



**NATIONAL STATISTICS OFFICE OF GEORGIA**

**OUTBOUND TOURISM STATISTICS**  
**IV QUARTER, 2023 YEAR**



09.02.2024  
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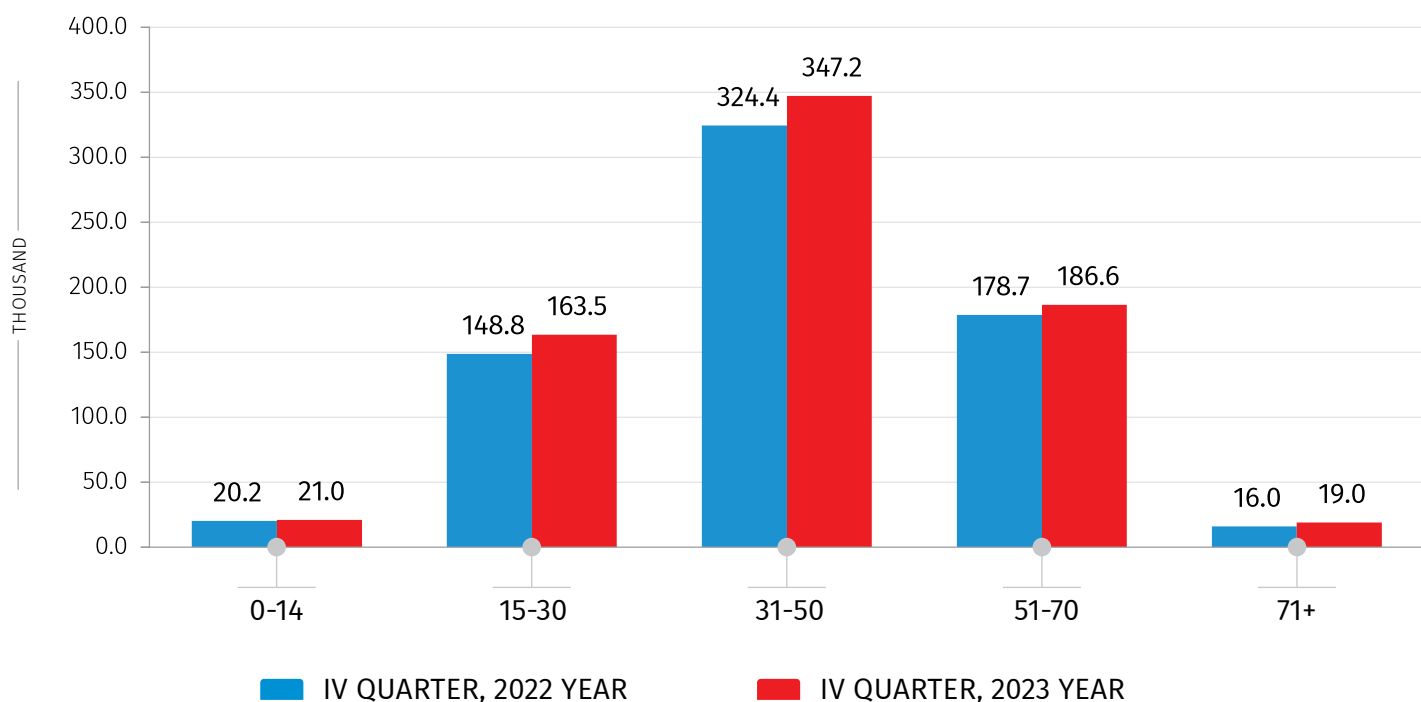
## OUTBOUND TOURISM STATISTICS

(IV QUARTER, 2023 YEAR)

In the IV quarter of 2023 the number of Georgian resident travellers<sup>1</sup> trips abroad equaled 737.3 thousand, which is 7.1 percent higher compared to the data from the same period of previous year. Most of the trips, 47.1 percent, were made by travellers of 31-50 age group.

