

NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA

III QUARTER, 2026



30.10.2026
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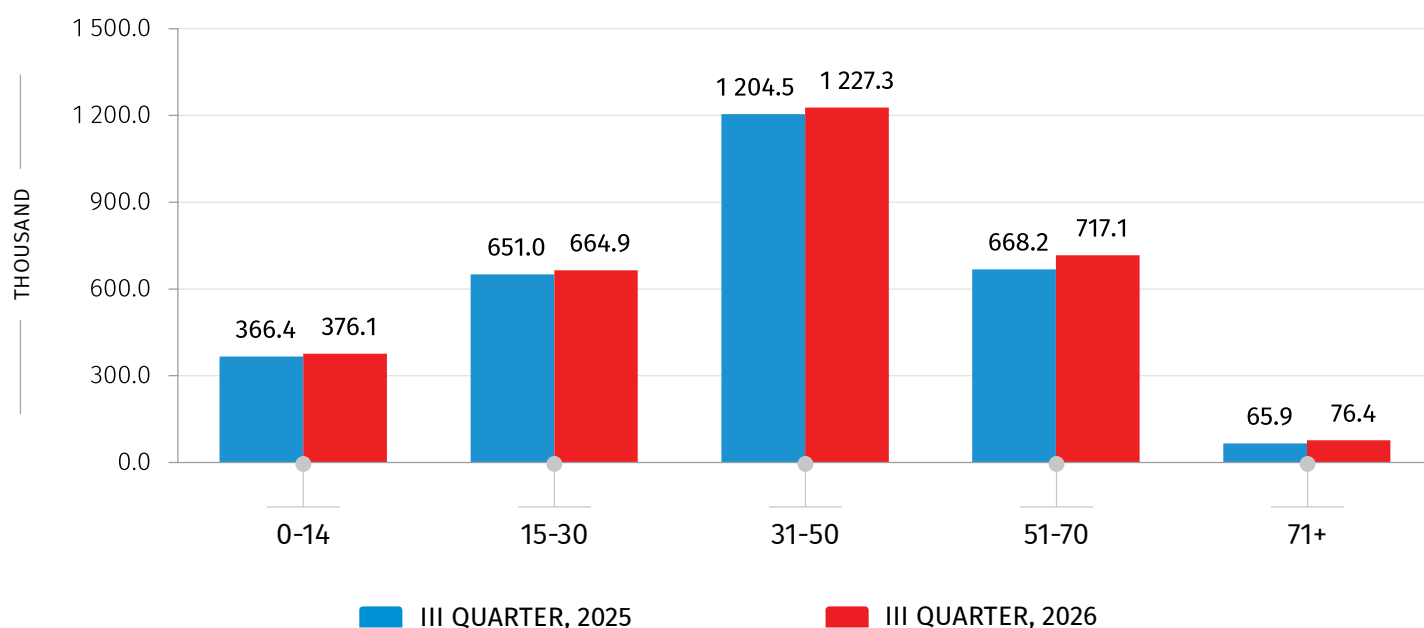
INBOUND TOURISM STATISTICS

(III QUARTER, 2026)

In the III quarter of 2026, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 3.1 million, which is 3.6 percent higher compared to the same period of the previous year. Most of the arrivals, 40.1 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 III QUARTERS OF 2025-2026



The number of visits² by international visitors³ from above-mentioned figure amounted to 2.6 million, 3.3 percent higher 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).

