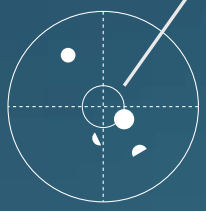
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Georgia



STATISTICAL OVERVIEW OF GEORGIAN TOURISM

2026

III QUARTER

OVERVIEW OF GEORGIAN TOURISM

INTERNATIONAL
traveler trips

3.1 million

GROWTH 3.6%
compared to
2025 III quarter

INTERNATIONAL
visitor trips

2.1 million

GROWTH 4.7%
compared to
2025 III quarter

REVENUE
from international travelers

1.9$ billion

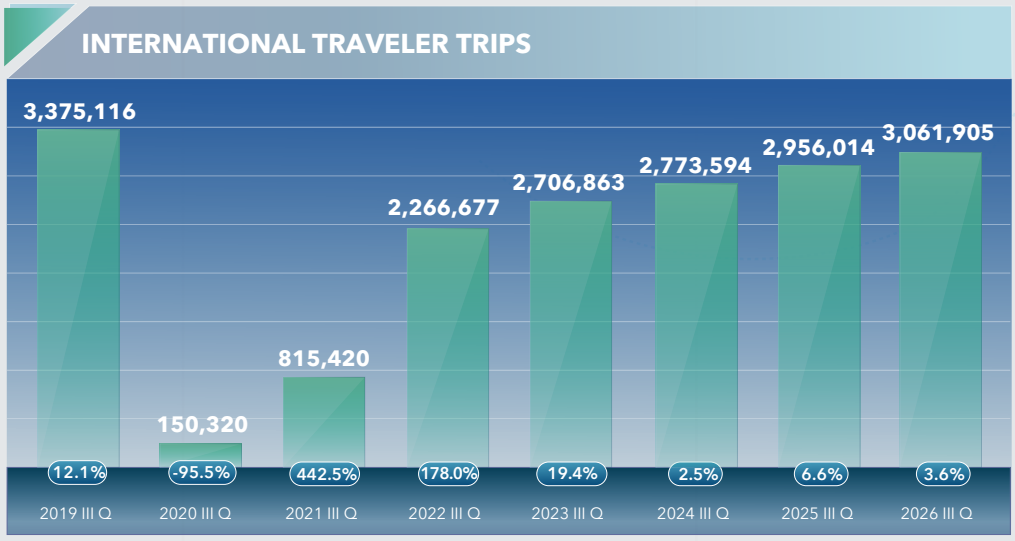
GROWTH 11.9%
compared to
2025 III quarter

- In the third quarter of 2026 , 3,061,905 international traveler visits were made to Georgia, which is 3.6% increase compared to the previous year.
- International tourist visits increased by 4.7% compared to same period of 2025 and amounted to 2,131,908.
- Revenue from International travel increased by 11.9% compared to 2025 and reached 1,864,397,136 USD.

INTERNATIONAL TRAVELER TRIPS

2026
III Quarter

According to data for the third quarter of 2026, 3,061,905 visits by international travelers were recorded in the country, an increase of 3.6% compared to the same period of the previous year. Visits by international visitors accounted for 84.9%, totaling 2,598,257. The number of visits by international visitors increased by 3.3% compared to the second quarter of the previous year.

