



Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2026
I QUARTER



OVERVIEW OF GEORGIAN TOURISM

2026
I Quarter

INTERNATIONAL traveler trips

1.3 million



DECREASE -1.1%
compared to
2025 I quarter



INTERNATIONAL tourist trips

998 thousand



GROWTH
compared to
2025 I quarter

+4%



REVENUE from international travelers

830\$ million



GROWTH
compared to
2025 I quarter

+0.5%



- ◆ In the first quarter of 2026 , 1,300,505 international traveler visits were made to Georgia, which is 1.1% decrease compared to the previous year.
- ◆ International tourist visits increased by 4% compared to same period of 2025 and it amounted to 997,529.
- ◆ Revenue from International travel increased by 0.5% compared to 2025 and reached 829,847,538 USD.



INTERNATIONAL TRAVELER TRIPS

2026
I Quarter

According to the first quarter data, there was a decrease in international visits, with a total of 1,300,505 international traveler trips to the country, which is a 1.1% decrease compared to the same period last year. Among them, international visitor visits accounted for 90%, amounting to 1,170,362 visits. The number of international visitor visits decreased by 0.2% compared to the previous year.

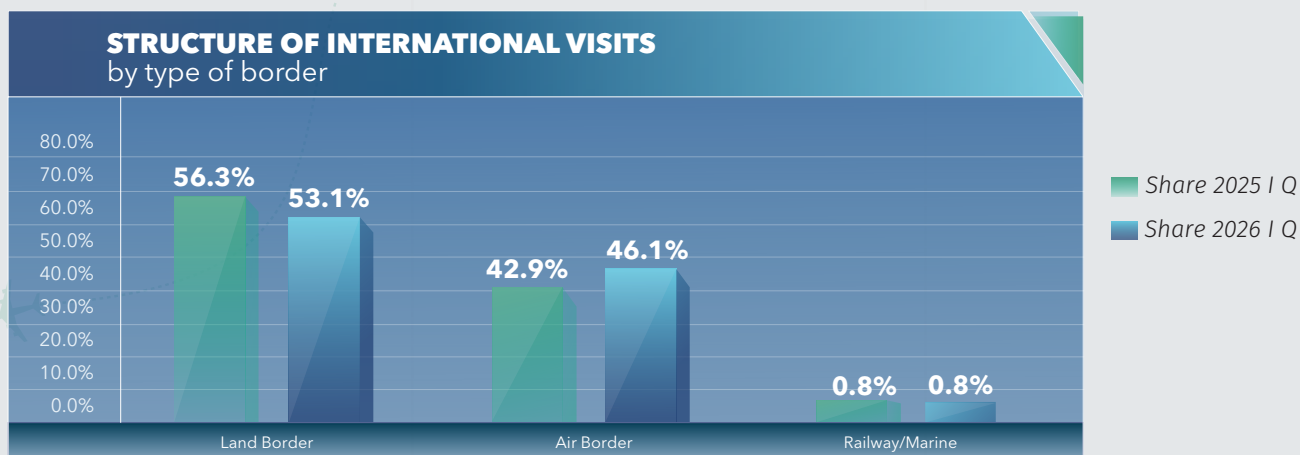




In the first quarter of 2026, the number of tourist visits increased, reaching a record of 998 thousand visits. According to the first quarter data, their share in visitor visits increased compared to the previous year, amounting to 85.2%. Compared to the same period last year, tourist visits increased by 4%.



