



Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2024



INTERNATIONAL traveler trips

7.4 million



GROWTH
compared to 2023

+4.2%



INTERNATIONAL visitor trips

5.1 million



GROWTH
compared to 2023

+9%



REVENUE from international travelers

4.4\$ billion



GROWTH
compared to 2023

+7.3%



- ◆ According to 2024 data, 7.4 million international travelers visited Georgia. 4.2% increase compared to the previous year.
- ◆ International tourist visits increased by 9% compared to 2023 and it amounted to 5.1 million
- ◆ International travel revenue increased by 7.3% compared to 2023 and reached 4.4 billion USD.



INTERNATIONAL TRAVELER TRIPS

2024

In 2024, an increase in international visits was recorded. According to the data, 7,368,149 international travelers visited the country, which is 4.2% higher than data of the last year. Among them, the share of visits by international visitors is 87.6%, the number of which is 6,456,064.

In the fourth quarter of 2024, the amount of international visitor trips increased by 4.5% compared to 2023 and accounted 1,573,488 visits.



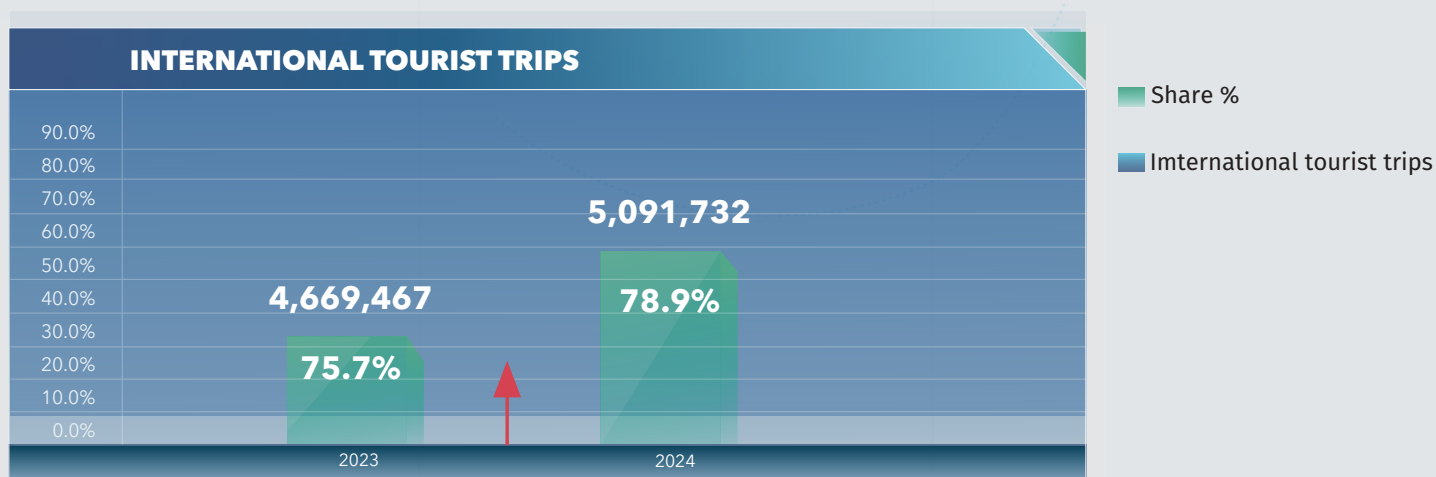
The number of international visitor arrivals increased by 4.6% compared to the previous year. The share of neighboring countries in the number of international visitor arrivals is decreasing from 64.4% to 60.8%, and the share of other countries in visits is increasing.



