

NATIONAL STATISTICS OFFICE OF GEORGIA

OUTBOUND TOURISM STATISTICS

IV QUARTER 2024



10.02.2025

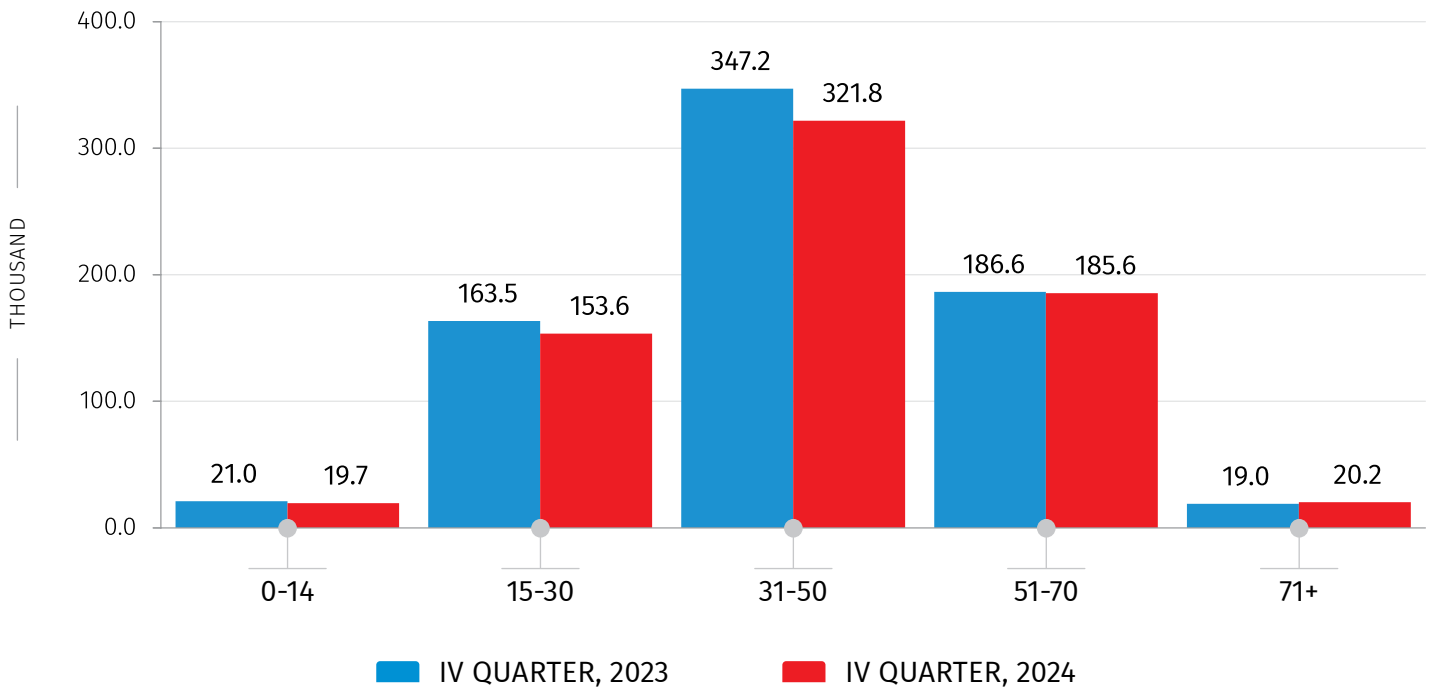
OUTBOUND TOURISM STATISTICS

(IV QUARTER, 2024)

In the IV quarter of 2024 the number of Georgian resident travellers¹ trips abroad equaled 701.0 thousand, which is 4.9 percent lower compared to the same period of the previous year. Most of the trips, 45.9 percent, were made by travellers of age group 31-50.

CHART №1

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



The number of outbound visits² by Georgian visitors³ from above-mentioned figure amounted to 562.6 thousand, 7.4 percent lower 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, 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).

