



**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA**

**IV QUARTER, 2023 YEAR**



30.01.2024  
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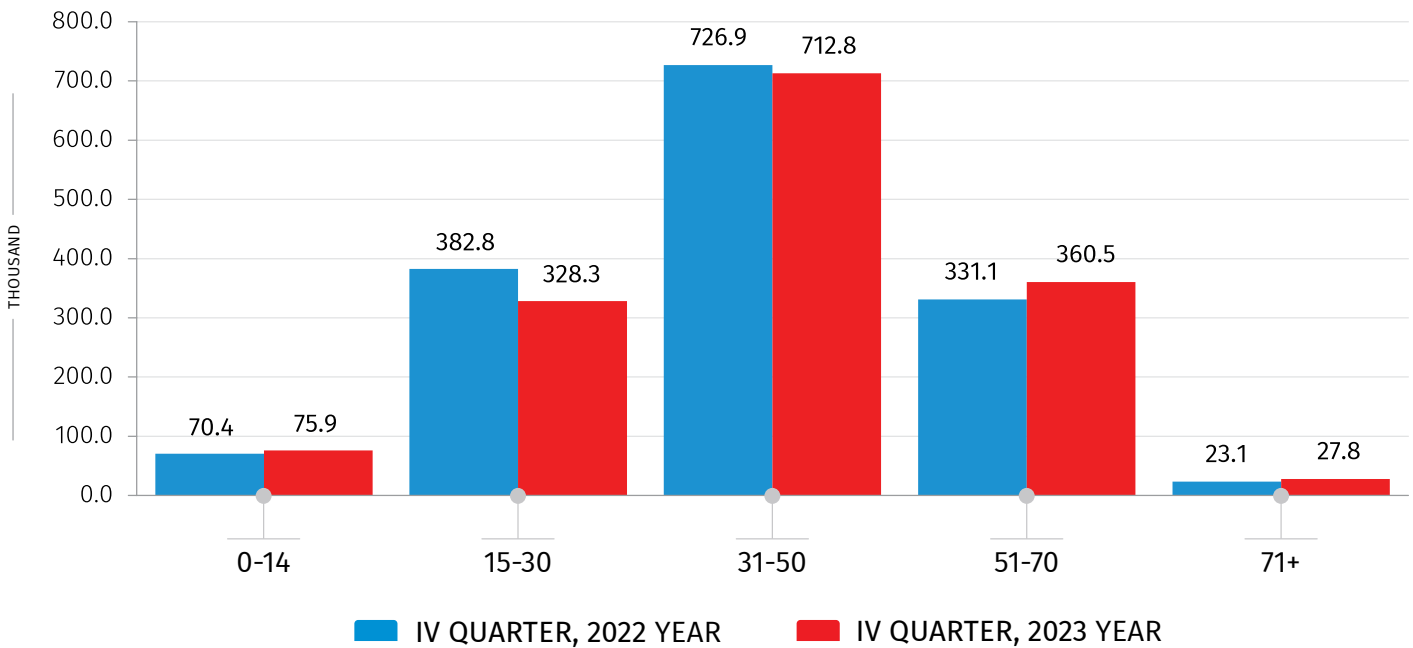
INBOUND TOURISM STATISTICS

(IV QUARTER, 2023 YEAR)

In the IV quarter of 2023, the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 1.5 million, which is 1.9 percent lower compared to the data from the same period of previous year. Most of the incomes, 47.4 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 IV QUARTERS OF 2022-2023 YEARS



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned number made up 1.3 million, which is 1.5 percent lower compared to the data from the same period of 2022.

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

<sup>2</sup>**Visit** is a movement of visitors

<sup>3</sup>**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).