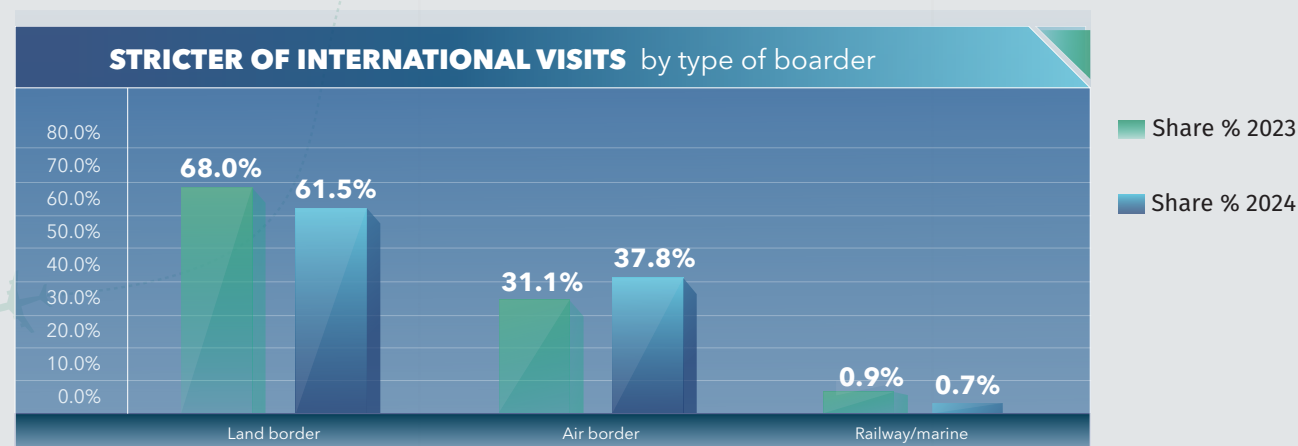


In 2024, a record number of tourist visits was recorded, reaching 5.1 million. According to data of 2024, their share in visitor visits increased compared to 2023 and amounted to 78.9%. It is noteworthy that compared to the same period last year, the increase in tourist visits is 9%.

As of the fourth quarter of 2024, the number of tourist visits was increased by 8.4% compared to 2023 and accounted 1,098,890, visits.

