

NATIONAL STATISTICS OFFICE OF GEORGIA

OUTBOUND TOURISM STATISTICS

2023 YEAR



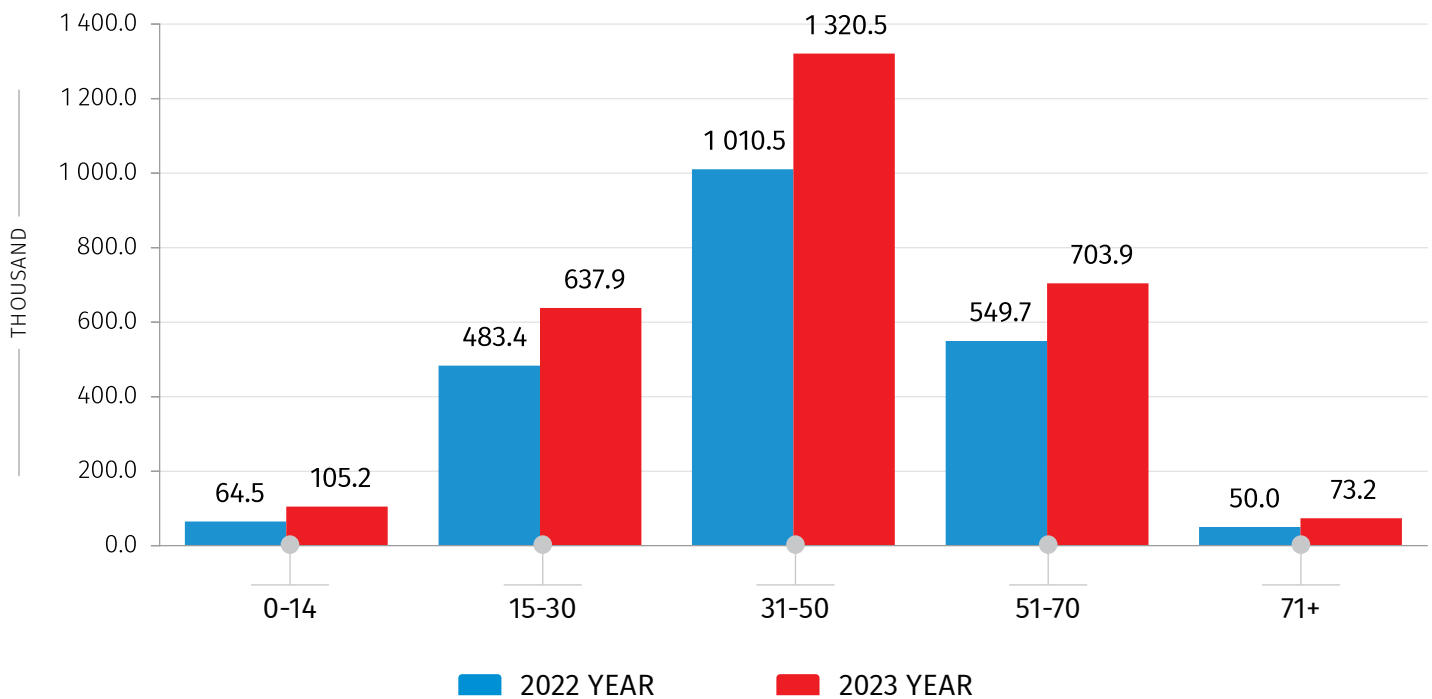
09.02.2024

OUTBOUND TOURISM STATISTICS (2023 YEAR)

In 2023 year the number of Georgian resident travellers¹ trips abroad equaled 2.8 million, which is 31.6 percent higher compared to the data of the previous year. Most of the trips, 46.5 percent, were made by travellers of 31-50 age group.

CHART №1

DISTRIBUTION OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS BY AGE GROUPS IN 2022-2023 YEARS



The number of outbound visits² by Georgian visitors³ from above-mentioned number made up 2.2 million, which is 32.7 percent higher compared to the data of 2022 year.

