

**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA**

**II QUARTER  
2025**



## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

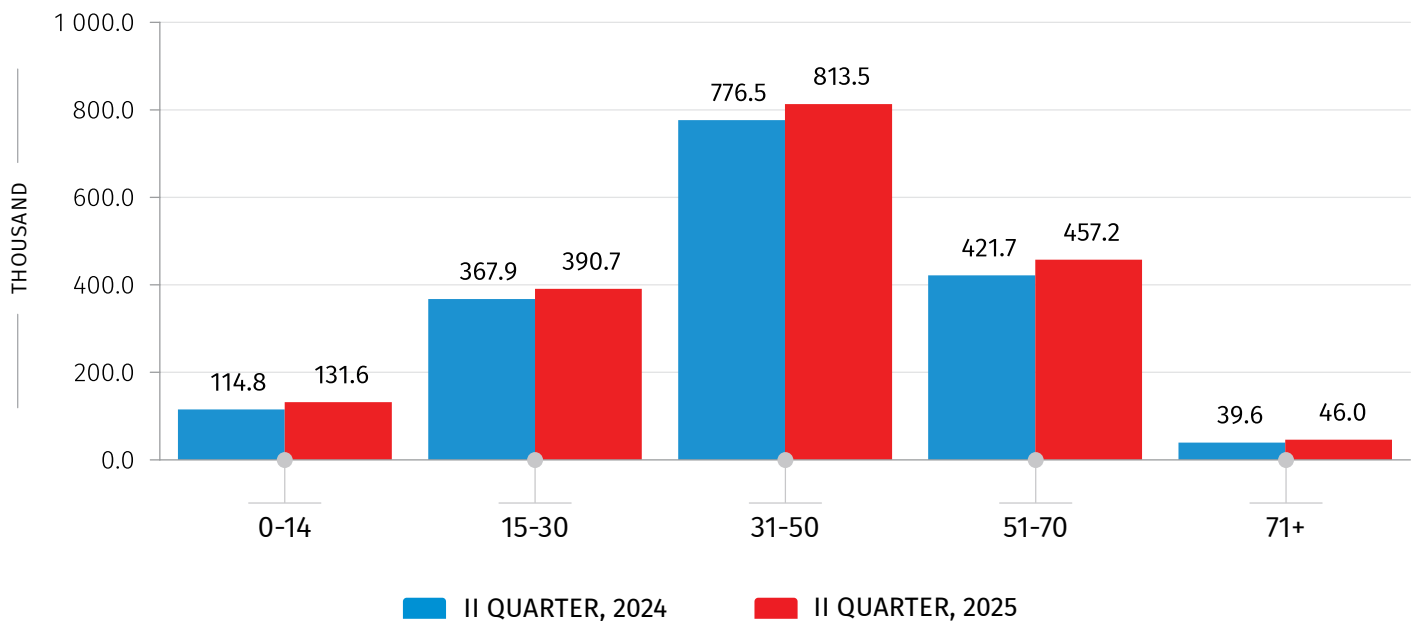
### INBOUND TOURISM STATISTICS

(II QUARTER, 2025)

In the II quarter of 2025, the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 1.8 million, which is 6.9 percent higher compared to the same period of the previous year. Most of the arrivals, 44.2 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 II QUARTERS OF 2024-2025



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned figure amounted to 1.6 million, 7.0 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).

