

NATIONAL STATISTICS OFFICE OF GEORGIA

OUTBOUND TOURISM STATISTICS

IV QUARTER 2025



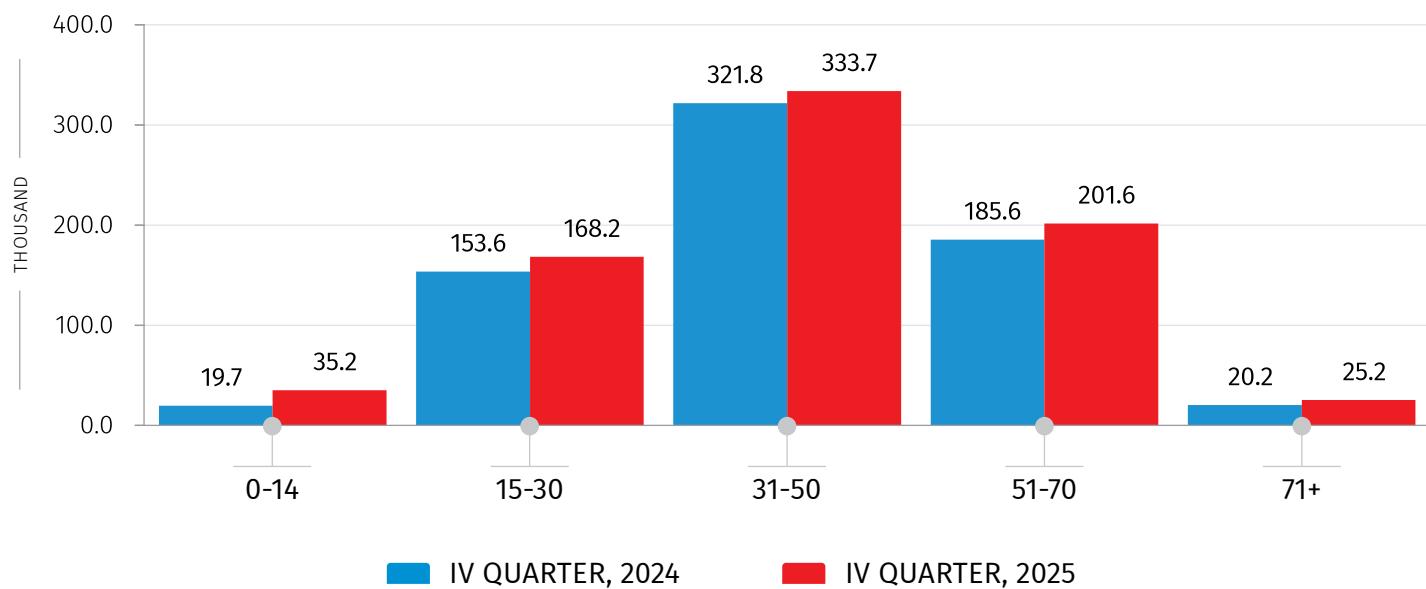
09.02.2026

OUTBOUND TOURISM STATISTICS
(IV QUARTER, 2025)

In the IV quarter of 2025 the number of Georgian resident travellers¹ trips abroad equaled 764.0 thousand, which is 9.0 percent higher compared to the same period of the previous year. Most of the trips, 43.7 percent, were made by travellers of age group 31-50.

CHART №1

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



The number of outbound visits² by Georgian visitors³ from above-mentioned figure amounted to 600.5 thousand, 6.7 percent higher compared to the same period of 2024.

¹According to the Word 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).

