



Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2026

I-II QUARTER



OVERVIEW OF GEORGIAN TOURISM

2026
I-II Quarter

INTERNATIONAL traveler trips

3.1 million



DECLINE
compared to
2025 I-II quarter

-3.3%



INTERNATIONAL visitor trips

2.3 million



GROWTH
compared to
2025 I-II quarter

+0.1%



REVENUE from international travelers

1.9\$ billion



DECLINE
compared to
2025 I-II quarter

-2%



- ◆ In the first two quarters of 2026 3,050,173 international traveler visits were made to Georgia, which is 3.3% decline compared to the previous year.
- ◆ International tourist visits increased by 0.1% compared to last year's data and it amounted to 2,272,964
- ◆ International travel revenue decline by -2% compared to 2025 and reached 1,931,688,445USD.



INTERNATIONAL TRAVELER TRIPS

2026
I-II Quarter

According to the data from the first two quarters of 2026, there was a decrease in international visits, with a total of 3,050,173 international traveler trips to the country, which is a 3.3% decrease compared to the same period last year. Among them, international visitor visits accounted for 89.7%, amounting to 2,734,504 visits. The number of international visitor visits decreased by 2.7% compared to the first two quarters of the previous year.





INTERNATIONAL TRAVELER TRIPS

2026
I-II Quarter

In the first two quarters of 2026, the number of tourist visits increased, reaching a record of **2,272,964 visits**. According to the data from January to June 2025, their share in visitor visits increased compared to the same period in 2025, amounting to 83.1%. It is noteworthy that compared to the same period last year, tourist visits increased by 0.1%.



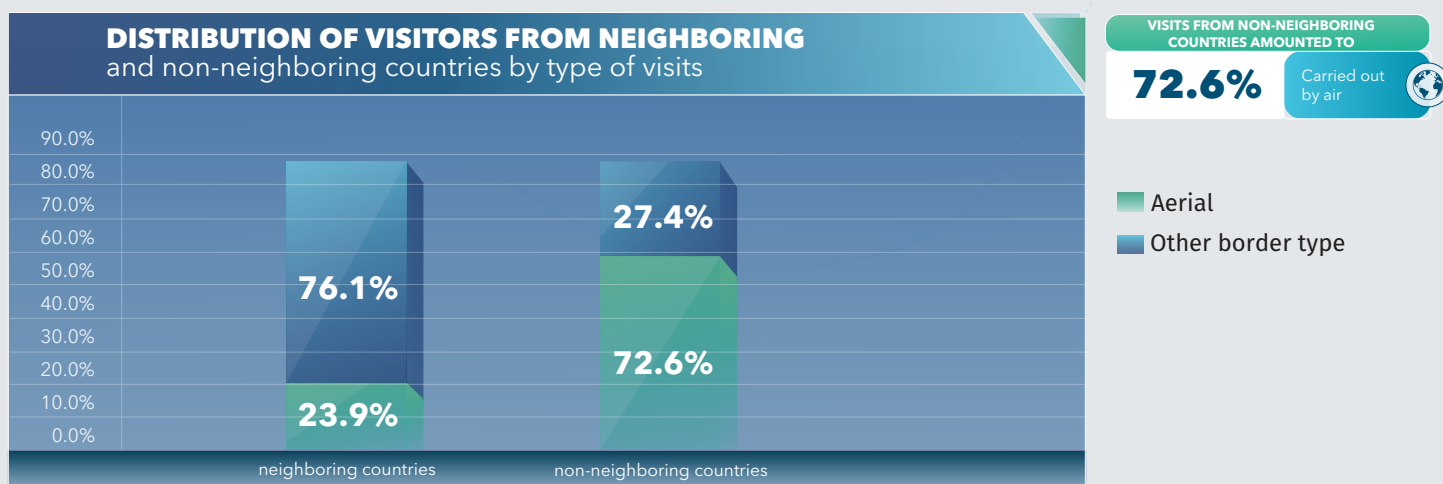
In the first two quarters of 2026, the largest share of international visitor visits was, as usual, carried out through land borders – 1,517,481 international visits (55.5% of all international visits). Among these, 465,433 visits were recorded through the Sarpi border checkpoint, accounting for 30.7% of land border visits. **The number of visits carried out via air borders is also significant, totaling 1,191,419.** The largest share of air border visits, 68.2%, was through Tbilisi International Airport, followed by Batumi International Airport with 17.8% and Kutaisi International Airport with 14%.