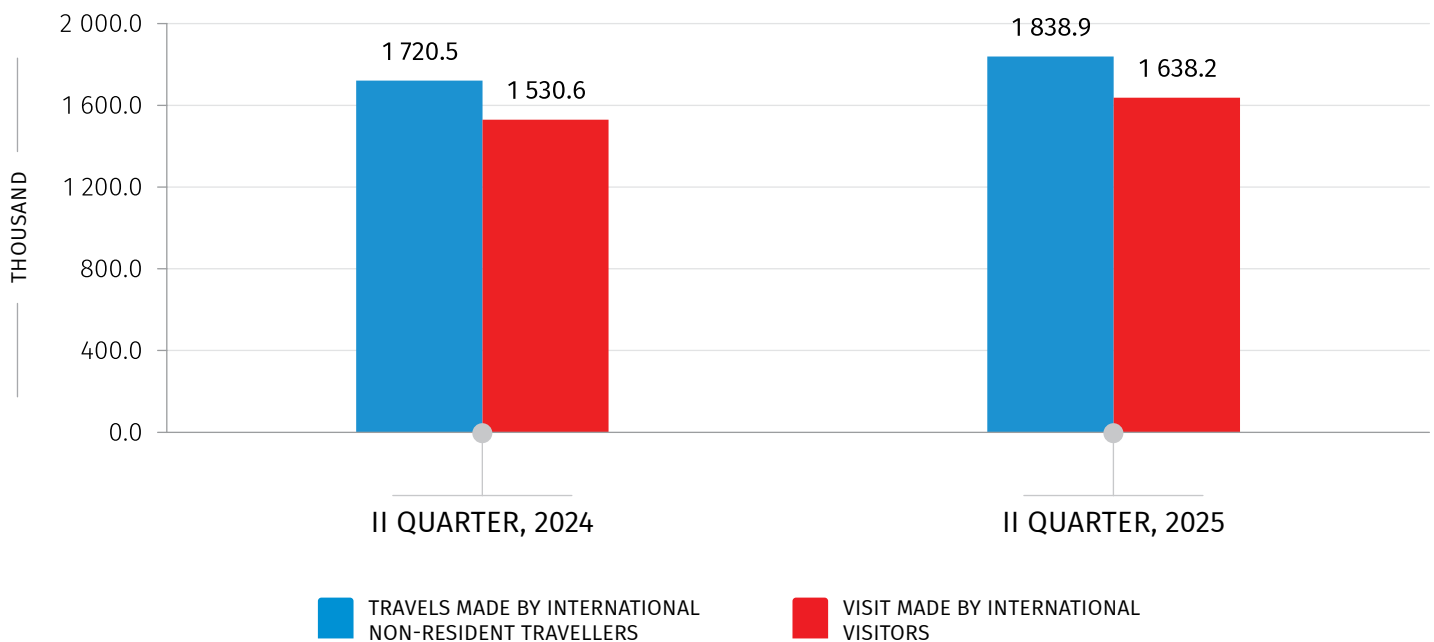
## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

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

CHART №2

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



In the II quarter of 2025 the number of international visitors equaled 1.4 million, which is 8.1 percent higher compared to the same period of the previous year.

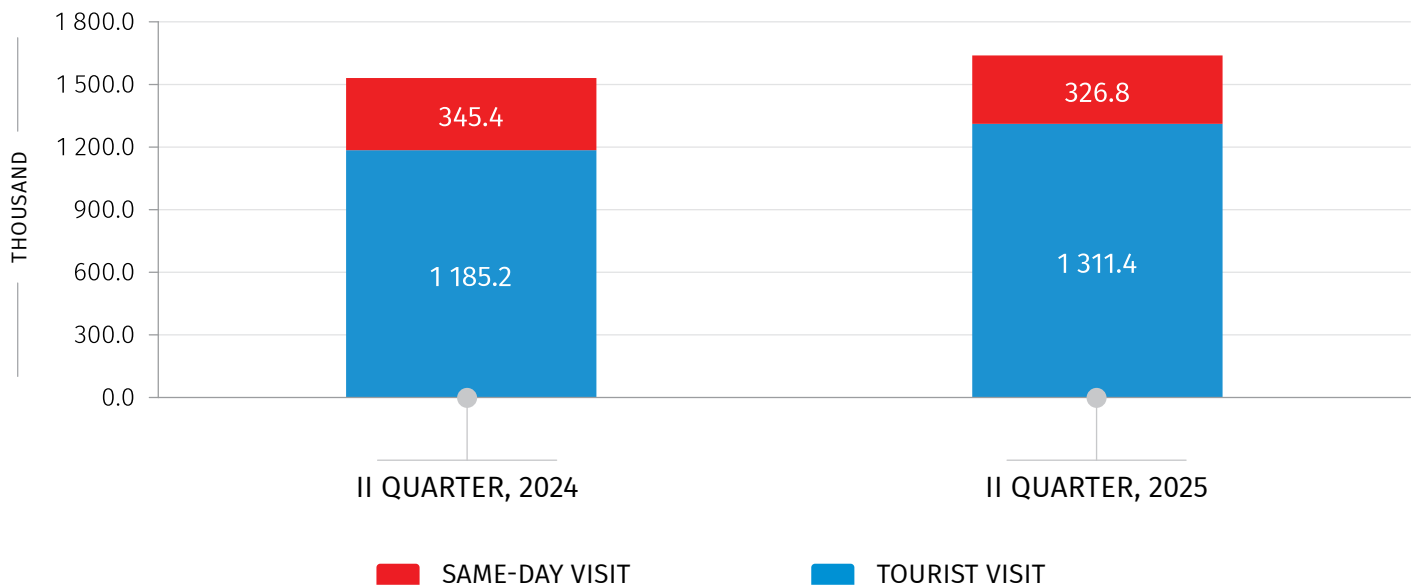
In the reporting period, international visitors made 1.3 million tourist-type visits, which is 10.7 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