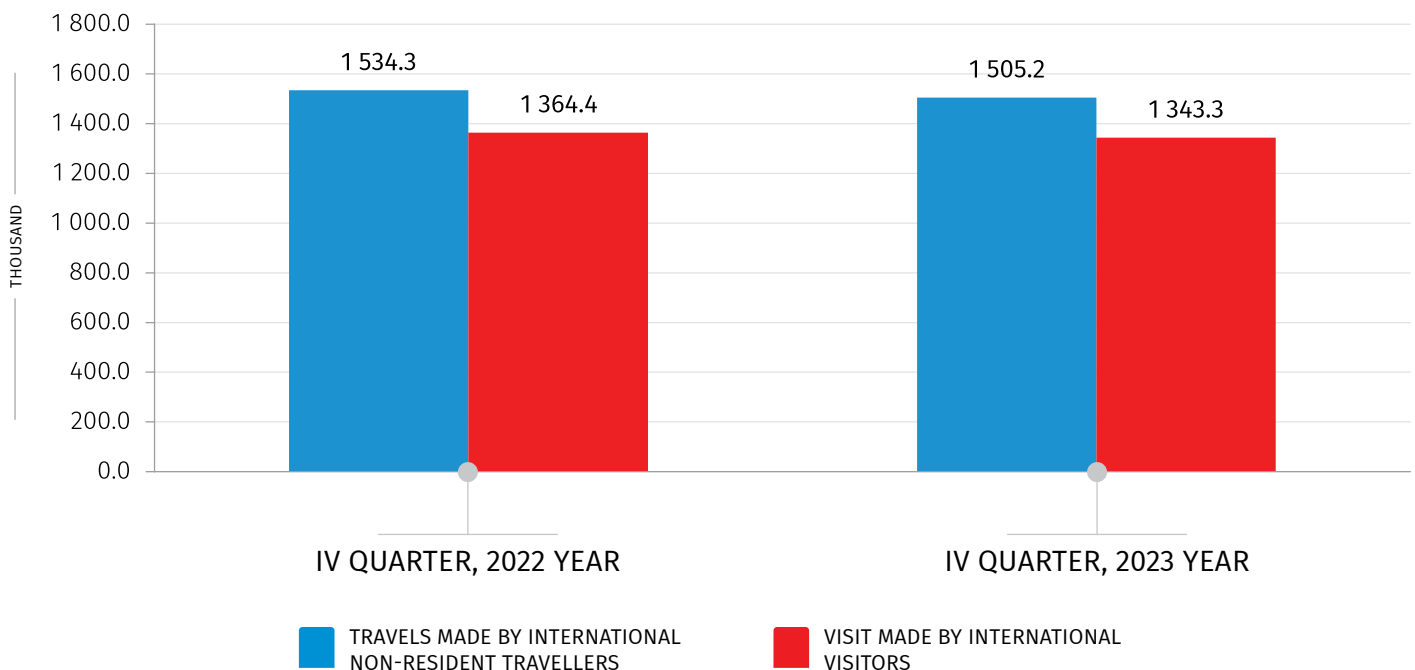
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in the IV quarters of 2022-2023.