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

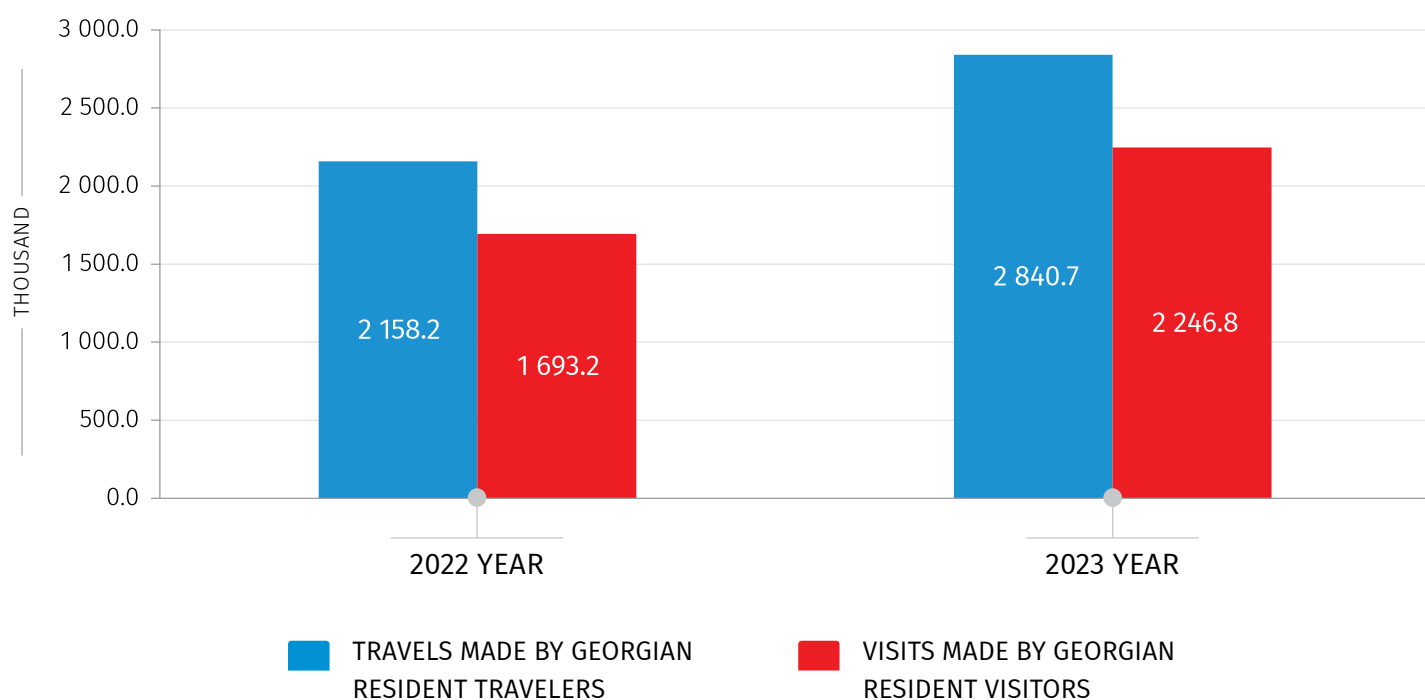
³**Visitor** is a traveler aged 15 or above, resident of Georgia, took a trip outside Georgia to his/her usual environment for less than a year (except following categories: employment, diplomatic or consular officers accredited abroad, Armed Forces servants and their dependants and persons who frequently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

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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in 2022-2023 years.

CHART №2

NUMBER OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS AND VISITS MADE BY GEORGIAN RESIDENT VISITORS IN 2022-2023 YEARS



Outbound visitors have made 1.4 million tourist-type visits, which is 43.9 percent higher compared to the data of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit⁴.

