



Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2025

I-III QUARTER



Overview of Georgian tourism

2025
I-III Quarter

INTERNATIONAL traveler trips

6.1 million



GROWTH +5.4%
compared to
2024 I-III quarter



INTERNATIONAL visitor trips

4.3 million



GROWTH +7.9%
compared to
2024 I-III quarter



REVENUE from international travelers

3.6\$ billion



GROWTH +5.1%
compared to
2024 I-III quarter



- ◆ In the first three quarters of 2025, 6,109,755 international traveler visits were made to Georgia, which is 5.4% increase compared to the previous year.
- ◆ International tourist visits increased by 7.9% compared to last year's data and it amounted to 4,307,094
- ◆ International travel revenue increased by 5.1% compared to 2024 and reached 3,637,761,827 USD.

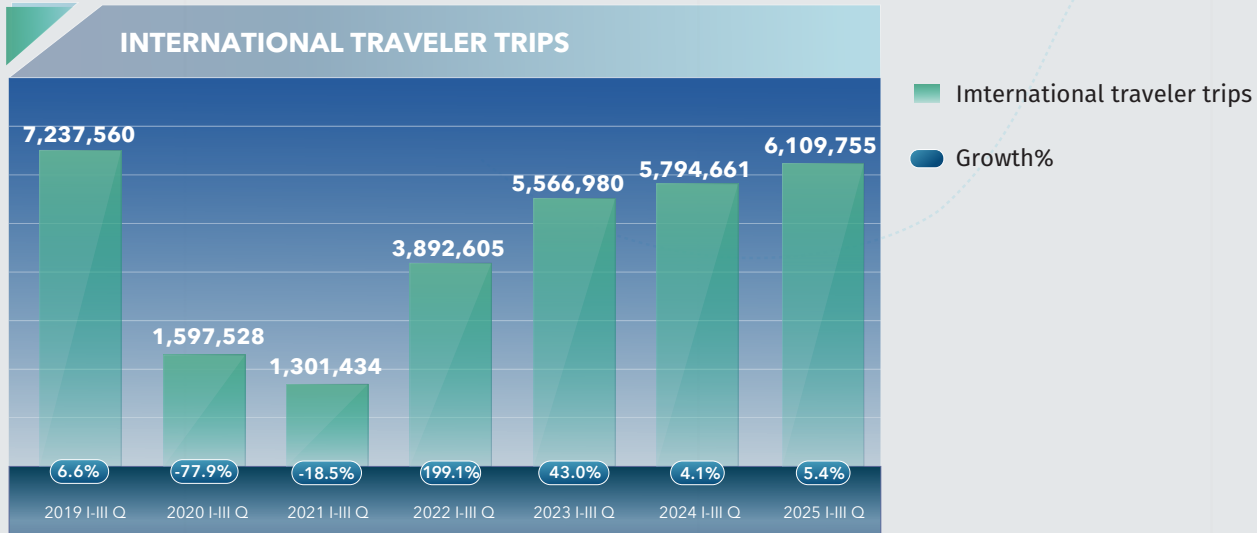




INTERNATIONAL TRAVELER TRIPS

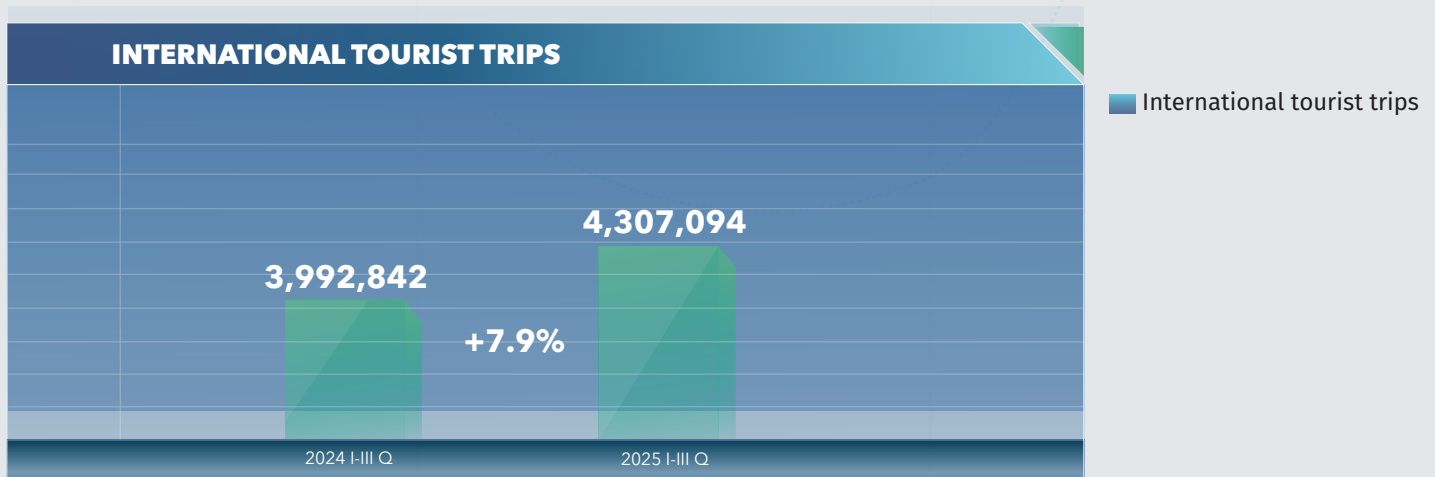
