



NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA II QUARTER 2024 YEAR



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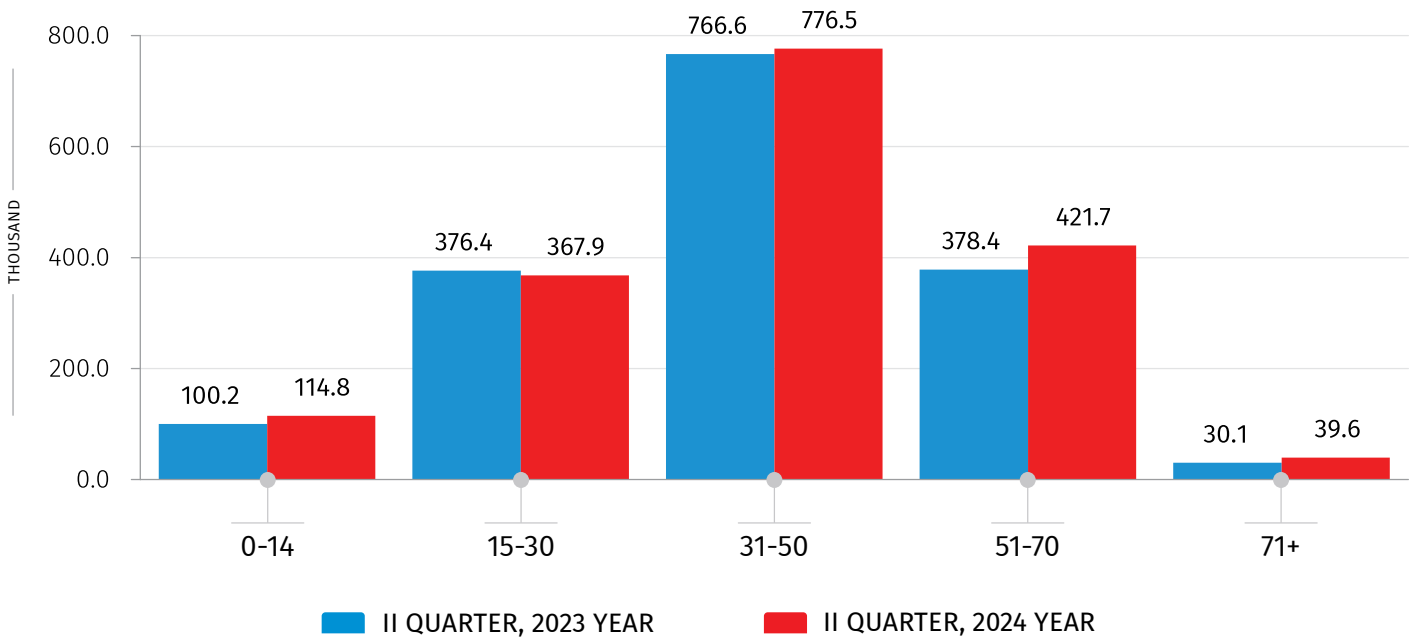
INBOUND TOURISM STATISTICS

(II QUARTER, 2024 YEAR)

In the II quarter of 2024, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.7 million, which is 4.2 percent higher compared to the same period of the previous year. Most of the arrivals, 45.1 percent, were made by travellers of age group 31-50.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS
BY THE AGE GROUPS IN II QUARTERS OF 2023-2024 YEARS



The number of visits² by international visitors³ from above-mentioned figure amounted to 1.5 million, 4.6 percent higher compared to the same period of 2023.

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).

