

**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **OUTBOUND TOURISM STATISTICS**

## **II QUARTER 2024**



09.08.2024

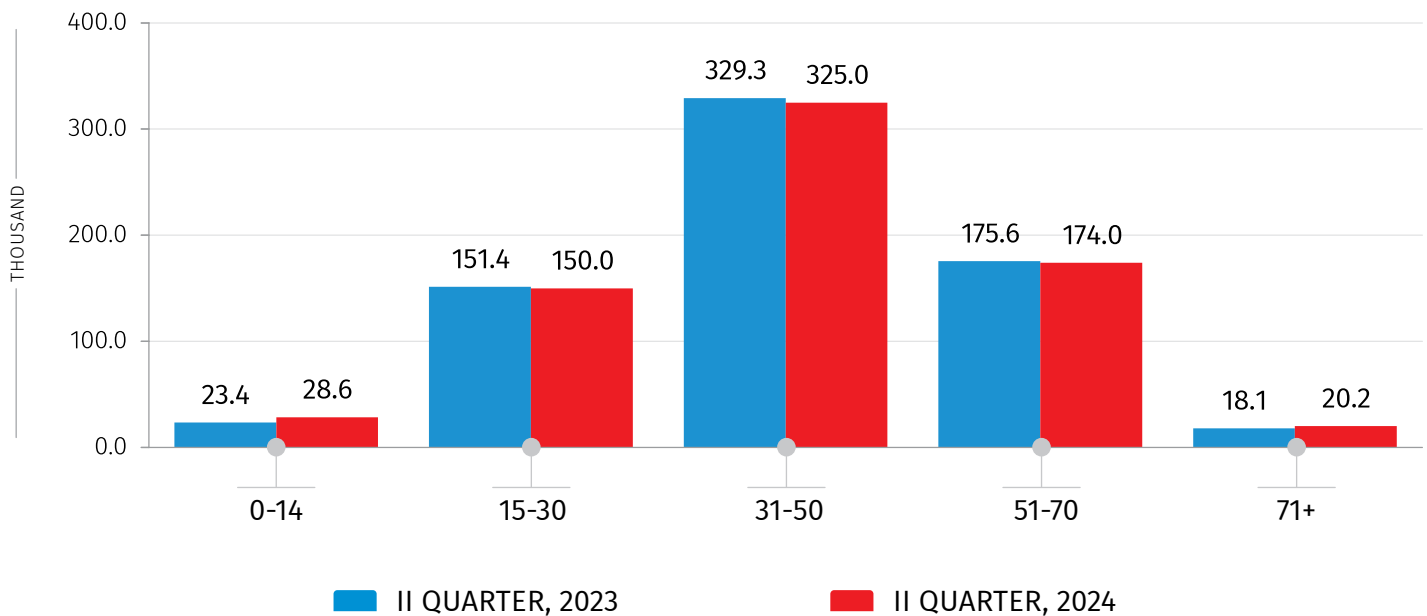
## OUTBOUND TOURISM STATISTICS

(II QUARTER, 2024)

In the II quarter of 2024 the number of Georgian resident travellers<sup>1</sup> trips abroad equaled 697.8 thousand. Most of the trips, 46.6 percent, were made by travellers of age group 31-50.

CHART №1

### DISTRIBUTION OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS BY AGE GROUPS IN II QUARTERS OF 2023-2024



The number of outbound visits<sup>2</sup> by Georgian visitors<sup>3</sup> from above-mentioned figure amounted to 562.1 thousand, 3.4 percent higher compared to the same period of 2023.

<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).

