



NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA

2025



30.01.2026
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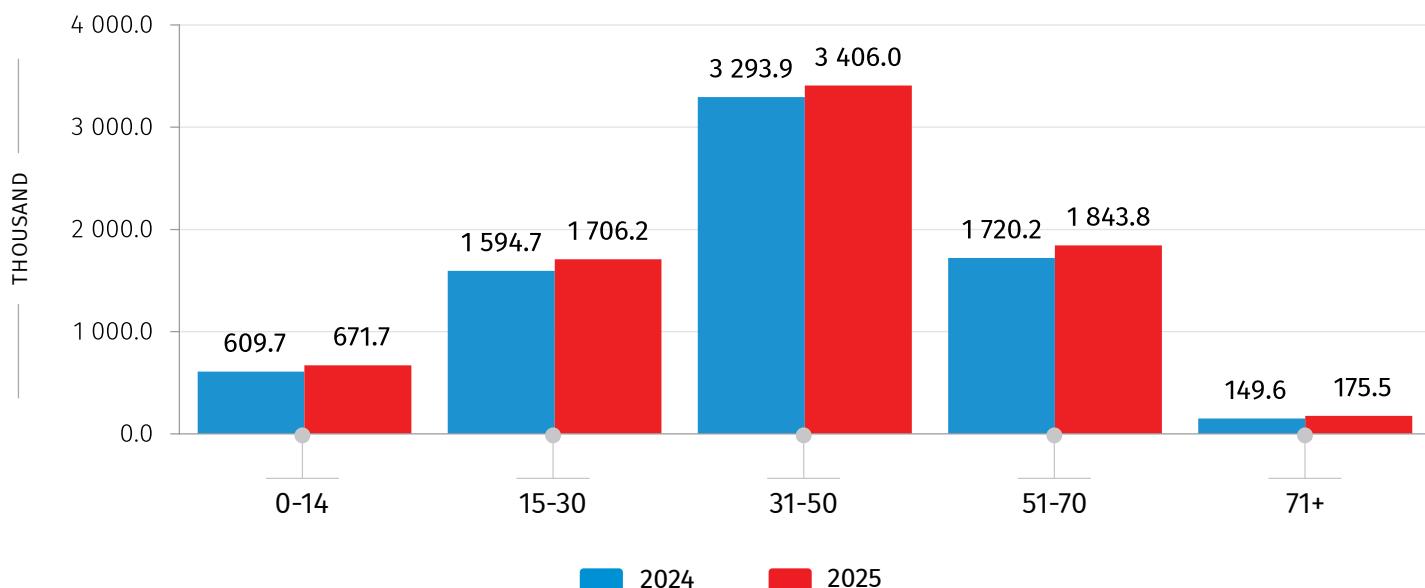
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INBOUND TOURISM STATISTICS
(2025)

In 2025 the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 7.8 million, which is 5.9 percent higher compared to the previous year. Most of the arrivals, 43.6 percent, were made by travellers of age group 31-50.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS
BY AGE GROUPS IN 2024-2025



The number of visits² by international visitors³ from above-mentioned figure amounted to 6.9 million, 6.2 percent higher compared to 2024.

¹According to the Word Tourism Organization, a **traveller** is someone who moves between different geographic locations, for any purpose and any duration.

²Visit is a movement of visitors

³**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).

