

**NATIONAL STATISTICS OFFICE OF GEORGIA**

# **INBOUND TOURISM STATISTICS IN GEORGIA**

## **II QUARTER, 2026**



30.07.2026

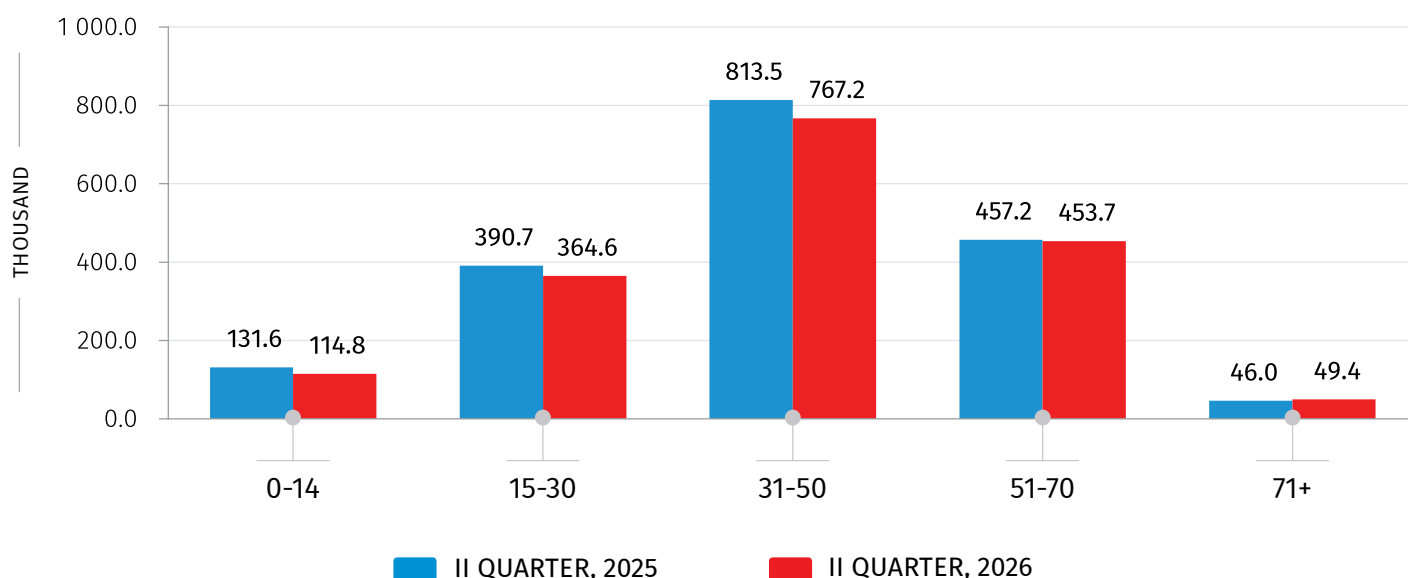
## INBOUND TOURISM STATISTICS

(II QUARTER, 2026)

In the II quarter of 2026, the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 1.7 million, which is 4.9 percent lower compared to the same period of the previous year. Most of the arrivals, 43.8 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 II QUARTERS OF 2025-2026



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned figure amounted to 1.5 million, 4.5 percent lower compared to the same period of 2025.

<sup>1</sup> According to the World Tourism Organization, a **traveller** is someone who moves between different geographic locations, for any purpose and any duration.

<sup>2</sup> **Visit** is a movement of visitors

<sup>3</sup> **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).

