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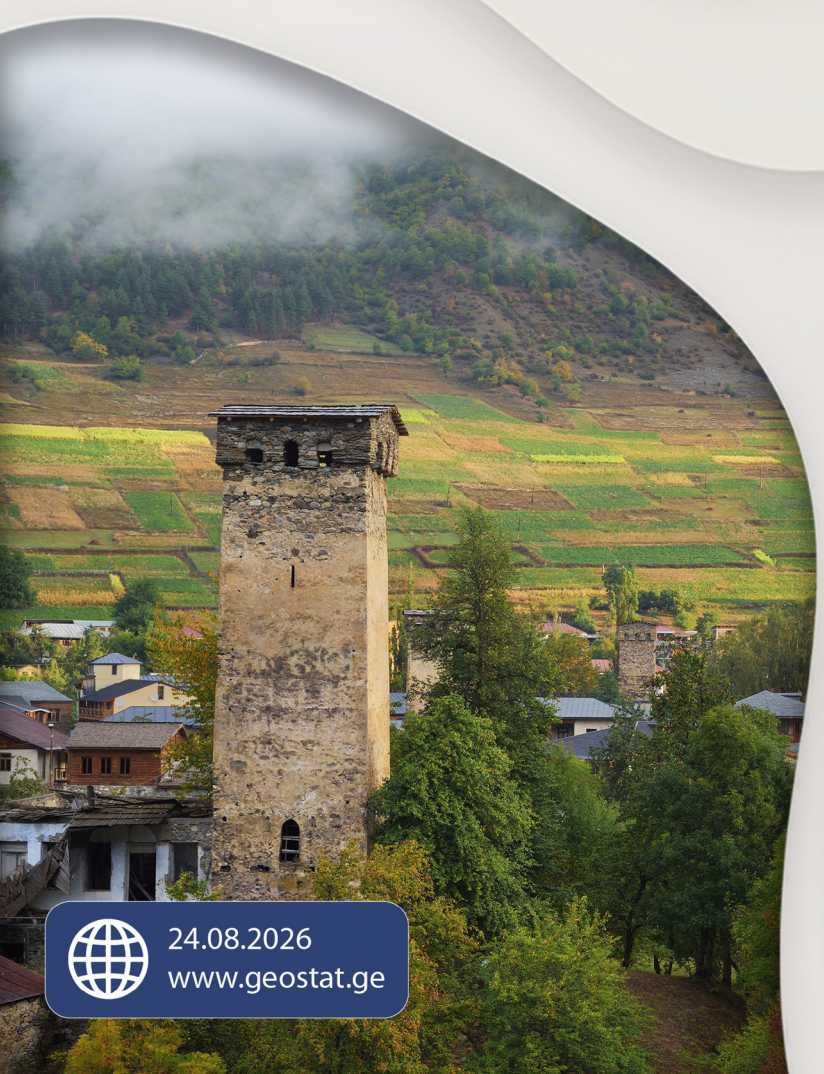
NATIONAL STATISTICS OFFICE OF GEORGIA

