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24.11.2026

DOMESTIC TOURISM STATISTICS IN GEORGIA

III QUARTER, 2026



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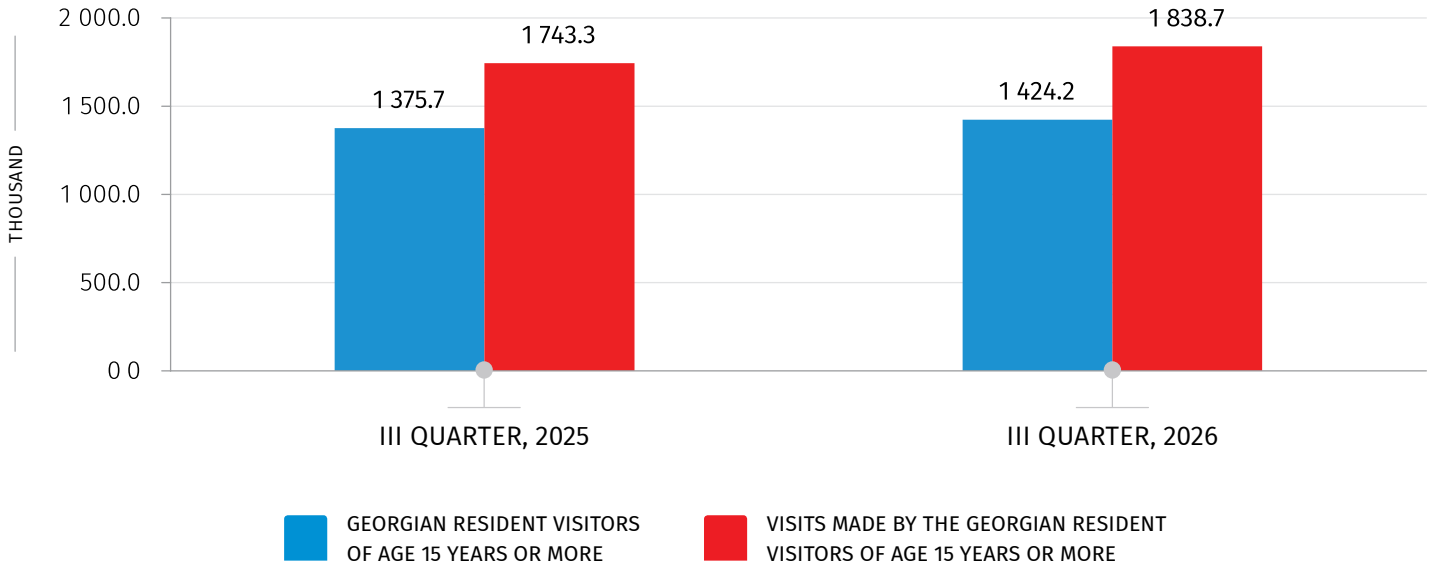
DOMESTIC TOURISM STATISTICS
(III QUARTER, 2026)

