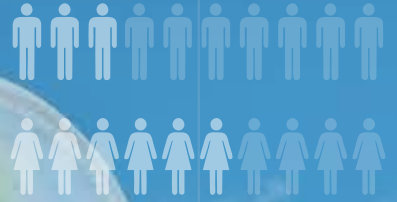




Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2025

I-II QUARTER



INTERNATIONAL traveler trips

3.2 million



GROWTH +4.4%
compared to
2024 I-II quarter



INTERNATIONAL Tourist trips

2.3 million



GROWTH +6.9%
compared to
2024 I-II quarter



REVENUE from international travelers

2\$ billion



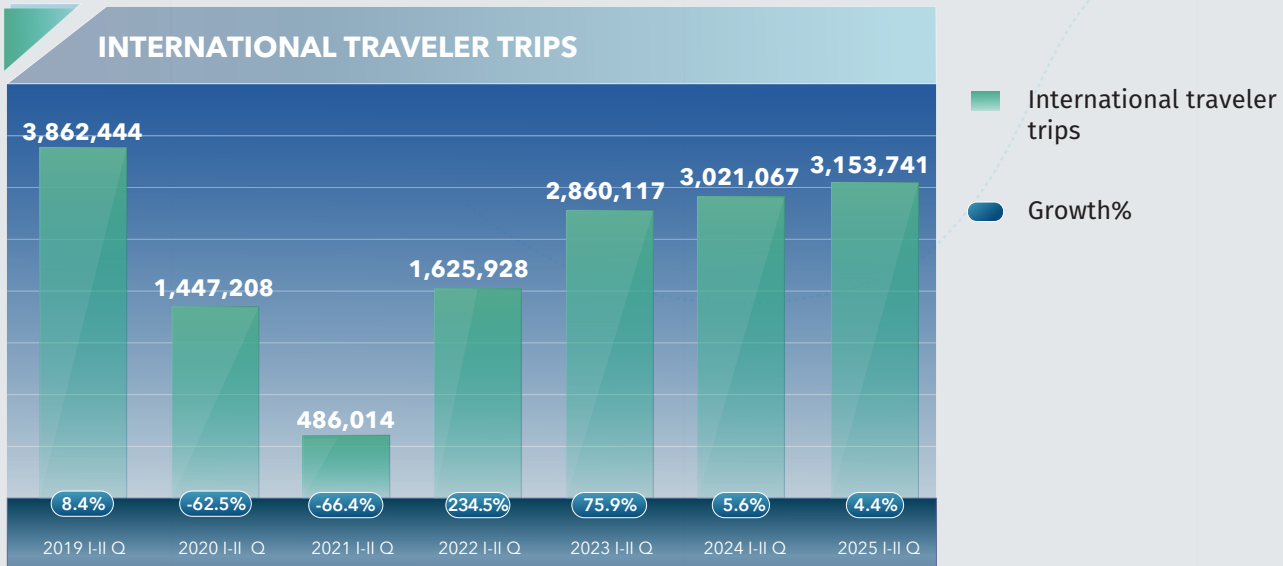
GROWTH +3.8%
compared to
2024 I-II quarter



- ◆ According to 2025 data, 3.2 million international travelers visited Georgia in second quarter. 4.4% increase compared to the previous year.
- ◆ International tourist visits increased by 6.9% compared to last year's data and it amounted to 2.3 million
- ◆ International travel revenue increased by 3.8% compared to 2024 and reached 2 billion USD.

