

NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA

I QUARTER, 2026



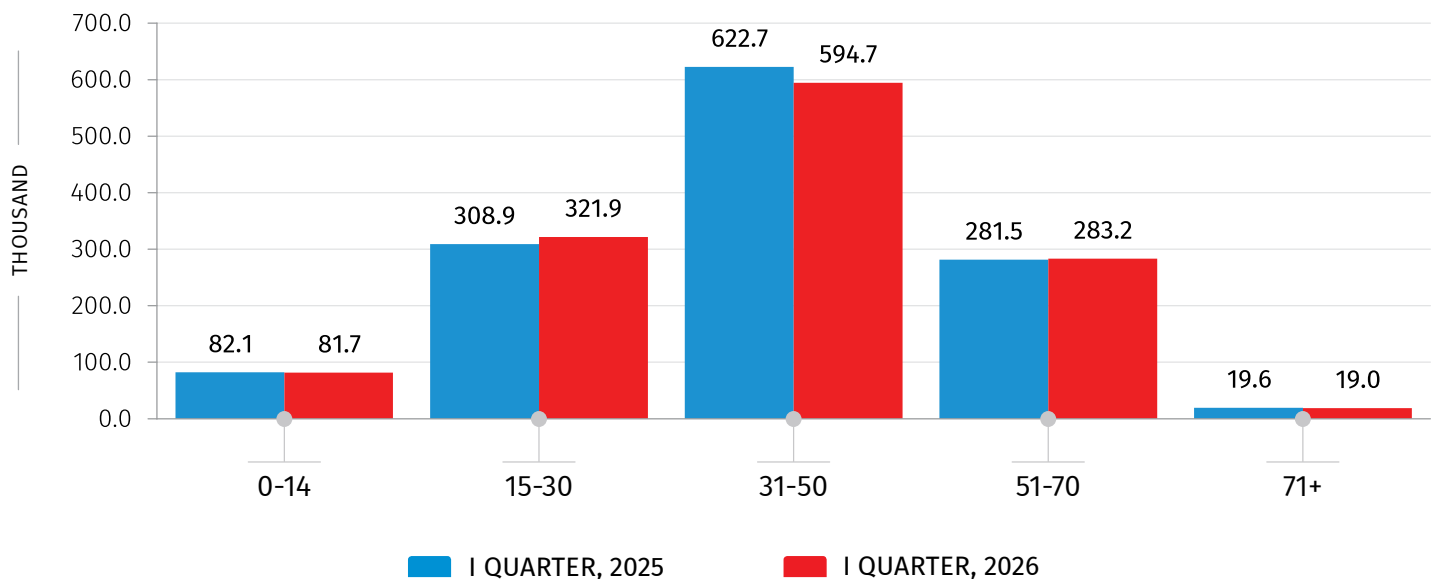
30.04.2026

INBOUND TOURISM STATISTICS
(I QUARTER, 2026)

In the I quarter of 2026, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.3 million, which is 1.1 percent lower compared to the same period of the previous year. Most of the arrivals, 45.7 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 I QUARTERS OF 2025-2026



The number of visits² by international visitors³ from above-mentioned figure amounted to 1.2 million, 0.2 percent lower compared to the same period of 2025.

