



NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA I QUARTER 2024 YEAR

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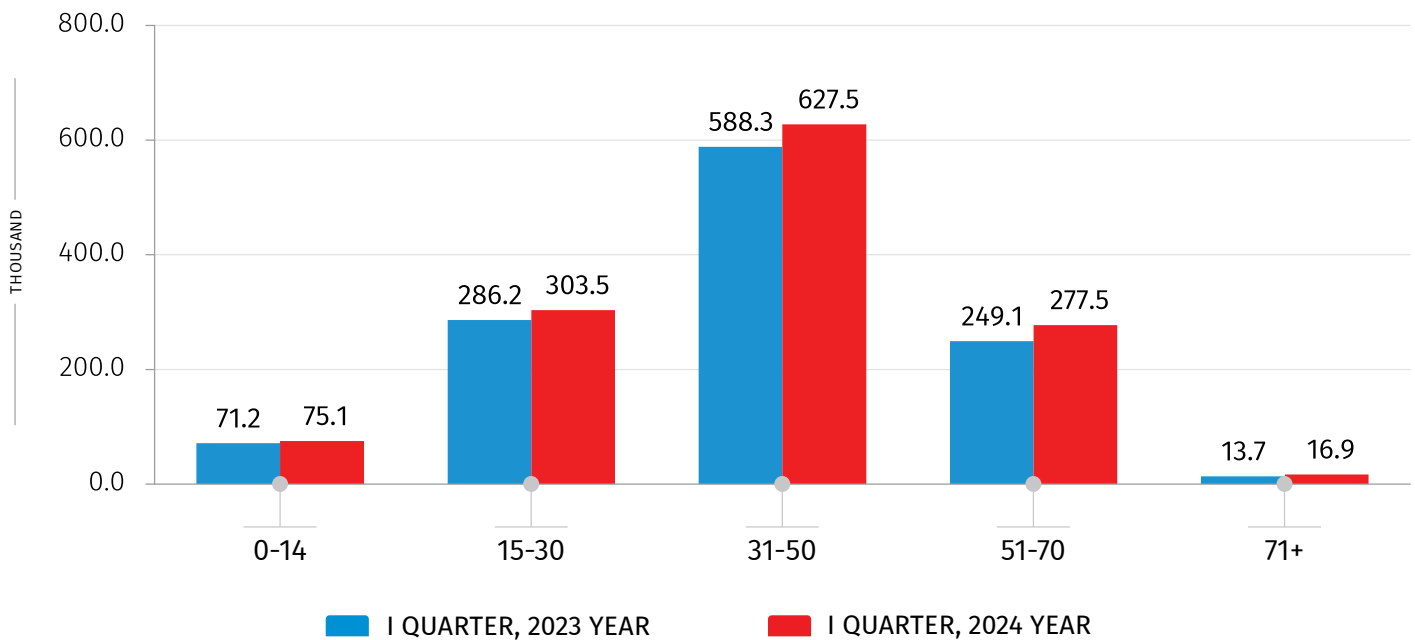
INBOUND TOURISM STATISTICS

(I QUARTER, 2024 YEAR)

In the I quarter of 2024, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.3 million, which is 7.6 percent higher compared to the same period of the previous year. Most of the arrivals, 48.3 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 2023-2024 YEARS



The number of visits² by international visitors³ from above-mentioned figure amounted to 1.2 million, 8.6 percent higher compared to the same period of 2023.