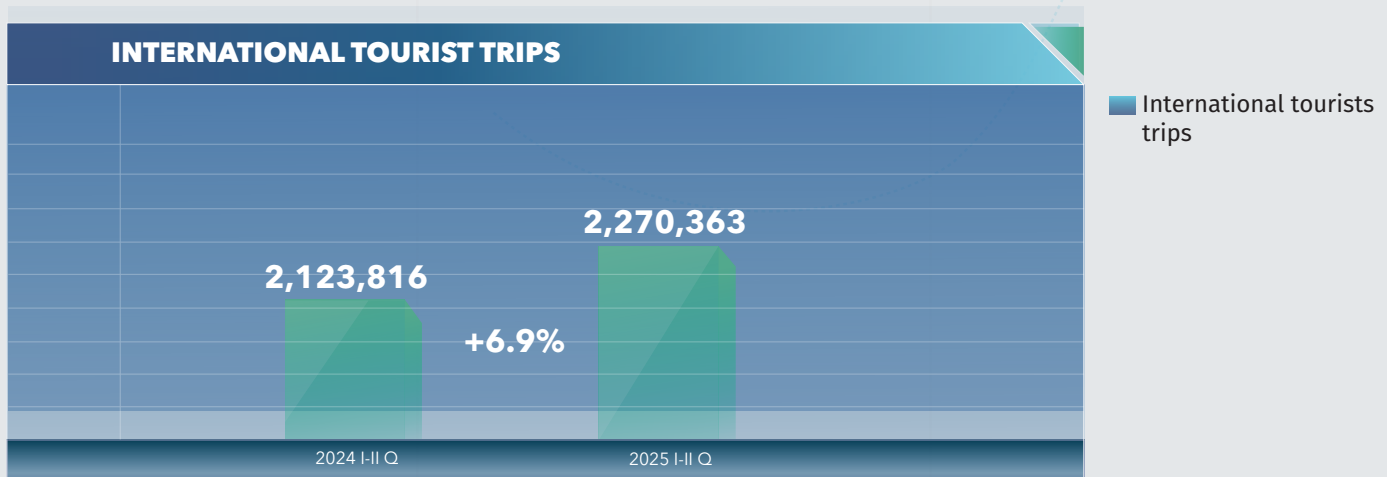


According to the data from the first and second quarters of 2025, there was an increase in international visits, with a total of 3,153,741 international travelers visiting the country, which is a 4.4% increase compared to the same period last year. Among them, international visitor visits accounted for 89.1%, amounting to 2,810,524 visits. The number of international visitor visits increased by 4.6% compared to the first and second quarters of the previous year.

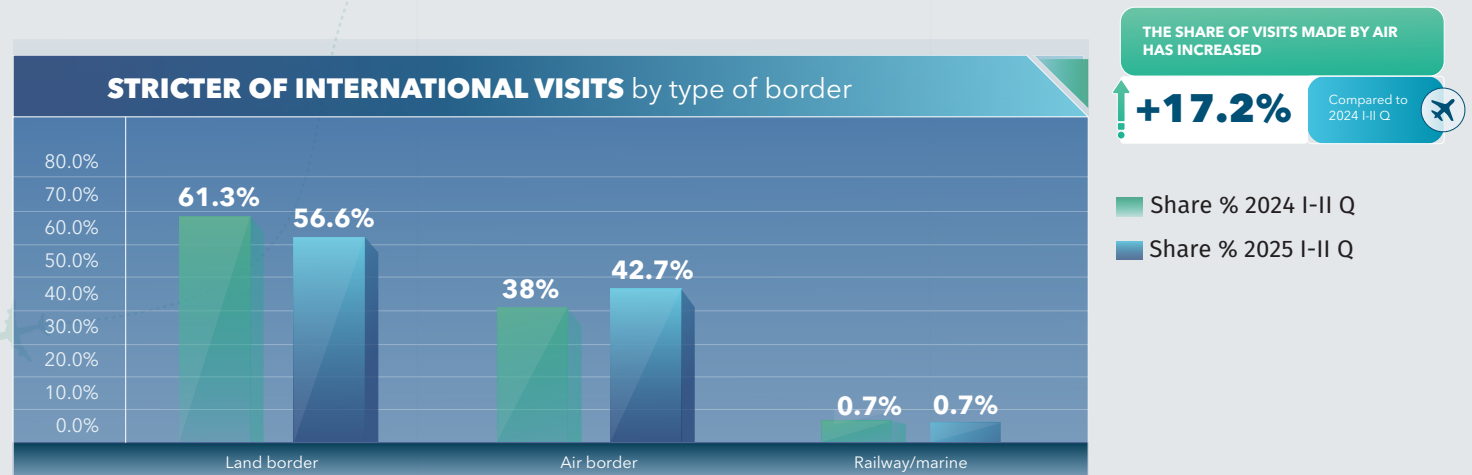




In the first and second quarters of 2025, the number of tourist visits increased, reaching a record **2,270,363 visits**. According to data from January to June 2025, their share in visitor visits increased compared to the same period in 2024, amounting to 80.8%. It is noteworthy that compared to the same period last year, tourist visits increased by 6.9%.



