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GEORGIAN TOURISM IN FIGURES

2025



Overview of Georgian Tourism

2025

**International
traveler Trips**

7,803,239



Growth **+5.9%**
2024



**International
Tourist Trips**

5,521,866



Growth **+8.4%**
2024



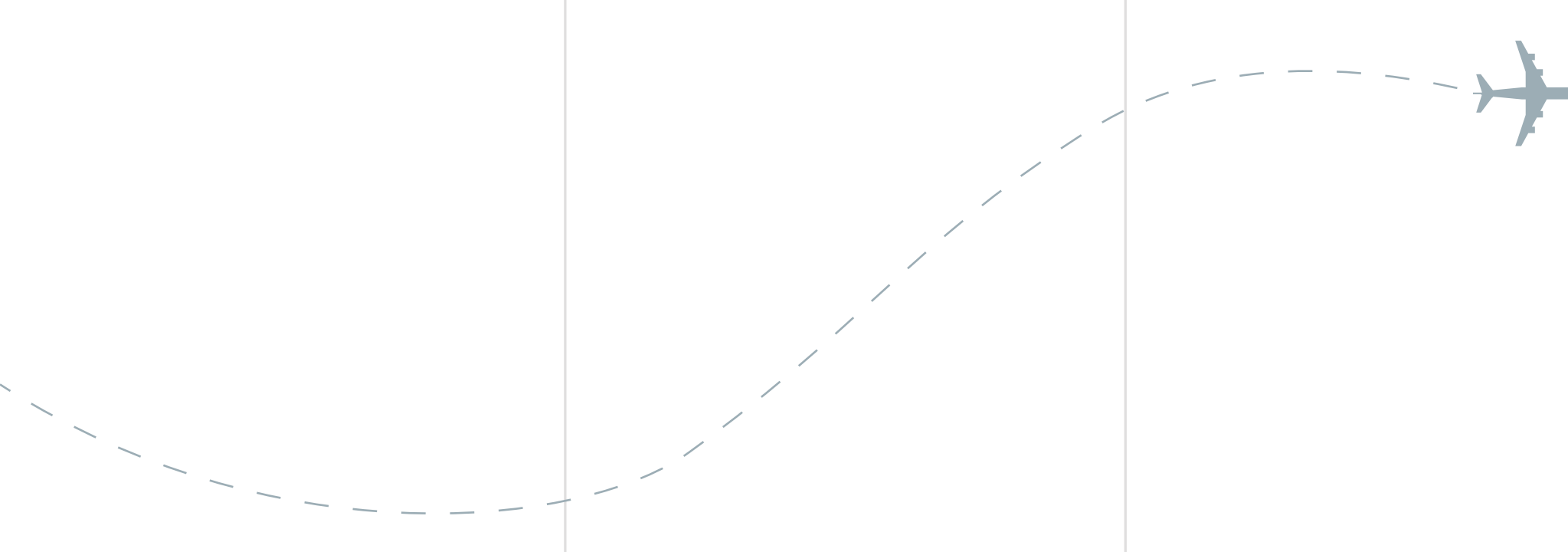
**Revenue
from international travelers**

