



**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA**

## **2024**



30.01.2025  
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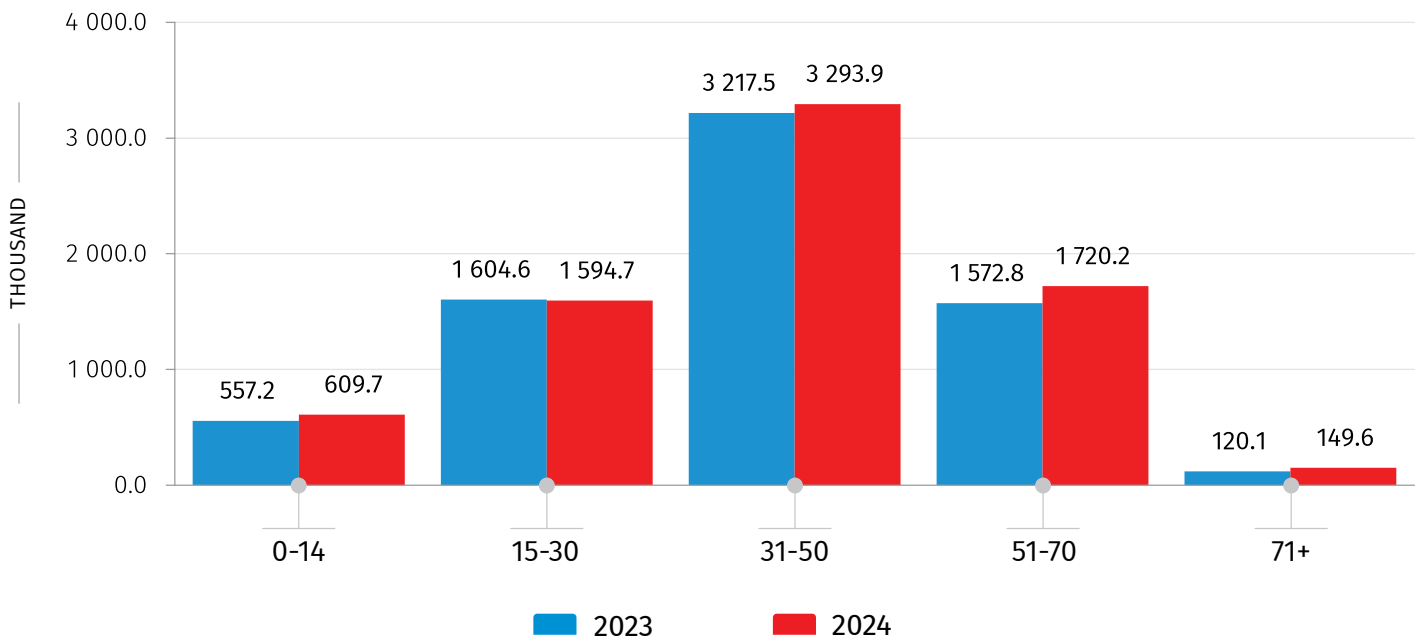
## INBOUND TOURISM STATISTICS

(2024)

In 2024 the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 7.4 million, which is 4.2 percent higher compared to the previous year. Most of the arrivals, 44.7 percent, were made by travellers of age group 31-50.

CHART №1

**DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS  
BY AGE GROUPS IN 2023-2024**



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned figure amounted to 6.5 million, 4.6 percent higher compared to 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

