

NATIONAL STATISTICS OFFICE OF GEORGIA

DOMESTIC TOURISM STATISTICS IN GEORGIA

2024



28.02.2025

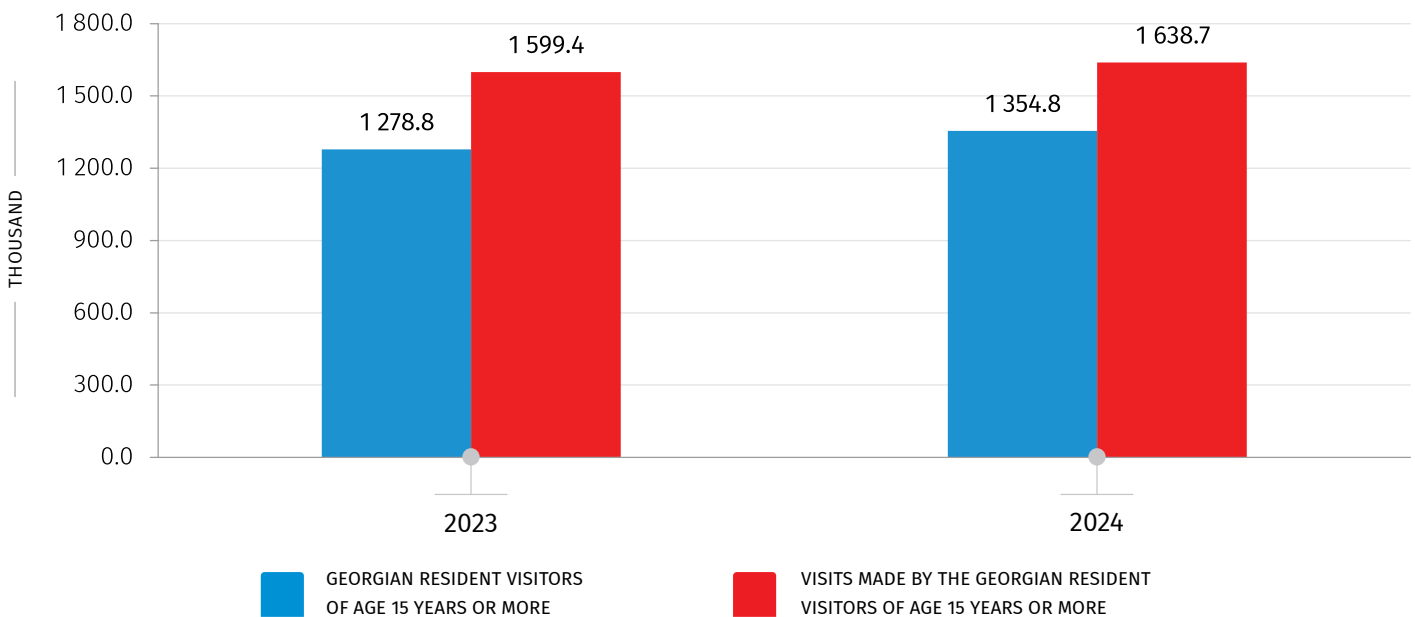
DOMESTIC TOURISM SURVEY
(2024)

In 2024 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 354.8 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 638.7 thousand. The monthly average number of visitors has increased by 5.9 percent and the number of visits increased by 2.5 percent in comparison to 2023.

The chart №1 illustrates the monthly average number of Georgian resident visitors of age 15 years or more and number of visits made by them.