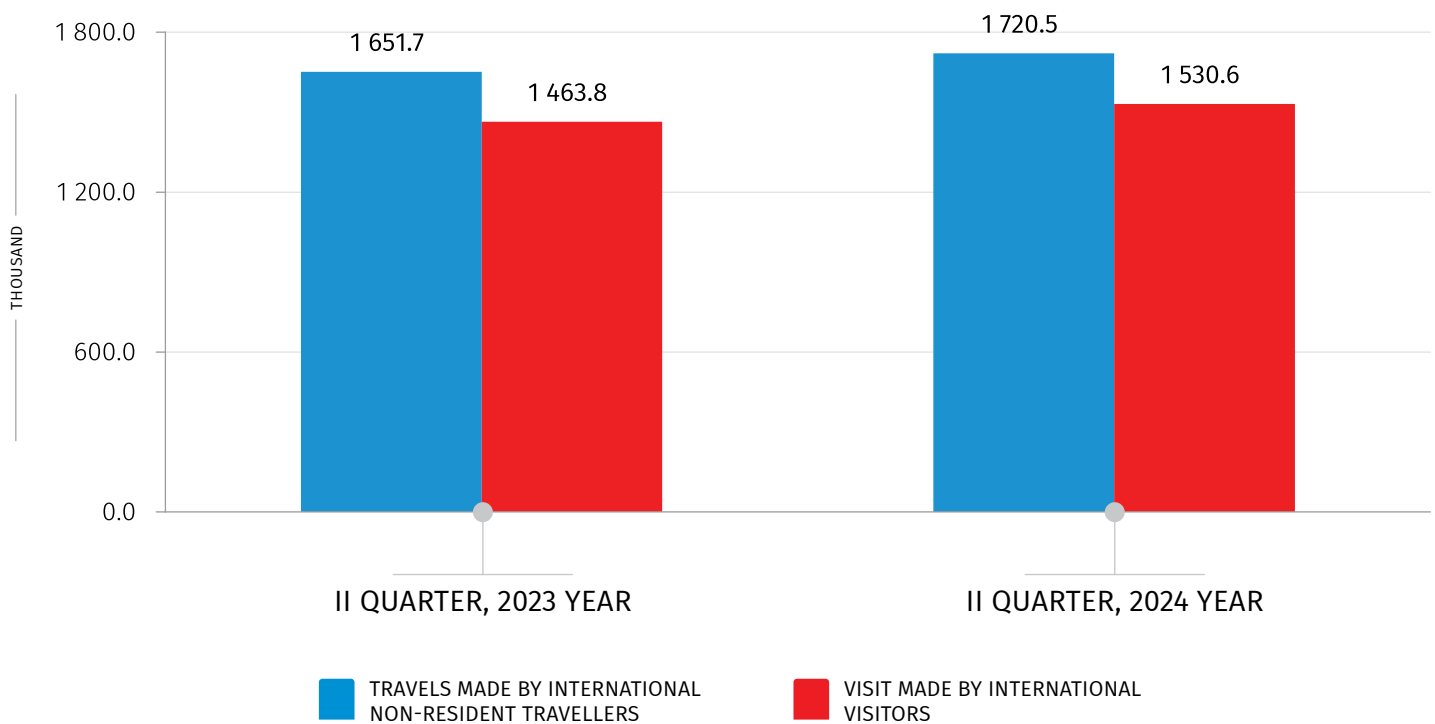
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30.07.2024

The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in II quarters of 2023-2024.

CHART №2

NUMBER OF TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN II QUARTERS OF 2023-2024 YEARS