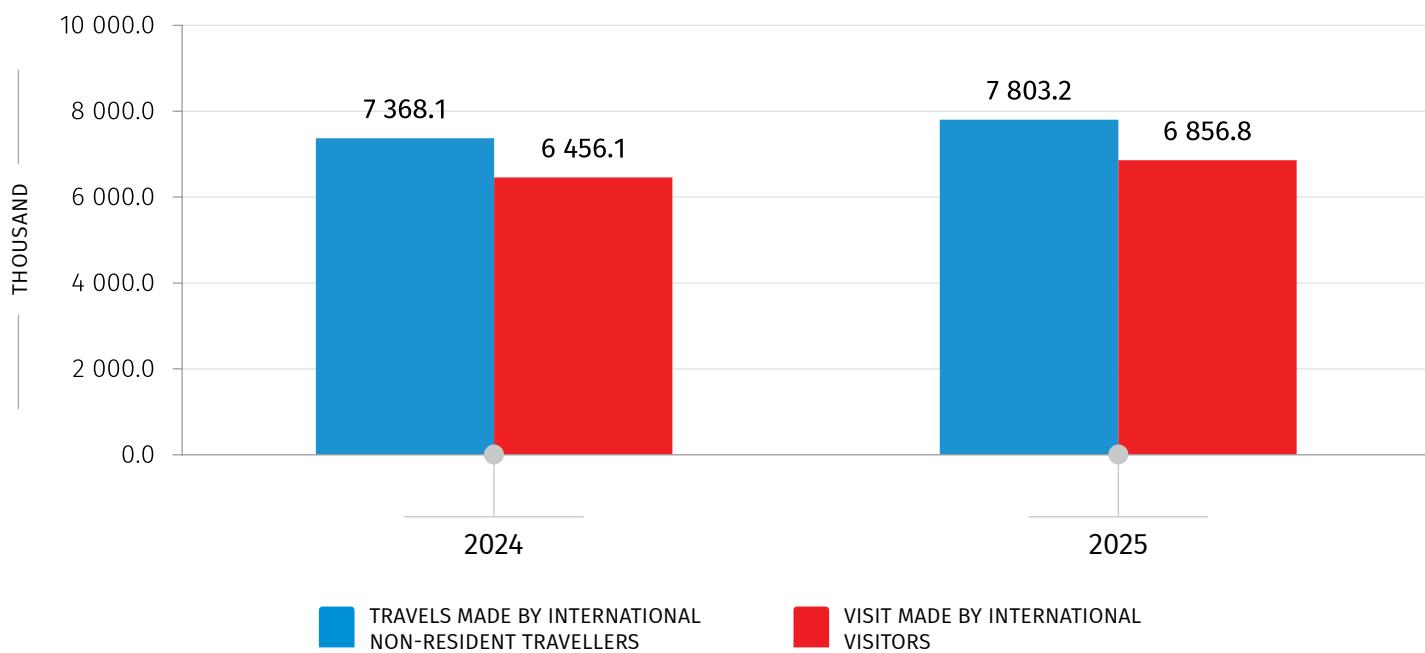
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in 2024-2025.

CHART №2

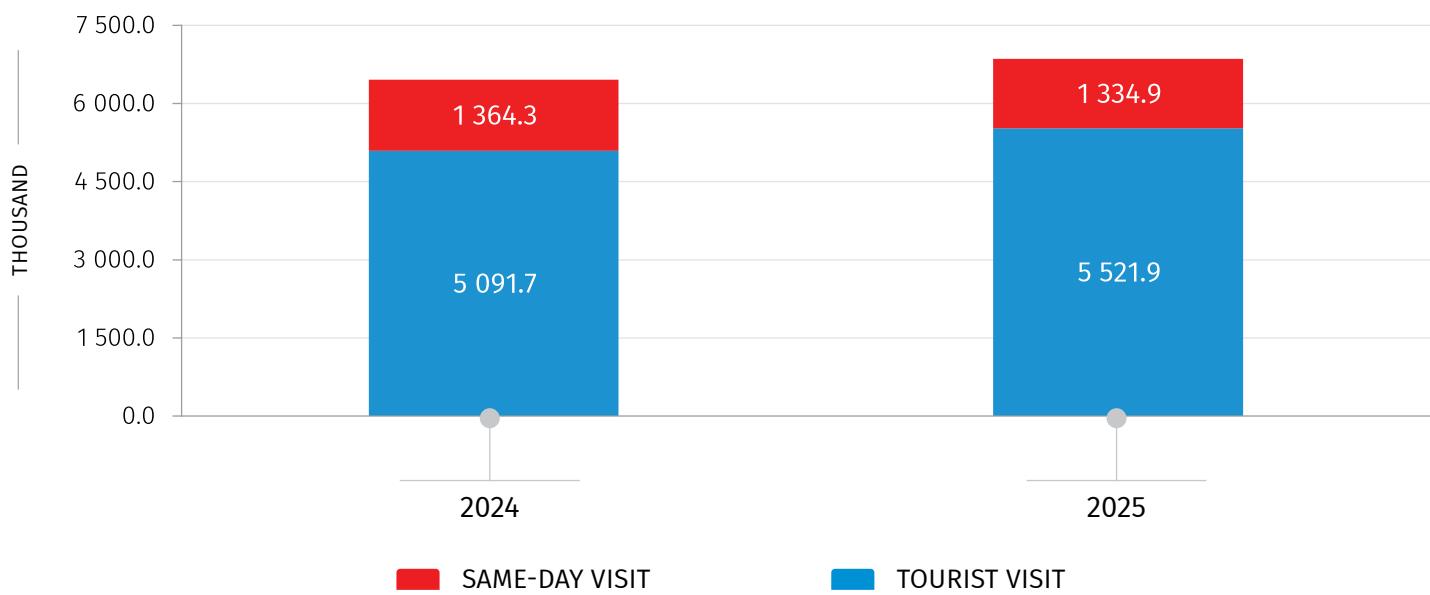
NUMBER OF THE TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN 2024-2025



In 2025 the number of international visitors equaled 5.8 million, which is 7.0 percent higher compared to the previous year.