CHART №2

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



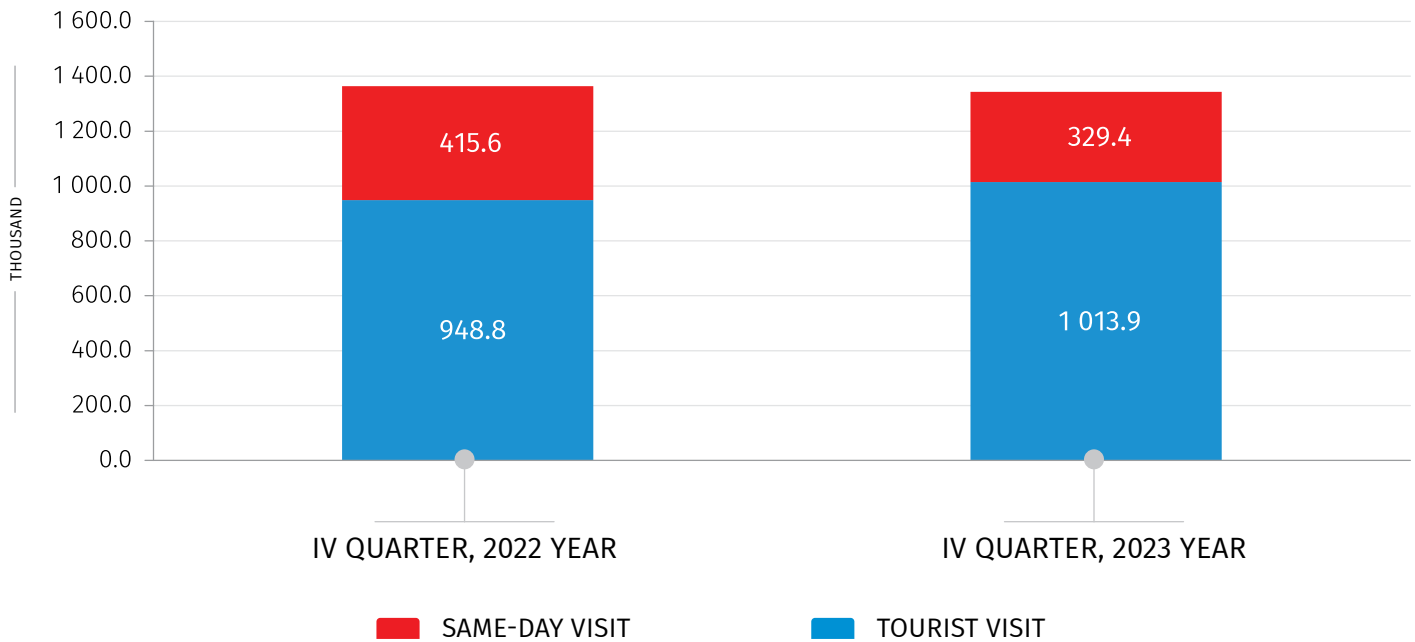
In the IV quarter of 2023 the number of international visitors equaled to 1.1 million that is 3.0 percent lower compared to the data from the same period of previous year.

In the reporting period, international visitors have made 1.0 million tourist-type visits, which is 6.9 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 IV QUARTERS OF 2022-2023 YEARS**



74.9 percent of international visitors were only tourists<sup>5</sup>. The share of excursionists<sup>5</sup> amounted to 21.0 percent, while 4.1 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 IV QUARTERS OF 2022-2023 YEARS, THOUSAND**

	IV QUARTER, 2022 YEAR	IV QUARTER, 2023 YEAR
Only Tourist	775.4	821.7
Only Same-day Visitor	311.7	229.8
Both	42.9	45.1
<b>TOTAL</b>	<b>1 130.0</b>	<b>1 096.6</b>

<sup>4</sup> **Tourist** is a visitor whose trip includes an overnight stay in Georgia.