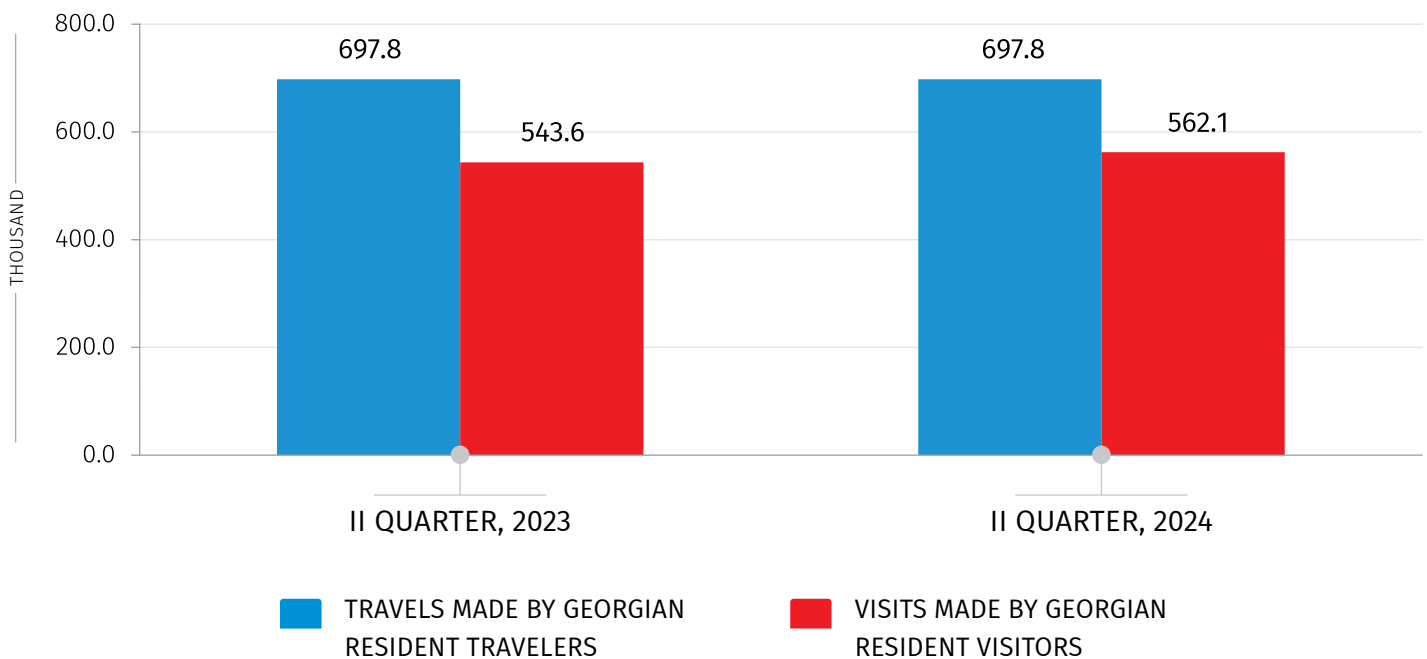
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in II quarters of 2023-2024.

CHART №2

### NUMBER OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS AND VISITS MADE BY GEORGIAN RESIDENT VISITORS IN II QUARTERS OF 2023-2024



Outbound visitors made 360.2 thousand tourist-type visits, which is 8.6 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit<sup>4</sup>.

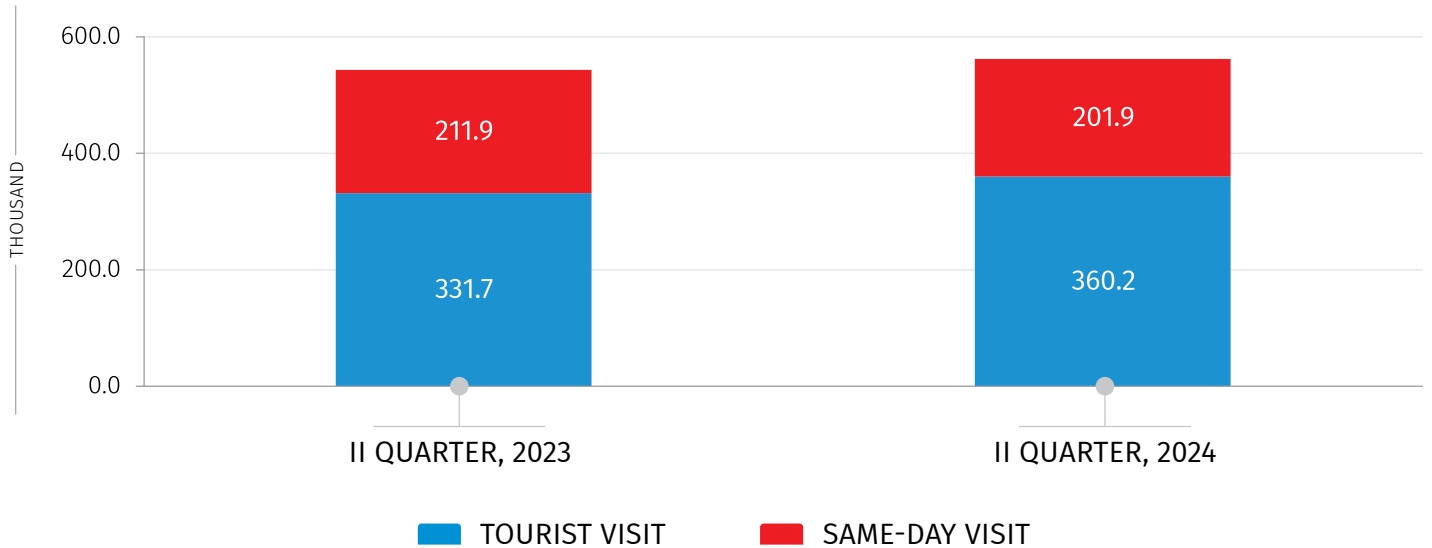
<sup>4</sup> **Tourist-type (Overnight) visit** is a visit, which includes overnight stay on visited place.