# DOMESTIC TOURISM STATISTICS IN GEORGIA

## II QUARTER, 2026



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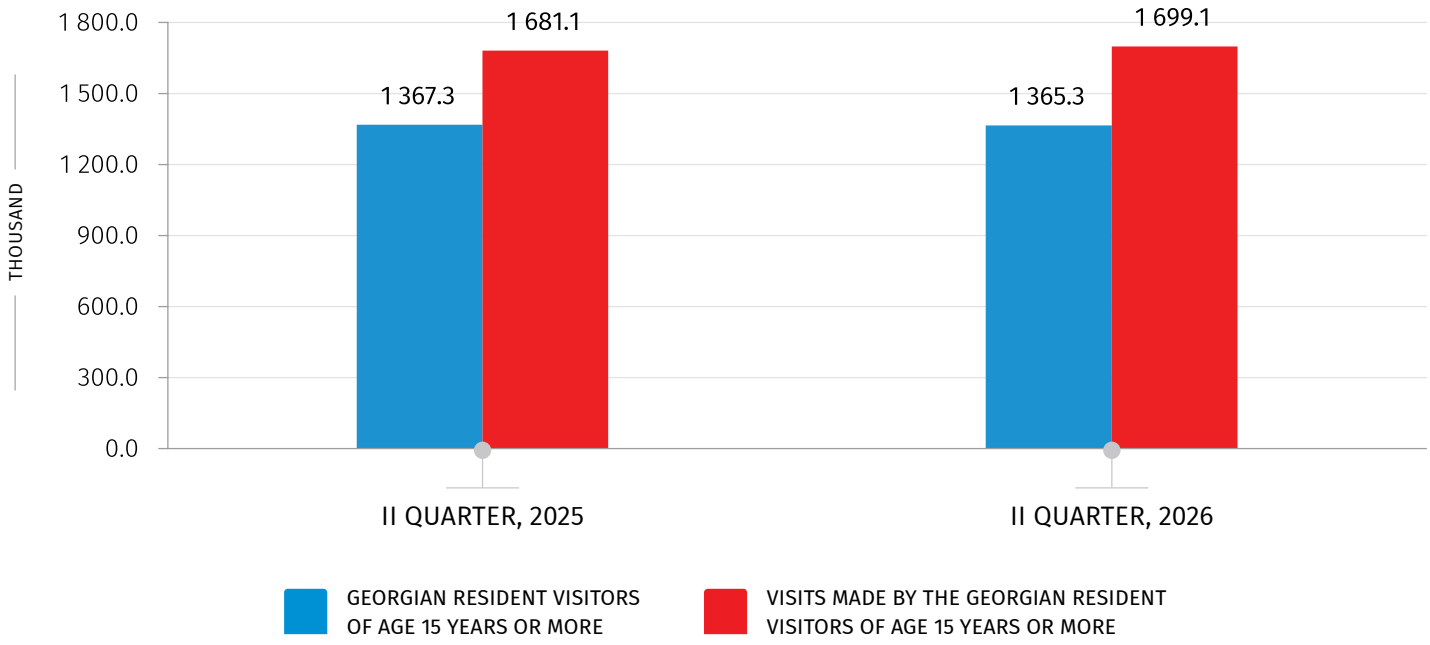
# DOMESTIC TOURISM STATISTICS
# (II QUARTER, 2026)

In the II quarter of 2026 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 365.3 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 699.1 thousand. The monthly average number of visitors decreased by 0.1 percent and the number of visits increased by 1.1 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 II quarters of 2025 and 2026.

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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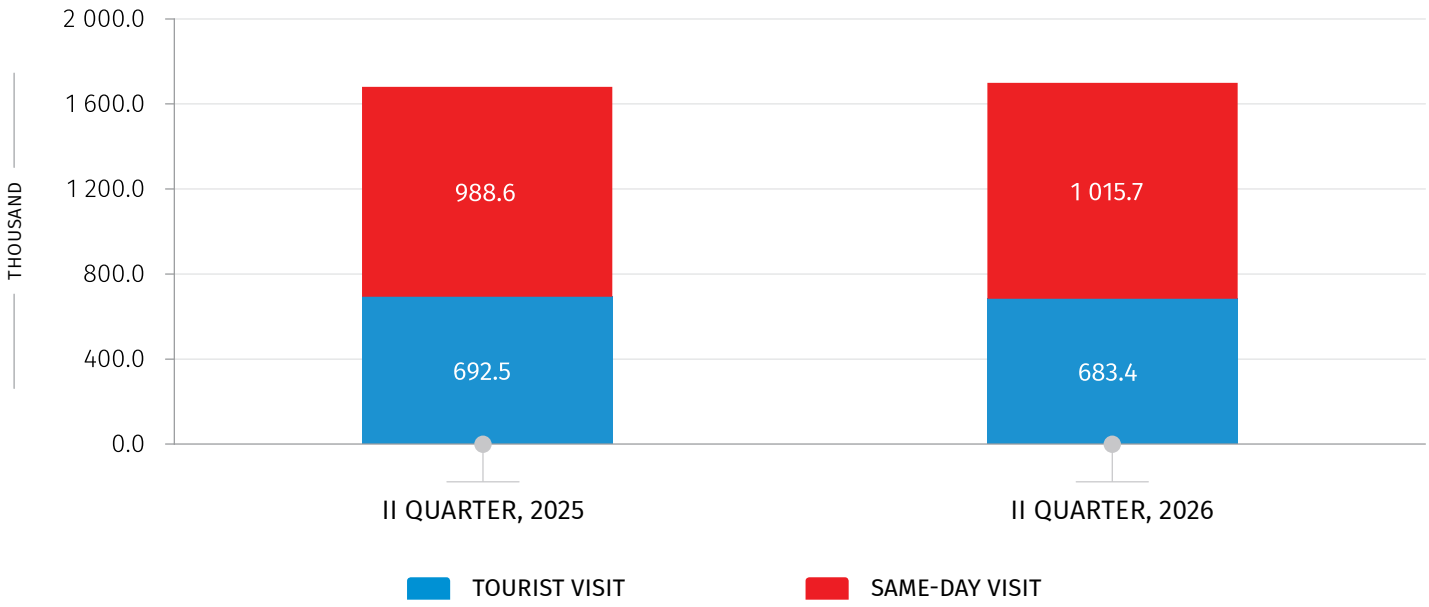
In the II quarter of 2026 the monthly average number of tourist visits of Georgian residents amounted to 683.4 thousand, which is 1.3 percent lower than the corresponding figure of the previous year. The chart №2 illustrates the distribution of monthly average number of visits made by Georgian resident 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**



