

NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA IV QUARTER 2025



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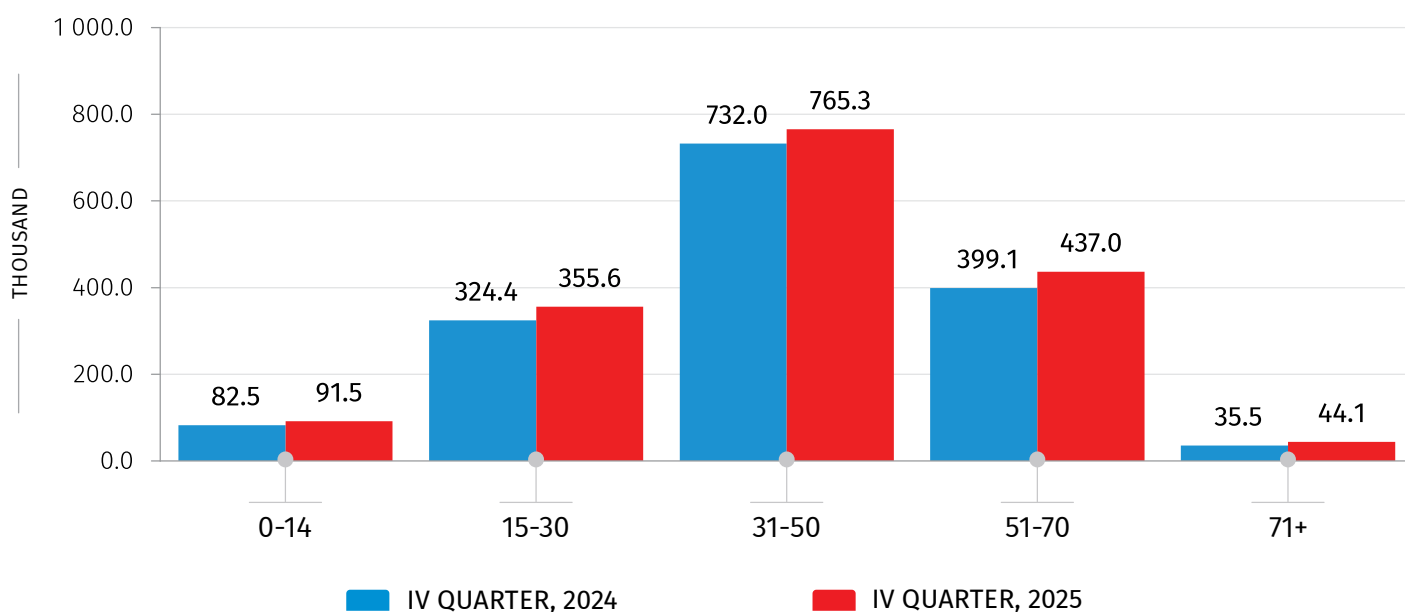
INBOUND TOURISM STATISTICS

(IV QUARTER, 2025)

In the IV quarter of 2025, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.7 million, which is 7.6 percent higher compared to the same period of the previous year. Most of the arrivals, 45.2 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 IV QUARTERS OF 2024-2025



The number of visits² by international visitors³ from above-mentioned figure amounted to 1.5 million, 8.3 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, 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).

