



NATIONAL STATISTICS OFFICE OF GEORGIA

DOMESTIC TOURISM STATISTICS IN GEORGIA

2023



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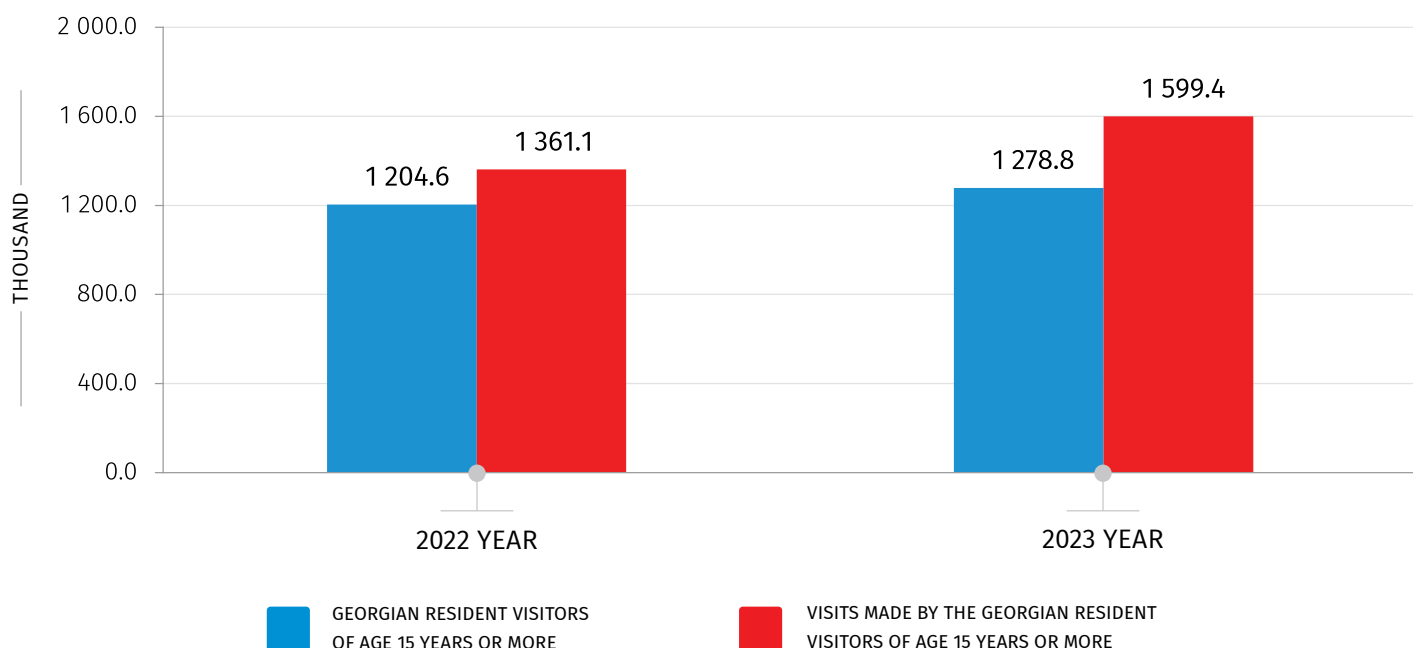
DOMESTIC TOURISM SURVEY (2023 YEAR)

In 2023 year the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 278.8 thousand and monthly average number of visits by those visitors on the territory of Georgia corresponded to 1 599.4 thousand units. The monthly average number of visitors has increased by 6.2 percent, as for the number of visits, it has increased by 17.5 percent in comparison to 2022.

The chart №1 illustrates the monthly average number of Georgian resident visitors of age 15 years or more and number of visits made by them.