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

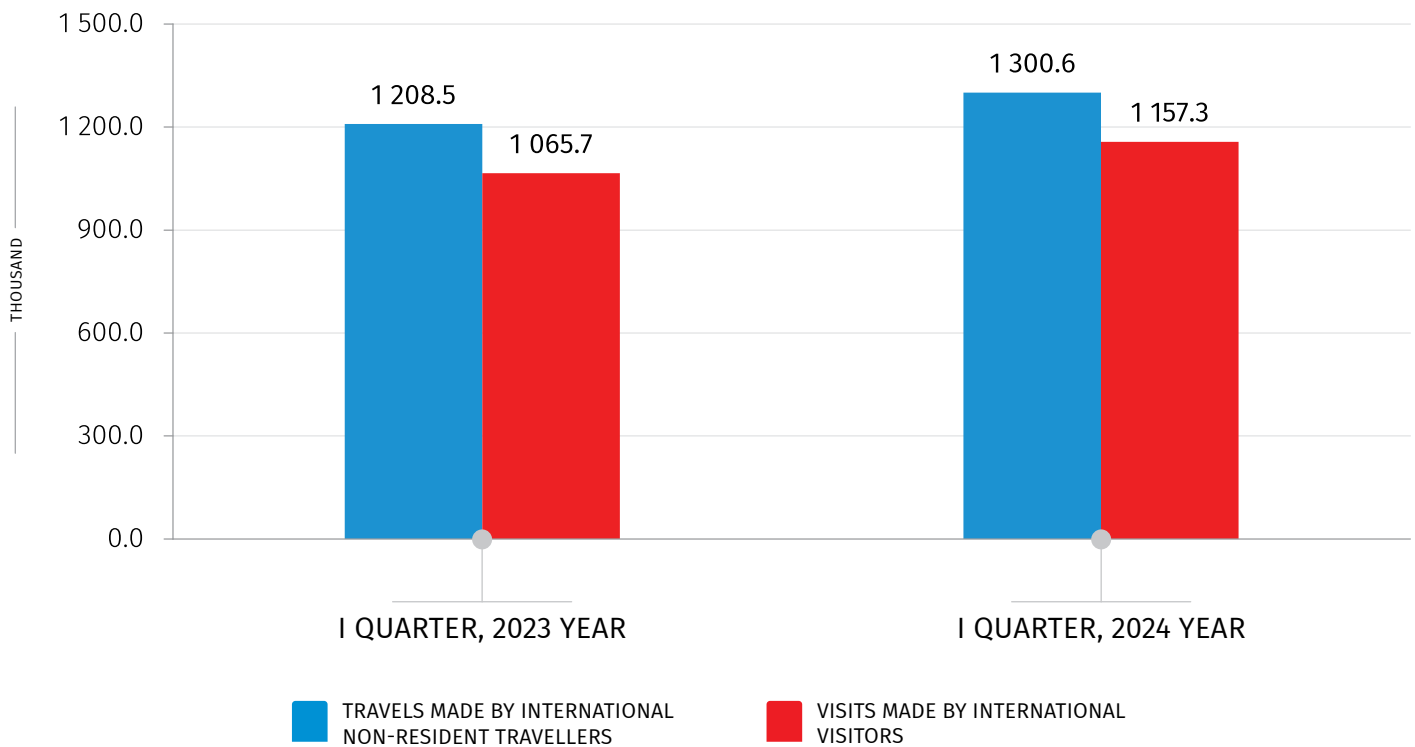
³**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who 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 2023-2024.

CHART №2

NUMBER OF THE TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN I QUARTERS OF 2023-2024 YEARS



