



NATIONAL STATISTICS OFFICE OF GEORGIA

# OUTBOUND TOURISM STATISTICS 2024



10.02.2025  
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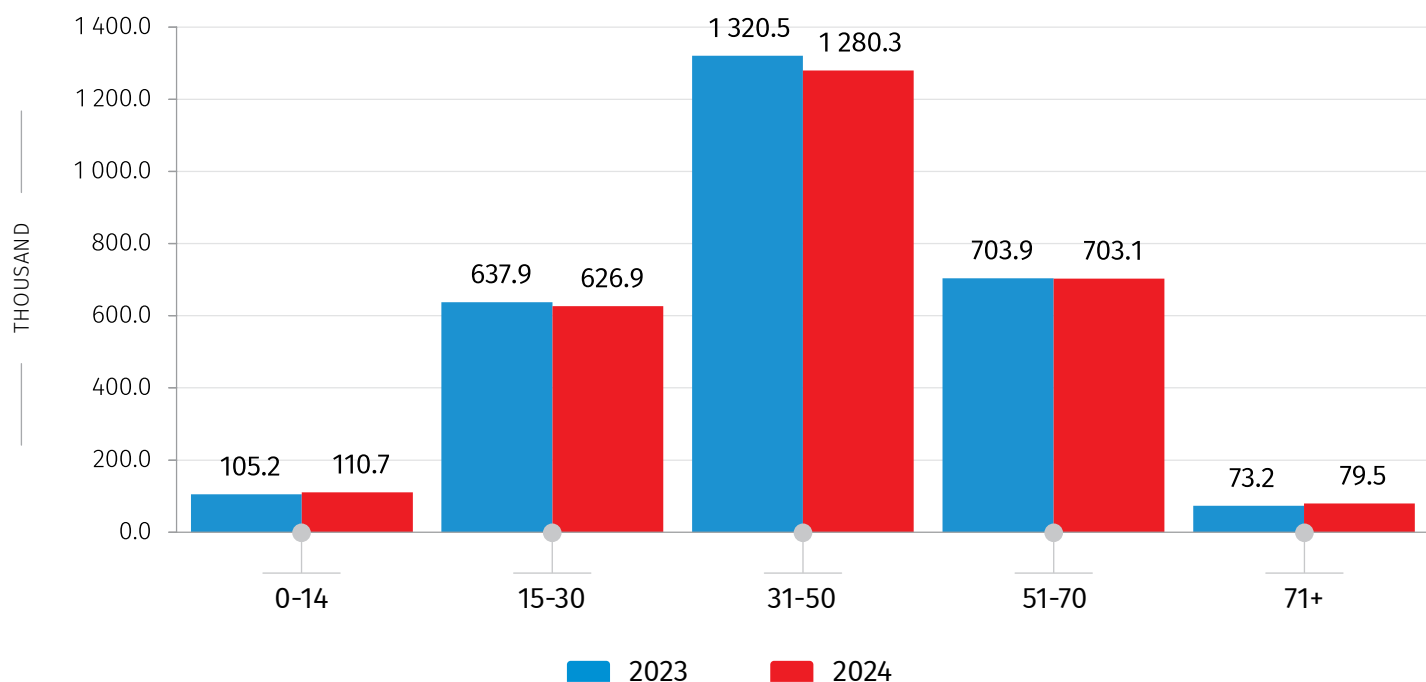
## OUTBOUND TOURISM STATISTICS

(2024)

In 2024 the number of Georgian resident travellers<sup>1</sup> trips abroad equaled 2.8 million, which is 1.4 percent lower compared to the previous year. Most of the trips, 45.7 percent, were made by travellers of age group 31-50.

CHART №1

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



The number of outbound visits<sup>2</sup> by Georgian visitors<sup>3</sup> from above-mentioned figure amounted to 2.2 million, 0.1 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, 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).