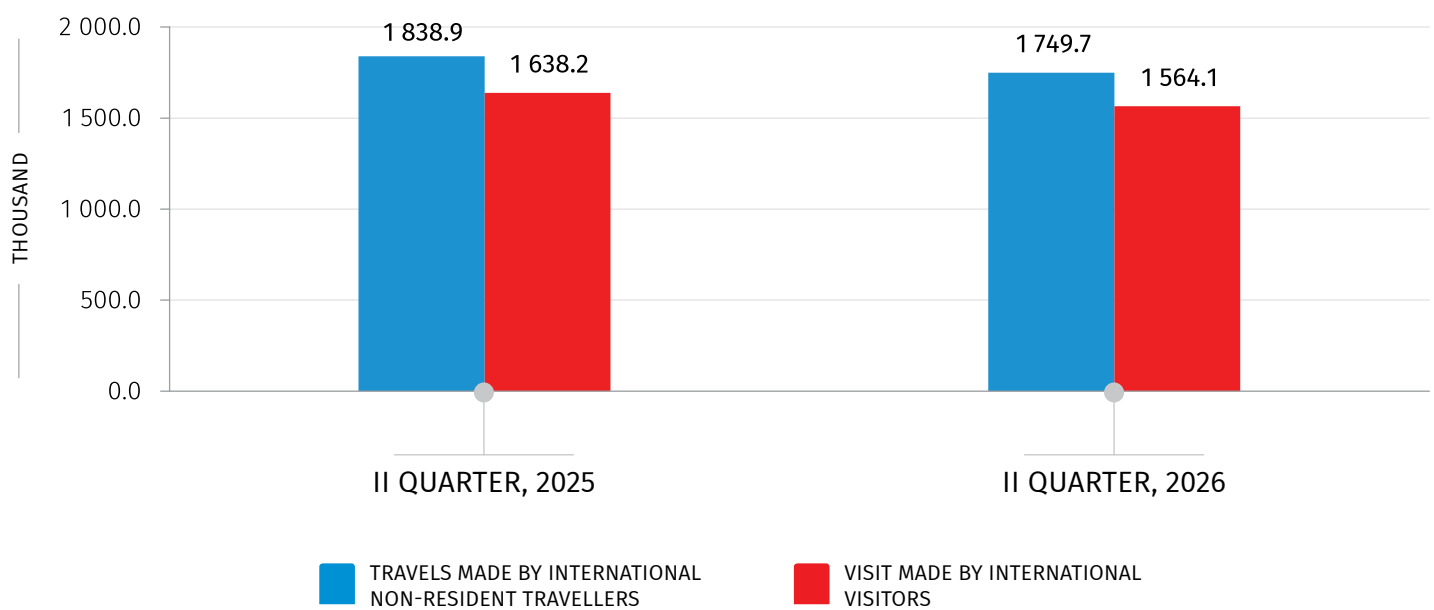
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in II quarters of 2025-2026.

CHART №2

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



In the II quarter of 2026 the number of international visitors equaled 1.3 million, which is 5.2 percent lower compared to the same period of the previous year.