4,690,180,153 \$

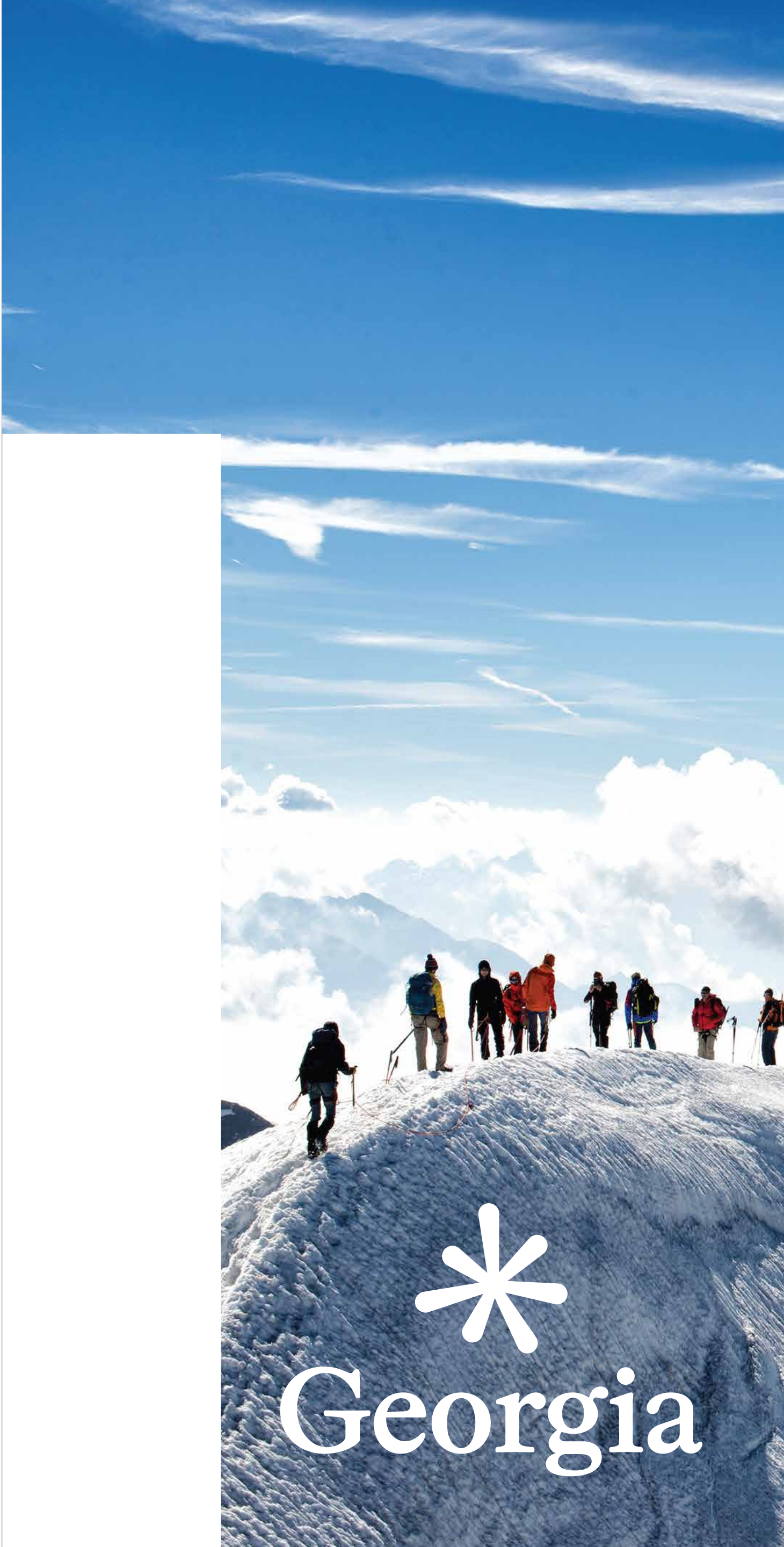


Growth **+6%**
2024

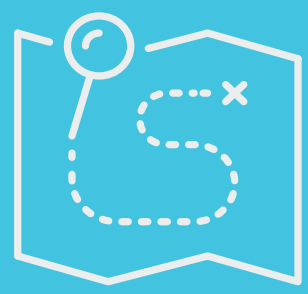




International Traveler Trips



*
Georgia



International Traveler Trips

in IV Quarter

2025

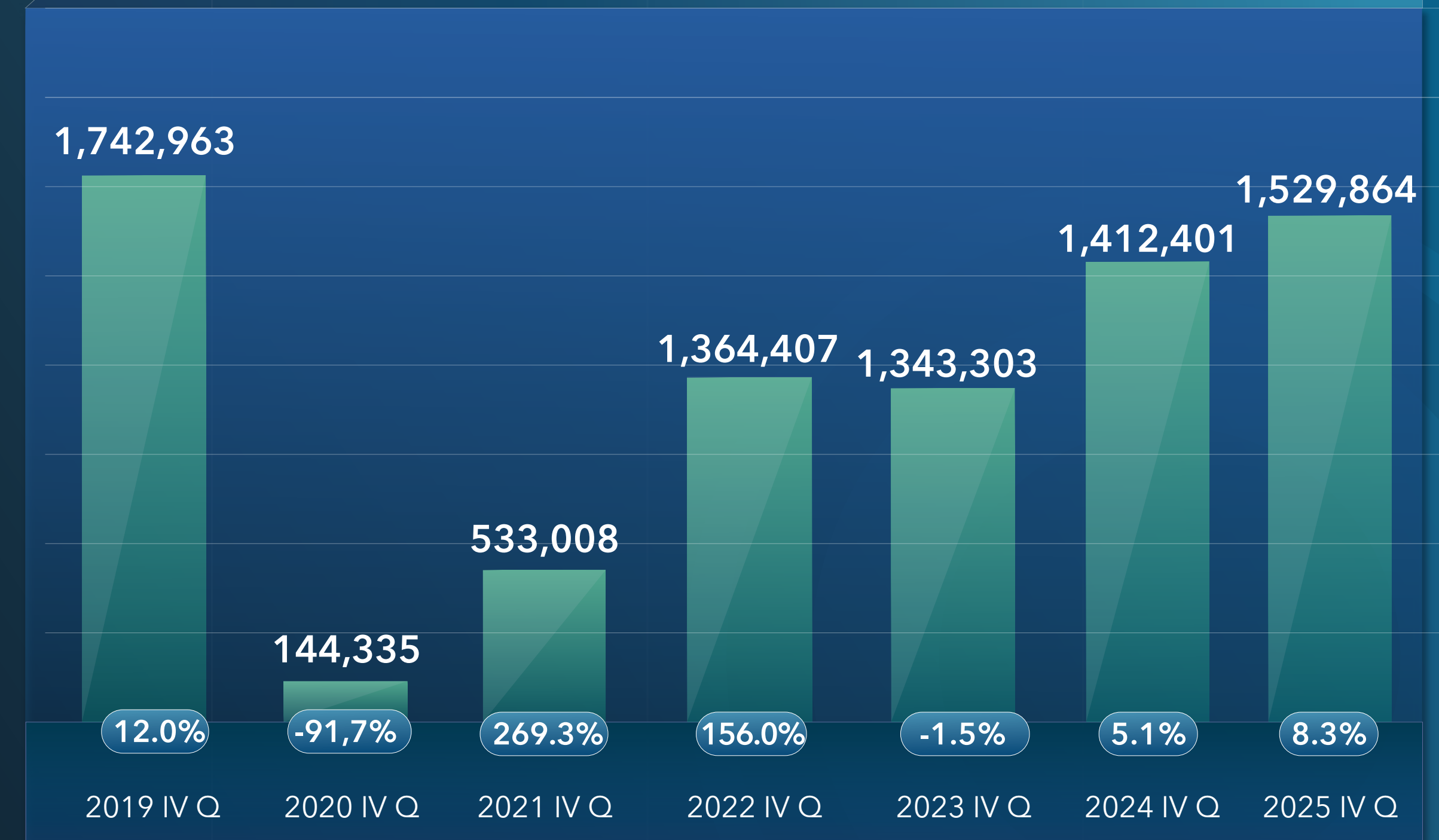
International Traveler Trips



International Traveler Trips

Growth %

International Visitor Trips



International Visitor Trips

Growth %

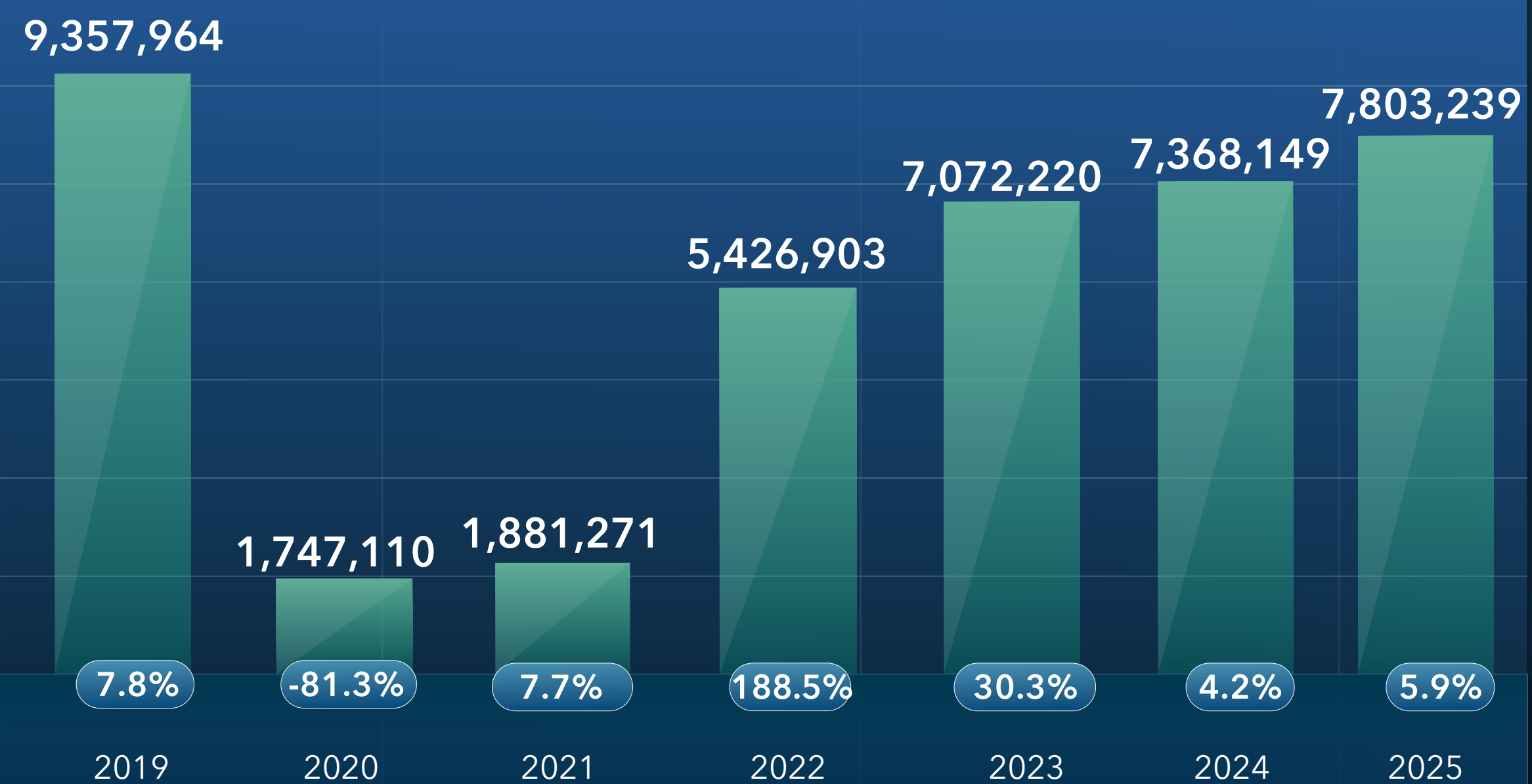
Source: Ministry of Internal Affairs, Information-analytical department



International Traveler Trips

2025

International Traveler Trips



International Traveler Trips

Growth %

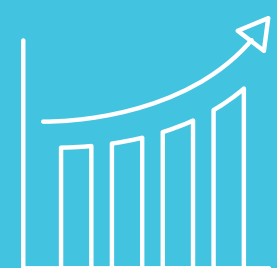
International Visitor Trips



International Visitor Trips

Growth %

Source: Ministry of Internal Affairs, Information-analytical department



Structure of International Visitor Trips

2025

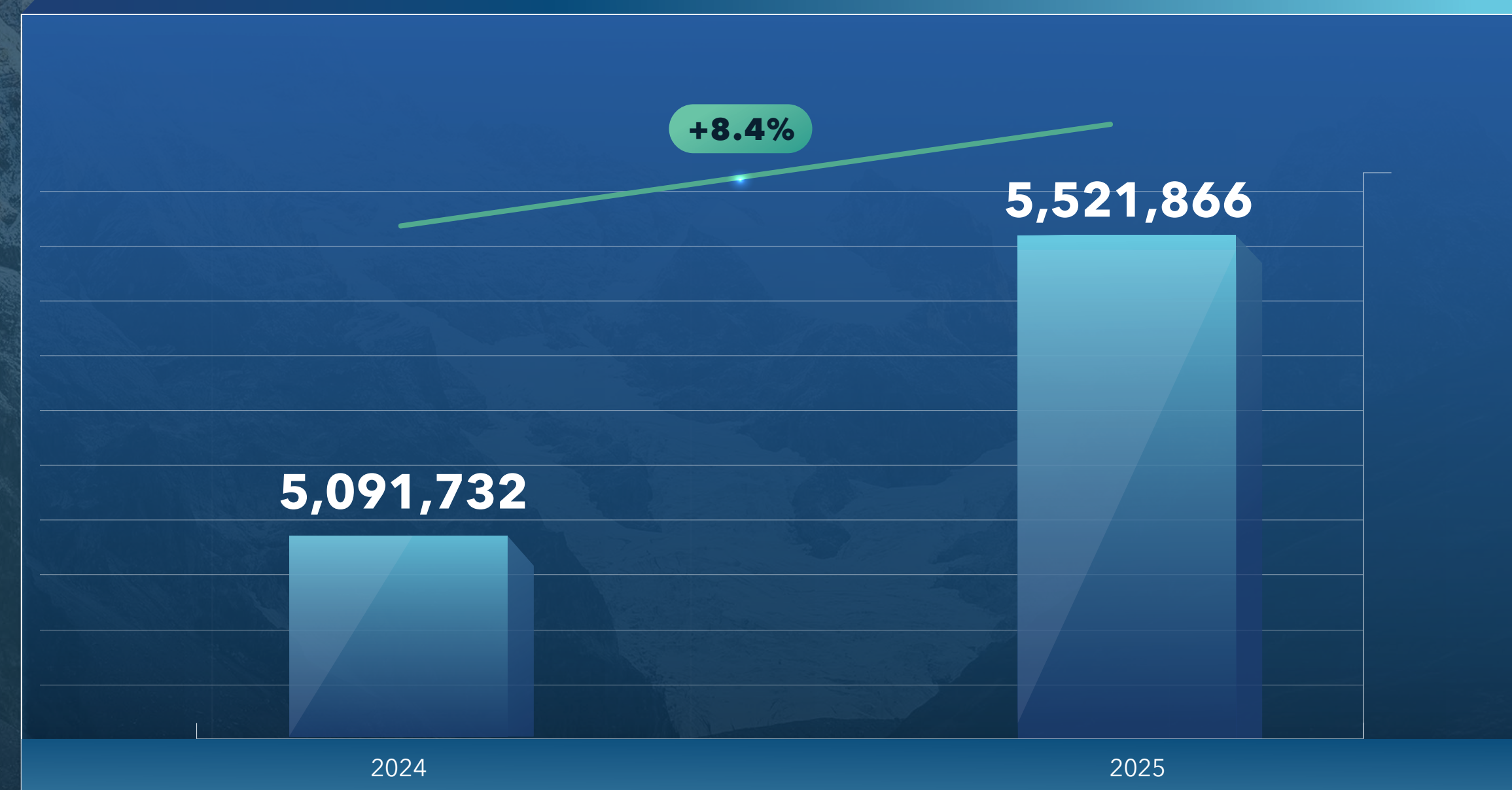
A record number of tourist trips in IV Quarter
1,214,772

