



NATIONAL STATISTICS OFFICE OF GEORGIA

DOMESTIC TOURISM STATISTICS IN GEORGIA

I QUARTER, 2025



30.05.2025
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30.05.2025

DOMESTIC TOURISM SURVEY

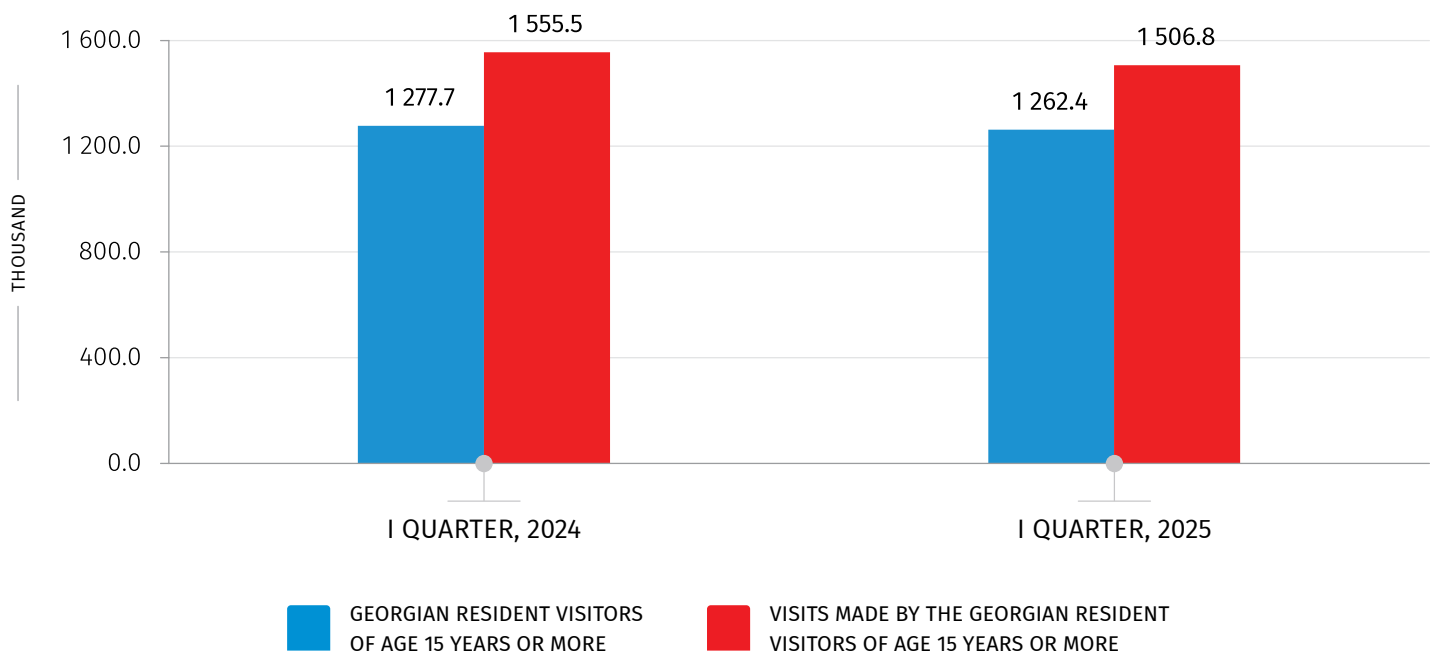
(I QUARTER, 2025)

In the I quarter of 2025 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 262.4 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 506.8 thousand. The monthly average number of visitors has decreased by 1.2 percent and the number of visits decreased by 3.1 percent, compared to the respective period of the previous year.

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 in the I quarters of 2024 and 2025.