2025
I-III Quarter

According to the data from the first three quarters of 2025, there was an increase in international visits, with a total of 6,109,755 international traveler trips to the country, which is a 5.4% increase compared to the same period last year. Among them, international visitor visits accounted for 87.2%, amounting to 5,326,945 visits. The number of international visitor visits increased by 5.6% compared to the first three quarters of the previous year.

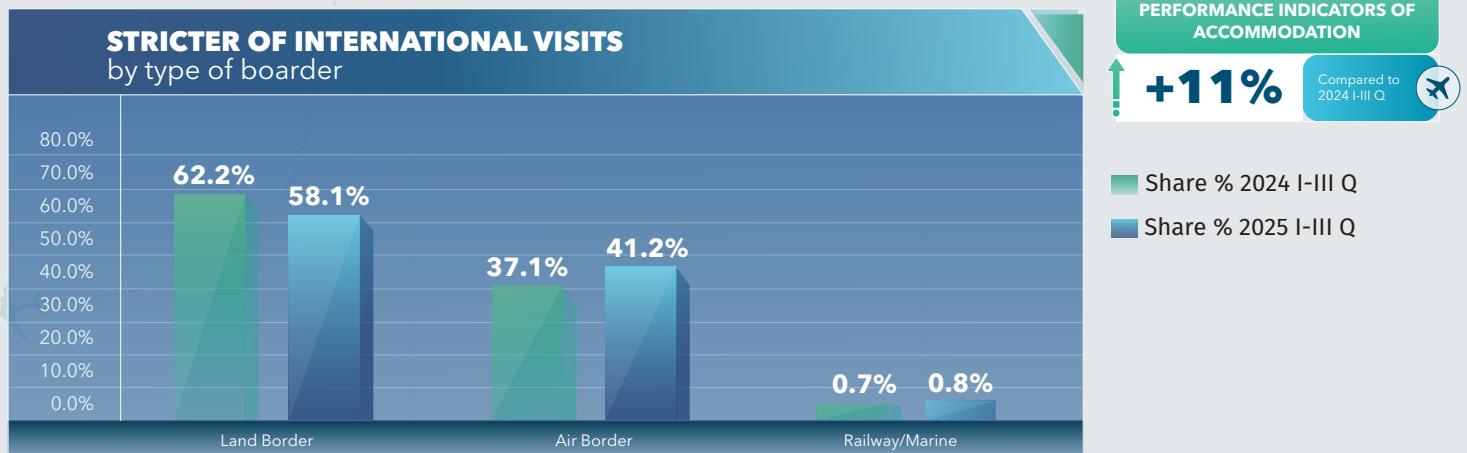




In the first three quarters of 2025, the number of tourist visits increased, reaching a record of 4,307,094 visits. According to the data from January to September 2025, their share in visitor visits increased compared to the same period in 2024, amounting to 80.9%. It is noteworthy that compared to the same period last year, tourist visits increased by 7.9%.



