



NATIONAL STATISTICS OFFICE OF GEORGIA

INBOUND TOURISM STATISTICS IN GEORGIA

IV QUARTER, 2024



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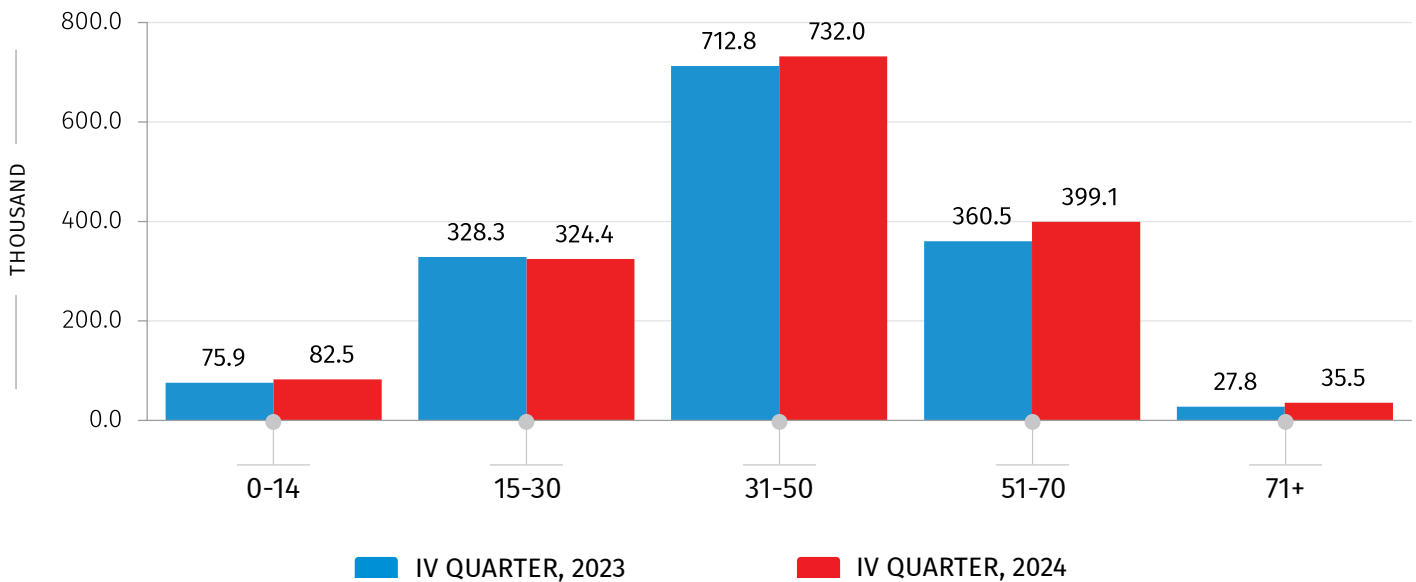
INBOUND TOURISM STATISTICS

(IV QUARTER, 2024)

In the IV quarter of 2024, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 1.6 million, which is 4.5 percent higher compared to the same period of the previous year. Most of the arrivals, 46.5 percent, were made by travellers of age group 31-50.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS
BY AGE GROUPS IN IV QUARTERS OF 2023-2024



The number of visits² by international visitors³ from above-mentioned figure amounted to 1.4 million, 5.1 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