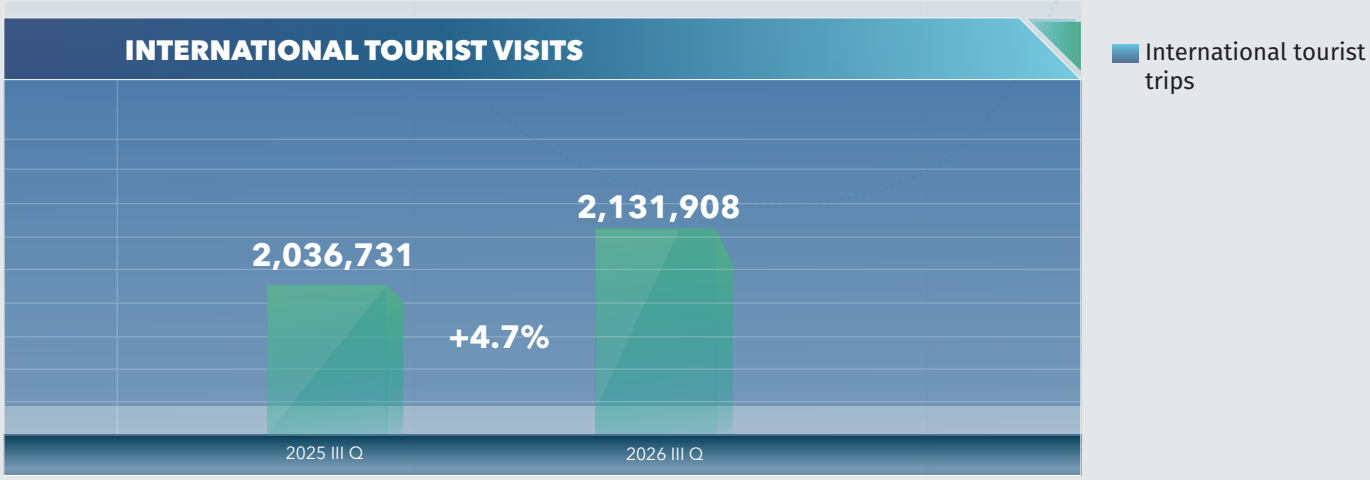




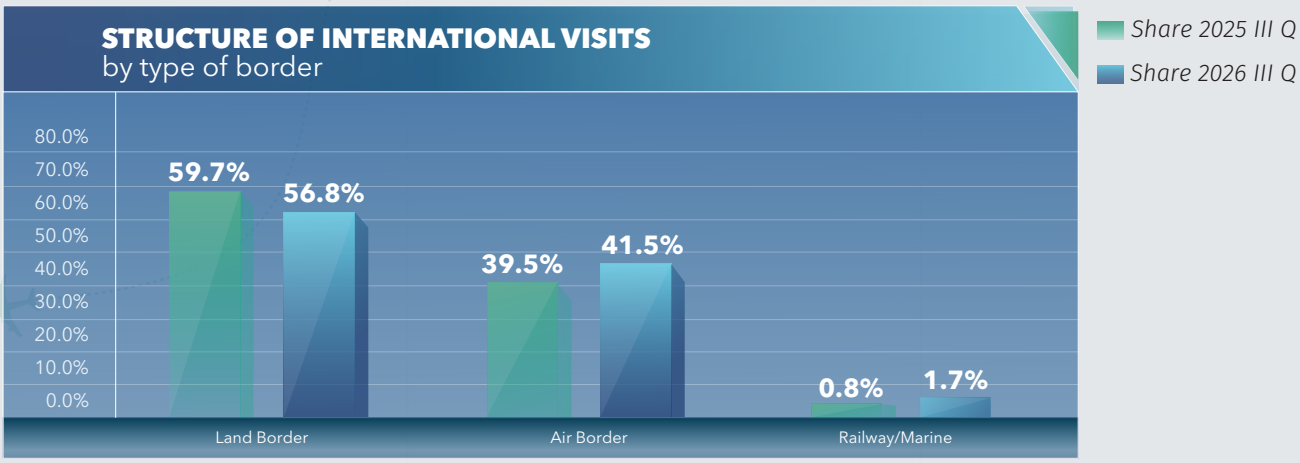
Source: Ministry of Internal Affairs, Information-analytical department

INTERNATIONAL TRAVELER TRIPS

In the third quarter of 2026, the number of tourist visits increased, reaching a record of 2.1 million visits. According to data for the third quarter of 2026, tourist visits increased by 4.7% to 2,131,908, accounting for 82.1% of total visitor visits.