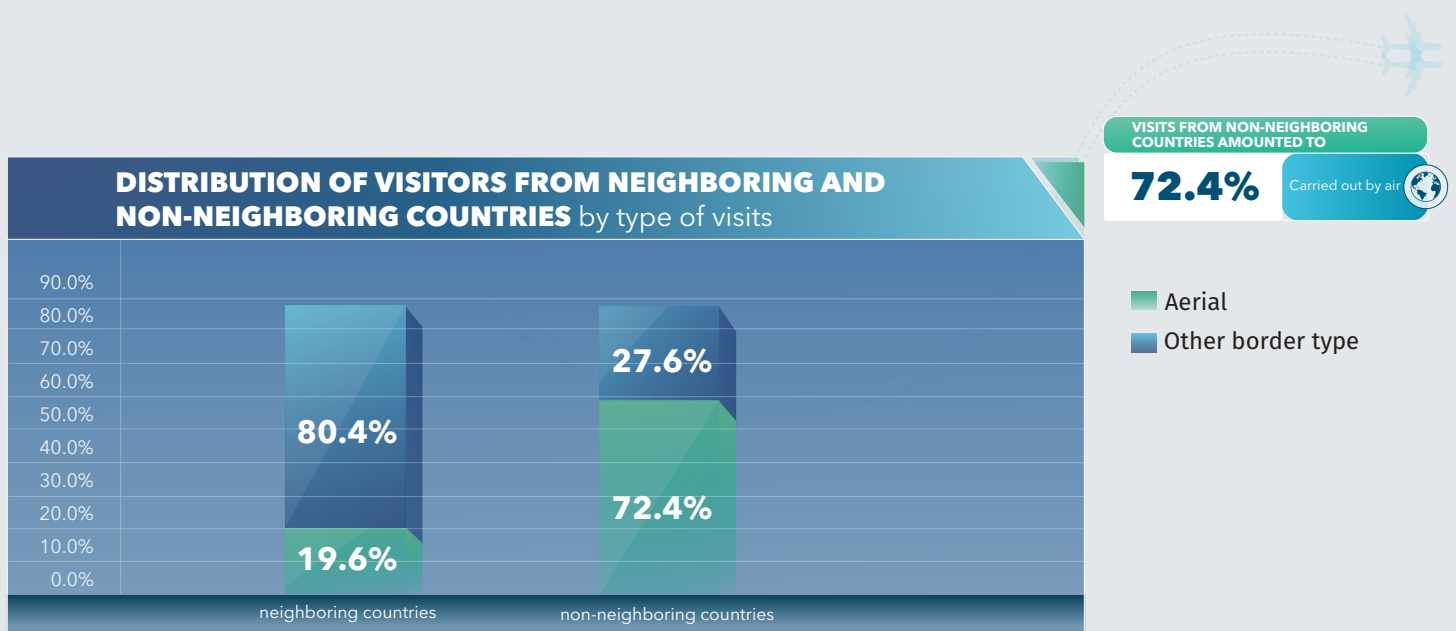
In the first three quarters of 2025, the largest share of international visitor visits was, as usual, carried out through land borders - 3,093,447 international visits (58.1% of all international visits). Among these, 970,164 visits were recorded through the Sarpi border checkpoint, accounting for 31.4% of land border visits. **The number of visits carried out via air borders is also significant, totaling 2,193,360.** The share of air visits in total international visits increased from 37.1% to 41.2%. The largest share of air border visits, 63.7%, was through Tbilisi International Airport, followed by Batumi International Airport with 19.1% and Kutaisi International Airport with 17.1%.





The structure of international visits differs significantly between residents of neighboring countries and residents from other, non-neighboring countries. Among visits from neighboring countries, only 71% are tourist visits (2,237,474), while the same figure for other countries is 95.1% (2,069,620 visits).

Additionally, only 19.6% of visits from neighboring countries were made by air, whereas the majority of visitors from other countries traveled by air (72.4%).



During the January-September period of 2025, the highest numerical growth in international visits was recorded from Russia, with an increase of 134,740 visits (+12.1% compared to the same period last year), followed by Israel with 63,960 additional visits (+27.8%), Azerbaijan with 56,961 (+34.9%), China with 29,848 (+44.9%), and India with 16,477 (+18.8%).