In the reporting period, international visitors have made 5.5 million tourist-type visits, which is 8.4 percent higher compared to the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE TYPE OF VISIT IN 2024-2025**



80.6 percent of international visitors were only tourists⁴. The share of only excursionists⁵ amounted to 15.4 percent, while 3.9 percent of visitors were both, tourists and same-day visitors.

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY THE TYPE OF VISITOR
IN 2024-2025, THOUSAND**

	2024	2025
Only tourist	4 266.9	4 668.2
Only same-day visitor	930.9	893.5
Both	215.1	227.6
TOTAL	5 412.9	5 789.3

⁴Tourist is a visitor whose trip includes an overnight stay in Georgia.

⁵Excursionist (same-day visitor) is a visitor whose trip does not include an overnight stay in Georgia.

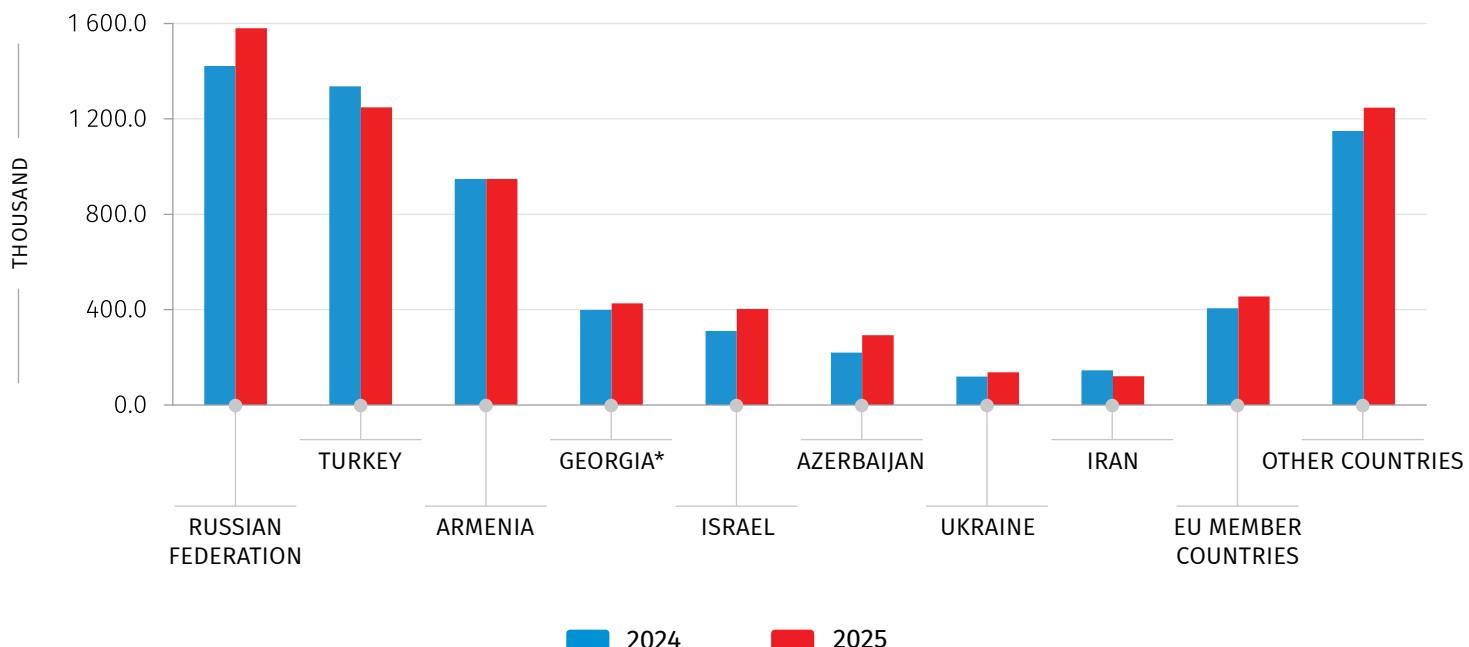
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In 2025 the largest number of visitors (1.3 million), amounting to 23.2 percent of total number of visitors, was from Russian Federation. Turkey was on the second place with 16.9% share and Armenia was on the third place with 11.9% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (1.6 million), Turkey (1.2 million) and Armenia (0.9 million).