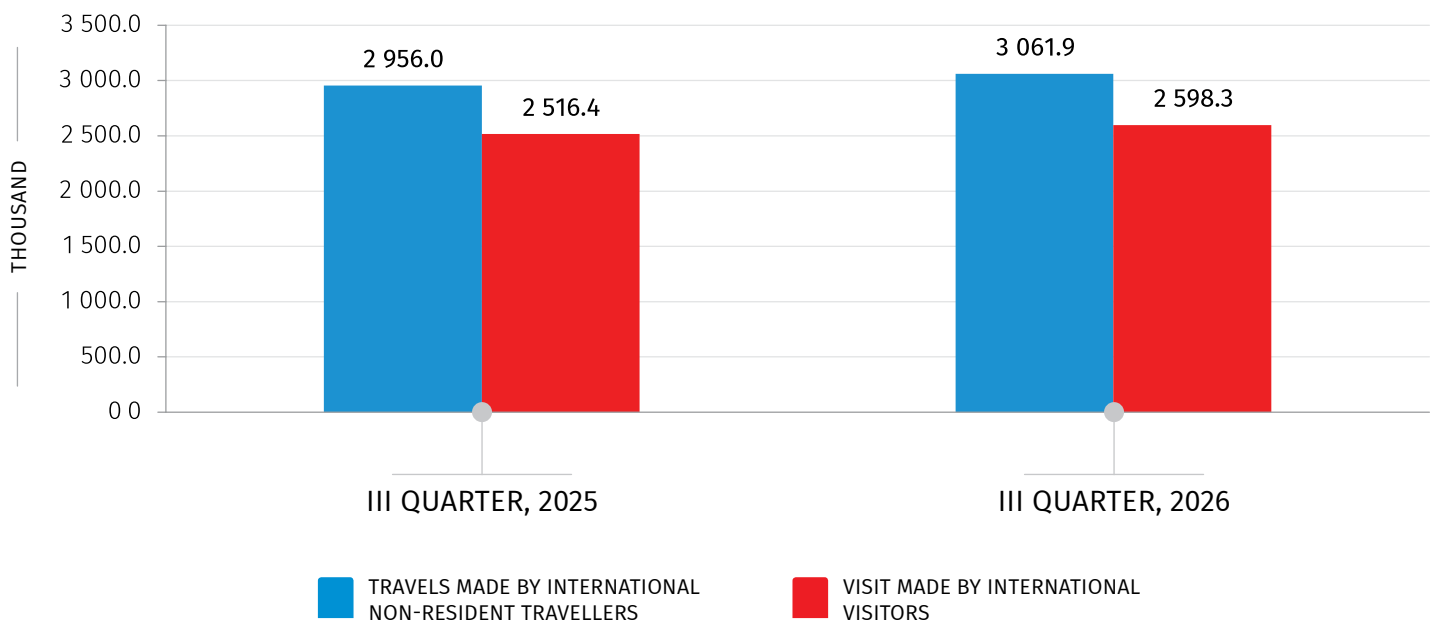
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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in III quarters of 2025-2026.

CHART №2

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



In the III quarter of 2026 the number of international visitors equaled 2.2 million, which is 3.1 percent higher compared to the same period of the previous year.

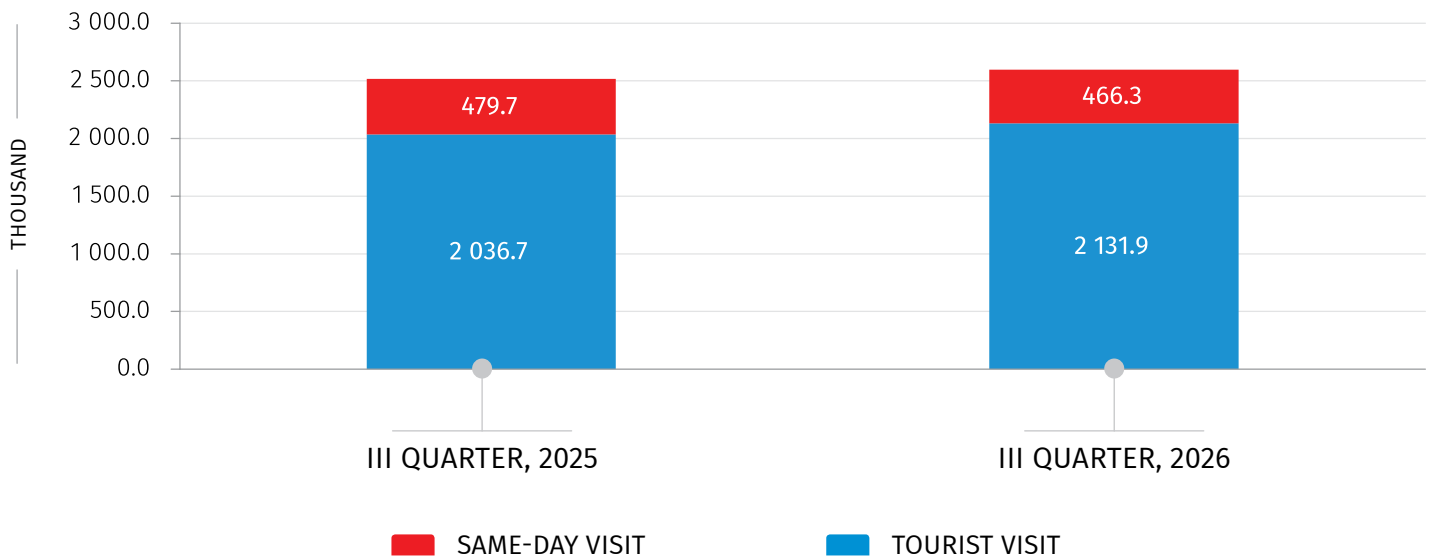
In the reporting period, international visitors made 2.1 million tourist-type visits, which is 4.7 percent higher compared to the same period of the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

