

**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA I QUARTER 2025**



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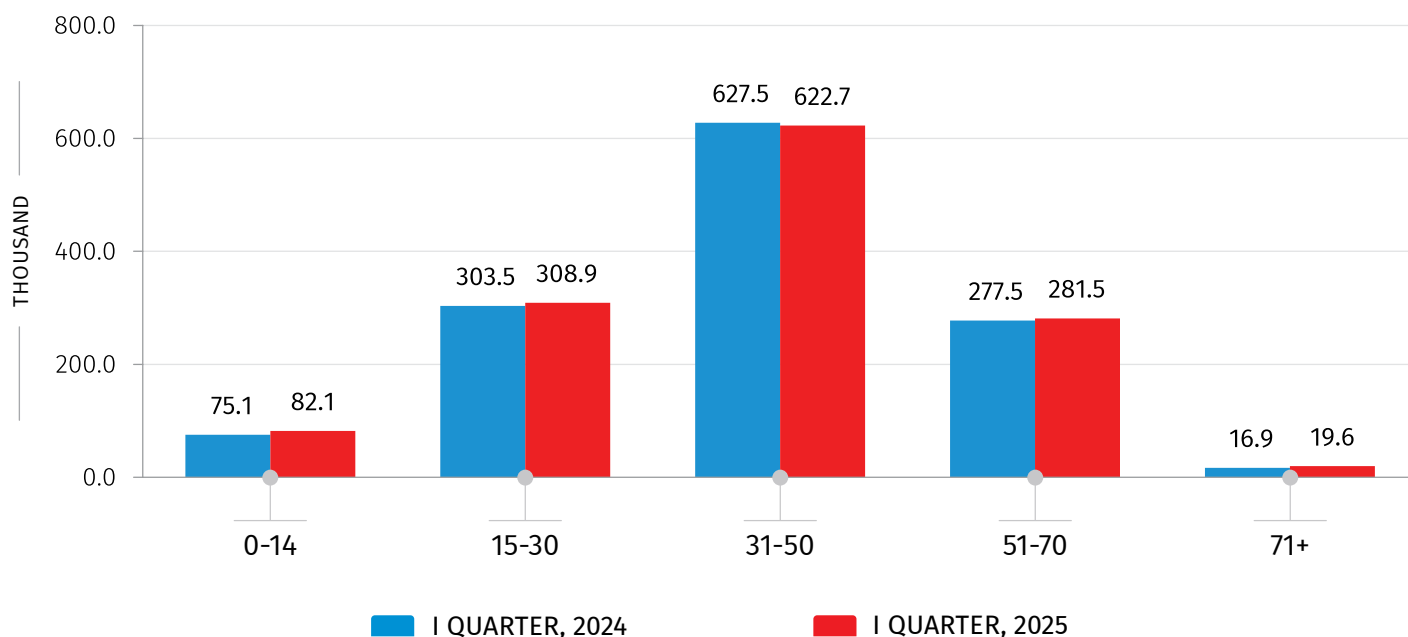
## INBOUND TOURISM STATISTICS

(I QUARTER, 2025)

In the I quarter of 2025, the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 1.3 million, which is 1.1 percent higher compared to the same period of the previous year. Most of the arrivals, 47.4 percent, were made by travellers of age group 31-50.

CHART №1

### DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS BY THE AGE GROUPS IN I QUARTERS OF 2024-2025



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned figure amounted to 1.2 million, 1.3 percent higher compared to the same period of 2024.

<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 traveller 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).