In the III quarter of 2026 the monthly average number of Georgian resident visitors aged 15 years or more equaled 1 424.2 thousand, whose monthly average number of visits on the territory of Georgia corresponded to 1 838.7 thousand. The monthly average number of visitors increased by 3.5 percent and the number of visits increased by 5.5 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 III 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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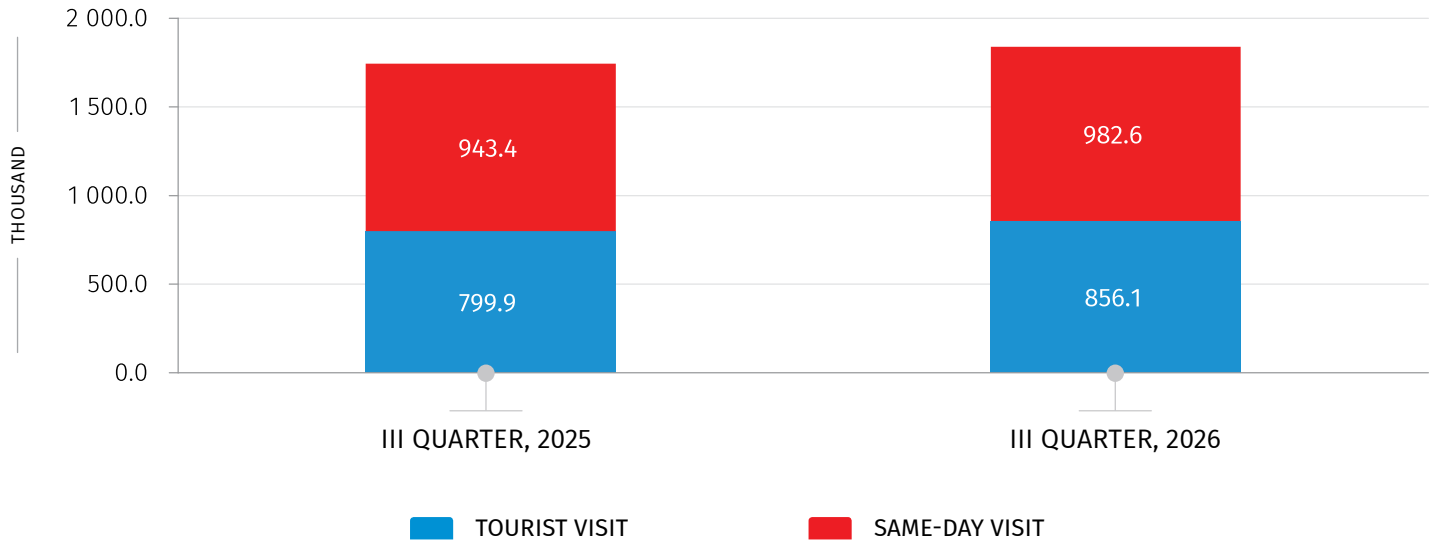
In the III quarter of 2026 the monthly average number of tourist visits in Georgia by Georgian residents amounted to 856.1 thousand, which is 7.0 percent higher than the corresponding figure of the previous year. The chart №2 illustrates the distribution of monthly average number of visits made by Georgian 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, 36.2 percent, were from the age group of 51-70 and women accounted for 55.8 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 III QUARTER OF 2026

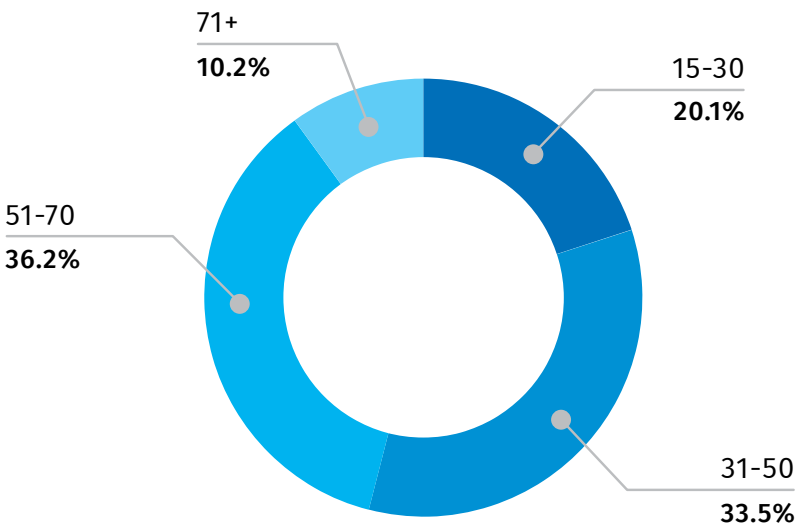
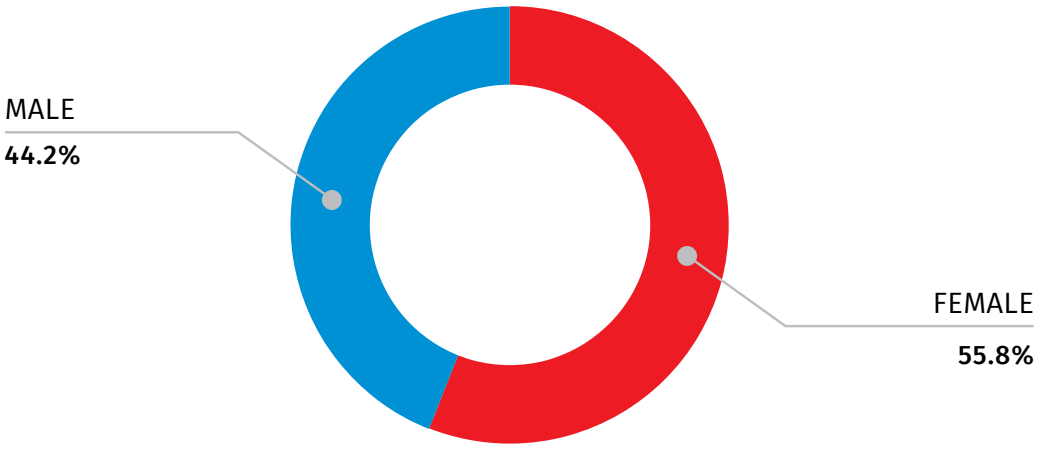