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

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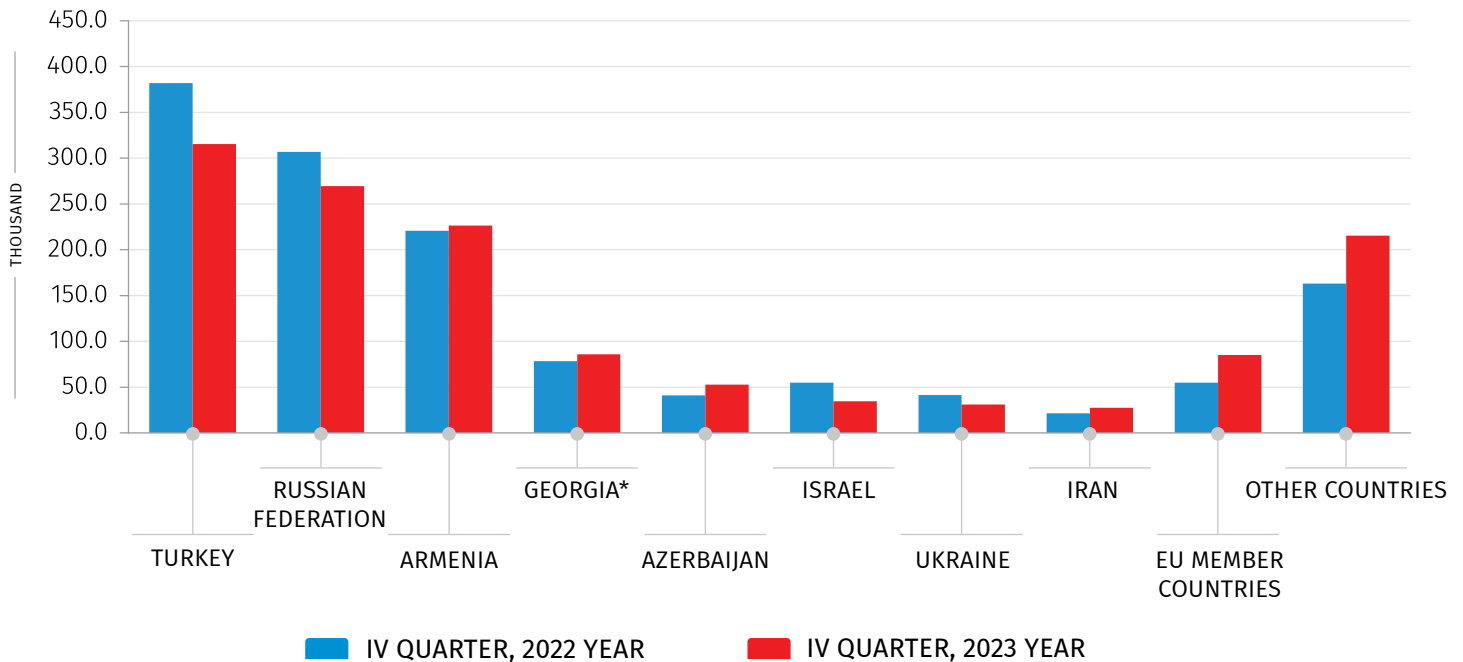
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In IV quarter of 2023 the largest number of visitors (234.6 thousand visitors) was from Turkey, which amounts to 21.4 percent of total number of visitors. On second place is Russian Federation with 20.7% share and on third place – Armenia with 14.4% share.

Correspondingly, the largest number of visits were made by the citizens of Turkey (315.2 thousand), Russian Federation (269.4 thousand) and Armenia (226.5 thousand).

CHART №4

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



\*Georgian citizens who remain the residents of other country

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The majority of visitors (48.3 percent) belonged to the age group of 31-50 years. The number of women equaled to 37.1 percent of the total number of visitors.

CHART №5

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

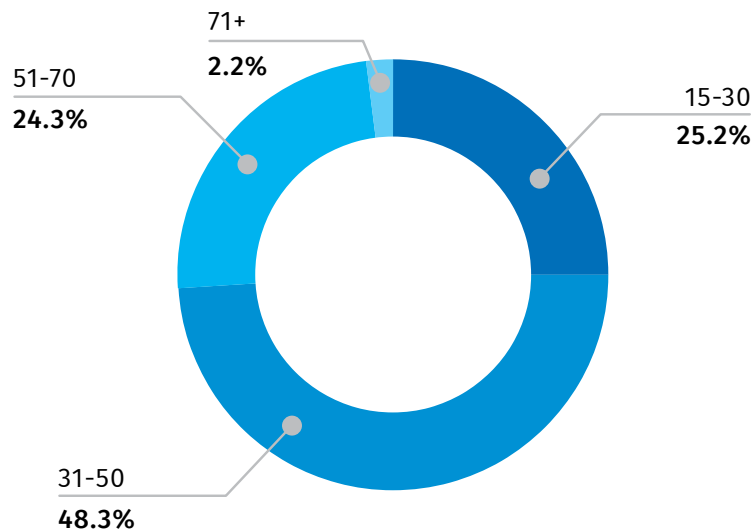


TABLE №2

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

	NUMBER OF VISITORS	%
Male	689.6	62.9
Female	407.0	37.1
<b>TOTAL</b>	<b>1 096.6</b>	<b>100.0</b>

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In IV quarter of 2023, the purpose of the majority of visits (46.7 percent) was holiday, leisure and recreation.