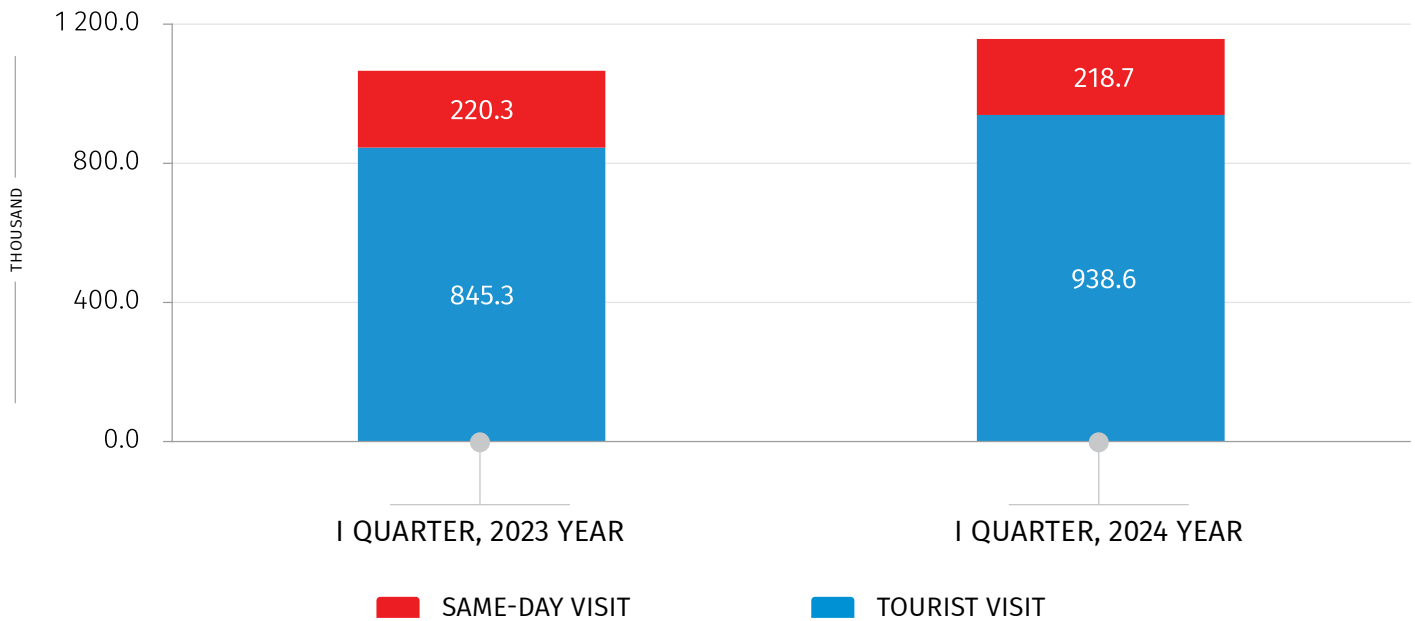
In the I quarter of 2024 the number of international visitors equaled 957.8 thousand, which is 9.7 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 938.6 thousand tourist-type visits, which is 11.0 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 2023-2024 YEARS**



81.5 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 14.5 percent, while 4.0 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 2023-2024 YEARS, THOUSAND**

	I QUARTER, 2023 YEAR	I QUARTER, 2024 YEAR
Only Tourist	697.0	780.6
Only Same-day Visitor	138.8	139.3
Both	37.5	37.9
TOTAL	873.3	957.8