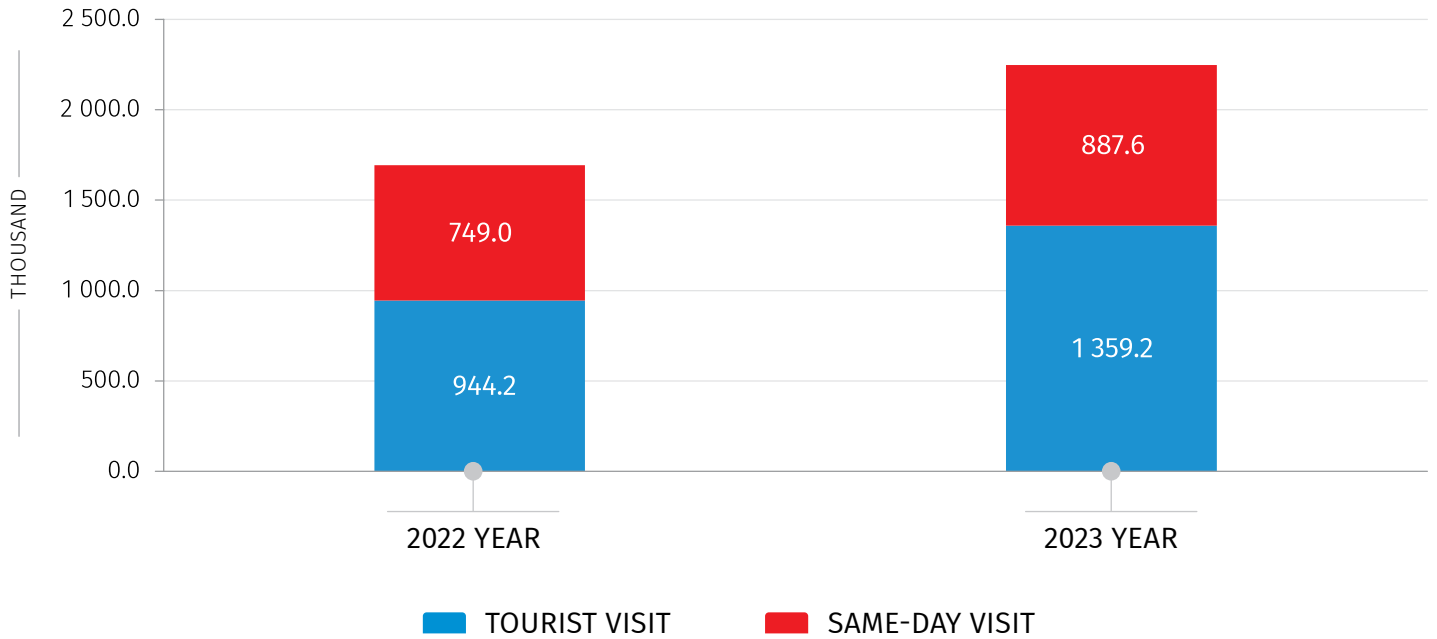
⁴ **Tourist-type (Overnight) visit** is a visit, which includes overnight stay on visited place.

Same-Day visit is a visit without overnight stay on visited place.

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CHART №3

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS
BY THE TYPE OF VISIT IN 2022-2023 YEARS**



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The majority of outbound visits, 49.0 percent, were made by the visitors of age group of 31-50 years. The number of visits made by women equaled to 46.6 percent of the total number of visits.

CHART №4

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS
BY THE AGE GROUPS IN 2023 YEAR**