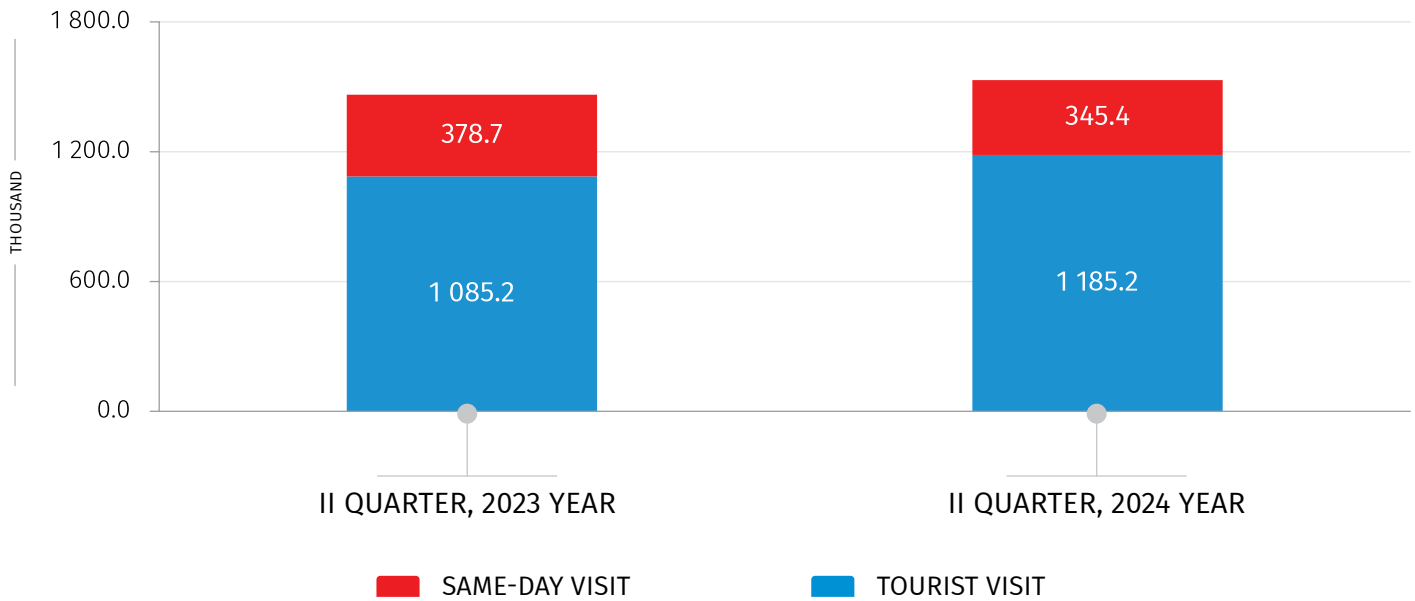
In the II quarter of 2024 the number of international visitors equaled 1.3 million, which is 5.5 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 1.2 million tourist-type visits, which is 9.2 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

30.07.2024

CHART №3

DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE TYPE OF VISIT IN II QUARTERS OF 2023-2024 YEARS



77.2 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 18.8 percent, while 4.0 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 2023-2024 YEARS, THOUSAND

	II QUARTER, 2023 YEAR	II QUARTER, 2024 YEAR
Only Tourist	889.3	985.4
Only Same-day Visitor	273.0	239.3
Both	47.8	51.5
TOTAL	1 210.2	1 276.2

