



NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA II QUARTER, 2023 YEAR



14.08.2023

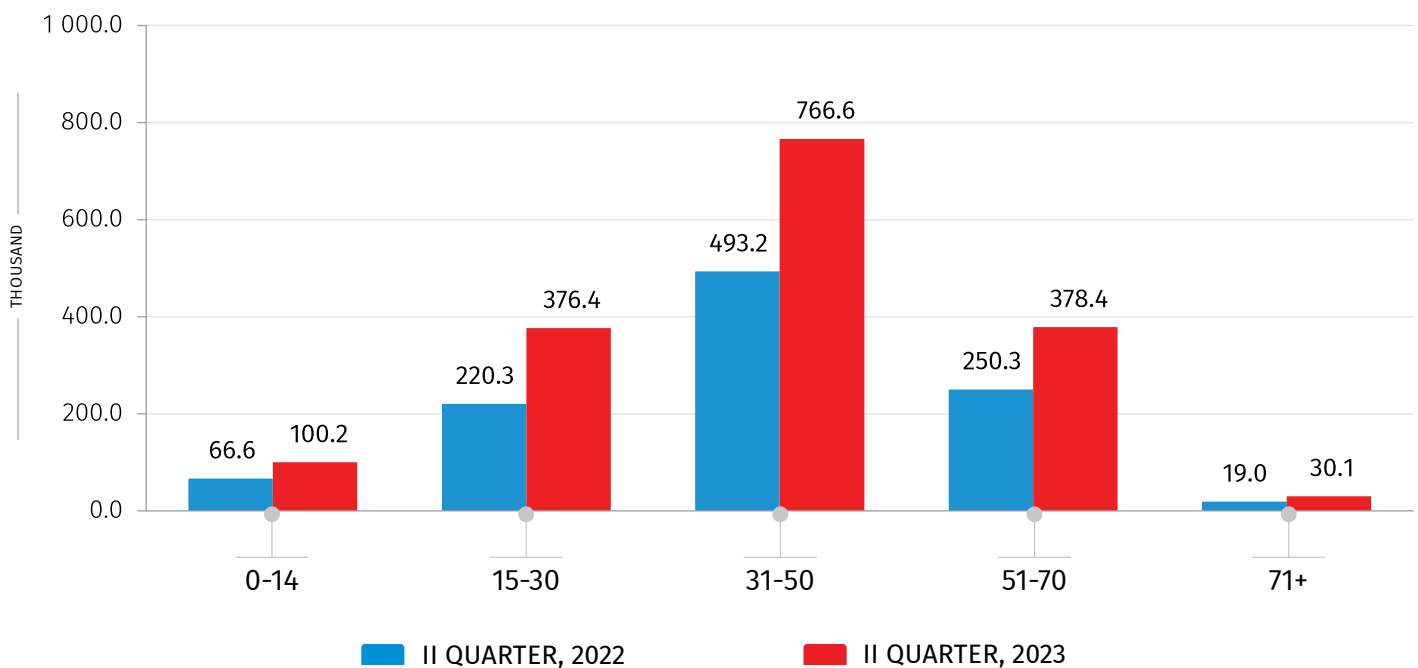
INBOUND TOURISM STATISTICS

(II QUARTER, 2023 YEAR)

In the II quarter of 2023, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.7 million, which is 57.4 percent higher compared to the data from the same period of previous year. Most of the incomes, 46.4 percent, were made by travellers of 31-50 age group.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS
BY THE AGE GROUPS IN II QUARTERS OF 2022-2023 YEARS



The number of visits² by international visitors³ from above-mentioned number made up 1.5 million, which is 58.7 percent higher compared to the data from the same period of 2022.

¹According to the World Tourism Organization, a **traveller** is someone who moves between different geographic locations, for any purpose and any duration.