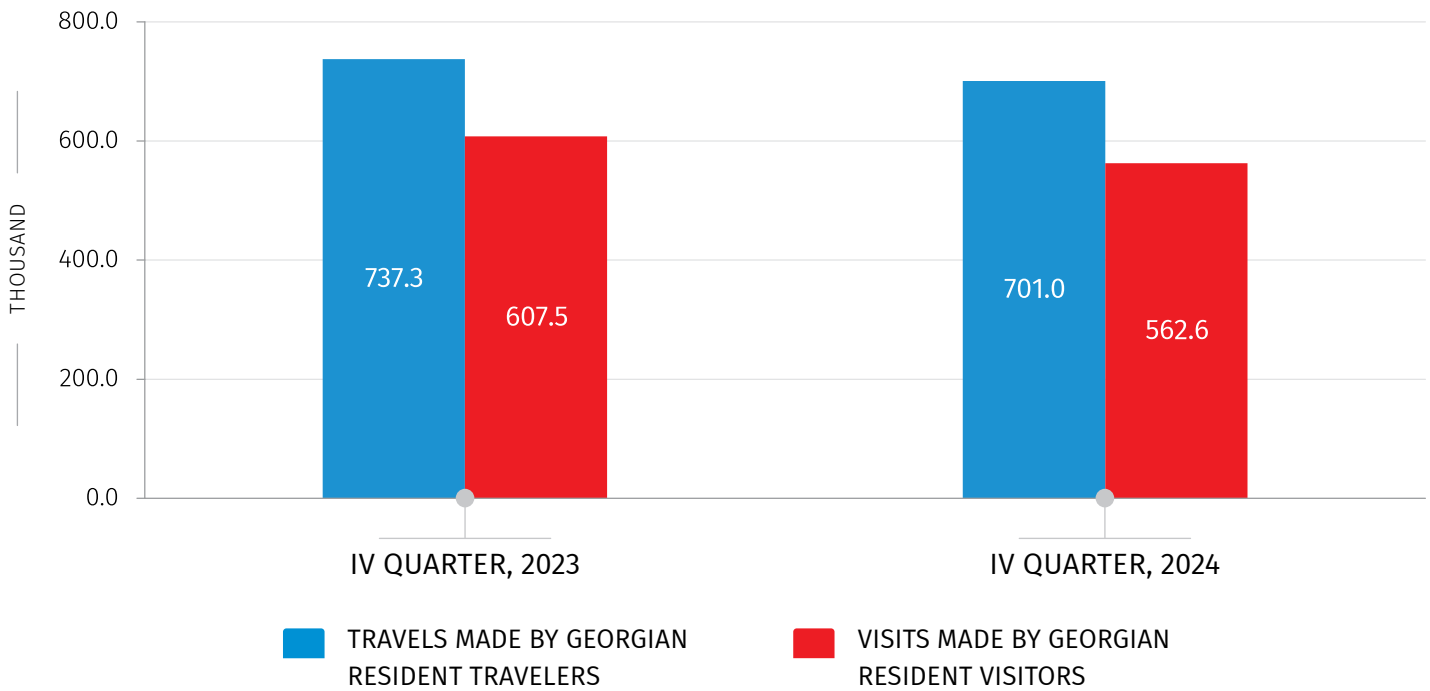
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in IV quarters of 2023-2024.

CHART №2

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



Outbound visitors made 373.1 thousand tourist-type visits, which is 0.4 percent lower 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 visit⁴.

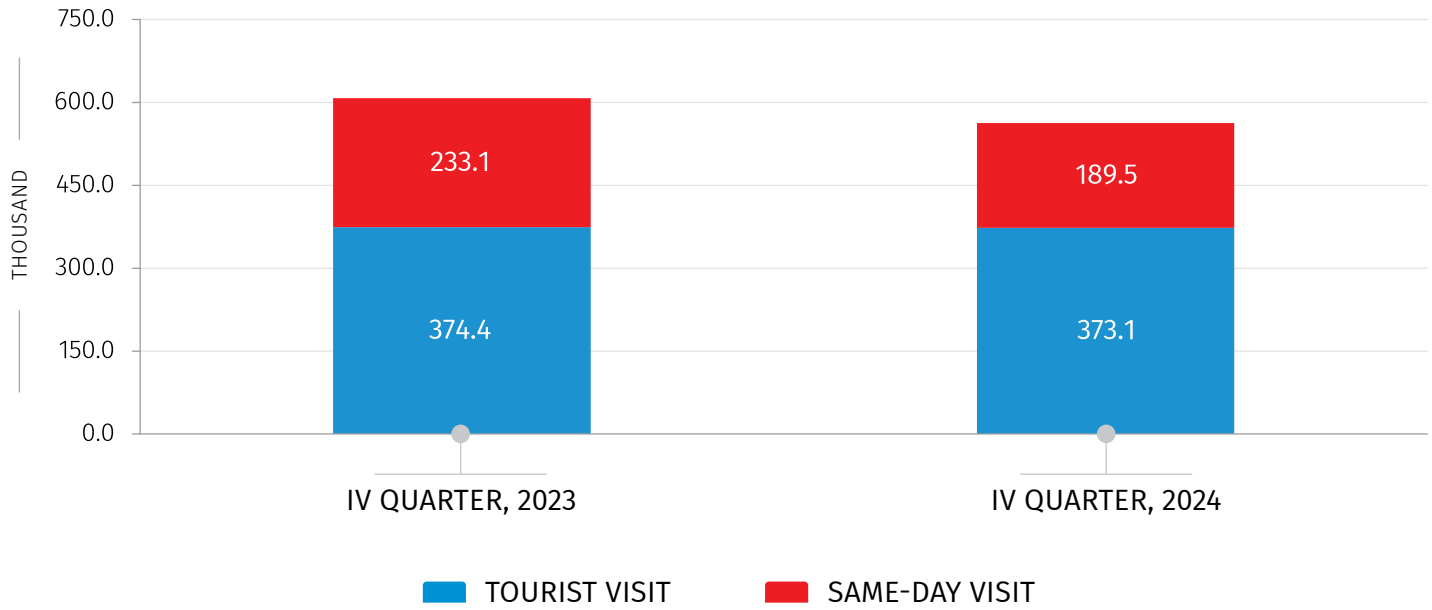
⁴ **Tourist-type (Overnight) visit** is a visit, which includes overnight stay on visited place.