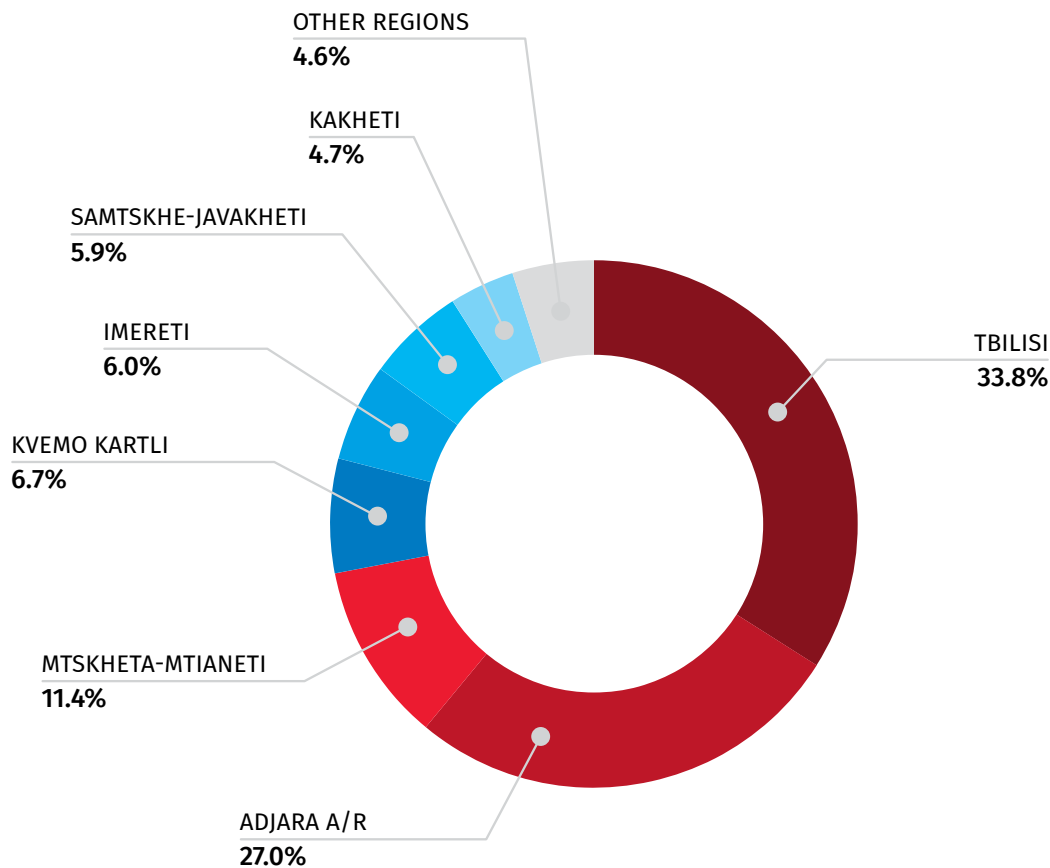
TABLE №3

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

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	627.6	46.7
Visiting friends/relatives	281.8	21.0
Transit to other country	185.1	13.8
Business or Professional	113.3	8.4
Shopping	93.6	7.0
Health and Medical Care	10.4	0.8
Other	31.4	2.3
<b>TOTAL</b>	<b>1 343.3</b>	<b>100.0</b>

The majority of visits comes on Tbilisi and Adjara A/R, 655.3 thousand and 523.4 thousand accordingly. The chart below illustrates the distribution of visits by the visited regions.