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

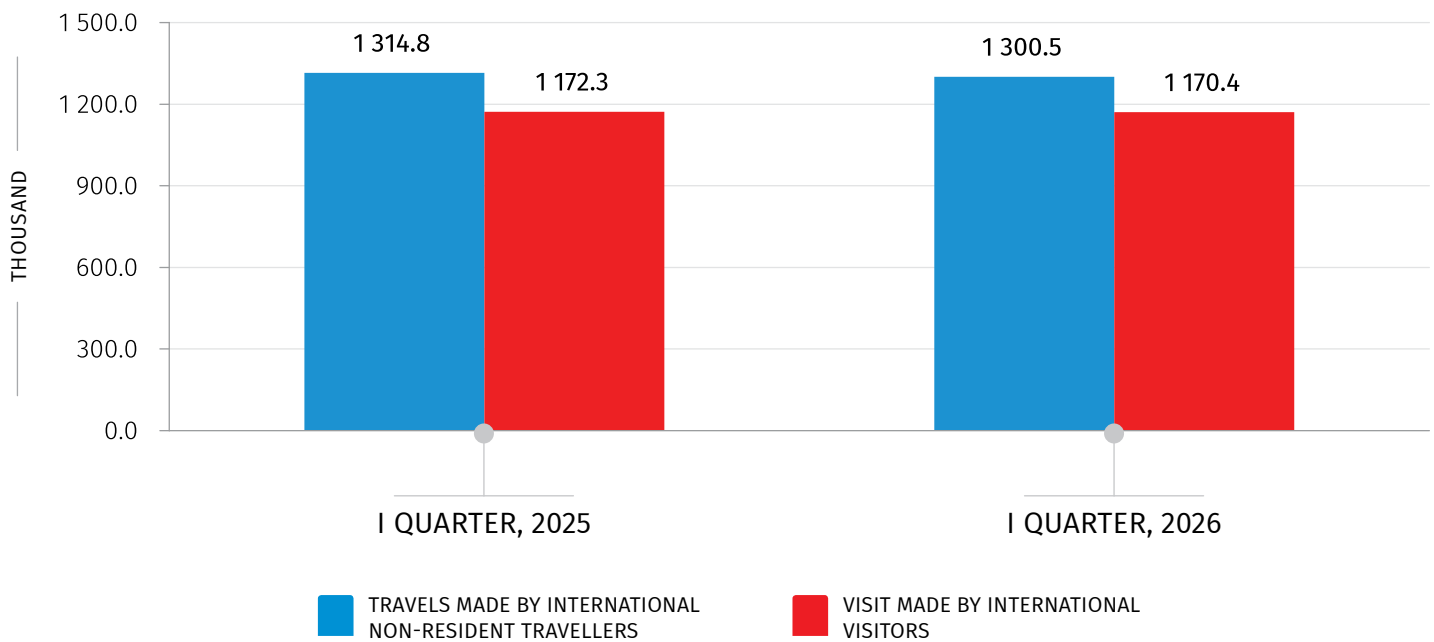
³**Visitor** is a traveller aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons 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 I quarters of 2025-2026.

CHART №2

NUMBER OF TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN I QUARTERS OF 2025-2026



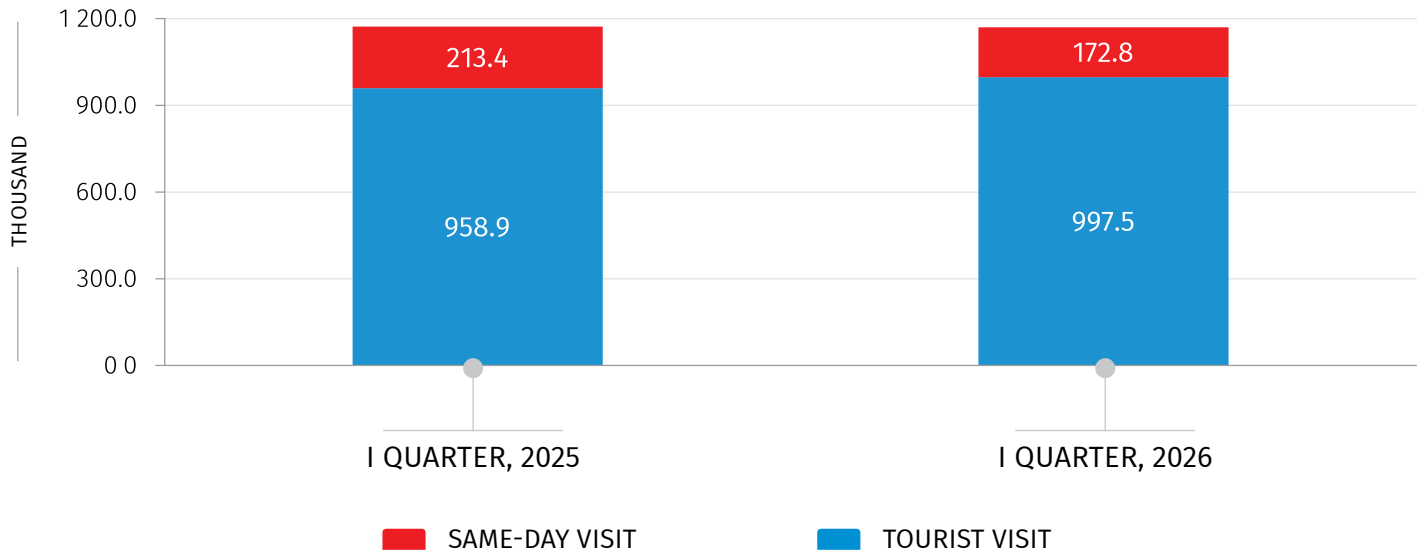
In the I quarter of 2026 the number of international visitors equaled 994.8 thousand, which is 2.5 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 997.5 thousand tourist-type visits, which is 4.0 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 I QUARTERS OF 2025-2026**