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



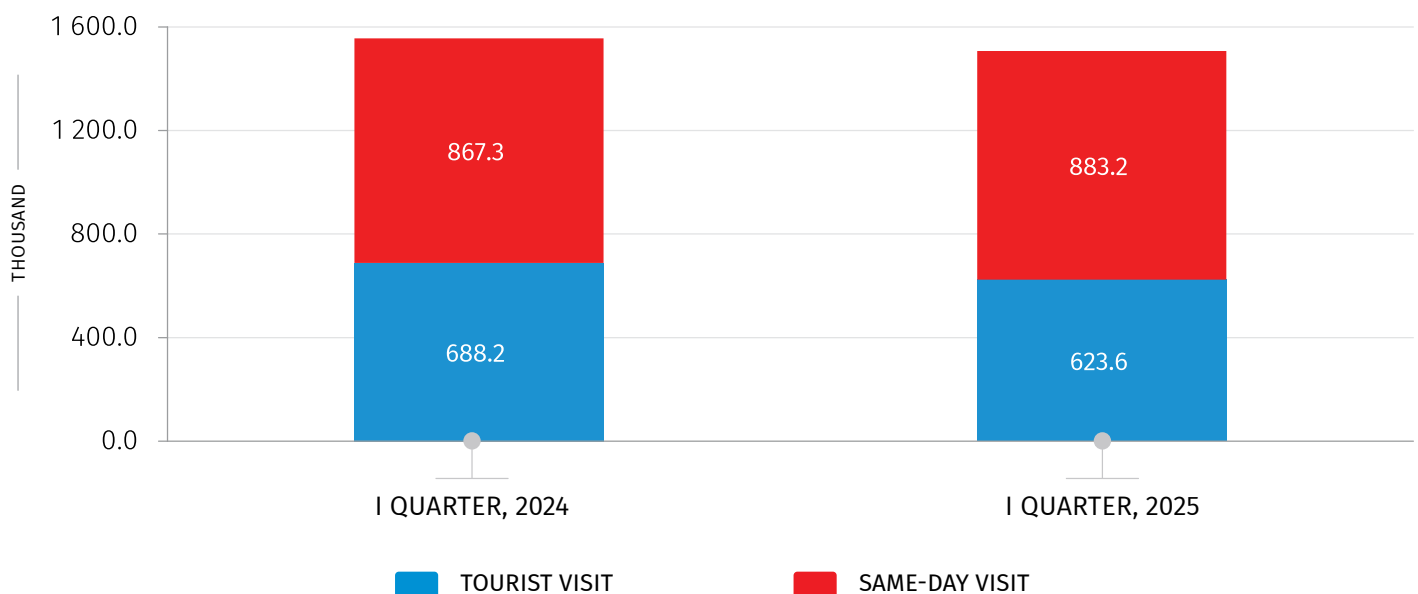
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In the I quarter of 2025 the monthly average number of tourist visits of Georgian residents amounted to 623.6 thousand, which is 9.4 percent lower than the corresponding indicator of the previous year. The chart №2 illustrates the distribution of monthly average number of visits made by Georgian resident visitors by the type of visit.

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



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The majority of visitors, 36.0 percent, were from the age group of 31-50 and the number of women equaled 55.0 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 THE I QUARTER OF 2025

