

NATIONAL STATISTICS OFFICE OF GEORGIA

OUTBOUND TOURISM STATISTICS

II QUARTER 2025



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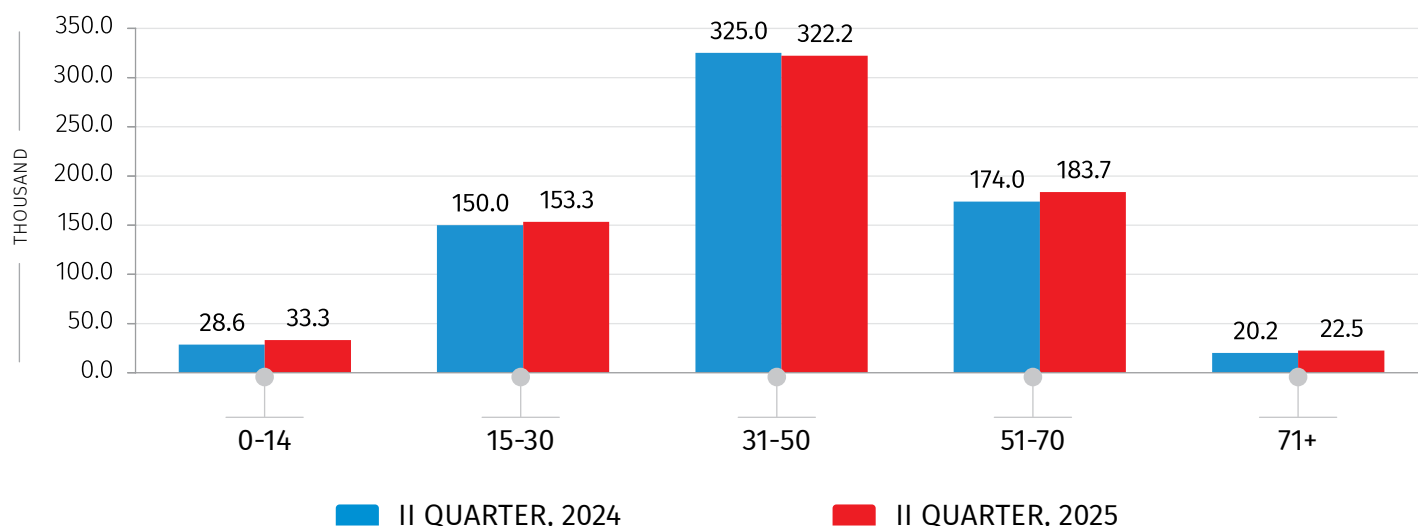
OUTBOUND TOURISM STATISTICS

(II QUARTER, 2025)

In the II quarter of 2025 the number of Georgian resident travellers¹ trips abroad equaled 715.1 thousand, which is 2.5 percent higher compared to the same period of the previous year. Most of the trips, 45.1 percent, were made by travellers of age group 31-50.

CHART №1

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



The number of outbound visits² by Georgian visitors³ from above-mentioned figure amounted to 564.3 thousand, 0.4 percent higher 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).