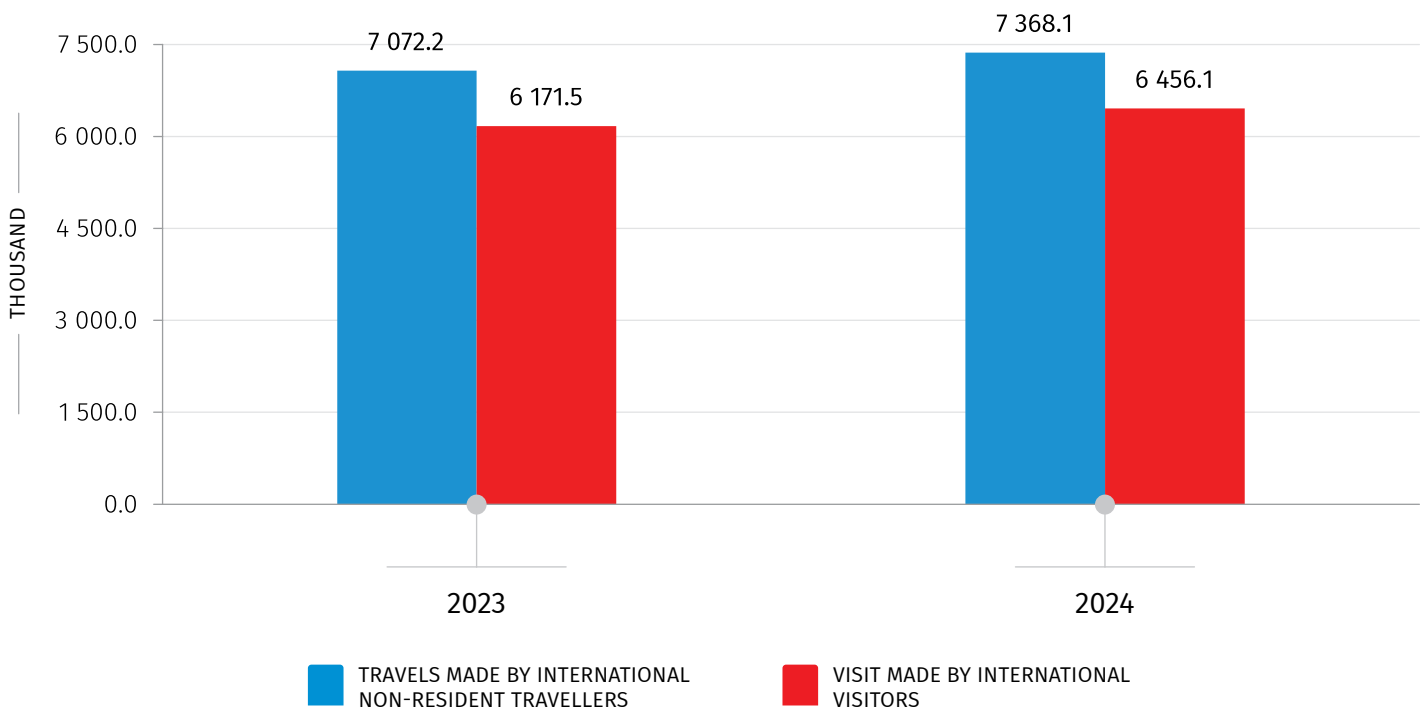
<sup>3</sup>**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and 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 2023-2024.

