



**NATIONAL STATISTICS OFFICE OF GEORGIA**

**DOMESTIC TOURISM  
STATISTICS IN GEORGIA  
IV QUARTER, 2025**



24.02.2026  
[www.geostat.ge](http://www.geostat.ge)

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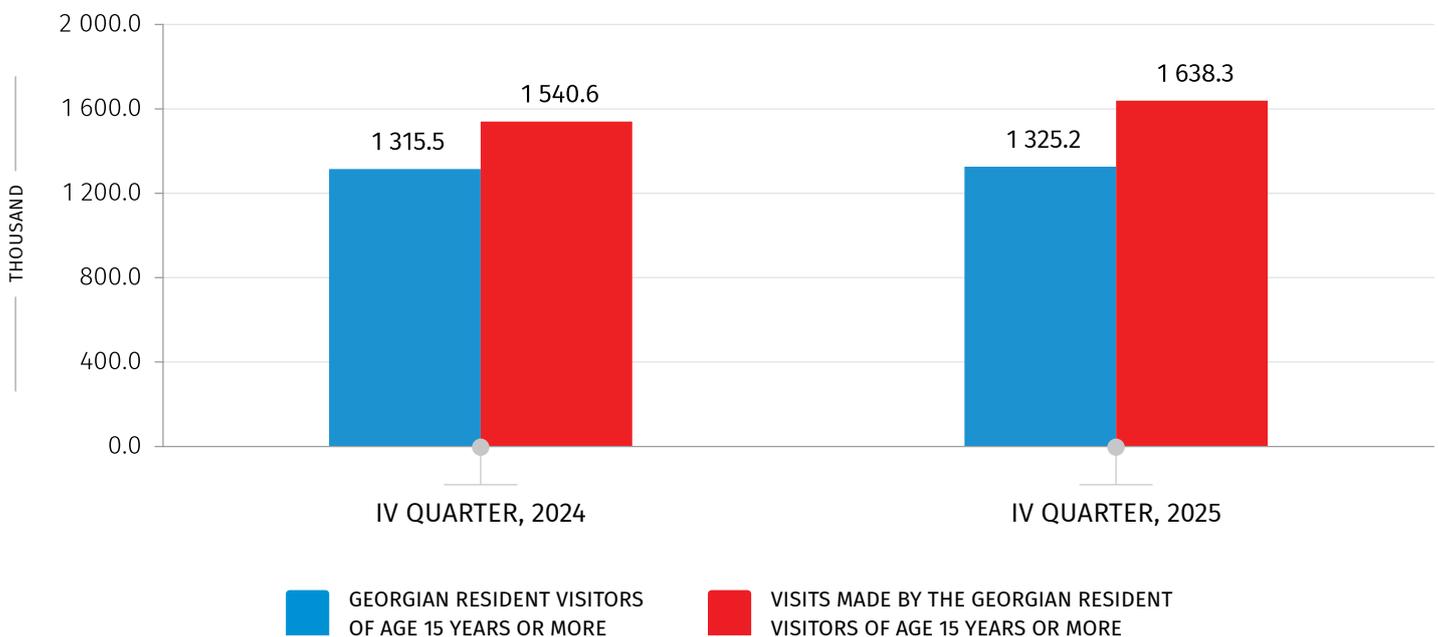
## DOMESTIC TOURISM STATISTICS (IV QUARTER, 2025)

In the IV quarter of 2025 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 325.2 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 638.3 thousand. The monthly average number of visitors increased by 0.7 percent and the number of visits increased by 6.3 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 IV 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