85.6 percent of international visitors were only tourists⁴. The share of only excursionists⁵ amounted to 11.0 percent, while 3.3 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
I QUARTERS OF 2025-2026, THOUSAND**

	I QUARTER, 2025	I QUARTER, 2026
Only tourist	802.0	852.0
Only same-day visitor	132.7	109.7
Both	35.7	33.1
TOTAL	970.5	994.8

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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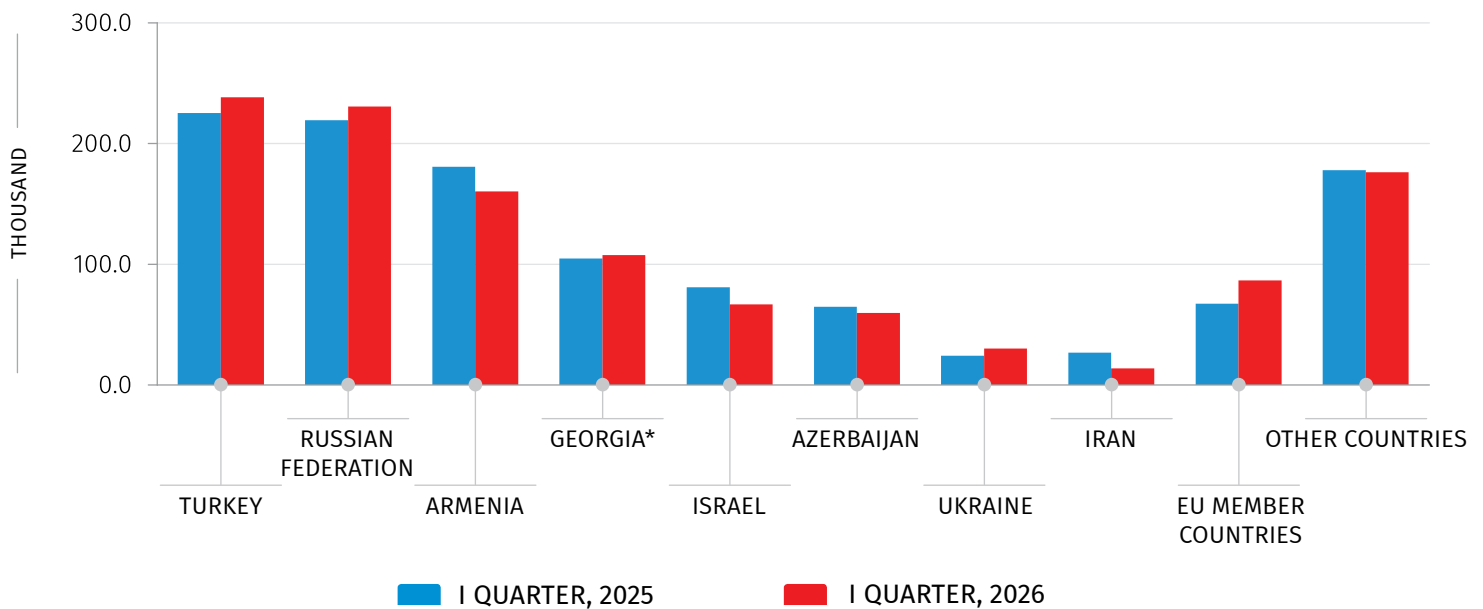
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In the I quarter of 2026 the largest number of visitors (202.4 thousand visitors), amounting to 20.3 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 18.5% share and Armenia was on the third place with 11.8% share.

The largest number of visits were made by the citizens of Turkey (238.4 thousand), Russian Federation (230.7 thousand) and Armenia (160.5 thousand).