Among the top 15 countries by number of international visitor trips, the leading positions are held by Russia with 1,245,744 visits, followed by Turkey with 963,633 visits, Armenia with 720,114, Israel with 293,699, and Azerbaijan with 220,168.

In the January-September period of 2025, a total of 125,942 visits were recorded from the Gulf countries, representing a 3.4% increase (+4,127 visits) compared to the same period last year. Notable growth was observed from Saudi Arabia (+8.8%; +6,817 visits).



In the January-September period of 2025, a record 394,496 visits were recorded from EU countries and the United Kingdom, representing a 13.3% increase compared to the same period in 2024. Among these, visits increased from Poland (+20.6%; +10,965 visits), the United Kingdom (+35%; +8,899 visits), Greece (+29.9%; +6,120 visits), Italy (+37%; +5,888 visits), Spain (+44.7%; +5,377 visits), France (+15.4%; +3,502 visits), and Germany (+5%; +3,164 visits). In contrast, visits declined from countries such as Lithuania (-9.5%; -1,512 visits), Latvia (-19.2%; -3,274 visits), and few others.

Country	2024 I-III Quarter	2025 I-III Quarter	2024/2025 Change	2024/2025% Change
Russia	1,111,004	1,245,744	134,740	12.1%
Türkiye	1,060,285	963,633	-96,652	-9.1%
Armenia	732,271	720,114	-12,157	-1.7%
Israel	229,739	293,699	63,960	27.8%
Azerbaijan	163,207	220,168	56,961	34.9%
Kazakhstan	146,949	139,246	-7,703	-5.2%
Belarus	118,192	127,265	9,073	7.7%
India	87,491	103,968	16,477	18.8%
Ukraine	89,398	101,930	12,532	14.0%
China	66,485	96,333	29,848	44.9%
Iran	120,840	96,305	-24,535	-20.3%
Saudi Arabia	77,567	84,384	6,817	8.8%
Germany	62,804	65,968	3,164	5.0%
Poland	53,245	64,210	10,965	20.6%
Uzbekistan	50,450	61,949	11,499	22.8%