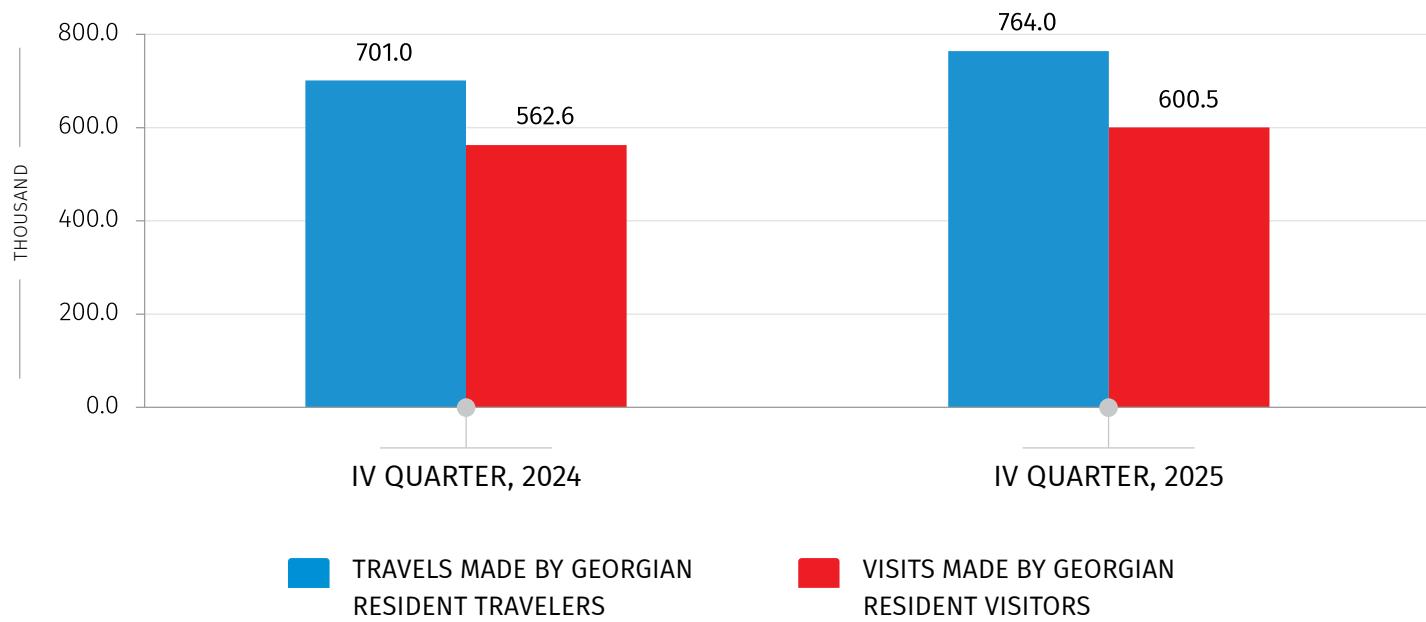
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The chart below illustrates the number of travels made by Georgian resident travellers and visits made by Georgian resident visitors in IV quarters of 2024-2025.

CHART №2

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



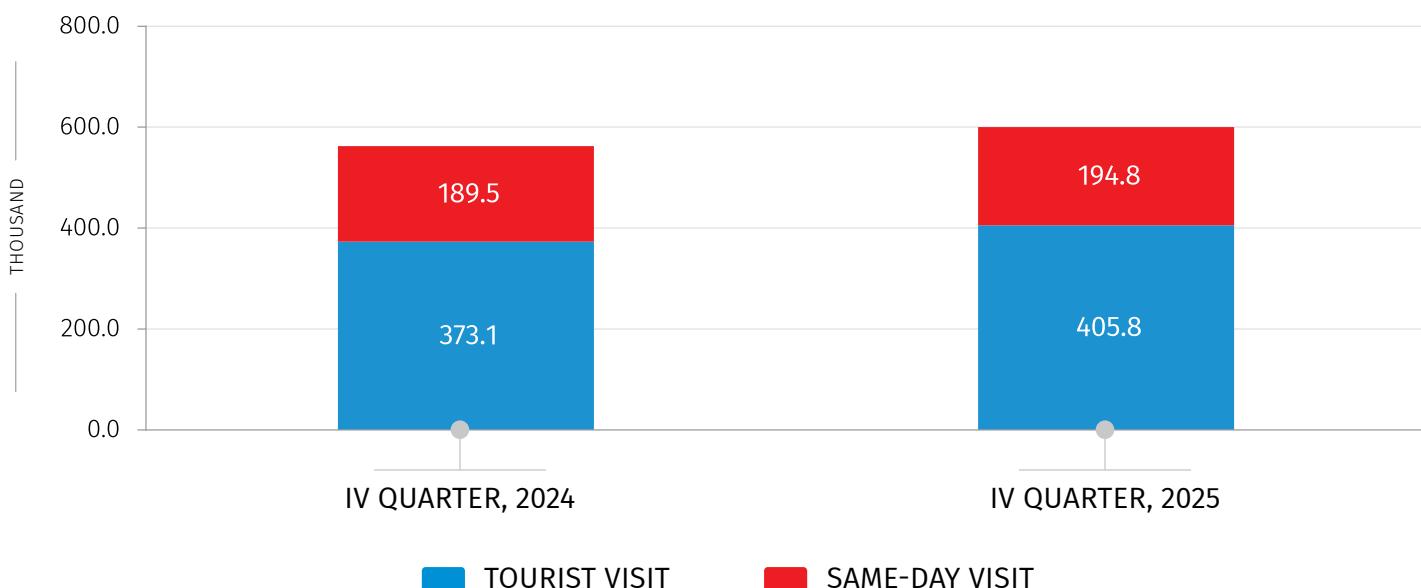
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In the IV quarter of 2025 outbound visitors made 405.8 thousand tourist-type visits, which is 8.8 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by outbound visitors by the type of visit⁴.