CHART №4

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE COUNTRY OF CITIZENSHIP IN I QUARTERS OF 2025-2026**



*Georgian citizens who remain the residents of other country

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The majority of visitors (47.4 percent) belonged to the age group of 31-50 and women accounted for 38.2 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY THE AGE GROUPS
IN THE I QUARTER OF 2026**

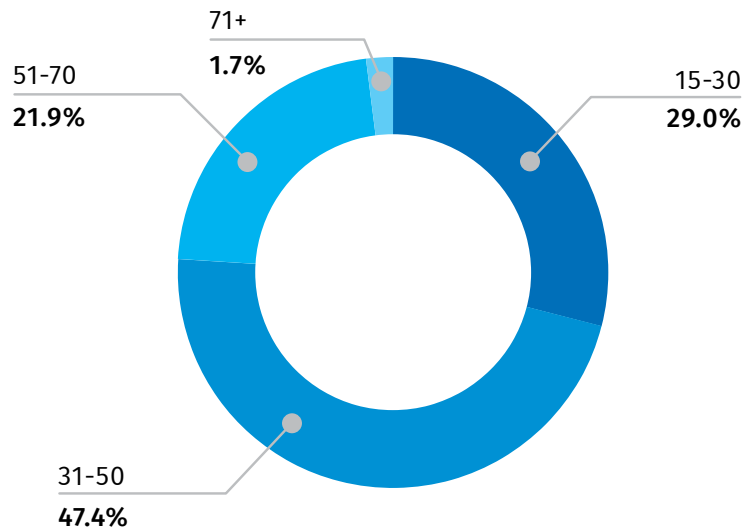


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY GENDER
IN THE I QUARTER OF 2026, THOUSAND**

GENDER	NUMBER OF VISITORS	%
Male	614.5	61.8
Female	380.2	38.2
TOTAL	994.8	100.0

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In the I quarter of 2026 the purpose of the majority of inbound visits (46.5 percent) was holiday, leisure and recreation.

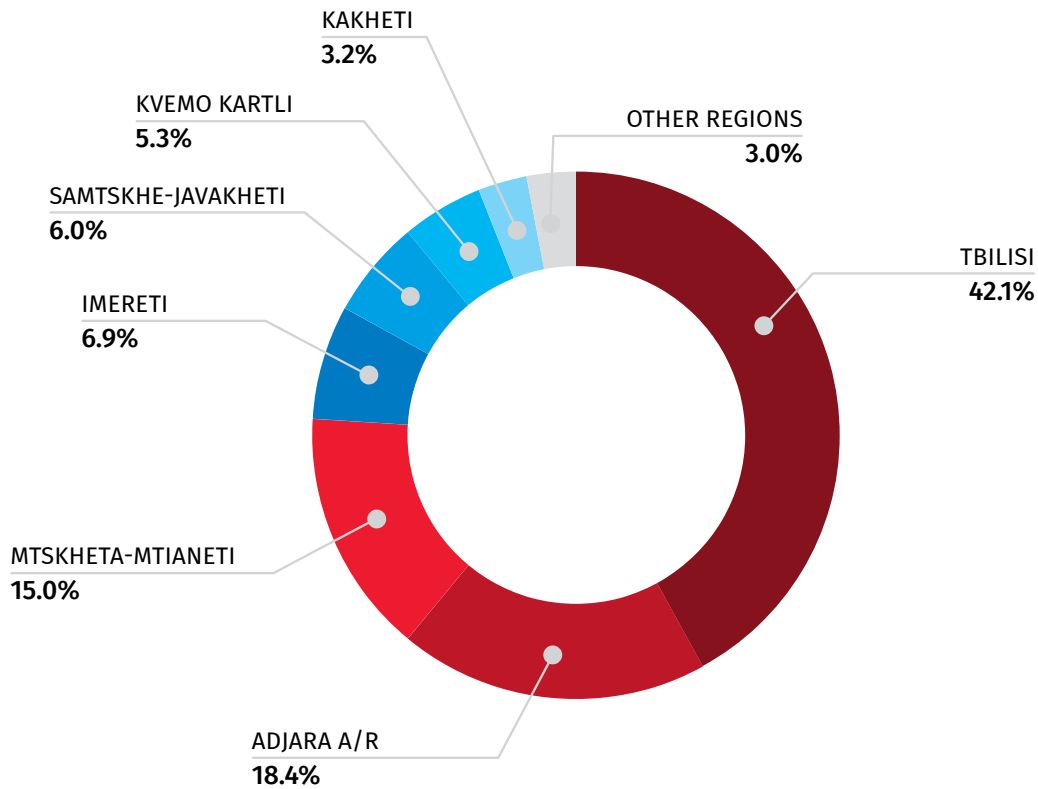
TABLE №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE MAIN PURPOSE OF THE VISIT IN THE I QUARTER OF 2026, THOUSAND**