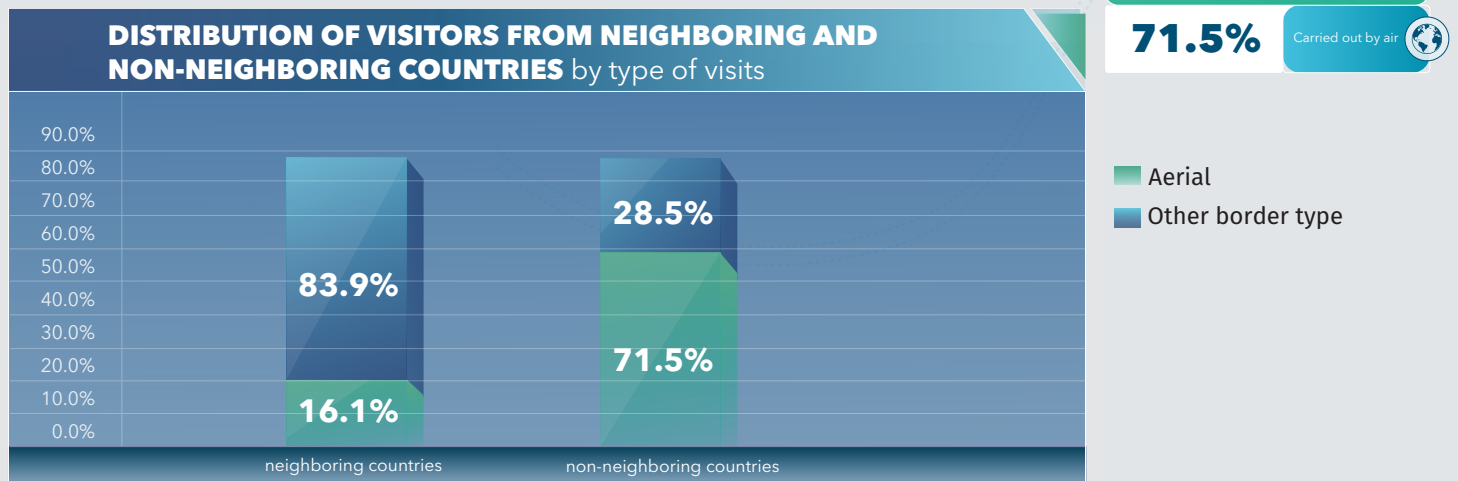


Traditionally the largest share of international visitor trips were made through the land border- 3,969,922 (61.5% of all international visits), including 1,311,190 visits through Sarpi border a share of 33% of all land border visits. **The number of air border visits is significant, which amounted 2,438,796 visits.** The share of air visits in international visits increased from 31.1% to 37.8%. Tbilisi Airport has the largest share of air border visits with 65.6%, followed by Kutaisi International Airport (18%) and Batumi International Airport (16.4%).





The structure of international visits significantly differs between residents of neighboring and non-neighboring countries. Only 68.3% of visits from neighboring countries classify as tourist visits (2,680,103), while same figure **for non-neighboring countries is 95.3% (2,411,629)**. On the other hand, only 16% of visits from neighboring countries were made by air, while most people from other countries travel by air (71.5%).



In 2024, Georgia experienced a significant increase in high-spending inbound tourism. That year, there were **140,739 international visits from the Persian Gulf countries, increasing 22.7% compared to 2023**. Specifically, Saudi Arabia accounted for 88,298 international visits, an increase of 21%, while Kuwait contributed 27,277 visits, reflecting a 38.9% year-over-year rise. Notably, travelers and residents from the Persian Gulf region are known for their high spending capacity.

Record-breaking figures were also observed from other high-spending countries. From Israel, Georgia received 310,982 international visits, an increase of 43.3% compared to 2023. From India, there were 124,335 visits, up by 46.8%. Significant growth was also recorded from China and the United States, with 88,583 (an increase of 83.4%) and 51,728 (10.7%) international visits, respectively.

From the European Union and the United Kingdom, a total of 438,414 international visits were recorded in 2024, representing a 3.8% increase compared to the previous year. Among European countries, the leading sources of international visitors to Georgia were Germany with 78,644 visits (an increase of 14.3%), the United Kingdom with 32,372 visits (5.3%), France with 28,302 visits (20.2%), Greece with 27,557 visits (21.3%), Italy with 19,895 visits (24.6%), the Netherlands with 18,759 visits (26.7%), and Spain with 14,735 visits (13.8%).



