



**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **OUTBOUND TOURISM STATISTICS**

**III QUARTER  
2024**



08.11.2024  
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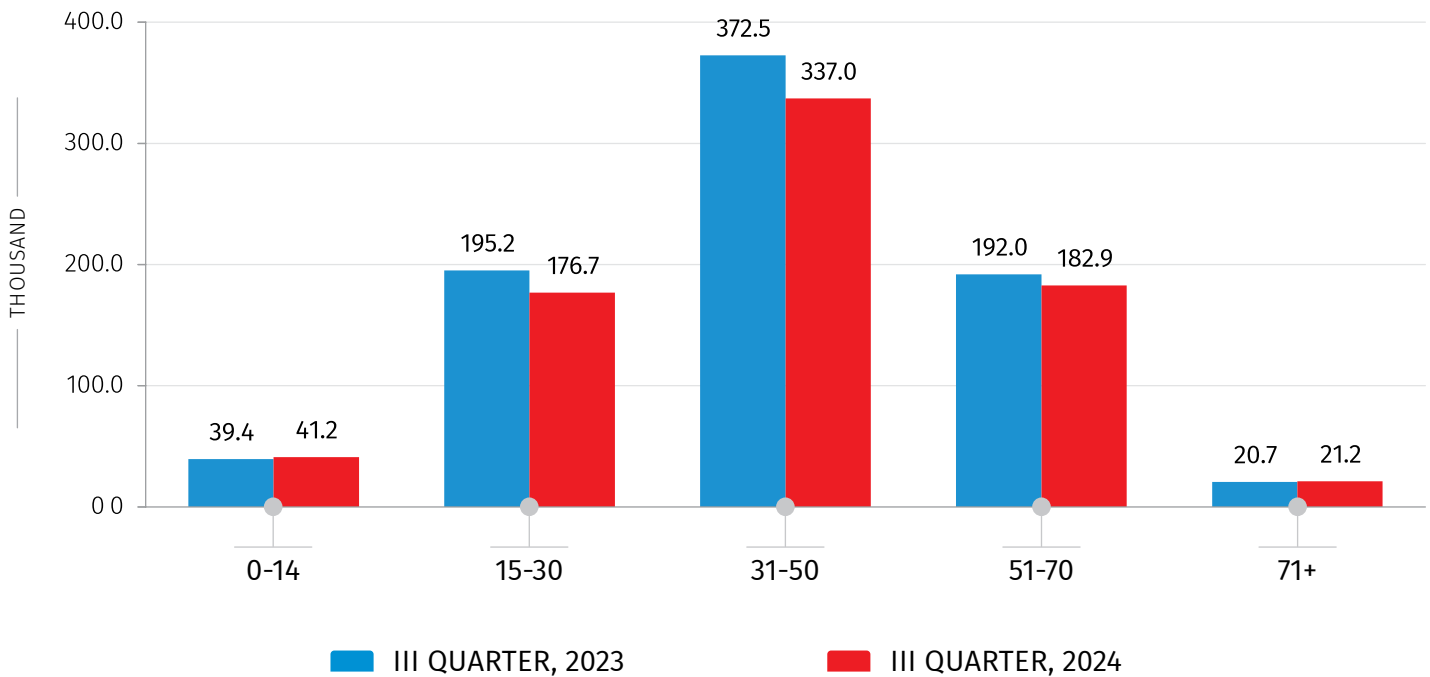
OUTBOUND TOURISM STATISTICS

(III QUARTER, 2024)

In the III quarter of 2024 the number of Georgian resident travellers<sup>1</sup> trips abroad equaled 758.9 thousand, which is 7.4 percent lower compared to the same period of the previous year. Most of the trips, 44.4 percent, were made by travellers of age group 31-50.

CHART №1

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



The number of outbound visits<sup>2</sup> by Georgian visitors<sup>3</sup> from above-mentioned figure amounted to 603.0 thousand, 6.8 percent lower 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).