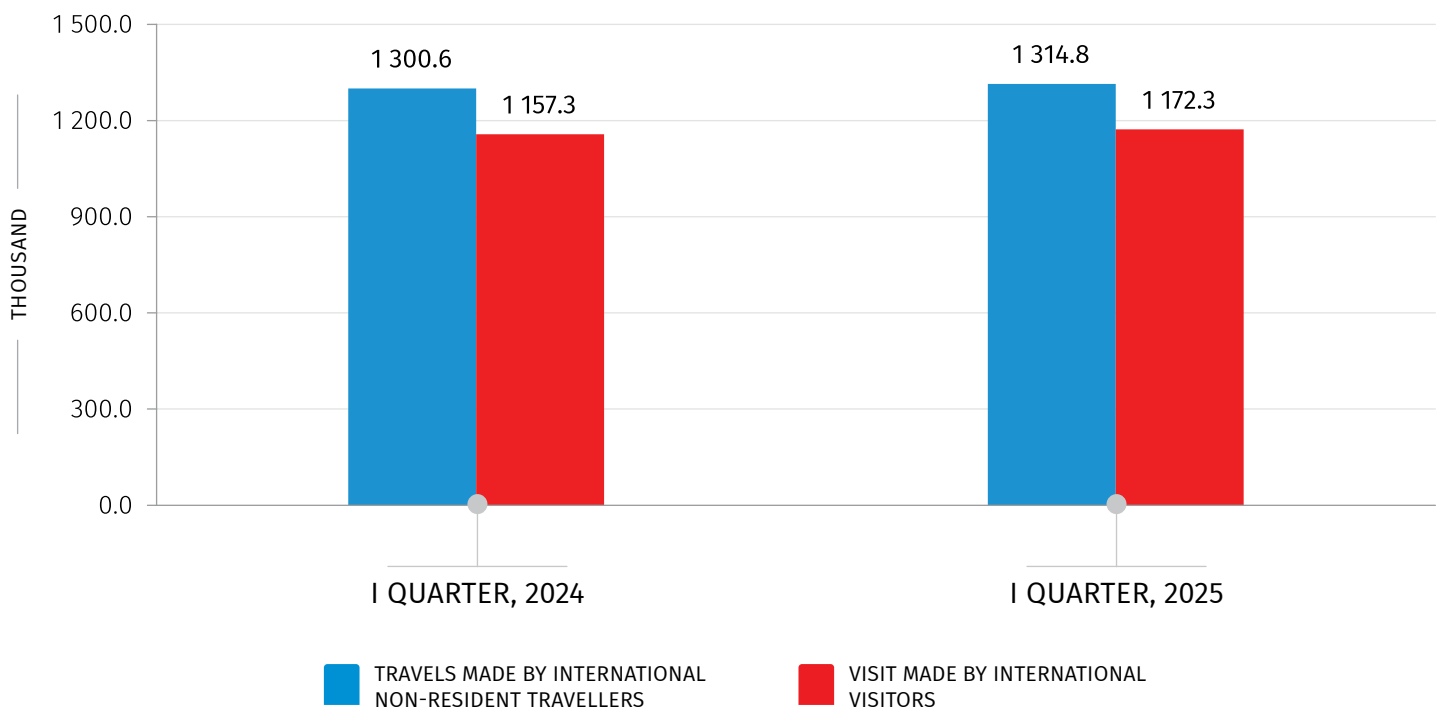
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in I quarters of 2024-2025.

CHART №2

**NUMBER OF TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN I QUARTERS OF 2024-2025**



In the I quarter of 2025 the number of international visitors equaled 970.5 thousand, which is 1.3 percent higher compared to the same period of the previous year.