In the third quarter, the largest share of international visits was, traditionally, made through land borders, accounting for 1,474,909 international visits (56.8% of all international visits). Of these, 467,276 visits were recorded through the Sarpi border crossing, representing 31.7% of all visits made through land borders. **Air-border crossings also accounted for a substantial number of visits, totaling 1,078,807.** Tbilisi International Airport accounted for the largest share of air-border visits (57.5%), followed by Batumi International Airport (26.7%) and Kutaisi International Airport (15.8%).

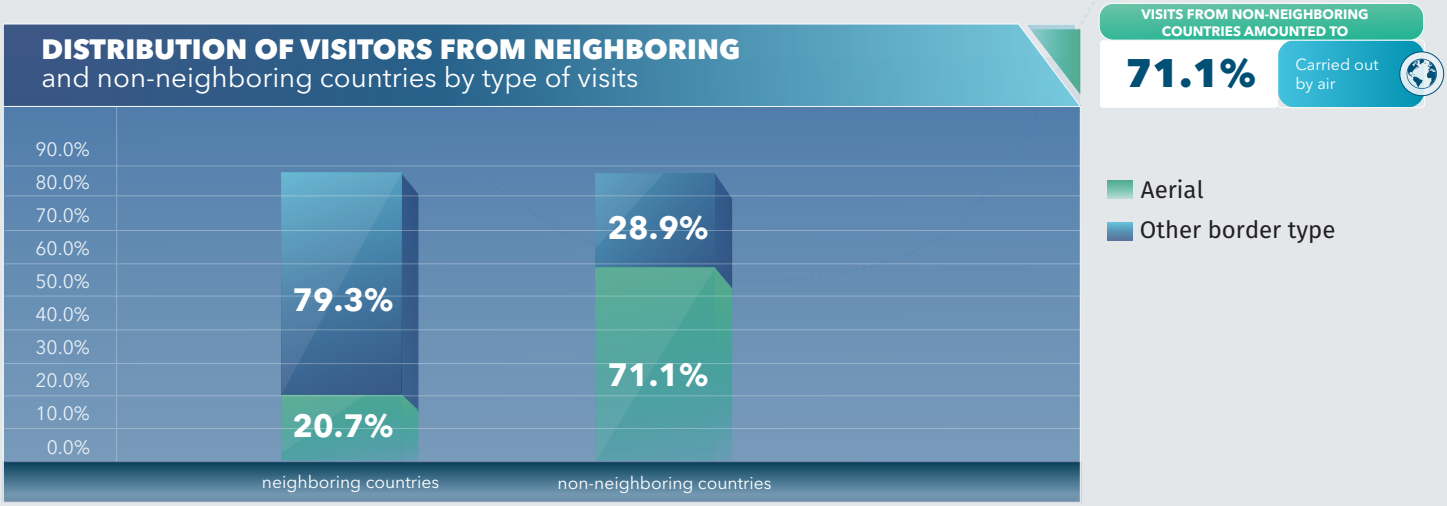


Source: Ministry of Internal Affairs, Information-analytical department

INTERNATIONAL TRAVELER TRIPS

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 73.1% are tourist visits (1,114,608), **while the same figure for other countries is 94.8% (462,579 visits).**

Additionally, only 20.7% of visits from neighboring countries were made by air, whereas majority of visitors from other countries traveled by air (71.1%).



In the third quarter of 2026, the largest increases in the number of visits were recorded from the following countries: Russia (growth 4.7% year-on-year, with an increase of 31,153 visits); Azerbaijan (36.2%, 30,737 visits); Israel (19.1%, 23,387 visits); China (30.2%, 14,949 visits); and Ukraine (21.3%, 9,684 visits).

In the third quarter, a total of 52,975 visits were made from the Gulf countries, representing a 32.5% decrease compared with the same period of the previous year. The decline in visits to Georgia from the Gulf countries was attributable to the ongoing conflict in the region, which significantly disrupted air traffic.

A total of 224,419 visits were recorded from European Union countries and the United Kingdom, representing a 16.6% increase compared with the corresponding period of 2025. In particular, visits increased from Germany (16.8%, 5,636 visits); Poland (14.0%, 4,283 visits); Lithuania (46.8%, 2,910 visits); and the United Kingdom (18.2%, 2,807 visits), among other countries.