International Tourist Trips, IV Quarter



A record number of tourist trips in 2025
5,521,866

International Tourist Trips, 2025





Structure of International Visitor Trips

2025

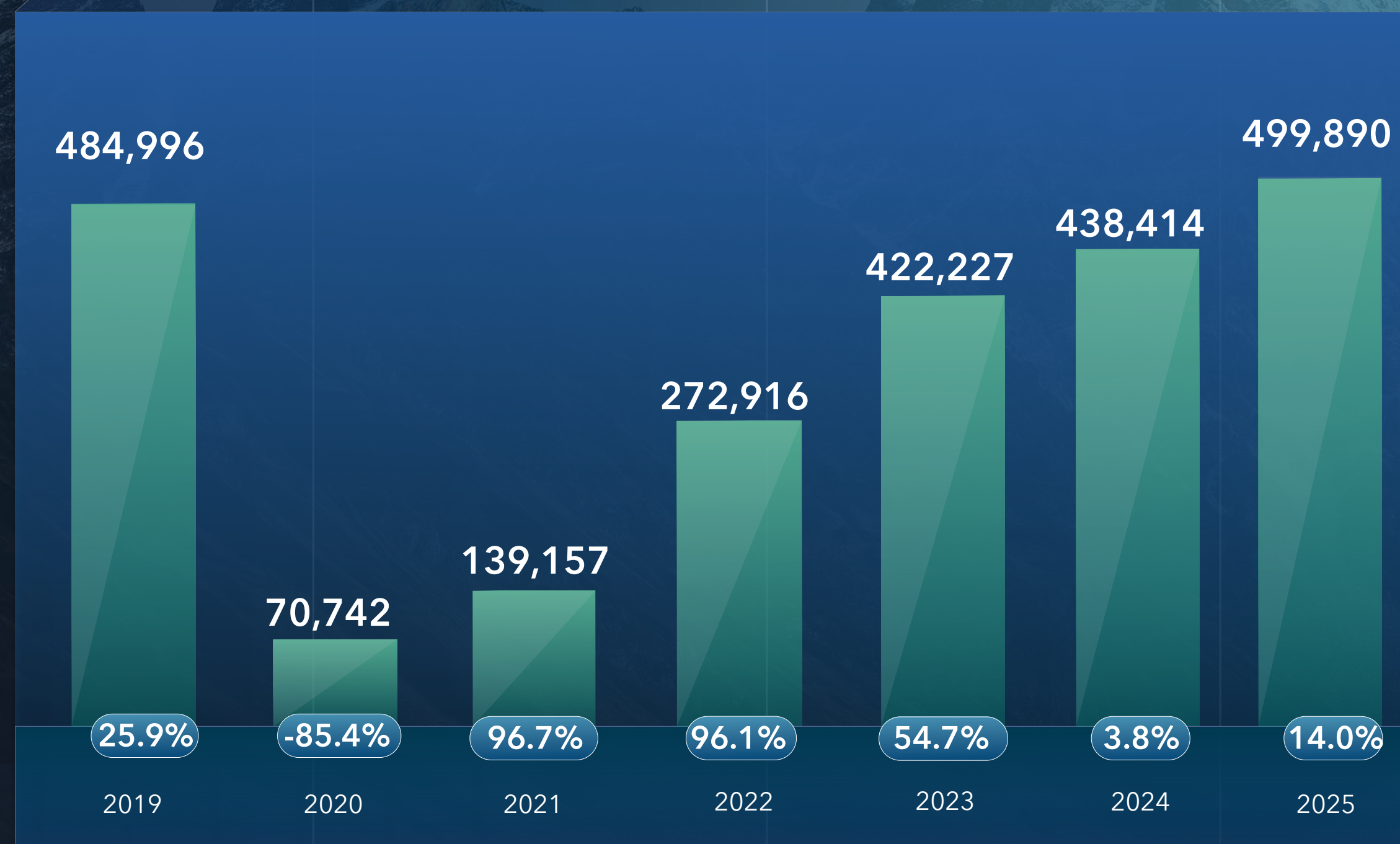
A record number of visitors from EU countries and the United Kingdom

499,890

growth
+14%



International visits from EU countries and United Kingdom



Visits from EU and United Kingdom

Growth %

Spain

Growth
+48.6%

Italy

Growth
+39.4%

United Kingdom

Growth
+39.1%

Greece

Growth
+28.2%

Poland

Growth
+19.9%

France

Growth
+17.4%



Structure of International Visitor Trips

2025

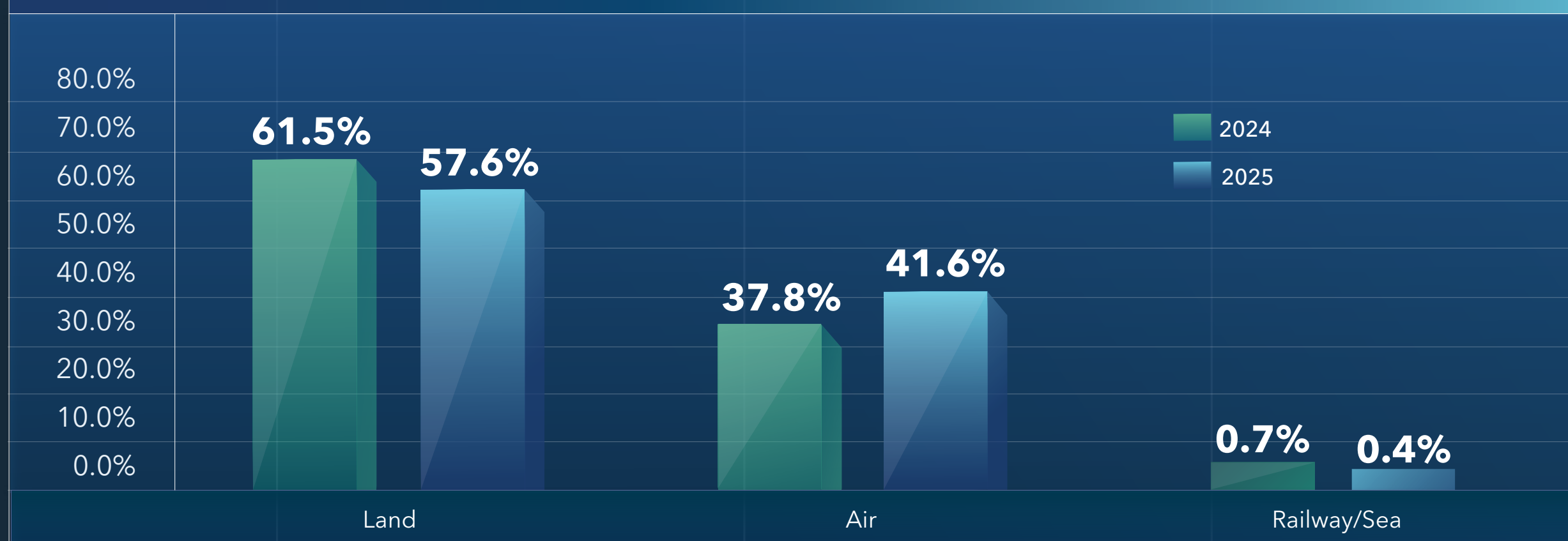
 Country	2024:	2025:	% Change
Russia	1,421,923	1,579,764	11.1%
Türkiye	1,336,834	1,248,881	-6.6%
Armenia	948,299	948,242	0.0%
Israel	310,982	402,426	29.4%
Azerbaijan	219,356	292,149	33.2%
Kazakhstan	178,930	169,367	-5.3%
Belarus	140,536	150,325	7.0%
India	124,335	142,476	14.6%
Ukraine	118,528	136,826	15.4%
China	88,583	127,895	44.4%
Iran	145,670	120,068	-17.6%
Saudi Arabia	88,298	96,340	9.1%
Germany	78,644	83,656	6.4%
Poland	66,504	79,722	19.9%
Uzbekistan	64,259	72,913	13.5%



Structure of International Visitor Trips

2025

STRUCTURE OF INTERNATIONAL VISITS by type of border



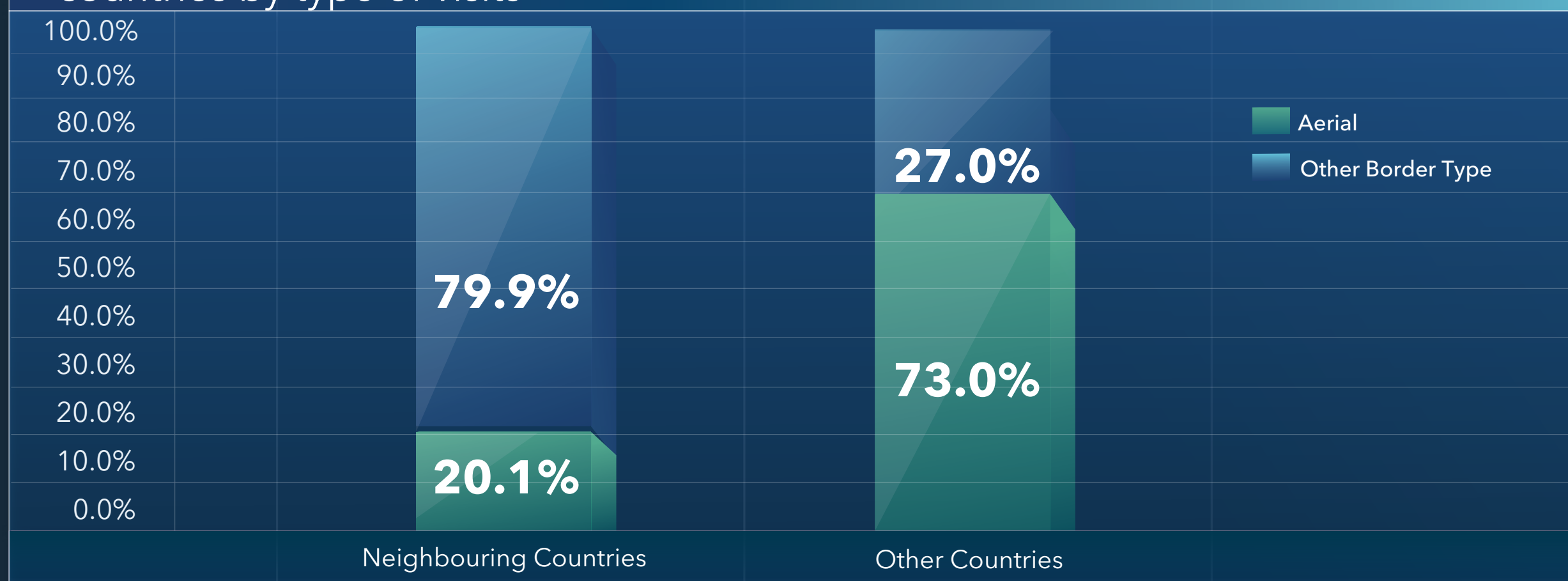
Visits made by air
2,854,412

+17%

Growth
compared to 2024



DISTRIBUTION OF VISITORS FROM NEIGHBORING AND NON-NEIGHBORING
countries by type of visits