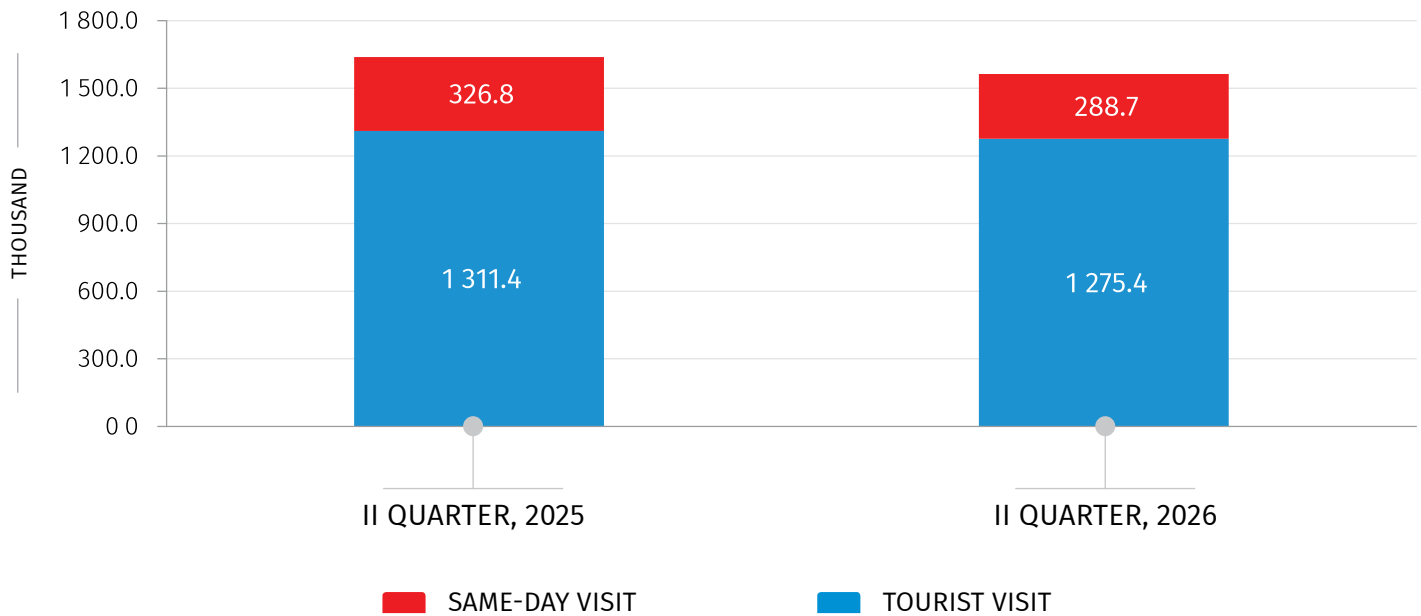
In the reporting period, international visitors made 1.2 million tourist-type visits, which is 2.7 percent lower compared to the same period of the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

### DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE TYPE OF VISIT IN II QUARTERS OF 2025-2026



81.5 percent of international visitors were only tourists<sup>4</sup>. The share of only excursionists<sup>5</sup> amounted to 14.8 percent, while 3.8 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 II QUARTERS OF 2025-2026, THOUSAND

|                       | II QUARTER,<br>2025 | II QUARTER,<br>2026 |
|-----------------------|---------------------|---------------------|
| Only tourist          | 1 105.2             | 1 065.8             |
| Only same-day visitor | 217.7               | 193.1               |
| Both                  | 57.3                | 49.6                |
| <b>TOTAL</b>          | <b>1 380.2</b>      | <b>1 308.5</b>      |

<sup>4</sup> **Tourist** is a visitor whose trip includes an overnight stay in Georgia.