CHART №3

DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE TYPE OF VISIT IN IV 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 (46.9 percent) were made by the visitors of age group 31-50 and women accounted for 46.1 percent of the total number of visits.

CHART №4

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

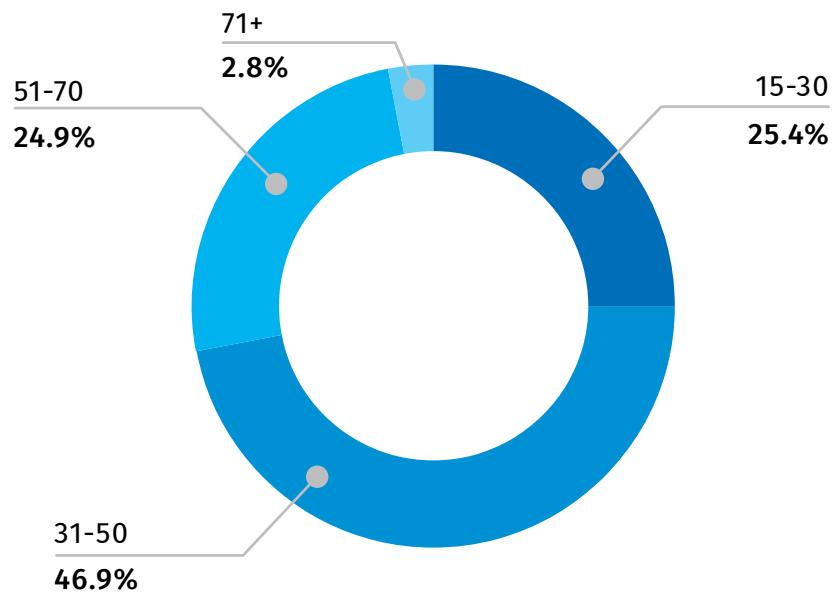


TABLE №1

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

GENDER	NUMBER OF VISITS	%
Male	324.0	53.9
Female	276.6	46.1
TOTAL	600.5	100.0

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In the IV quarter of 2025 the purpose of the majority of outbound visits (36.9 percent) was visiting friends/relatives.

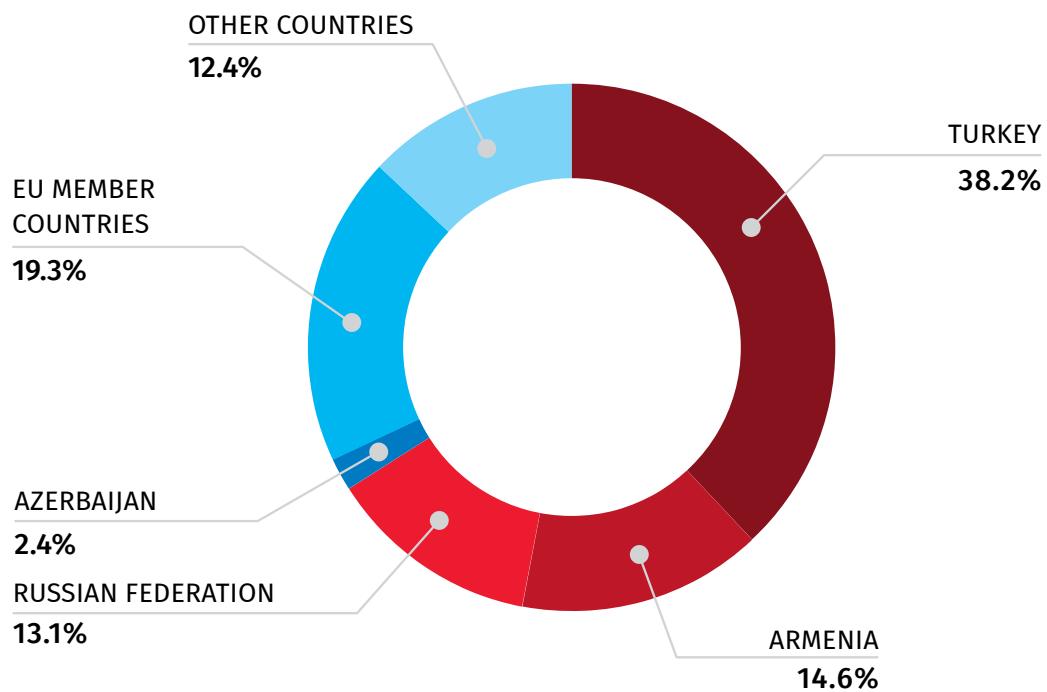
TABLE №2

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

MAIN PURPOSE	NUMBER OF VISITS	%
Visiting friends/relatives	221.9	36.9
Shopping	186.3	31.0
Holiday, leisure, recreation	104.4	17.4
Business or professional	60.6	10.1
Health and medical care	14.8	2.5
Other	12.5	2.1
TOTAL	600.5	100.0