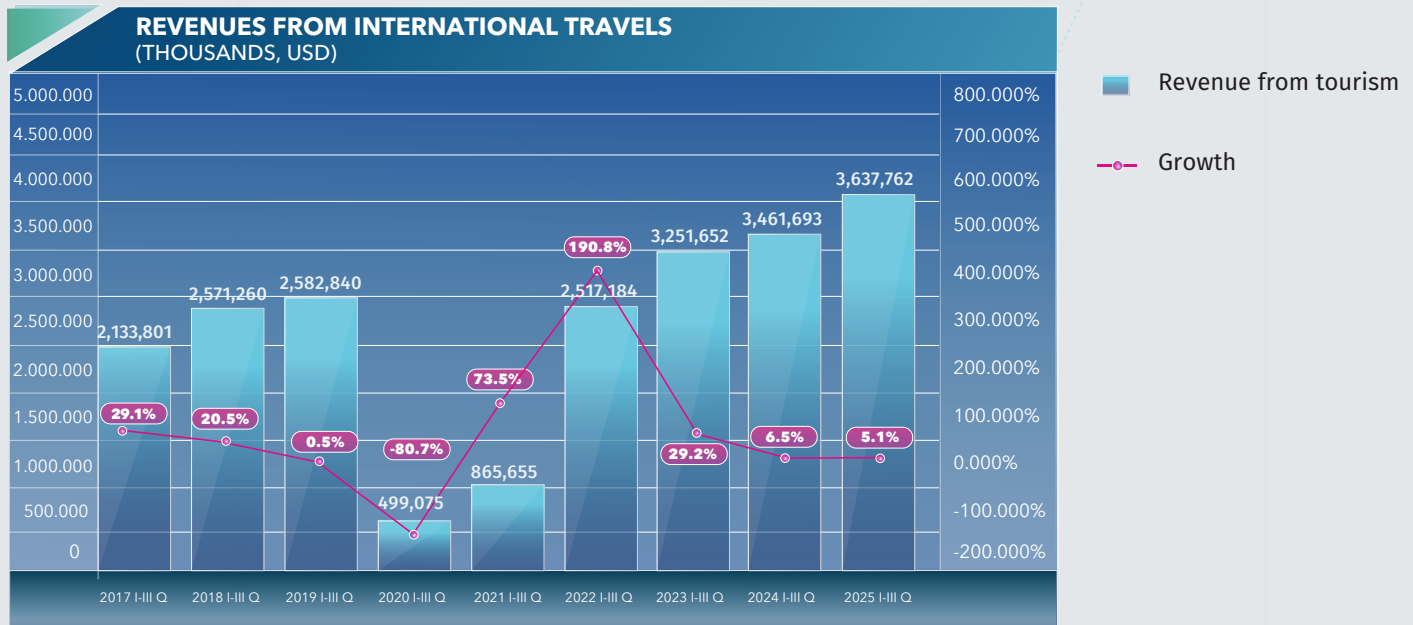


REVENUES FROM INTERNATIONAL TOURISM

2025
I-III Quarter

In I-III quarter of 2025 Georgia received 3.6 billion USD in revenues from international travel (tourism).

Revenues from international travel increased by 5.1% compared to the same period in 2024, reaching a record of 3,637,761,827 USD.