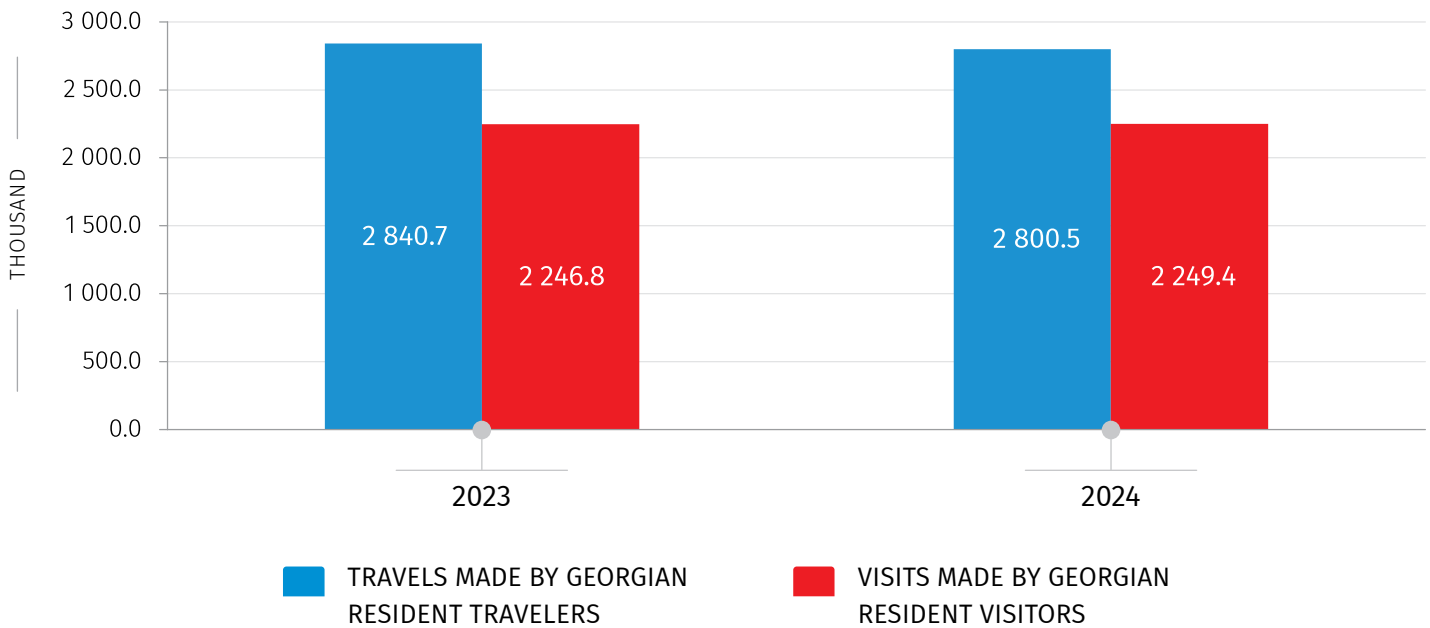
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in 2023-2024.

CHART №2

**NUMBER OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS AND VISITS MADE BY GEORGIAN RESIDENT VISITORS IN 2023-2024**



Outbound visitors have made 1.5 million tourist-type visits, which is 7.7 percent higher compared to the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit<sup>4</sup>.

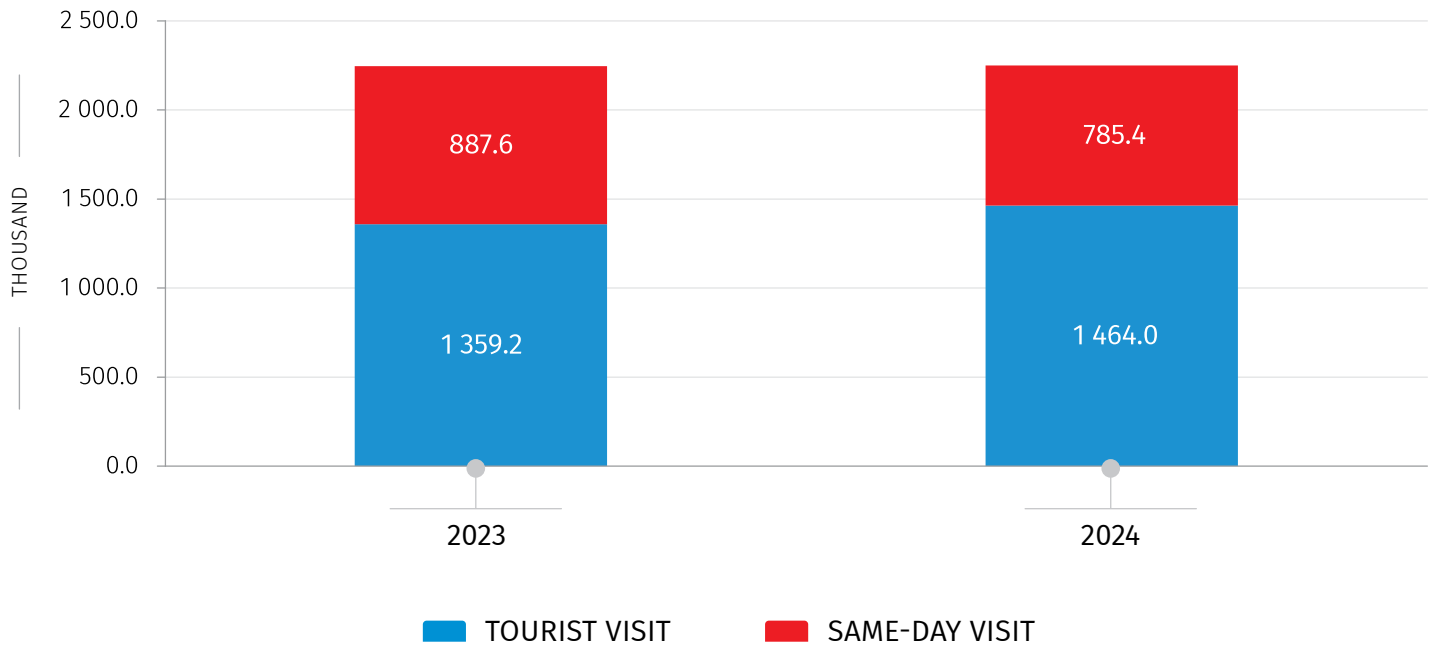
<sup>4</sup> **Tourist-type (Overnight) visit** is a visit, which includes overnight stay on visited place.