²**Visit** is a movement of visitors

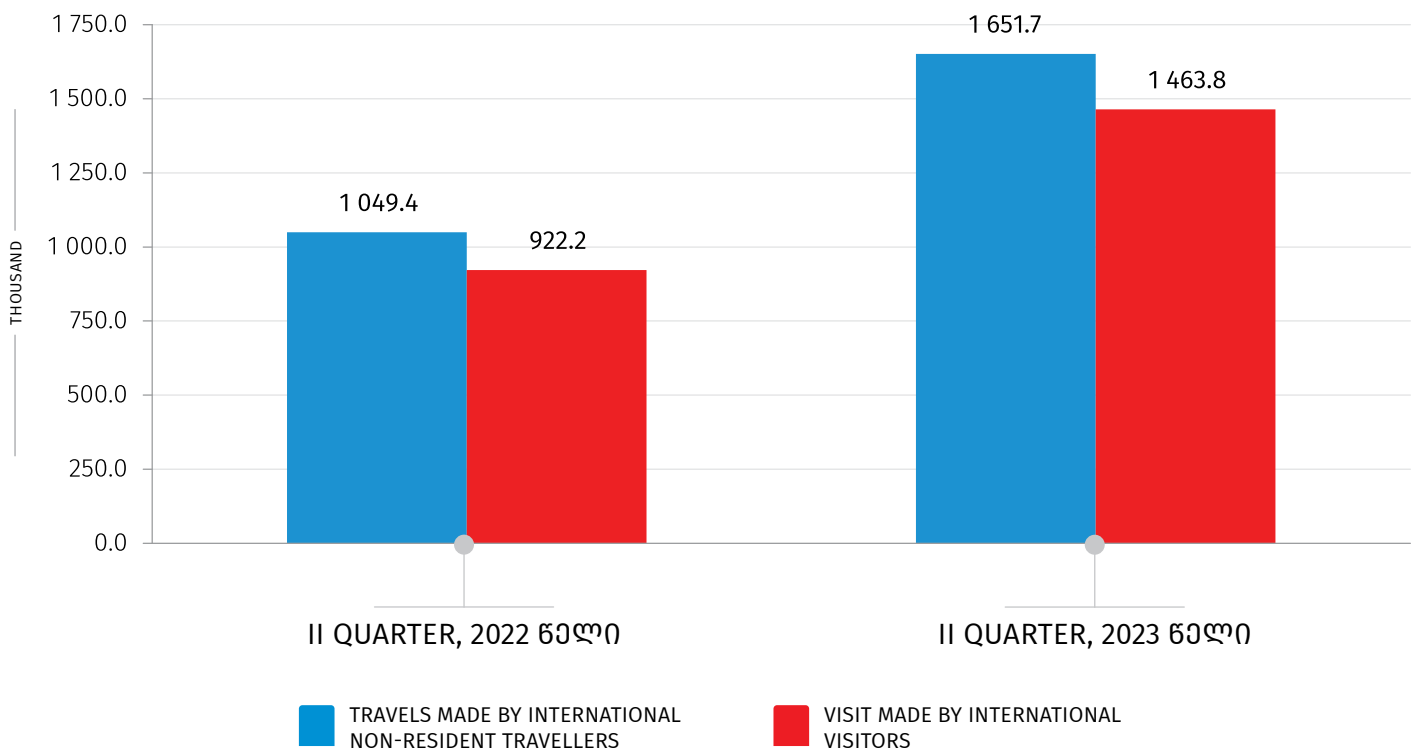
³**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who frequently cross borders).

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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in the II quarters of 2022-2023.

CHART №2

NUMBER OF THE TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN II QUARTERS OF 2022-2023 YEARS