REVENUES FROM INTERNATIONAL TOURISM

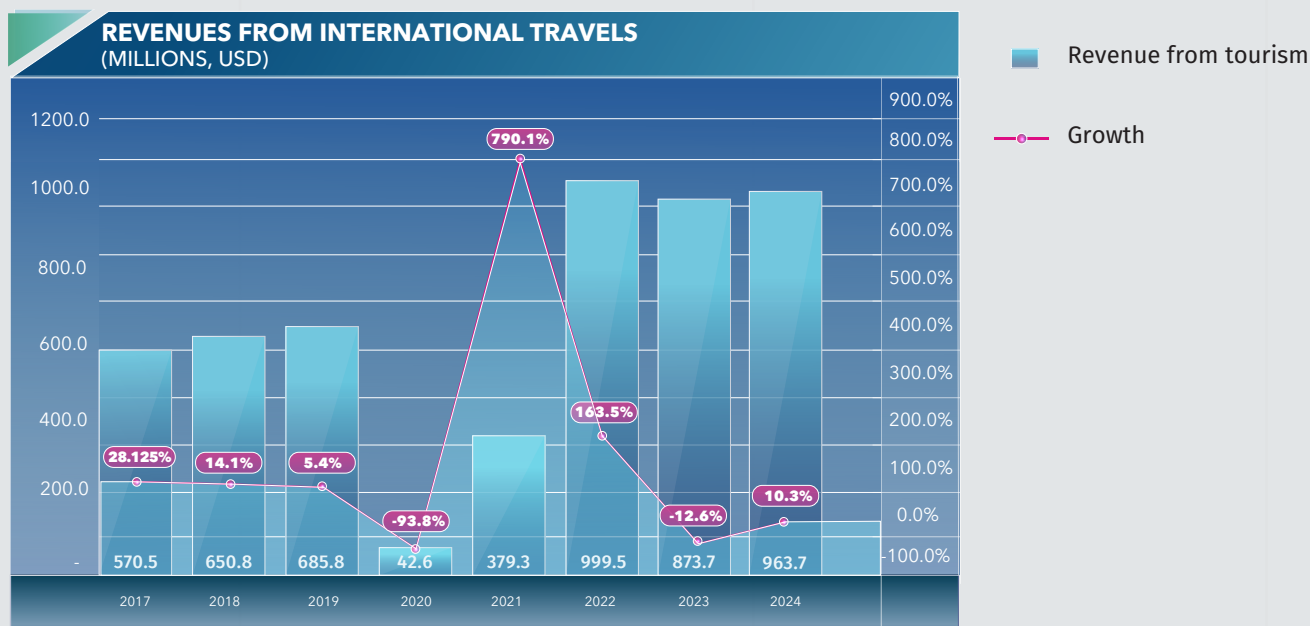
2024

In 2024 Georgia received 4.4 billion USD in revenues from international travel (tourism).

Revenue from international travel exceeded the 2023 figure by 7.3%, reaching a record high of \$4,425,376,937 USD.



