

NATIONAL STATISTICS OFFICE OF GEORGIA

OUTBOUND TOURISM STATISTICS

I QUARTER, 2025



08.05.2025
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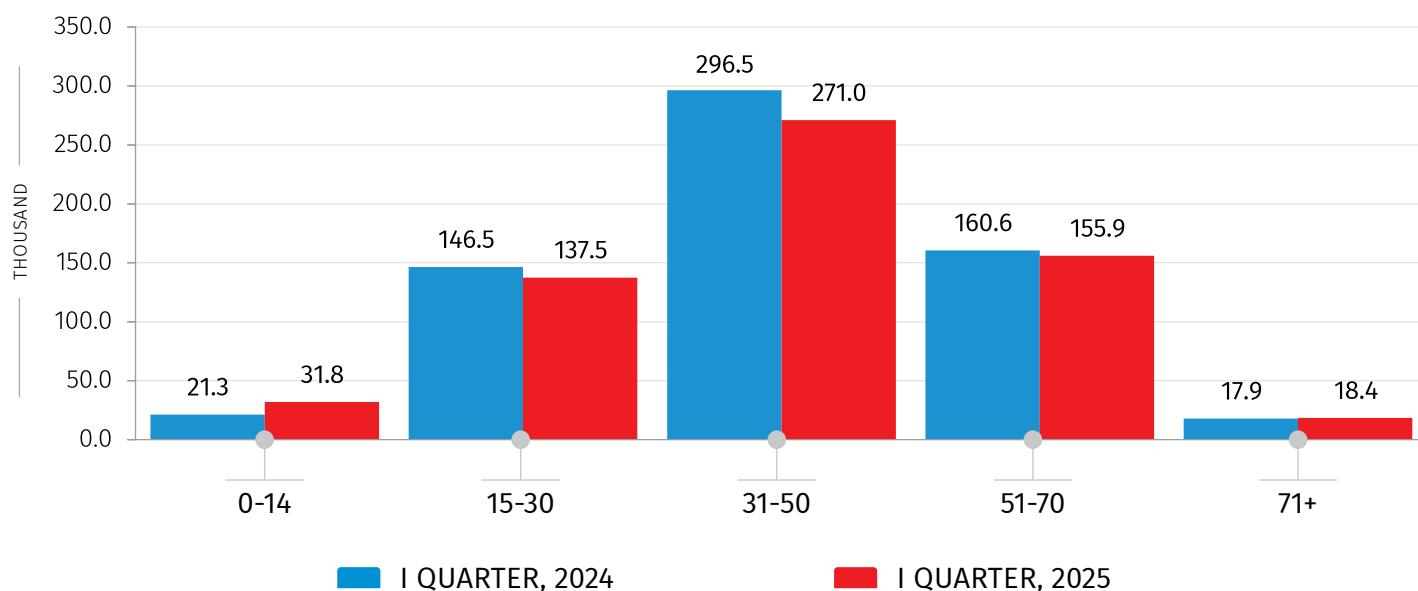
OUTBOUND TOURISM STATISTICS

(I QUARTER, 2025)

In the I quarter of 2025 the number of Georgian resident travellers¹ trips abroad equaled 614.7 thousand, which is 4.4 percent lower compared to the same period of the previous year. Most of the trips, 44.1 percent, were made by travellers of age group 31-50.

CHART №1

DISTRIBUTION OF TRAVELS MADE BY GEORGIAN RESIDENT TRAVELLERS BY AGE GROUPS IN I QUARTERS OF 2024-2025



The number of outbound visits² by Georgian visitors³ from above-mentioned figure amounted to 482.1 thousand, 7.6 percent lower compared to the same period of 2024.

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 traveller 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).

