

NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA

III QUARTER, 2024



30.10.2024

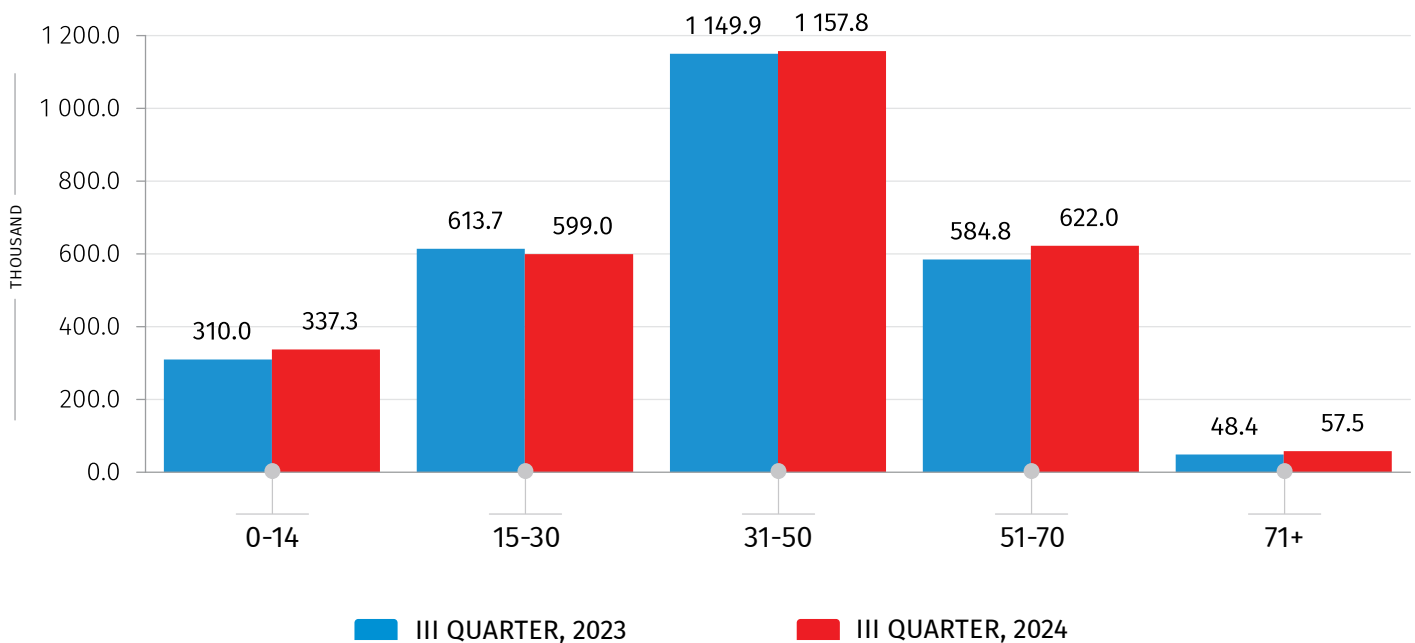
INBOUND TOURISM STATISTICS

(III QUARTER, 2024)

In the III quarter of 2024, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 2.8 million, which is 2.5 percent higher compared to the same period of the previous year. Most of the arrivals, 41.7 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 III QUARTERS OF 2023-2024



The number of visits² by international visitors³ from above-mentioned figure amounted to 2.4 million, 2.5 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).