**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 II QUARTERS OF 2023-2024



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The majority of outbound visits, 49.1 percent, were made by the visitors of age group 31-50. The number of visits made by women equaled 45.5 percent of the total number of visits.

CHART №4

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE AGE GROUPS  
IN THE II QUARTER OF 2024**

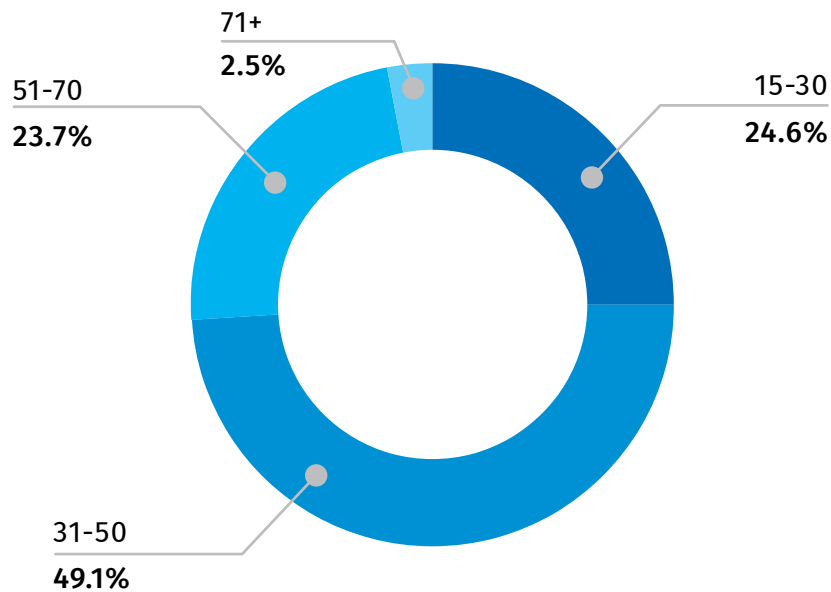


TABLE №1

**DISTRIBUTION OF OUTBOUND VISITS BY GENDER  
IN THE II QUARTER OF 2024, THOUSAND**

	NUMBER OF VISITS	%
Male	306.5	54.5
Female	255.6	45.5
<b>TOTAL</b>	<b>562.1</b>	<b>100.0</b>

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In the II quarter of 2024 the purpose of the majority of outbound visits (34.0 percent) was visiting friends/relatives.