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 74.8% are tourist visits (1,219,724), while the same figure for other countries is 95.3% (1,053,240 visits).

Additionally, only 23.9% of visits from neighboring countries were made by air, whereas the majority of visitors from other countries traveled by air (72.6%).



During the January-June period of 2026, the highest numerical growth in international visits was recorded from Russia, with an increase of 29,726 visits (+5.1% compared to the same period last year), followed by Ukraine with 12,789 additional visits (+22.7%), Germany with 8,500 (+26.2%), China with 7,799 (+16.7%), and Poland with 5,848 (+17.4%).

In the January-June period of 2026, a total of 26,397 visits were recorded from the Gulf countries were 44% below the corresponding figure from the previous year. The decline in visits to Georgia from the Gulf countries is attributable to the ongoing conflict in the region, which has resulted in significant disruptions and restrictions to air travel.

In the January-June period of 2026, a record 249,201 visits were recorded from EU countries and the United Kingdom, representing a 23.4% increase compared to the same period in 2025. Among these, visits increased from Germany (+26.2%; +8,500 visits), Poland (+17.4%; +5,848 visits), Italy (+41.8%; +4,591 visits) and others.



INTERNATIONAL VISITOR TRIPS

2026
I-II Quarter

The conflict in Iran and the resulting flight cancellations had a negative impact on visitor arrivals. In the first and second quarters of 2026, visits declined significantly from India (-59.7%), Iran (-48.7%), and Israel (-14.4%).

Country	2025 I-II Quarter	2026 I-II Quarter	2025/2026 Change	2025/2026% Change
Russia	581,099	610,825	29,726	5.1%
Türkiye	533,614	525,380	-8,234	-1.5%
Armenia	390,788	360,050	-30,738	-7.9%
Israel	171,294	146,628	-24,666	-14.4%
Azerbaijan	135,248	133,345	-1,903	-1.4%
Ukraine	56,461	69,250	12,789	22.7%
Kazakhstan	62,713	66,526	3,813	6.1%
China	46,755	54,554	7,799	16.7%
Belarus	46,248	46,220	-28	-0.1%
Germany	32,392	40,892	8,500	26.2%
Iran	33,658	39,506	5,848	17.4%
Poland	75,893	30,554	-45,339	-59.7%
Iran	57,292	29,397	-27,895	-48.7%
Uzbekistan	29,376	28,213	-1,163	-4.0%
USA	22,224	23,191	967	4.4%



REVENUES FROM INTERNATIONAL TOURISM

2026
I-II Quarter

In I-II quarter of 2026 Georgia received 1.9 billion USD in revenues from international travel (tourism).

Revenues from international travel decreased by -2% compared to the same period in 2025, reached 1,931,688,445 USD.