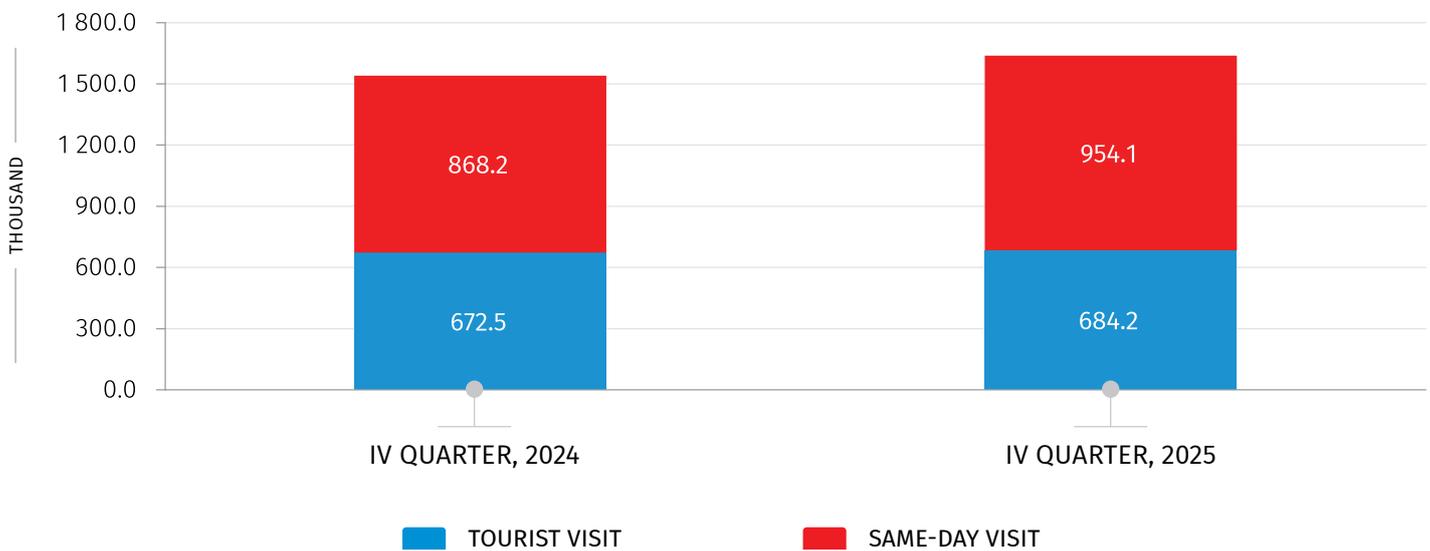
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In the IV quarter of 2025 the monthly average number of tourist visits of Georgian residents amounted to 684.2 thousand, which is 1.7 percent higher than the corresponding figure of the previous year. The chart №2 illustrates the distribution of monthly 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, 36.5 percent, were from the age group of 31-50 and women accounted for 55.4 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 IV QUARTER OF 2025**

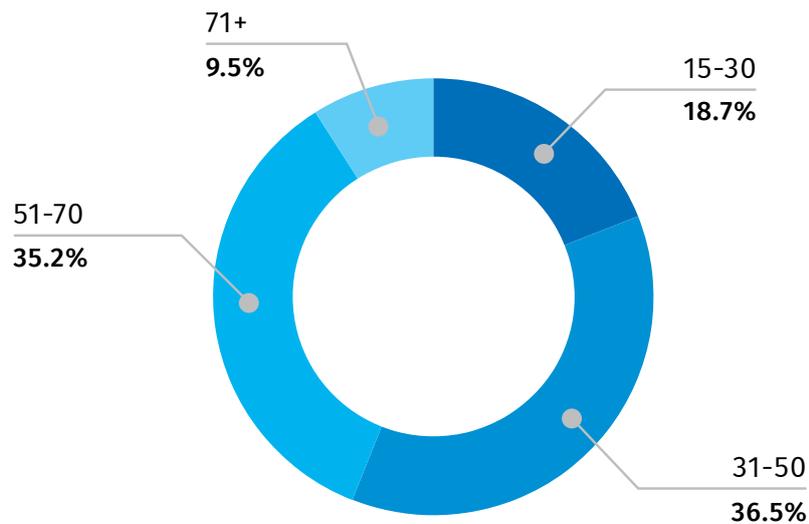
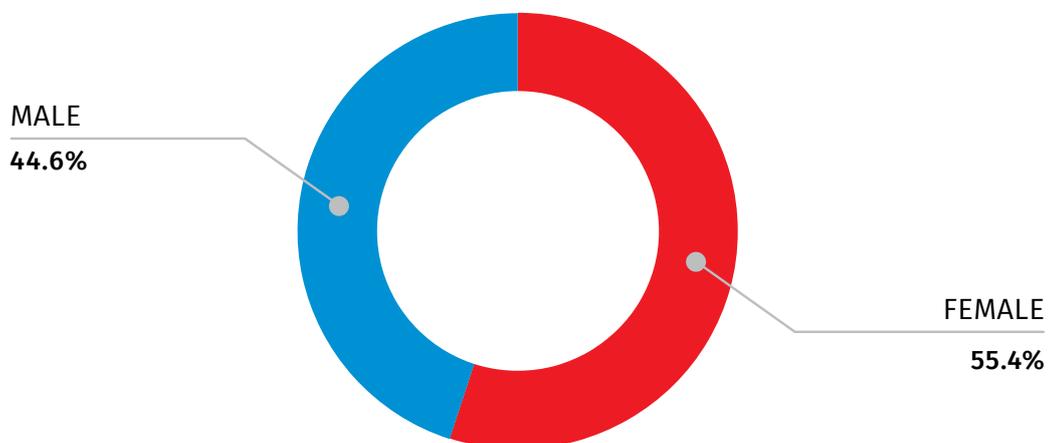