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



82.1 percent of international visitors were only tourists⁴. The share of only excursionists⁵ amounted to 14.3 percent, while 3.6 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 III QUARTERS OF 2025-2026, THOUSAND

	III QUARTER, 2025	III QUARTER, 2026
Only tourist	1 751.5	1 834.3
Only same-day visitor	333.9	319.9
Both	83.5	81.2
TOTAL	2 168.8	2 235.3

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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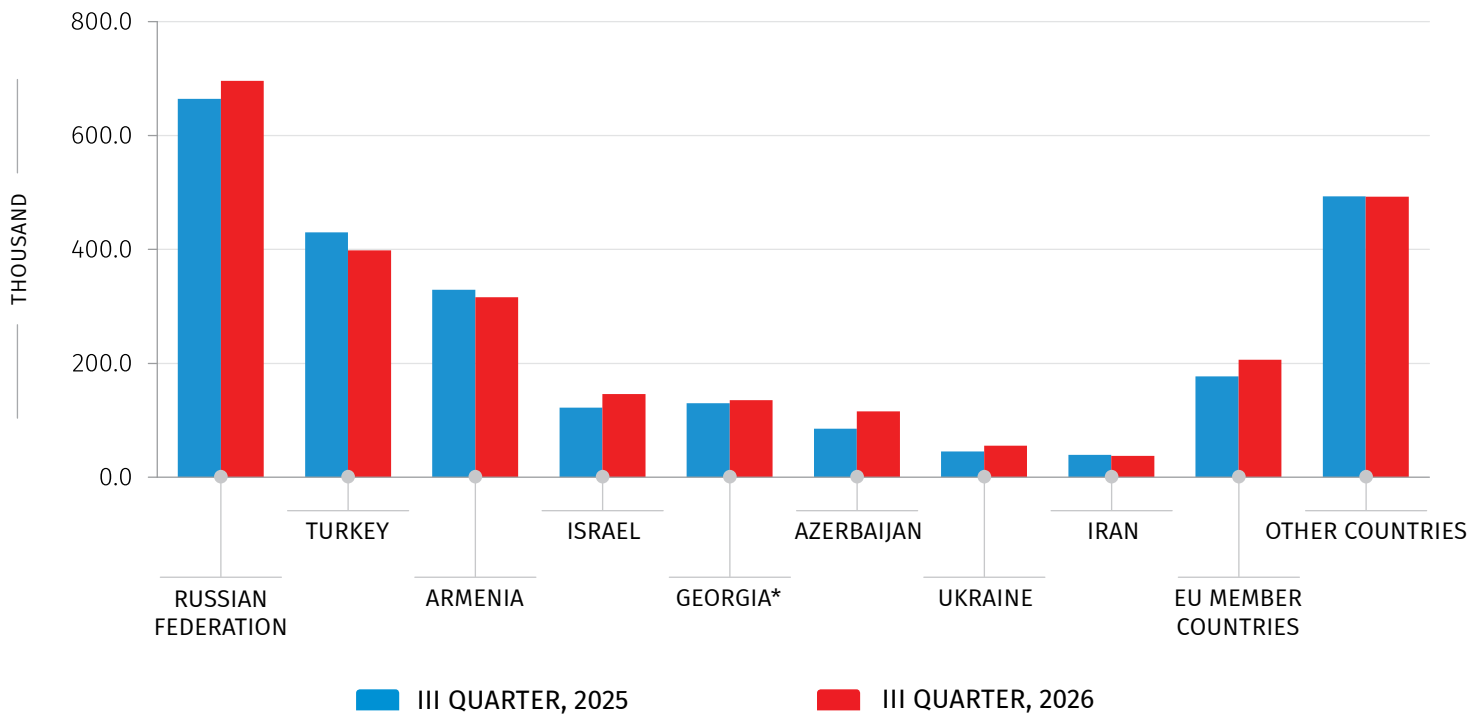
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In the III quarter of 2026 the largest number of visitors (596.8 thousand visitors), amounting to 26.7 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 14.5% share and Armenia was on the third place with 11.0% share.