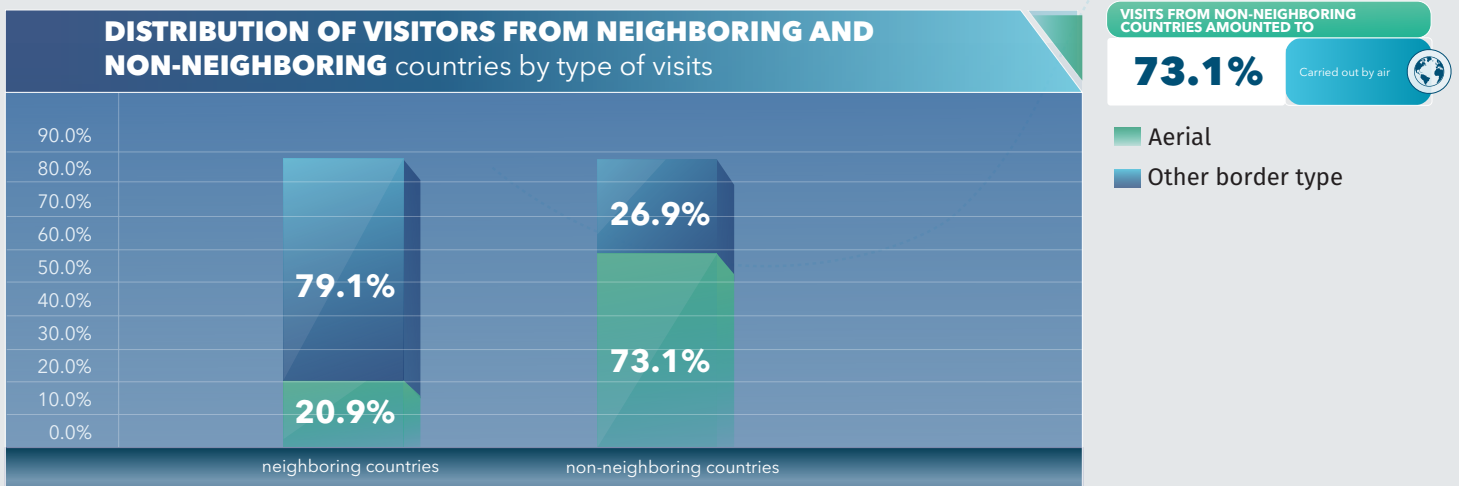
In the first two quarters of 2025, the largest share of international visitor visits was, as usual, carried out through land borders – 1,591,525 international visits (56.6% of all international visits). Among these, 489,549 visits were recorded through the Sarpı border checkpoint, accounting for 30.8% of land border visits. The number of visits carried out via air borders is also significant, totaling 1,198,800. The share of air visits in total international visits increased from 38% to 42.7%. The largest share of air border visits, 67.1%, was through Tbilisi International Airport, followed by Kutaisi International Airport with 17.3% and Batumi International Airport with 15.7%.





The structure of international visits differs significantly between residents of neighboring countries and those from other countries. Among visits from neighboring countries, only 70.5% are tourist visits (1,157,534), while the same figure for other countries is 95.1% (1,112,829 visits).

Additionally, only 20.9% of visits from neighboring countries were made by air, whereas the majority of visitors from other countries traveled by air (73.1%).



During the January-June period of 2025, the highest numerical growth in international visits was observed from Russia, with an increase of 53,580 visits (+10.2% compared to the same period last year), followed by Israel with 45,081 additional visits (+35.7%), Azerbaijan with 35,776 (+36%), India with 18,146 (+31.4%), and China with 13,902 (+42.3%). Among the top 15 countries by number of international visitor visits, the leading positions are held by Russia (581,099 visits), Turkey (533,614), Armenia (390,788), Israel (171,294), and Azerbaijan (135,248).



