

NATIONAL STATISTICS OFFICE OF GEORGIA

DOMESTIC TOURISM STATISTICS IN GEORGIA

III QUARTER, 2025



28.11.2025
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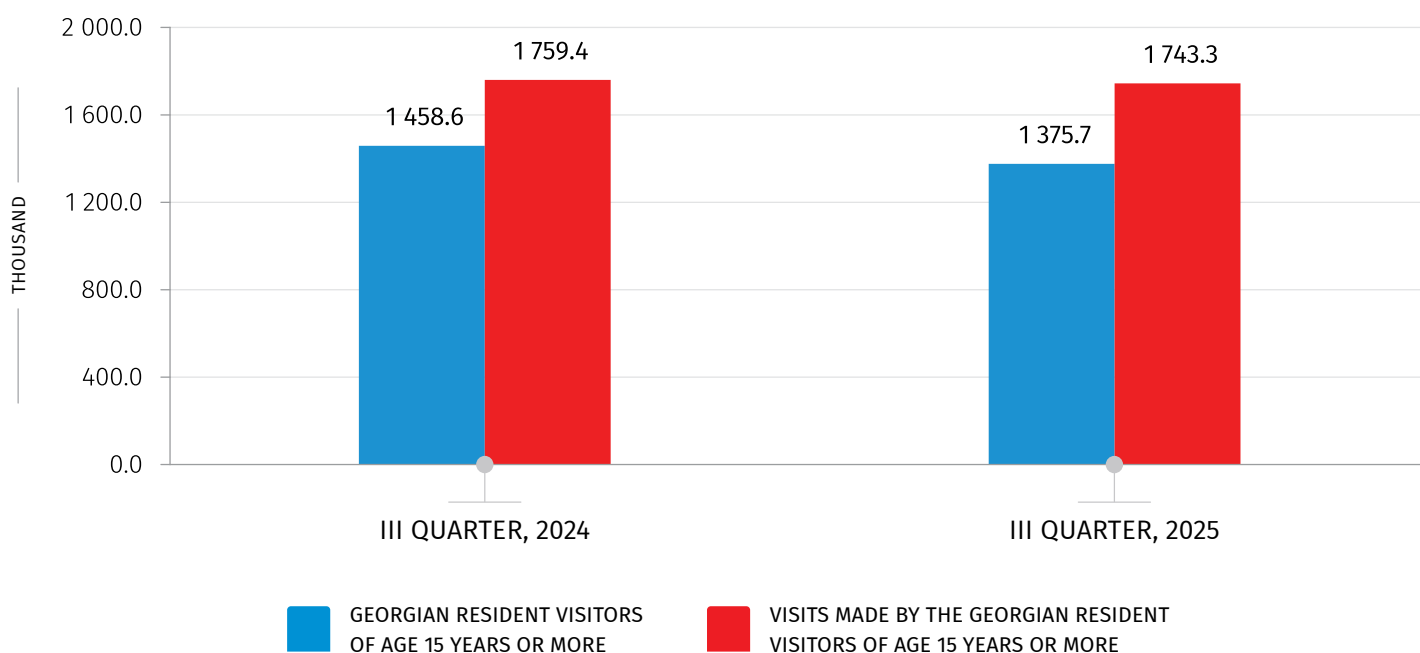
DOMESTIC TOURISM STATISTICS (III QUARTER, 2025)

In the III quarter of 2025 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 375.7 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 743.3 thousand. The monthly average number of visitors decreased by 5.7 percent and the number of visits decreased by 0.9 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 III 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