CHART №2

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



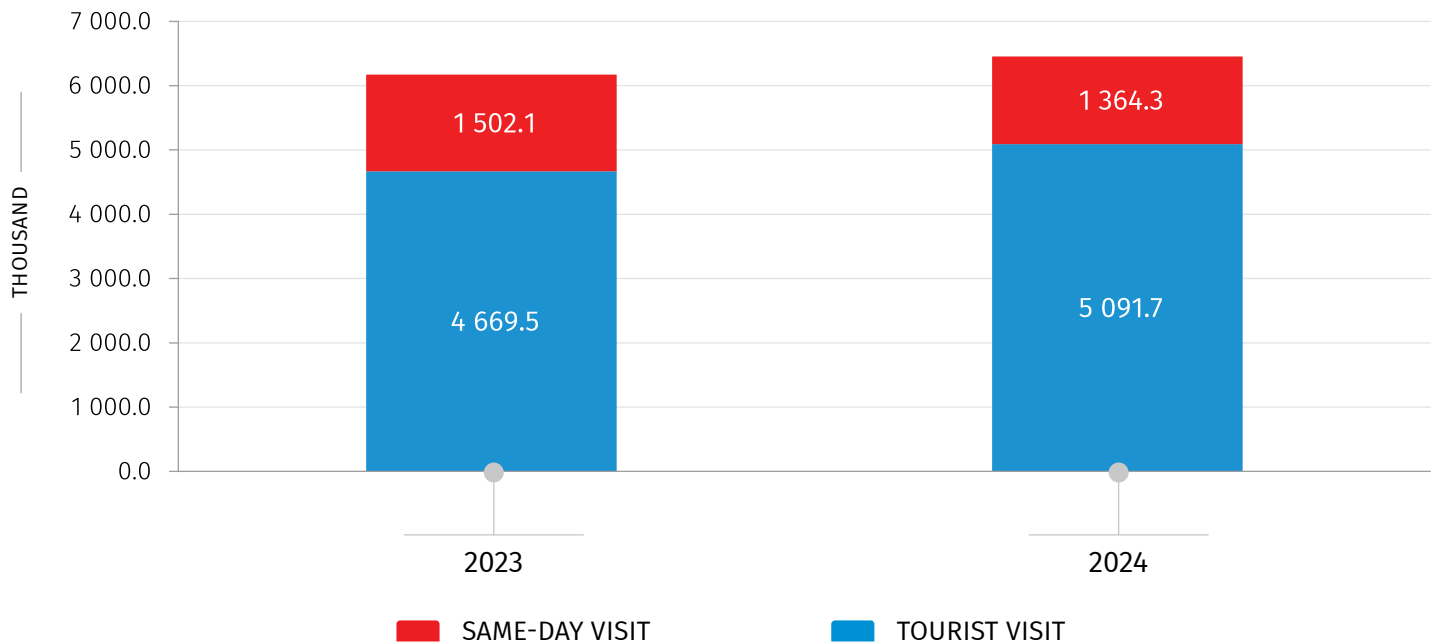
In 2024 the number of international visitors equaled 5.4 million, which is 5.4 percent higher compared to the previous year.

In the reporting period, international visitors have made 5.1 million tourist-type visits, which is 9.0 percent higher compared to 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 2023-2024**



78.8 percent of international visitors were only tourists<sup>4</sup>. The share of only excursionists<sup>5</sup> amounted to 17.2 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 2023-2024, THOUSAND**

	2023	2024
Only tourist	3 866.0	4 266.9
Only same-day visitor	1 069.2	930.9
Both	202.6	215.1
<b>TOTAL</b>	<b>5 137.8</b>	<b>5 412.9</b>

<sup>4</sup> **Tourist** is a visitor whose trip includes an overnight stay in Georgia.

<sup>5</sup> **Excursionist (same-day visitor)** is a visitor whose trip does not include an overnight stay in Georgia.