Country	2024 I-II Quarter	2025 I-II Quarter	2024/2025 Change	2024/2025% Change
Russia	527,519	581,099	53,580	10.2%
Türkiye	623,972	533,614	-90,358	-14.5%
Armenia	387,691	390,788	3,097	0.8%
Israel	126,213	171,294	45,081	35.7%
Azerbaijan	99,472	135,248	35,776	36.0%
India	57,747	75,893	18,146	31.4%
Kazakhstan	70,298	62,713	-7,585	-10.8%
Iran	61,961	57,292	-4,669	-7.5%
Ukraine	51,393	56,461	5,068	9.9%
China	32,853	46,755	13,902	42.3%
Belarus	43,668	46,248	2,580	5.9%
Poland	27,615	33,658	6,043	21.9%
Germany	31,096	32,392	1,296	4.2%
Uzbekistan	25,661	29,376	3,715	14.5%
Saudi Arabia	22,271	26,910	4,639	20.8%

A record 47,430 visits were made from the Gulf countries during this period, marking a 10.5% increase (+4,525 visits) compared to the previous year. Among these, visits from Oman grew by 45.5% (+651 visits), from Saudi Arabia by 20.8% (+4,639 visits), from Qatar by 15.9% (+116 visits), and from the United Arab Emirates by 12.5% (+746 visits). On the other hand, visits from Kuwait decreased by 14.6% (-1,609 visits) and from Bahrain by 1.2% (-18 visits).

According to data from the January–June period of 2025, a record 201,986 visits were made from European Union countries and the United Kingdom, representing a 10.2% increase compared to the same period in 2024. Among these, visits increased significantly from Greece (+28.2%; +3,006 visits), Italy (+26.1%; +2,271 visits), Spain (+25.9%; +1,638 visits), the United Kingdom (+25.8%; +3,880 visits), Poland (+21.9%; +6,043 visits), and Germany (+4.2%; +1,296 visits), among others. Meanwhile, visits declined from some countries such as Lithuania (-15.8%; -1,529 visits), Latvia (-13.4%; -1,244 visits), and a few others.

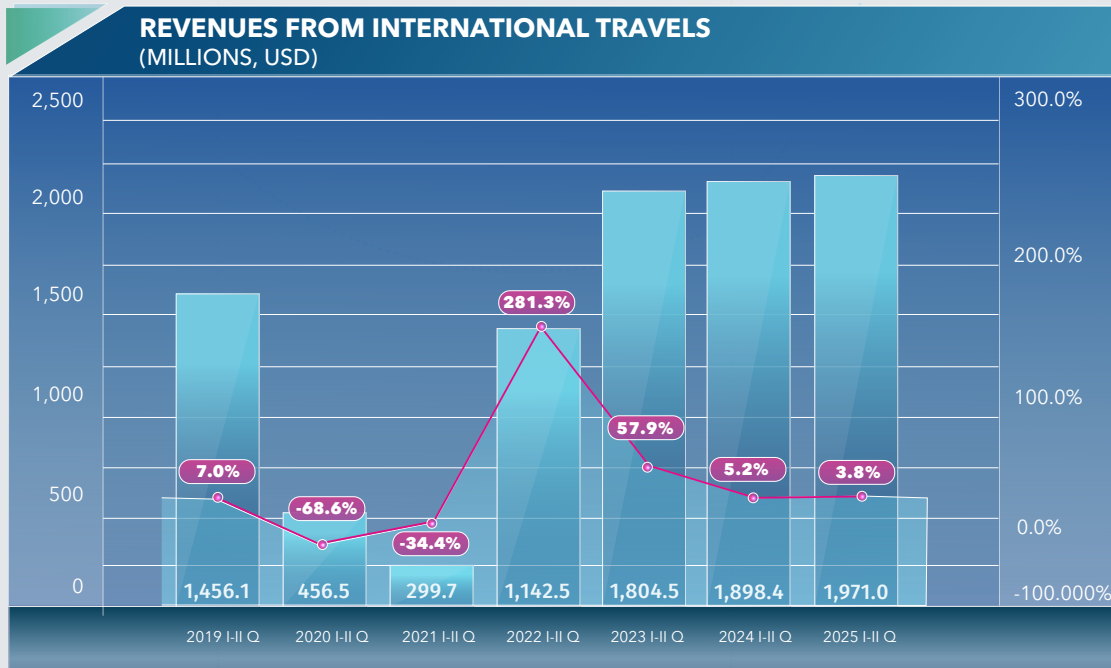


REVENUES FROM INTERNATIONAL TRAVEL

2025
I-II Quarter

In I-II quarter of 2025 Georgia received 2 billion USD in revenues from international travel (tourism).