CHART №1

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE AND VISITS MADE BY THEM ON THE TERRITORY OF GEORGIA



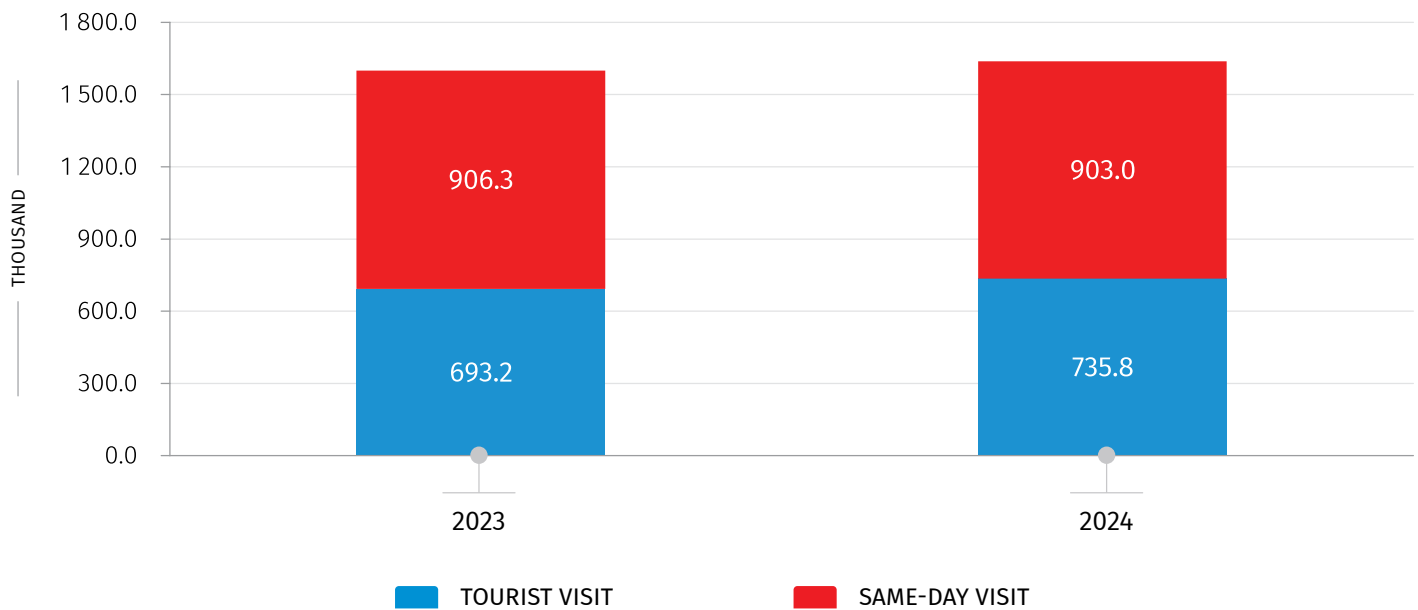
In 2024 the monthly average number of tourist visits of Georgian residents amounted to 735.8 thousand, which is 6.1 percent higher compared to the previous year. The chart №2 illustrates the distribution of monthly average number of visits made by Georgian resident visitors by the type of visit.

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CHART №2

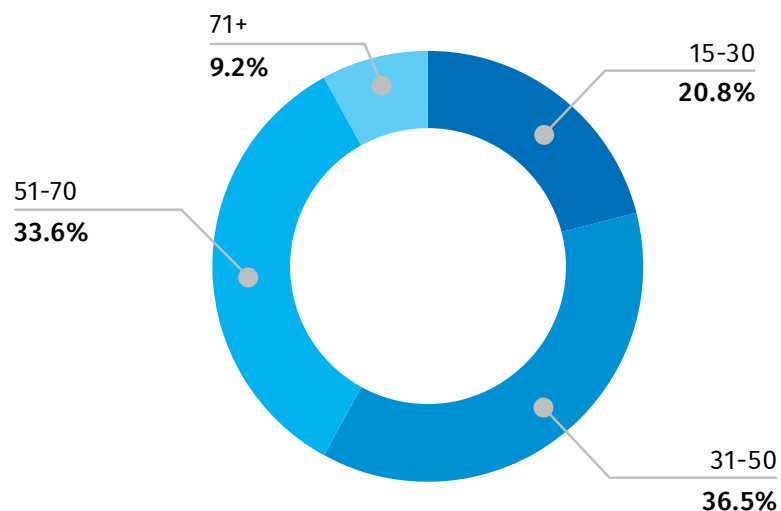
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE TYPE OF VISIT



The majority of visitors, 36.5 percent, were from the age group of 31-50 and the number of women equaled 55.6 percent of the total number of visitors.