As of the fourth quarter, the country generated \$964 million USD in revenue from international travel, which exceeds the 2023 figures by 10.3% (an increase of \$90 million USD).

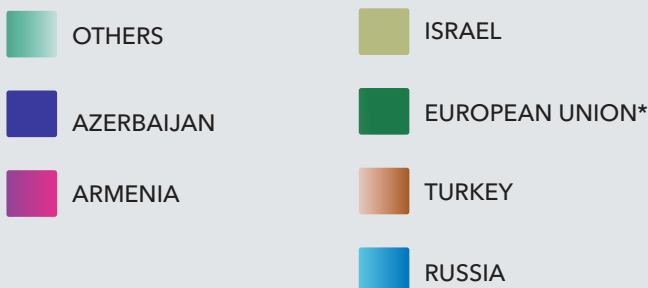
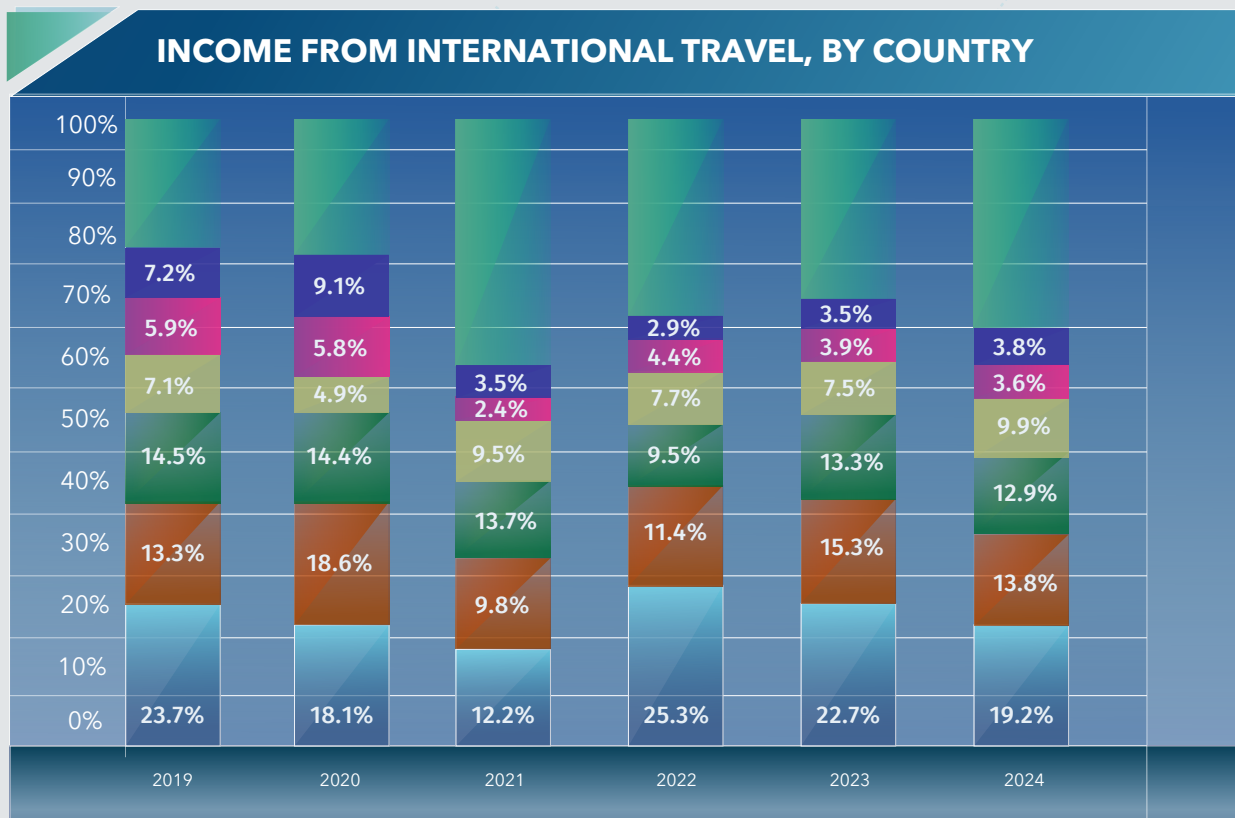