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

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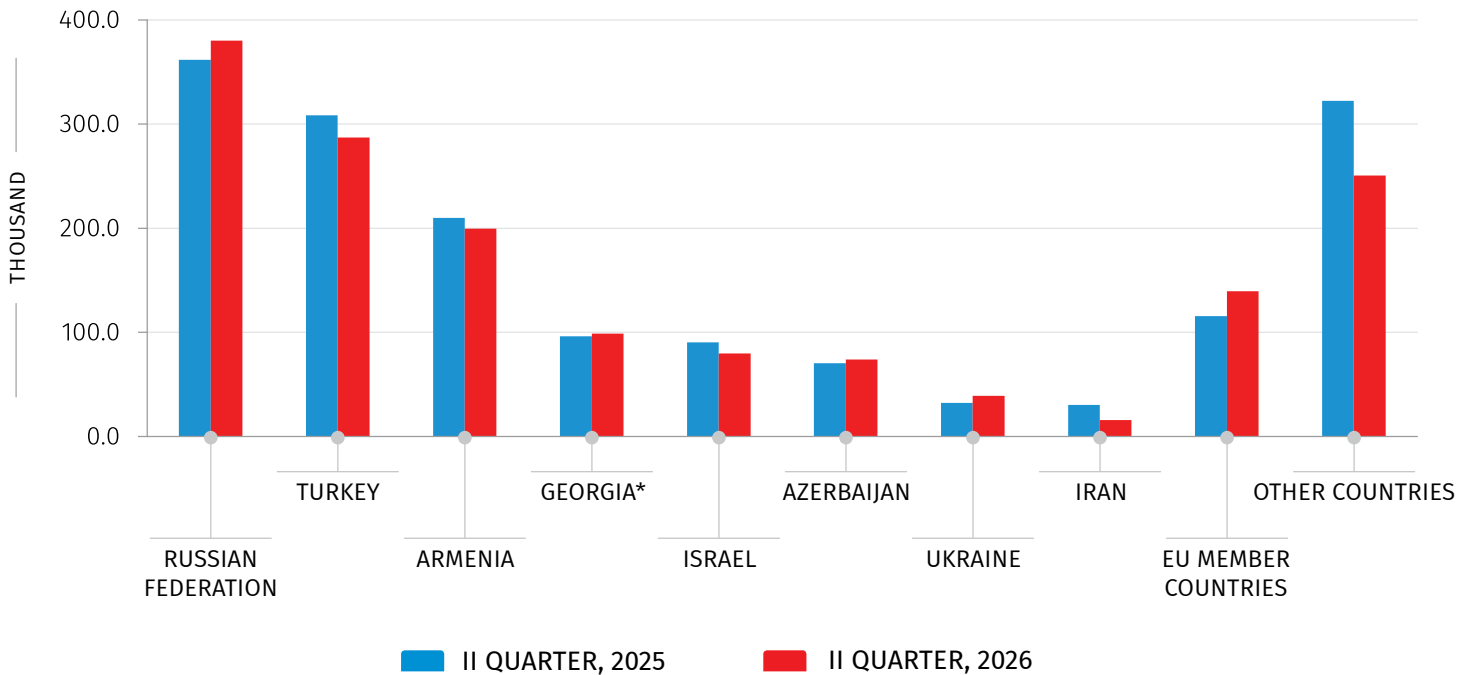
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In the II quarter of 2026 the largest number of visitors (328.9 thousand visitors), amounting to 25.1 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 16.9% share and Armenia was on the third place with 10.8% share.

The largest number of visits were made by the citizens of Russian Federation (380.1 thousand), Turkey (287.0 thousand) and Armenia (199.6 thousand).

CHART №4

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



\*Georgian citizens who remain the residents of other country

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The majority of visitors (45.6 percent) belonged to the age group of 31-50 and women accounted for 42.9 percent of the total number of visitors.

CHART №5

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

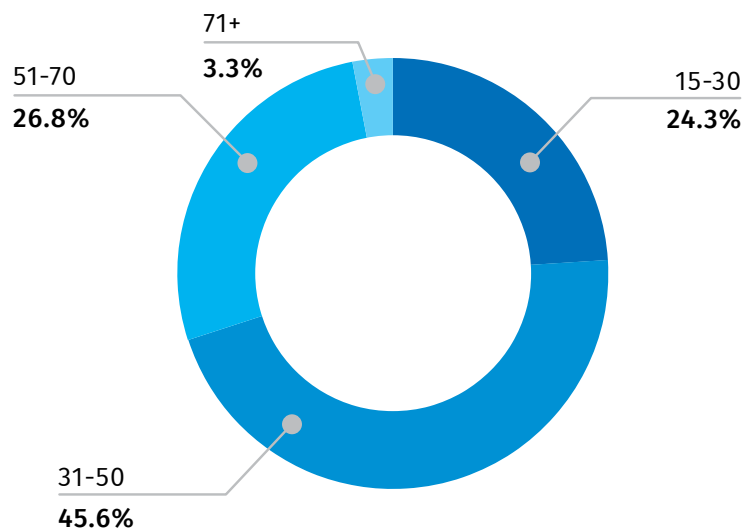


TABLE №2

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

| GENDER       | NUMBER OF VISITORS | %            |
|--------------|--------------------|--------------|
| Male         | 747.8              | 57.1         |
| Female       | 560.8              | 42.9         |
| <b>TOTAL</b> | <b>1 308.5</b>     | <b>100.0</b> |

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In the II quarter of 2026 the purpose of the majority of inbound visits (49.6 percent) was holiday, leisure and recreation.