CHART №3

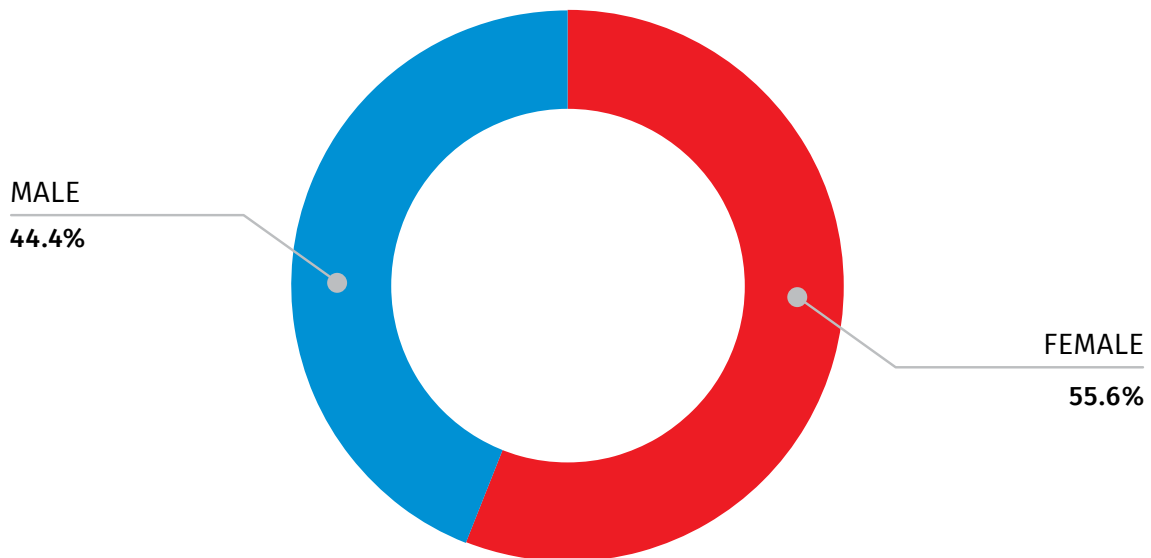
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY THE AGE GROUPS IN 2024



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CHART №4

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE
BY GENDER IN 2024



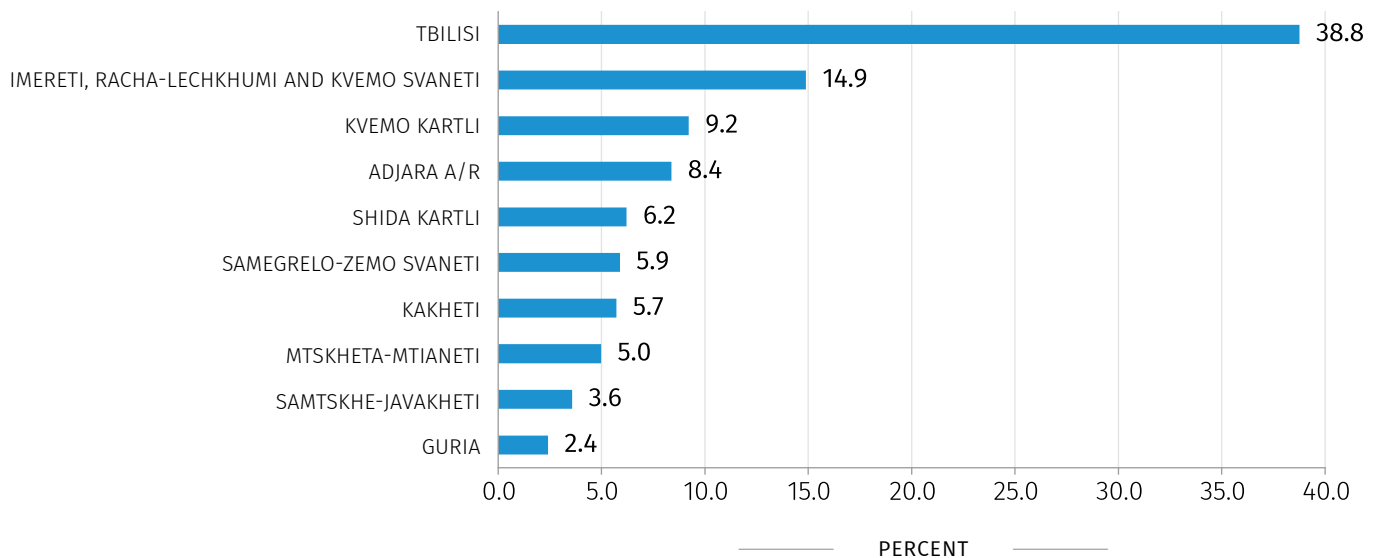
According to the survey results, 38.8 percent of visitors are the residents of Tbilisi, 14.9 percent – Imereti, Racha-Lechkhumi and Kvemo Svaneti, 9.2 percent – Kvemo Kartli region, while the rest of the regions are represented by the relatively lower shares.