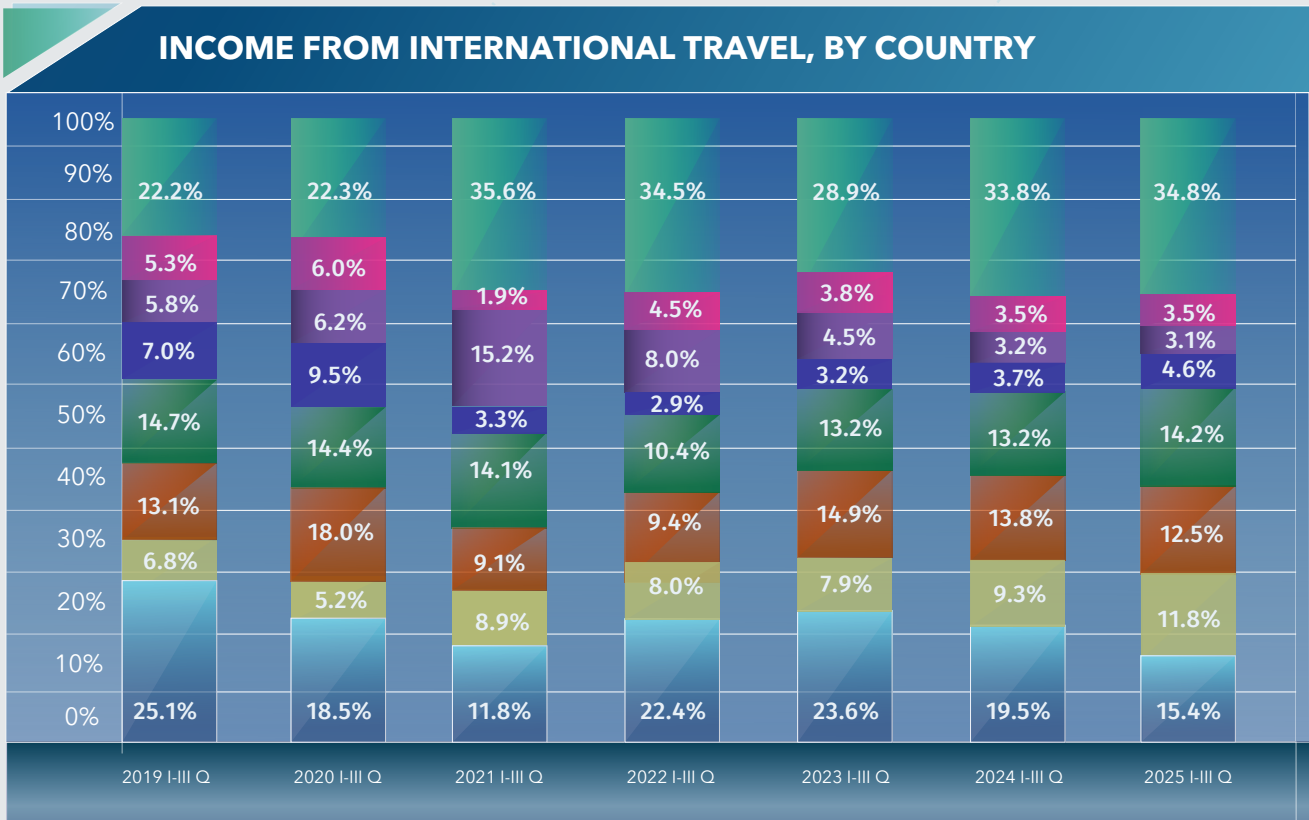


In the first three quarters of 2025, the highest income from travel came from Russia (560 million USD, share 15.4%), the European Union and the United Kingdom, reaching a record figure of 515 million USD (share: 14.2%). This was followed by Turkey (454 million USD, share: 12.5%) and Israel (430 million USD, share: 11.8%).



REVENUES FROM INTERNATIONAL TOURISM

2025
I-III Quarter



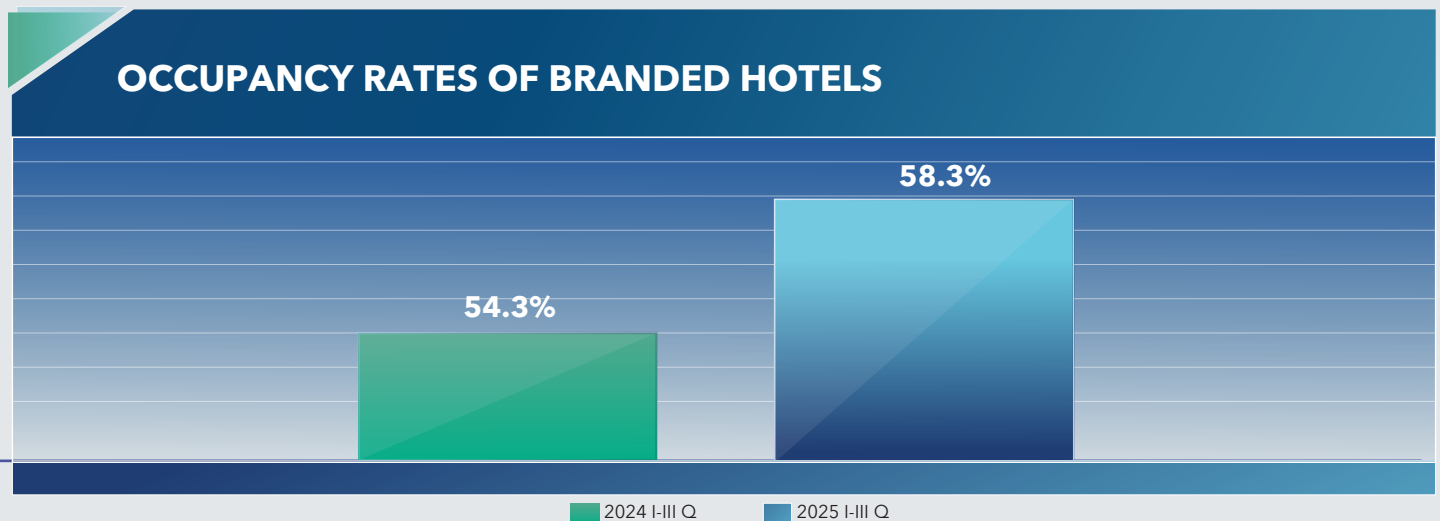


PERFORMANCE INDICATORS OF ACCOMMODATION

2025
I-III Quarter

According to data from the international research company STR Global, in the first three quarters of 2025, the occupancy rate of branded hotels in Georgia was 58.3%, which is an increase of 7.3% compared to the same period in 2024. Batumi leads in occupancy rate with 73.2%, followed by Tbilisi with 59.7%, while the rest of the country recorded an occupancy rate of 57%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 276 GEL, and the revenue per available room (RevPAR) amounts to 161 GEL.



It is important to note the properties registered on one of the most widely used platforms, Airbnb. According to data from September 2025, there are **16,643** accommodation listings registered on Airbnb in Georgia, offering more than **33,000** beds.

In the first three quarters of 2025, the average occupancy rate of accommodation properties listed on the Airbnb platform was 53.7%.

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

(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**.

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