Visits from the EU,
the Persian Gulf, and other
non-neighbouring countries

73%

Air travel
accounted





Structure of International Visitor Trips

2025

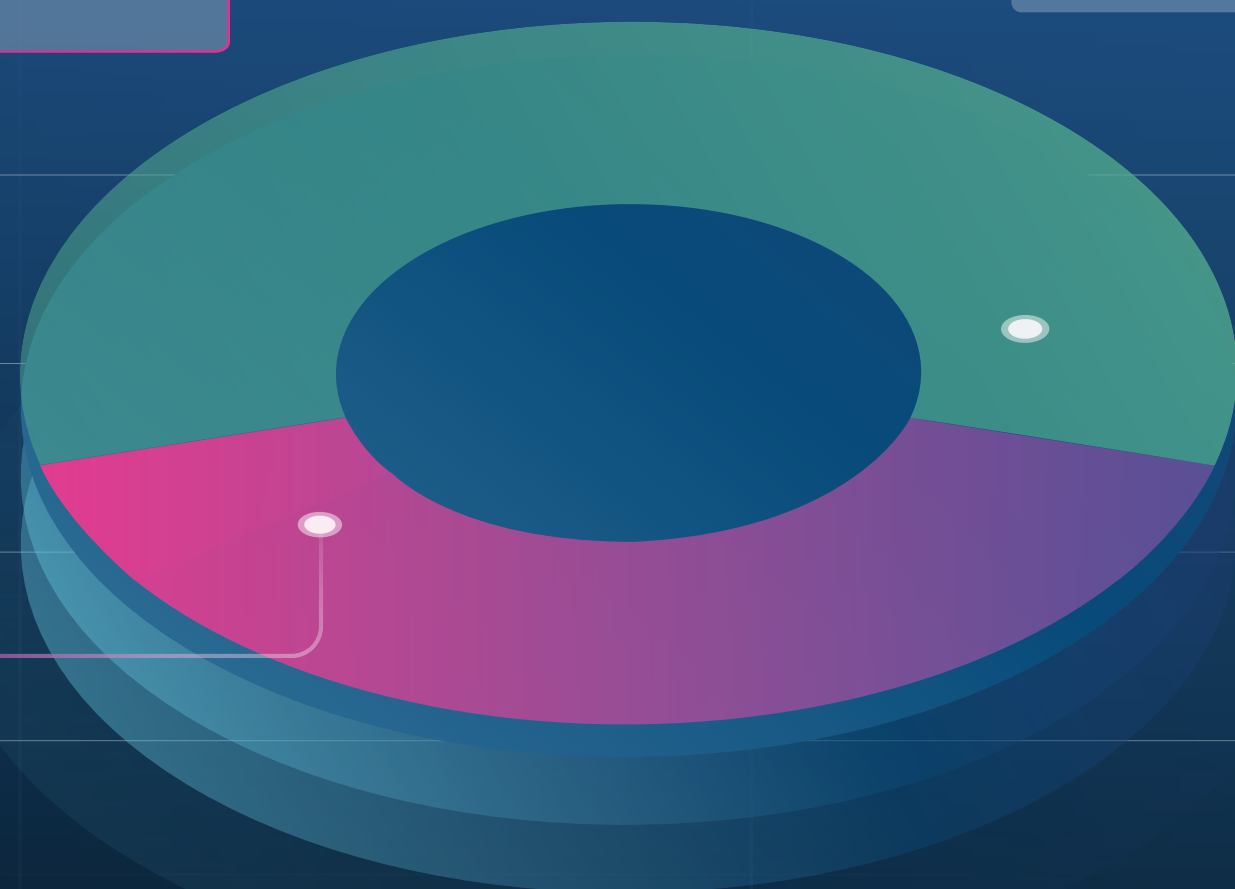
Neighbouring countries: distribution by visit type

Same Day
Trips

29.4%

Tourist Trips

70.6%



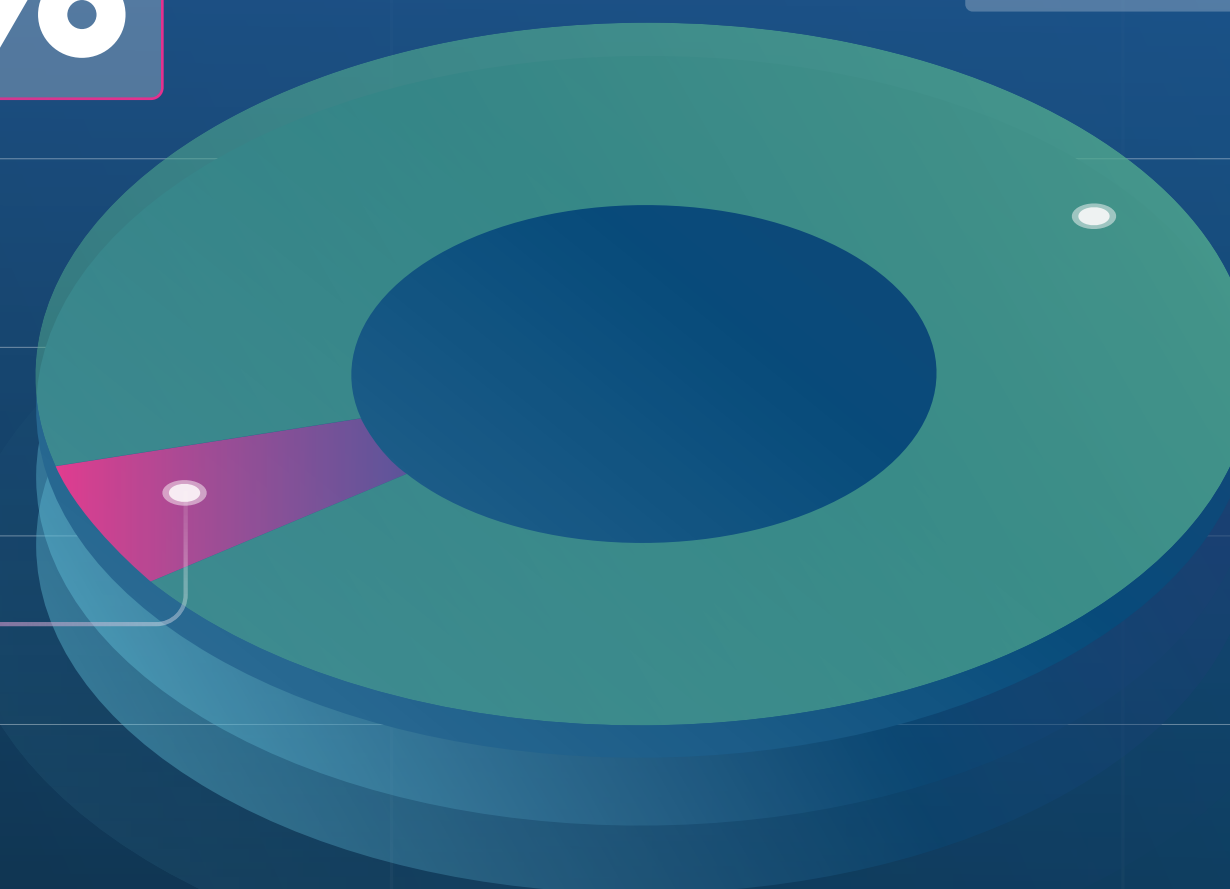
Breakdown of visits from the EU, the Persian Gulf, and other non-neighbouring countries by visit type