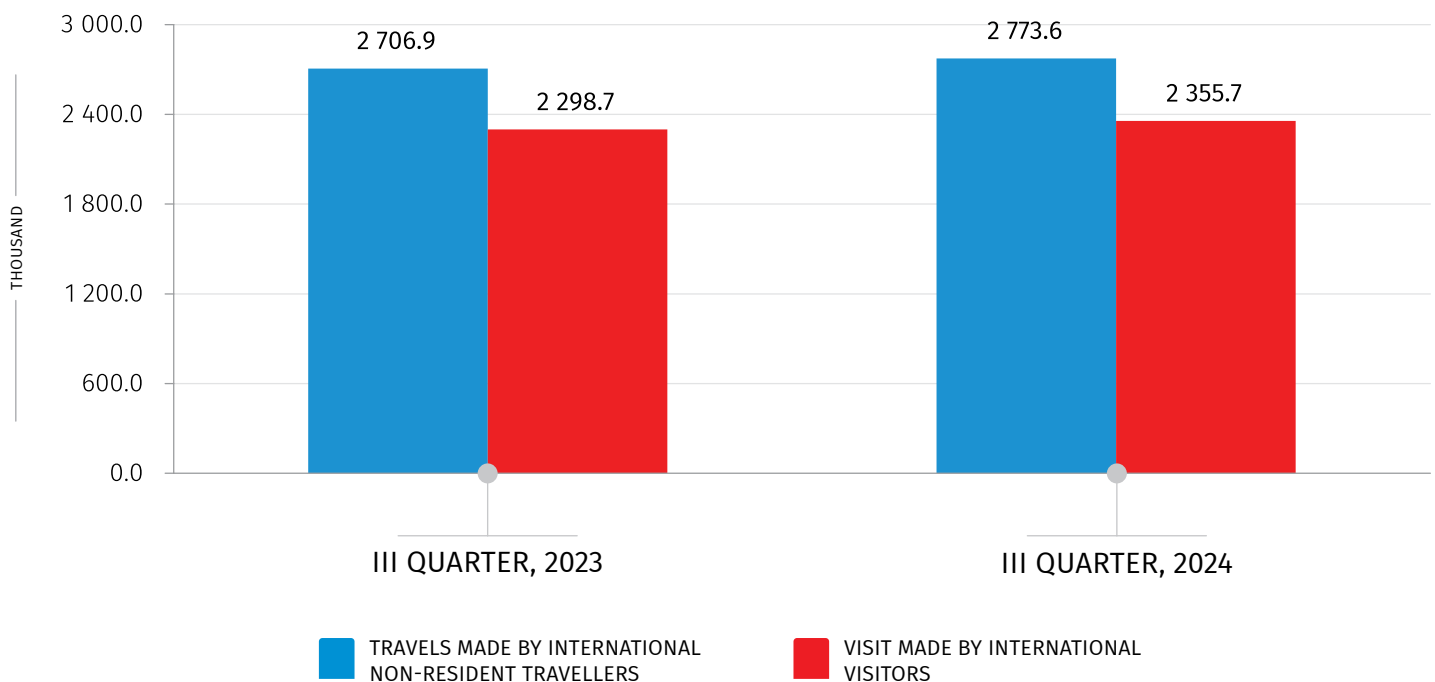
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in III quarters of 2023-2024.

CHART №2

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



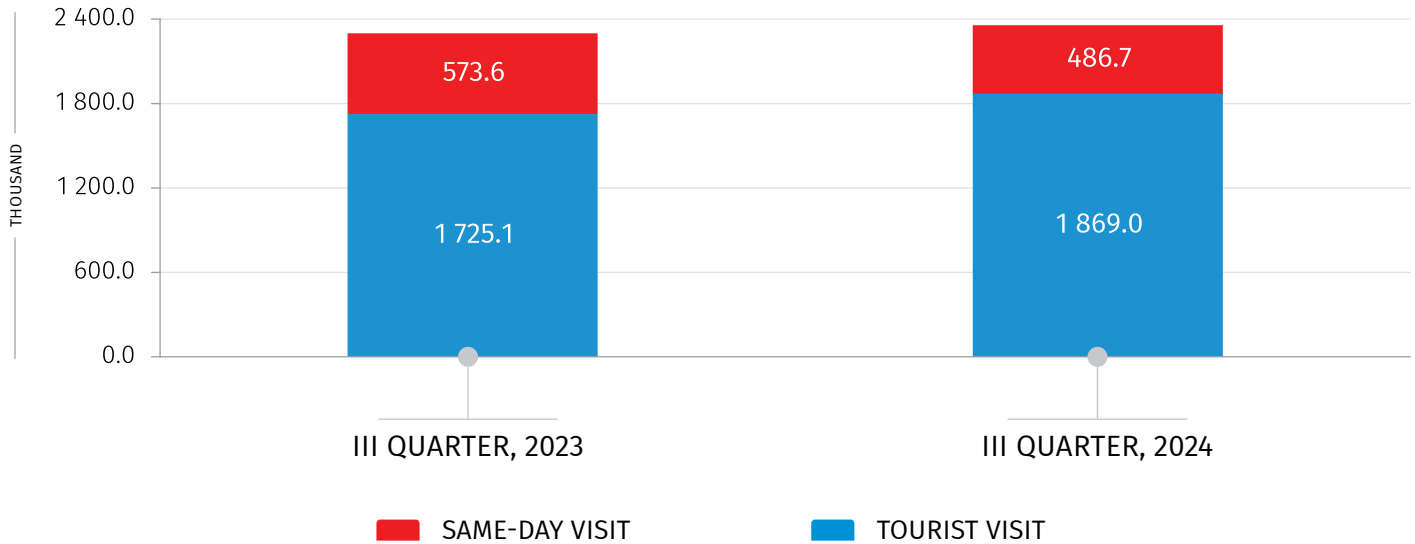
In the III quarter of 2024 the number of international visitors equaled 2.0 million, which is 2.9 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 1.9 million tourist-type visits, which is 8.3 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.