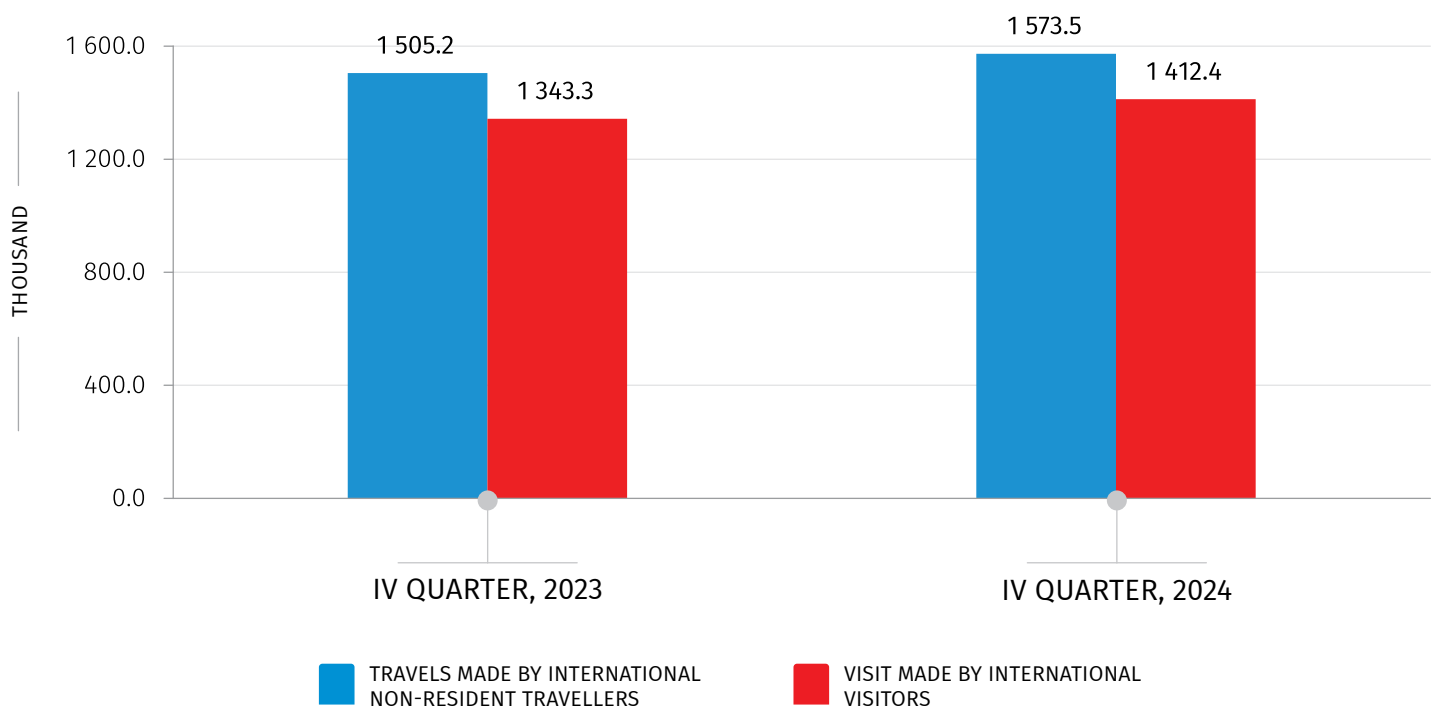
³**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who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