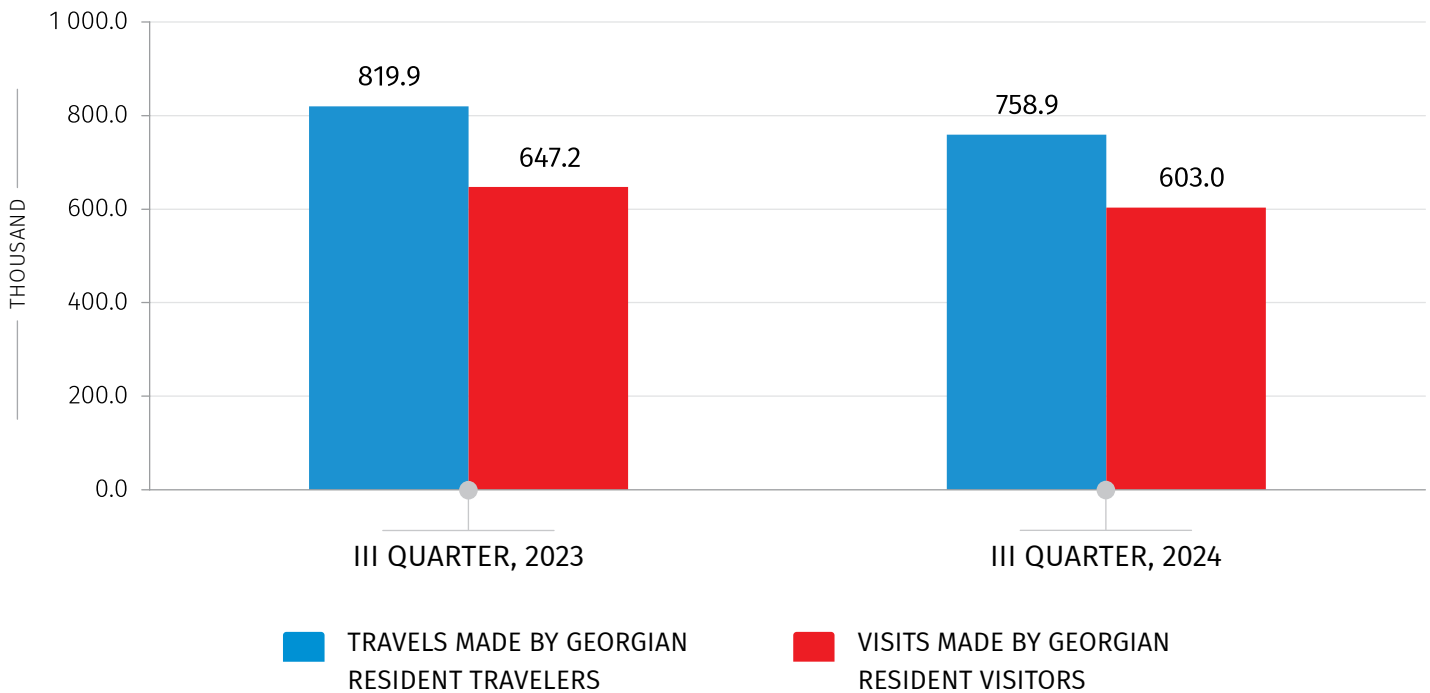
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in III quarters of 2023-2024.

CHART №2

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



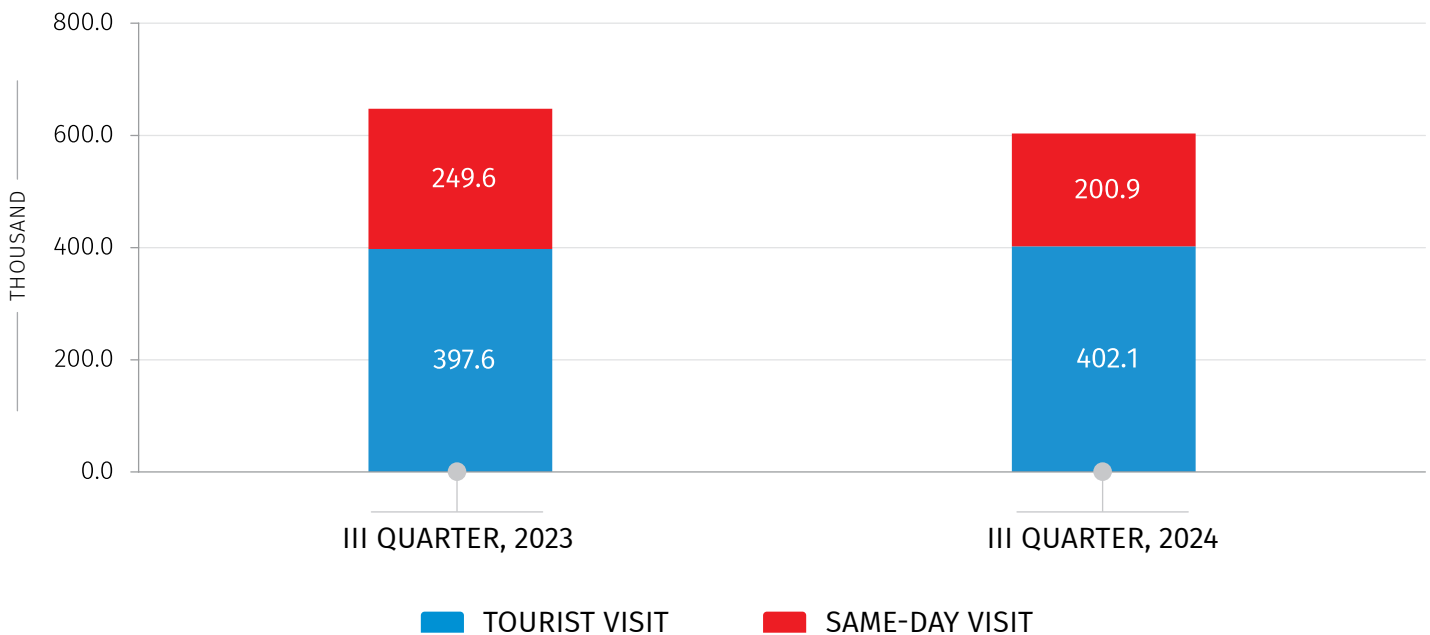
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Outbound visitors made 402.1 thousand tourist-type visits, which is 1.1 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit<sup>4</sup>.