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CHART №3

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



79.2 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 16.9 percent, while 3.9 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 III QUARTERS OF 2023-2024, THOUSAND**

	III QUARTER, 2023	III QUARTER, 2024
Only Tourist	1 458.0	1 596.4
Only Same-day Visitor	427.6	340.9
Both	72.2	77.6
TOTAL	1 957.8	2 015.0

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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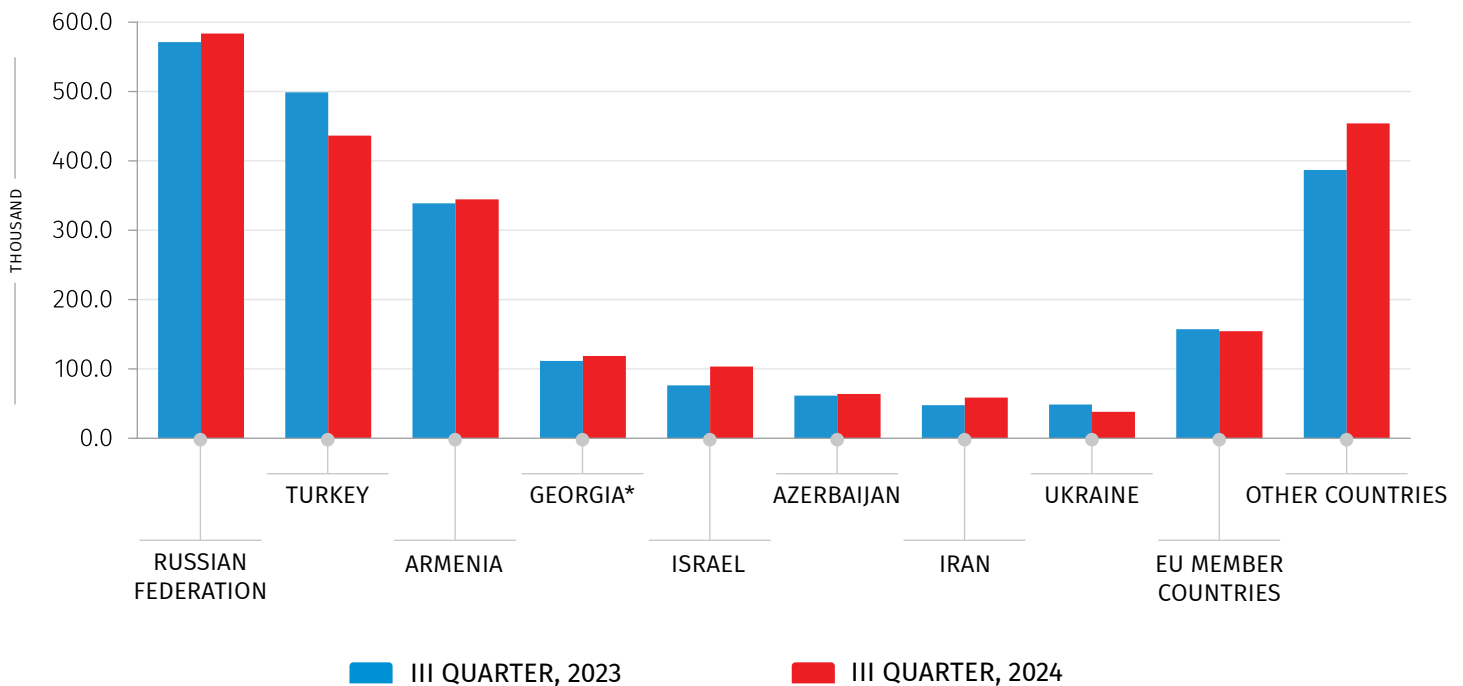
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In the III quarter of 2024 the largest number of visitors (496.0 thousand visitors) were from Russian Federation, which amounted to 24.6 percent of the total number of visitors. Turkey was the second with 17.4% and Armenia was the third with 13.1% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (583.5 thousand), Turkey (436.3 thousand) and Armenia (344.6 thousand).