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 IV QUARTERS OF 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 45.0 percent of the total number of visits.

CHART №4

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

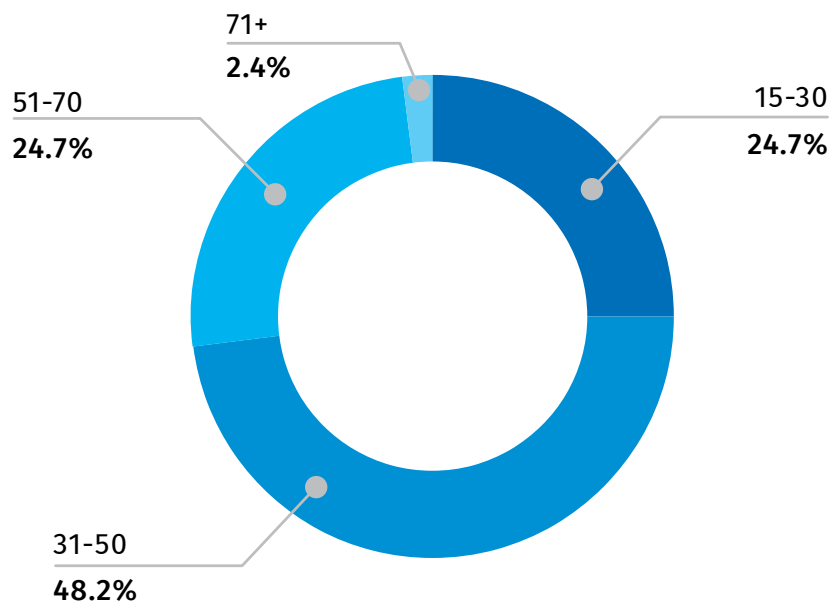


TABLE №1

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

| | NUMBER OF VISITS | % |
|--------------|------------------|--------------|
| Male | 309.5 | 55.0 |
| Female | 253.1 | 45.0 |
| TOTAL | 562.6 | 100.0 |

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In the IV quarter of 2024 the purpose of the majority of outbound visits, 34.2 percent, was shopping.