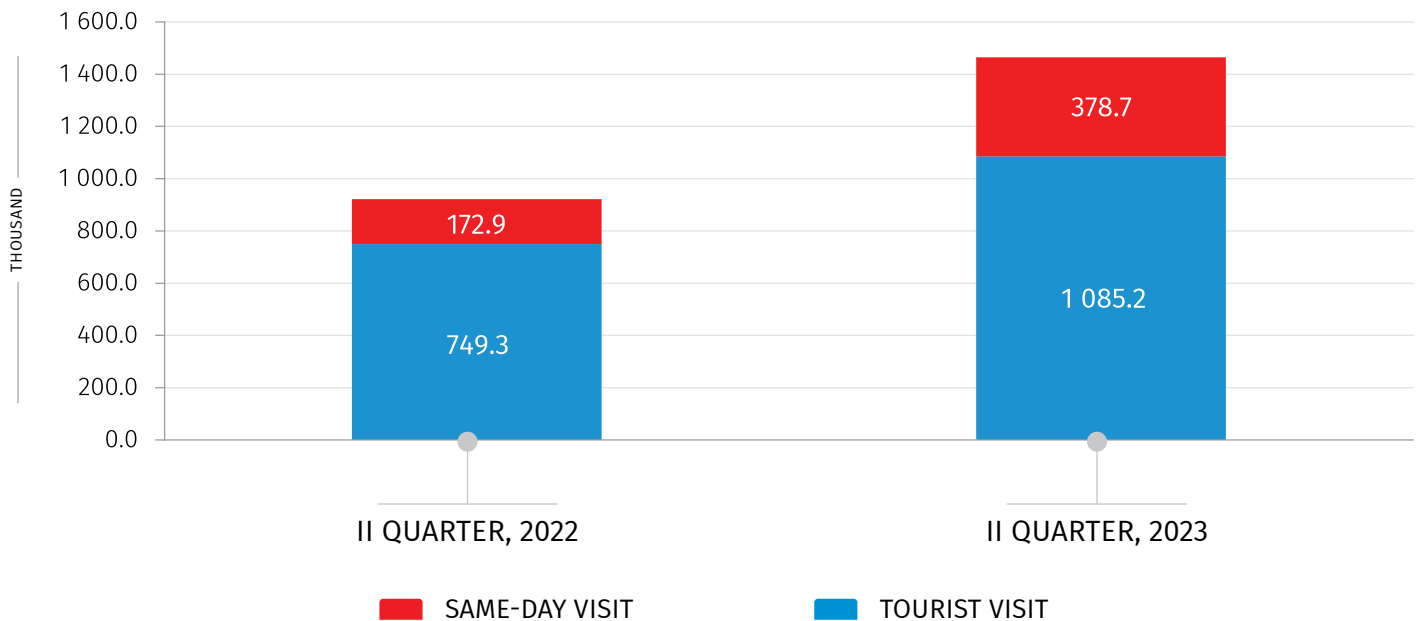
In the II quarter of 2023 the number of international visitors equaled to 1.2 million that is 58.1 percent higher compared to the data from the same period of previous year.

In the reporting period, international visitors have made 1.1 million tourist-type visits, which is 44.8 percent higher compared to the data from the same period of previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE TYPE OF VISIT IN II QUARTERS OF 2022-2023 YEARS



73.5 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 22.6 percent, while 3.9 percent of visitors were both tourists and same-day visitors.

TABLE №1

DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY THE TYPE OF VISITOR IN II QUARTERS OF 2022-2023 YEARS, THOUSAND

	II QUARTER, 2022	II QUARTER, 2023
Only Tourist	625.8	889.3
Only Same-day Visitor	112.9	273.0
Both	26.5	47.8
TOTAL	765.3	1 210.2

⁴ **Tourist** is a visitor whose trip includes an overnight stay in Georgia.

⁵ **Excursionist (same-day visitor)** is a visitor whose trip does not include an overnight stay in Georgia.