CHART №1

### DISTRIBUTION OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS BY AGE GROUPS IN THE IV QUARTERS OF 2022-2023 YEARS



The number of outbound visits<sup>2</sup> by Georgian visitors<sup>3</sup> from above-mentioned number made up 607.5 thousand, which is 12.7 percent higher 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, 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).

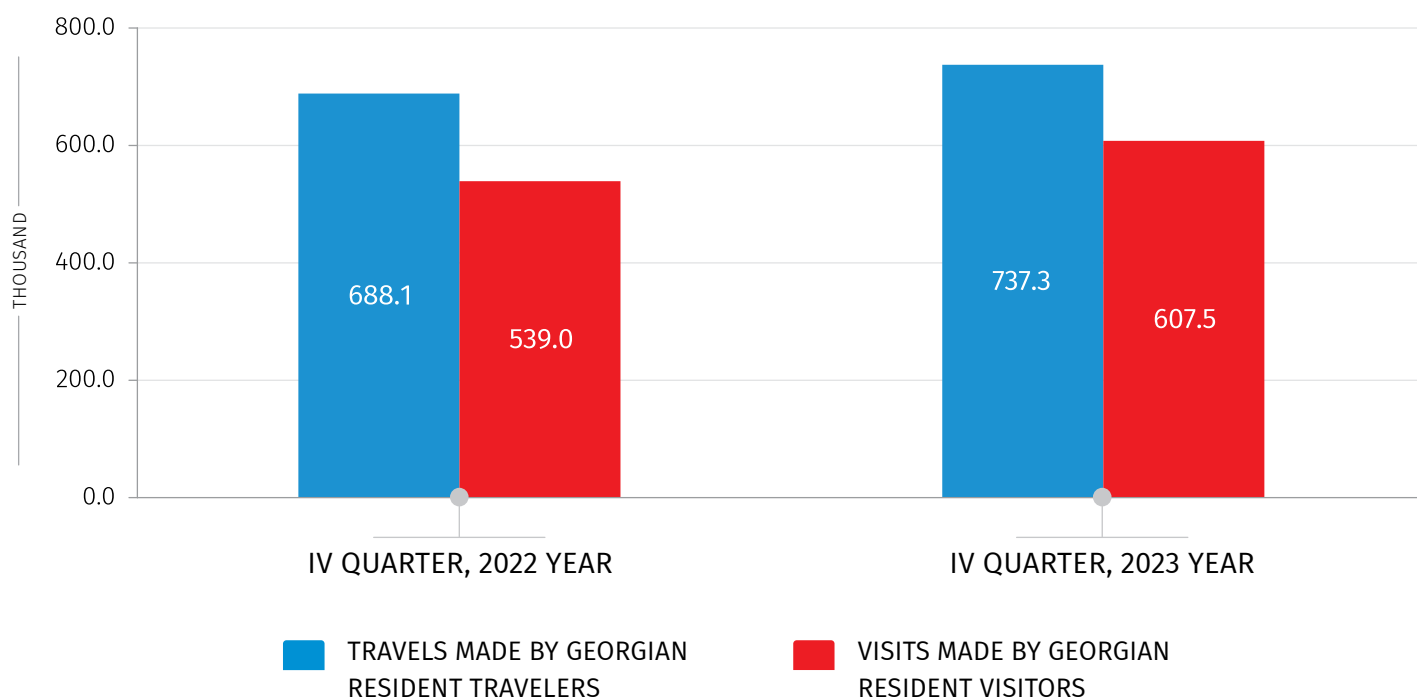
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in IV quarters of 2022-2023.

CHART №2

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



Outbound visitors have made 374.4 thousand tourist-type visits, which is 28.6 percent higher compared to the data from the same period of previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit<sup>4</sup>.