Source: Ministry of Internal Affairs, Information-analytical department

INTERNATIONAL TRAVELER TRIPS

The ongoing conflict in Iran and the resulting flight cancellations had a negative impact on visitor numbers. In the third quarter of 2026, visits from India decreased by 25.9%, while visits from Iran declined by 3.6%.

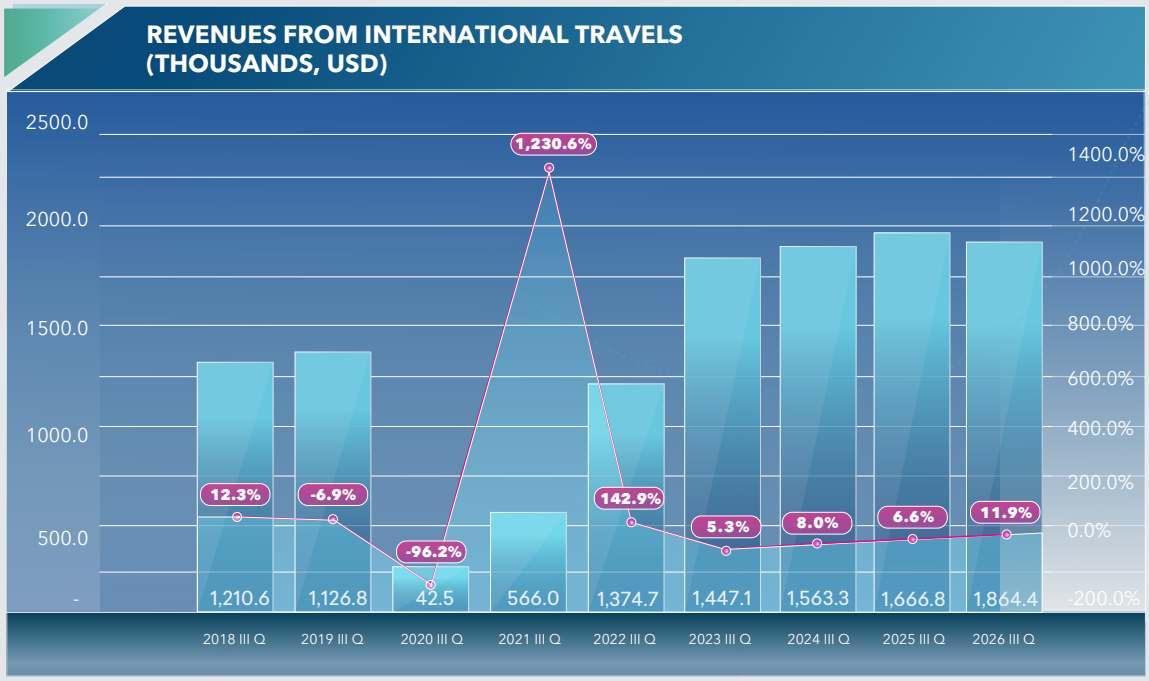
Country	2025 III Quarter	2026 III Quarter	Change 2025/2026	Change 2025/2026%
Russia	664,645	695,798	31,153	4.7%
Türkiye	430,019	398,096	-31,923	-7.4%
Armenia	329,326	316,151	-13,175	-4.0%
Israel	122,405	145,792	23,387	19.1%
Azerbaijan	84,920	115,657	30,737	36.2%
Belarus	81,017	83,959	2,942	3.6%
Kazakhstan	76,533	78,758	2,225	2.9%
China	49,578	64,527	14,949	30.2%
Ukraine	45,469	55,153	9,684	21.3%
Germany	33,576	39,212	5,636	16.8%
Saudi Arabia	57,474	38,602	-18,872	-32.8%
Iran	39,013	37,608	-1,405	-3.6%
Poland	30,552	34,835	4,283	14.0%
Uzbekistan	32,573	32,801	228	0.7%
USA	21,746	23,729	1,983	9.1%

Source: Ministry of Internal Affairs, Information-analytical department

REVENUES FROM INTERNATIONAL TOURISM

In the third quarter of 2026, Georgia received 1.9 billion USD in revenue from international travel (tourism).