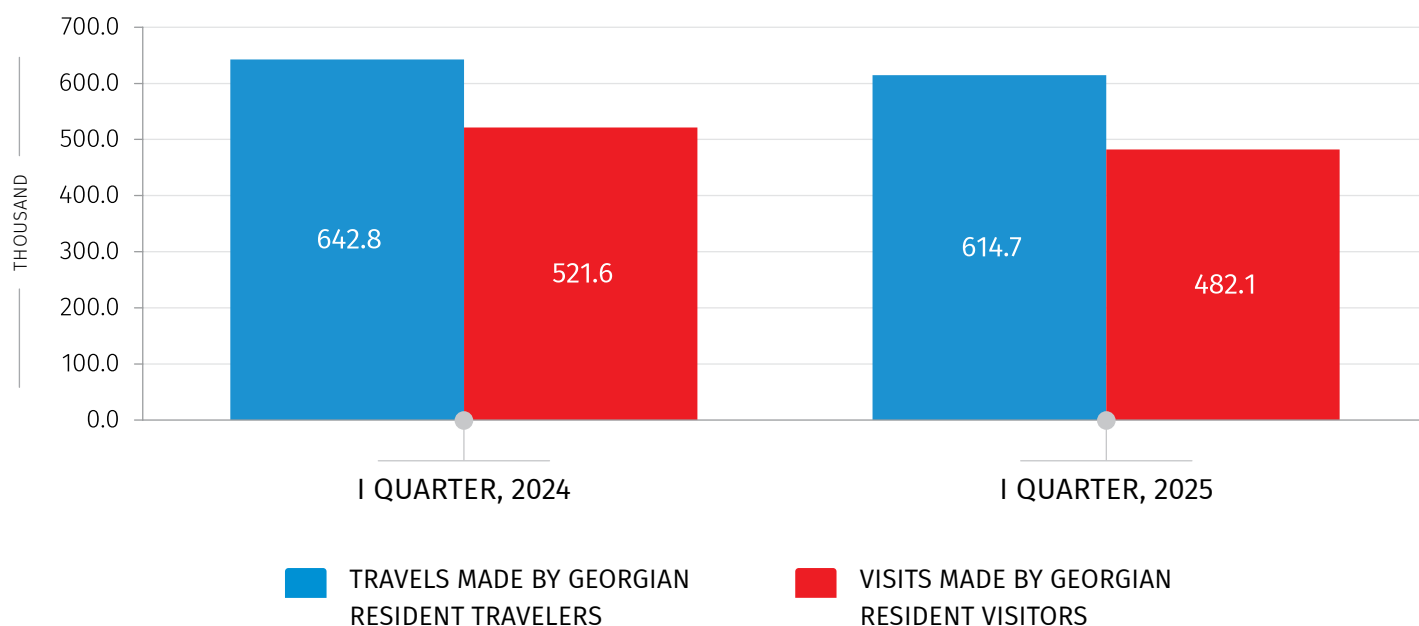
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in I quarters of 2024-2025.

CHART №2

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



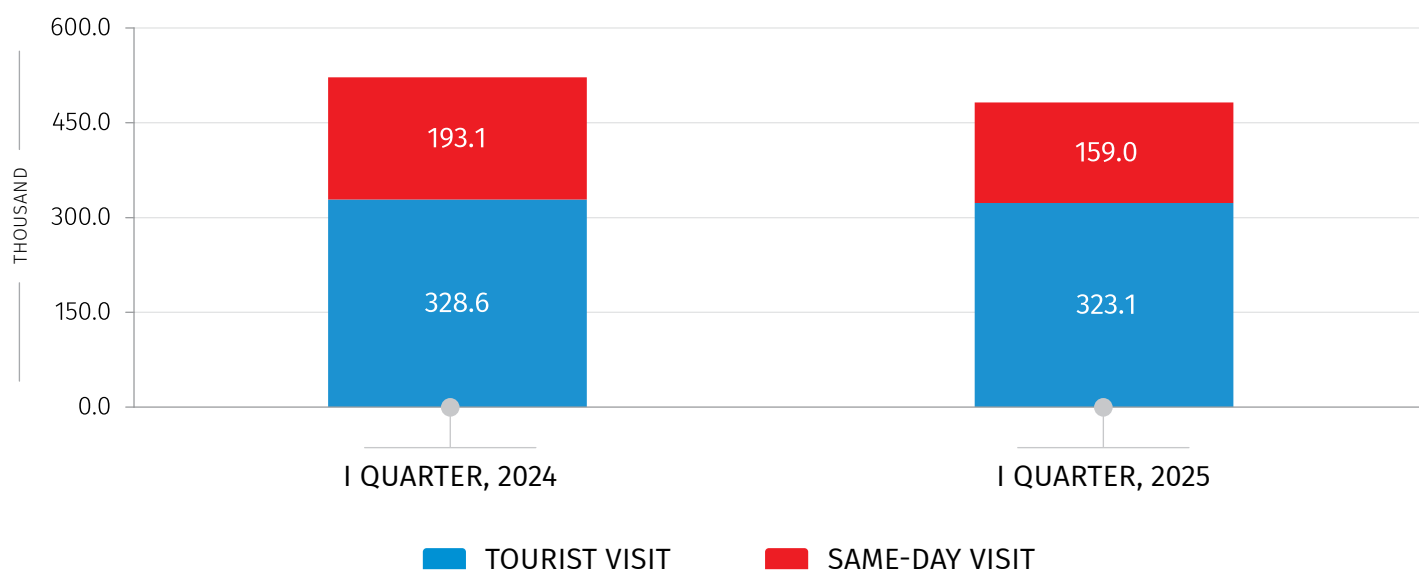
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Outbound visitors made 323.1 thousand tourist-type visits, which is 1.7 percent lower compared to the same period of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit⁴.

