



NATIONAL STATISTICS OFFICE OF GEORGIA

DOMESTIC TOURISM STATISTICS IN GEORGIA

2025



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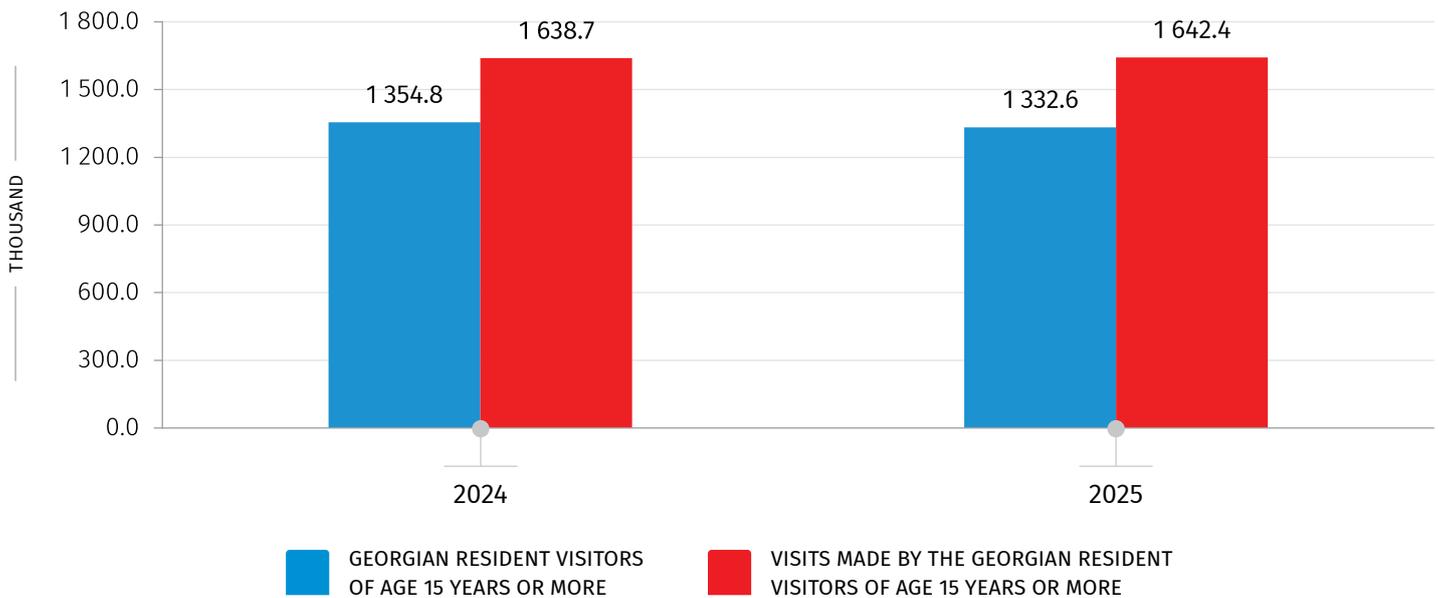
DOMESTIC TOURISM STATISTICS (2025)

In 2025 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 332.6 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 642.4 thousand. The monthly average number of visitors has decreased by 1.6 percent and the number of visits increased by 0.2 percent in comparison to 2024.

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.

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 2025 the monthly average number of tourist visits of Georgian residents amounted to 700.0 thousand, which is 4.9 percent lower compared to 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, 36.4 percent, were from the age group of 31-50 and women accounted for 56.5 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 2025