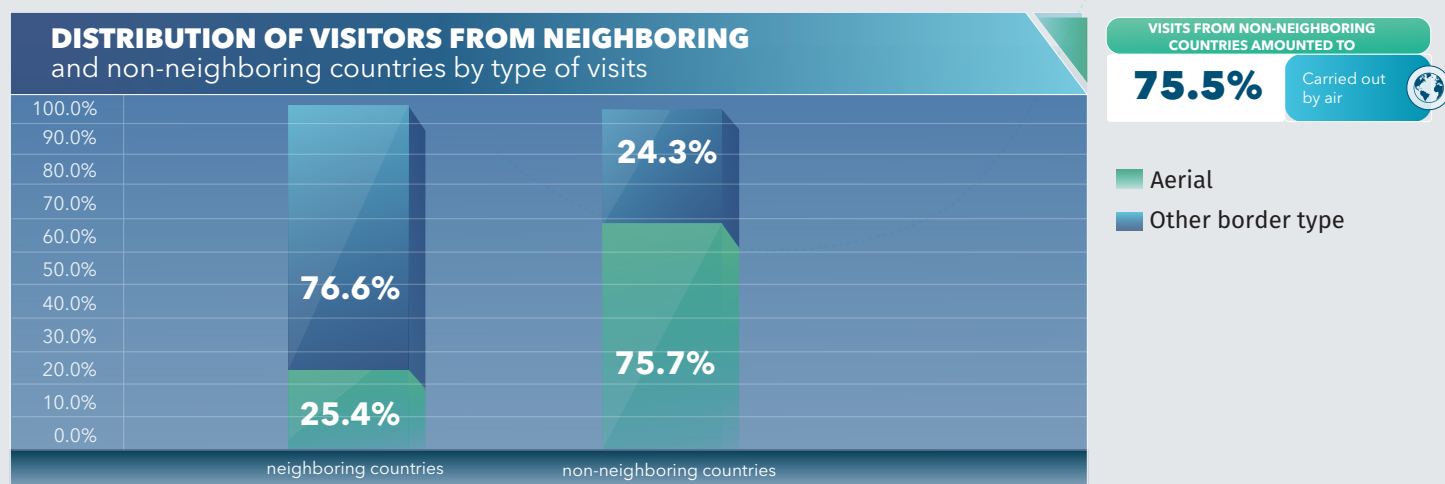
In the first quarter, the largest share of international visitor visits was, as usual, carried out through land borders – 621,705 international visits (53.1% of all international visits). Among these, 191,832 visits were recorded through the Sarpi border checkpoint, accounting for 30.9% of land border visits. **The number of visits carried out via air borders is also significant, totaling 539,159.** The share of air visits in total international visits increased from 42.9% to 46.1%. The largest share of air border visits, 73%, was through Tbilisi International Airport, followed by Kutaisi International Airport with 18% and Batumi International Airport with 9%.





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 77.6% are tourist visits (534,950), while the same figure for other countries is 96.1% (462,579 visits).

Additionally, only 25.4% of visits from neighboring countries were made by air, whereas majority of visitors from other countries traveled by air (75.5%).



In the first quarter of 2026, the highest numerical growth in international visits was recorded from Turkey (growth +5.8% compare to the previous year; +13,103 visits); Russia (+5.2%, +11,453); China (+48.6%, 6,737), Ukraine (+24.5%, +5,927) and Germany (+37.6%, +3,839).

In the first quarter, 15,887 visits were made from the Gulf countries, an increase of 8.2% compared to the same period last year. Visits increased from Saudi Arabia (+36.3%; +2,362 visits); while the largest decrease was recorded from Kuwait (-18.7%, -751 visits).

There were 96,226 visits from EU countries and the UK, an increase of 30.2% compared to the same period in 2025. Among them, visits increased from Germany (+37.6%, +3,839 visits), Poland (+34.3%, +3,486), the United Kingdom (+45.7%, +2,973), Italy (+70.7%, +2,947) and others.

The ongoing conflict in Iran and the resulting flight cancellations have had a negative impact on travel industry. In the first quarter of 2026, visits decreased significantly from Israel (17.5%, 14,152 visits), Iran (-48.8%, -13,102 visits) and India (-29.5%, -7,785 visits);. Armenia also accounted for the largest share of the decline (-11.2%, -20,332 visits).