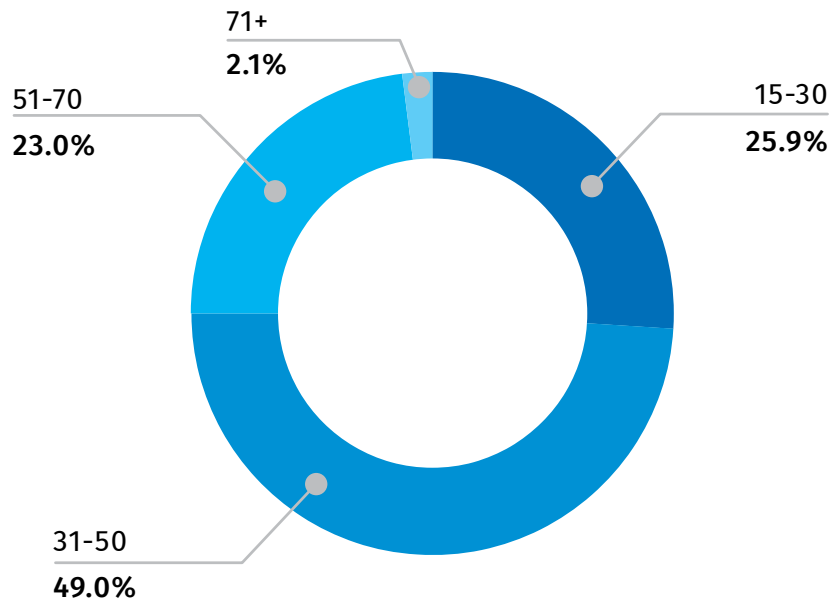


TABLE №1

**DISTRIBUTION OF OUTBOUND VISITS BY GENDER
IN 2023 YEAR, THOUSAND**

	NUMBER OF VISITS	%
Male	1 200.6	53.4
Female	1 046.2	46.6
TOTAL	2 246.8	100.0

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In 2023 year the purpose of the majority of outbound visits (35.4 percent) was shopping.

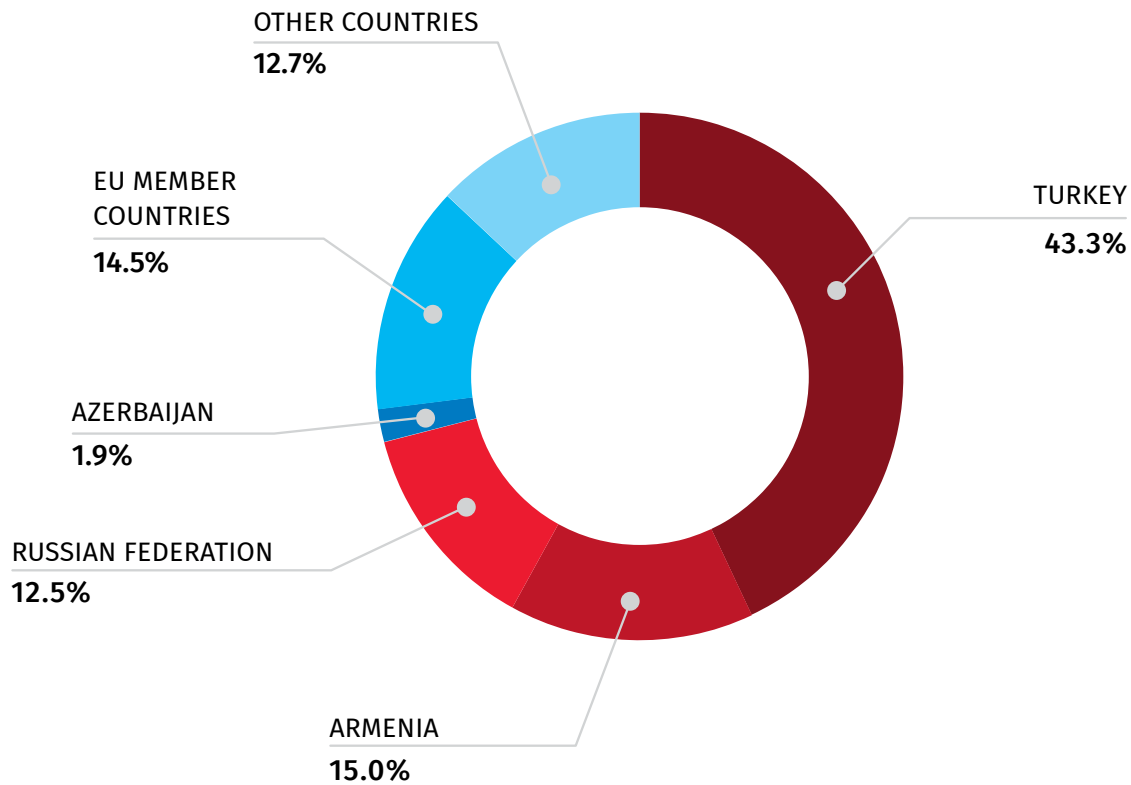
TABLE №2

**DISTRIBUTION OF OUTBOUND VISITS BY THE MAIN PURPOSE OF THE VISIT
IN 2023 YEAR, THOUSAND**

	NUMBER OF VISITS	%
Shopping	796.3	35.4
Visiting friends/relatives	726.3	32.3
Business or Professional	316.7	14.1
Holiday, Leisure, Recreation	280.8	12.5
Health and Medical Care	65.1	2.9
Other	61.6	2.7
TOTAL	2 246.8	100.0

The majority of outbound visits were made in Turkey and Armenia, 1.0 million and 349.0 thousand accordingly. The chart below illustrates the distribution of outbound visits by the visited countries.