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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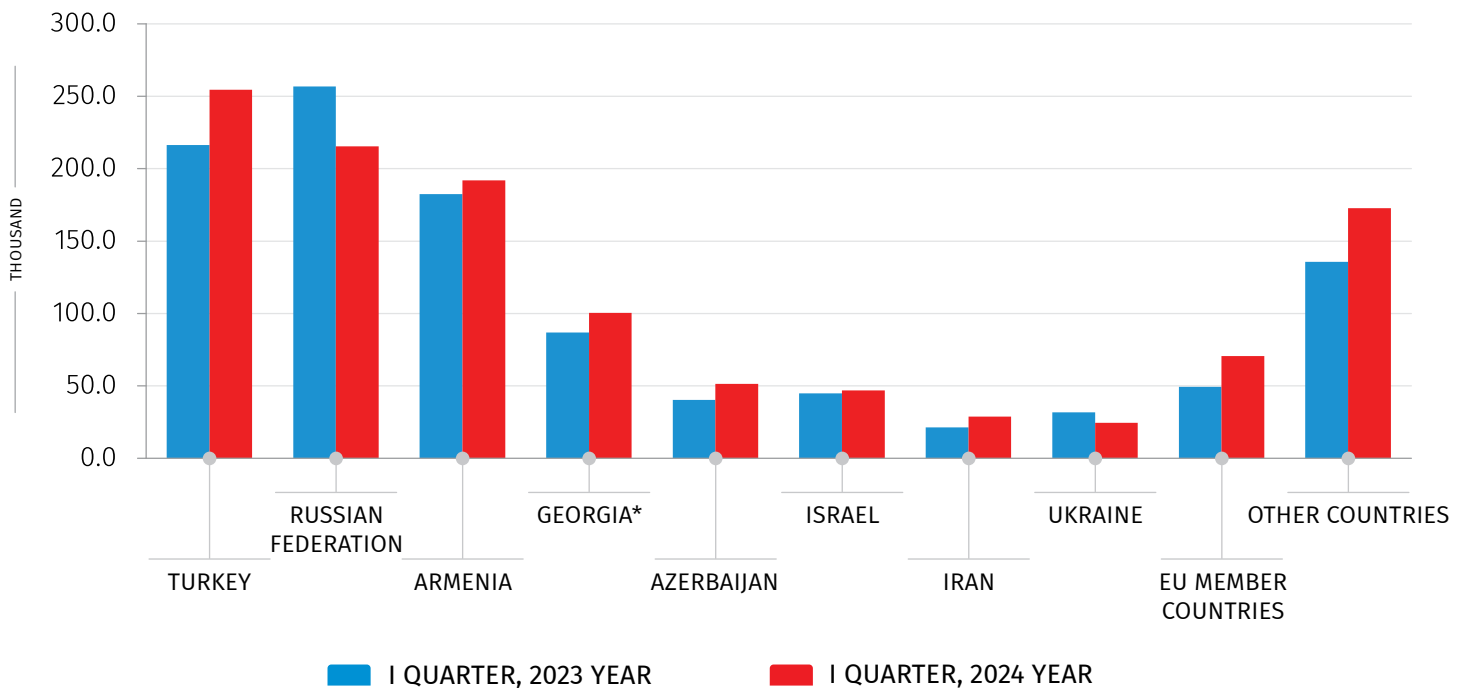
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In the I quarter of 2024 the largest number of visitors (187.1 thousand visitors) was from Turkey, which amounted to 19.5 percent of the total number of visitors. On the second place is Russian Federation with 19.2% share and on the third place – Armenia with 14.5% share.

Correspondingly, the largest number of visits were made by the citizens of Turkey (254.6 thousand), Russian Federation (215.5 thousand) and Armenia (191.8 thousand).

CHART №4

DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS BY THE COUNTRY OF CITIZENSHIP IN I QUARTERS OF 2023-2024 YEARS



*Georgian citizens who remain the residents of other country

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The majority of visitors (49.7 percent) belonged to the age group of 31-50. The number of women equaled to 35.9 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 2024 YEAR

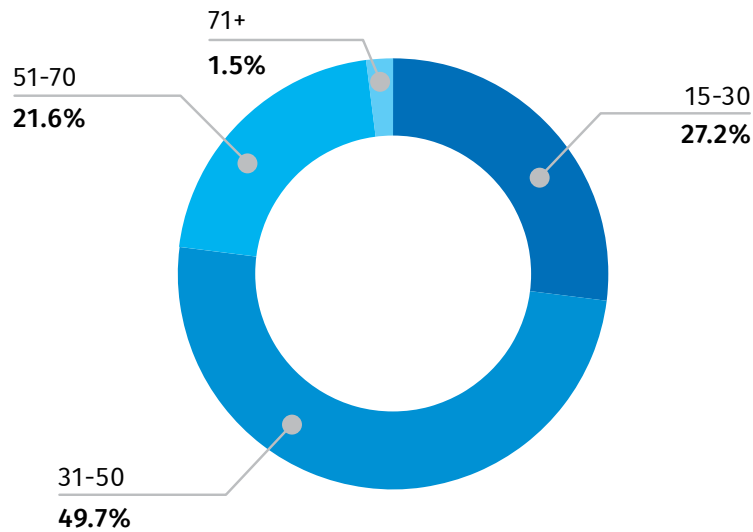


TABLE №2

DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY GENDER IN THE I QUARTER OF 2024 YEAR, THOUSAND