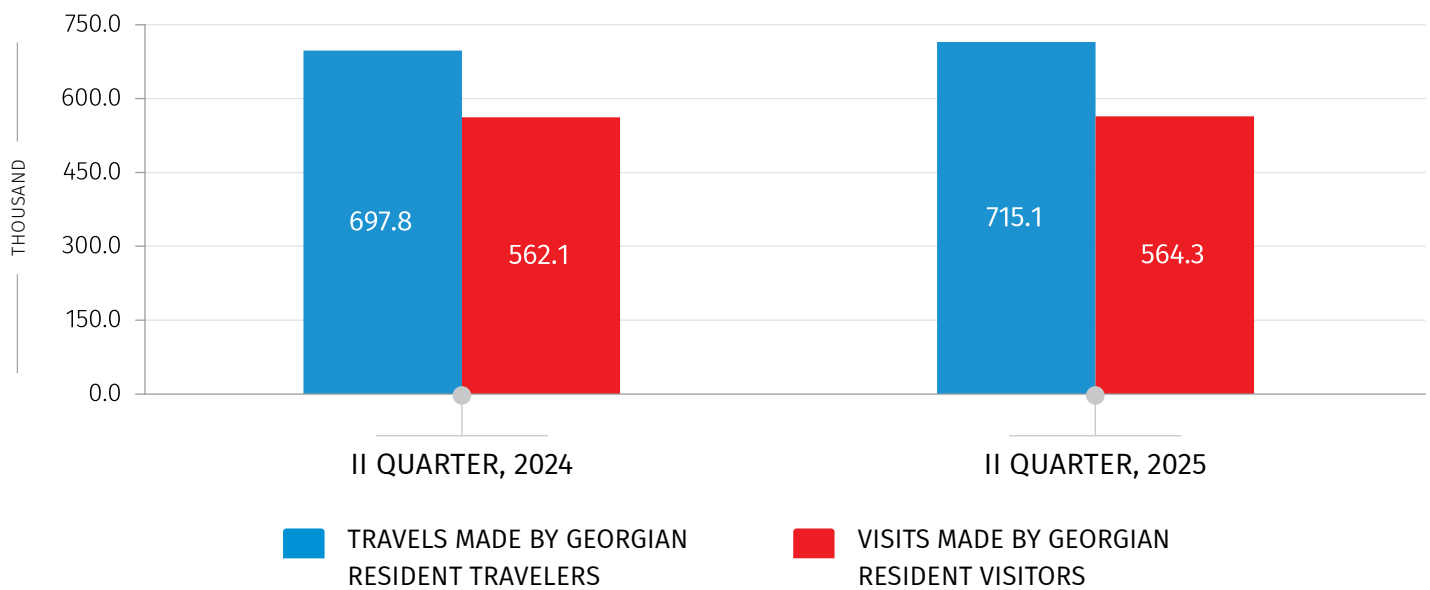
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in II quarters of 2024-2025.

CHART №2

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



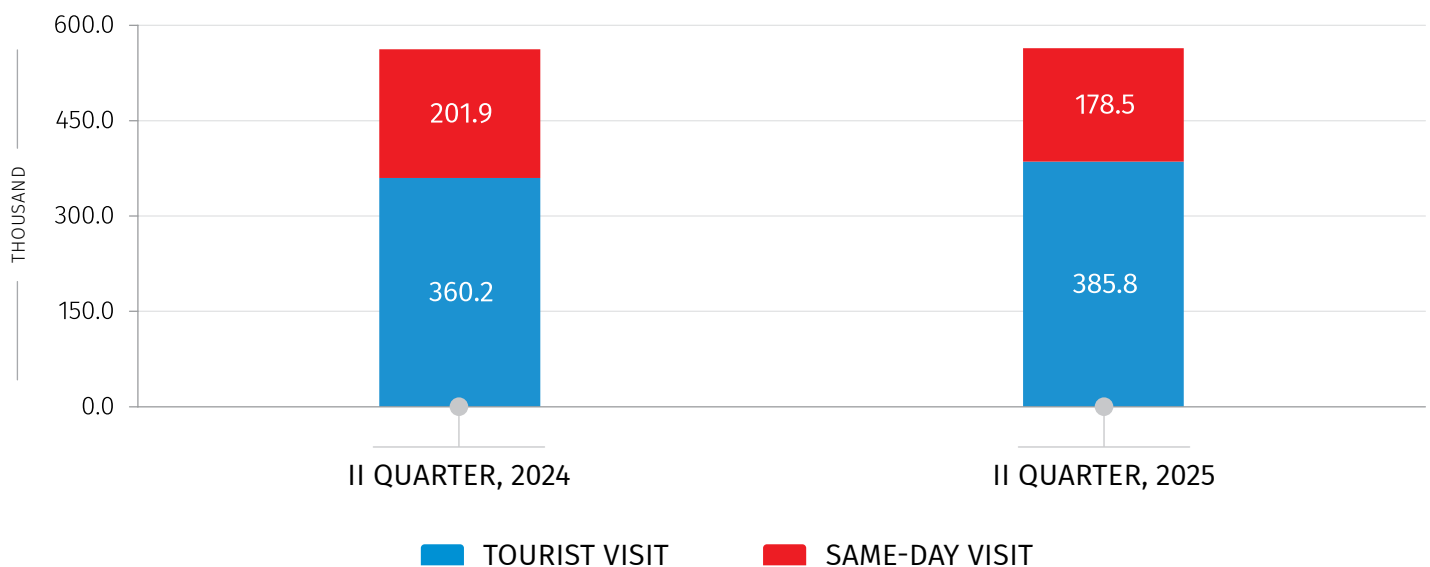
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Outbound visitors made 385.8 thousand tourist-type visits, which is 7.1 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit⁴.