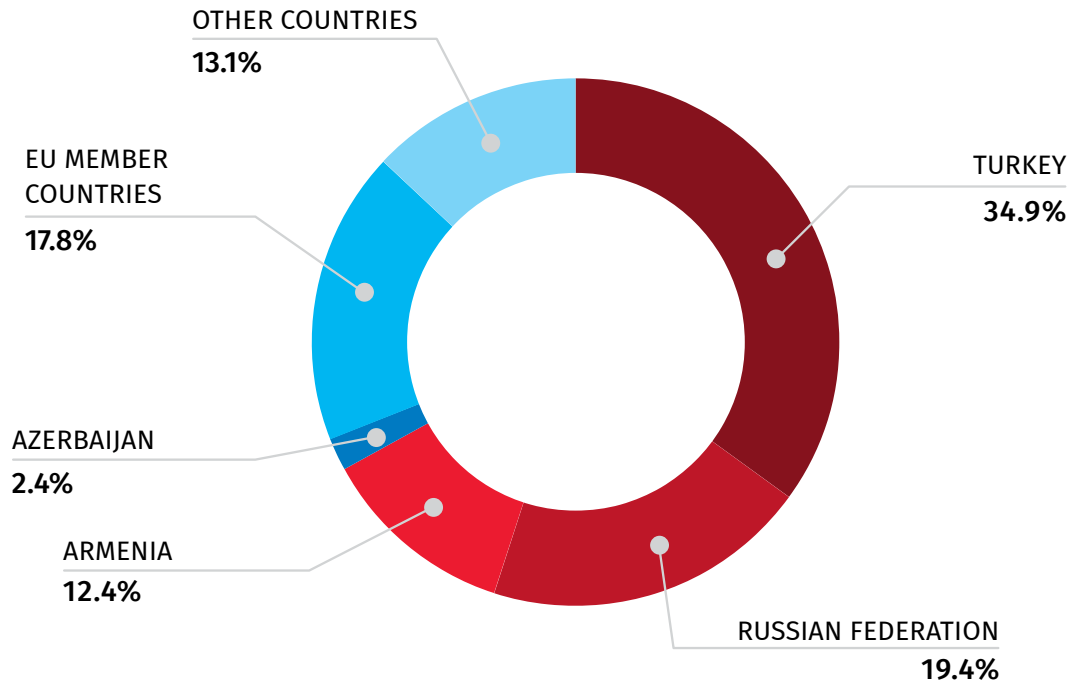
TABLE №2

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

| | NUMBER OF VISITS | % |
|------------------------------|------------------|--------------|
| Shopping | 192.3 | 34.2 |
| Visiting friends/relatives | 187.1 | 33.3 |
| Holiday, leisure, recreation | 106.0 | 18.8 |
| Business or professional | 58.3 | 10.4 |
| Health and medical Care | 10.1 | 1.8 |
| Other | 8.8 | 1.6 |
| TOTAL | 562.6 | 100.0 |

The majority of outbound visits were made in Turkey and Russian Federation, 200.0 thousand and 110.9 thousand respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

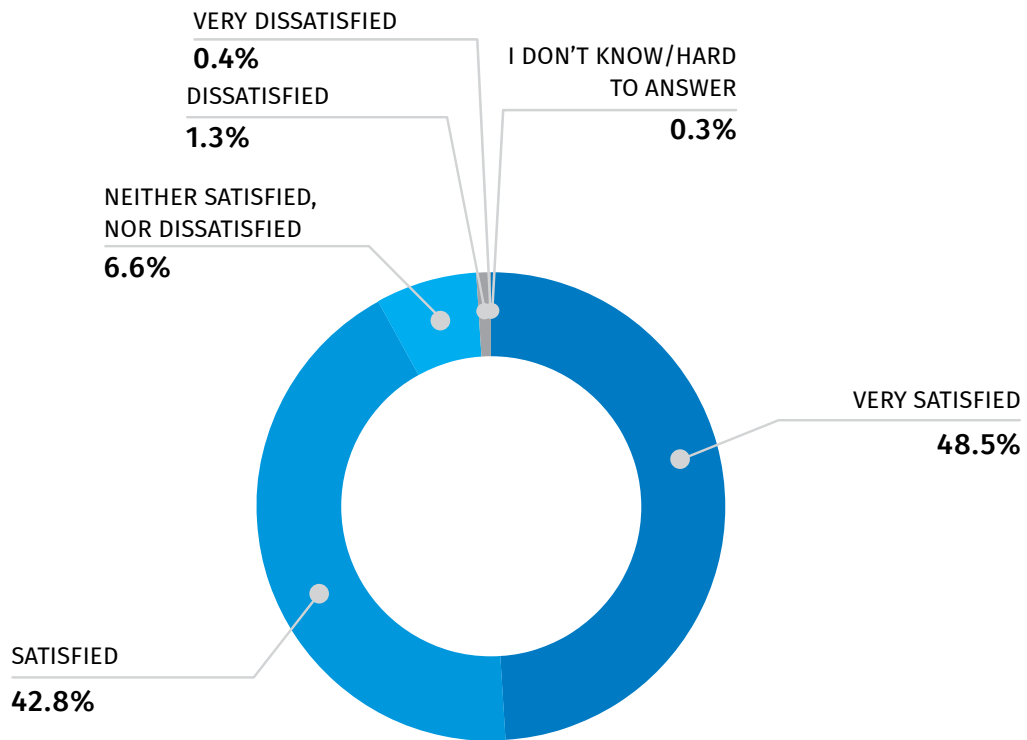
**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE VISITED COUNTRIES
IN THE IV QUARTER OF 2024**



In the IV quarter of 2024 the average number of nights spent during the visits equaled 7.3 nights, which is 9.9 percent higher than the same figure of the IV quarter of 2023 (6.6 nights).

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

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



The expenditures during the visits made in the IV quarter of 2024 equaled 541.6 million GEL. This indicator is 2.9 percent lower compared to the same period of the previous year. Average expenditure per visit increased by 4.8 percent compared to the IV quarter of 2023 and amounted to 962.6 GEL.

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TABLE №3

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

| | EXPENDITURE (MLN GEL) | % | AVERAGE EXPENDITURE PER VISIT (GEL) |
|--|--------------------------|--------------|--|
| Shopping | 230.6 | 42.6 | 410.0 |
| Foods and drinks | 137.1 | 25.3 | 243.6 |
| Accommodation | 68.9 | 12.7 | 122.5 |
| Local transport | 60.3 | 11.1 | 107.2 |
| Holiday, leisure, recreation, cultural and sporting activities | 22.7 | 4.2 | 40.3 |
| Other expenditure | 21.9 | 4.1 | 39.0 |
| TOTAL EXPENDITURE | 541.6 | 100.0 | 962.6 |

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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