



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2025



INTERNATIONAL traveler trips

7.8 million



GROWTH
compared to 2024

+5.9%



INTERNATIONAL tourist trips

5.5 million



GROWTH
compared to 2024

+8.4%



REVENUES FROM international travel

4.7\$ billion



GROWTH
compared to 2024

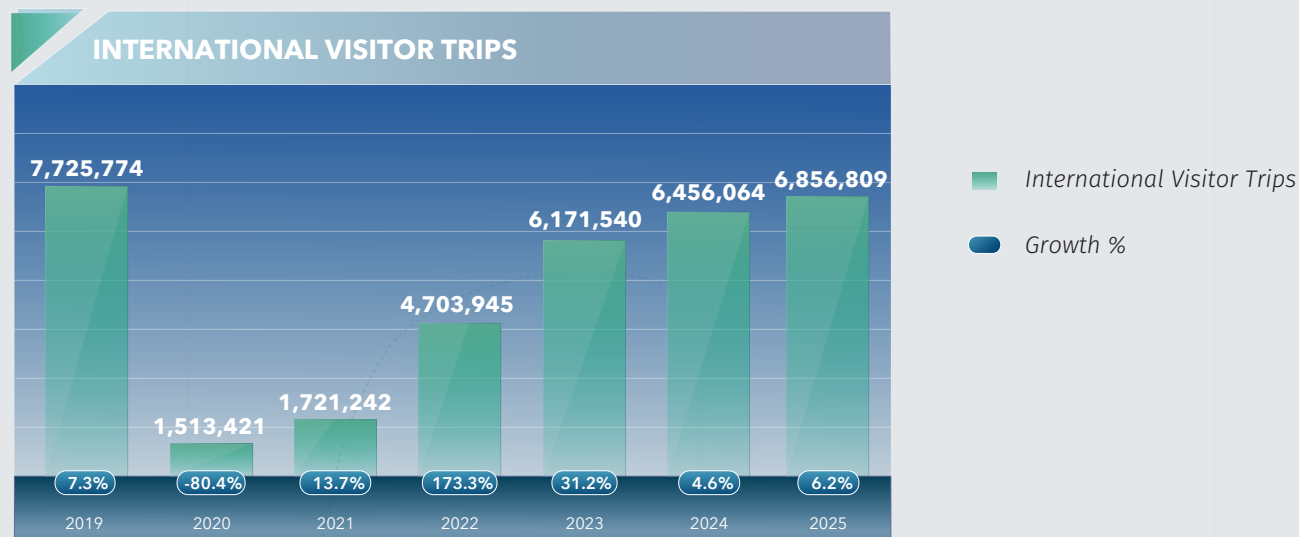
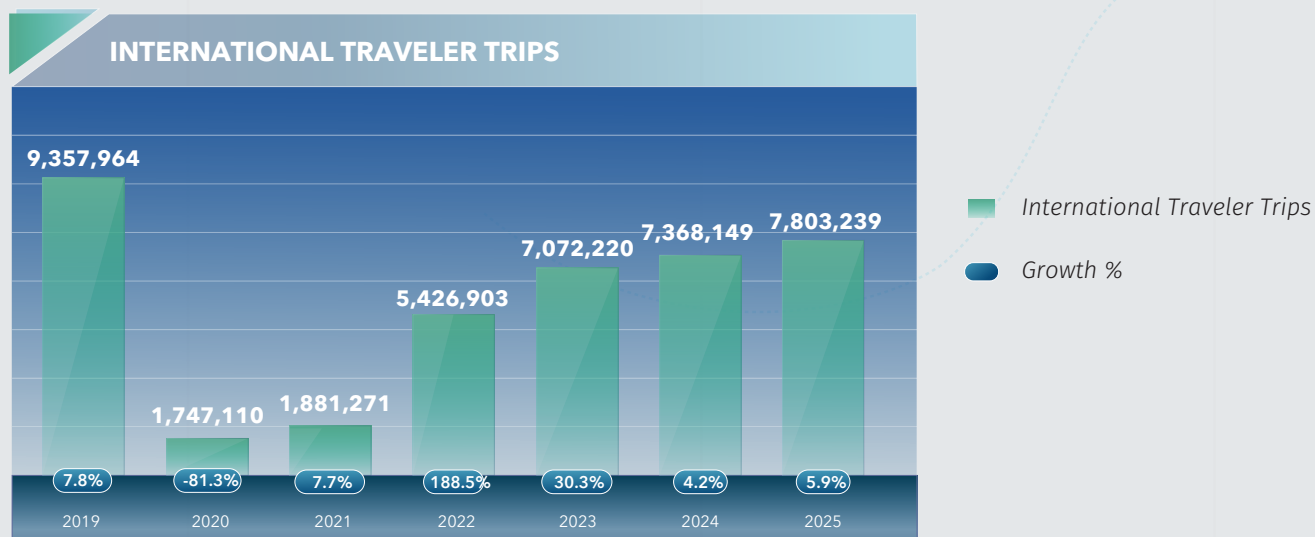
+6%