CHART №3

**DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE TYPE OF VISIT
IN II 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, 48.3 percent, were made by the visitors of age group 31-50. The number of visits made by women equaled 46.7 percent of the total number of visits.

CHART №4

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

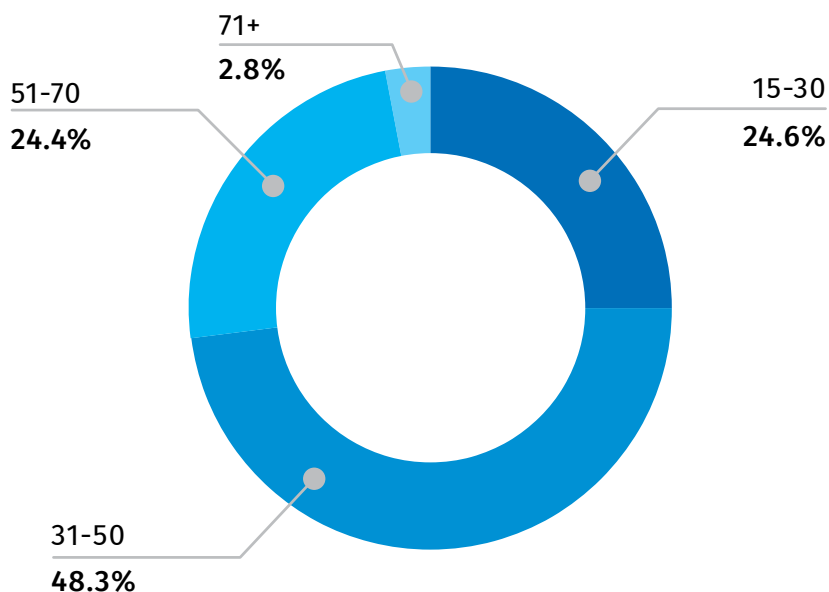


TABLE №1

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

GENDER	NUMBER OF VISITS		%
Male	300.5		53.3
Female	263.8		46.7
TOTAL	564.3		100.0

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In the II quarter of 2025 the purpose of the majority of outbound visits, 34.9 percent, was visiting friends/relatives.

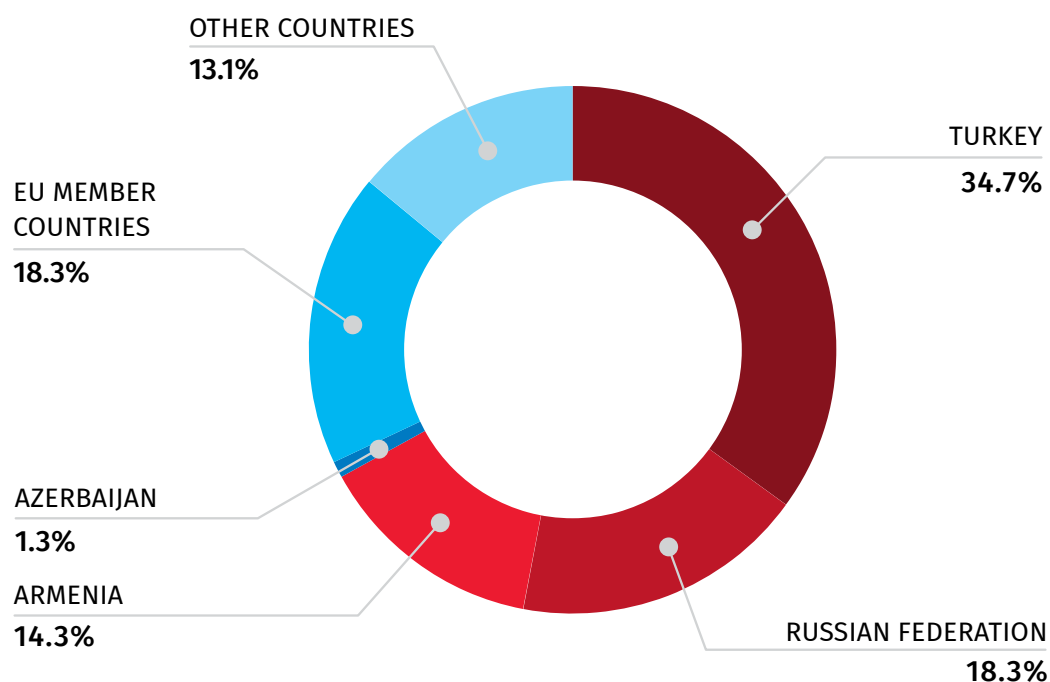
TABLE №2

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

MAIN PURPOSE	NUMBER OF VISITS	%
Visiting friends/relatives	197.1	34.9
Shopping	171.4	30.4
Holiday, leisure, recreation	119.6	21.2
Business or professional	46.5	8.2
Health and medical Care	18.5	3.3
Other	11.1	2.0
TOTAL	564.3	100.0