The majority of visitors, 36.1 percent, were from the age group of 51-70 and women accounted for 56.0 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 II QUARTER OF 2026**

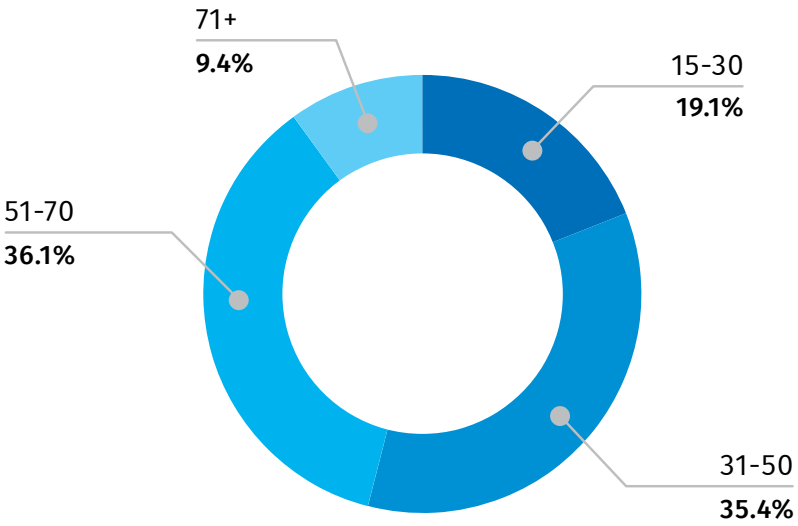
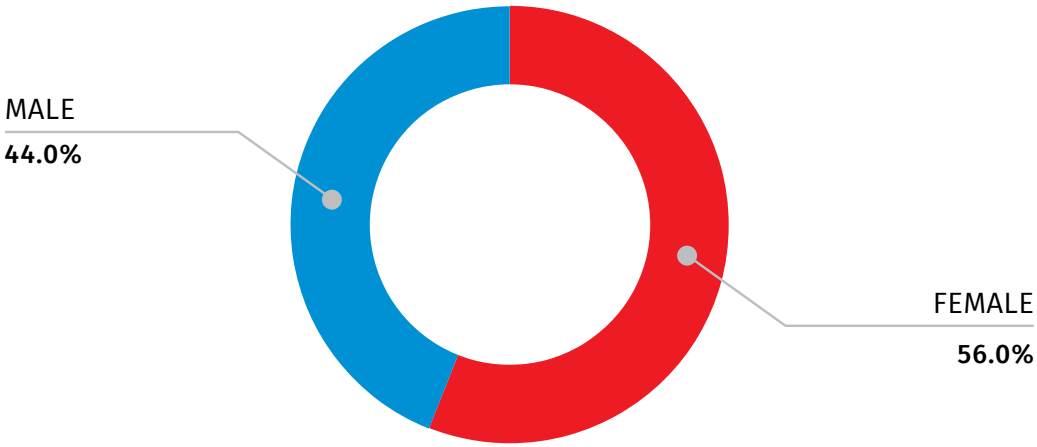



CHART №4

**DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF GEORGIAN RESIDENT VISITORS OF AGE 15 YEARS OR MORE BY GENDER IN THE II QUARTER OF 2026**