- ◆ In 2025, 7,803,239 international traveler visits were made to Georgia, which is 5.9% increase compared to the previous year.
- ◆ International tourist visits increased by 8.4% compared to 2024 and it amounted to 5,521,866.
- ◆ International travel revenue increased by 6% compared to 2024 and reached 4,690,180,153 USD.



According to the 2025 data, there was an increase in international visits, with a total of 7,803,239 international traveler trips to the country, which is a 5.9% increase compared to the same period last year. Among them, international visitor visits accounted for 87.9%, amounting to 6,856,809 visits. The number of international visitor visits increased by 6.2% compared to the previous year.

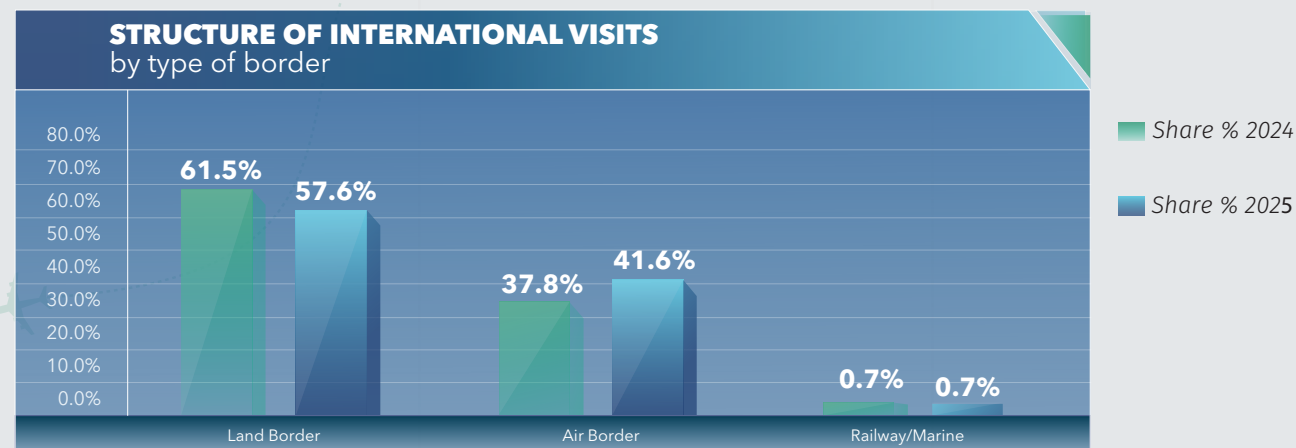




In 2025, the number of tourist visits increased, reaching a record of 5,521,866 visits. According to the 2025 data, their share in visitor visits increased compared to the previous year, amounting to 80.5%. It is noteworthy that compared to the same period last year, tourist visits increased by 8.4%.