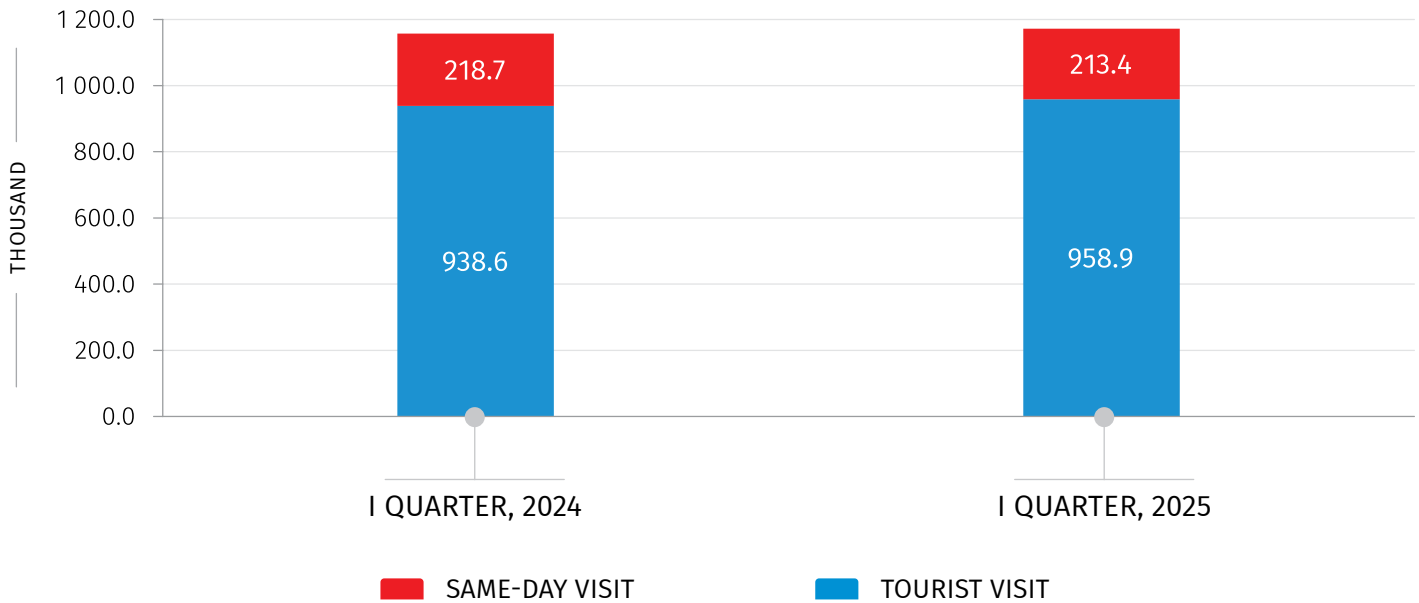
In the reporting period, international visitors made 958.9 thousand tourist-type visits, which is 2.2 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

### DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE TYPE OF VISIT IN I QUARTERS OF 2024-2025



82.6 percent of international visitors were only tourists<sup>4</sup>. The share of only excursionists<sup>5</sup> amounted to 13.7 percent, while 3.7 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 I QUARTERS OF 2024-2025, THOUSAND