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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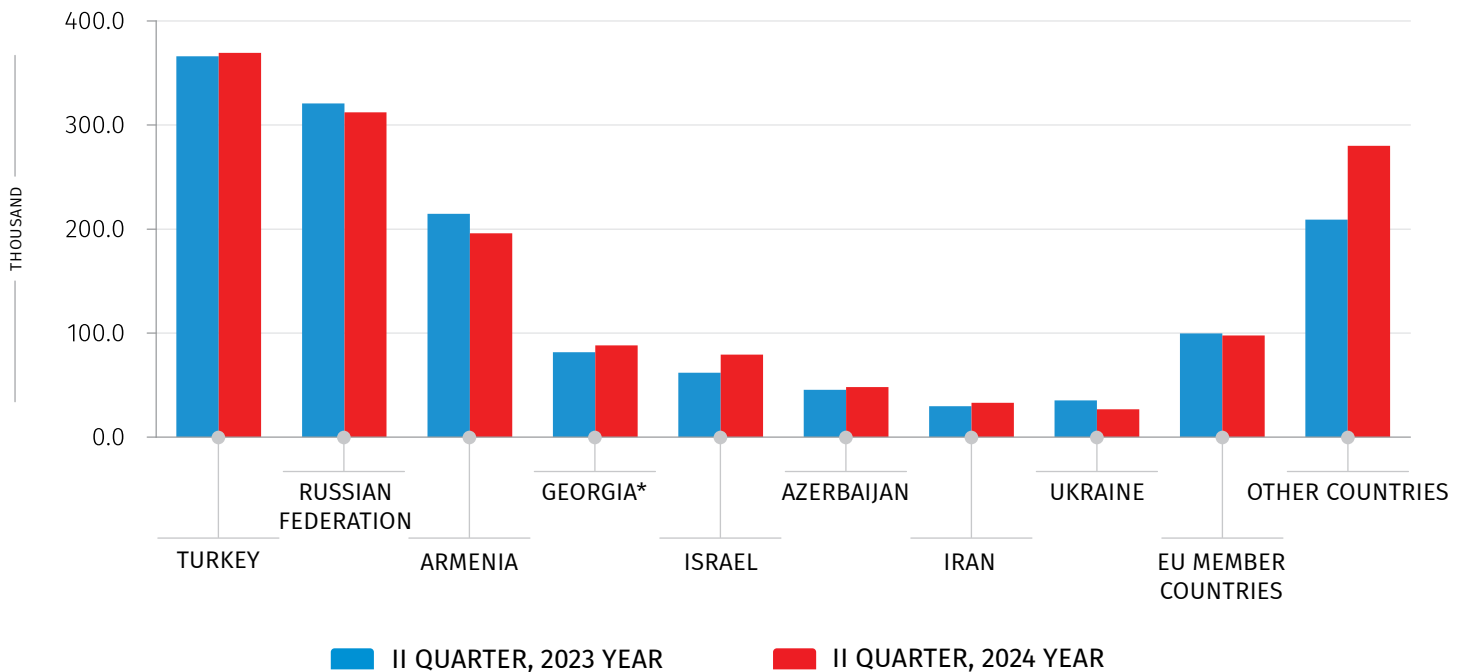
30.07.2024

In the II quarter of 2024 the largest number of visitors (287.2 thousand visitors) was from Turkey, which amounted to 22.5 percent of the total number of visitors. On the second place is Russian Federation with 20.9% share and on the third place – Armenia with 10.6% share.

Correspondingly, the largest number of visits were made by the citizens of Turkey (369.4 thousand), Russian Federation (312.1 thousand) and Armenia (195.9 thousand).

CHART №4

DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE COUNTRY OF CITIZENSHIP IN II QUARTERS OF 2023-2024 YEARS



*Georgian citizens who remain the residents of other country

30.07.2024

The majority of visitors (46.9 percent) belonged to the age group of 31-50. The number of women equaled to 40.6 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY THE AGE GROUPS
IN THE II QUARTER OF 2024 YEAR**

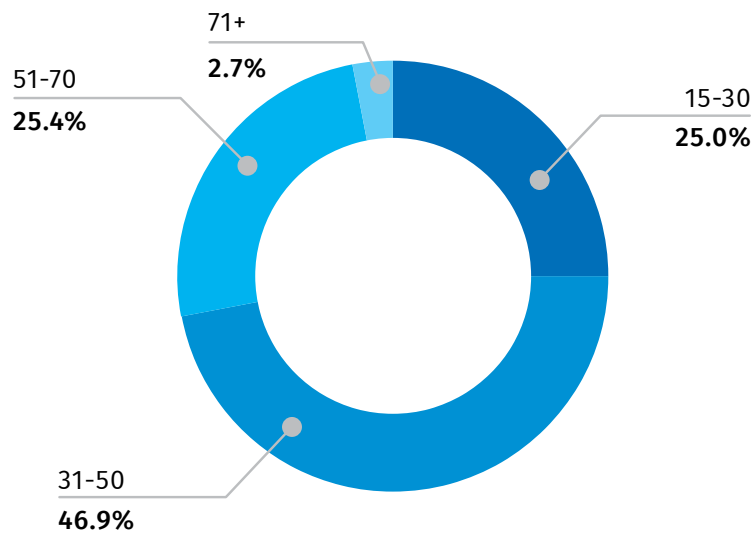


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY GENDER
IN THE II QUARTER OF 2024 YEAR, THOUSAND**