CHART №3

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



80.1 percent of international visitors were only tourists<sup>4</sup>. The share of only excursionists<sup>5</sup> amounted to 15.8 percent, while 4.2 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 II QUARTERS OF 2024-2025, THOUSAND

	II QUARTER, 2024	II QUARTER, 2025
Only tourist	985.4	1 105.2
Only same-day visitor	239.3	217.7
Both	51.5	57.3
<b>TOTAL</b>	<b>1 276.2</b>	<b>1 380.2</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.

## NATIONAL STATISTICS OFFICE OF GEORGIA

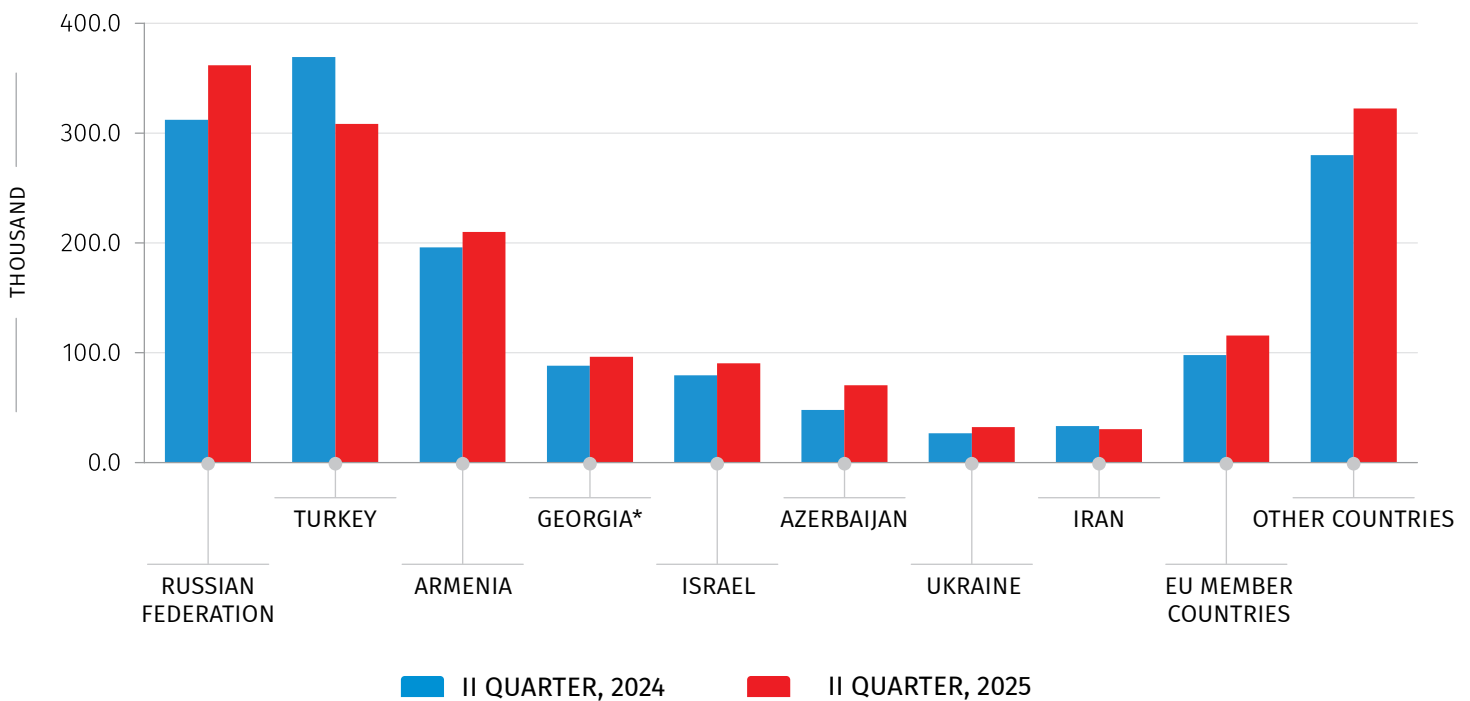
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In the II quarter of 2025 the largest number of visitors (309.4 thousand visitors), amounting to 22.4 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 17.6% share and Armenia was on the third place with 10.8% share.

