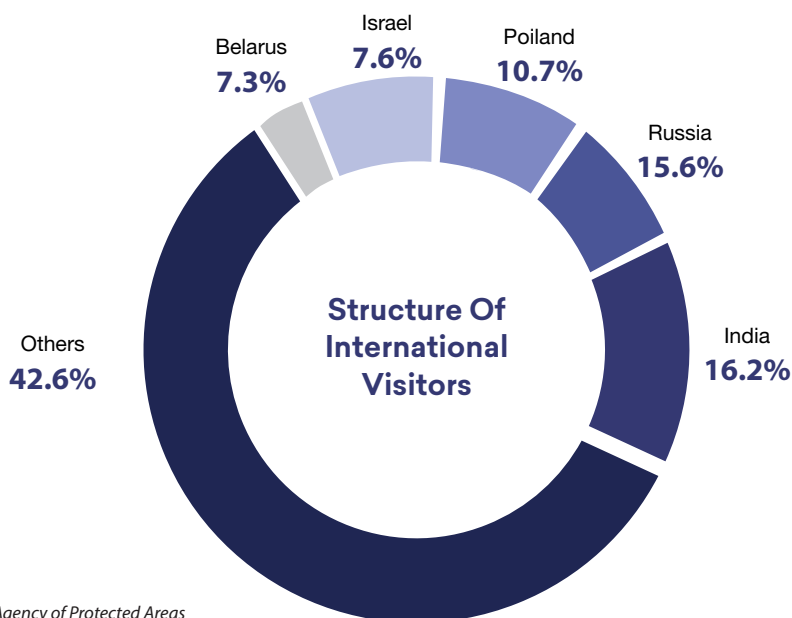
Protected Landscape: a protected area managed mainly for landscape/seascape protection and recreation.