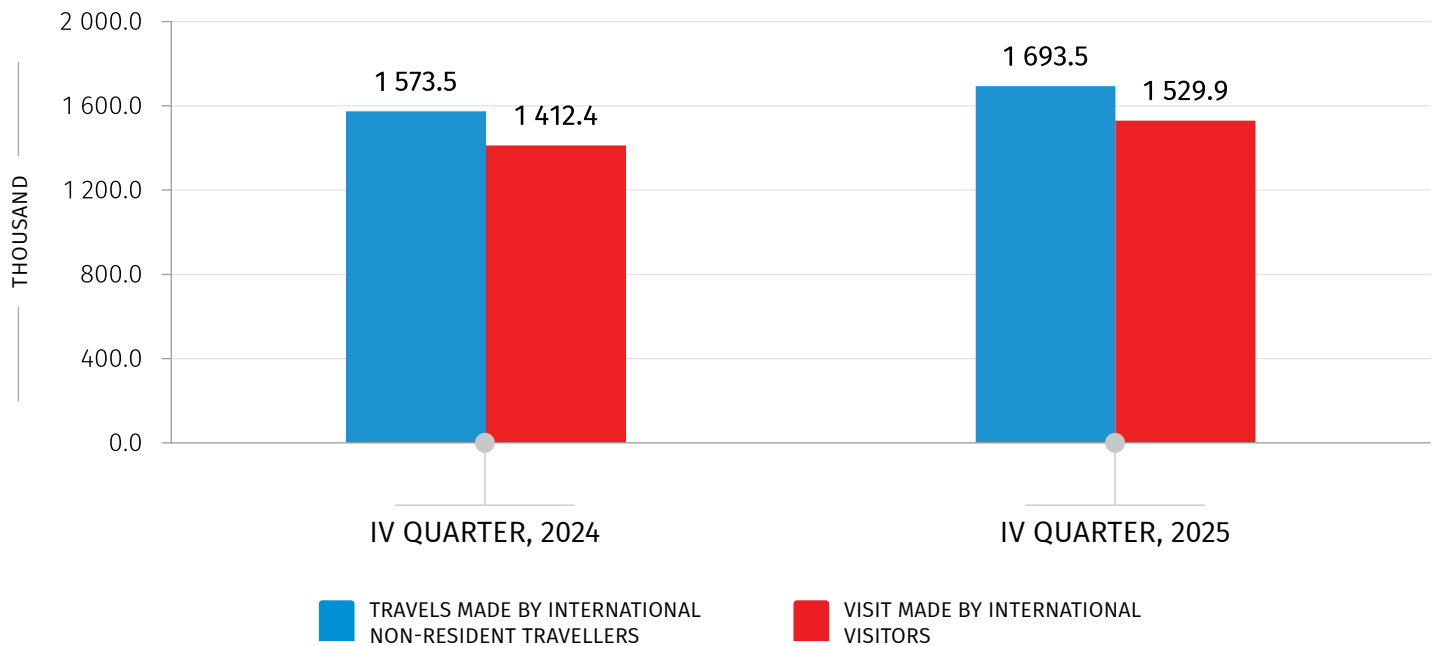
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in IV quarters of 2024-2025.

CHART №2

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



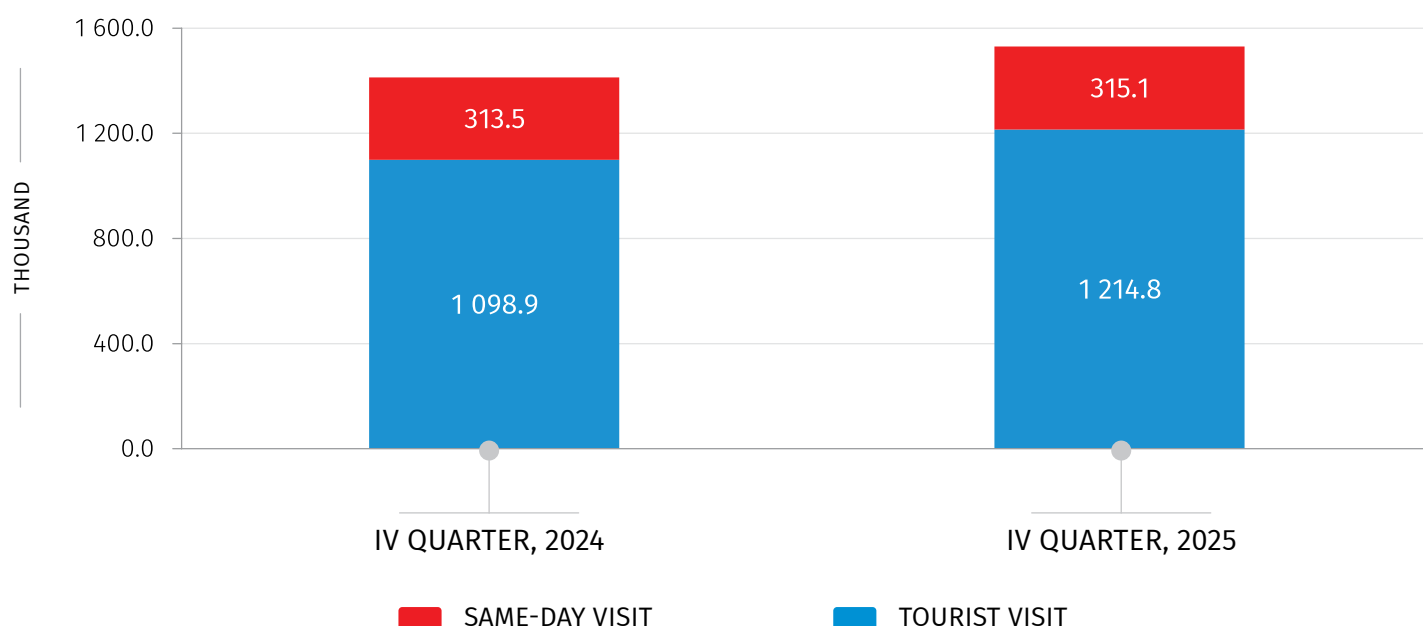
In the IV quarter of 2025 the number of international visitors equaled 1.3 million, which is 9.1 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 1.2 million tourist-type visits, which is 10.5 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.