	NUMBER OF VISITORS	%
Male	758.1	59.4
Female	518.1	40.6
TOTAL	1 276.2	100.0

30.07.2024

In the II quarter of 2024 the purpose of the majority of inbound visits (53.7 percent) was holiday, leisure and recreation.

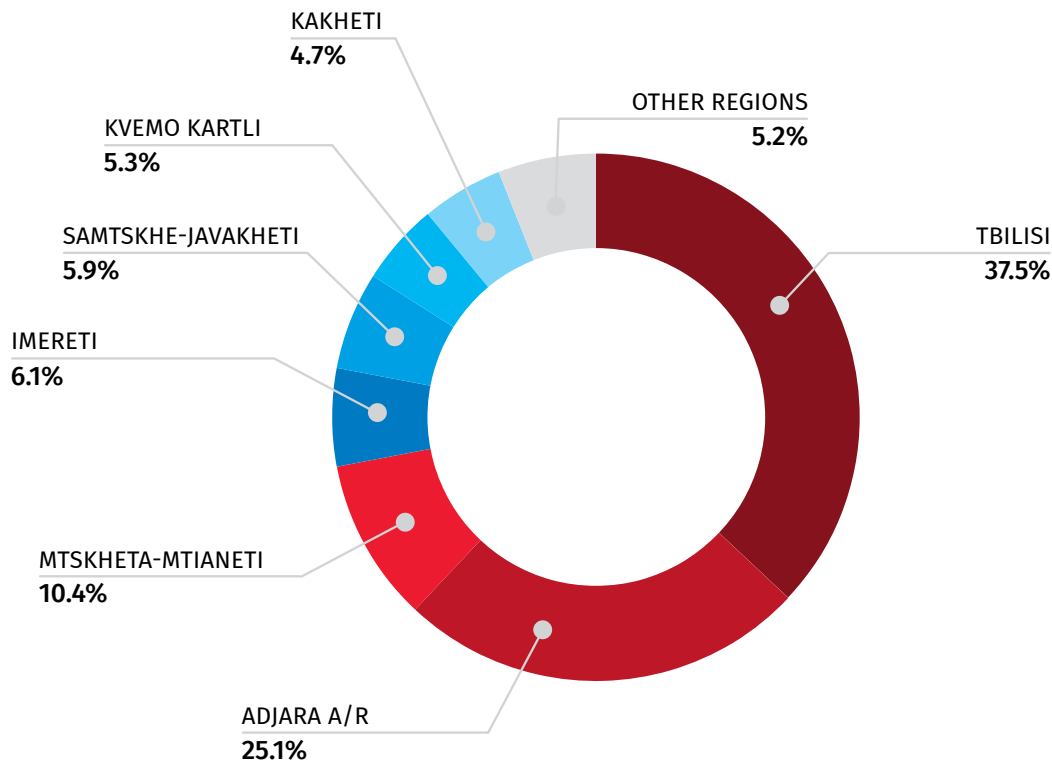
TABLE №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE MAIN PURPOSE OF THE VISIT IN THE II QUARTER OF 2024 YEAR,
THOUSAND**

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	822.2	53.7
Visiting friends/relatives	325.9	21.3
Transit to other country	177.3	11.6
Business or Professional	101.6	6.6
Shopping	77.3	5.1
Other	26.2	1.7
TOTAL	1 530.6	100.0