CHART №3

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE TYPE OF VISIT
IN I QUARTERS OF 2024-2025**



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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The majority of outbound visits, 47.1 percent, were made by the visitors of age group 31-50. The number of visits made by women equaled 44.9 percent of the total number of visits.

CHART №4

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE AGE GROUPS
IN THE I QUARTER OF 2025**

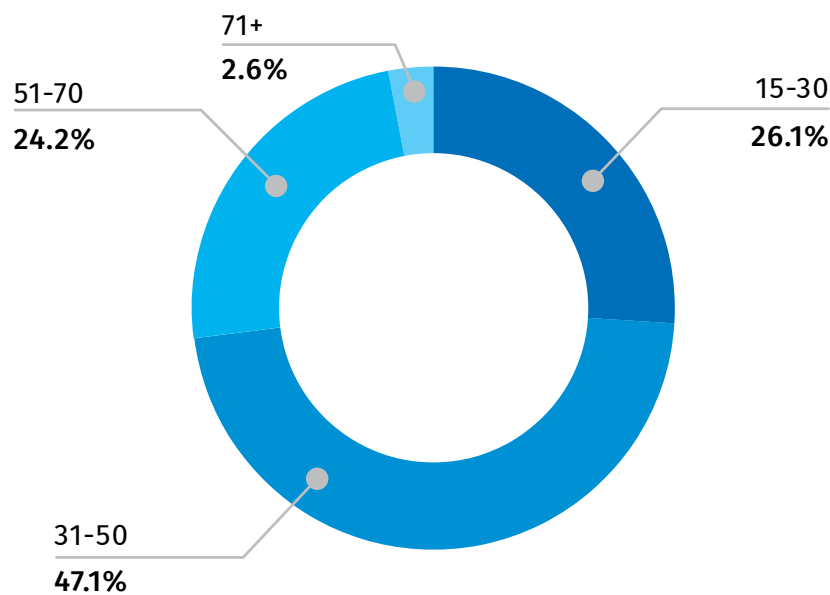


TABLE №1

**DISTRIBUTION OF OUTBOUND VISITS BY GENDER IN THE I QUARTER OF 2025,
THOUSAND**

	NUMBER OF VISITS	%
Male	265.5	55.1
Female	216.6	44.9
TOTAL	482.1	100.0

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In the I quarter of 2025 the purpose of the majority of outbound visits, 36.6 percent, was visiting friends/relatives.