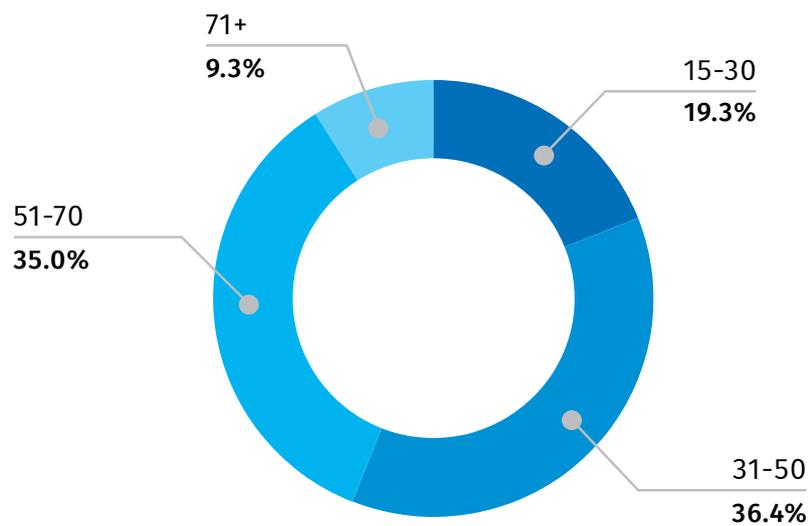
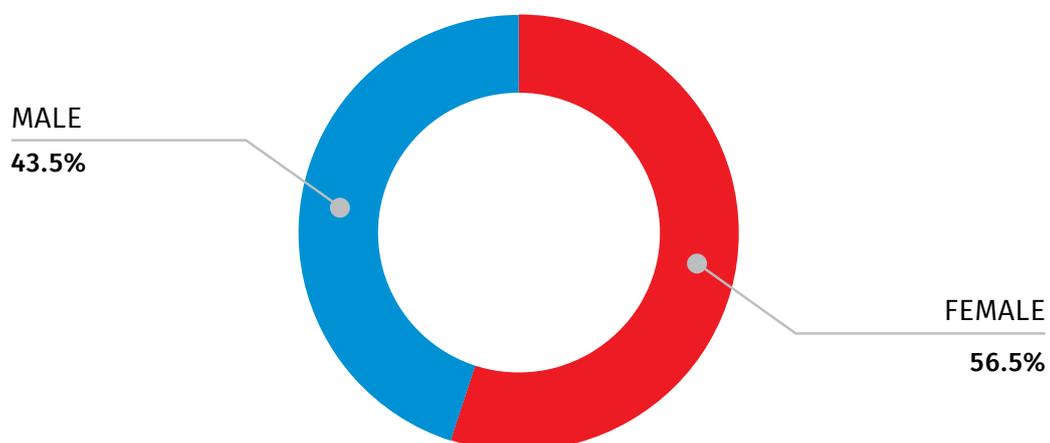


CHART №4

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



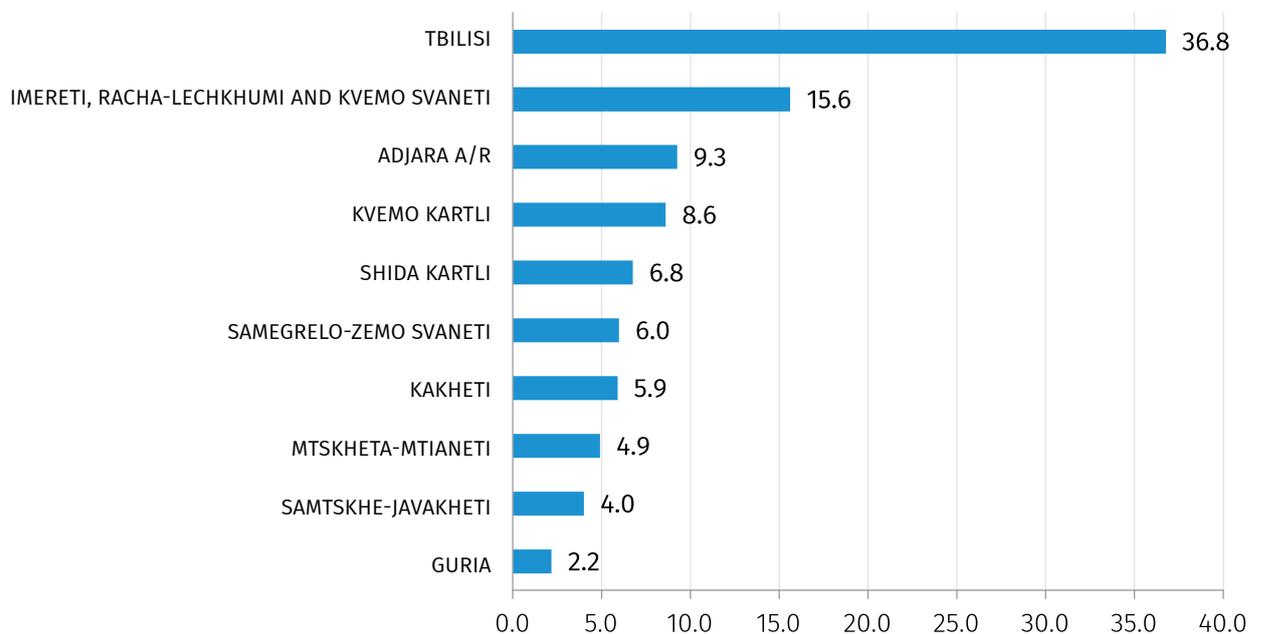
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According to the survey results, 36.8 percent of visitors are the residents of Tbilisi, 15.6 percent — Imereti, Racha-Lechkhumi and Kvemo Svaneti, 9.3 percent — Adjara A/R, while the rest of the regions are represented by the relatively lower shares.