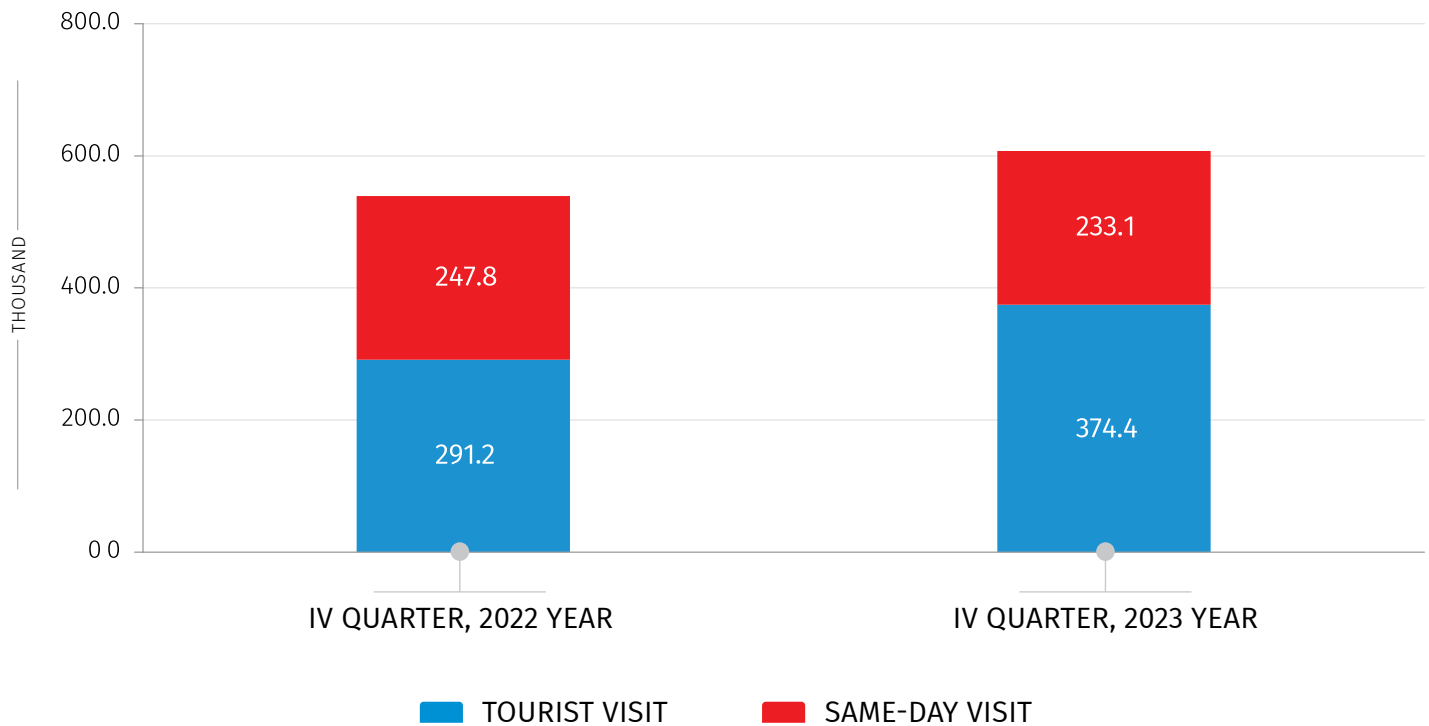
<sup>4</sup> **Tourist-type (Overnight) visit** is a visit, which includes overnight stay on visited place.

**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 IV QUARTERS OF 2022-2023 YEARS



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The majority of outbound visits, 49.2 percent, were made by the visitors of 31-50 age group. The number of visits made by women equaled to 45.9 percent of the total number of visits.