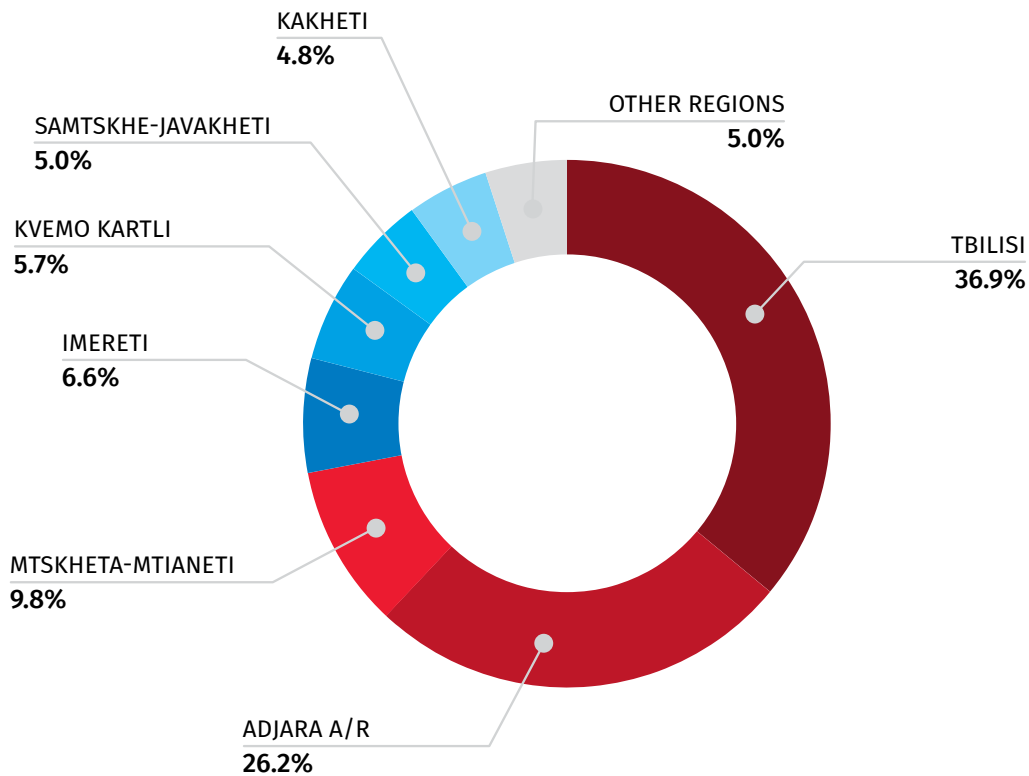
TABLE №3

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

| MAIN PURPOSE                 | NUMBER OF VISITS | %            |
|------------------------------|------------------|--------------|
| Holiday, leisure, recreation | 775.8            | 49.6         |
| Visiting friends/relatives   | 400.5            | 25.6         |
| Transit to other country     | 187.3            | 12.0         |
| Business/professional        | 99.1             | 6.3          |
| Shopping                     | 73.8             | 4.7          |
| Other                        | 27.7             | 1.8          |
| <b>TOTAL</b>                 | <b>1 564.1</b>   | <b>100.0</b> |