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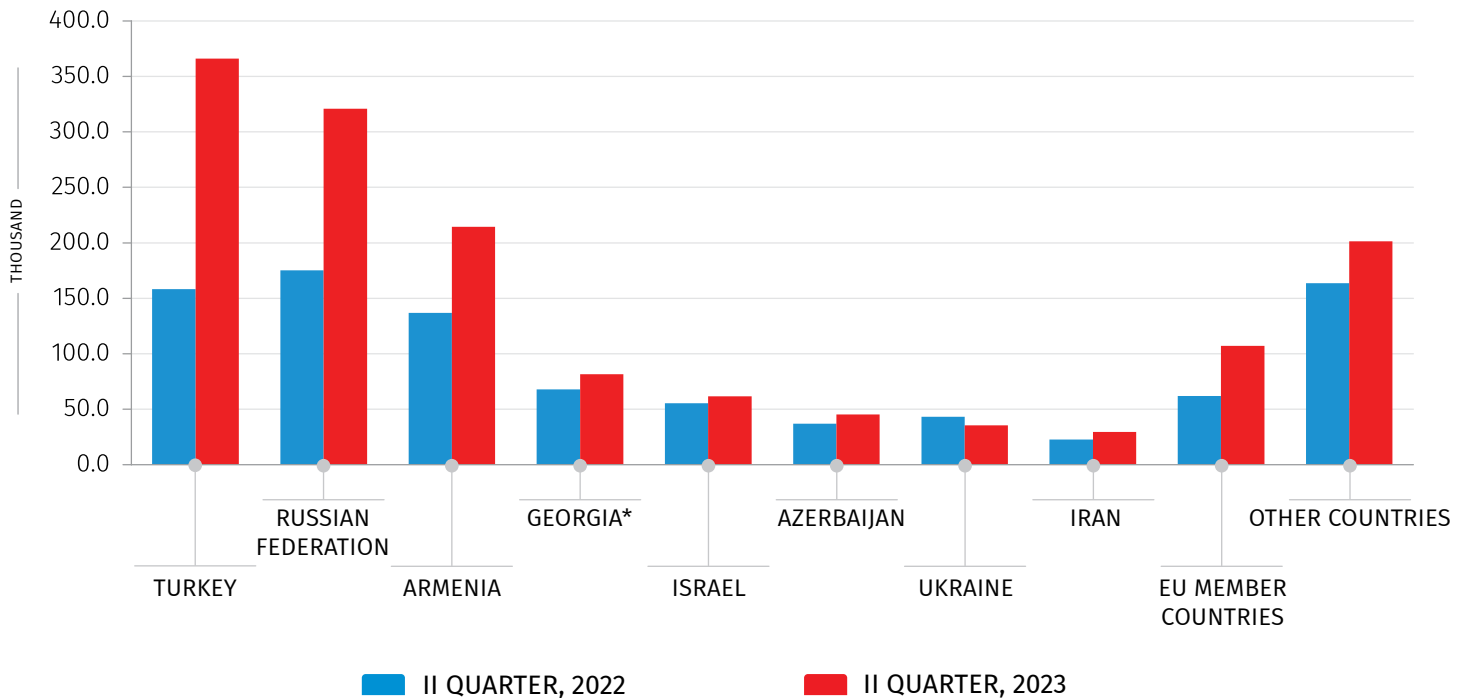
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In II quarter of 2023 the largest number of visitors (290.8 thousand visitors) was from Turkey, which amounts to 24.0 percent of total number of visitors. On second place is Russian Federation with 22.1% share and on third place – Armenia with 12.4% share.

Correspondingly, the largest number of visits were made by the citizens of Turkey (366.1 thousand), Russian Federation (320.8 thousand) and Armenia (214.6 thousand).

CHART №4

DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE COUNTRY OF CITIZENSHIP IN II QUARTERS OF 2022-2023 YEARS



*Georgian citizens who remain the residents of other country

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The majority of visitors (47.8 percent) belonged to the age group of 31-50 years. The number of women equaled to 38.7 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS
BY THE AGE GROUPS IN II QUARTER, 2023 YEAR**