REVENUES FROM INTERNATIONAL TOURISM

2024

In 2024, the highest revenues from international travel came from the following countries and regions: Russia with \$850 million USD (accounting for 19.2% of the total), Turkey with \$612 million USD (13.8%), the European Union with \$571 million USD (12.9%), and Israel with \$437 million USD (9.9%). In the fourth quarter of 2024, the leading sources of travel-related income remained the same: Russia with \$175 million USD (18.2%), Turkey with \$134 million USD (13.9%), the European Union with \$115 million USD (11.9%), and Israel with \$114 million USD (11.8%).



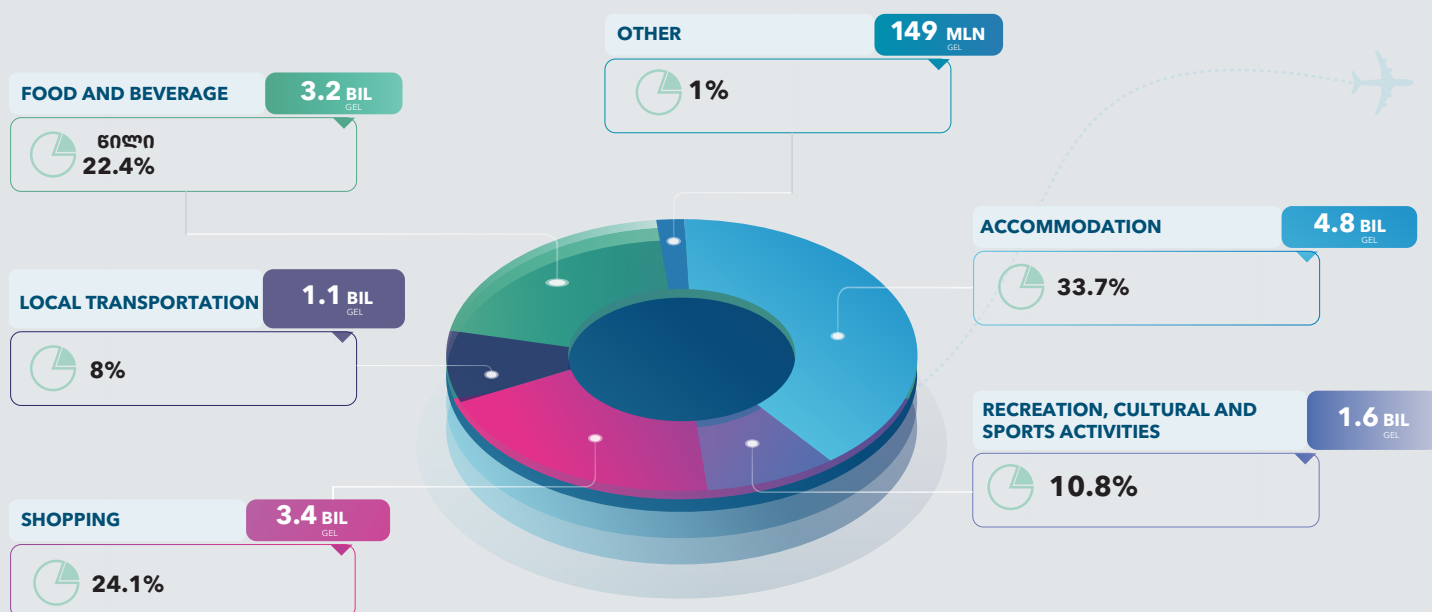


Characteristics of International visitor visits

2024

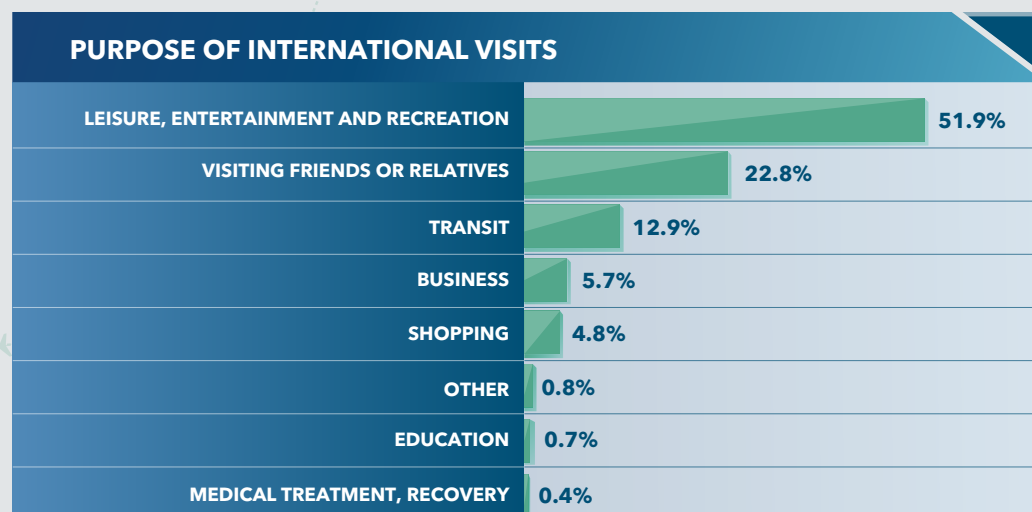
The average spending per visit amounted to 2,211 GEL, which is a 5.4% increase compared to 2023.

According to 2024 data, international visitors spent 4.8 billion GEL on accommodation, which is 33.7% of total spending. Next came spending on shopping, which reached 3.4 billion GEL and amounted to 24.1% of total spending. 3.2 billion GEL was spent on food and beverages, which amounted to 22.4% of total spending. Spending on recreation, cultural and sports activities - 1.6 billion, amounted to 10.8% of total spending. 1.1 billion GEL was spent on local transport, which is 8% of total spending. 149 million GEL was spent on other spending, amounted to 1% of total spending.



According to 2024 data, the number of international visitors' overnight stays amounted to 35,739,326, which is a 7.3% increase compared to 2023. The average length of overnight stays per visit reached 5.5 nights.

According to 2024 data, 51.9% of international visitors come to Georgia for leisure, entertainment and recreation; 22.8% to visit friends or relatives, 12.9% for transit and the remaining 12.4% for other purposes.