	I QUARTER, 2024	I QUARTER, 2025
Only tourist	780.6	802.0
Only same-day visitor	139.3	132.7
Both	37.9	35.7
<b>TOTAL</b>	<b>957.8</b>	<b>970.5</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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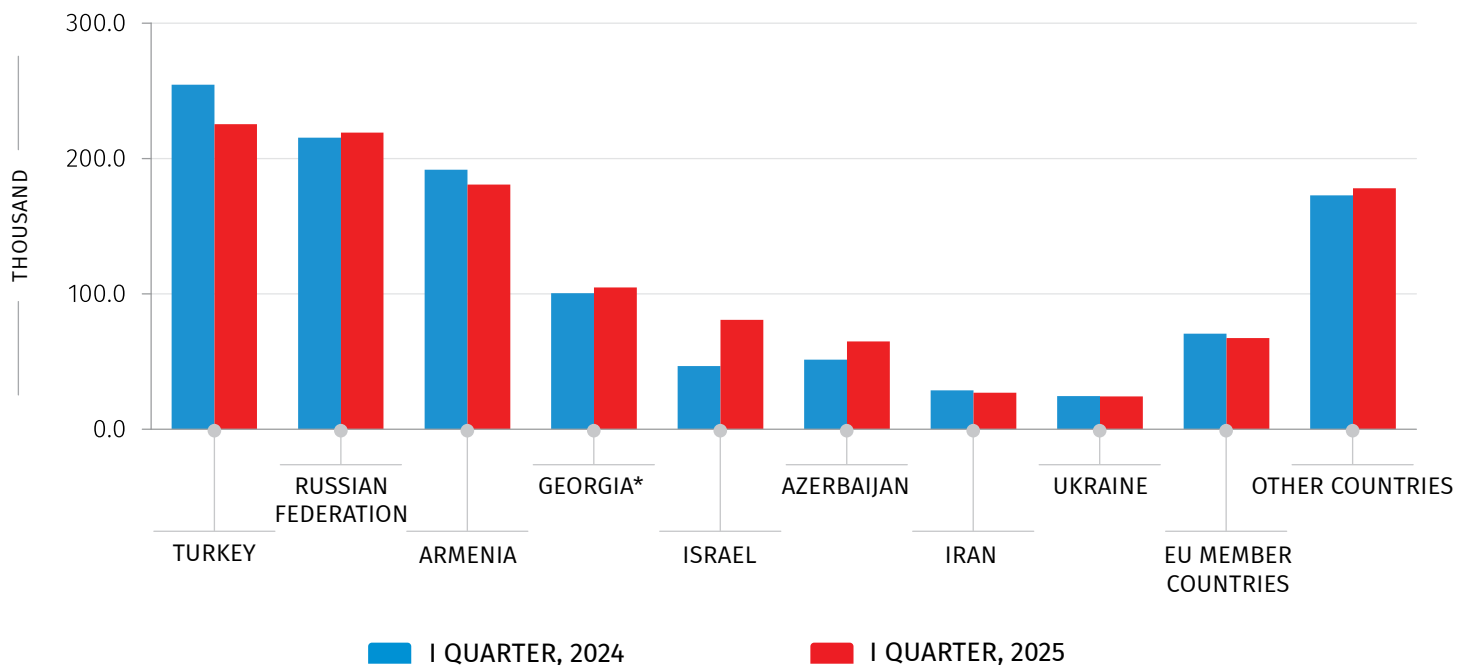
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In the I quarter of 2025 the largest number of visitors (187.7 thousand visitors), amounting to 19.3 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 16.5% share and Armenia was on the third place with 13.0% share.

The largest number of visits were made by the citizens of Turkey (225.3 thousand), Russian Federation (219.3 thousand) and Armenia (180.8 thousand).

CHART №4

### DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE COUNTRY OF CITIZENSHIP IN I QUARTERS OF 2024-2025



\*Georgian citizens who remain the residents of other country

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The majority of visitors (48.8 percent) were from the age group of 31-50 and the number of women equaled 36.5 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY THE AGE GROUPS  
IN THE I QUARTER OF 2025**

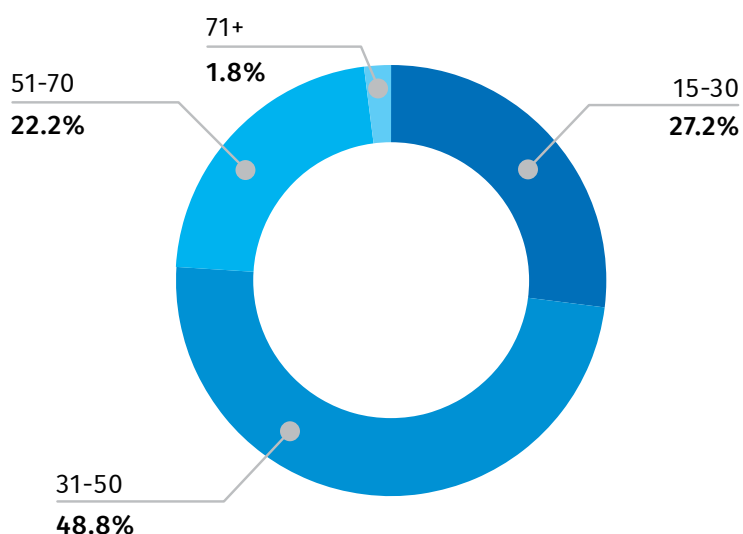


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY GENDER  
IN THE I QUARTER OF 2025, THOUSAND**