CHART №1

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE AND VISITS MADE BY THEM ON THE TERRITORY OF GEORGIA



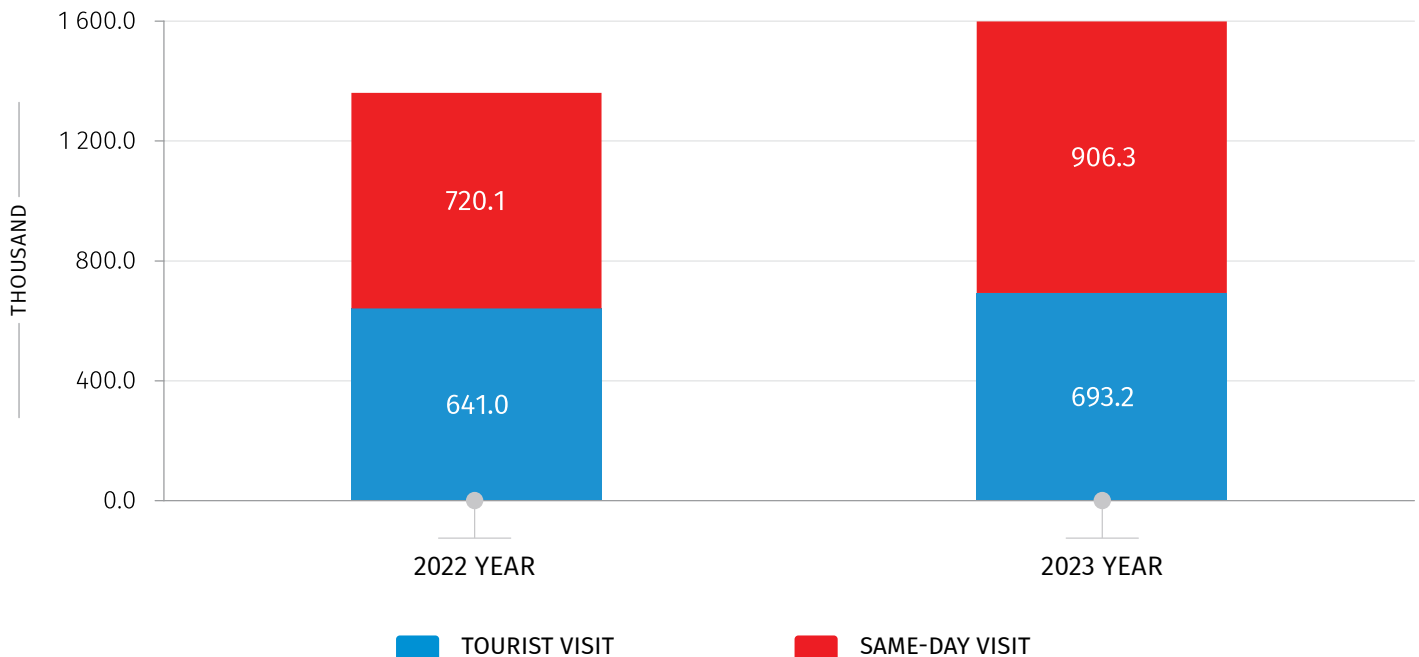
In 2023 the monthly average number of tourist visits of Georgian residents amounted to 693.2 thousand, which is 8.1 percent higher than the respective figure of the previous year. The chart №2 illustrates the distribution of monthly average number of visits made by Georgian resident visitors by the type of visit.

NATIONAL STATISTICS OFFICE OF GEORGIA

29.02.2024

CHART №2

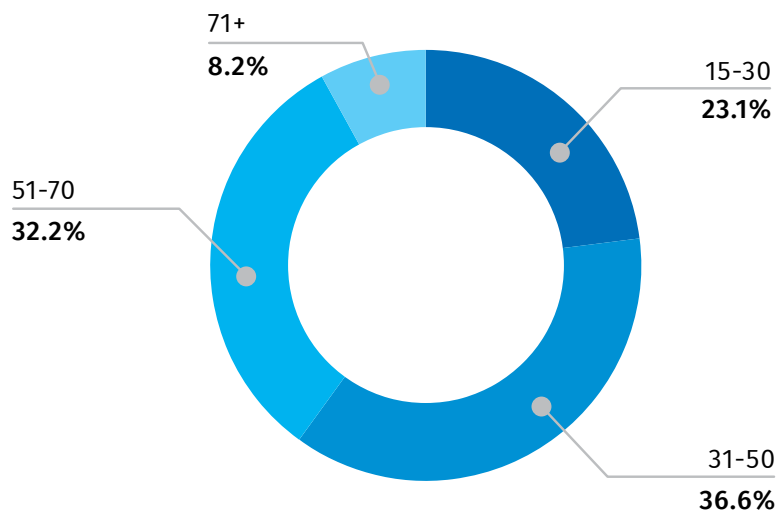
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE TYPE OF VISIT