CHART №4

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

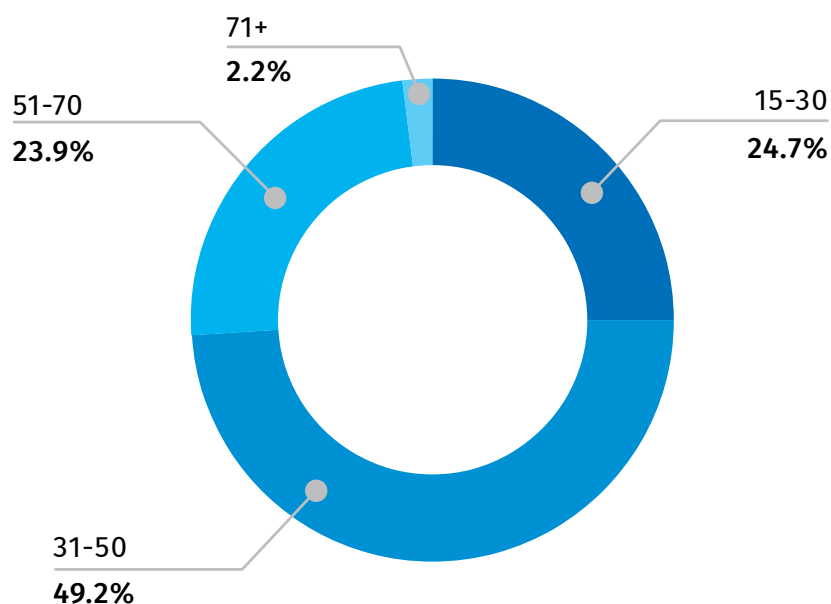


TABLE №1

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

	NUMBER OF VISITS	%
Male	328.9	54.1
Female	278.6	45.9
<b>TOTAL</b>	<b>607.5</b>	<b>100.0</b>

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In IV quarter of 2023 the purpose of the majority of outbound visits (37.6 percent) was shopping.

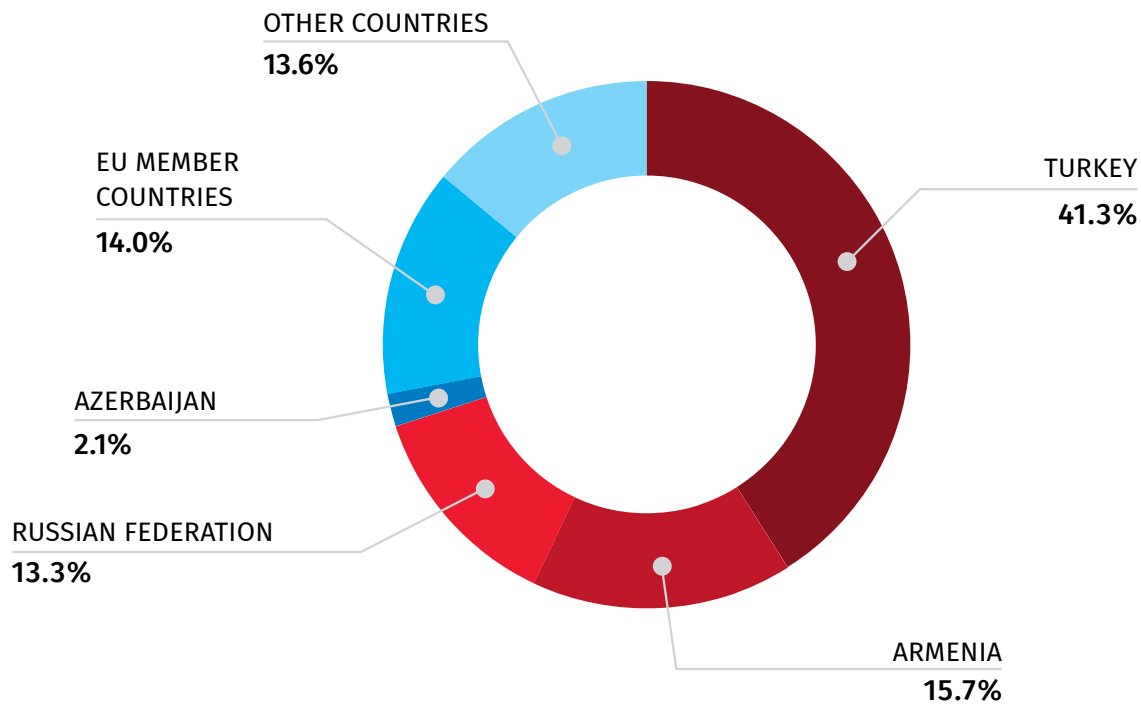
TABLE №2

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

	NUMBER OF VISITS	%
Shopping	228.4	37.6
Visiting friends/relatives	207.6	34.2
Holiday, Leisure, Recreation	76.8	12.6
Business or Professional	66.9	11.0
Health and Medical Care	17.5	2.9
Other	10.3	1.7
<b>TOTAL</b>	<b>607.5</b>	<b>100.0</b>

The majority of outbound visits were made in Turkey and Armenia, 258.7 thousand and 98.5 thousand accordingly. The chart below illustrates the distribution of outbound visits by the visited countries.