	NUMBER OF VISITORS	%
Male	615.8	63.5
Female	354.7	36.5
<b>TOTAL</b>	<b>970.5</b>	<b>100.0</b>

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In the I quarter of 2025 the purpose of the majority of inbound visits (42.2 percent) was holiday, leisure and recreation.

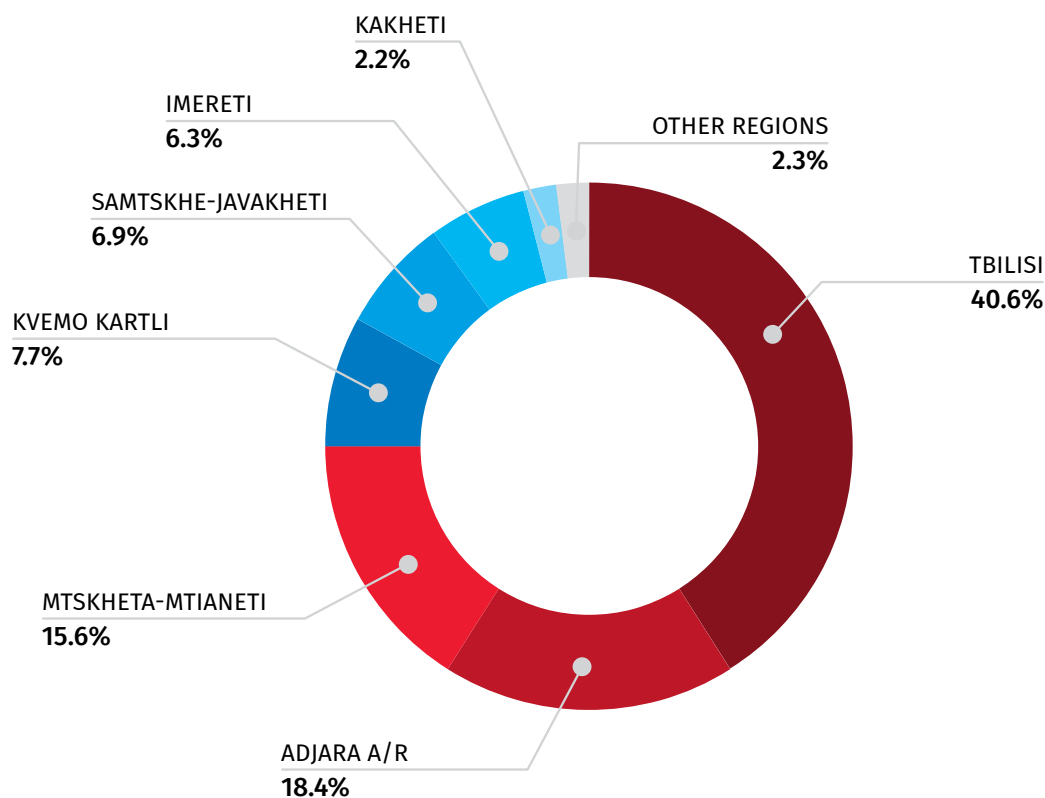
TABLE №3

### DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE MAIN PURPOSE OF THE VISIT IN THE I QUARTER OF 2025, THOUSAND

	NUMBER OF VISITS	%
Holiday, leisure, recreation	494.7	42.2
Visiting friends/relatives	336.9	28.7
Transit to other country	163.5	13.9
Business or professional	81.2	6.9
Shopping	74.1	6.3
Other	21.9	1.9
<b>TOTAL</b>	<b>1 172.3</b>	<b>100.0</b>

The majority of visits were made in Tbilisi and Adjara A/R, 665.7 thousand and 301.8 thousand, respectively. The chart below illustrates the distribution of visits by the visited regions.