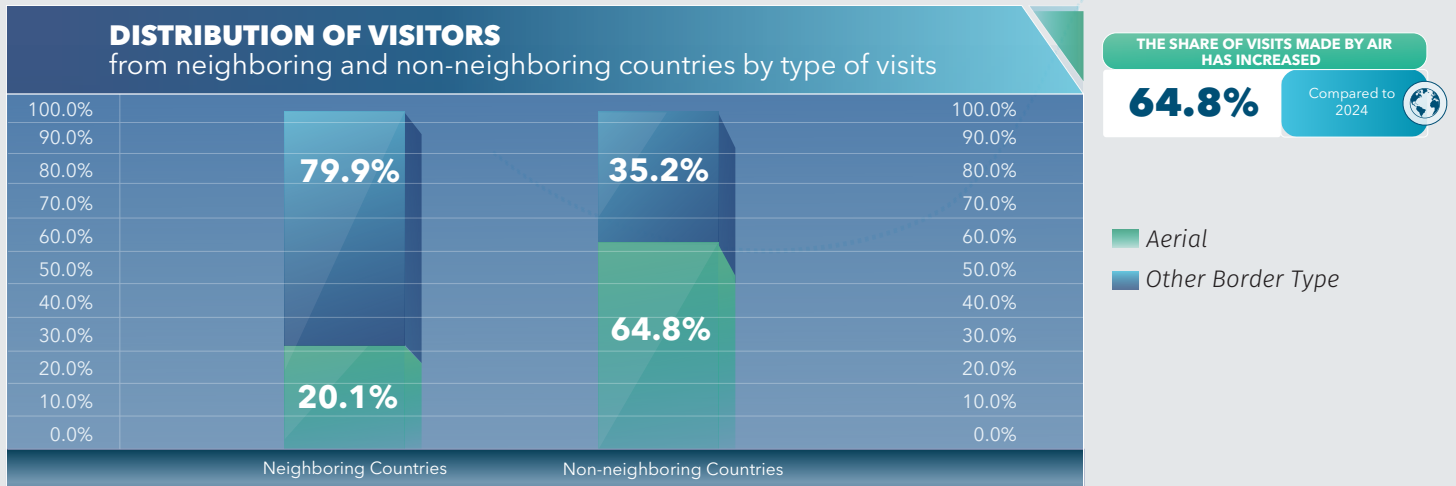
In 2025, the largest share of international visitor visits was, as usual, carried out through land borders – 3,951,850 international visits (57.6% of all international visits). Among these, 1,212,743 visits were recorded through the Sarpi border checkpoint, accounting for 30.7% of land border visits. **The number of visits carried out via air borders is also significant, totaling 2,854,412.** The share of air visits in total international visits increased from 37.8% to 41.6%. The largest share of air border visits, 65.4%, was through Tbilisi International Airport, followed by Batumi International Airport with 18.3% and Kutaisi International Airport with 16.3%.





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 70.6% are tourist visits (2,871,983), while the same figure for other countries is 95.1% (2,649,883 visits).

Additionally, only 20.1% of visits from neighboring countries were made by air, whereas majority of visitors from other countries traveled by air (64.8%).



In 2025, the highest numerical growth in international visits was recorded from Russia, with an increase of 157,841 visits (+11.1% compared to the previous year), followed by Israel (+91,444, +29.4%), Azerbaijan (+72,793, +33.2%) and China (+39,312, +44.4%).

In 2025, a total of 145,513 visits were recorded from the Gulf countries, representing a 3.4% increase compared to the previous year. Notable growth was observed from Saudi Arabia (+9.1%, +8,042).

A record of 499,890 visits were recorded from EU countries and the United Kingdom, representing a 14% increase compared to 2024. Visits increased from the United Kingdom (+39.1%; +12,646 visits); Greece (+28.2%; +7,765 visits); France (+17.4%; +4,917 visits); Italy (+39.4%; +7,840 visits); Spain (+48.6%; +7,167 visits), Belgium (+7.5%), Romania (+13.1%; +1,082 visits), Hungary (+26.2%; +1,847 visits), Cyprus (+40.5%; +2,110 visits), Ireland (+41.5%; +1,722 visits), Portugal (+22%; +952 visits).

Among the top 15 countries by number of international visitor trips, the leading positions are held by Russia with 1,579,764 visits, followed by Turkey with 1,248,881 visits, Armenia with 948,242, Israel with 402,426, and Azerbaijan with 292,149.