Same Day
Trips

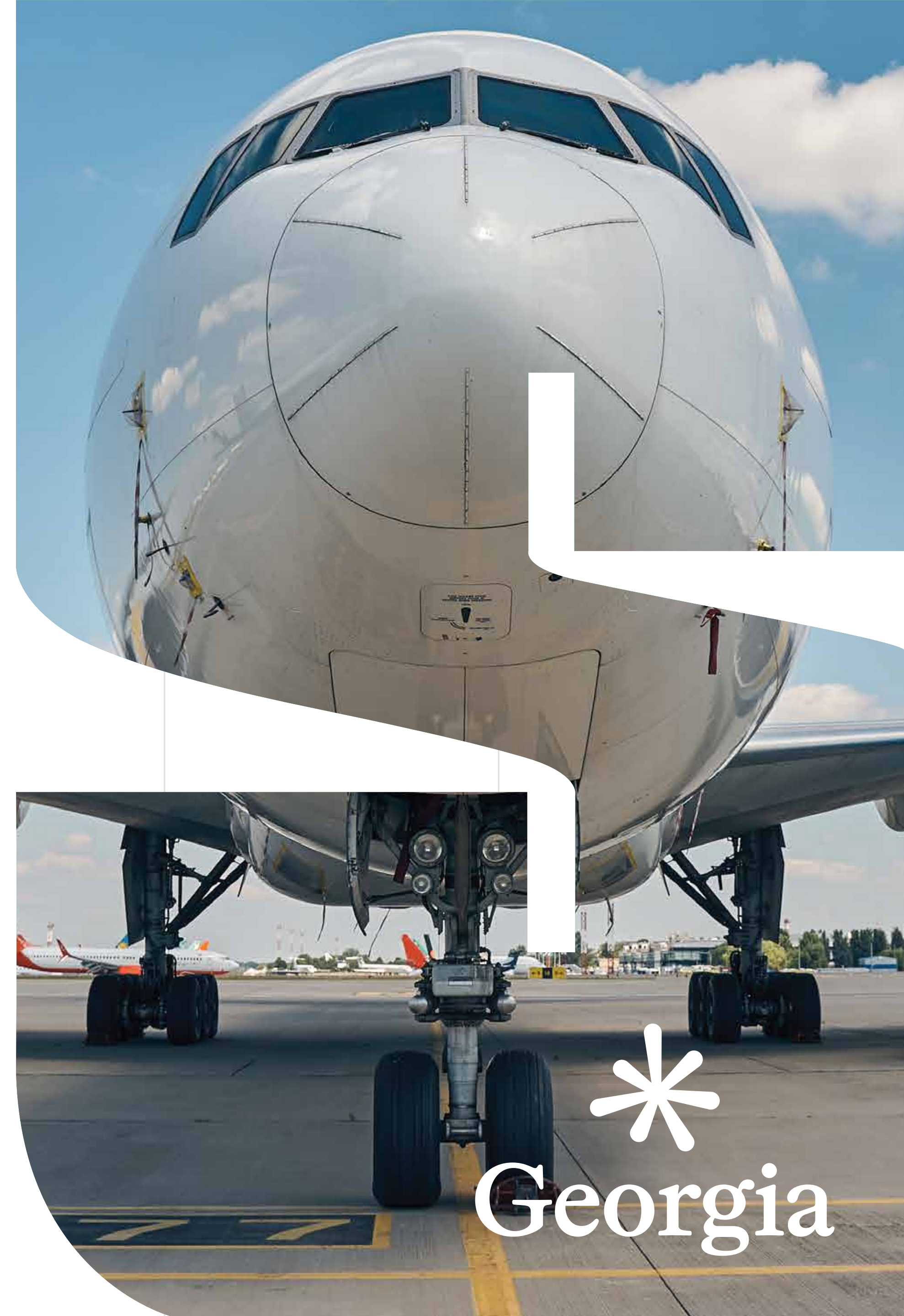
4.9%

Tourist Trips

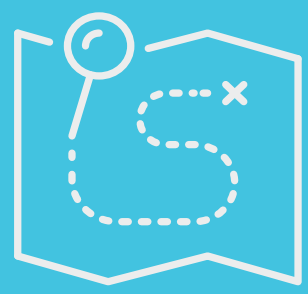
95.1%



Aviation and Tourism in Figures



*
Georgia



Aviation overview

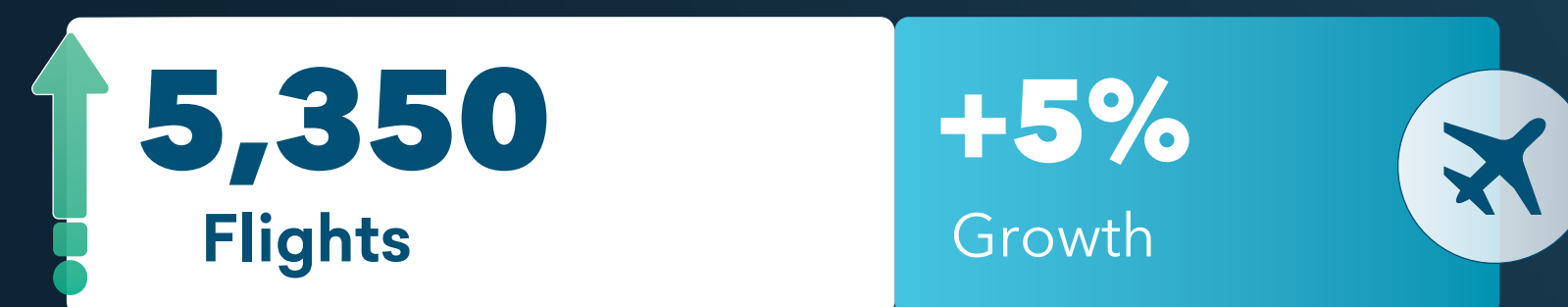
2025

Passenger Traffic in Georgian Airports increased by 14%, reaching 8.5 million passenger