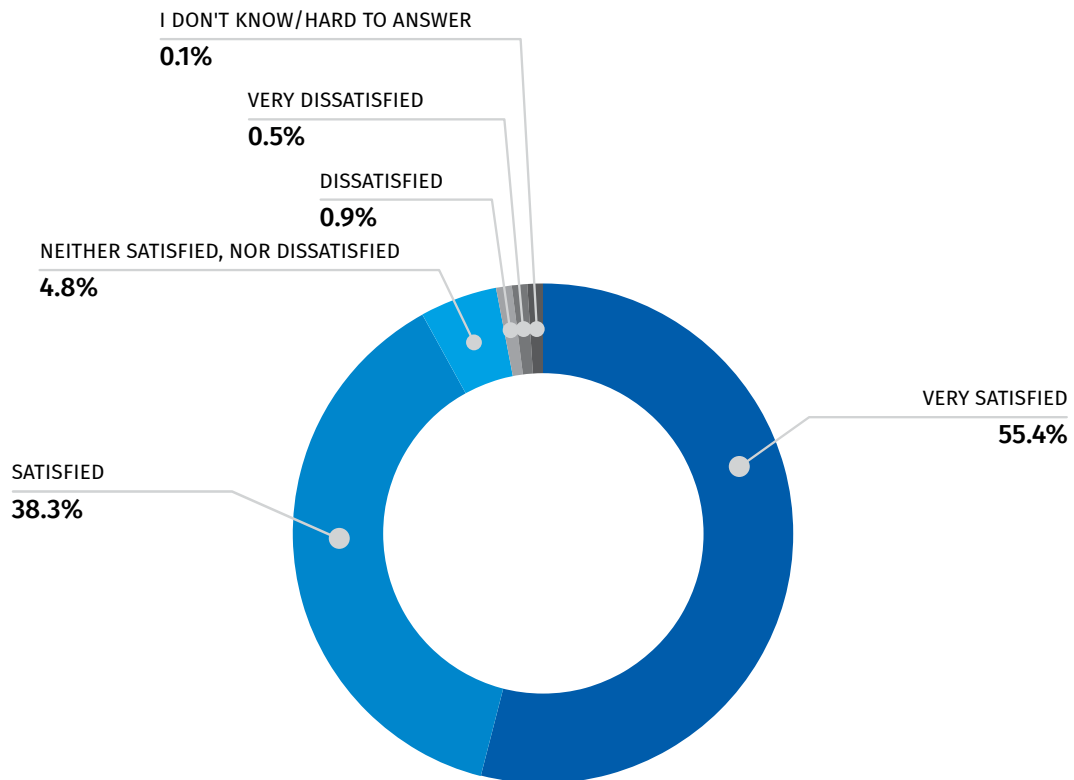
DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE VISITED REGIONS  
IN IV QUARTER, 2023 YEAR



In IV quarter of 2023 the average number of nights spent during the visits equaled to 5.0 nights, which is 9.3 percent lower than the figure indicated in IV quarter of 2022 (5.5 nights). 75.2 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in IV quarter of 2023.



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



The expenditures during the visits made in IV quarter of 2023 equaled to 2.7 billion GEL, which is 7.3 percent higher compared to the data from the same period of previous year. Average expenditure on the visit increased by 9.0 percent compared to IV quarter of 2022 and amounted to 2 028.1 GEL.

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TABLE №4

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

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	772.6	28.4	575.1
Foods and drinks	713.0	26.2	530.8
Accommodation	657.1	24.1	489.2
Holiday, leisure, recreation, cultural and sporting activities	286.9	10.5	213.6
Local transport	255.7	9.4	190.3
Other expenditure	39.0	1.4	29.0
<b>TOTAL EXPENDITURE</b>	<b>2 724.3</b>	<b>100.0</b>	<b>2 028.1</b>

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

**National Statistics Office of Georgia**

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