MAIN PURPOSE	NUMBER OF VISITS		%
Holiday, leisure, recreation	544.3	46.5	
Visiting friends/relatives	332.1	28.4	
Transit to other country	118.1	10.1	
Business/professional	93.3	8.0	
Shopping	55.7	4.8	
Other	26.9	2.3	
TOTAL	1 170.4	100.0	

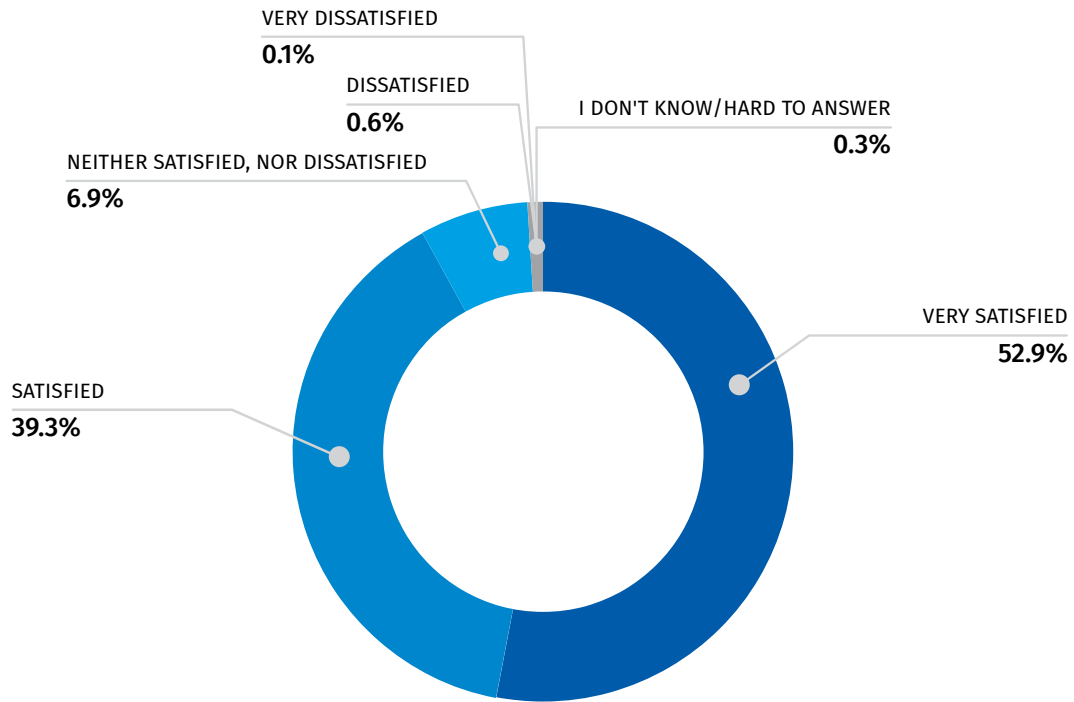
The majority of visits were made in Tbilisi and Adjara A/R, 698.6 thousand and 306.0 thousand, respectively. The chart below illustrates the percentage distribution of visits by the visited regions.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE VISITED REGIONS IN THE I QUARTER OF 2026**



In the I quarter of 2026 the average number of nights spent during the visits equaled 5.87, which is 6.8 percent higher than the same figure of the I quarter of 2025 (5.50 nights). 83.6 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the I quarter of 2026.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE SATISFACTION LEVEL
IN THE I QUARTER OF 2026**



The expenditures during the visits made in the I quarter of 2026 equaled 2.2 billion GEL. The indicator is 5.2 percent lower compared to the same period of the previous year. Average expenditure per visit decreased by 5.1 percent compared to the I quarter of 2025 and amounted to 1 897.1 GEL.

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TABLE №4

**DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES
IN THE I QUARTER OF 2026**

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Foods and drinks	674.5	30.4	576.3
Accommodation	572.6	25.8	489.2
Shopping	477.3	21.5	407.8
Holiday, leisure, recreation, cultural and sporting activities	227.4	10.2	194.3
Local transport	225.9	10.2	193.0
Other expenditure	42.7	1.9	36.5
TOTAL EXPENDITURE	2 220.3	100.0	1 897.1

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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