The largest number of visits were made by the citizens of Russian Federation (695.8 thousand), Turkey (398.1 thousand) and Armenia (316.2 thousand).

CHART №4

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



*Georgian citizens who remain the residents of other country

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The majority of visitors (44.5 percent) belonged to the age group of 31-50 and women accounted for 48.8 percent of the total number of visitors.

CHART №5

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

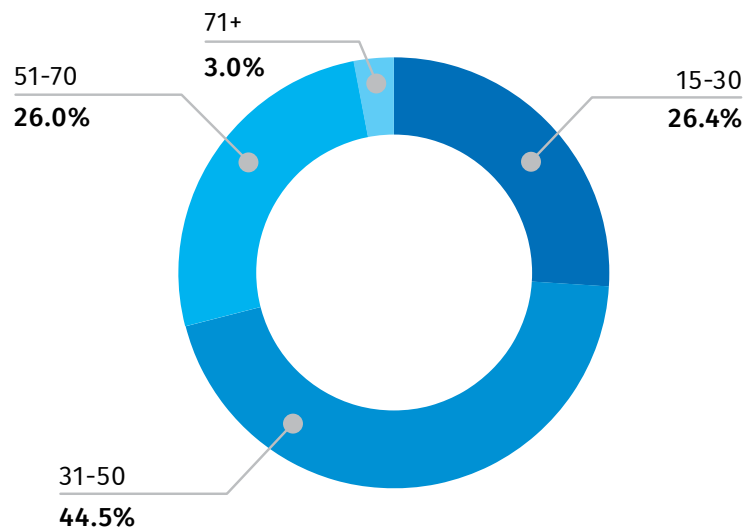


TABLE №2

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

GENDER	NUMBER OF VISITORS	%
Male	1 145.2	51.2
Female	1 090.1	48.8
TOTAL	2 235.3	100.0

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In the III quarter of 2026 the purpose of the majority of inbound visits (58.8 percent) was holiday, leisure and recreation.