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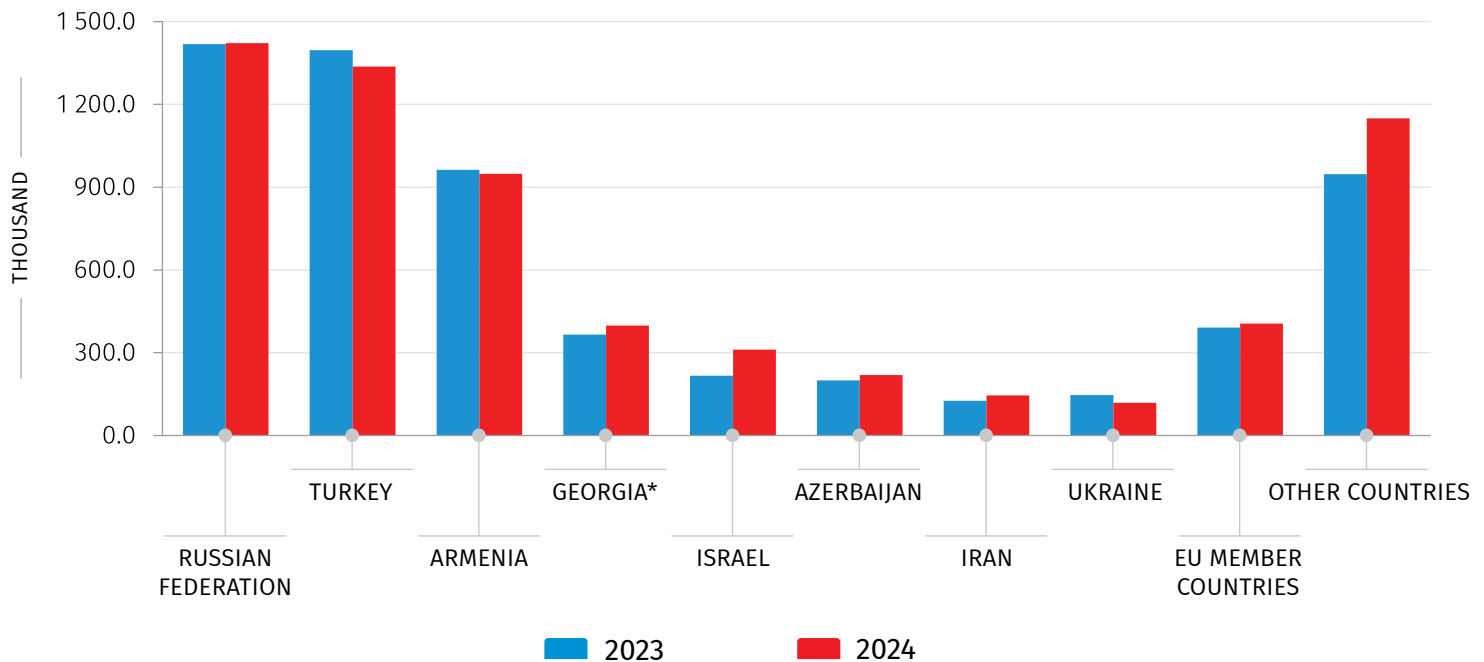
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In 2024 the largest number of visitors (1.2 million), amounting to 22.4 percent of total number of visitors, was from Russian Federation. Turkey was on the second place with 19.0% share and Armenia was on the third place with 12.7% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (1.4 million), Turkey (1.3 million) and Armenia (0.9 million).

CHART №4

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



\*Georgian citizens who remain the residents of other country

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The majority of visitors (47.3 percent) were from the age group of 31-50 and the number of women equaled to 41.8 percent of the total number of visitors.

CHART №5

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

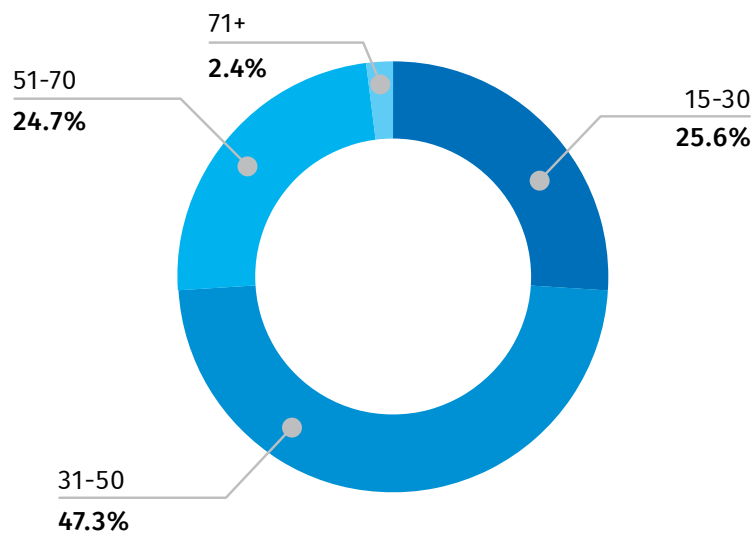


TABLE №2

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

	NUMBER OF VISITORS	%
Male	3 150.0	58.2
Female	2 262.9	41.8
<b>TOTAL</b>	<b>5 412.9</b>	<b>100.0</b>

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In 2024 the purpose of the majority of inbound visits (51.9 percent) was holiday, leisure and recreation.