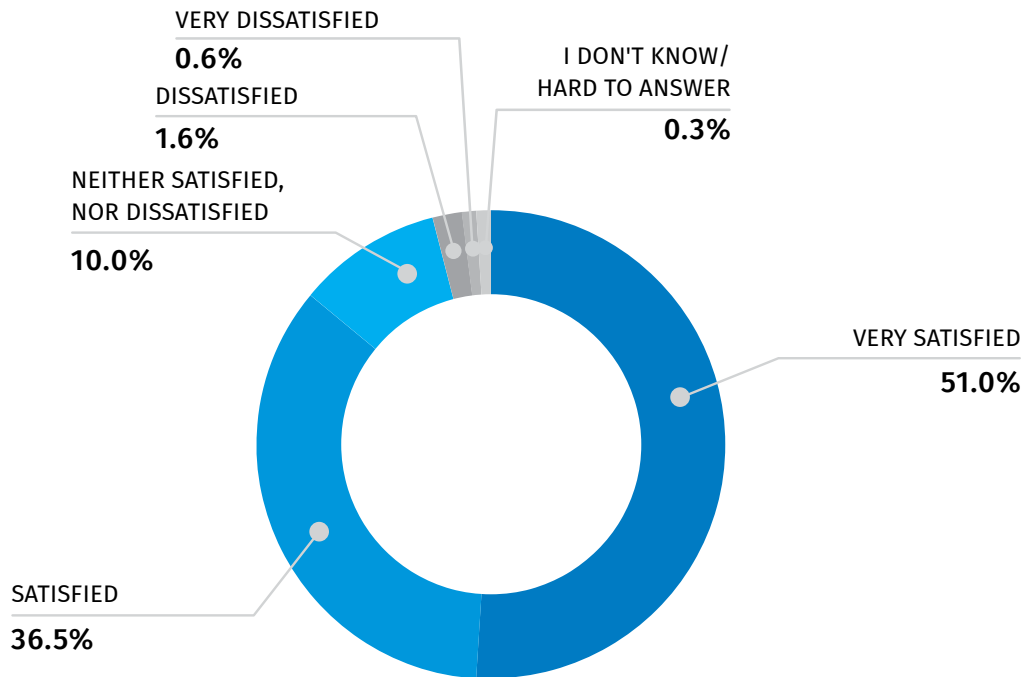
**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE VISITED COUNTRIES  
IN IV QUARTER, 2023 YEAR**



In IV quarter of 2023 the average number of nights spent during the visits equaled to 6.6 nights, which is 10.0 percent higher than the figure indicated in IV quarter of 2022 (6.0 nights).

97.7 percent of outbound visits was repeating visit. The chart below shows the distribution of outbound visits by the level of satisfaction in IV quarter of 2023.

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



The expenditures during the visits made in IV quarter of 2023 equaled to 557.9 million GEL, which is 5.1 percent higher compared to the data from the same period of previous year. Average expenditure on the visit decreased by 6.8 percent compared to IV quarter of 2022 and amounted to 918.3 GEL.



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TABLE №3

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

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	243.6	43.7	400.9
Foods and drinks	117.9	21.1	194.0
Accommodation	93.0	16.7	153.1
Local transport	57.7	10.3	95.0
Holiday, leisure, recreation, cultural and sporting activities	26.1	4.7	43.0
Other expenditure	19.6	3.5	32.3
<b>TOTAL EXPENDITURE</b>	<b>557.9</b>	<b>100.0</b>	<b>918.3</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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