	NUMBER OF VISITORS	%
Male	614.0	64.1
Female	343.9	35.9
TOTAL	957.8	100.0

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In the I quarter of 2024 the purpose of the majority of inbound visits (44.8 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 I QUARTER OF 2024 YEAR,
THOUSAND**

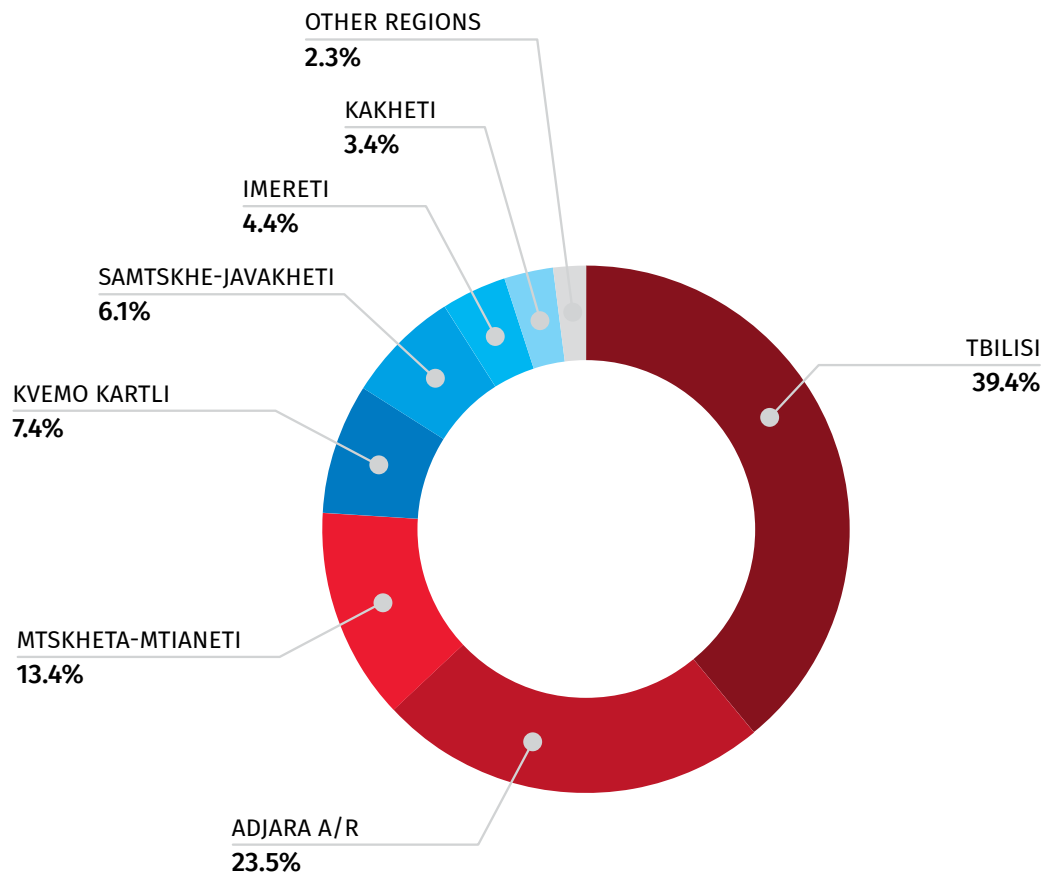
	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	517.9	44.8
Visiting friends/relatives	318.5	27.5
Transit to other country	143.9	12.4
Business or Professional	83.4	7.2
Shopping	62.9	5.4
Other	30.7	2.6
TOTAL	1 157.3	100.0

The majority of visits comes on Tbilisi and Adjara A/R, 608.1 thousand and 363.0 thousand respectively. The chart below illustrates the distribution of visits by the visited regions.