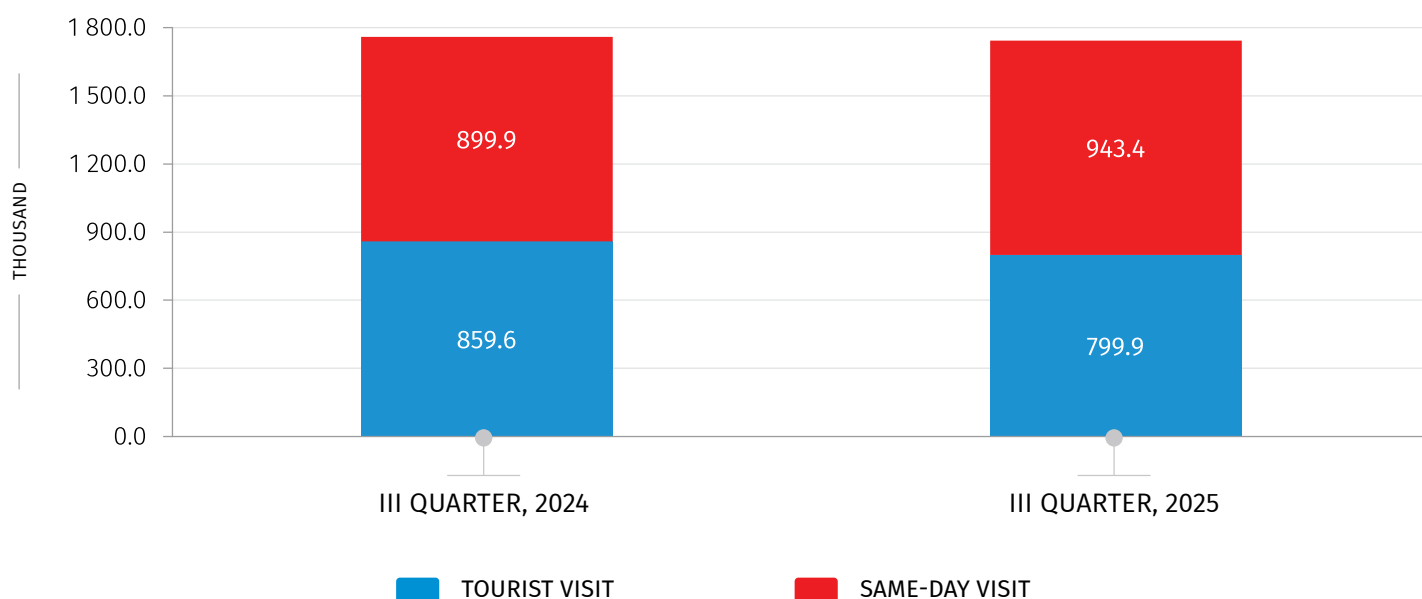
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In the III quarter of 2025 the monthly average number of tourist visits of Georgian residents amounted to 799.9 thousand, which is 6.9 percent lower than the corresponding figure of the previous year. The chart №2 illustrates the distribution of monthly 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, 36.3 percent, were from the age group of 31-50 and the number of women equaled 57.8 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 III QUARTER OF 2025

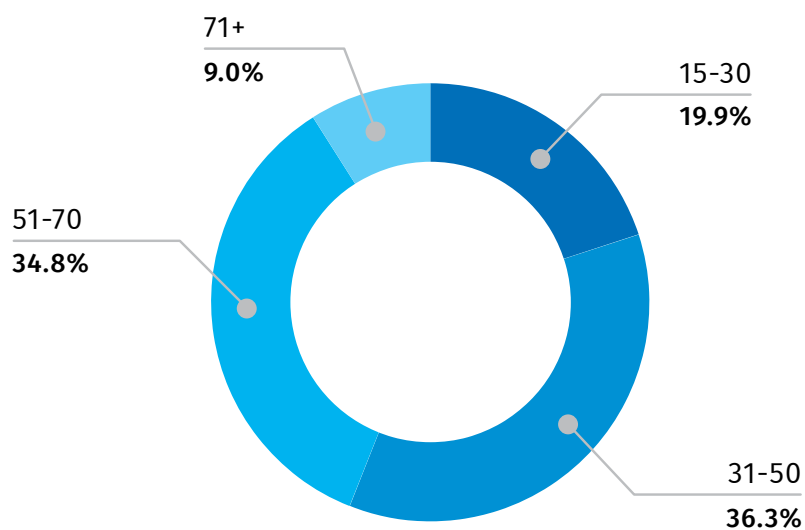
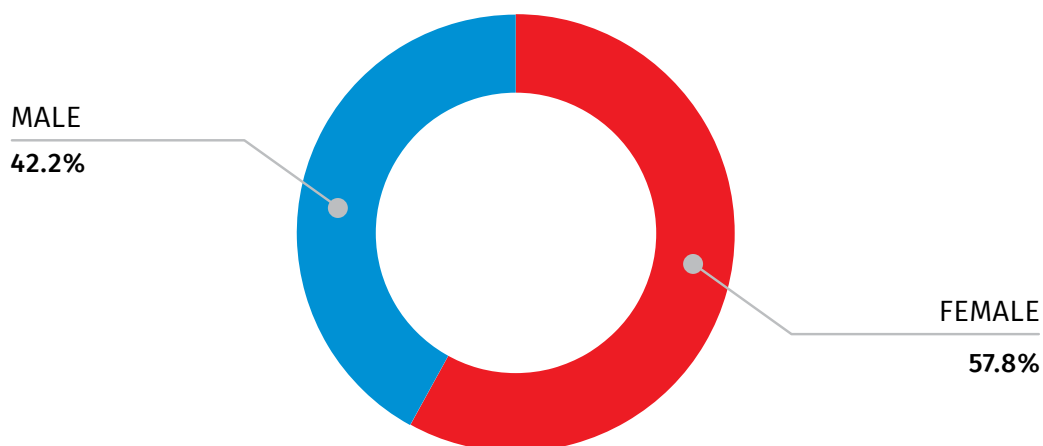