Revenues from international travel increased by 3.8% compared to the same period in 2024, reaching a record 1,970,998,614 USD. This figure also exceeds the results of the first two quarters of 2019 by 35.4%.



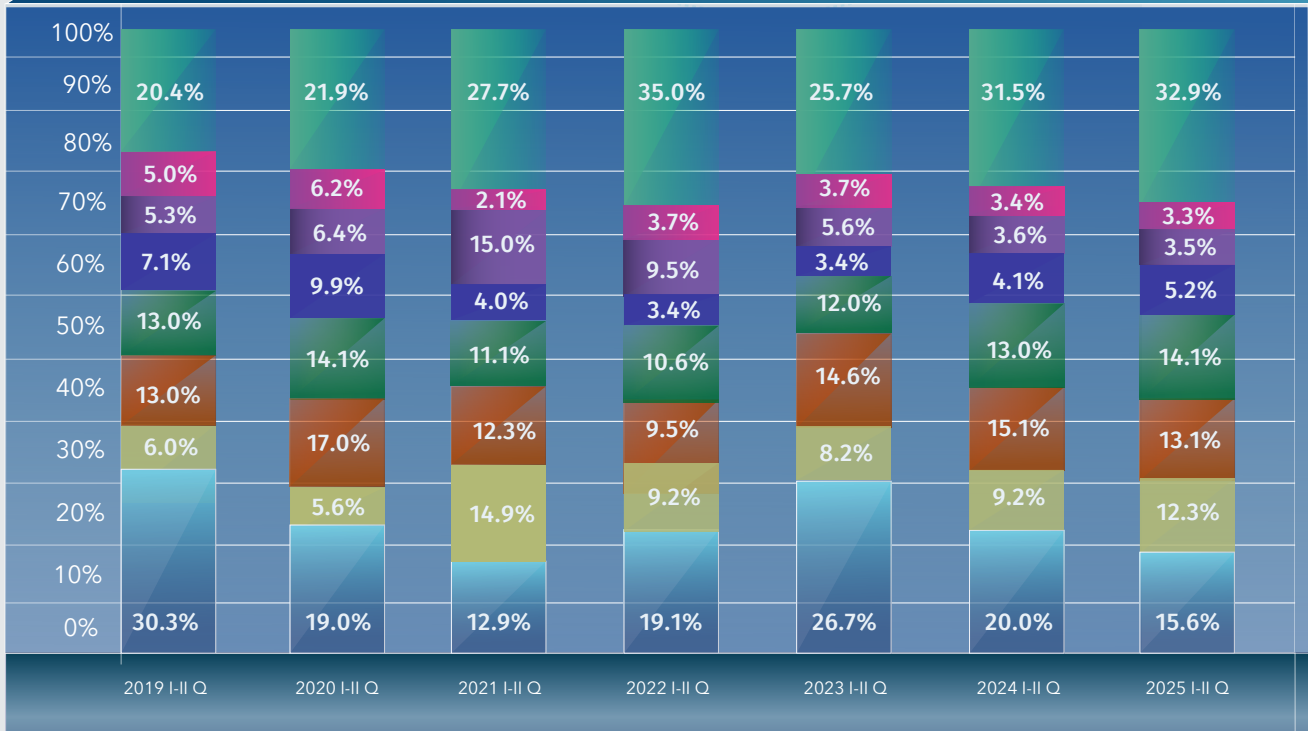
In the first and second quarter of 2025, the highest income from travel came from Russia (308 million USD, share 15.6%), the European Union and the United Kingdom, reaching a record figure of 277 million USD (share: 14.1%). This was followed by Turkey (259 million USD, share: 13.1%) and Israel (242 million USD, share: 12.3%).