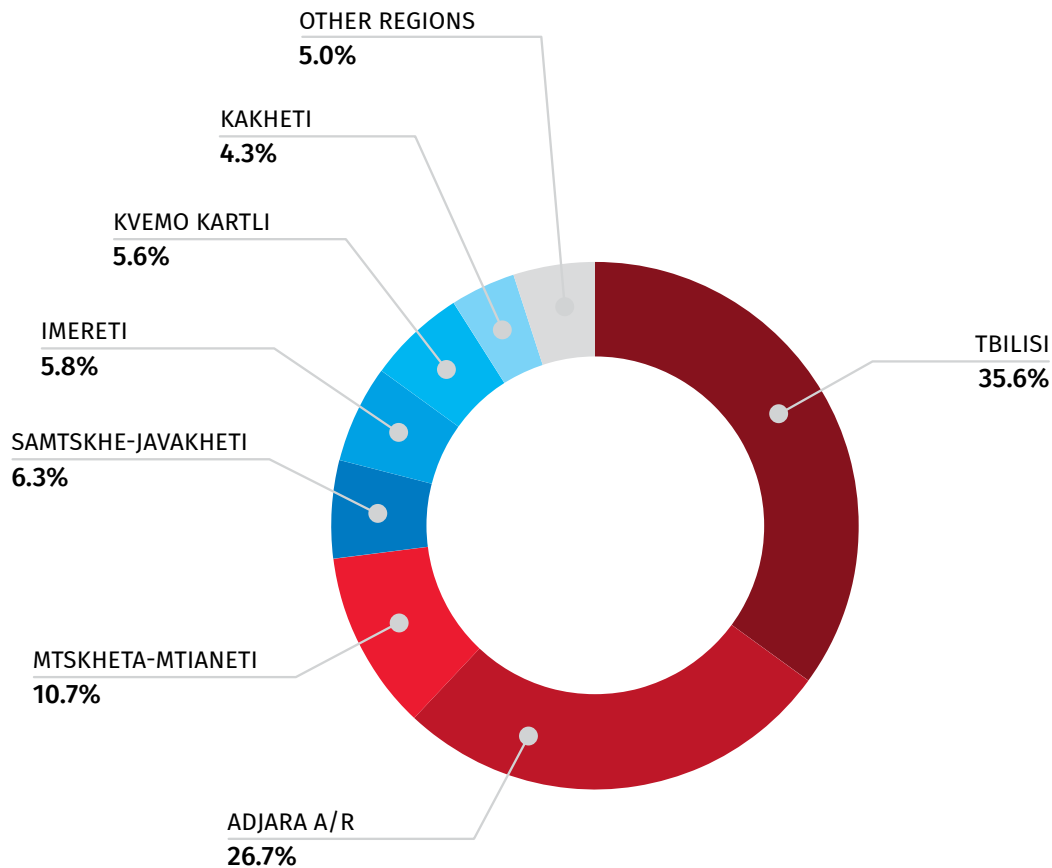
TABLE №3

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

	NUMBER OF VISITS	%
Holiday, leisure, recreation	3 351.7	51.9
Visiting friends/relatives	1 470.0	22.8
Transit to other country	831.5	12.9
Business or professional	368.9	5.7
Shopping	307.6	4.8
Health and medical care	24.6	0.4
Other	101.9	1.6
<b>TOTAL</b>	<b>6 456.1</b>	<b>100.0</b>

The majority of visits were made in Tbilisi and Adjara A/R, 3.4 million and 2.5 million, respectively. The chart below illustrates the distribution of visits by the visited regions.