INTERNATIONAL TRAVELER TRIPS

2026
I Quarter

Country	2025 Quarter	2026 Quarter	Change 2025/2026	Change 2025/2026%
Türkiye	225,265	238,368	13,103	5.8%
Russia	219,264	230,717	11,453	5.2%
Armenia	180,805	160,473	-20,332	-11.2%
Israel	80,896	66,744	-14,152	-17.5%
Azerbaijan	64,818	59,571	-5,247	-8.1%
Ukraine	24,192	30,119	5,927	24.5%
Kazakhstan	21,625	21,583	-42	-0.2%
China	13,875	20,612	6,737	48.6%
India	26,372	18,587	-7,785	-29.5%
Belarus	17,377	16,904	-473	-2.7%
Germany	10,212	14,051	3,839	37.6%
Iran	26,859	13,757	-13,102	-48.8%
Poland	10,165	13,651	3,486	34.3%
United Kingdom	6,506	9,479	2,973	45.7%
USA	7,558	9,015	1,457	19.3%

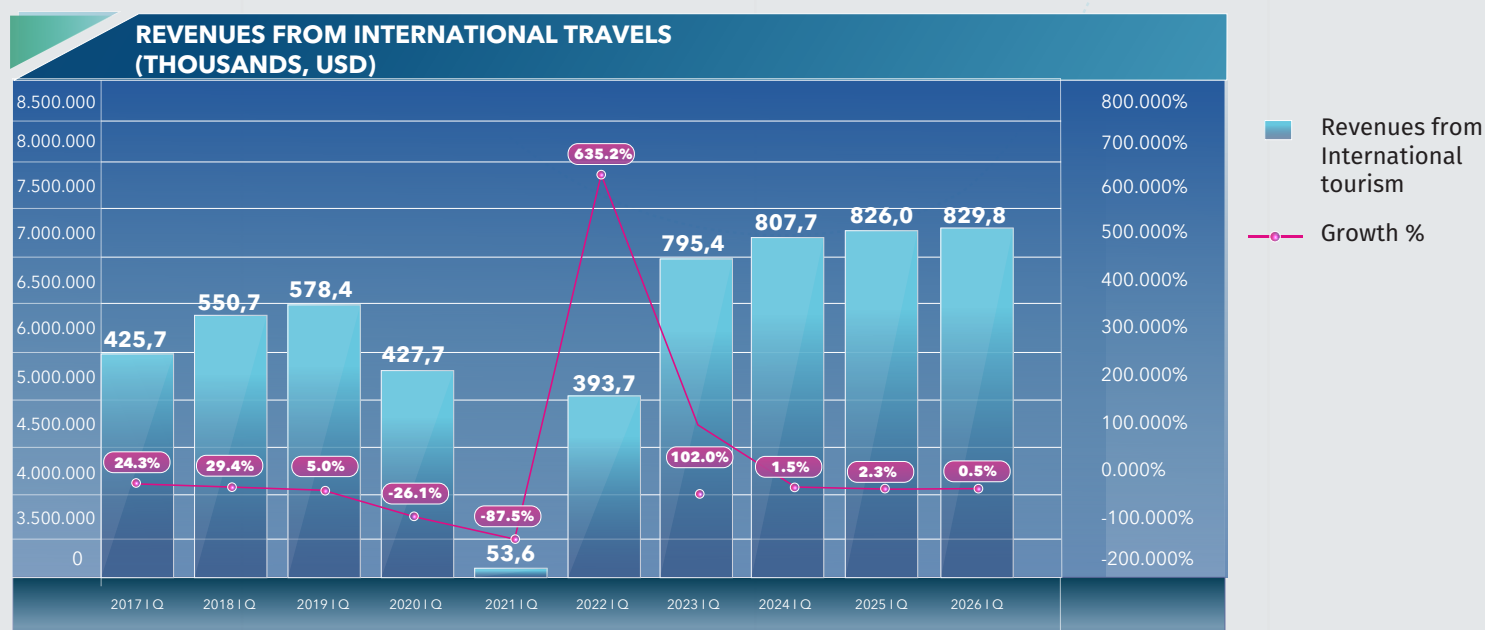


REVENUES FROM INTERNATIONAL TOURISM

2026
I Quarter

In the first quarter of 2026, Georgia received 829.8 million USD in revenue from international travel (tourism).