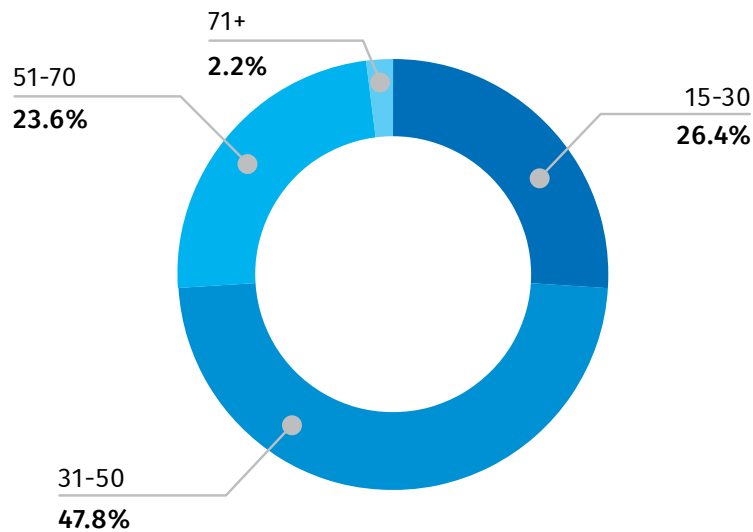


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS
BY GENDER IN II QUARTER, 2023 YEAR, THOUSAND**

	NUMBER OF VISITORS	%
Male	742.3	61.3
Female	467.8	38.7
TOTAL	1 210.2	100.0

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In II quarter of 2023, the purpose of the majority of visits (51.5 percent) was holiday, leisure and recreation.

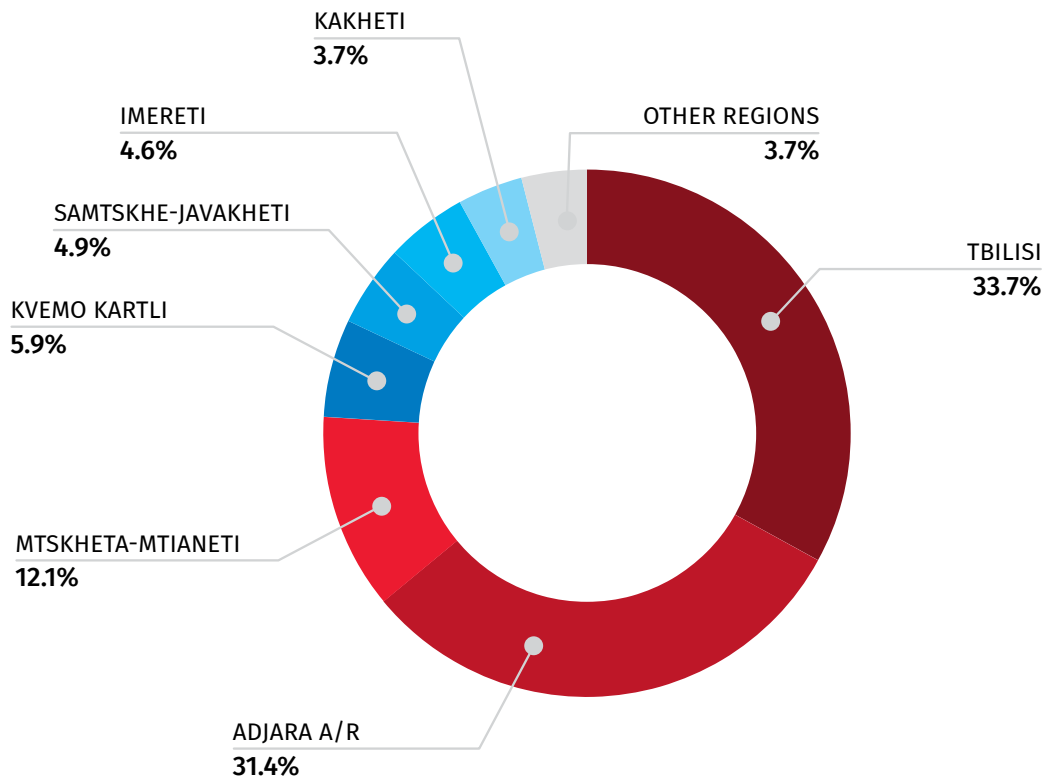
TABLE №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE MAIN PURPOSE OF THE VISIT IN II QUARTER, 2023 YEAR, THOUSAND**

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	754.0	51.5
Visiting friends/relatives	296.6	20.3
Transit to other country	178.2	12.2
Business or Professional	97.1	6.6
Shopping	88.0	6.0
Health and Medical Care	9.8	0.7
Other	40.2	2.7
TOTAL	1 463.8	100.0