The chart №5 illustrates the distribution of the monthly average number of Georgian residents of age 15 years or more by the place of residence.

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CHART №5

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY THE PLACE OF RESIDENCE IN 2024



In 2024 the main purpose of the majority of visits (51.4 percent) was visiting friends/relatives.

TABLE №1

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN 2024, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	842.9	51.4
Shopping	257.1	15.7
Holiday, Leisure, Recreation	186.1	11.4
Visiting other house (cottage, etc.)	137.8	8.4
Health and Medical Care	136.0	8.3
Business or Professional	32.5	2.0
Other	46.3	2.8
TOTAL	1 638.7	100.0

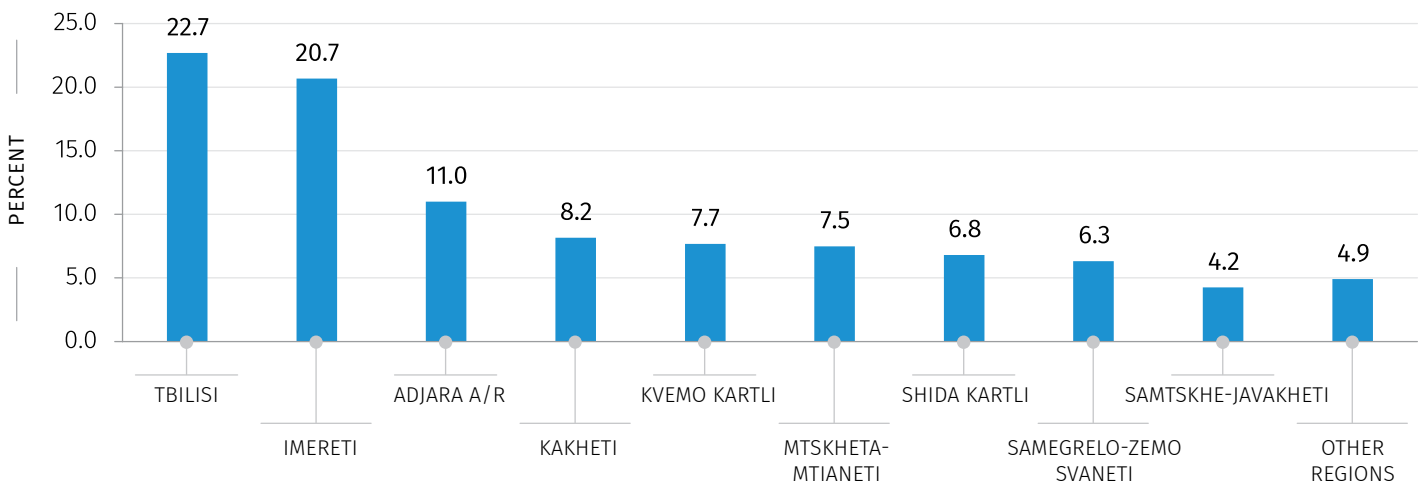
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In the reporting period majority of the visits were made in Tbilisi (on average 373.5 thousand visits per month) and Imereti region (on average 340.3 thousand visits per month). The chart №6 shows the monthly average number of visits by the visited regions.