CHART №2

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



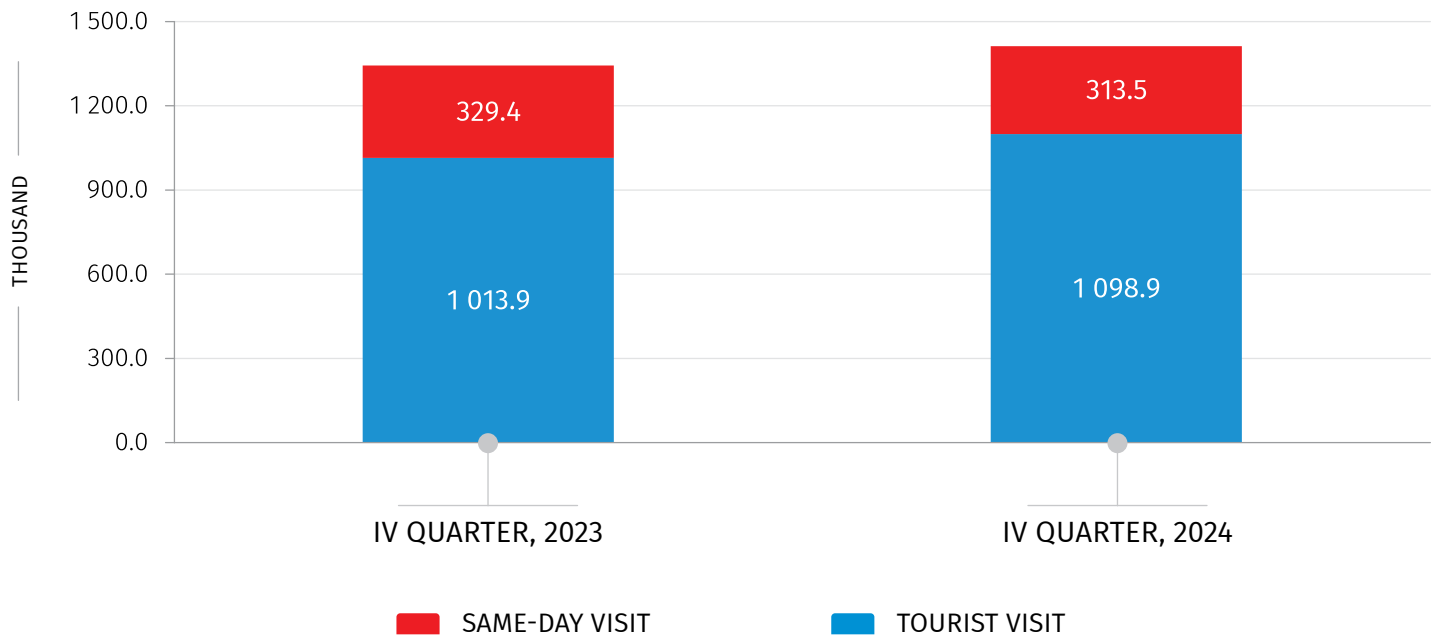
In the IV quarter of 2024 the number of international visitors equaled 1.2 million, which is 6.1 percent higher compared to the same period of the previous year.

In the reporting period, international visitors made 1.1 million tourist-type visits, which is 8.4 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 IV QUARTERS OF 2023-2024**



77.7 percent of international visitors were only tourists⁴. The share of only excursionists⁵ amounted to 18.2 percent, while 4.1 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 IV QUARTERS OF 2023-2024, THOUSAND**

	IV QUARTER, 2023	IV QUARTER, 2024
Only tourist	821.7	904.5
Only same-day visitor	229.8	211.4
Both	45.1	48.0
TOTAL	1 096.6	1 163.8