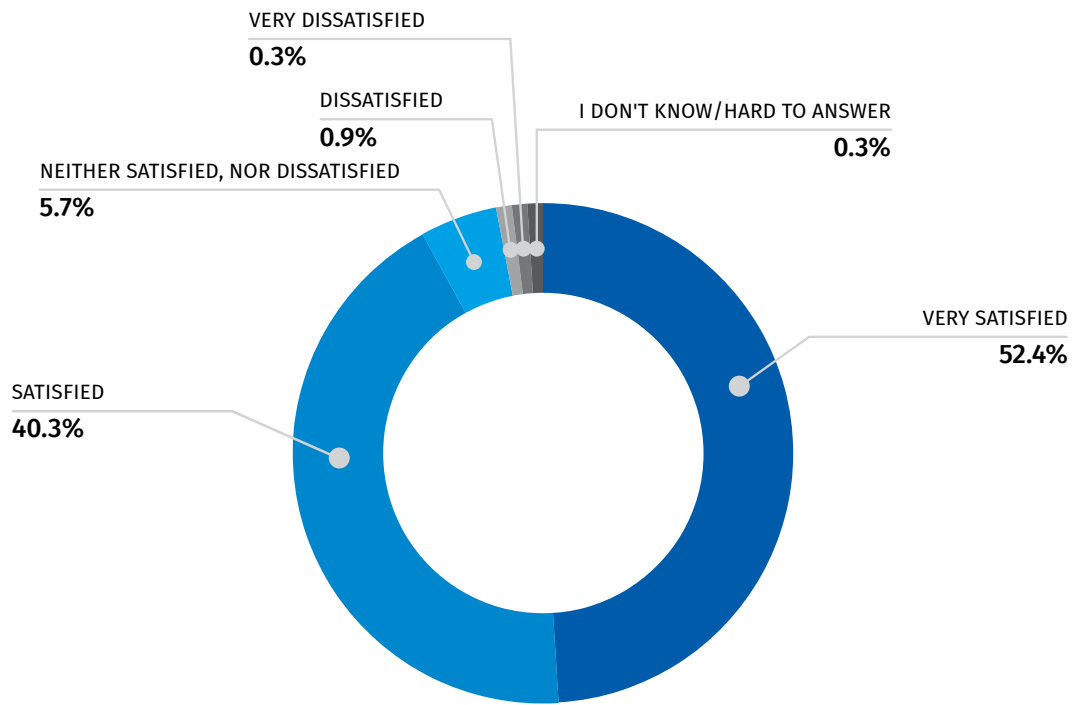
The majority of visits comes on Tbilisi and Adjara A/R, 709.3 thousand and 661.8 thousand accordingly. The chart below illustrates the distribution of visits by the visited regions.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE VISITED REGIONS IN II QUARTER, 2023 YEAR**



In II quarter of 2023 the average number of nights spent during the visits equaled to 4.8 nights, which is 22.3 percent lower than the figure indicated in II quarter of 2022 (6.2 nights). 73.9 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in II quarter of 2023.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE SATISFACTION LEVEL IN II QUARTER, 2023 YEAR**



The expenditures during the visits made in II quarter of 2023 equaled to 3.4 billion GEL, which is 49.1 percent higher compared to the data from the same period of previous year. Average expenditure on the visit decreased by 6.1 percent compared to II quarter of 2022 and amounted to 2 292.0 GEL.

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TABLE №4

**DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS
BY EXPENDITURE CATEGORIES IN II QUARTER, 2023 YEAR**

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	1 453.7	43.3	993.1
Shopping	735.9	21.9	502.7
Foods and drinks	554.8	16.5	379.0
Holiday, leisure, recreation, cultural and sporting activities	366.2	10.9	250.1
Local transport	205.4	6.1	140.3
Other expenditure	39.2	1.2	26.8
TOTAL EXPENDITURE	3 355.2	100.0	2 292.0

NOTICE: The discrepancy between the totals and the sum in some cases can be explained by using rounded data.

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