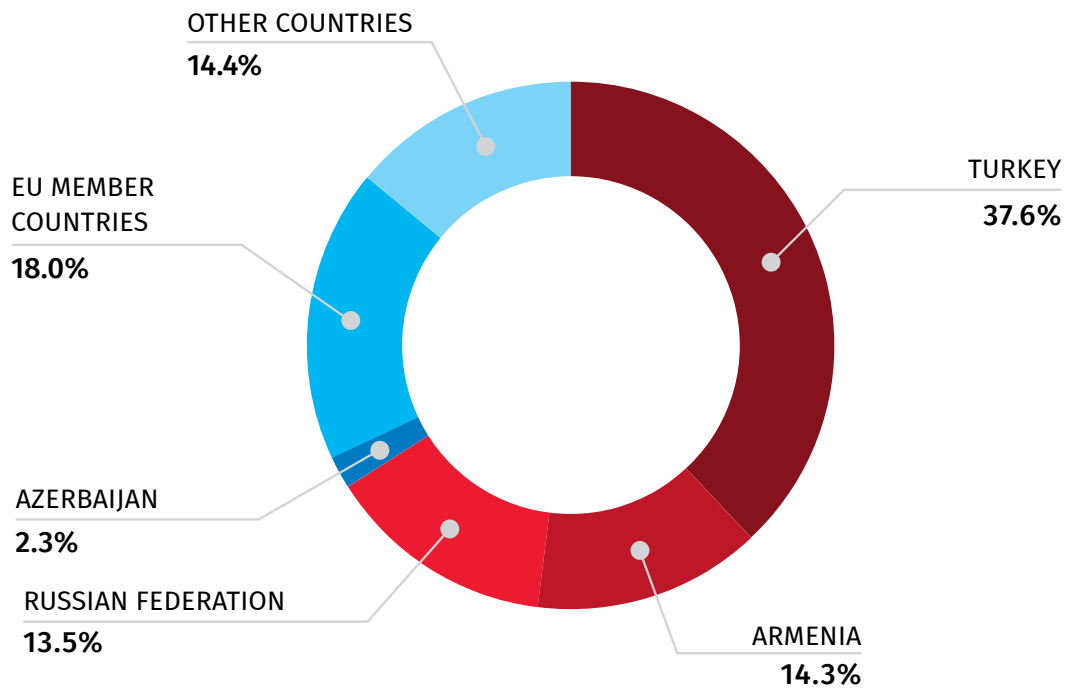
TABLE №2

DISTRIBUTION OF OUTBOUND VISITS BY THE MAIN PURPOSE OF THE VISIT IN THE I QUARTER OF 2025, THOUSAND

	NUMBER OF VISITS	%
Visiting friends/relatives	176.4	36.6
Shopping	153.6	31.9
Holiday, leisure, recreation	89.8	18.6
Business or professional	45.4	9.4
Health and medical Care	7.4	1.5
Other	9.6	2.0
TOTAL	482.1	100.0

The majority of outbound visits were made in Turkey and Armenia, 184.9 thousand and 70.2 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 I QUARTER OF 2025



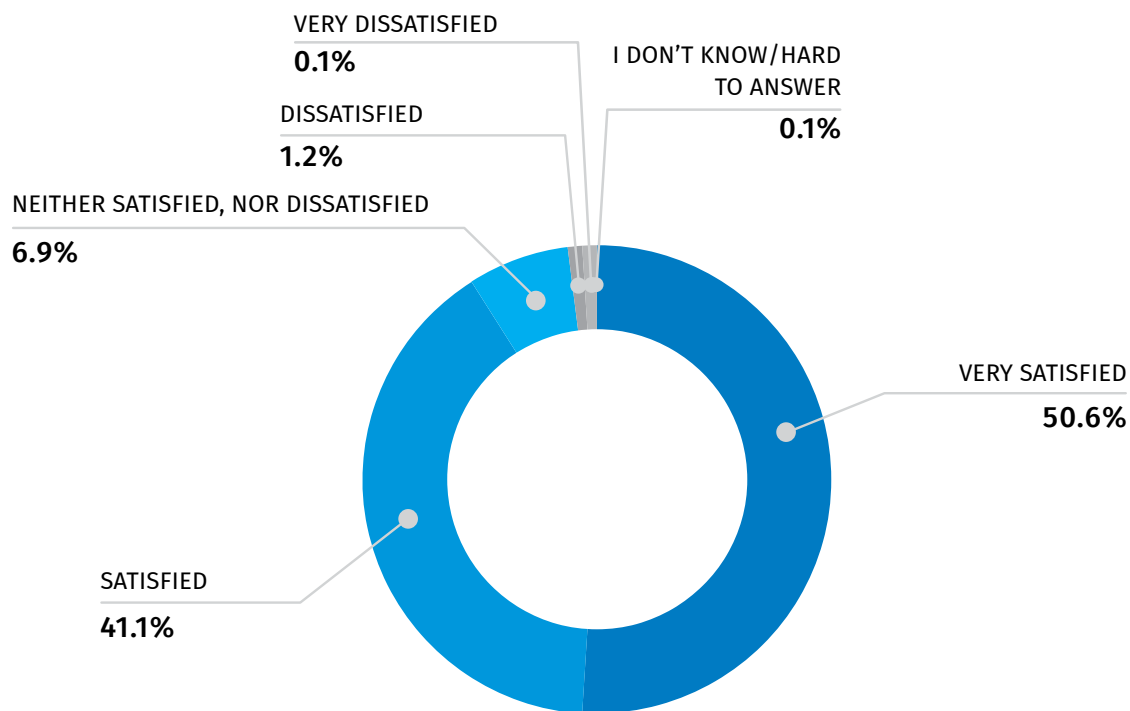
In the I quarter of 2025 the average number of nights spent during the visits equaled 6.7 nights, which is 4.0 percent higher than the same figure of the I quarter of 2024 (6.4 nights).

98.6 percent of outbound visits was repeating visit. The chart below shows the distribution of outbound visits by the level of satisfaction in the I quarter of 2025.

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CHART №6

DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE LEVEL OF SATISFACTION IN THE I QUARTER OF 2025



The expenditures during the visits made in the I quarter of 2025 equaled 481.5 million GEL. This indicator is 5.7 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 14.4 percent compared to the I quarter of 2024 and amounted to 998.8 GEL.

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TABLE №3

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

	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	206.8	42.9	428.9
Foods and drinks	123.7	25.7	256.6
Accommodation	57.8	12.0	119.8
Local transport	53.5	11.1	110.9
Holiday, leisure, recreation, cultural and sporting activities	20.3	4.2	42.1
Other expenditure	19.5	4.0	40.4
TOTAL EXPENDITURE	481.5	100.0	998.8

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

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