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CHART №3

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



79.5 percent of international visitors were only tourists⁴. The share of only excursionists⁵ amounted to 16.5 percent, while 4.0 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 IV QUARTERS OF 2024-2025, THOUSAND

	IV QUARTER, 2024	IV QUARTER, 2025
Only tourist	904.5	1 009.5
Only same-day visitor	211.4	209.2
Both	48.0	51.1
TOTAL	1 163. 8	1 269.8

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

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

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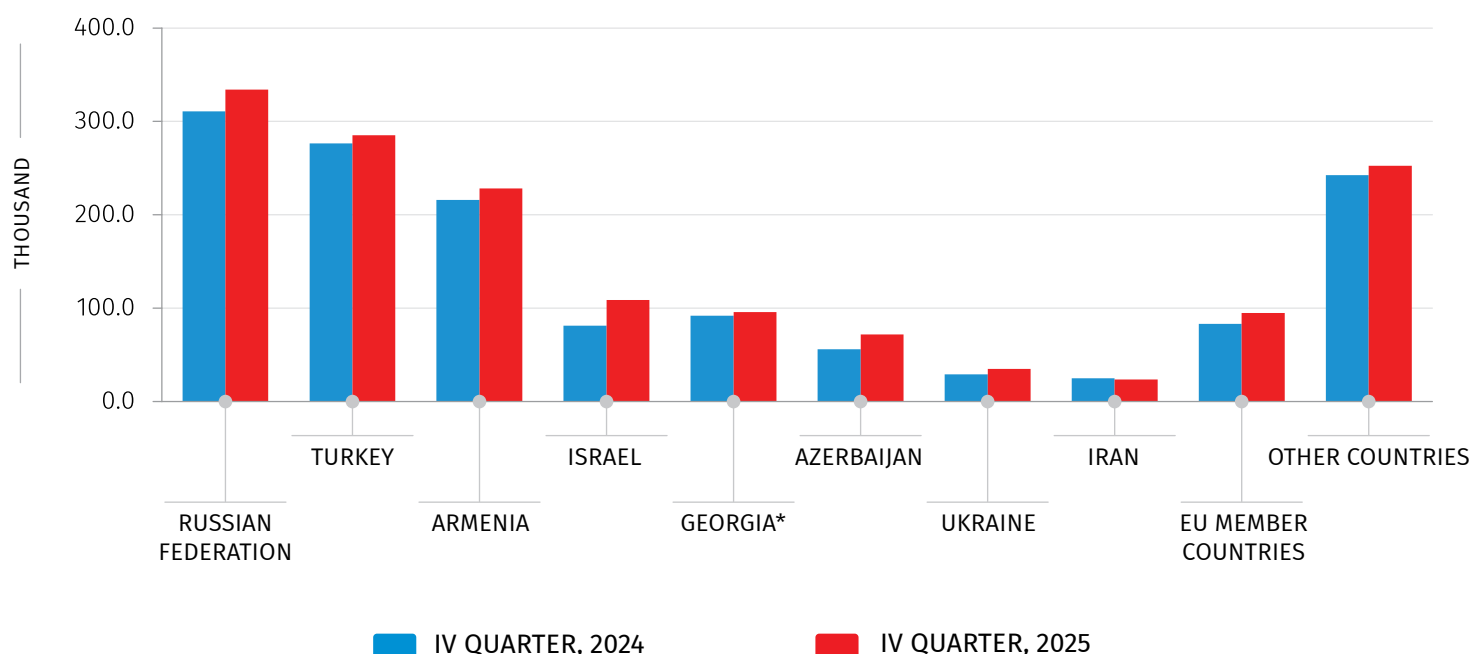
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In the IV quarter of 2025 the largest number of visitors (280.6 thousand visitors), amounting to 22.1 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 17.1% share and Armenia was on the third place with 12.7% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (334.0 thousand), Turkey (285.2 thousand) and Armenia (228.1 thousand).