The chart №5 illustrates the distribution of the monthly average number of Georgian resident visitors 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 2025, %



In 2025 the main purpose of the majority of visits (52.3 percent) was visiting friends/relatives.

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TABLE №1

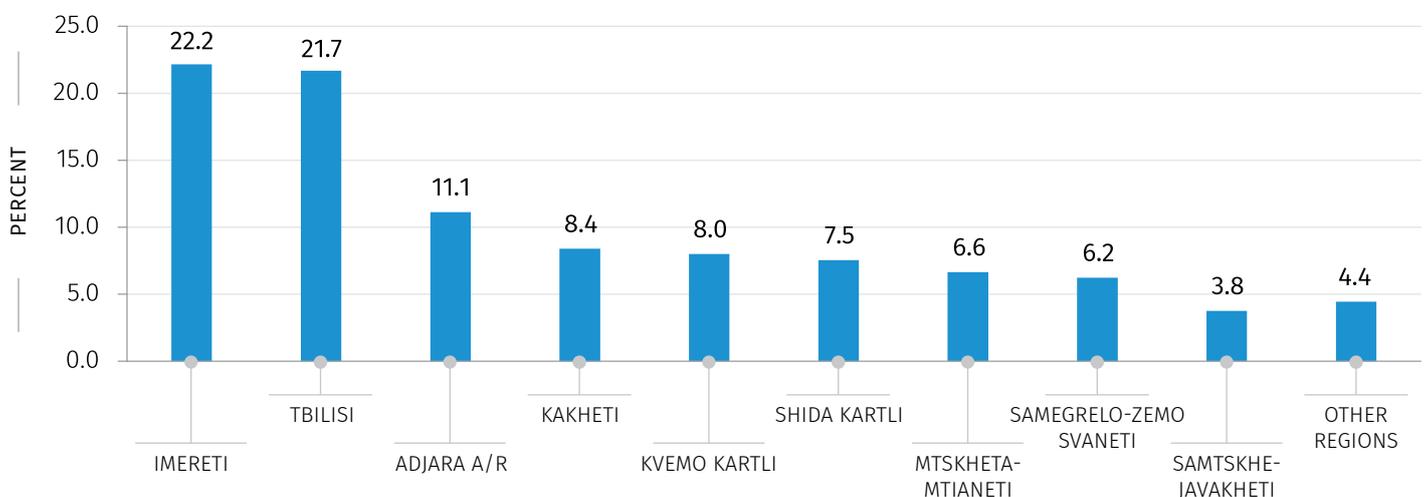
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN 2025, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	859.7	52.3
Shopping	258.4	15.7
Holiday, leisure, recreation	173.2	10.5
Health and medical care	138.6	8.4
Visiting other house (cottage, etc.)	135.6	8.3
Business or professional	29.7	1.8
Other	47.1	2.9
TOTAL	1 642.4	100.0