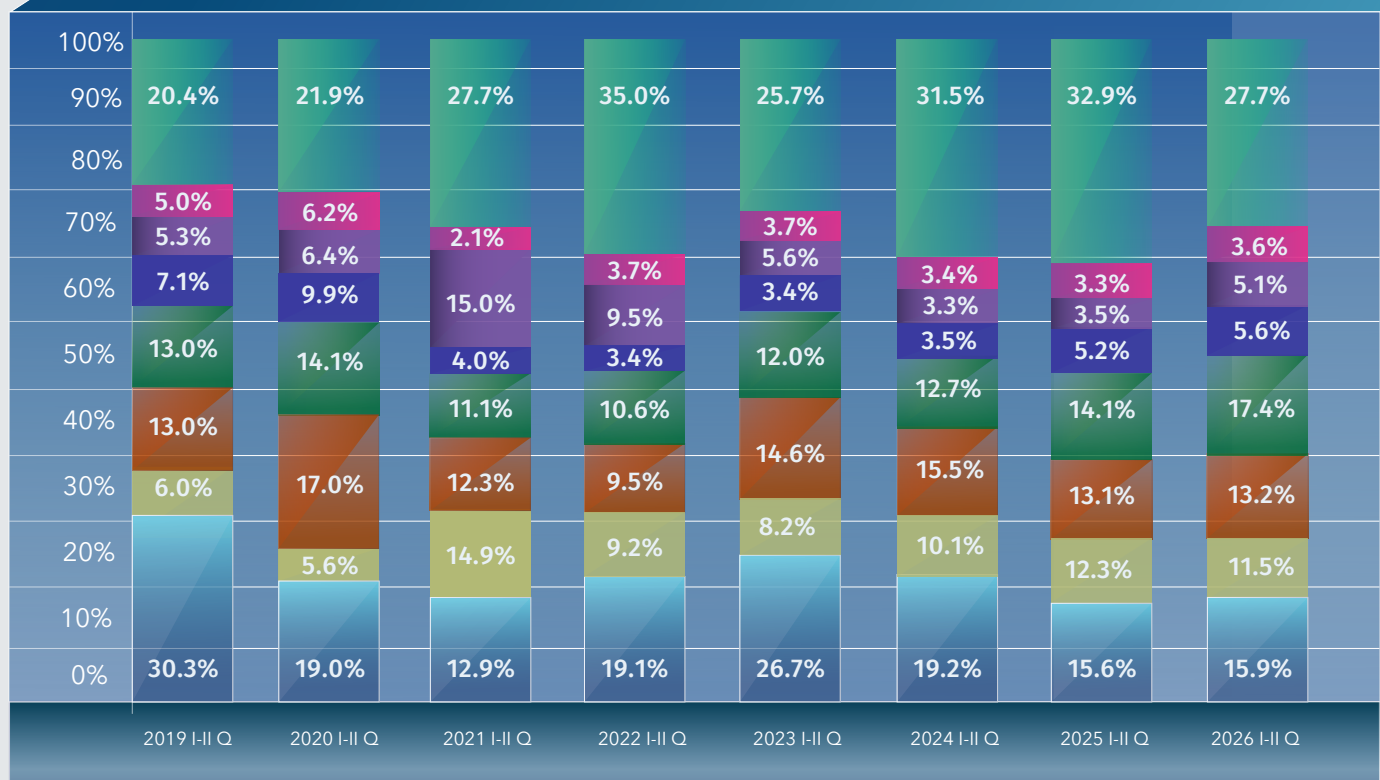
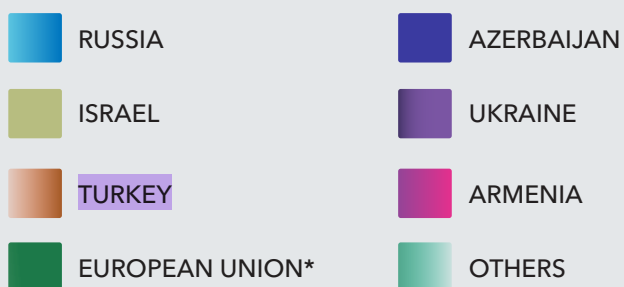
In the first two quarters of 2026, the highest income from travel came from European Union and the United Kingdom (336 million USD, share 17.4%), Russia reaching a figure of 307 million USD (share: 15.9%). This was followed by Turkey (255 million USD, share: 13.2%) and Israel (223 million USD, share: 11.5%).