The majority of outbound visits were made in Turkey and Armenia, 236.2 thousand and 90.3 thousand, respectively. The chart below illustrates the distribution of outbound visits by the visited countries.

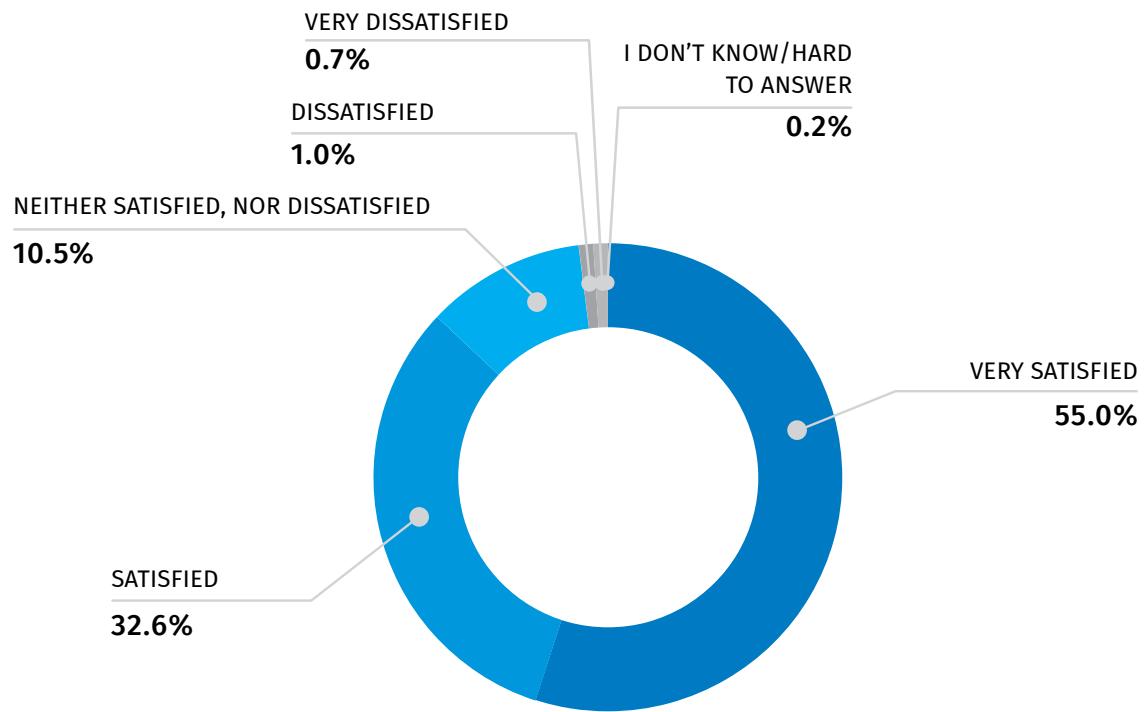
DISTRIBUTION OF THE NUMBER OF OUTBOUND VISITS BY THE VISITED COUNTRIES IN THE IV QUARTER OF 2025



In the IV quarter of 2025 the average number of nights spent during the visits equaled 6.8, which is 6.0 percent lower than the same figure in the IV quarter of 2024 (7.3 nights). 97.9 percent of outbound visits was repeating visit.

The chart below shows the distribution of outbound visits by the level of satisfaction in the IV quarter of 2025.

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



The expenditures during the visits made in the IV quarter of 2025 equaled 636.4 million GEL, which is 17.5 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 10.1 percent compared to the IV quarter of 2024 and amounted to 1 059.8 GEL.

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TABLE №3

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

EXPENDITURE CATEGORIES	EXPENDITURE (MLN GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	276.0	43.4	459.6
Foods and drinks	132.9	20.9	221.2
Accommodation	99.6	15.7	165.9
Local transport	70.4	11.1	117.2
Holiday, leisure, recreation, cultural and sporting activities	25.7	4.0	42.8
Other expenditure	31.8	5.0	53.0
TOTAL EXPENDITURE	636.4	100.0	1 059.8

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

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