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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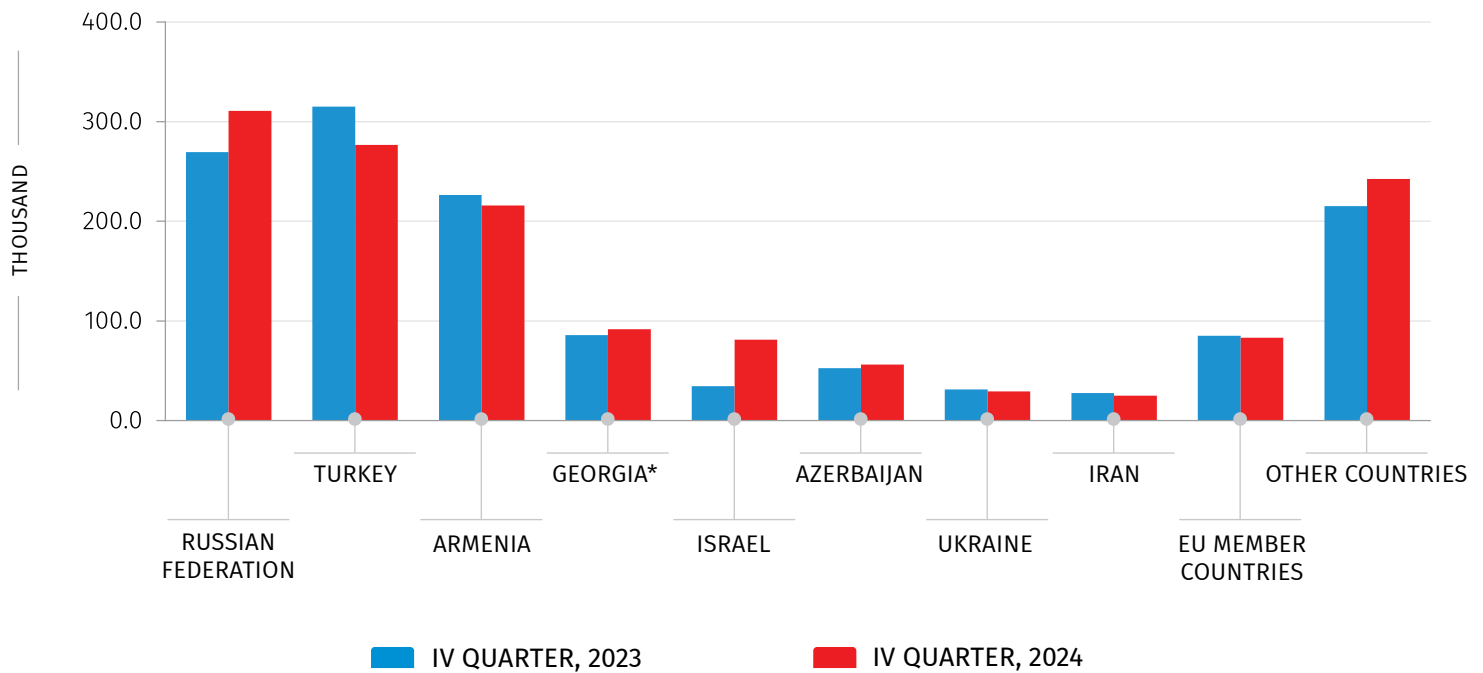
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In the IV quarter of 2024 the largest number of visitors (263.8 thousand visitors), amounting to 22.7 percent of the total number of visitors, was from Russian Federation. Turkey was on the second place with 17.5% share and Armenia was on the third place with 12.8% share.

Correspondingly, the largest number of visits were made by the citizens of Russian Federation (310.9 thousand), Turkey (276.5 thousand) and Armenia (216.0 thousand).

CHART №4

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



*Georgian citizens who remain the residents of other country

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The majority of visitors (47.5 percent) were from the age group of 31-50 and the number of women equaled to 38.8 percent of the total number of visitors.

CHART №5

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS
BY AGE GROUPS IN THE IV QUARTER OF 2024**