CHART №4

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



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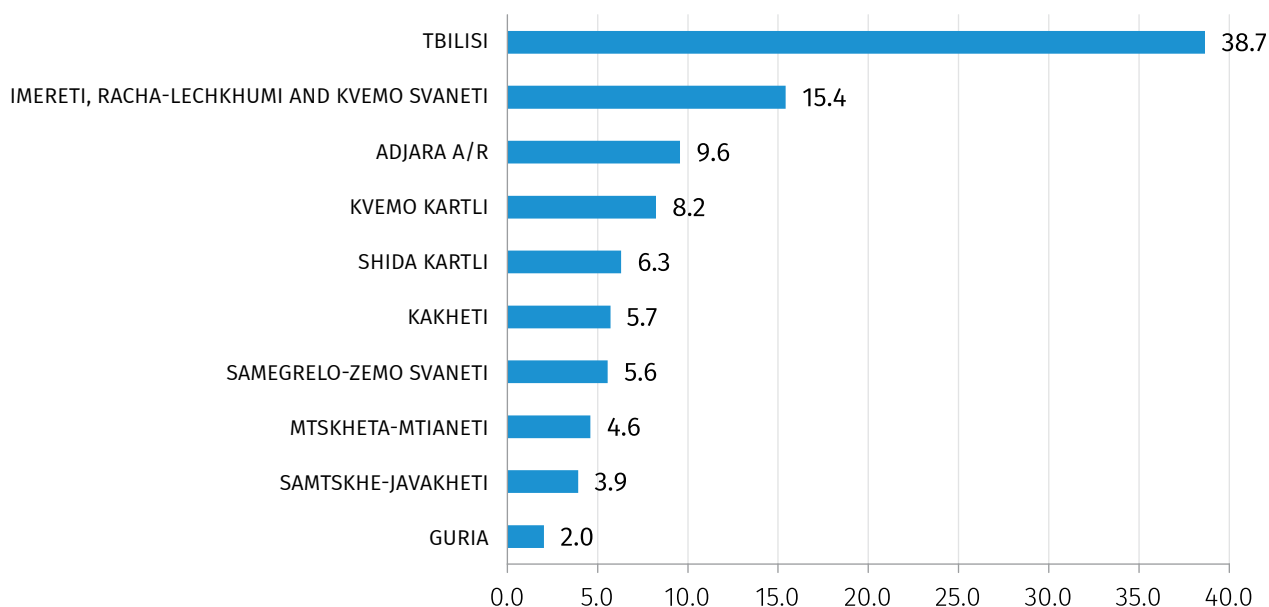
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According to the survey results, 38.7 percent of visitors are the residents of Tbilisi, 15.4 percent — Imereti, Racha-Lechkhumi and Kvemo Svaneti region, 9.6 percent — Adjara A/R, while the rest of the regions are represented by the relatively lower shares.

The chart №5 illustrates the distribution of the monthly average number of Georgian residents 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 III QUARTER OF 2025, %



In the III quarter of 2025 the main purpose of the majority of visits (49.3 percent) was visiting friends/relatives.

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TABLE №1

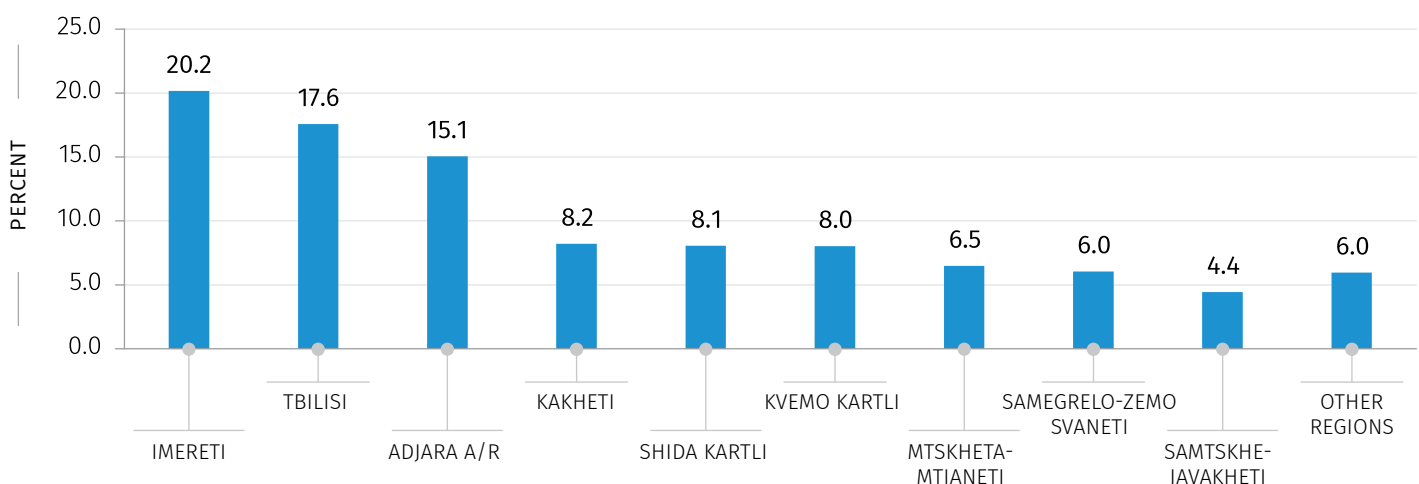
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN THE III QUARTER OF 2025, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	859.2	49.3
Holiday, leisure, recreation	288.5	16.5
Shopping	267.9	15.4
Visiting other house (cottage, etc.)	134.0	7.7
Health and medical care	119.8	6.9
Business or professional	33.2	1.9
Other	40.8	2.3
TOTAL	1 743.3	100.0