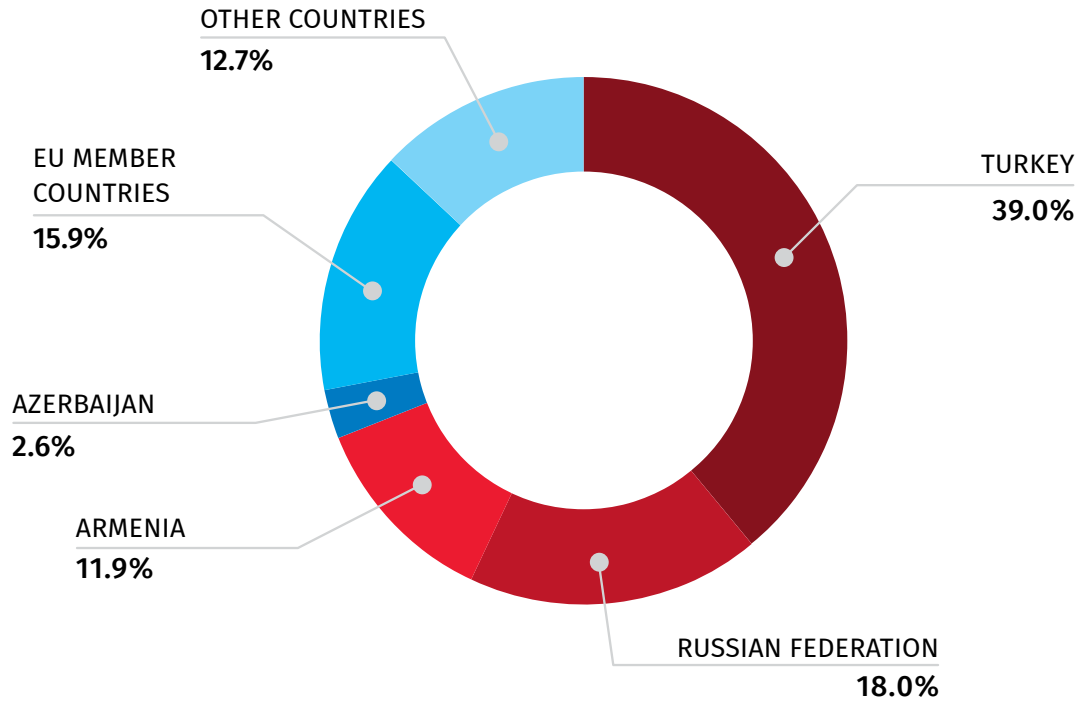
TABLE №2

**DISTRIBUTION OF OUTBOUND VISITS BY THE MAIN PURPOSE OF THE VISIT  
IN THE II QUARTER OF 2024, THOUSAND**

	NUMBER OF VISITS	%
Visiting friends/relatives	191.2	34.0
Shopping	185.0	32.9
Holiday, Leisure, Recreation	97.6	17.4
Business or Professional	60.9	10.8
Health and Medical Care	15.3	2.7
Other	12.1	2.1
<b>TOTAL</b>	<b>562.1</b>	<b>100.0</b>

The majority of outbound visits were made in Turkey and Russian Federation, 229.0 thousand and 105.4 thousand respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

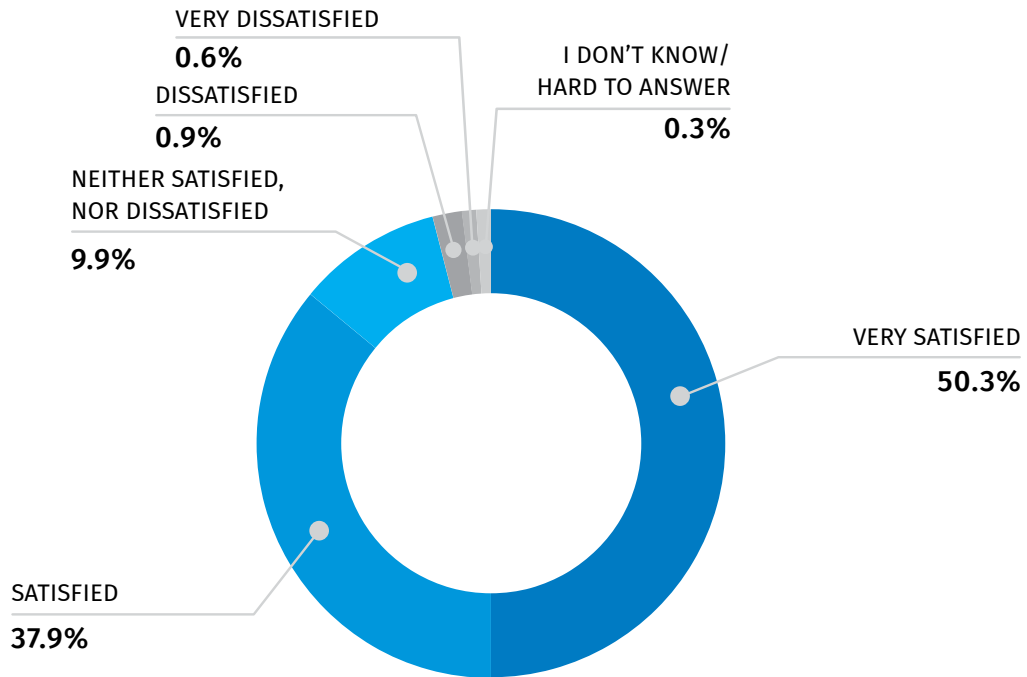
**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE VISITED COUNTRIES  
IN THE II QUARTER OF 2024**



In the II quarter of 2024 the average number of nights spent during the visits equaled 6.3 nights, which is 4.3 percent higher than the same figure of the II quarter of 2023 (6.0 nights).

98.1 percent of outbound visits was repeating visit. The chart below shows the distribution of outbound visits by the level of satisfaction in the II quarter of 2024.

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE LEVEL OF SATISFACTION  
IN THE II QUARTER OF 2024**



The expenditures during the visits made in the II quarter of 2024 equaled 594.3 million GEL. This indicator is 15.6 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 11.7 percent compared to the II quarter of 2023 and amounted to 1 057.2 GEL.



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TABLE №3

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

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	228.0	38.4	405.6
Foods and drinks	156.1	26.3	277.7
Accommodation	91.3	15.4	162.4
Local transport	70.8	11.9	126.0
Holiday, leisure, recreation, cultural and sporting activities	23.5	3.9	41.7
Other expenditure	24.6	4.1	43.7
<b>TOTAL EXPENDITURE</b>	<b>594.3</b>	<b>100.0</b>	<b>1 057.2</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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