**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 2023-2024



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The majority of outbound visits, 48.2 percent, were made by the visitors of age group 31-50. The number of visits made by women equaled 45.7 percent of the total number of visits.

CHART №4

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

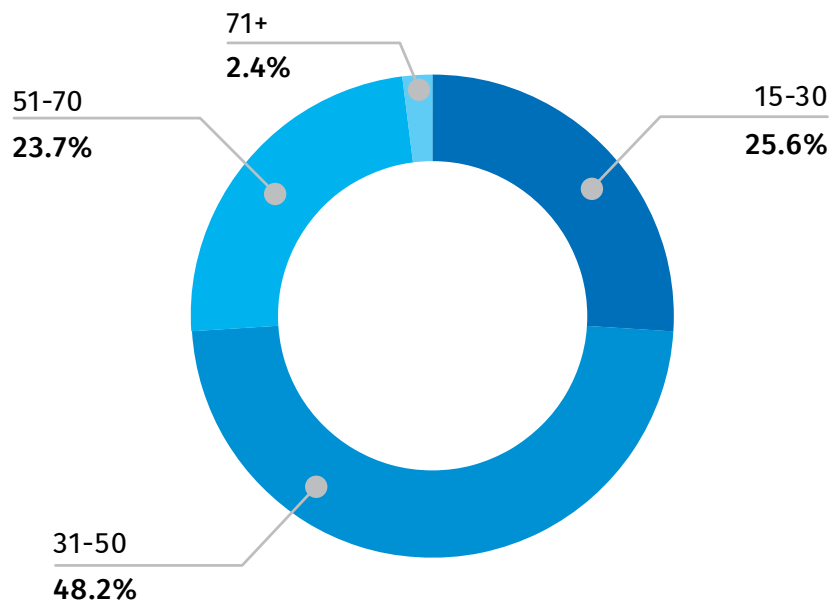


TABLE №1

**DISTRIBUTION OF OUTBOUND VISITS  
BY GENDER IN 2024, THOUSAND**

	NUMBER OF VISITS	%
Male	1 220.4	54.3
Female	1 029.0	45.7
<b>TOTAL</b>	<b>2 249.4</b>	<b>100.0</b>

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In 2024 the purpose of the majority of outbound visits, 33.4 percent, was visiting friends/relatives.