INTERNATIONAL TRAVELER TRIPS

2025

 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%

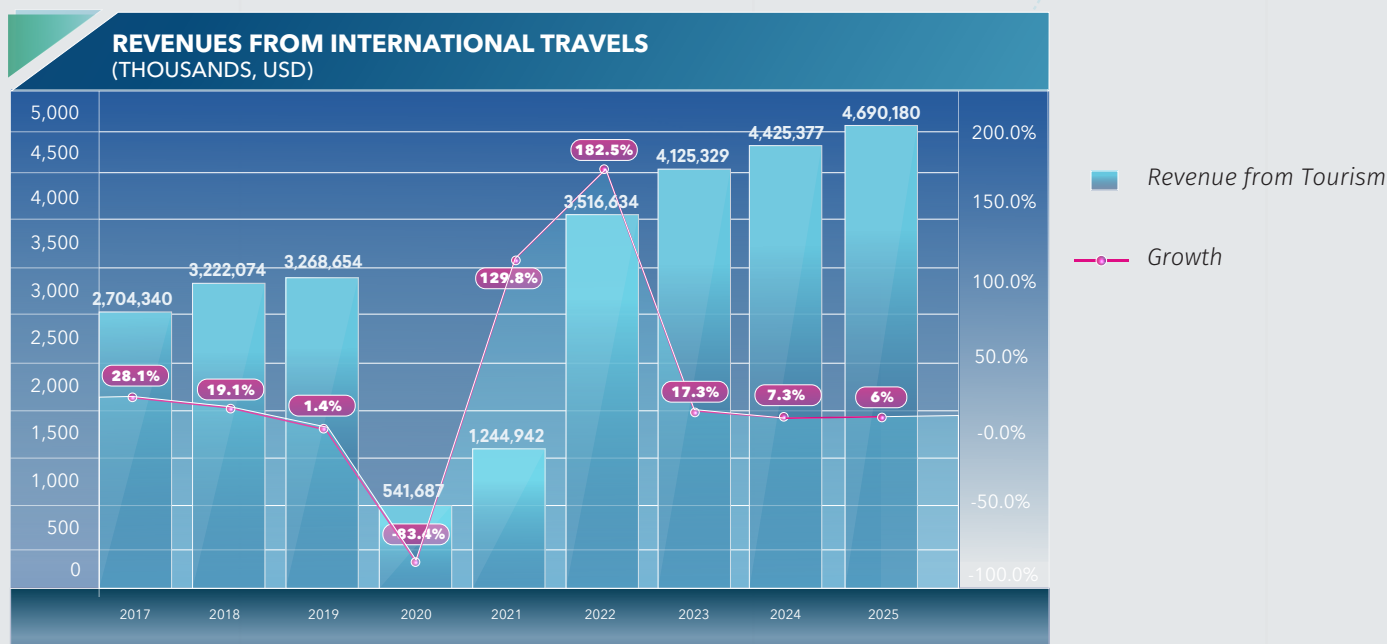


REVENUES FROM INTERNATIONAL TOURISM

2025

In 2025 Georgia received 4.7 billion USD in revenues from international travel (tourism).

Revenues from international travel increased by 6% compared to the previous year, reaching a record of 4,690,180,153 USD.



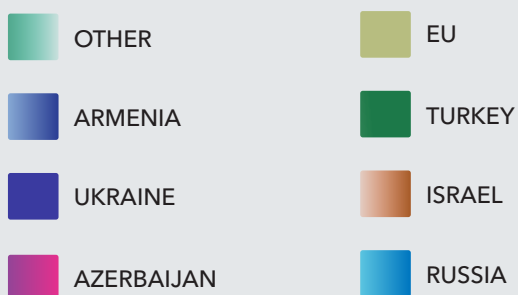
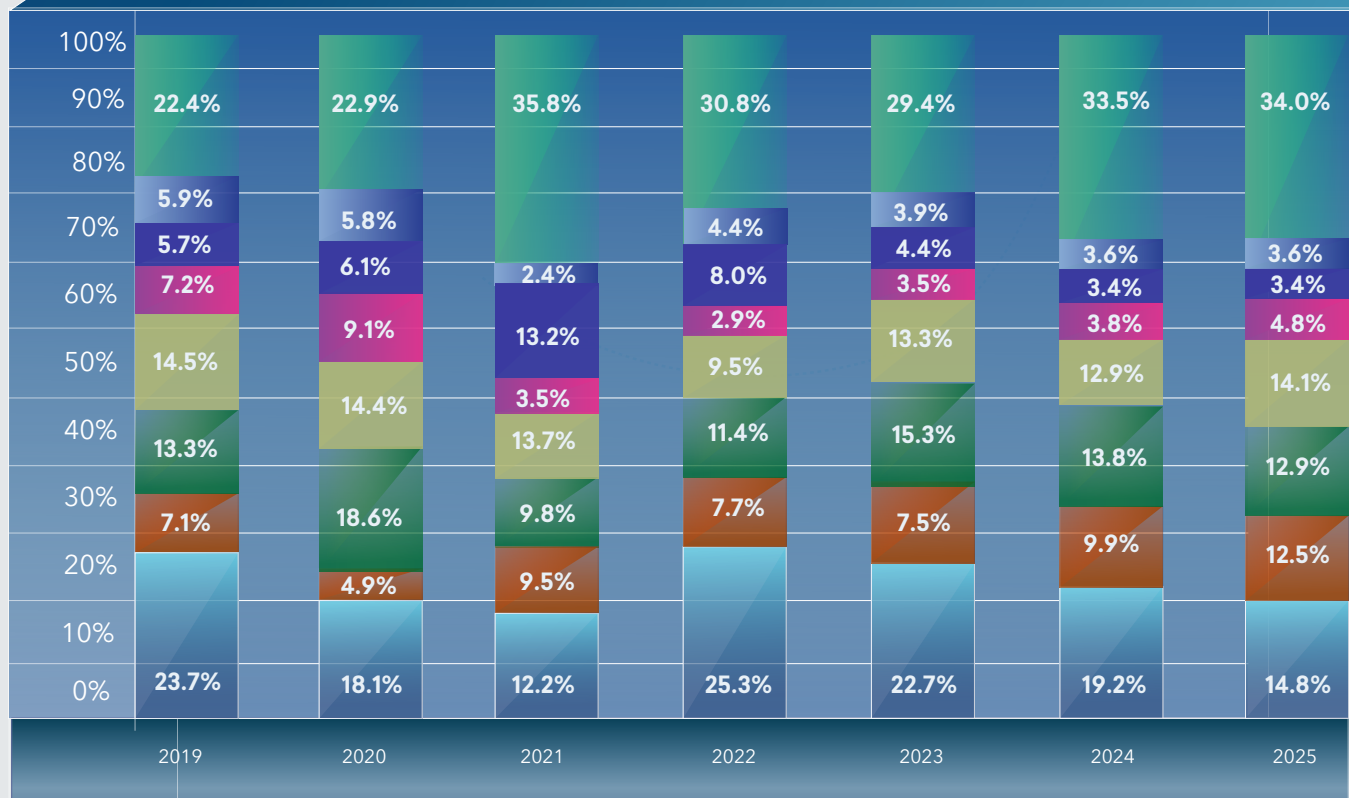
In 2025, the highest revenue from travel came from Russia (694 million USD, share 14.8%), followed by the European Union and the United Kingdom, reaching a record figure of 660 million USD (share: 14.1%). This was followed by Turkey (606 million USD, share: 12.9%) and Israel (586 million USD, share: 12.5%).