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



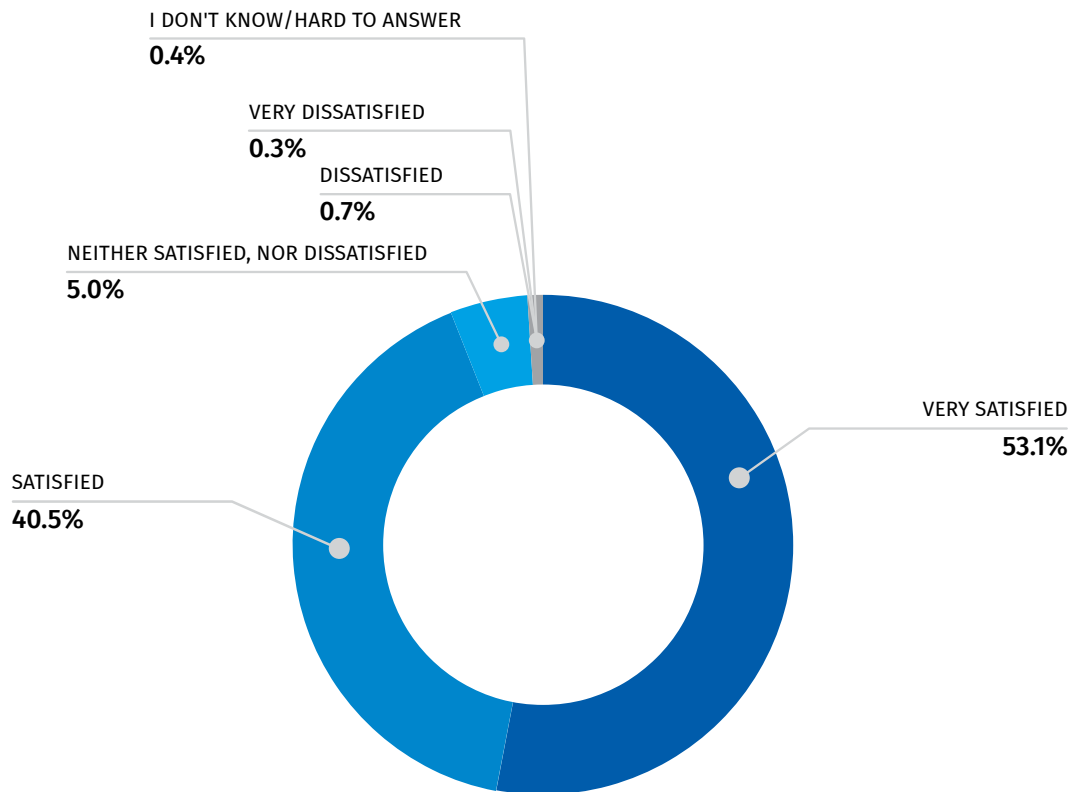
In 2024 the average number of nights spent during the visits equaled 5.5 nights, which is 2.6 percent higher than the figure of 2023 (5.4 nights). 76.0 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in 2024.



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CHART №7

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



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The expenditures during the visits made in 2024 equaled 14.3 billion GEL, 10.3 percent higher compared to the previous year. Average expenditure per visit increased by 5.4 percent compared to 2023 and amounted to 2 211.2 GEL.

TABLE №4

### DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES IN 2024

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	4 807.9	33.7	744.7
Shopping	3 436.2	24.1	532.3
Foods and drinks	3 193.4	22.4	494.6
Holiday, leisure, recreation, cultural and sporting activities	1 548.8	10.8	239.9
Local transport	1 139.8	8.0	176.5
Other expenditure	149.2	1.0	23.1
<b>TOTAL EXPENDITURE</b>	<b>14 275.4</b>	<b>100.0</b>	<b>2 211.2</b>

**NOTICE:** Some discrepancies between the totals and the sums can be explained by rounding the data.

National Statistics Office of Georgia

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