The majority of outbound visits were made in Turkey and Russian Federation, 201.3 thousand and 106.3 thousand, respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

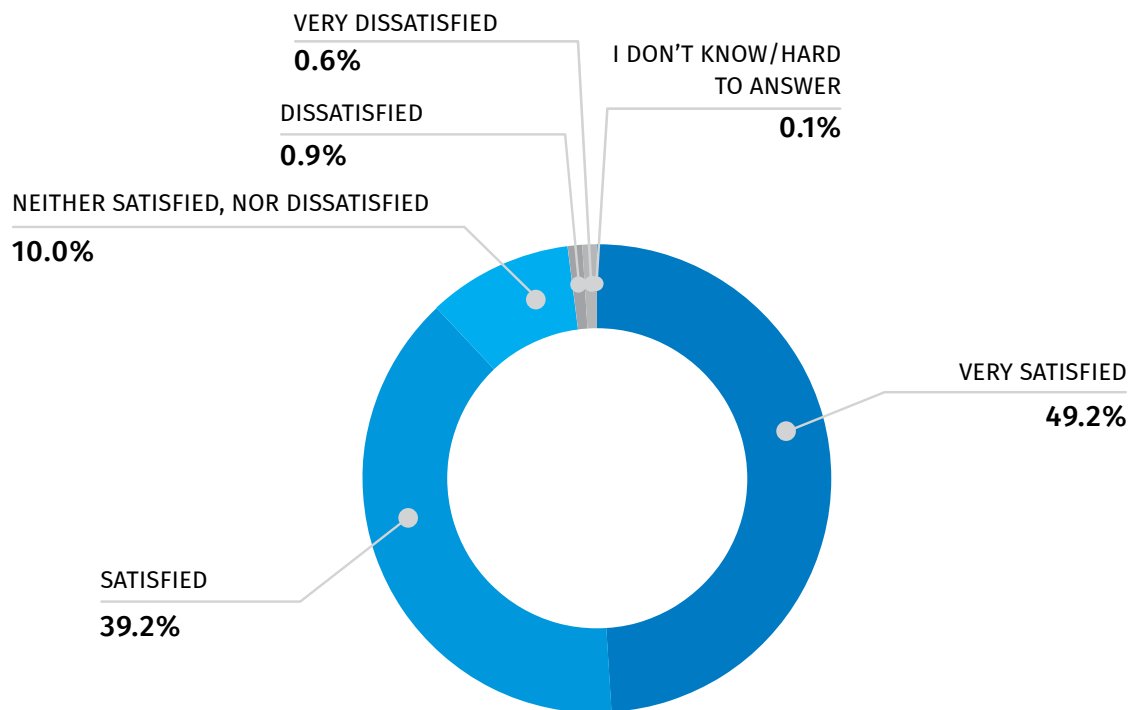
DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE VISITED COUNTRIES IN THE II QUARTER OF 2025



In the II quarter of 2025 the average number of nights spent during the visits equaled 6.4 nights, which is 2.0 percent higher than the same figure of the II quarter of 2024 (6.3 nights).

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

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



The expenditures during the visits made in the II quarter of 2025 equaled 582.8 million GEL. This indicator is 1.9 percent lower compared to the same period of the previous year. Average expenditure per visit decreased by 2.3 percent compared to the II quarter of 2024 and amounted to 1 032.7 GEL.

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TABLE №3

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

EXPENDITURE CATEGORIES	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	229.9	39.5	407.5
Foods and drinks	155.5	26.7	275.5
Accommodation	78.6	13.5	139.4
Local transport	63.5	10.9	112.5
Holiday, leisure, recreation, cultural and sporting activities	23.9	4.1	42.3
Other expenditure	31.3	5.4	55.5
TOTAL EXPENDITURE	582.8	100.0	1 032.7

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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