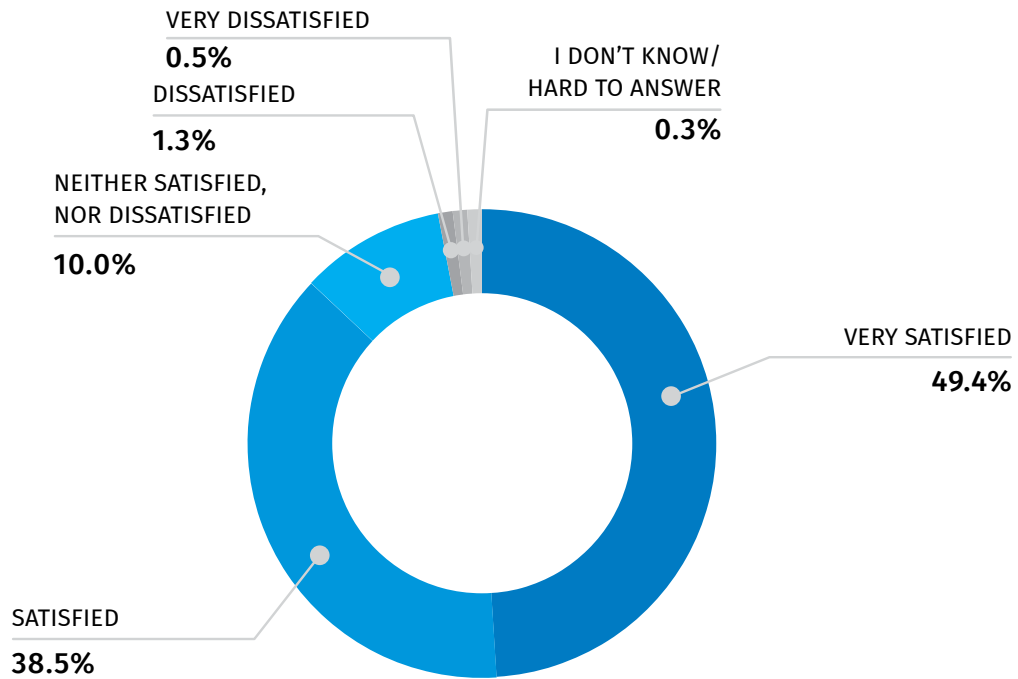
**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS
BY THE VISITED COUNTRIES IN 2023 YEAR**



In 2023 year the average number of nights spent during the visits equaled to 6.5 nights, which is 7.1 percent higher than the figure indicated in 2022 year (6.1 nights).

97.2 percent of outbound visits was repeating visit. The chart below shows the distribution of outbound visits by the level of satisfaction in 2023 year.

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS
BY THE LEVEL OF SATISFACTION IN 2023 YEAR**



The expenditures during the visits made in 2023 year equaled to 2.0 billion GEL, which is 11.5 percent higher compared to the data from the previous year. Average expenditure on the visit decreased by 15.9 percent compared to 2022 year and amounted to 906.7 GEL.

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TABLE №3

**DISTRIBUTION OF THE EXPENDITURE SPENT BY OUTBOUND VISITORS
BY EXPENDITURE CATEGORIES IN 2023 YEAR**

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	853.3	41.9	379.8
Foods and drinks	501.9	24.6	223.4
Accommodation	339.6	16.7	151.1
Local transport	189.6	9.3	84.4
Holiday, leisure, recreation, cultural and sporting activities	90.9	4.5	40.5
Other expenditure	61.8	3.0	27.5
TOTAL EXPENDITURE	2 037.1	100.0	906.7

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

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