CHART №4

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



*Georgian citizens who remain the residents of other country

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The majority of visitors (46.2 percent) belonged to the age group of 31-50 and women accounted for 40.2 percent of the total number of visitors.

CHART №5

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

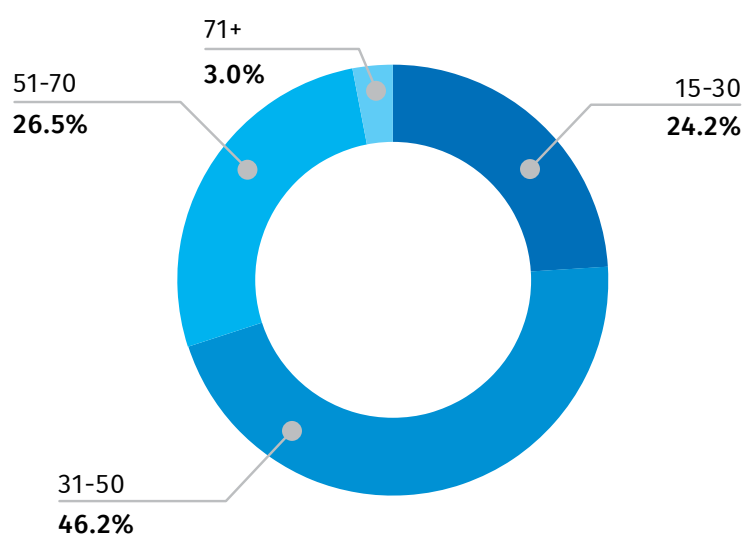


TABLE №2

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

GENDER	NUMBER OF VISITORS	%
Male	759.1	59.8
Female	510.7	40.2
TOTAL	1 269.8	100.0

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In the IV quarter of 2025 the purpose of the majority of inbound visits (43.7 percent) was holiday, leisure and recreation.