In the reporting period majority of the visits were made in Imereti region (on average 364.9 thousand visits per month) and Tbilisi (on average 357.0 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 2025

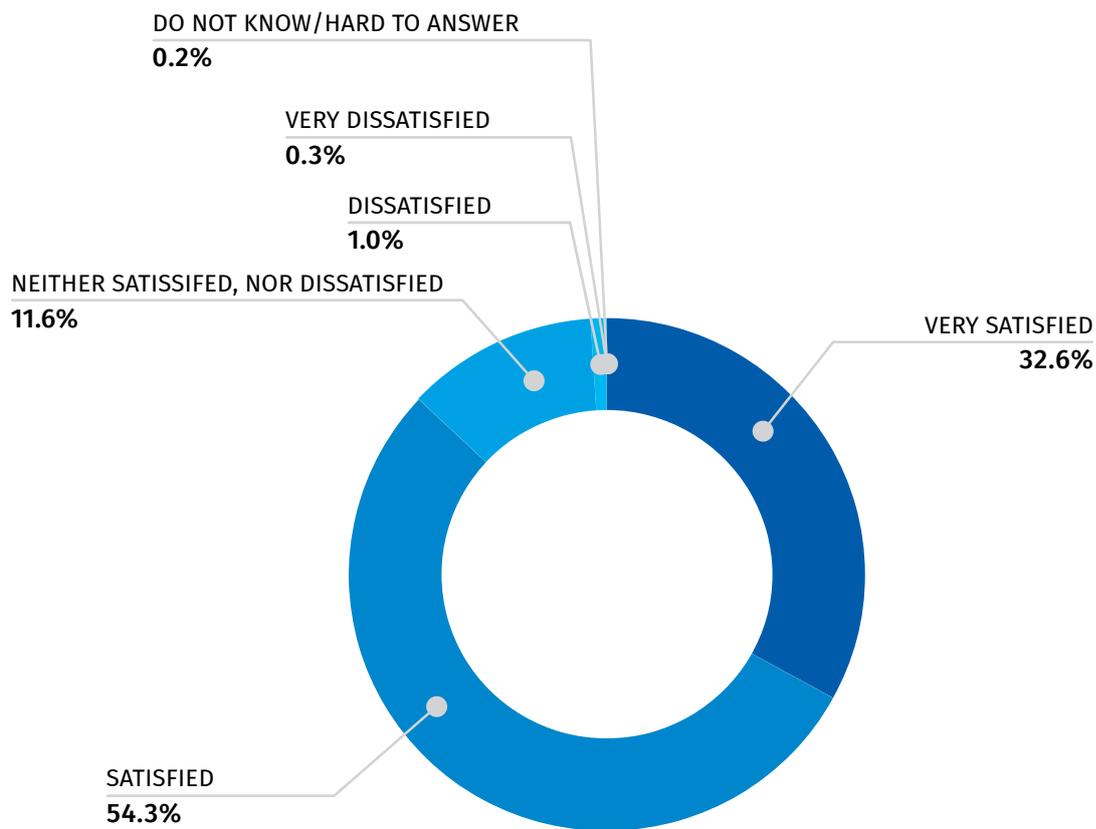


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The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

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 2025



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In 2025 the monthly average expenditure during the visits equaled 297.7 million GEL, 0.8 percent lower compared to the previous year. Meanwhile, the average expenditure per visit decreased by 1.0 percent and equaled 181.3 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 2025

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Shopping	109.3	36.7	66.5
Foods and drinks	70.1	23.6	42.7
Transport	55.2	18.5	33.6
Accommodation	18.1	6.1	11.0
Holiday, leisure, recreation, cultural and sporting activities	2.4	0.8	1.5
Other expenditure	42.6	14.3	25.9
TOTAL EXPENDITURE	297.7	100.0	181.3

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

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