REVENUES FROM INTERNATIONAL TOURISM

2025

REVENUES FROM INTERNATIONAL TRAVEL, BY COUNTRY



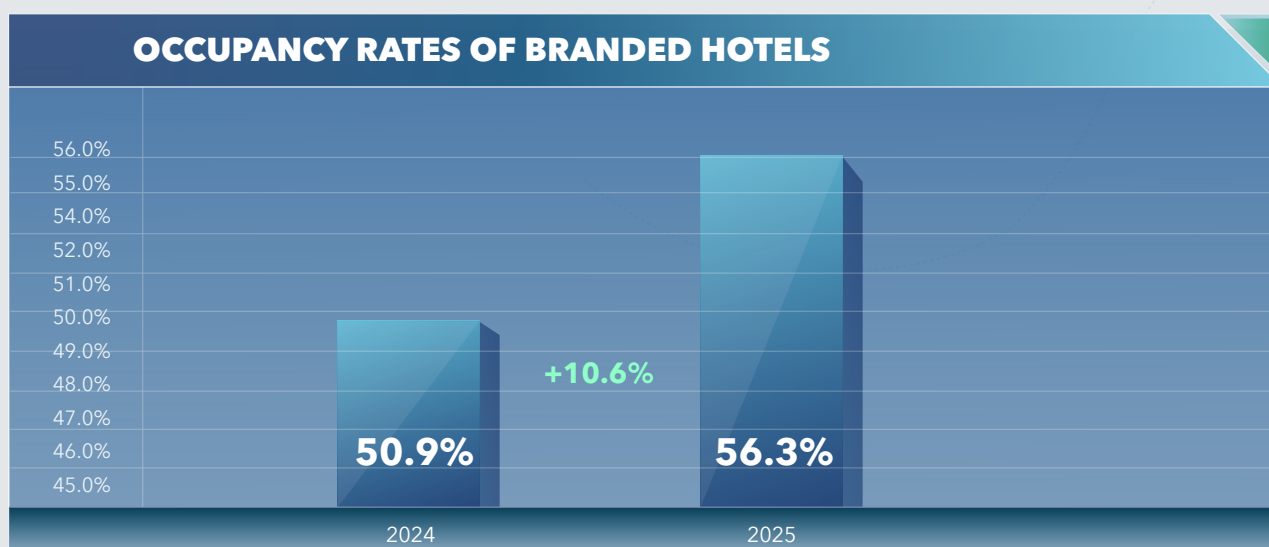


PERFORMANCE INDICATORS OF ACCOMMODATION

2025

According to data from the international research company STR Global, in 2025, the occupancy rate of branded hotels in Georgia was 56.3%, which is an increase of 10.6% compared to the previous year. Batumi leads in occupancy rate with 73.6%, followed by Tbilisi with 59.8%, while the rest of the country recorded an occupancy rate of 54.3%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 267.4GEL, and the revenue per available room (RevPAR) amounts to 150.7 GEL.



It is important to note the properties registered on one of the most widely used platforms - Airbnb. According to data from December 2025, there are **15,420** accommodation listings registered on Airbnb in Georgia, offering more than **30,000** beds.

In 2025, the average occupancy rate of accommodation properties listed on the Airbnb platform was 60.6%.

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.


Georgia

2025