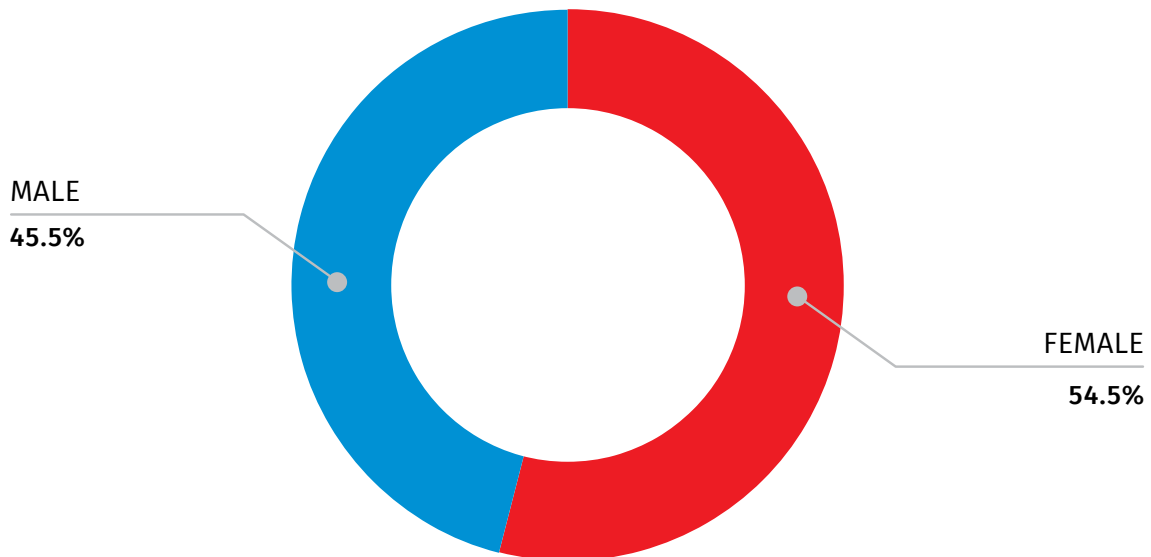
In 2023, 36.6 percent of the visitors belonged to the age group of 31-50. Herewith, women accounted for 54.5 percent of the total number of visitors.

CHART №3

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY THE AGE GROUPS IN 2023 YEAR



DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY GENDER IN 2023 YEAR



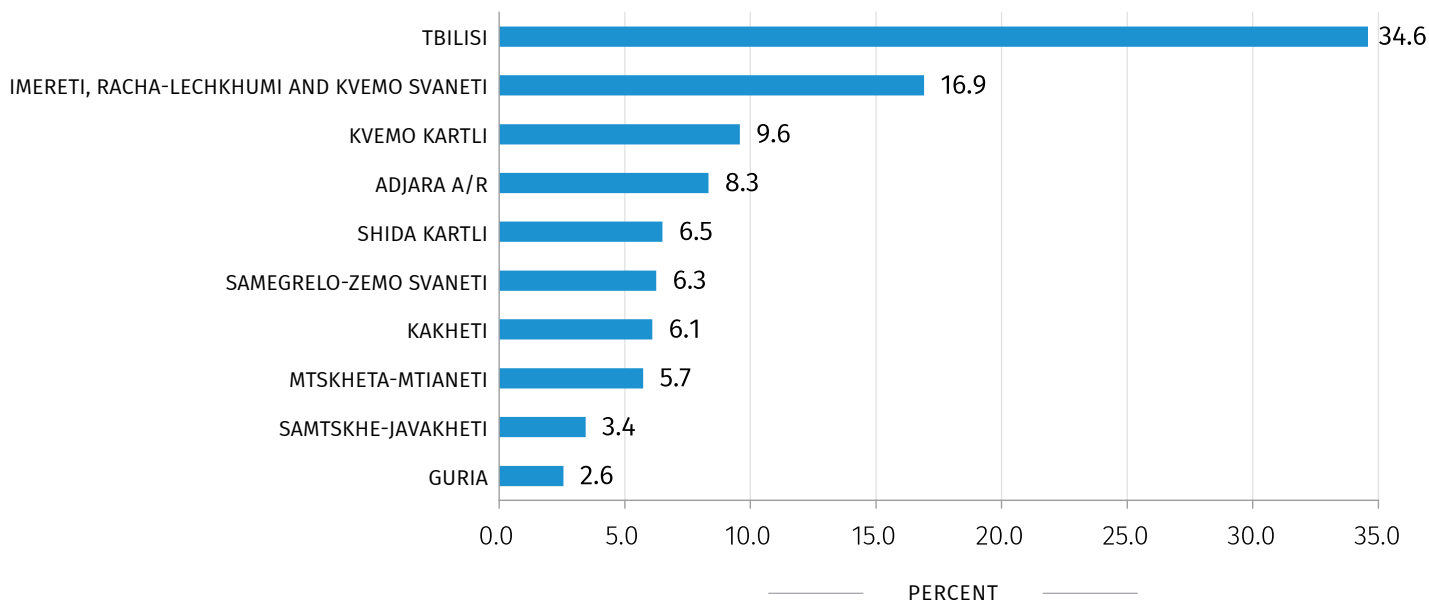
According to the survey results, 34.6 percent of visitors are the residents of Tbilisi, 16.9 percent - Imereti, Racha-Lechkhumi and Kvemo Svaneti, 9.6 percent - Kvemo Kartli region, while the rest of the regions are represented by the lower shares in the structure.