CHART №4

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

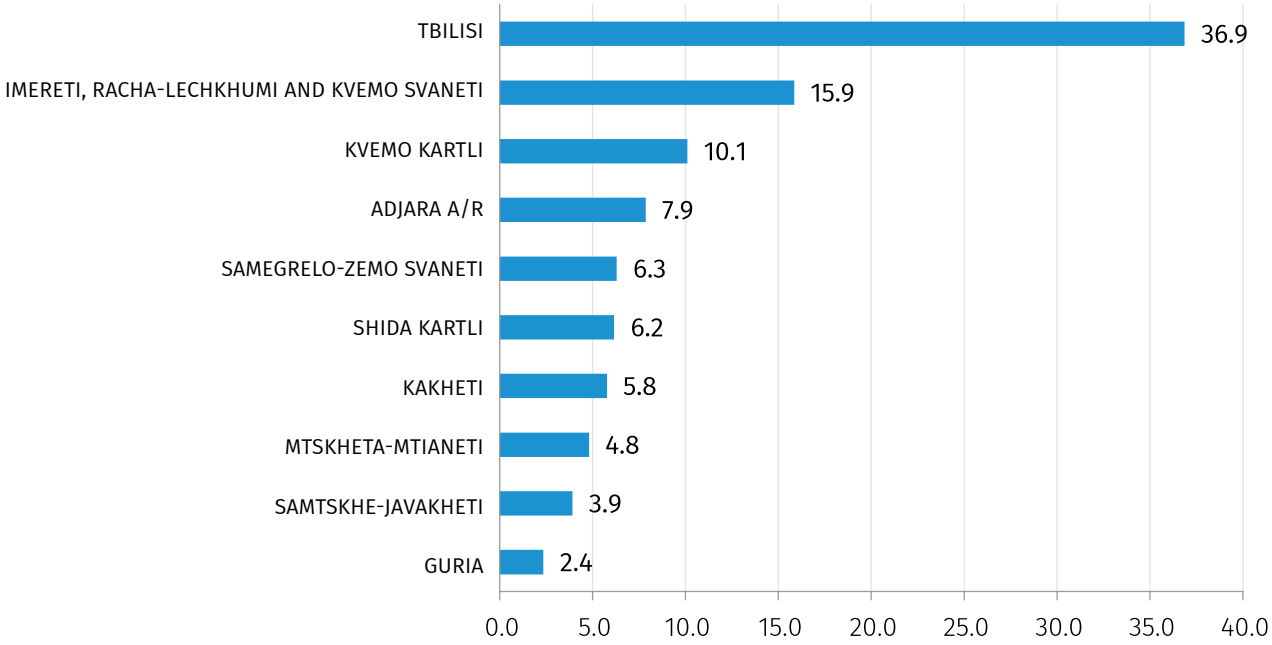


According to the survey results, 36.9 percent of visitors are the residents of Tbilisi, 15.9 percent — Imereti, Racha-Lechkhumi and Kvemo Svaneti region, while the rest of the regions are represented by the relatively lower shares.