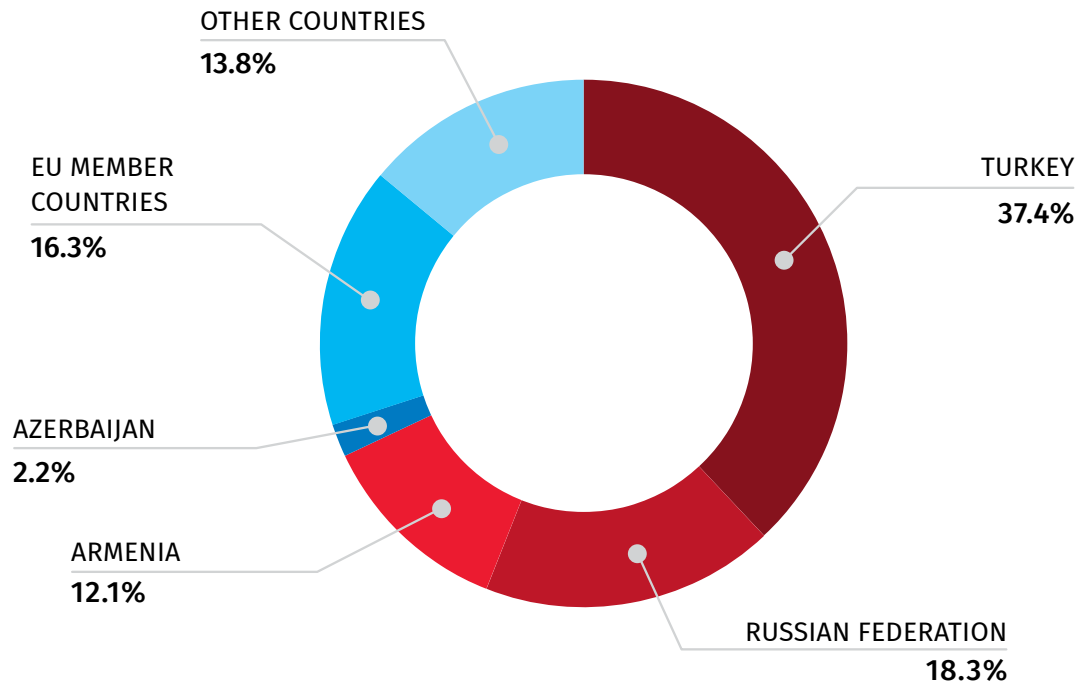
TABLE №2

### DISTRIBUTION OF OUTBOUND VISITS BY THE MAIN PURPOSE OF THE VISIT IN 2024, THOUSAND

	NUMBER OF VISITS	%
Visiting friends/relatives	752.3	33.4
Shopping	744.5	33.1
Holiday, leisure, recreation	417.7	18.6
Business or professional	233.7	10.4
Health and medical care	49.7	2.2
Other	51.5	2.3
<b>TOTAL</b>	<b>2 249.4</b>	<b>100.0</b>

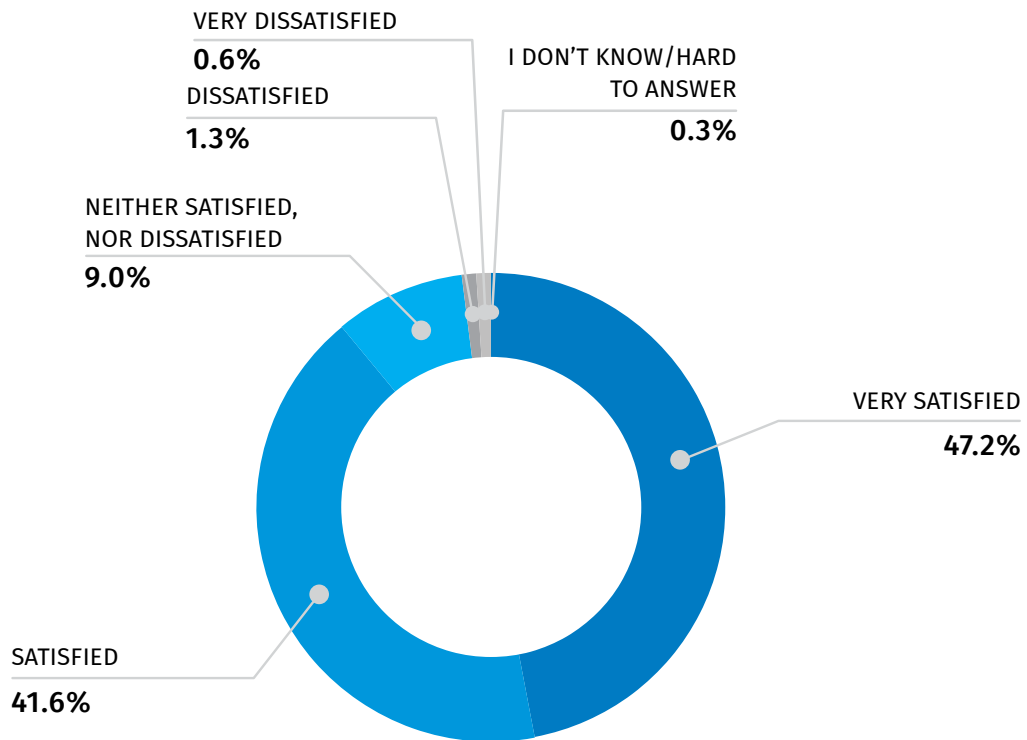
The majority of outbound visits were made in Turkey and Russian Federation, 871.1 and 425.3 thousand respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS  
BY THE VISITED COUNTRIES IN 2024



In 2024 the average number of nights spent during the visits equaled 7.0 nights, which is 6.9 percent higher than the figure of 2023 (6.5 nights). 98.0 percent of outbound visits was repeating visit. The chart below shows the distribution of outbound visits by the level of satisfaction in 2024.

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



The expenditures during the visits made in 2024 equaled 2.3 billion GEL, 11.3 percent higher compared to the previous year. Average expenditure per visit increased by 11.2 percent compared to 2023 and amounted to 1 007.9 GEL.



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TABLE №3

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

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	863.7	38.1	383.9
Foods and drinks	611.7	27.0	271.9
Accommodation	360.9	15.9	160.4
Local transport	248.3	11.0	110.4
Holiday, leisure, recreation, cultural and sporting activities	92.8	4.1	41.3
Other expenditure	89.9	4.0	39.9
<b>TOTAL EXPENDITURE</b>	<b>2 267.2</b>	<b>100.0</b>	<b>1 007.9</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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