CHART №4

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



*Georgian citizens who remain the residents of other country

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The majority of visitors (46.3 percent) belonged to the age group of 31-50. The number of women equaled to 47.1 percent of the total number of visitors.

CHART №5

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

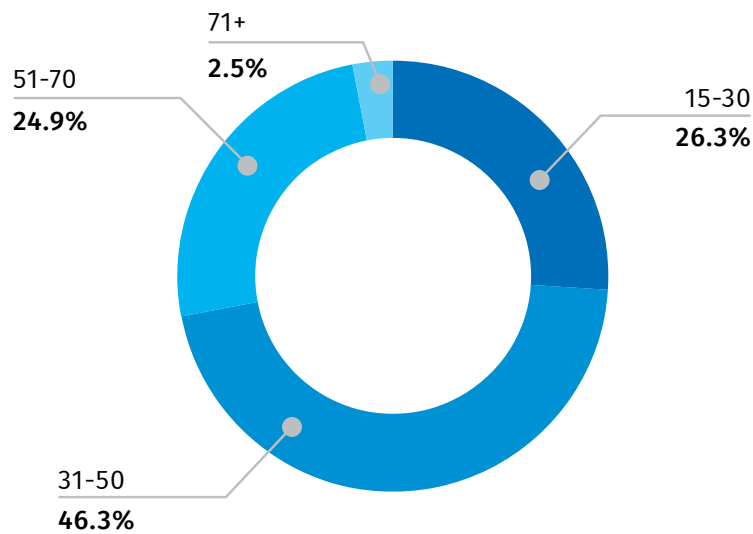


TABLE №2

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

	NUMBER OF VISITORS	%
Male	1 065.3	52.9
Female	949.6	47.1
TOTAL	2 015.0	100.0

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In the III quarter of 2024 the purpose of the majority of inbound visits (59.2 percent) was holiday, leisure and recreation.