CHART №3

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS  
BY THE TYPE OF VISIT IN III QUARTERS OF 2023-2024**



<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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The majority of outbound visits, 47.4 percent, were made by the visitors of age group 31-50. The number of visits made by women equaled 47.0 percent of the total number of visits.

CHART №4

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

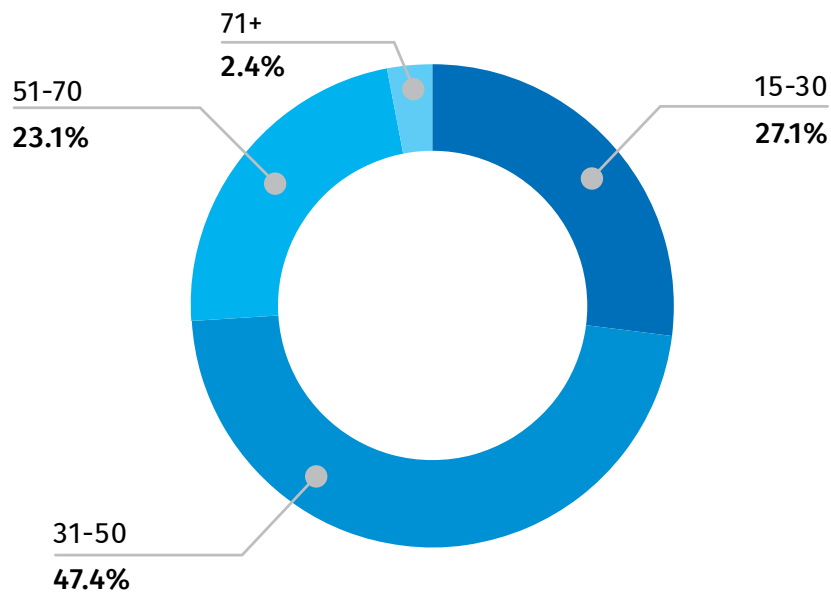


TABLE №1

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

	NUMBER OF VISITS	%
Male	319.9	53.0
Female	283.1	47.0
<b>TOTAL</b>	<b>603.0</b>	<b>100.0</b>

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In the III quarter of 2024 the purpose of the majority of outbound visits (32.0 percent) was visiting friends/relatives.

TABLE №2

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

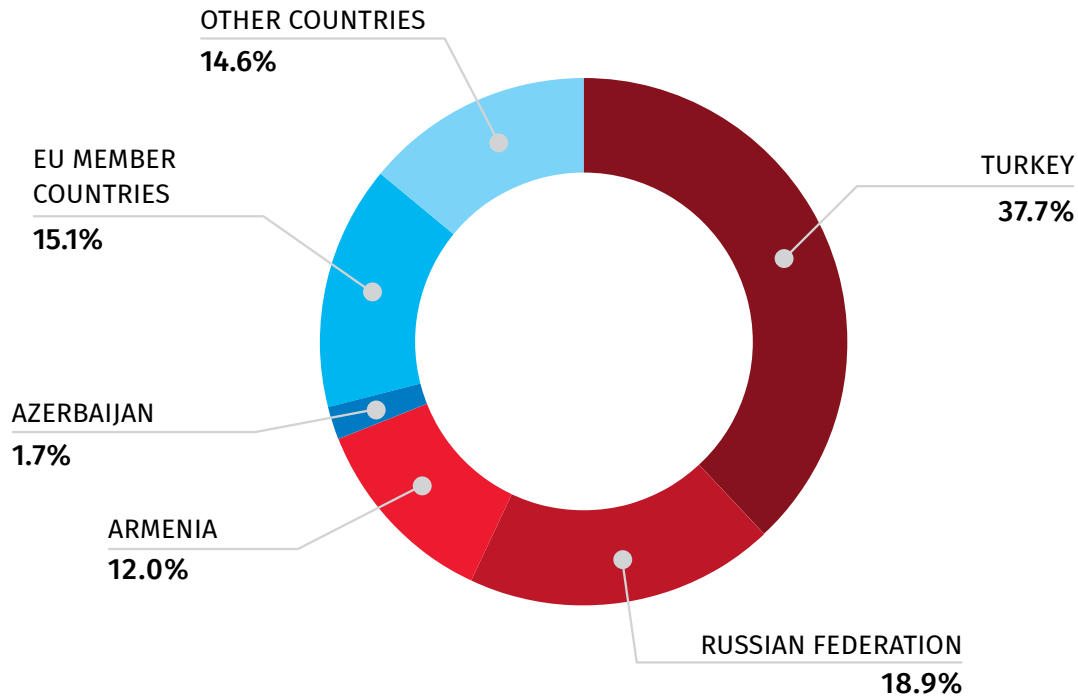
	NUMBER OF VISITS	%
Visiting friends/relatives	193.2	32.0
Shopping	191.2	31.7
Holiday, Leisure, Recreation	129.3	21.4
Business or Professional	64.8	10.7
Health and Medical Care	9.1	1.5
Other	15.3	2.5
<b>TOTAL</b>	<b>603.0</b>	<b>100.0</b>