CHART №4

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



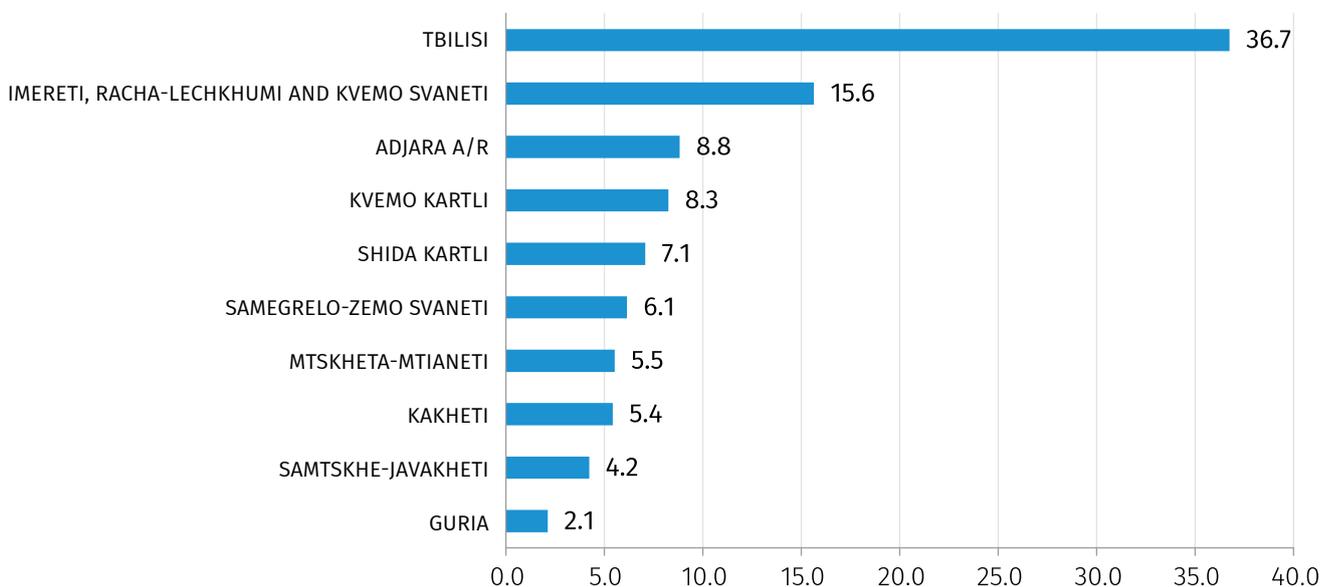
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According to the survey results, 36.7 percent of visitors are the residents of Tbilisi, 15.6 percent – Imereti, Racha-Lechkhumi and Kvemo Svaneti region, 8.8 percent – Adjara A/R, while the rest of the regions are represented by the relatively lower 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 IV QUARTER OF 2025, %**



In the IV quarter of 2025 the main purpose of the majority of visits (55.0 percent) was visiting friends/relatives.

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TABLE №1

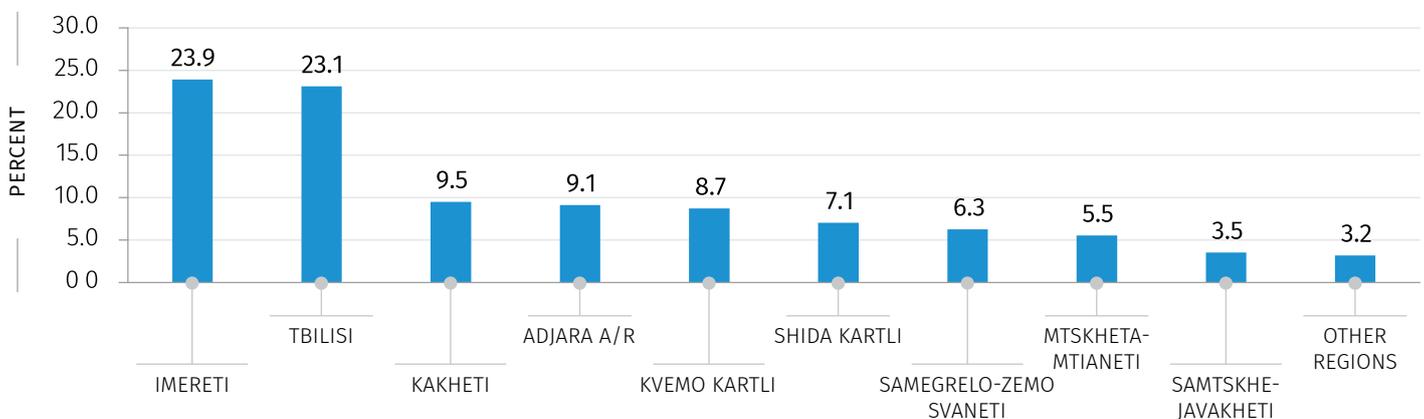
### DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN THE IV QUARTER OF 2025, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	900.6	55.0
Shopping	272.1	16.6
Health and medical care	137.7	8.4
Holiday, leisure, recreation	133.2	8.1
Visiting other house (cottage, etc.)	117.6	7.2
Business or professional	33.2	2.0
Other	44.0	2.7
<b>TOTAL</b>	<b>1 638.3</b>	<b>100.0</b>