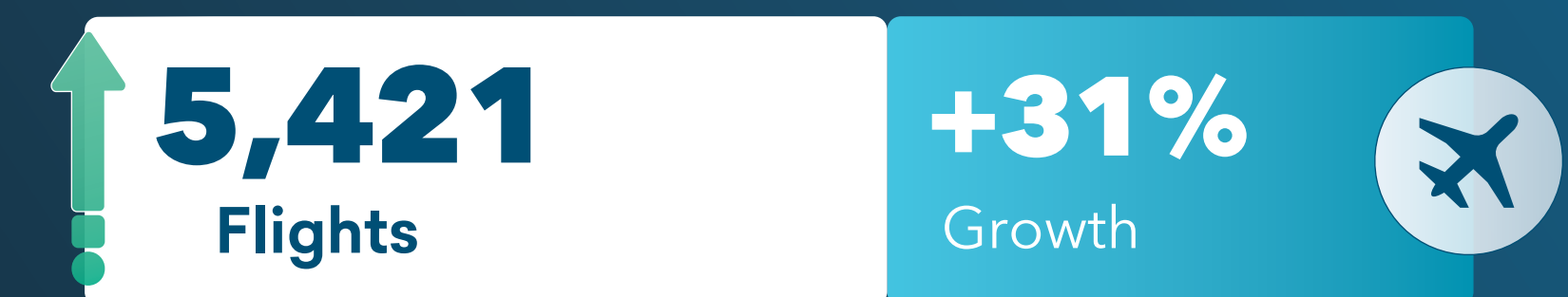
Tbilisi International Airport



Kutaisi International Airport

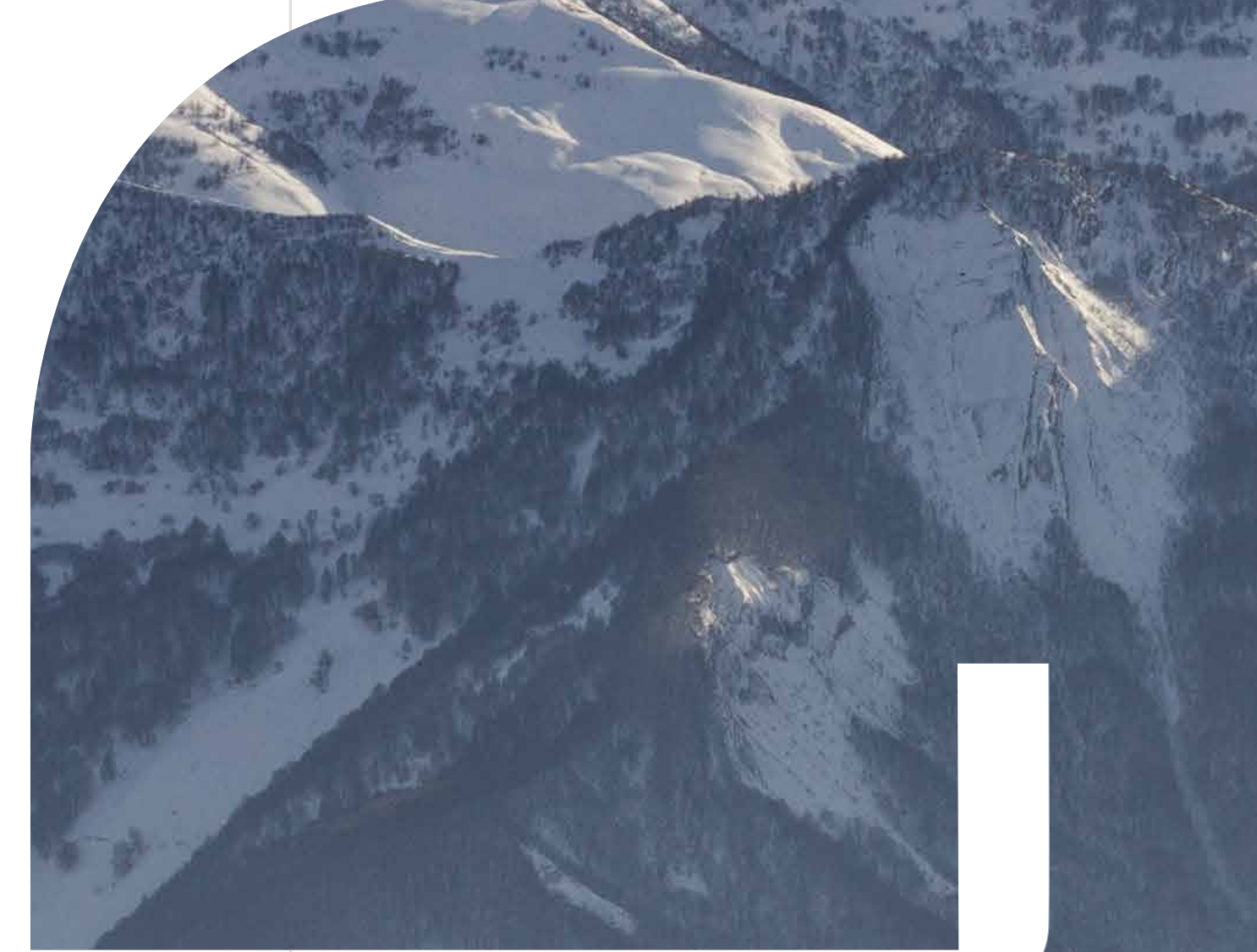


Batumi International Airport



Source: Georgian Aviation Agency

Characteristics of International Visitors in Figures



Georgia



CHARACTERISTICS OF INTERNATIONAL VISITOR VISITS

2025

TOTAL OVERNIGHT STAYS

38,572,861
nights

AVERAGE LENGTH OF STAY

5.6
nights

AVERAGE SPENDING PER VISIT

2,187
Gel

MAIN PURPOSE OF VISIT IN GEORGIA

HOLIDAY, LEISURE,
RECREATION

50.3%

VISITING FRIEND,
RELATIVES

23.9%

TRANSIT

12.9%

BUSINESS OR
PROFESSIONAL

6.1%

SHOPPING

4.9%

EDUCATION

0.6%

HEALTH

0.5%

OTHERS

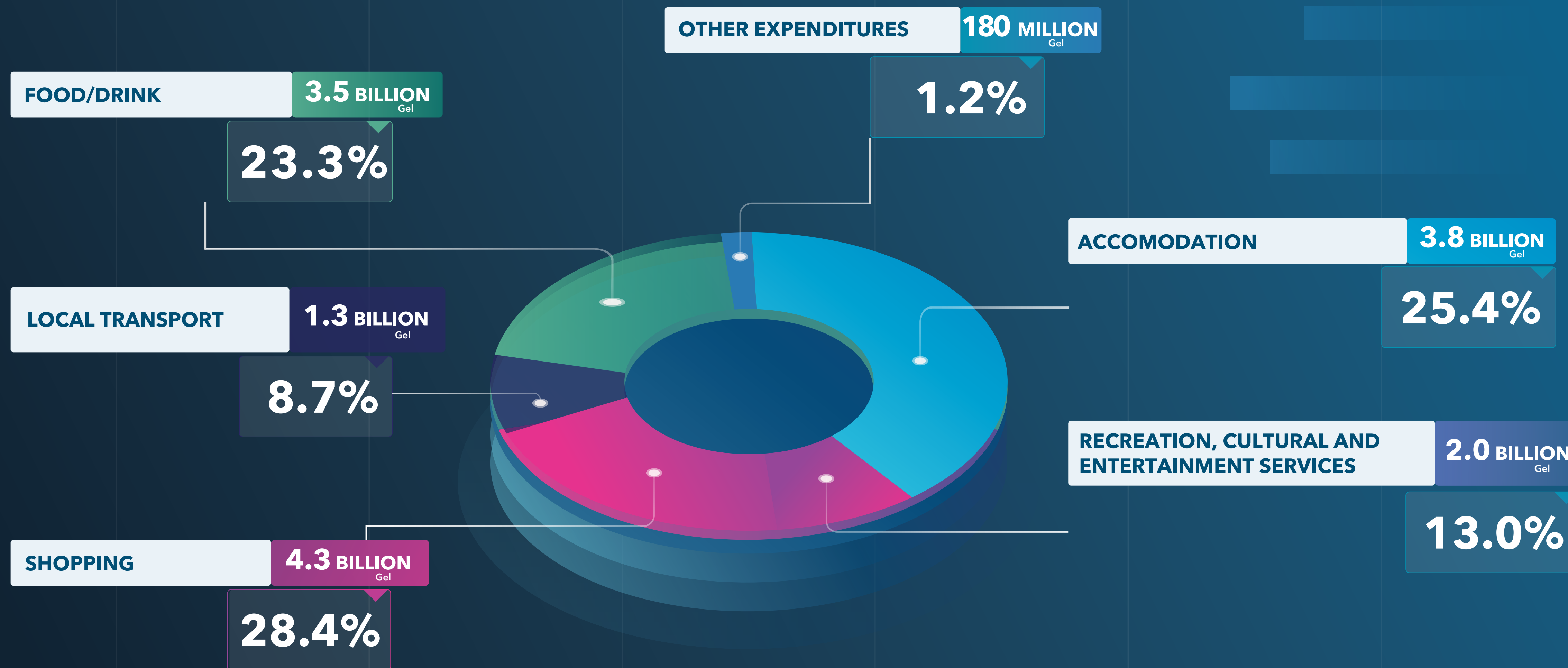
0.7%

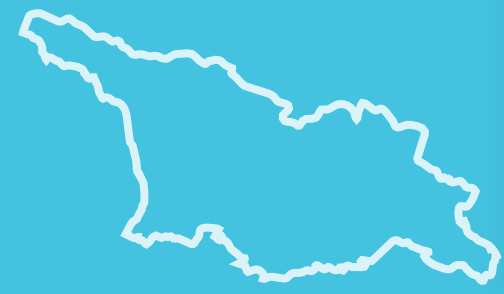


CHARACTERISTICS OF INTERNATIONAL VISITOR VISITS

2025

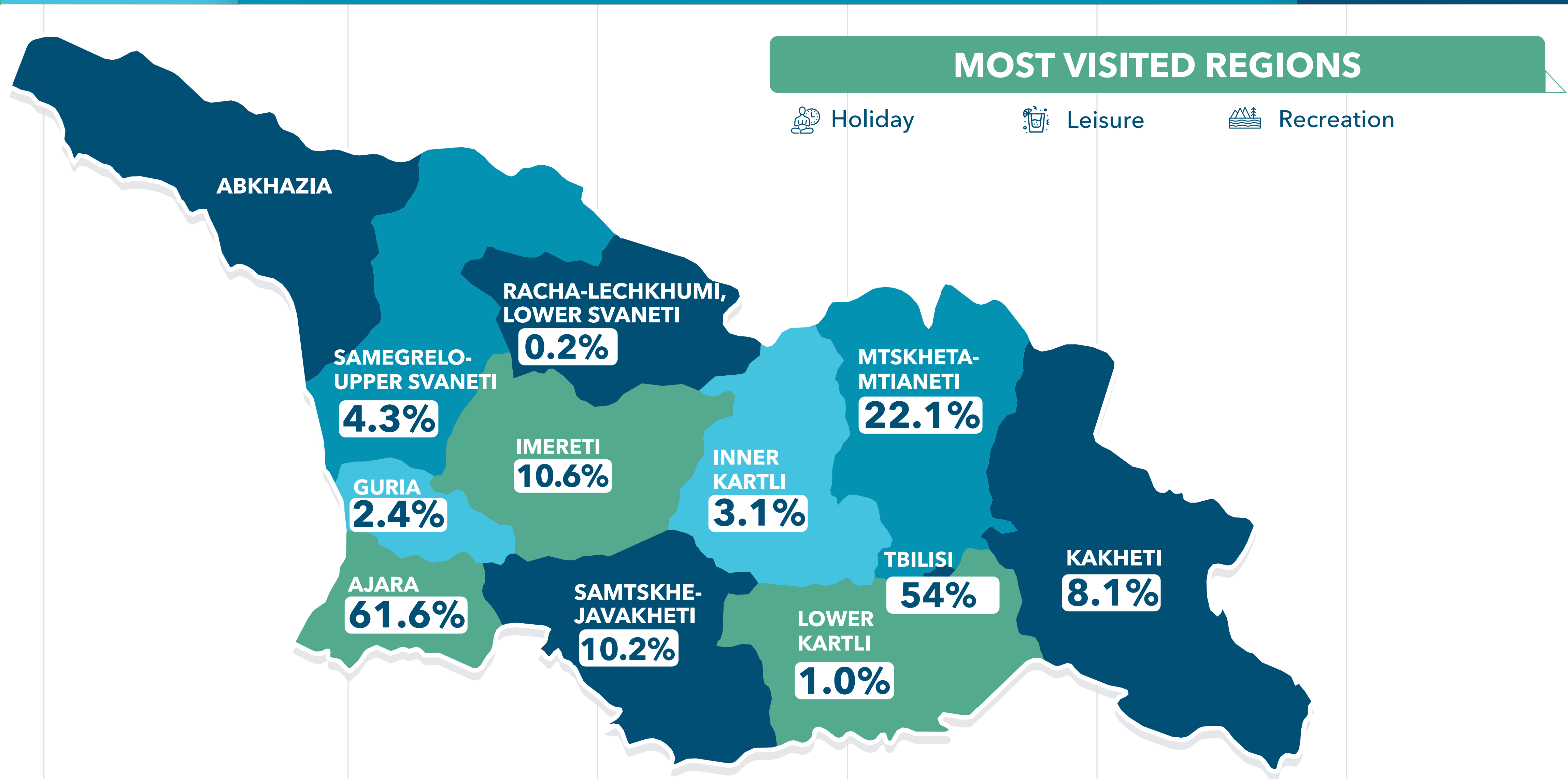
STRUCTURE OF EXPENDITURE





CHARACTERISTICS OF INTERNATIONAL VISITOR VISITS

2025



◆ Source: National Statistics Office of Georgia

Tourism's Role in the Economy



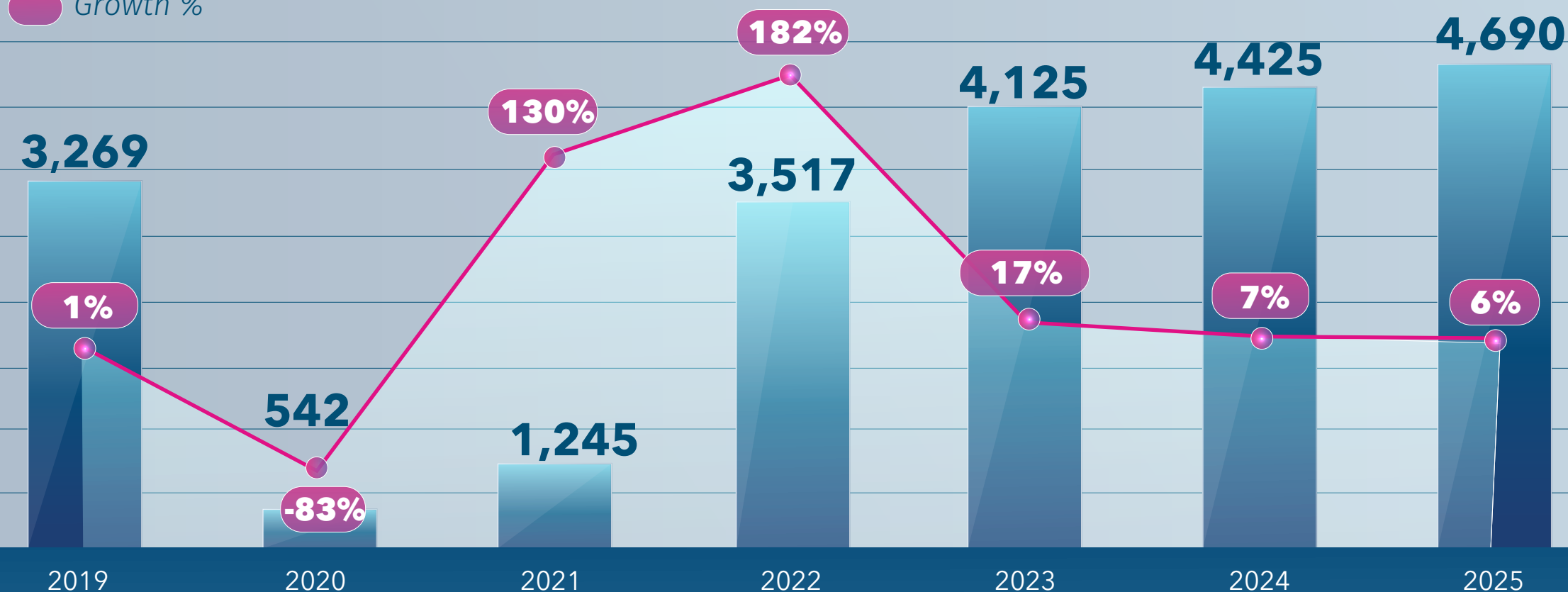
REVENUE FROM INTERNATIONAL TRAVEL

2025

REVENUE FROM INTERNATIONAL TRAVEL

Revenue from travel (Mln, USD)

Growth %



GEORGIA GENERATED A RECORD
NUMBER OF \$4.7 BILLION IN
REVENUE FROM INTERNATIONAL TRAVEL

4.7\$ BILLION

+6%

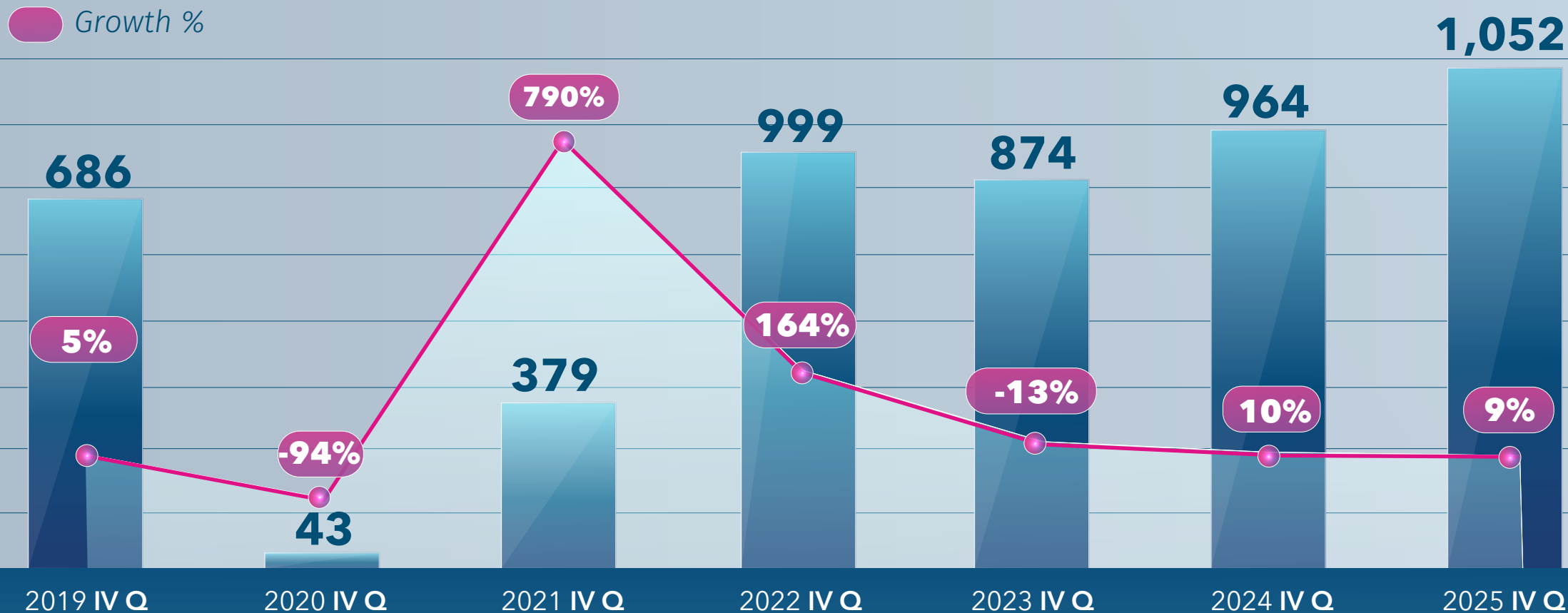
Compared to 2024



REVENUE FROM INTERNATIONAL TRAVEL IV QUARTER

Revenue from travel (Mln, USD)