The majority of outbound visits were made in Turkey and Russian Federation, 237.4 thousand and 119.0 thousand respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

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CHART №5

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



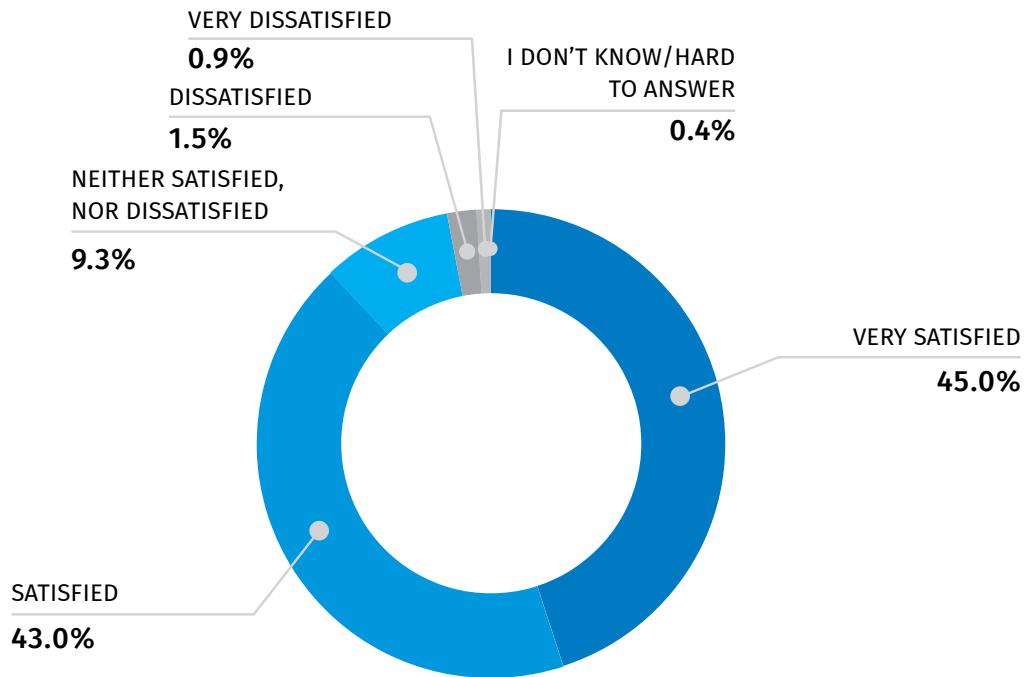
In the III quarter of 2024 the average number of nights spent during the visits equaled 7.9 nights, which is 9.3 percent higher than the same figure of the III quarter of 2023 (7.2 nights).

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

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CHART №6

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



The expenditures during the visits made in the III quarter of 2024 equaled 675.9 million GEL. This indicator is 14.1 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 22.5 percent compared to the III quarter of 2023 and amounted to 1 120.8 GEL.



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TABLE №3

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

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	228.1	33.7	378.2
Foods and drinks	197.5	29.2	327.5
Accommodation	134.2	19.9	222.5
Local transport	67.4	10.0	111.7
Holiday, leisure, recreation, cultural and sporting activities	26.2	3.9	43.5
Other expenditure	22.5	3.3	37.4
<b>TOTAL EXPENDITURE</b>	<b>675.9</b>	<b>100.0</b>	<b>1 120.8</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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