REVENUES FROM INTERNATIONAL TOURISM

2026
I-II Quarter

REVENUES FROM INTERNATIONAL TRAVEL, BY COUNTRY



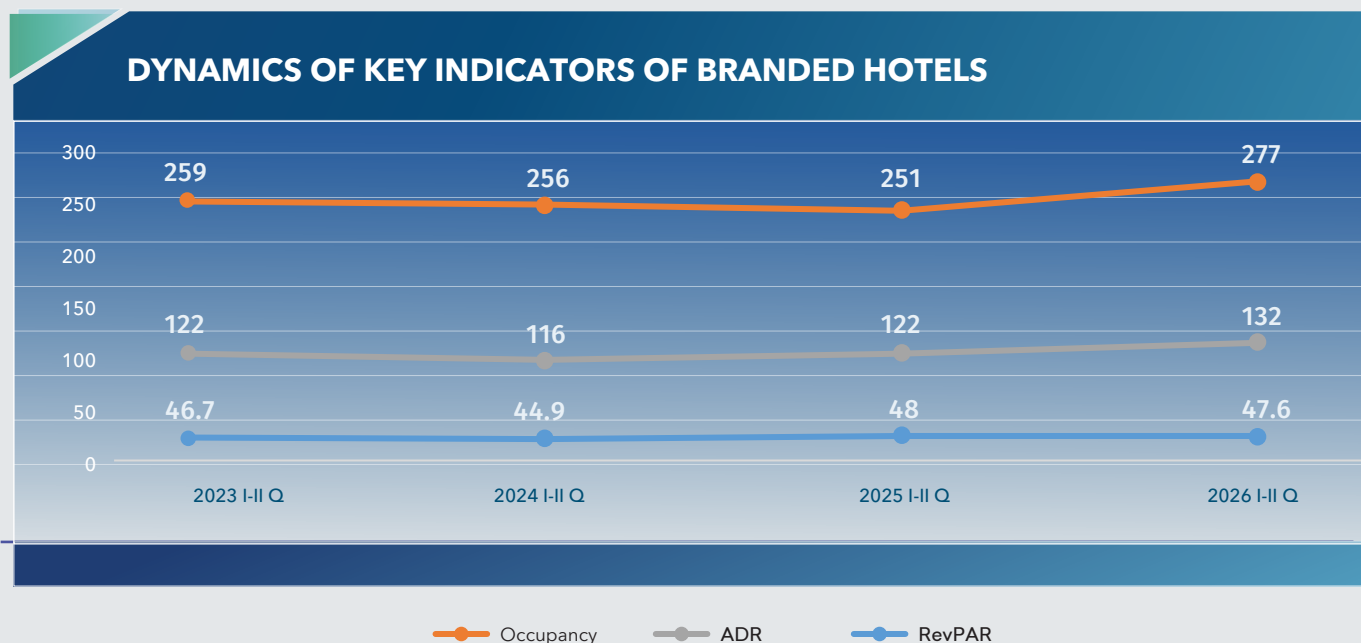


PERFORMANCE INDICATORS OF ACCOMMODATION

2026
I-II Quarter

According to data from the international research company STR Global, in the first two quarters of 2026, the occupancy rate of branded hotels in Georgia was 47.6%, which is a decrease of 1.3% compared to the same period in 2025. Batumi leads in occupancy rate with 53.7%, followed by Tbilisi with 53.3%, while the rest of the country recorded an occupancy rate of 48.2%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 277 GEL, and the revenue per available room (RevPAR) amounts to 132 GEL.



It is important to note the properties registered on one of the most widely used platforms, Airbnb. According to data from June 2026, there are **16,526** accommodation listings registered on Airbnb in Georgia, offering more than **33,000** beds.

In the first two quarters of 2026, the average occupancy rate of accommodation properties listed on the Airbnb platform was 61.3%.

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

2026