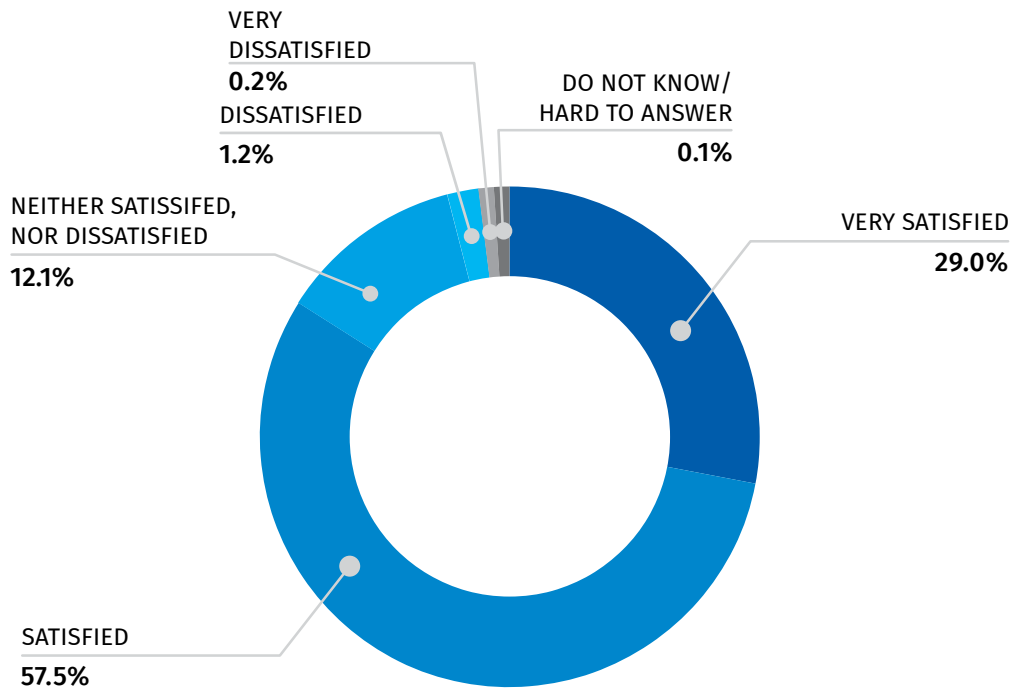
CHART №6

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE VISITED REGIONS IN 2024



The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE SATISFACTION LEVEL IN 2024



In 2024 the monthly average expenditure during the visits equaled 300.0 million GEL, 7.9 percent higher compared to the previous year. As for the average expenditure per visit, it increased by 5.4 percent and equaled 183.1 GEL.

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TABLE №2

DISTRIBUTION OF THE MONTHLY AVERAGE EXPENDITURE SPENT BY GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE DURING THE VISITS ON THE TERRITORY OF GEORGIA BY EXPENDITURE CATEGORIES IN 2024

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	107.2	35.7	65.4
Foods and drinks	74.4	24.8	45.4
Transport	60.3	20.1	36.8
Accommodation	15.7	5.2	9.6
Holiday, leisure, recreation, cultural and sporting activities	2.9	1.0	1.8
Other expenditure	39.5	13.2	24.1
TOTAL EXPENDITURE	300.0	100.0	183.1

Notice: The discrepancy between the totals and the sum in some cases can be explained by using rounded data.

CONTACT PERSONS:

Daviti Zhorzholiani Tel.: (+995 32) 2 36 72 10 (601) E-mail: dzhorzholiani@geostat.ge

Mariam Kavelashvili Tel.: (+995 32) 2 36 72 10 (020), E-mail: mkavelashvili@geostat.ge