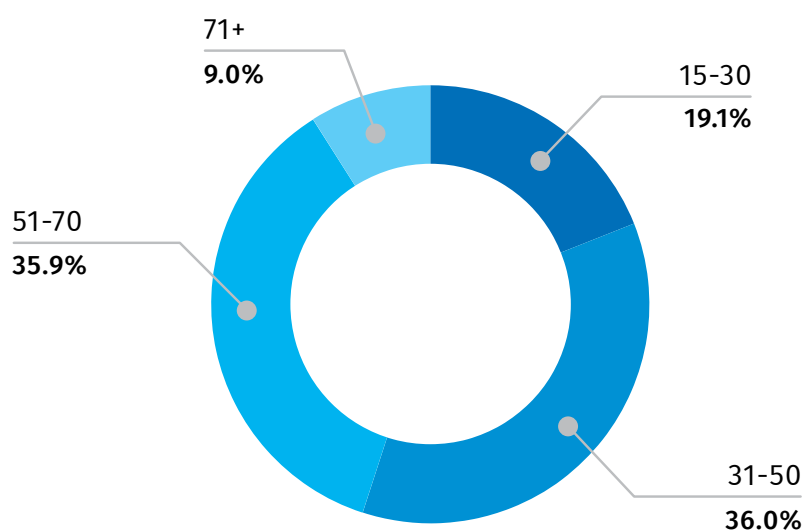
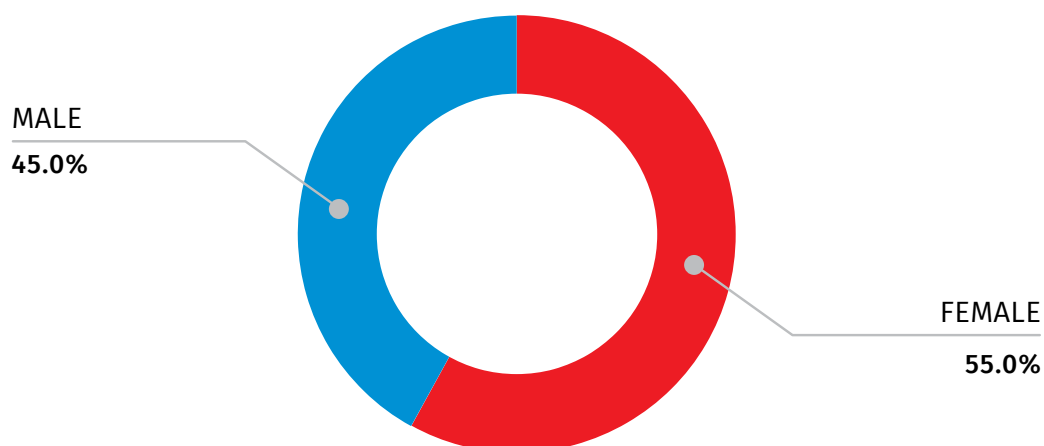


CHART №4

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY GENDER IN THE I QUARTER OF 2025



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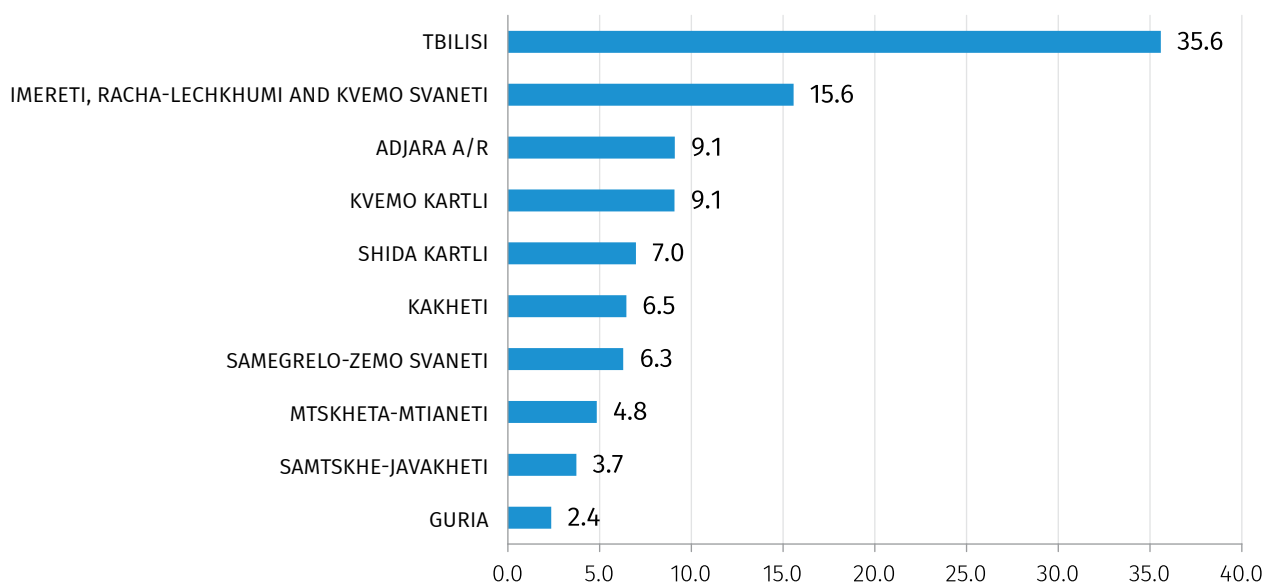
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According to the survey results, 35.6 percent of visitors are the residents of Tbilisi, 15.6 percent — Imereti, Racha-Lechkhumi and Kvemo Svaneti region, 9.1 percent — Adjara A/R, 9.1 percent — Kvemo Kartli region, while the rest of the regions are represented by the relatively lower shares.