In the reporting period majority of the visits were made in Imereti region (on average 393.1 thousand visits per month) and Tbilisi (on average 379.6 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 IV QUARTER OF 2025

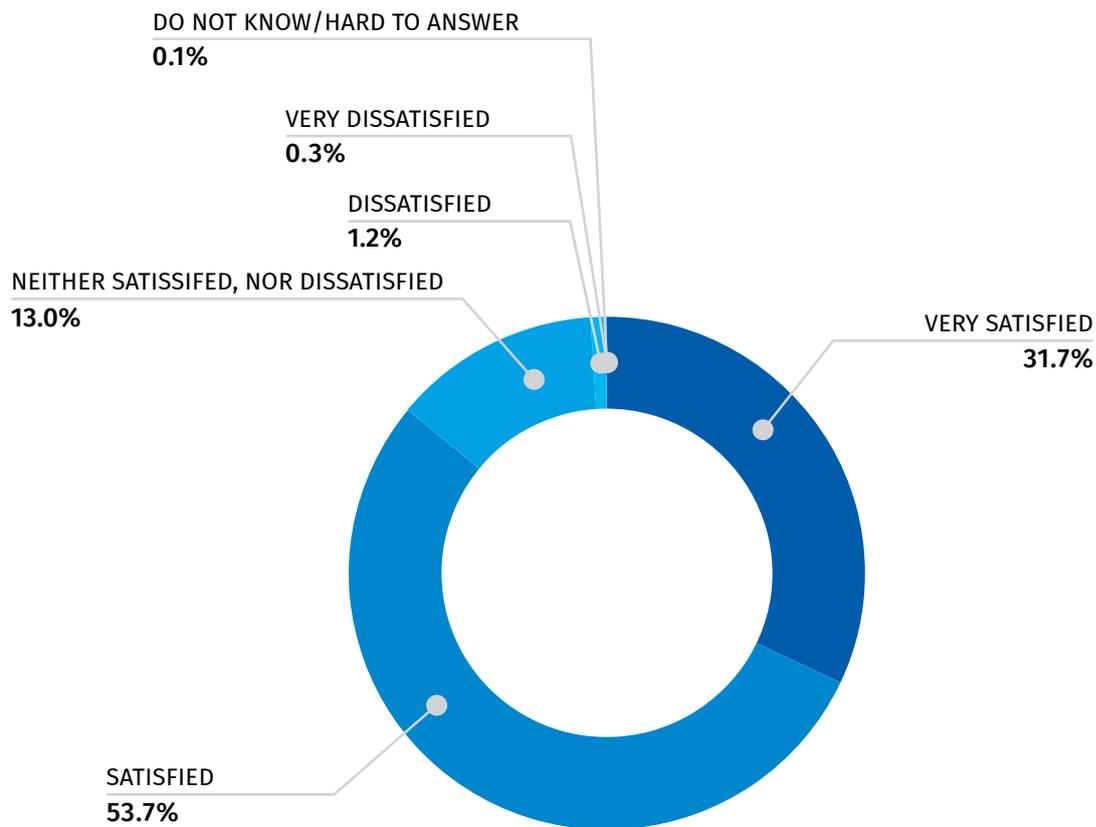


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The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

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 IV QUARTER OF 2025



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In the IV quarter of 2025 the monthly average expenditure during the visits equaled 268.5 million GEL, 3.7 percent higher compared to the corresponding figure of the previous year. Meanwhile, the average expenditure per visit decreased by 2.5 percent and equaled 163.9 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 IV QUARTER OF 2025

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	112.8	42.0	68.9
Foods and drinks	54.1	20.1	33.0
Transport	52.8	19.7	32.3
Accommodation	6.0	2.2	3.7
Holiday, leisure, recreation, cultural and sporting activities	1.4	0.5	0.9
Other expenditure	41.4	15.4	25.2
<b>TOTAL EXPENDITURE</b>	<b>268.5</b>	<b>100.0</b>	<b>163.9</b>

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

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