Revenues from international travel increased by 0.5% compared to the same period of previous year, reaching a record of 829,847,538 USD.



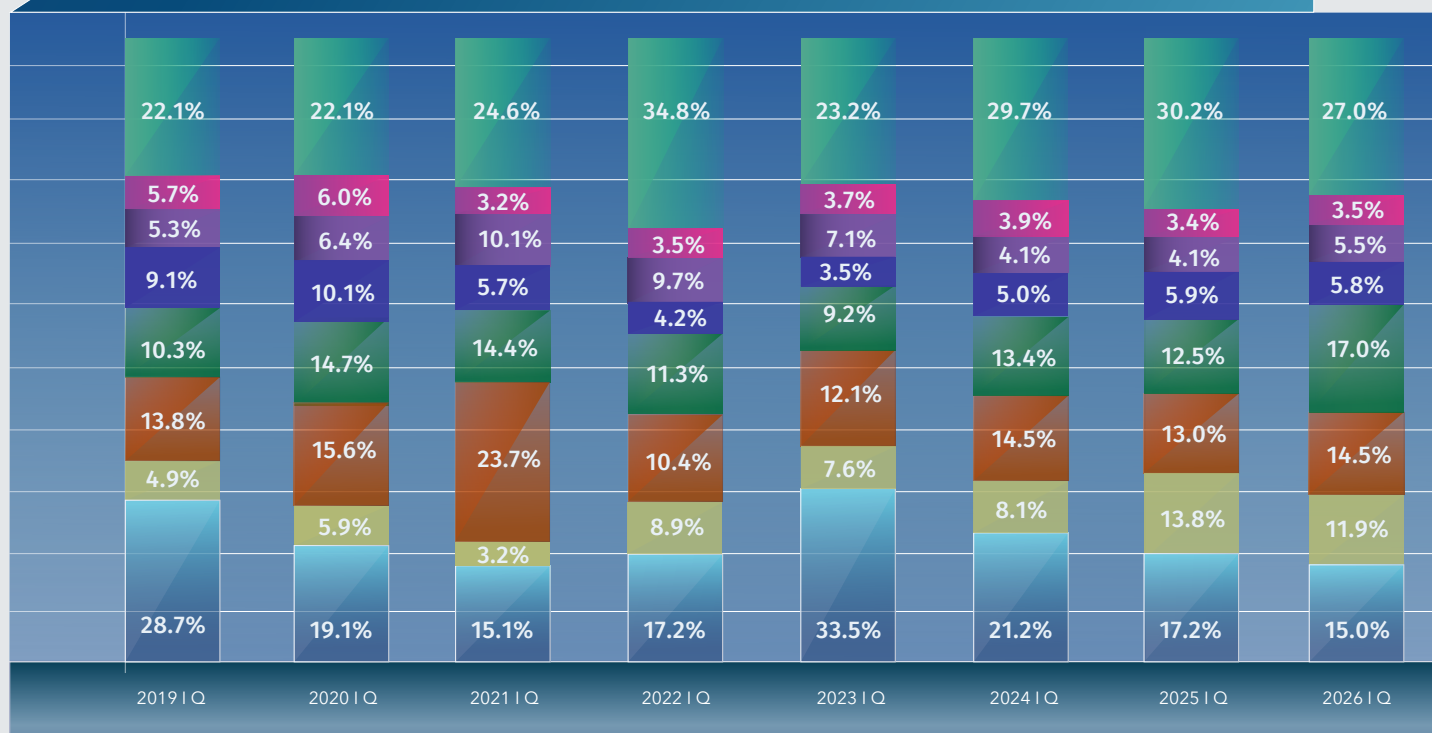
In the first quarter of 2026, the largest income from travel came from: the European Union countries and the United Kingdom (140.7 million USD, 17% share), Russia (124.3 million USD, 15% share), Turkey (120.1 million USD, 14.5% share) and Israel (98.9 million USD, 11.9% share).