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

CHART №5

DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY THE PLACE OF RESIDENCE IN THE I QUARTER OF 2025, %



In the I quarter of 2025 the main purpose of the majority of visits (53.6 percent) was visiting friends/relatives.

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TABLE №1

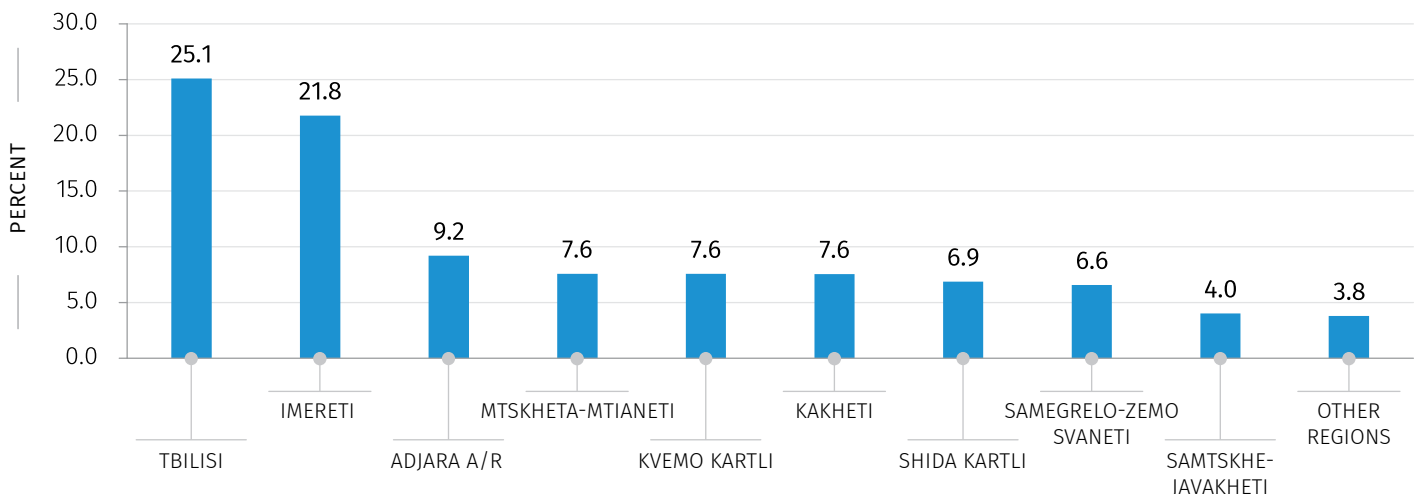
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN THE I QUARTER OF 2025, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	807.9	53.6
Shopping	236.8	15.7
Health and medical care	138.8	9.2
Visiting other house (cottage, etc.)	133.5	8.9
Holiday, leisure, recreation	115.2	7.6
Business or professional	27.8	1.8
Other	46.7	3.1
TOTAL	1 506.8	100.0