REVENUES FROM INTERNATIONAL TRAVEL

2025
I-II Quarter

INCOME FROM INTERNATIONAL TRAVEL, BY COUNTRY





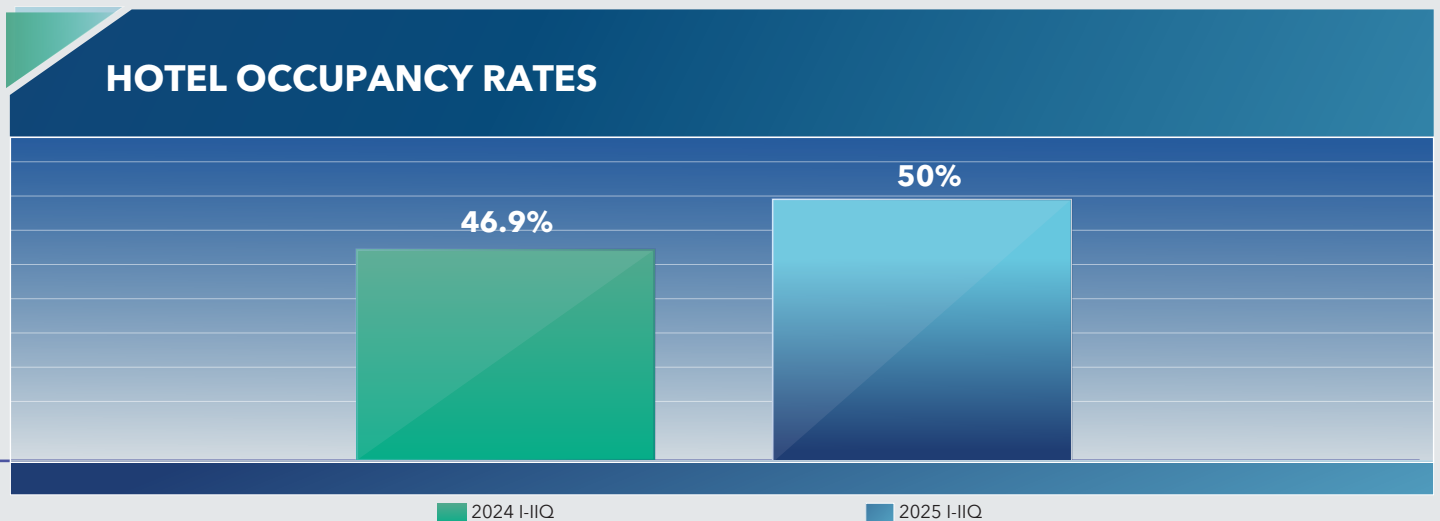
PERFORMANCE INDICATORS OF ACCOMMODATION

2025
I-II Quarter

According to data from the international research company STR Global, in the first and second quarter of 2025, the occupancy rate of branded hotels in Georgia was 50.4%, which is an increase of 7.4% compared to the same period in 2024. Batumi leads in occupancy rate with 66.3%, followed by Tbilisi with 53.4%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 259 GEL, and the revenue per available room (RevPAR) amounts to 130 GEL.

In June 2025, the occupancy rate of international brand hotels in Georgia averaged 67.4% (an increase of 3.5 percentage points compared to same period of 2024). In June, the average occupancy rate of Tbilisi international brand hotels reached 70.6% (an increase of 5 percentage points compared to June 2024).



It is important to note the properties registered on one of the most widely used platforms, Airbnb. According to data from June 2025, there are **12,825** accommodation listings registered on Airbnb in Georgia, offering more than **25,000** beds.

The average occupancy rate of accommodation properties listed on the Airbnb platform in the first and second quarter of 2025 was **45%**.

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



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

(or overnight visitor): A visitor is classified as a tourist, if his/her trip includes an **overnight stay**.

Same-day visitor

(or excursionist):

A visitor is classified as a same-day visitor, if his/her trip doesn't include an **overnight stay**.



Another category

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

The number of visits by international travellers is calculated according to the methodology developed by the World Tourism Organization and includes visits already made and completed.



2025