REVENUES FROM INTERNATIONAL TOURISM

2026
I Quarter

REVENUES FROM INTERNATIONAL TRAVEL, BY COUNTRY



RUSSIA



ISRAEL



TURKEY



EUROPEAN UNION*



AZERBAIJAN



UKRAINE



ARMENIA



OTHERS

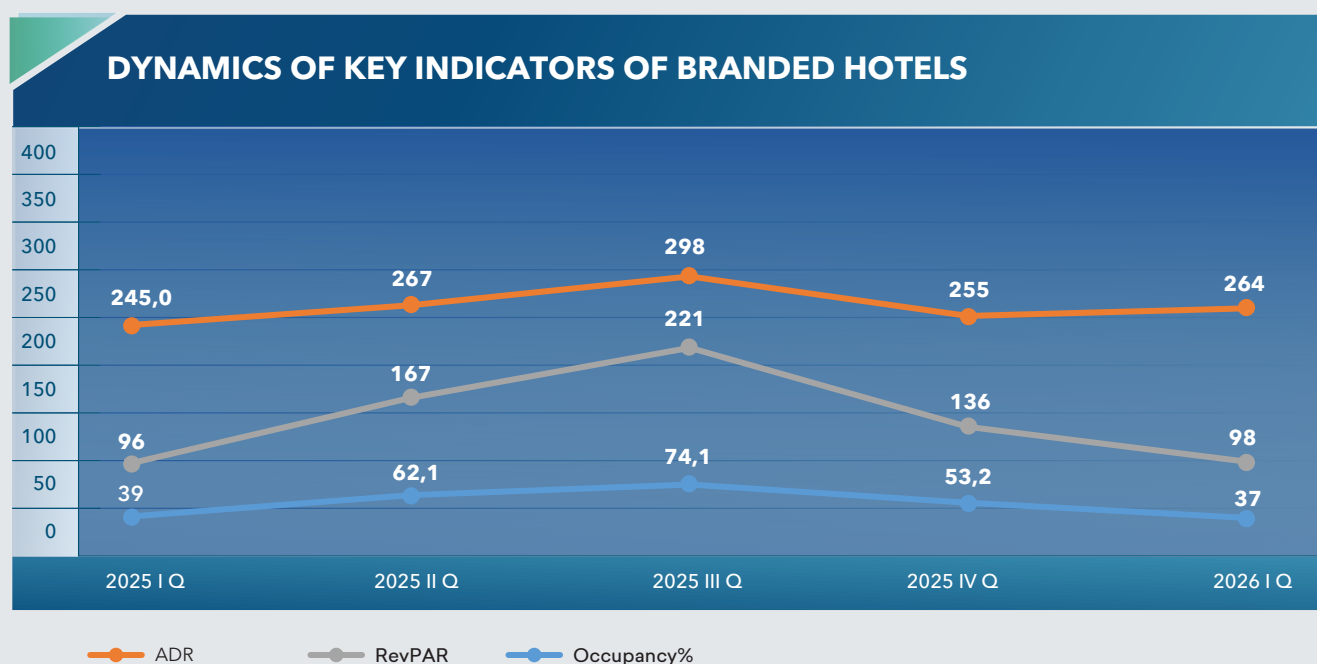


PERFORMANCE INDICATORS OF ACCOMMODATION

2026
I Quarter

According to data from the international research company STR Global, the occupancy rate of branded hotels in Georgia was 37%, which is an increase of 0.3% compared to the previous year. Batumi leads in occupancy rate with 44.2%, followed by Tbilisi with 43.3%, while the rest of the country recorded an occupancy rate of 38.5%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 264 GEL, and the revenue per available room (RevPAR) amounts to 98 GEL.



It is important to note the properties registered on one of the most widely used platforms - Airbnb. According to data from March 2026, there are **13,529** accommodation listings registered on Airbnb in Georgia, offering more than **27,000** beds.

In the first quarter of 2026, the average occupancy rate of accommodation facilities registered on the Airbnb platform was 58%.

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