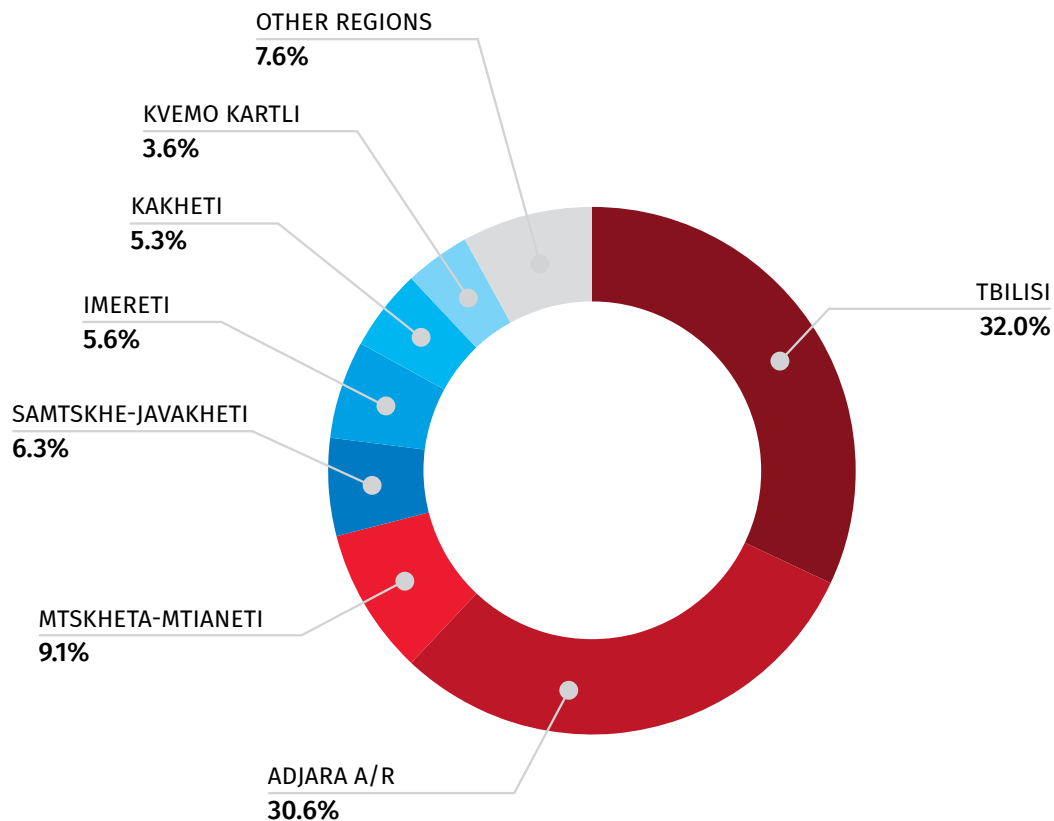
TABLE №3

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

MAIN PURPOSE	NUMBER OF VISITS	%
Holiday, leisure, recreation	1 527.0	58.8
Visiting friends/relatives	560.3	21.6
Transit to other country	289.3	11.1
Business/professional	118.0	4.5
Shopping	78.0	3.0
Other	25.6	1.0
TOTAL	2 598.3	100.0

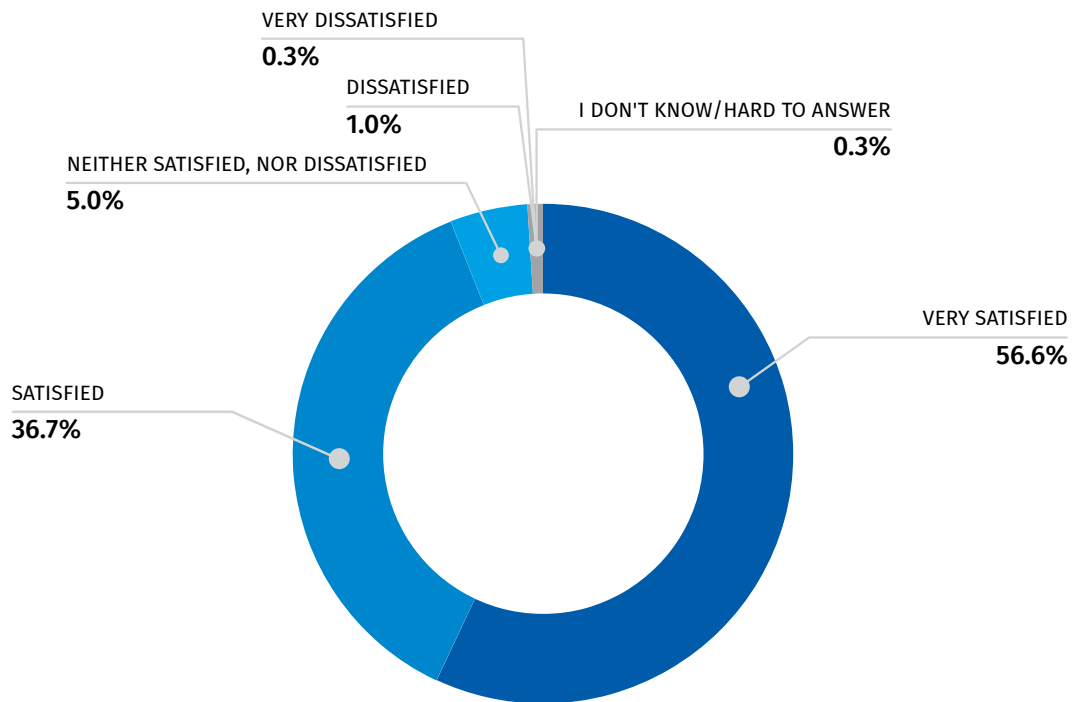
The majority of visits were made in Tbilisi and Adjara A/R, 1 349.5 thousand and 1 291.0 thousand, respectively. The chart below illustrates the percentage distribution of visits by the visited regions.

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



In the III quarter of 2026 the average number of nights spent during the visits equaled 6.4, which is 2.2 percent higher than the same figure of the III quarter of 2025 (6.3 nights). 76.7 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the III quarter of 2026.

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



The expenditures during the visits made in the III quarter of 2026 equaled 5.7 billion GEL. The indicator is 8.2 percent lower compared to the same period of the previous year. Average expenditure per visit decreased by 11.1 percent compared to the III quarter of 2025 and amounted to 2 194.4 GEL.

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TABLE №4

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

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	2 094.3	36.7	806.0
Foods and drinks	1 716.7	30.1	660.7
Shopping	869.3	15.2	334.6
Local transport	541.3	9.5	208.3
Holiday, leisure, recreation, cultural and sporting activities	388.2	6.8	149.4
Other expenditure	91.8	1.6	35.3
TOTAL EXPENDITURE	5 701.5	100.0	2 194.4

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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