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 III QUARTER OF 2026, %



In the III quarter of 2026 the main purpose of the majority of visits (49.6 percent) was visiting friends/relatives.

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TABLE №1

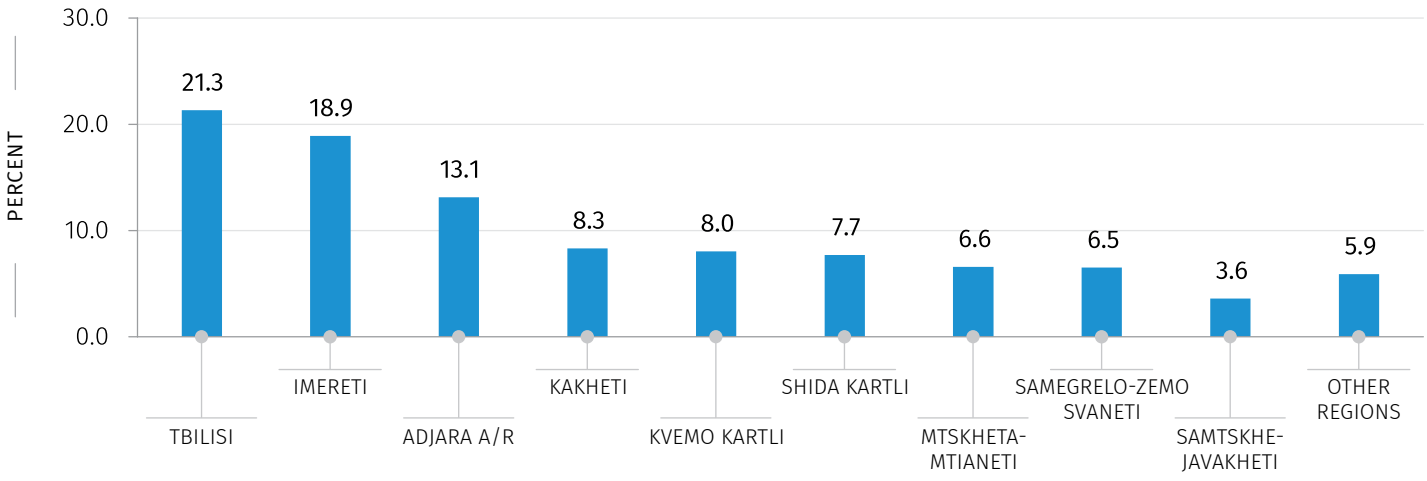
DISTRIBUTION OF THE MONTHLY AVERAGE NUMBER OF VISITS MADE BY THE GEORGIAN RESIDENTS OF AGE 15 YEARS OR MORE ON THE TERRITORY OF GEORGIA BY THE MAIN PURPOSE OF THE VISIT IN THE III QUARTER OF 2026, THOUSAND

MAIN PURPOSE	NUMBER OF VISITS	SHARE, %
Visiting friends/relatives	912.3	49.6
Holiday, leisure, recreation	316.3	17.2
Shopping	248.3	13.5
Visiting other house (cottage, etc.)	145.5	7.9
Health and medical care	137.8	7.5
Business or professional	38.9	2.1
Other	39.5	2.2
TOTAL	**1 838.7**	**100.0**

In the reporting period majority of the visits were made in Tbilisi (on average 394.1 thousand visits per month) and Imereti region (on average 349.8 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 III QUARTER OF 2026