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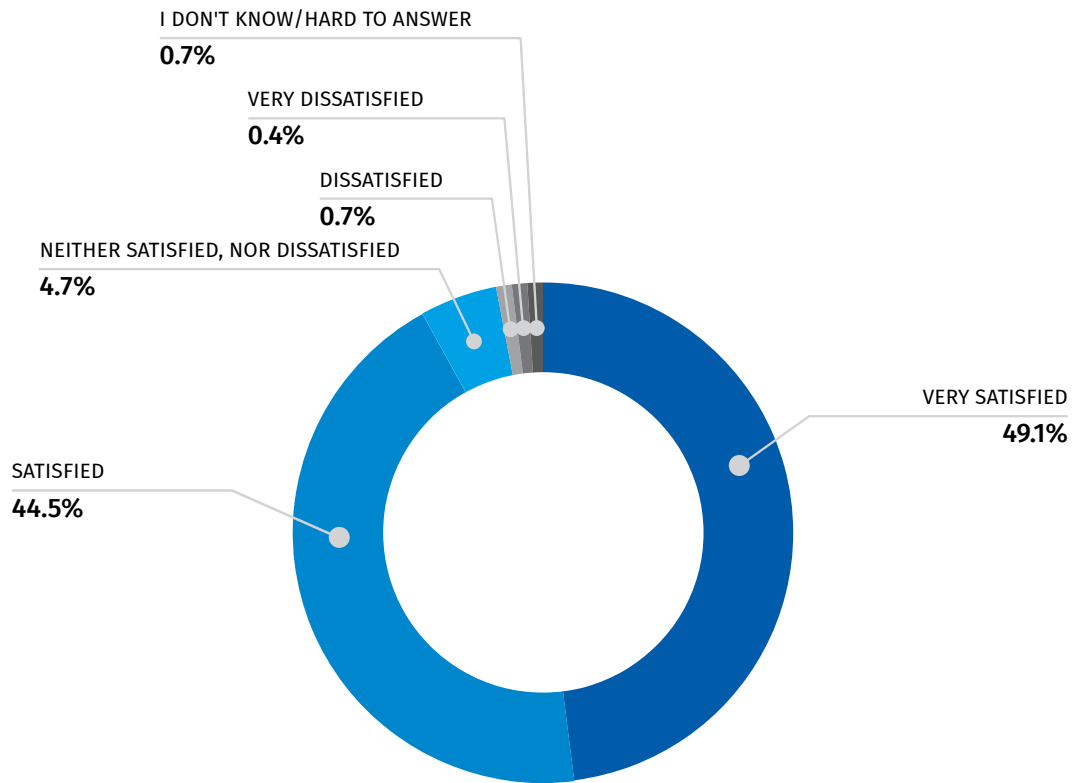
CHART №6

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE VISITED REGIONS IN THE I QUARTER OF 2024 YEAR**



In the I quarter of 2024 the average number of nights spent during the visits equaled 5.5 nights, which is 8.6 percent lower than the same figure of the I quarter of 2023 (6.0 nights). 81.3 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the I quarter of 2024.

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE SATISFACTION LEVEL IN THE I QUARTER OF 2024 YEAR**



The expenditures during the visits made in the I quarter of 2024 equaled 2.2 billion GEL. The indicator is 6.9 percent higher compared to the same period of the previous year. Average expenditure on the visit decreased by 1.6 percent compared to the I quarter of 2023 and amounted to 1 869.1 GEL.

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TABLE №4

**DISTRIBUTION OF THE EXPENDITURE SPENT BY INBOUND VISITORS BY EXPENDITURE CATEGORIES
IN THE I QUARTER OF 2024 YEAR**

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	589.6	27.3	509.5
Foods and drinks	523.6	24.2	452.4
Shopping	434.2	20.1	375.1
Holiday, leisure, recreation, cultural and sporting activities	390.2	18.0	337.2
Local transport	205.7	9.5	177.7
Other expenditure	19.9	0.9	17.2
TOTAL EXPENDITURE	2 163.2	100.0	1 869.1

NOTICE: The discrepancy between the totals and the sum in some cases can be explained by using rounded data.

National Statistics Office of Georgia

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