CHART №4

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



*Georgian citizens who remain the residents of other country

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The majority of visitors (46.4 percent) were from the age group of 31-50 and women accounted for 43.0 percent of the total number of visitors.

CHART №5

DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY AGE GROUPS IN 2025

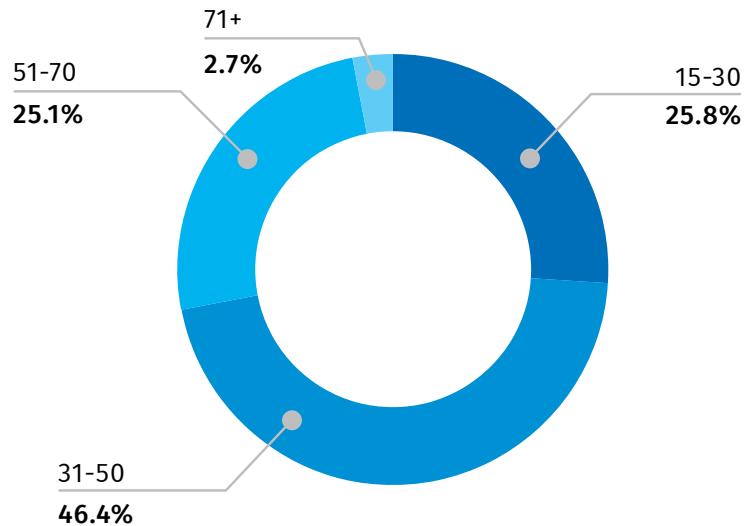


TABLE №2

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

GENDER	NUMBER OF VISITORS	%
Male	3 300.0	57.0
Female	2 489.3	43.0
TOTAL	5 789.3	100.0

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In 2025 the purpose of the majority of inbound visits (50.3 percent) was holiday, leisure and recreation.