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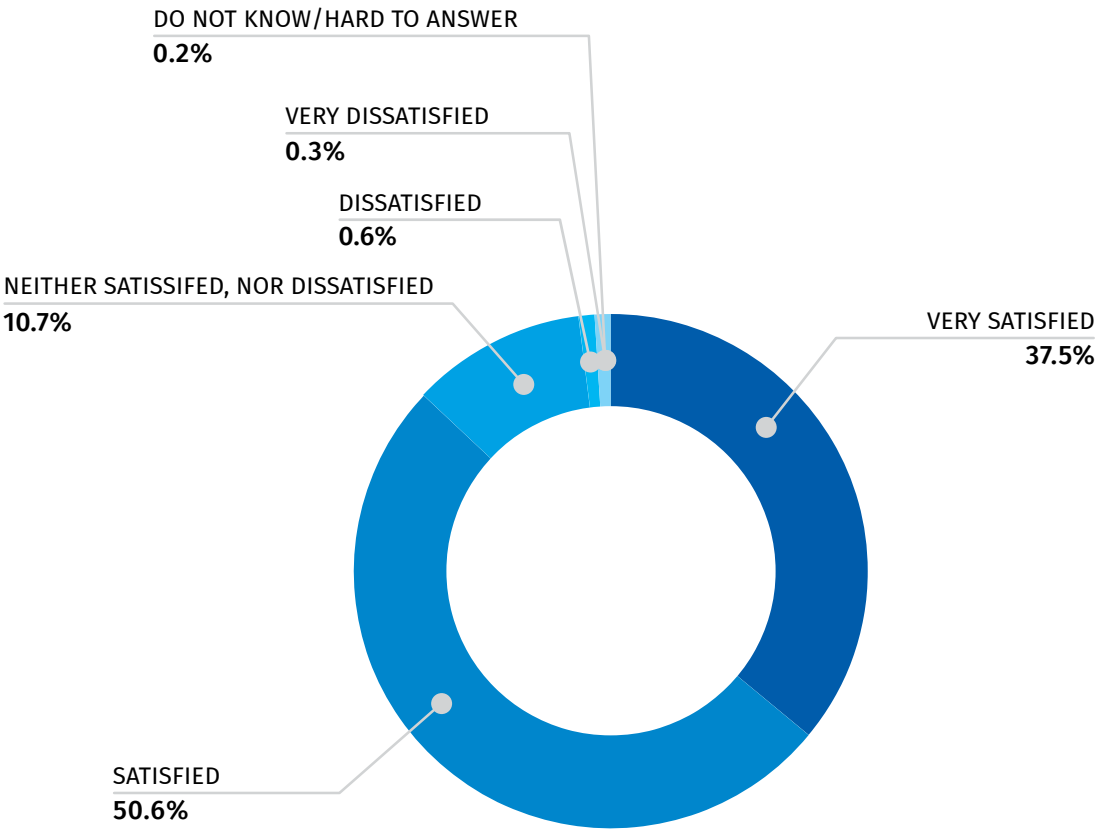
The chart №7 illustrates the distribution of the number of visits carried out by Georgian residents of age 15 years or more by the level of satisfaction.

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 III QUARTER OF 2026



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In the III quarter of 2026 the monthly average expenditure during the visits equaled 445.4 million GEL, 11.5 percent higher compared to the corresponding figure of the previous year. Meanwhile, the average expenditure per visit increased by 5.7 percent and equaled 242.3 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 THE III QUARTER OF 2026

EXPENDITURE CATEGORIES	EXPENDITURE (MLN. GEL)	SHARE, %	AVERAGE EXPENDITURE PER VISIT (GEL)
Foods and drinks	133.7	30.0	72.7
Shopping	113.3	25.4	61.6
Transport	85.2	19.1	46.4
Accommodation	48.9	11.0	26.6
Holiday, leisure, recreation, cultural and sporting activities	3.8	0.9	2.1
Other expenditure	60.5	13.6	32.9
TOTAL EXPENDITURE	**445.4**	**100.0**	**242.3**

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

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