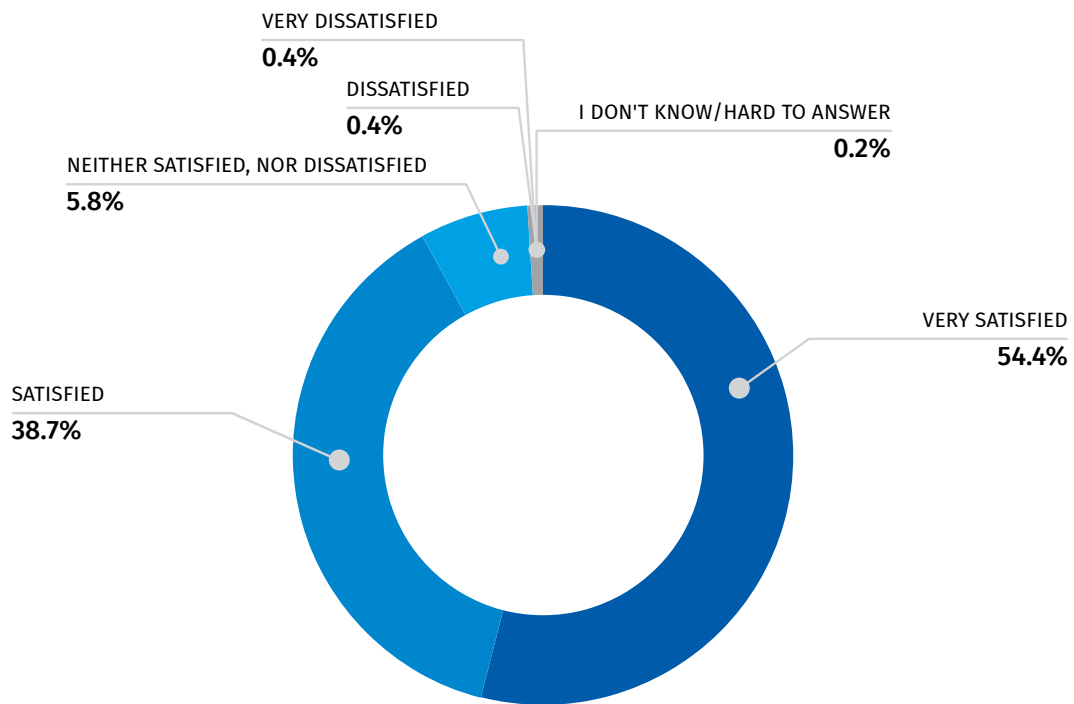
The majority of visits were made in Tbilisi and Adjara A/R, 875.5 thousand and 621.3 thousand, respectively. The chart below illustrates the percentage distribution of visits by the visited regions.

## DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE VISITED REGIONS IN THE II QUARTER OF 2026



In the II quarter of 2026 the average number of nights spent during the visits equaled 5.48, which is 3.5 percent higher than the same figure of the II quarter of 2025 (5.30 nights). 81.8 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the II quarter of 2026.

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



The expenditures during the visits made in the II quarter of 2026 equaled 3.0 billion GEL. The indicator is 13.3 percent lower compared to the same period of the previous year. Average expenditure per visit decreased by 9.2 percent compared to the II quarter of 2025 and amounted to 1 922.1 GEL.

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TABLE №4

### DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES IN THE II QUARTER OF 2026

| EXPENDITURE CATEGORIES                                         | EXPENDITURE<br>(MLN. GEL) | %            | AVERAGE EXPENDITURE<br>PER VISIT (GEL) |
|----------------------------------------------------------------|---------------------------|--------------|----------------------------------------|
| Foods and drinks                                               | 819.7                     | 27.3         | 524.1                                  |
| Shopping                                                       | 757.4                     | 25.2         | 484.2                                  |
| Accommodation                                                  | 731.7                     | 24.3         | 467.8                                  |
| Holiday, leisure, recreation, cultural and sporting activities | 318.0                     | 10.6         | 203.3                                  |
| Local transport                                                | 311.0                     | 10.3         | 198.8                                  |
| Other expenditure                                              | 68.7                      | 2.3          | 43.9                                   |
| <b>TOTAL EXPENDITURE</b>                                       | <b>3 006.5</b>            | <b>100.0</b> | <b>1 922.1</b>                         |

**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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