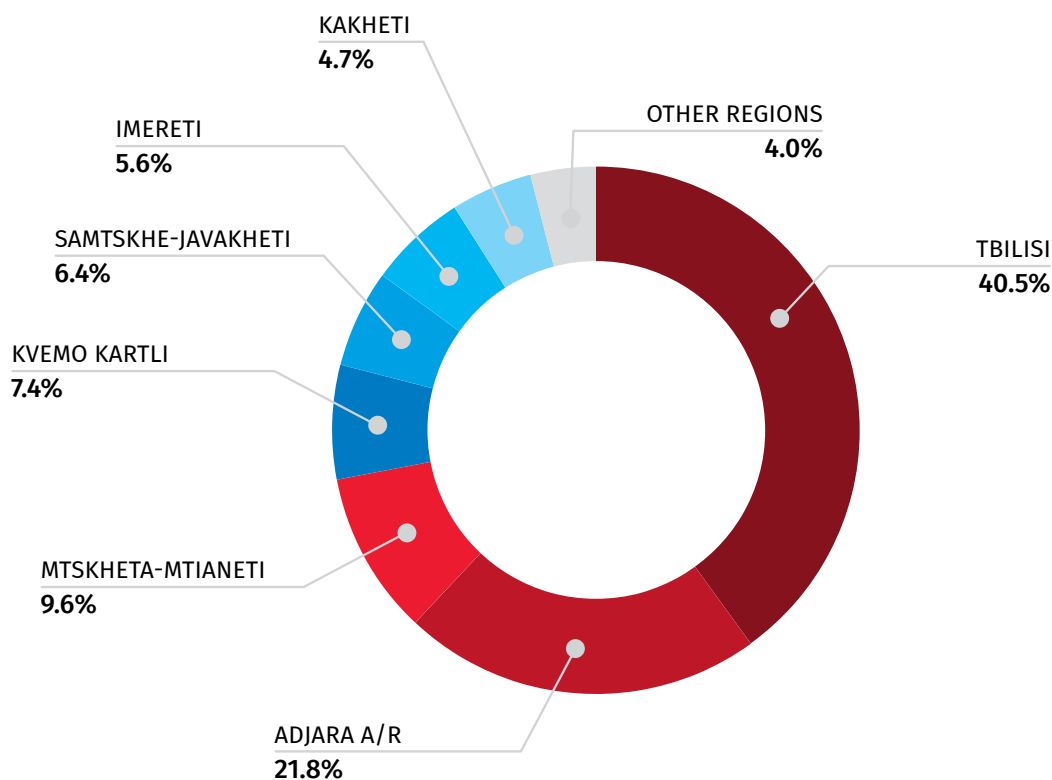
TABLE №3

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

MAIN PURPOSE	NUMBER OF VISITS	%
Holiday, leisure, recreation	668.1	43.7
Visiting friends/relatives	384.7	25.1
Transit to other country	199.1	13.0
Business/professional	120.4	7.9
Shopping	114.0	7.5
Other	43.6	2.8
TOTAL	1 529.9	100.0

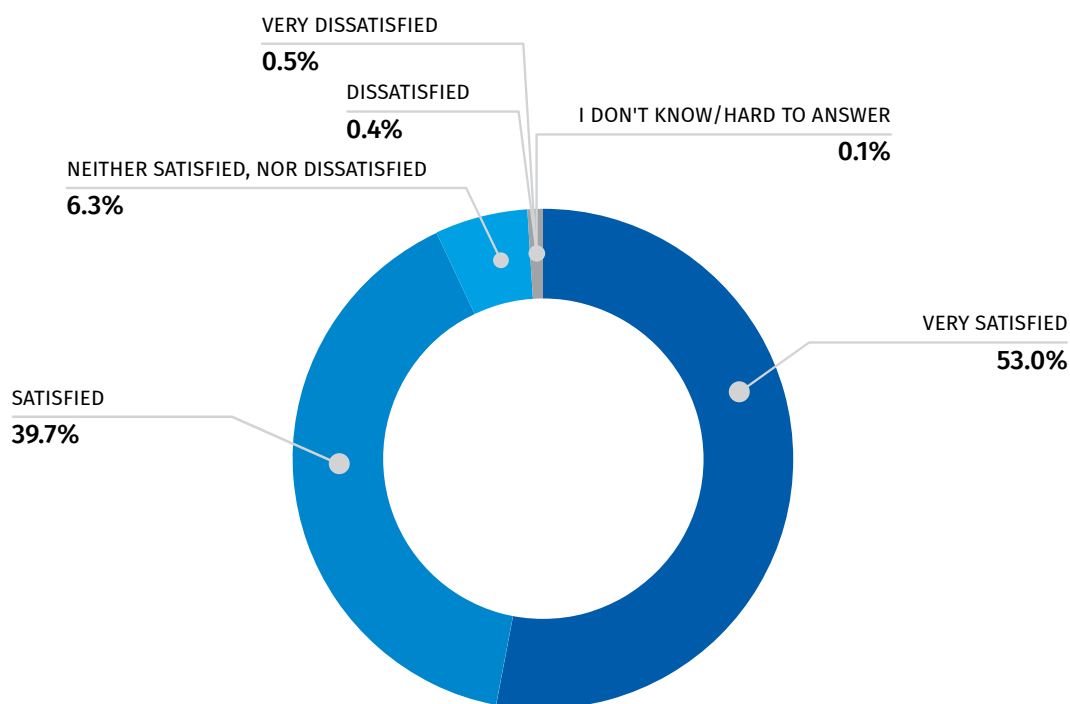
The majority of visits were made in Tbilisi and Adjara A/R, 866.8 thousand and 466.9 thousand, respectively. The chart below illustrates the percentage distribution of visits by the visited regions.

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



In the IV quarter of 2025 the average number of nights spent during the visits equaled 4.95, which is 1.9 percent lower than the same figure of the IV quarter of 2024 (5.05 nights). 82.1 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the IV quarter of 2025.

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



The expenditures during the visits made in the IV quarter of 2025 equaled 3.0 billion GEL. The indicator is 1.0 percent higher compared to the same period of the previous year. Average expenditure per visit decreased by 6.8 percent compared to the IV quarter of 2024 and amounted to 1 946.7 GEL.

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TABLE №4

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

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	1 176.7	39.5	769.2
Foods and drinks	650.0	21.8	424.9
Accommodation	558.4	18.8	365.0
Local transport	293.3	9.8	191.7
Holiday, leisure, recreation, cultural and sporting activities	254.9	8.6	166.6
Other expenditure	44.8	1.5	29.3
TOTAL EXPENDITURE	2 978.2	100.0	1 946.7

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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