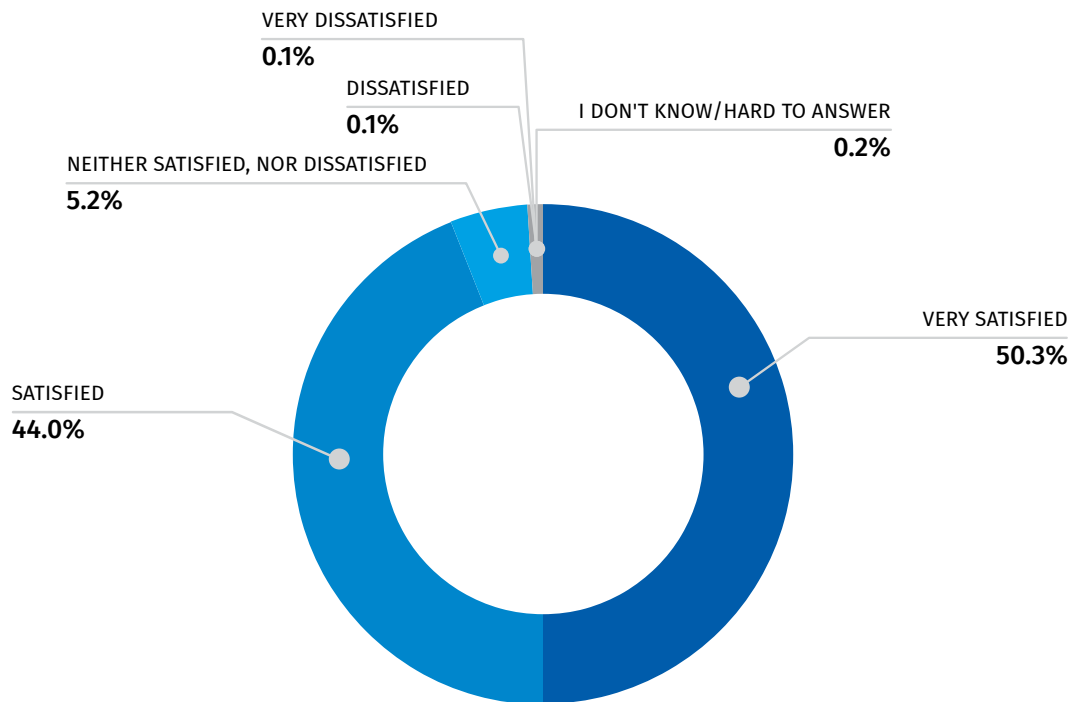
## DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE VISITED REGIONS IN THE I QUARTER OF 2025



In the I quarter of 2025 the average number of nights spent during the visits equaled 5.50 nights, which is 0.8 percent higher than the same figure of the I quarter of 2024 (5.45 nights). 85.1 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the I quarter of 2025.



**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE SATISFACTION LEVEL IN THE I QUARTER OF 2025**



The expenditures during the visits made in the I quarter of 2025 equaled 2.3 billion GEL. The indicator is 8.3 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 6.9 percent compared to the I quarter of 2024 and amounted to 1 998.3 GEL.

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TABLE №4

### DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES IN THE I QUARTER OF 2025

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	603.9	25.8	515.1
Foods and drinks	573.1	24.5	488.9
Accommodation	565.9	24.2	482.7
Holiday, leisure, recreation, cultural and sporting activities	366.8	15.7	312.9
Local transport	204.3	8.7	174.2
Other expenditure	28.8	1.2	24.5
<b>TOTAL EXPENDITURE</b>	<b>2 342.7</b>	<b>100.0</b>	<b>1 998.3</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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