Growth %



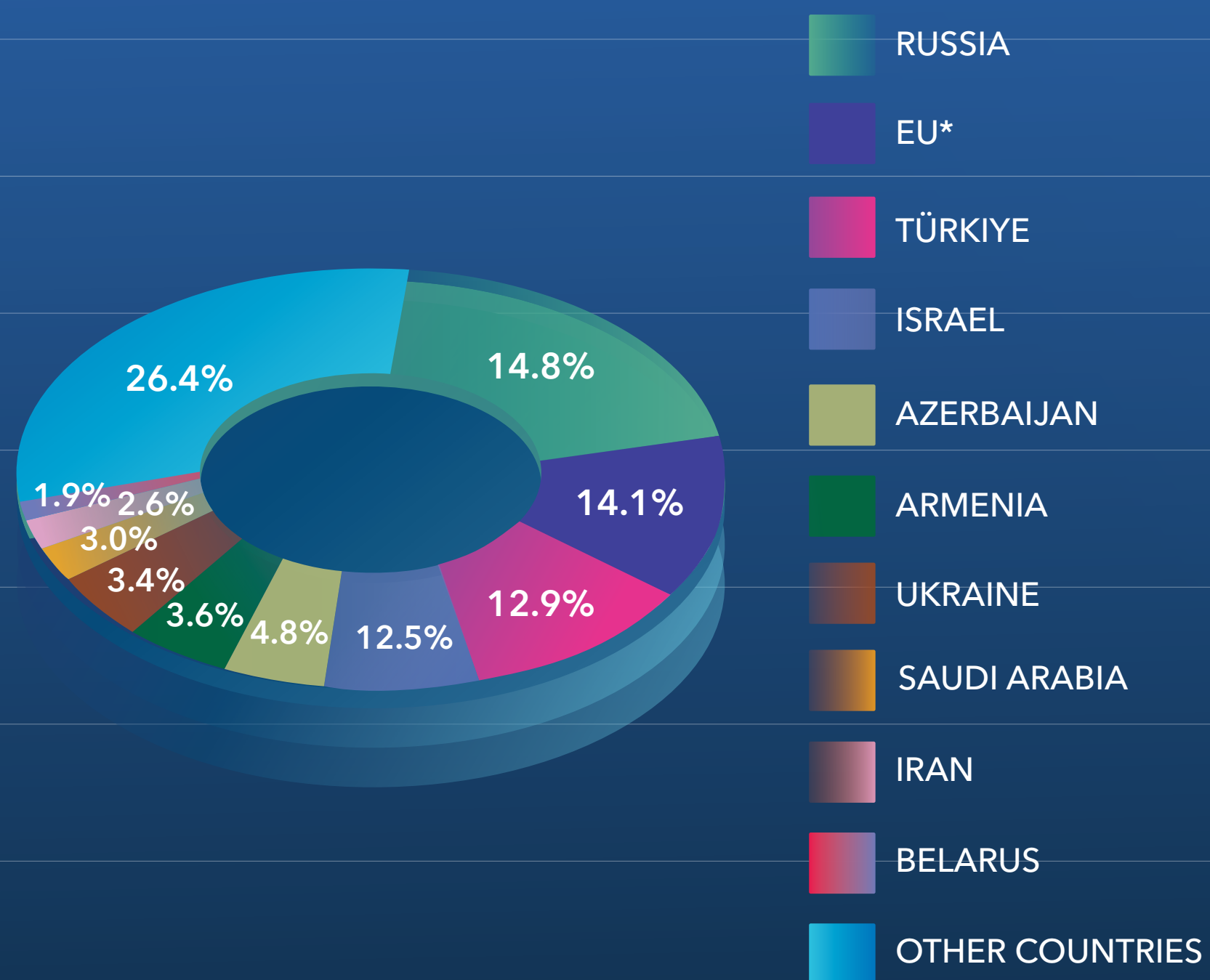
Source: Georgian National Bank



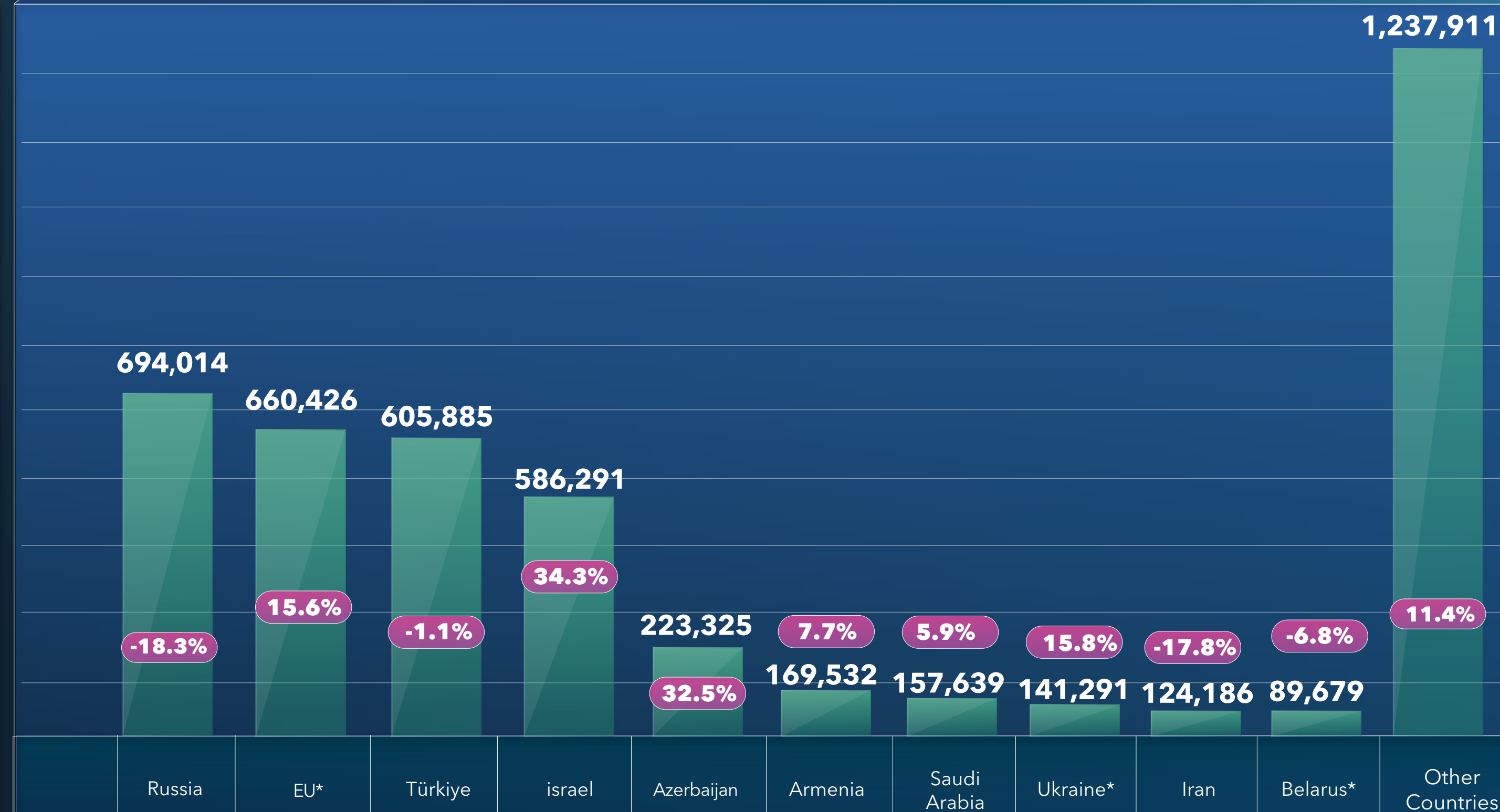
REVENUE FROM INTERNATIONAL TRAVEL

2025

REVENUE DISTRIBUTION BY COUNTRY



REVENUE CHANGES BY COUNTRY 2024/2025



Revenue from international travel (thousand, USD) Growth %

Source: Georgian National Bank

Hospitality in Figures



Georgia



ACCOMMODATION STATISTICS

2025

OCCUPANCY RATE OF BRANDED HOTELS

50.9%

+10.6%

56.3%

2024

2025

Occupancy rate OF REGISTERED AIRBNB LISTINGS:

Average occupancy rate

60.6%



ADR
267 GEL

Revpar
151 GEL

Registered
15,420 Airbnb listings





ACCOMMODATION STATISTICS

2025

ACCOMMODATION ESTABLISHMENTS

2,662

Accommodation
Establishments



ACCOMMODATION ESTABLISHMENTS OPENED IN 2024-2025

MORE
THAN 105

Accommodation
Establishments



UPCOMING HOTELS IN 2026-2029

MORE
THAN 340

Accommodation
Establishments



113,470

Total bed
capacity



MORE
THAN 8,995

Total bed
capacity

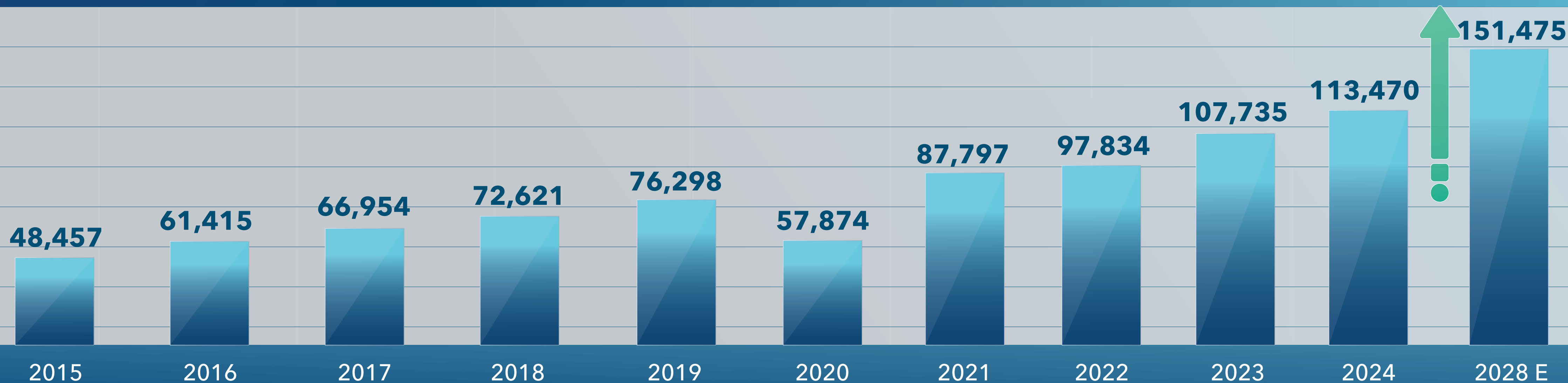


38,800

Total bed
capacity



TOTAL NUMBER OF BED CAPACITY IN THE COUNTRY



+33.5%

151,475



Visitor Satisfaction in Figures

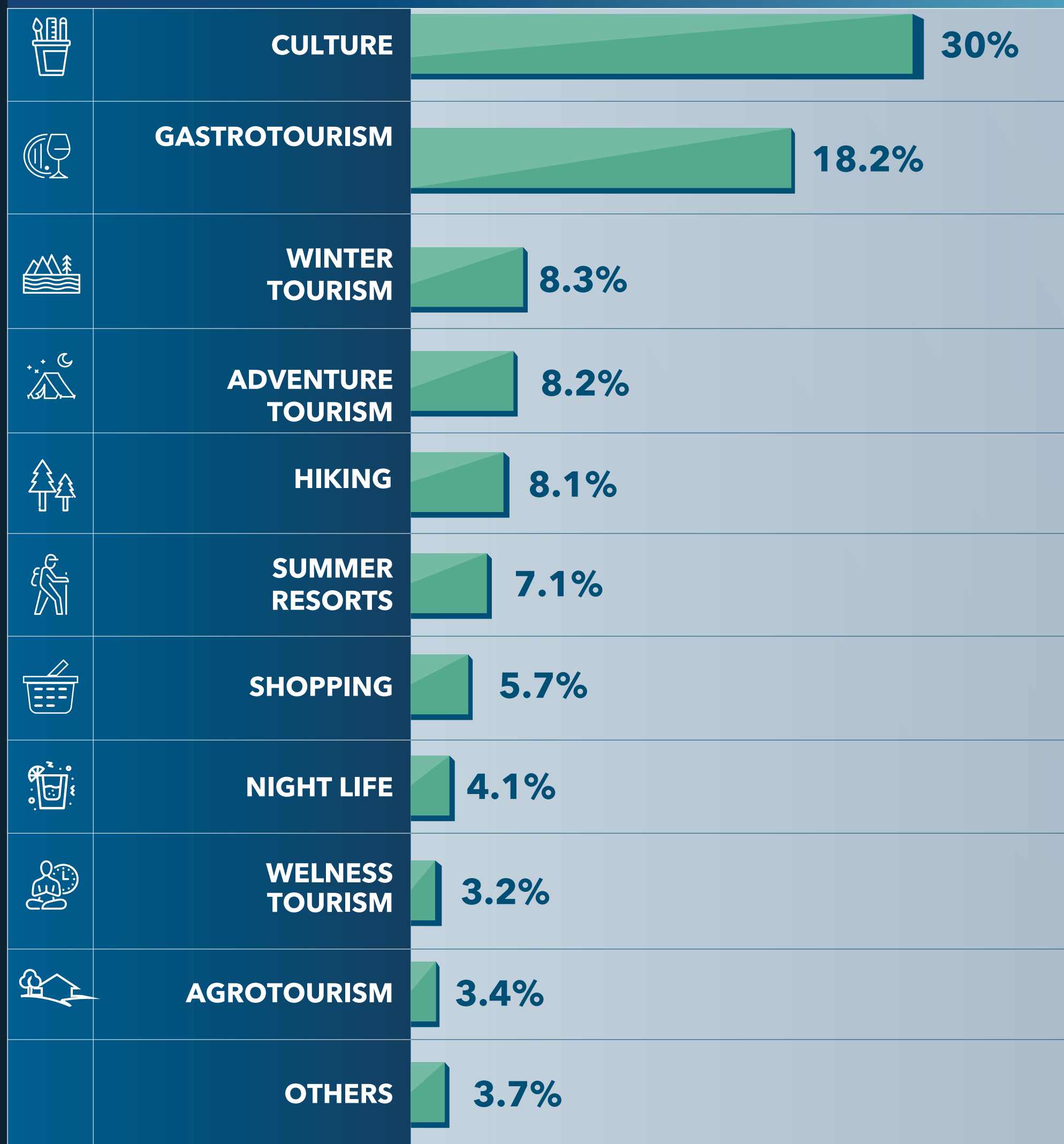




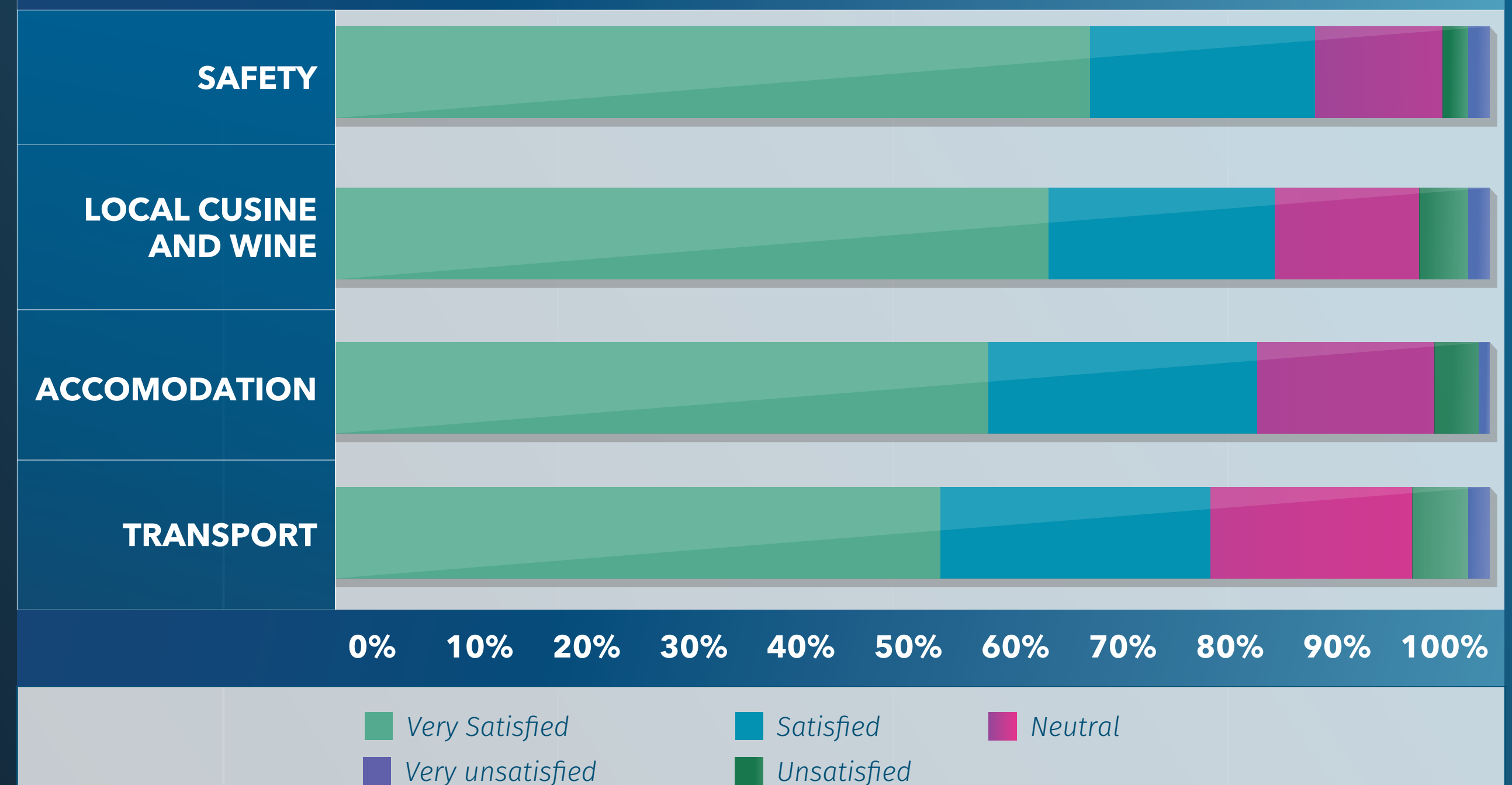
ANALYSIS OF VISITOR SATISFACTION

2025

DISTRIBUTION OF TOURISM PRODUCTS



DISTRIBUTION OF PRODUCTS BY SATISFACTION LEVEL



VISITORS

88.8%

would recommend traveling to Georgia

VISITORS

76.1%

PLAN TO RETURN TO GEORGIA



Source: Georgian National Tourism Administration; GNTA

TRAVELER

A non-resident person of any age **who moves between geographic areas for any duration and purpose.**

Includes Georgian citizens **who are residents of foreign countries.**
Excludes foreign citizens whose country of residence is Georgia.

VISITOR

A non-resident traveler aged **15 or older who visits Georgia for less than one year and whose completed visits** do not exceed eight per month.

If a traveler visits for more than one year or more than **eight times per month, the location is considered** part of their usual environment and excluded from visitor classification.

TOURIST

A visitor who **stays overnight** in Georgia

SAME-DAY VISITOR

A visitor who does not stay **overnight** in Georgia.

OTHER CATEGORY

Includes visits by **travelers** aged 14 or younger and visits within the usual environment (**8 or more visits** per month).

The number of international traveler visits is calculated according to the methodology developed based on the recommendations of the World Tourism Organization and includes completed visits.

Georgian National Tourism Administration