Revenues from international travel increased by 11.9% compared to the same period of previous year, reaching a record of 1,864,397,136 USD.

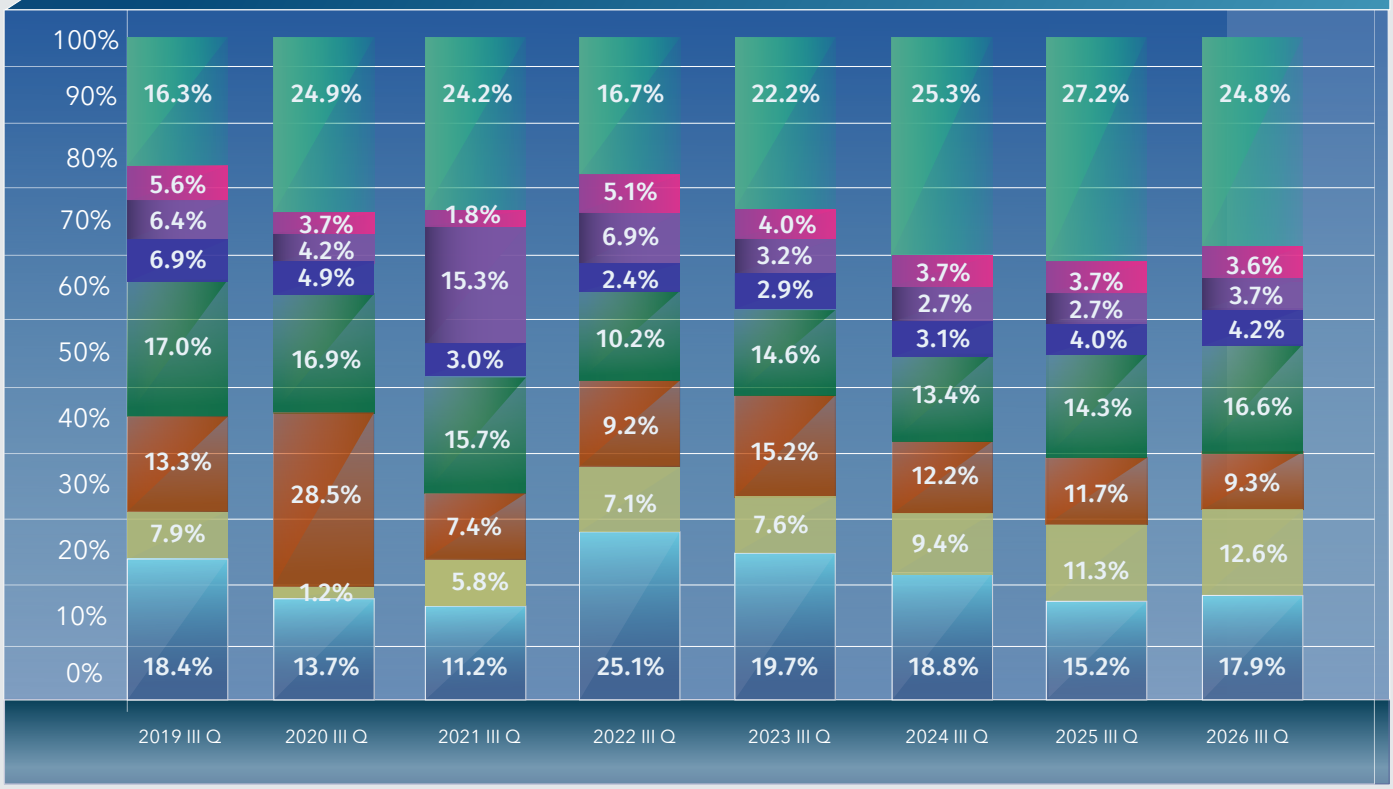


In the third quarter of 2026, the largest tourism revenues were generated from Russia, amounting to USD 334.2 million (17.9%); the European Union countries and the United Kingdom USD 310.2 million (16.6%); Israel USD 234.9 million (12.6%); and Türkiye USD 173.2 million (9.3%).