The chart №5 illustrates the distribution of the monthly average number of Georgian residents of age 15 years or more by the place of residence.

29.02.2024

CHART №5

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY THE PLACE OF RESIDENCE IN 2023 YEAR



In 2023 year the main purpose of majority of visits (47.2 percent) was visiting friends/relatives.

TABLE №1

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN 2023 YEAR, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	755.5	47.2
Shopping	281.8	17.6
Holiday, Leisure, Recreation	175.4	11.0
Visiting other house (cottage, etc.)	153.0	9.6
Health and Medical Care	135.4	8.5
Business or Professional	41.2	2.6
Other	57.1	3.6
TOTAL	1 599.4	100.0

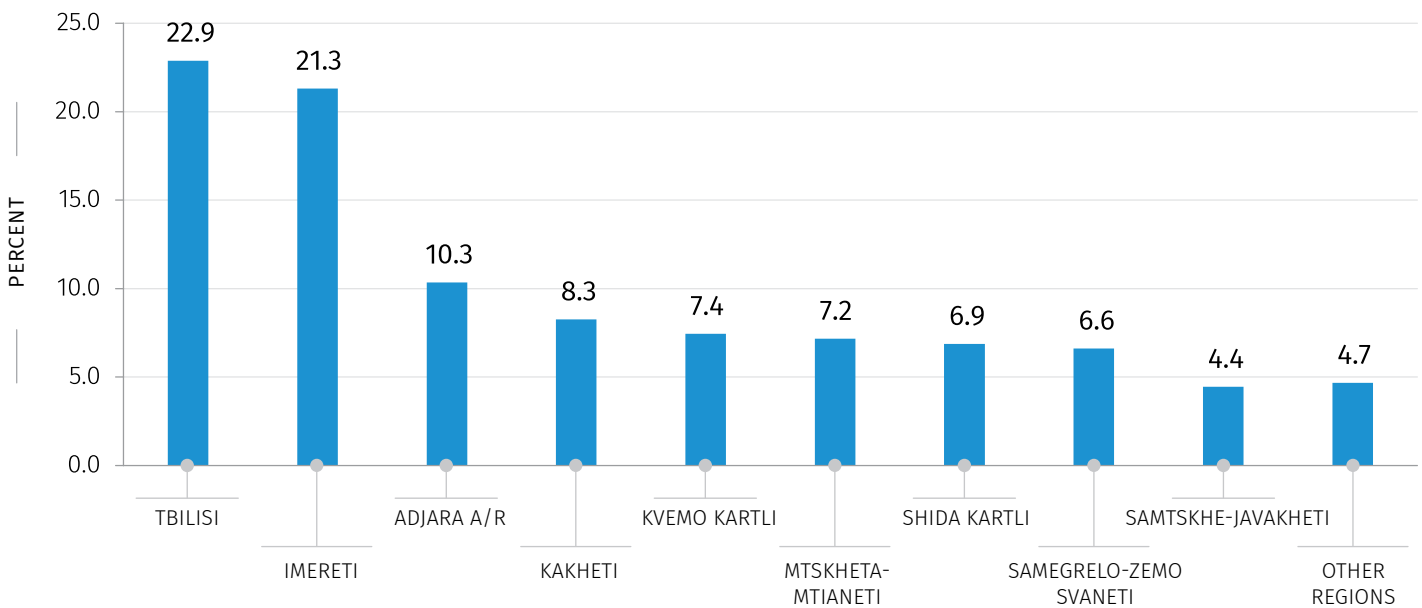
NATIONAL STATISTICS OFFICE OF GEORGIA

29.02.2024

In the reporting period majority of the visits were made in Tbilisi (average 368.2 thousand visits per month) and Imereti region (342.6 thousand visits per month). The chart №6 shows the monthly average number of visits by the visited regions.

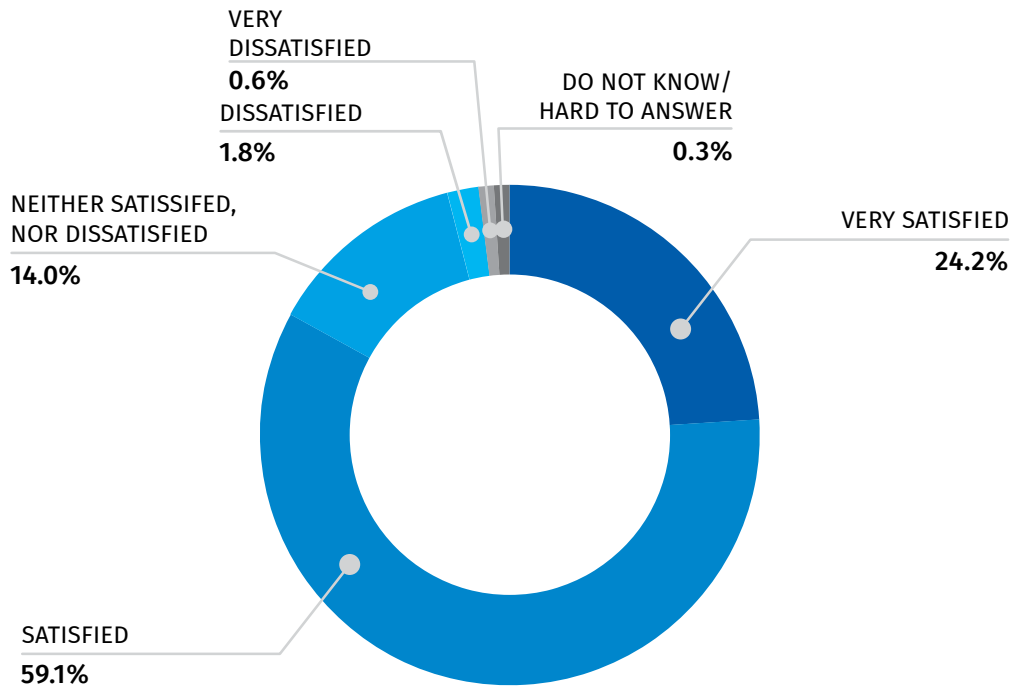
CHART №6

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE VISITED REGIONS IN 2023 YEAR



The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE SATISFACTION LEVEL IN 2023 YEAR



In 2023 the monthly average expenditure during the visits equaled 278.0 million GEL. This indicator is 12.0 percent higher compared to the same figure of the previous year. As for the average expenditure per visit it decreased by 4.7 percent and equaled 173.8 GEL.

29.02.2024

TABLE №2

DISTRIBUTION OF THE MONTHLY AVERAGE EXPENDITURE SPENT BY GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE DURING THE VISITS ON THE TERRITORY OF GEORGIA BY EXPENDITURE CATEGORIES IN 2023 YEAR

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	97.1	34.9	60.7
Foods and drinks	68.3	24.6	42.7
Transport	55.6	20.0	34.8
Accommodation	15.6	5.6	9.8
Holiday, leisure, recreation, cultural and sporting activities	3.1	1.1	1.9
Other expenditure	38.3	13.8	23.9
TOTAL EXPENDITURE	278.0	100.0	173.8

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

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