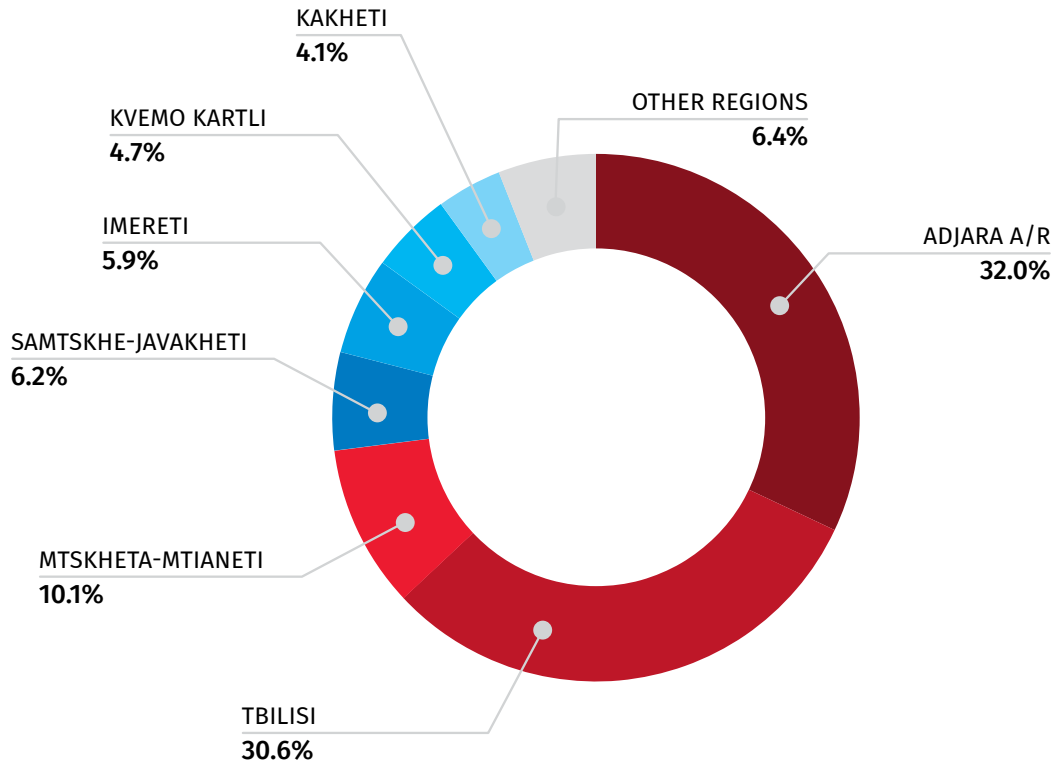
TABLE №3

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

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	1 395.1	59.2
Visiting friends/relatives	448.5	19.0
Transit to other country	307.6	13.1
Business or Professional	90.0	3.8
Shopping	75.5	3.2
Other	39.0	1.7
TOTAL	2 355.7	100.0

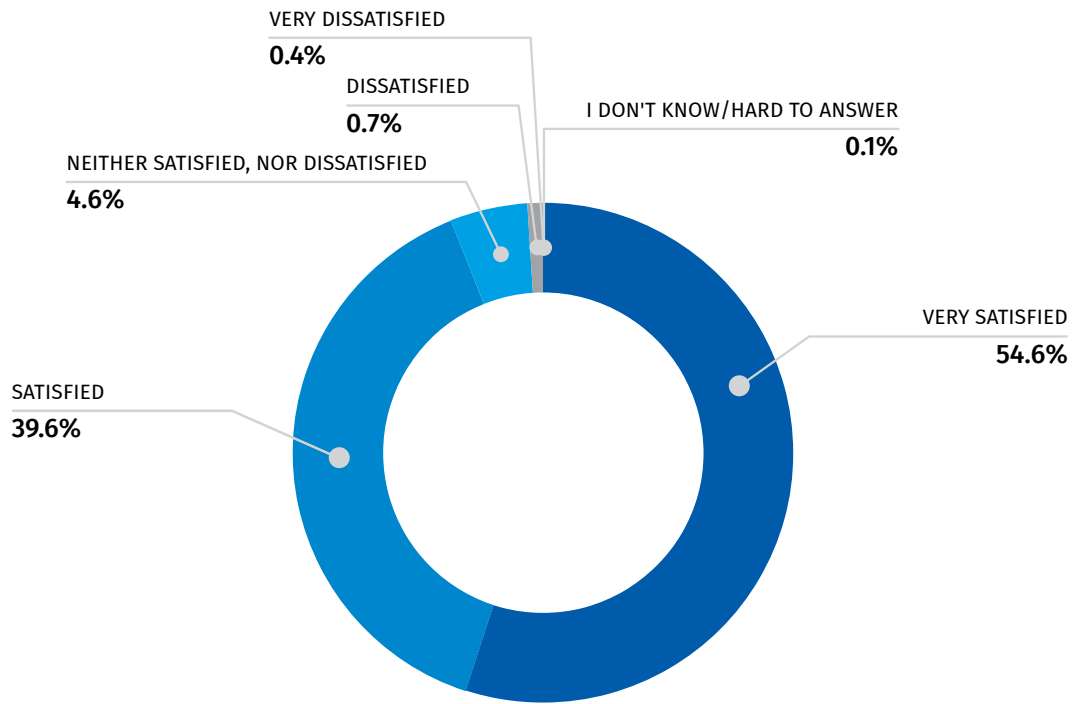
The majority of visits were made in Adjara A/R and Tbilisi, 1 179.5 thousand and 1 124.8 thousand, respectively. The chart below illustrates the distribution of visits by the visited regions.

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



In the III quarter of 2024 the average number of nights spent during the visits equaled 6.2, which is 7.2 percent higher than the same figure of the III quarter of 2023 (5.8 nights). 72.8 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the III quarter of 2024.

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



The expenditures during the visits made in the III quarter of 2024 equaled 5.7 billion GEL, 18.1 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 15.2 percent compared to the III quarter of 2023 and amounted to 2 426.6 GEL.

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TABLE №4

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

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	2 189.0	38.3	929.2
Foods and drinks	1 410.0	24.7	598.6
Shopping	1 243.3	21.7	527.8
Local transport	429.4	7.5	182.3
Holiday, leisure, recreation, cultural and sporting activities	379.9	6.6	161.3
Other expenditure	64.7	1.1	27.5
TOTAL EXPENDITURE	5 716.4	100.0	2 426.6

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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