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

Visitors of Protected Areas by Year



Source: Agency of Protected Areas



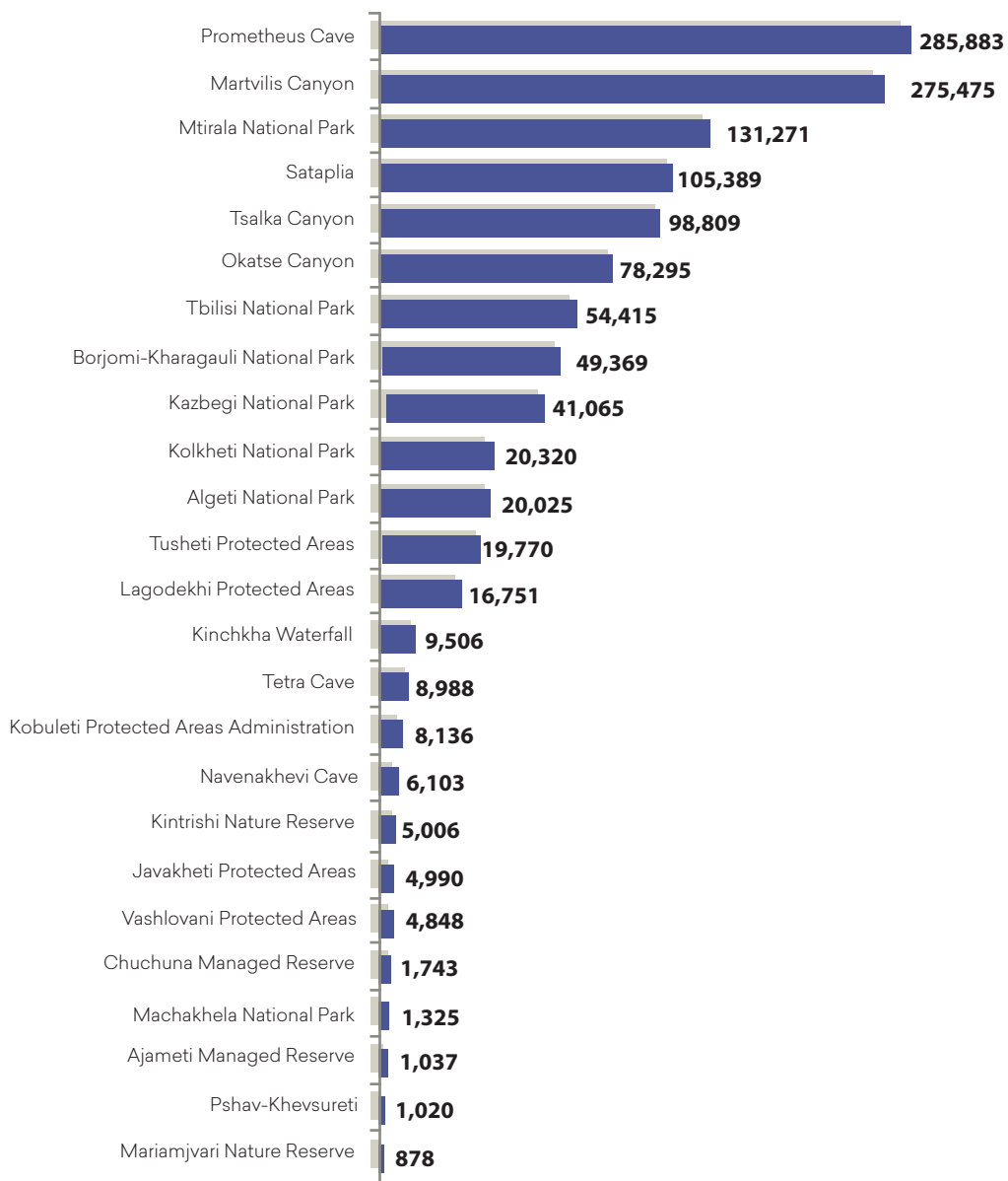
Source: Agency of Protected Areas

Visitors of Protected Areas by Nationalities

	2022	2023	2024	2025	Change% 2022-2023
Total	902,063	1,078,112	1,110,885	1,250,417	12.6%
Foreigners	488,408	627,497	658,173	735,229	11.7%
Georgians	413,655	450,615	452,712	515,188	13.8%

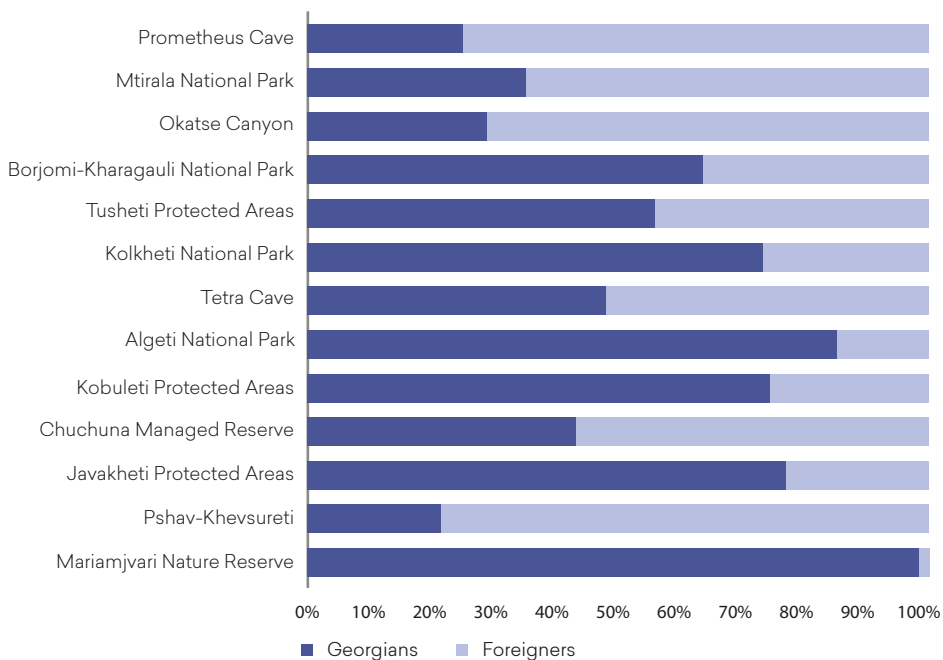
Source: Agency of Protected Areas

Visitors by Protected Areas



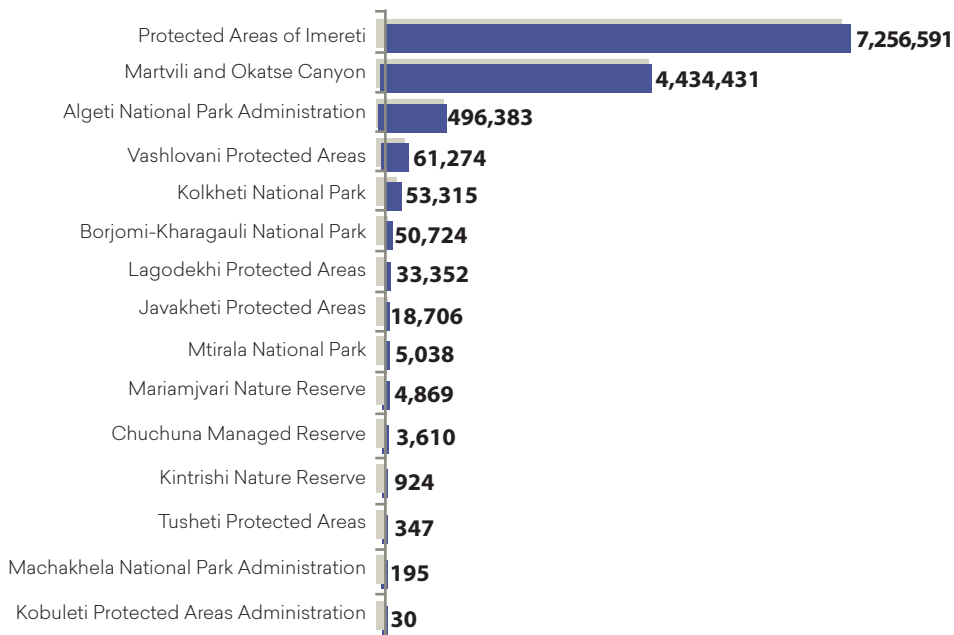
Source: Agency of Protected Areas

Georgian and Foreign Visitors in Protected Areas



Source: Agency of Protected Areas

Revenues by Protected Areas (GEL)



Source: Agency of Protected Areas

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

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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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