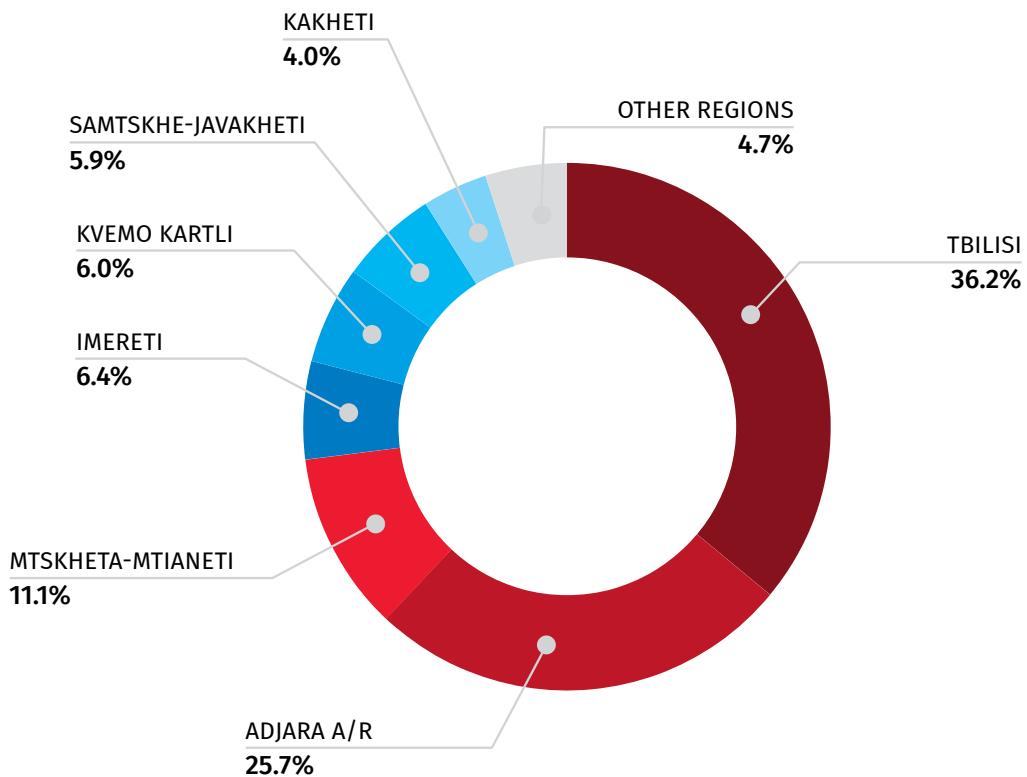
TABLE №3

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

MAIN PURPOSE	NUMBER OF VISITS	%
Holiday, leisure, recreation	3 450.1	50.3
Visiting friends/relatives	1 641.5	23.9
Transit to other country	887.9	12.9
Business or professional	419.9	6.1
Shopping	338.5	4.9
Health and medical care	31.2	0.5
Other	87.7	1.3
Total	6 856.8	100.0

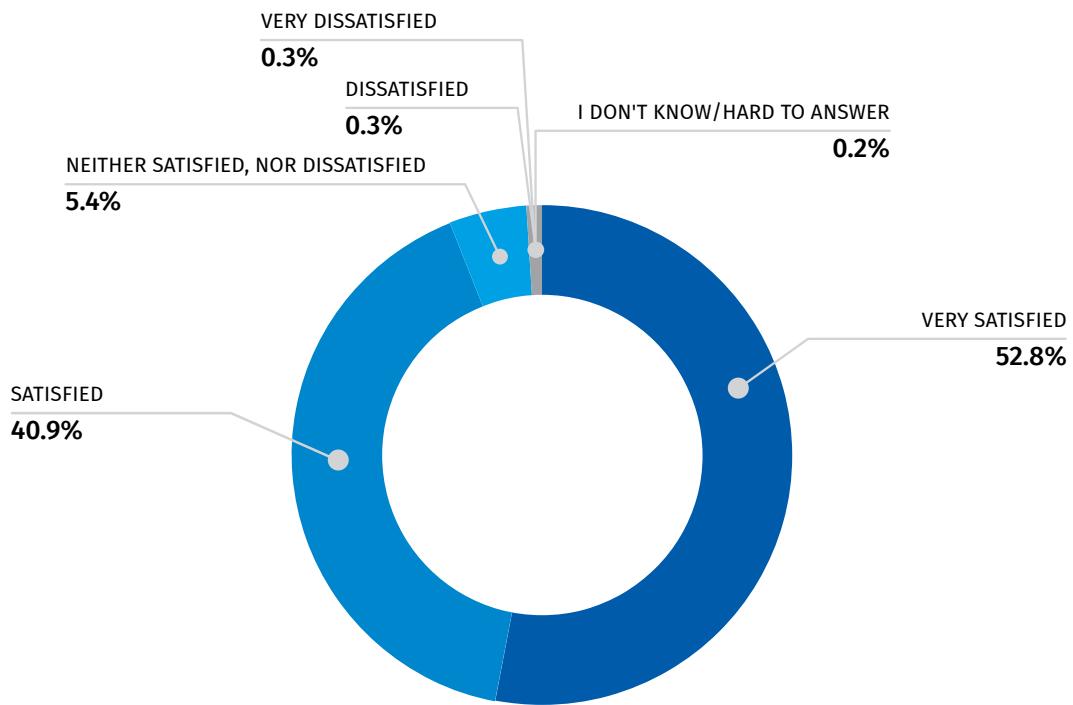
The majority of visits were made in Tbilisi and Adjara A/R, 3.8 million and 2.7 million, respectively. The chart below illustrates the distribution of visits by the visited regions.

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



In 2025 the average number of nights spent during the visits equaled 5.6 nights, which is 1.6 percent higher than the figure of 2024 (5.5 nights). 78.4 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in 2025.

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



The expenditures during the visits made in 2025 equaled 15.0 billion GEL, 5.1 percent higher compared to the previous year. Average expenditure per visit decreased by 1.1 percent compared to 2024 and amounted to 2 187.3 GEL.

**DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS
BY EXPENDITURE CATEGORIES IN 2025**

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	4 256.4	28.4	620.7
Accommodation	3 803.9	25.4	554.8
Foods and drinks	3 501.9	23.3	510.7
Holiday, leisure, recreation, cultural and sporting activities	1 953.5	13.0	284.9
Local transport	1 302.2	8.7	189.9
Other expenditure	180.1	1.2	26.3
TOTAL EXPENDITURE	14 998.0	100.0	2 187.3

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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