The largest number of visits were made by the citizens of Russian Federation (361.8 thousand), Turkey (308.3 thousand) and Armenia (210.0 thousand).

CHART №4

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



\*Georgian citizens who remain the residents of other country

## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

The majority of visitors (46.5 percent) were from the age group of 31-50 and the number of women equaled 41.8 percent of the total number of visitors.

CHART №5

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

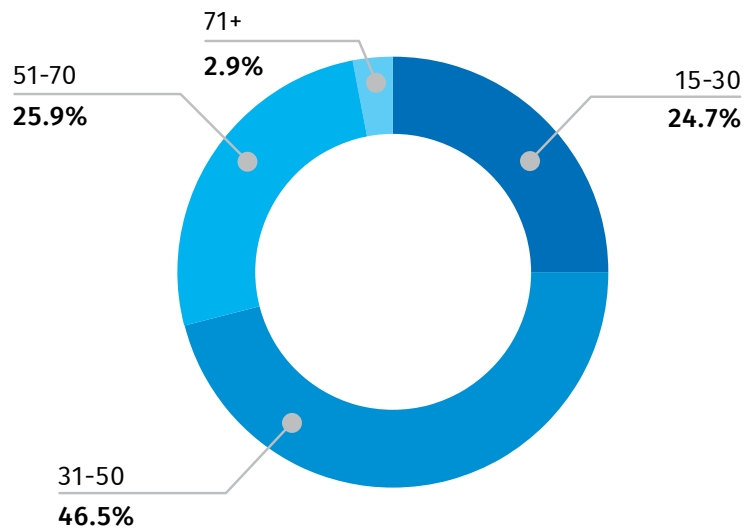


TABLE №2

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

GENDER	NUMBER OF VISITORS	%
Male	802.7	58.2
Female	577.5	41.8
<b>TOTAL</b>	<b>1 380.2</b>	<b>100.0</b>

## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

In the II quarter of 2025 the purpose of the majority of inbound visits (49.4 percent) was holiday, leisure and recreation.

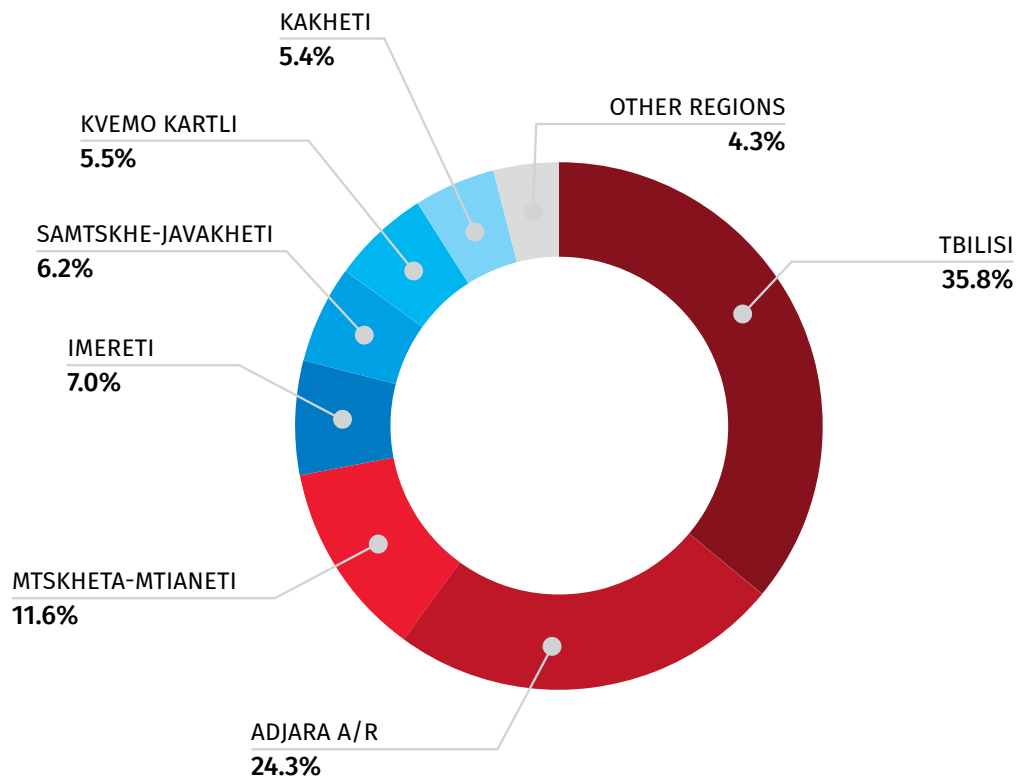
TABLE №3

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

MAIN PURPOSE	NUMBER OF VISITS	%
Holiday, leisure, recreation	809.7	49.4
Visiting friends/relatives	397.9	24.3
Transit to other country	218.1	13.3
Business or professional	113.2	6.9
Shopping	71.6	4.4
Other	27.6	1.7
<b>TOTAL</b>	<b>1 638.2</b>	<b>100.0</b>