Source: National Bank of Georgia

REVENUES FROM INTERNATIONAL TOURISM

REVENUES FROM INTERNATIONAL TRAVEL, BY COUNTRY



- RUSSIA
- AZERBAIJAN
- ISRAEL
- UKRAINE
- TÜRKIYE
- ARMENIA
- EUROPEAN UNION*
- OTHERS

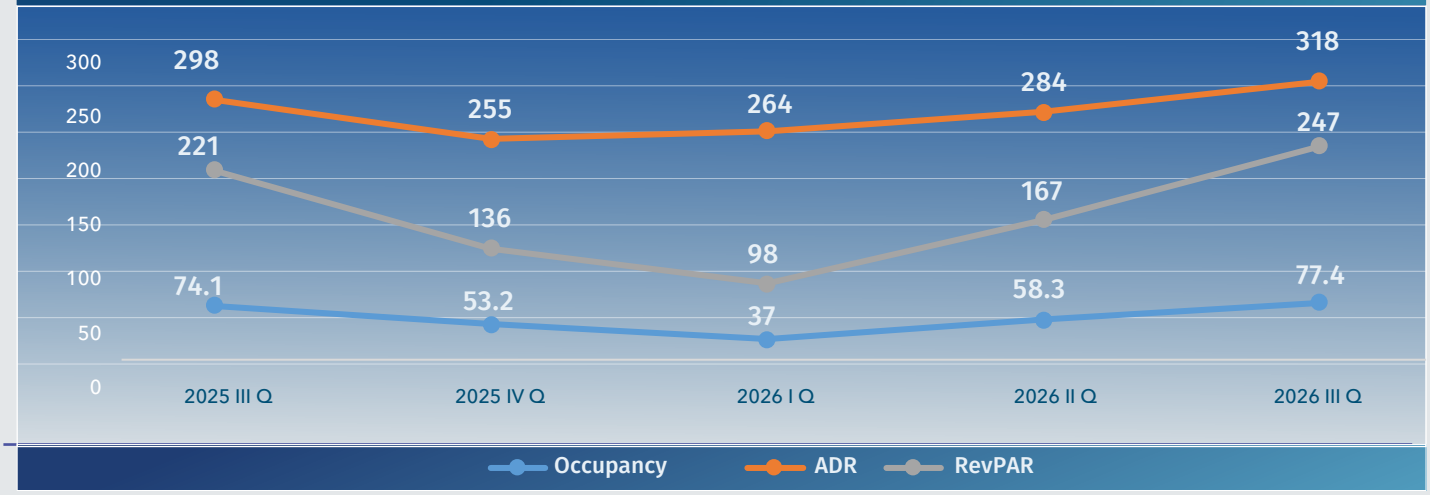
Source: *National Bank of Georgia*
Includes EU countries and the UK

PERFORMANCE INDICATORS OF ACCOMMODATION

According to data from the international research company STR Global, the occupancy rate of branded hotels in Georgia was 77.4%, which is an increase of 3.9% compared to the previous year. Batumi leads in occupancy rate with 86.6%, followed by Tbilisi with 77.4%, while the rest of the country recorded an occupancy rate of 80.4%.

The average daily rate (ADR) for a room in branded hotels in Georgia is 318 GEL, and the revenue per available room (RevPAR) amounts to 247 GEL.

DYNAMICS OF KEY INDICATORS OF BRANDED HOTELS



It is important to note the properties registered on one of the most widely used platforms - Airbnb. According to data from September 2026, there are **21,073** accommodation listings registered on Airbnb in Georgia, offering more than **40,000** beds.

In the third quarter of 2026, the average occupancy rate of accommodation facilities registered on the Airbnb platform was 66.2%.

Source: *STR Global*
Source: *AirDNA*

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.

2026

Georgia