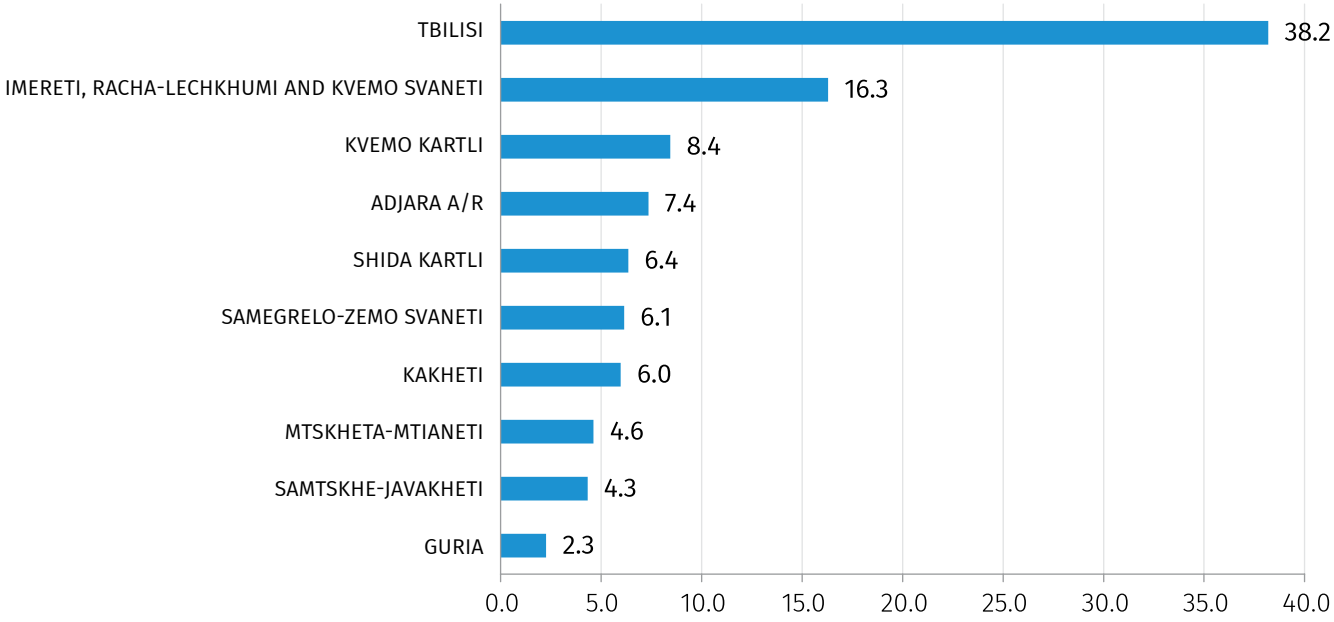


According to the survey results, 38.2 percent of visitors are the residents of Tbilisi, 16.3 percent — Imereti, Racha-Lechkhumi and Kvemo Svaneti region, while the rest of the regions are represented by the relatively lower shares.

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 THE II QUARTER OF 2026, %**




In the II quarter of 2026 the main purpose of the majority of visits (52.6 percent) was visiting friends/relatives.

TABLE №1

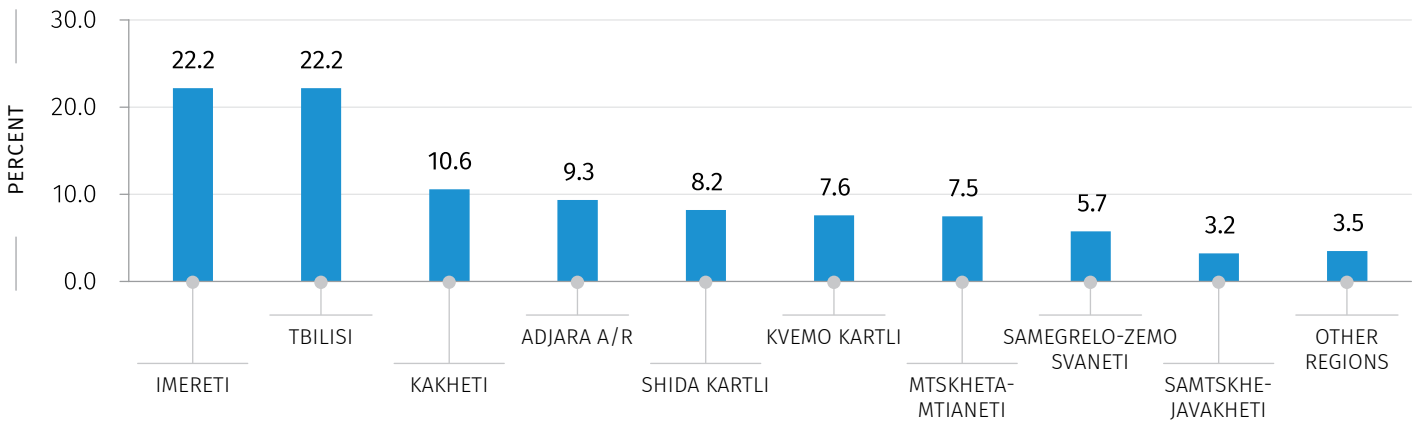
**DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN THE II QUARTER OF 2026, THOUSAND**

| MAIN PURPOSE | NUMBER OF VISITS | SHARE, % |
|---|---|---|
| Visiting friends/relatives | 894.4 | 52.6 |
| Shopping | 227.8 | 13.4 |
| Holiday, leisure, recreation | 179.9 | 10.6 |
| Visiting other house (cottage, etc.) | 158.3 | 9.3 |
| Health and medical care | 146.3 | 8.6 |
| Business or professional | 38.1 | 2.2 |
| Other | 54.3 | 3.2 |
| **TOTAL** | **1,699.1** | **100.0** |