In the reporting period majority of the visits were made in Imereti region (on average 352.3 thousand visits per month) and Tbilisi (on average 307.0 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 III QUARTER OF 2025

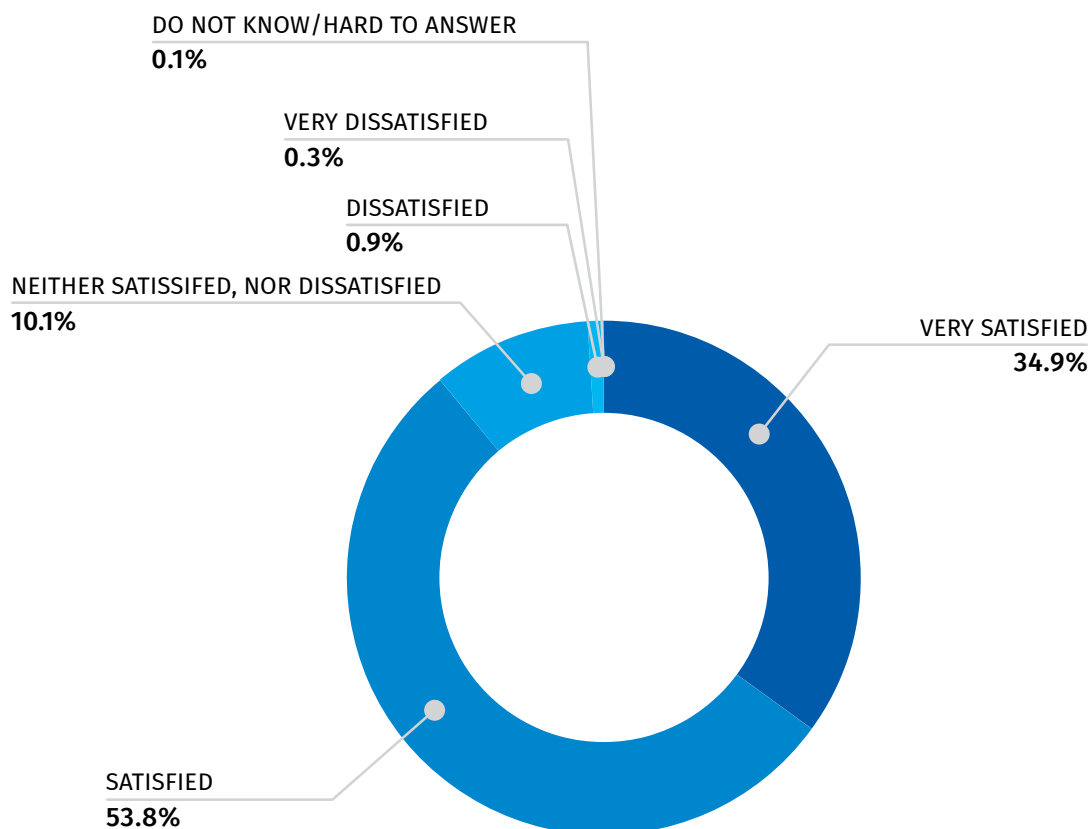


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The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

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 III QUARTER OF 2025



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In the III quarter of 2025 the monthly average expenditure during the visits equaled 399.5 million GEL, 2.8 percent lower compared to the corresponding figure of the previous year. As for the average expenditure per visit, it decreased by 1.9 percent and equaled 229.1 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 III QUARTER OF 2025

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	128.8	32.2	73.9
Foods and drinks	111.6	27.9	64.0
Transport	63.4	15.9	36.4
Accommodation	51.6	12.9	29.6
Holiday, leisure, recreation, cultural and sporting activities	3.8	0.9	2.2
Other expenditure	40.4	10.1	23.2
TOTAL EXPENDITURE	399.5	100.0	229.1

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

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