The majority of visits were made in Tbilisi and Adjara A/R, 928.3 thousand and 629.8 thousand, respectively. The chart below illustrates the distribution of visits by the visited regions.

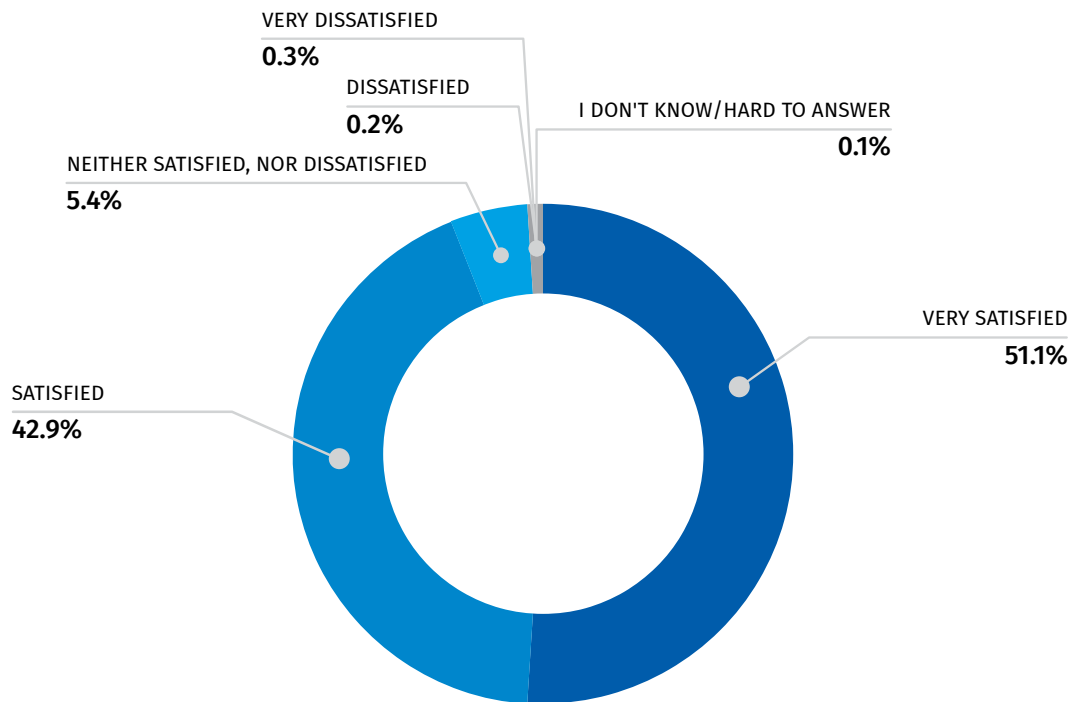
**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS  
BY THE VISITED REGIONS IN THE II QUARTER OF 2025**



In the II quarter of 2025 the average number of nights spent during the visits equaled 5.30 nights, which is 4.7 percent higher than the same figure of the II quarter of 2024 (5.06 nights). 78.1 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the II quarter of 2025.



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



The expenditures during the visits made in the II quarter of 2025 equaled 3.5 billion GEL. The indicator is 0.6 percent higher compared to the same period of the previous year. Average expenditure per visit decreased by 6.0 percent compared to the II quarter of 2024 and amounted to 2 116.8 GEL.

## NATIONAL STATISTICS OFFICE OF GEORGIA

30.07.2025

TABLE №4

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

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	1 021.5	29.5	623.6
Accommodation	934.3	26.9	570.3
Foods and drinks	766.2	22.1	467.7
Holiday, leisure, recreation, cultural and sporting activities	413.0	11.9	252.1
Local transport	292.5	8.4	178.6
Other expenditure	40.3	1.2	24.6
<b>TOTAL EXPENDITURE</b>	<b>3 467.8</b>	<b>100.0</b>	<b>2 116.8</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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