In the reporting period majority of the visits were made in Imereti region (on average 377.4 thousand visits per month) and Tbilisi (on average 377.4 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 II QUARTER OF 2026**



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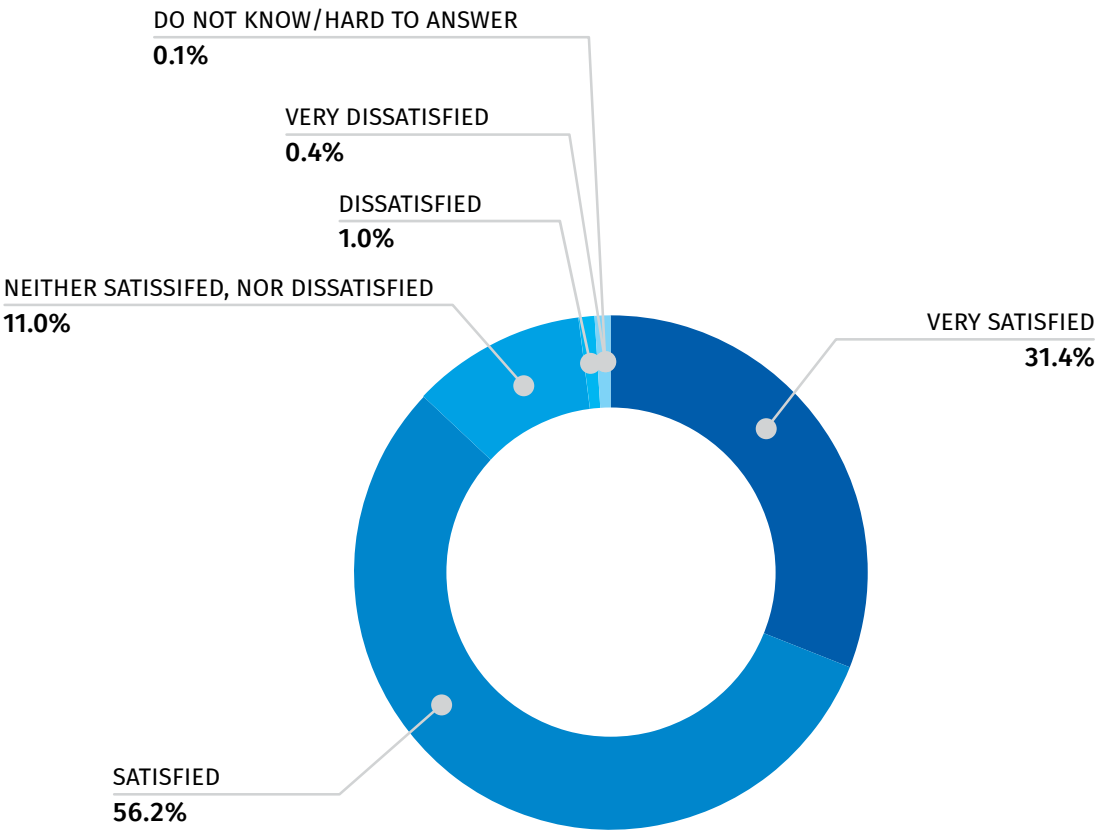
The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

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 II QUARTER OF 2026**



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In the II quarter of 2026 the monthly average expenditure during the visits equaled 300.7 million GEL, 7.2 percent higher compared to the corresponding figure of the previous year. Meanwhile, the average expenditure per visit increased by 6.0 percent and equaled 177.0 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 II QUARTER OF 2026**

| EXPENDITURE CATEGORIES | EXPENDITURE (MLN. GEL) | SHARE, % | AVERAGE EXPENDITURE PER VISIT (GEL) |
|---|---|---|---|
| Shopping | 102.6 | 34.1 | 60.4 |
| Transport | 64.5 | 21.5 | 38.0 |
| Foods and drinks | 61.3 | 20.4 | 36.1 |
| Accommodation | 6.9 | 2.3 | 4.1 |
| Holiday, leisure, recreation, cultural and sporting activities | 1.7 | 0.6 | 1.0 |
| Other expenditure | 63.6 | 21.2 | 37.4 |
| **TOTAL EXPENDITURE** | **300.7** | **100.0** | **177.0** |

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

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