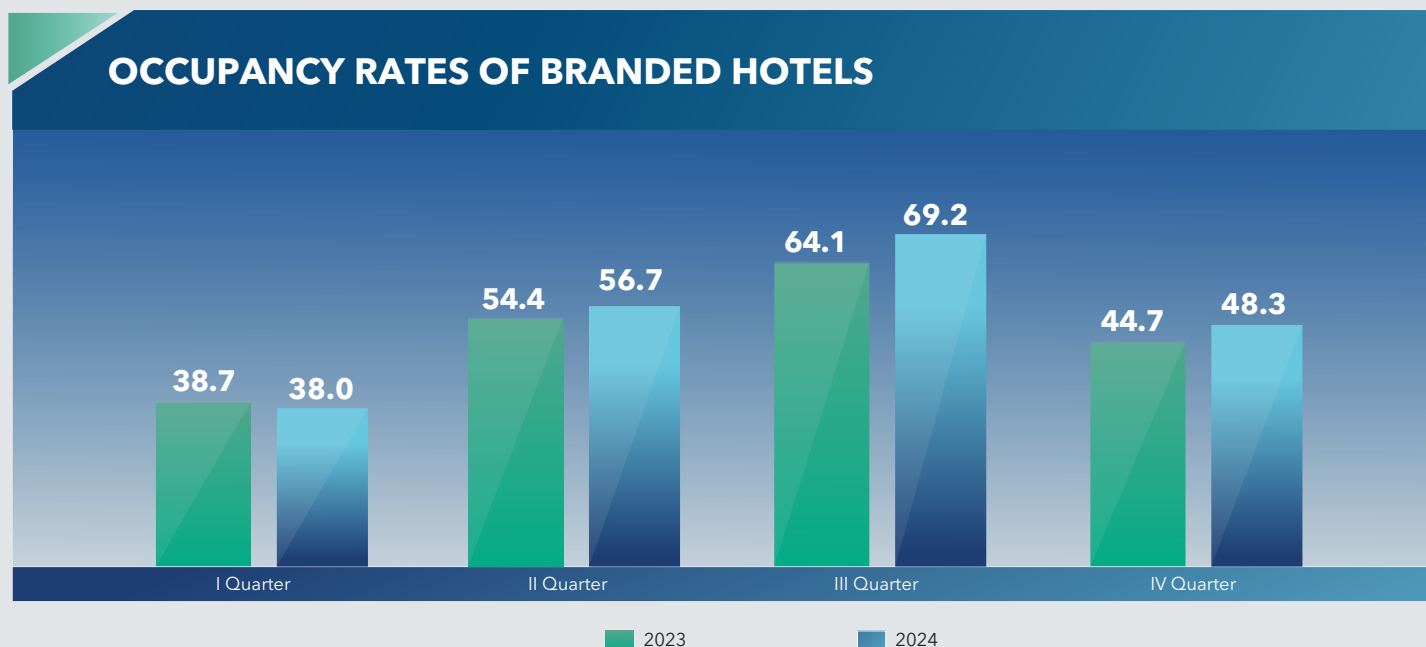
PERFORMANCE INDICATORS OF ACCOMMODATION

2024

According to data from the international research company STR Global, the occupancy rate of branded hotels in Georgia in 2024 reached 53.1%, which is 5.3% higher compared to 2023. The highest occupancy was recorded in July, at 70%, consistent with the typical peak season from July to September. Batumi led in occupancy with 61.8%, followed by Tbilisi with 54.5%, while the rest of the country recorded an occupancy rate of 52%.

The average daily rate (ADR) for a room in branded hotels in Georgia was 268.7 GEL, and revenue per available room (RevPAR) stood at 142.7 GEL.

As of December 2024, the occupancy rate for branded hotels in Georgia was 40.8%, representing a 1.2% increase compared to the same period in 2023.



One of the most widely used platforms, Airbnb, plays a significant role in Georgia's accommodation sector. As of December 2024, there were 11,027 listings registered on the platform across the country, offering over 22,000 beds.

The occupancy rate of properties listed on Airbnb increased in 2024, reaching an average of 46.1%, which represents a 1.2% growth compared to 2023. In December 2024, 44.8% of Airbnb-listed properties in Georgia were occupied, marking a 2.6% increase compared to the same month in 2023.



2024