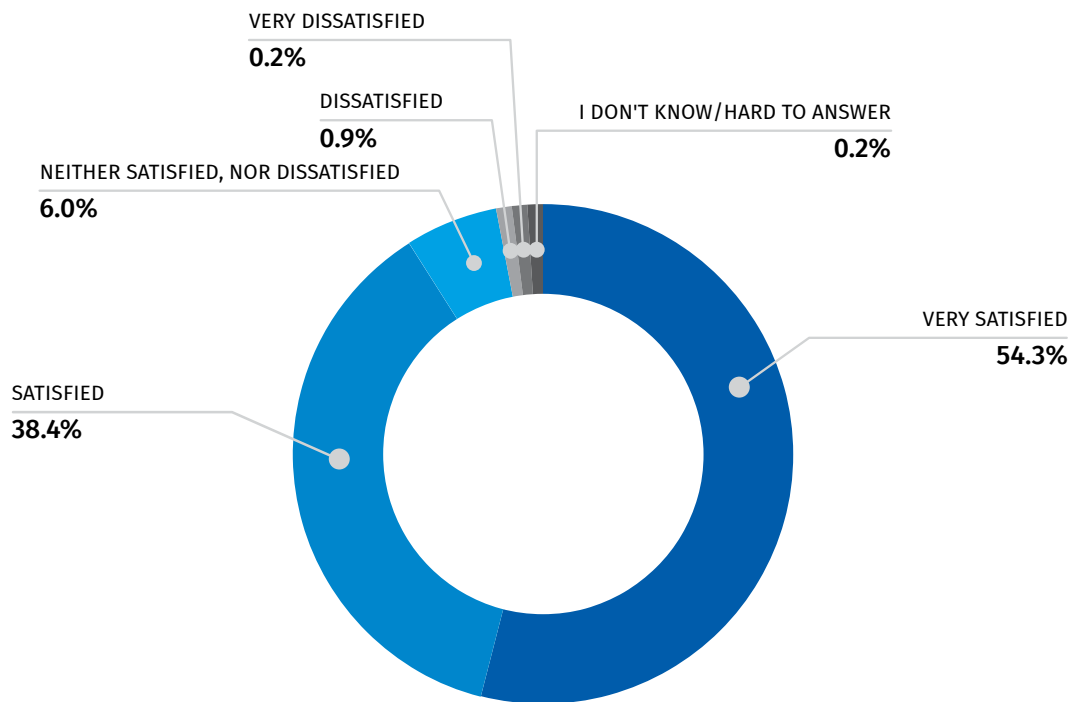
The majority of visits were made in Tbilisi and Adjara A/R, 850.4 thousand and 569.2 thousand, respectively. The chart below illustrates the distribution of visits by the visited regions.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE VISITED REGIONS IN THE II QUARTER OF 2024 YEAR**



In the II quarter of 2024 the average number of nights spent during the visits equaled 5.1 nights, which is 5.1 percent higher than the same figure of the II quarter of 2023 (4.8 nights). 73.9 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the II quarter of 2024.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE SATISFACTION LEVEL IN THE II QUARTER OF 2024 YEAR**



The expenditures during the visits made in the II quarter of 2024 equaled 3.4 billion GEL. The indicator is 2.7 percent higher compared to the same period of the previous year. Average expenditure per visit decreased by 1.8 percent compared to the II quarter of 2023 and amounted to 2 251.8 GEL.

30.07.2024

TABLE №4

**DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS
BY EXPENDITURE CATEGORIES IN THE II QUARTER OF 2024 YEAR**

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	1 210.9	35.1	791.1
Shopping	964.4	28.0	630.1
Foods and drinks	646.5	18.8	422.4
Holiday, leisure, recreation, cultural and sporting activities	319.9	9.3	209.0
Local transport	266.7	7.7	174.2
Other expenditure	38.3	1.1	25.0
TOTAL EXPENDITURE	3 446.6	100.0	2 251.8

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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