In the reporting period majority of the visits were made in Tbilisi (on average 378.2 thousand visits per month) and Imereti region (on average 328.4 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 THE I QUARTER OF 2025



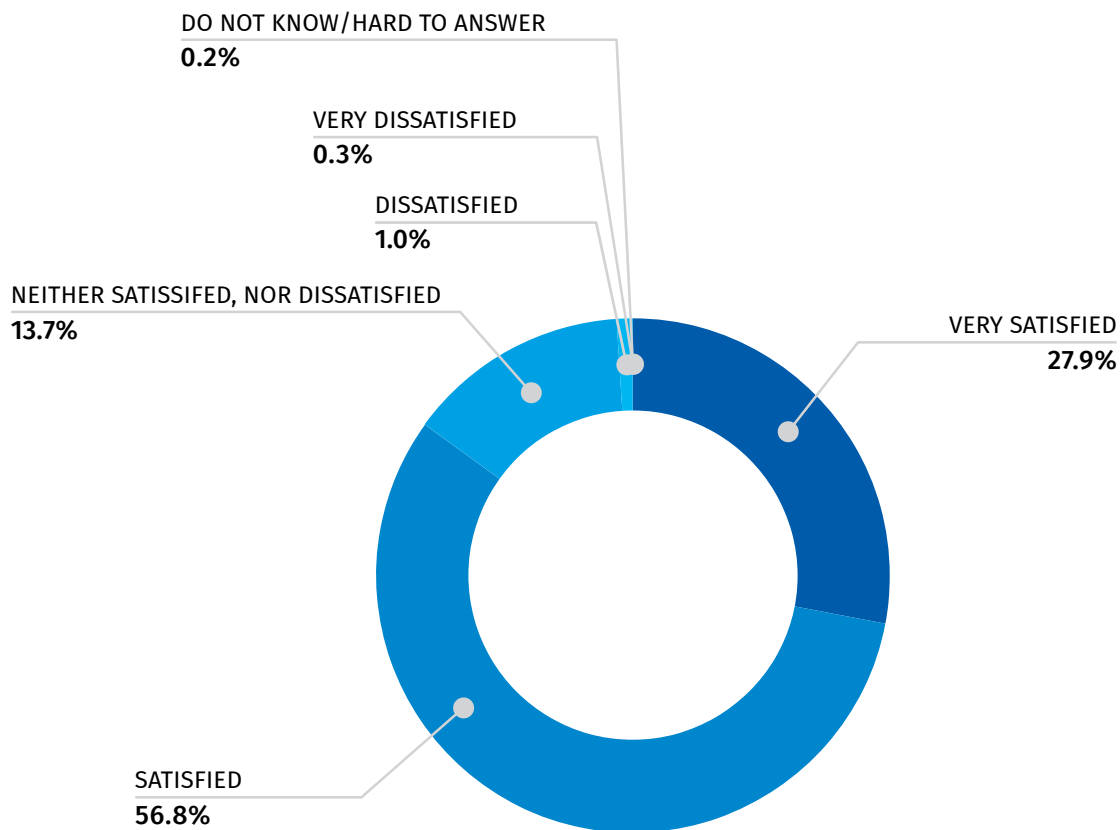
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The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

CHART №7

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 THE I QUARTER OF 2025



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In the I quarter of 2025 the monthly average expenditure during the visits equaled 242.4 million GEL, 8.8 percent lower compared to the corresponding indicator of the previous year. As for the average expenditure per visit, it decreased by 5.9 percent and equaled 160.8 GEL.

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 THE I QUARTER OF 2025

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	88.5	36.5	58.7
Foods and drinks	52.4	21.6	34.8
Transport	45.6	18.8	30.3
Accommodation	10.1	4.2	6.7
Holiday, leisure, recreation, cultural and sporting activities	2.5	1.0	1.6
Other expenditure	43.3	17.9	28.7
TOTAL EXPENDITURE	242.4	100.0	160.8

Notice: Some discrepancies between the totals and the sums can be explained by rounding the data.

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