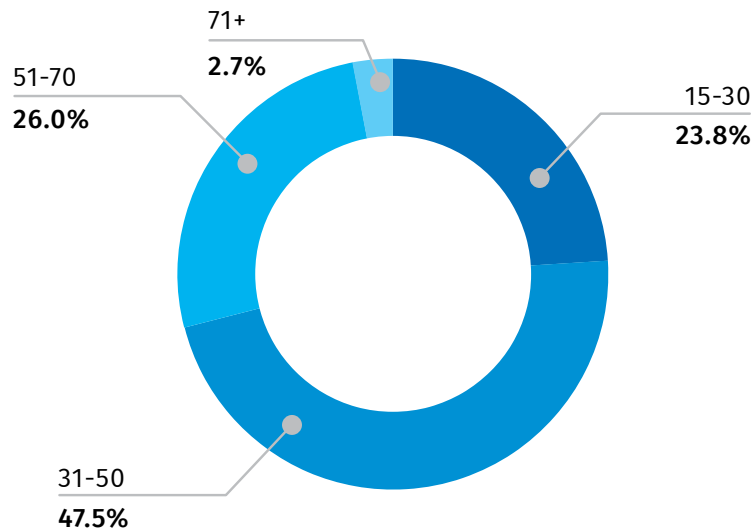


TABLE №2

**DISTRIBUTION OF THE NUMBER OF INBOUND VISITORS BY GENDER IN THE IV QUARTER OF 2024,
THOUSAND**

	NUMBER OF VISITORS	%
Male	712.5	61.2
Female	451.3	38.8
TOTAL	1 163.8	100.0

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In the IV quarter of 2024 the purpose of the majority of inbound visits (43.6 percent) was holiday, leisure and recreation.

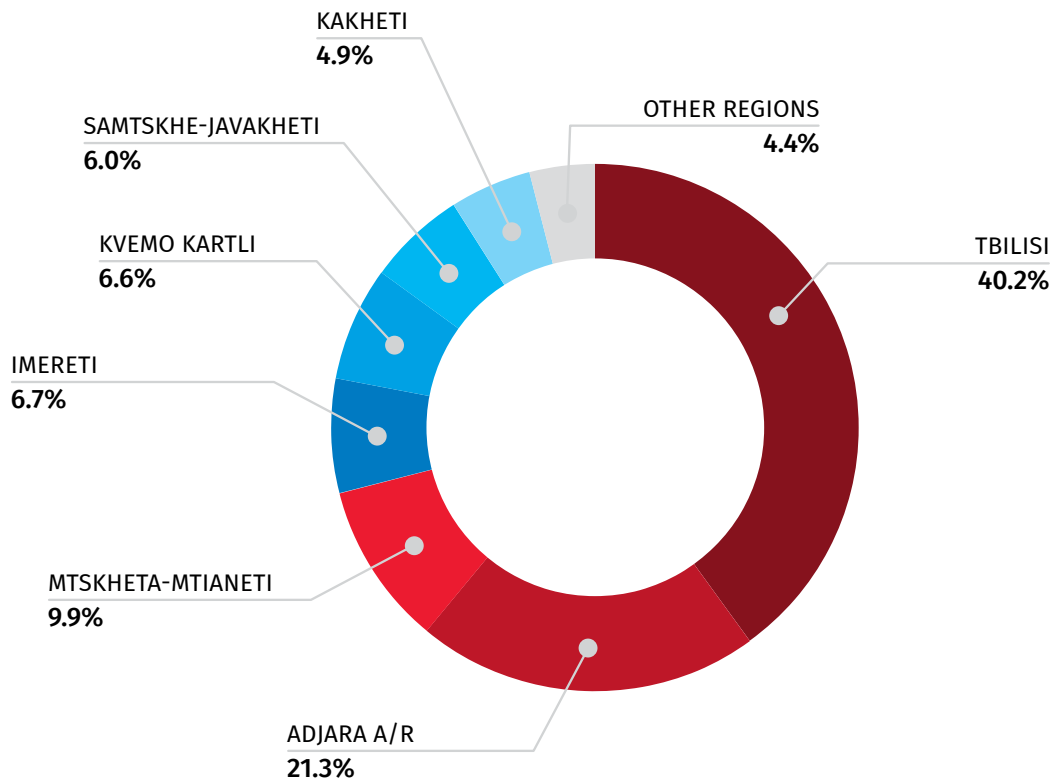
TABLE №3

**DISTRIBUTION OF THE NUMBER OF VISITS MADE BY INBOUND VISITORS
BY THE MAIN PURPOSE OF THE VISIT IN THE IV QUARTER OF 2024, THOUSAND**

	NUMBER OF VISITS	%
Holiday, leisure, recreation	616.3	43.6
Visiting friends/relatives	377.1	26.7
Transit to other country	202.7	14.3
Business or professional	93.9	6.7
Shopping	91.8	6.5
Other	30.5	2.2
TOTAL	1 412.4	100.0

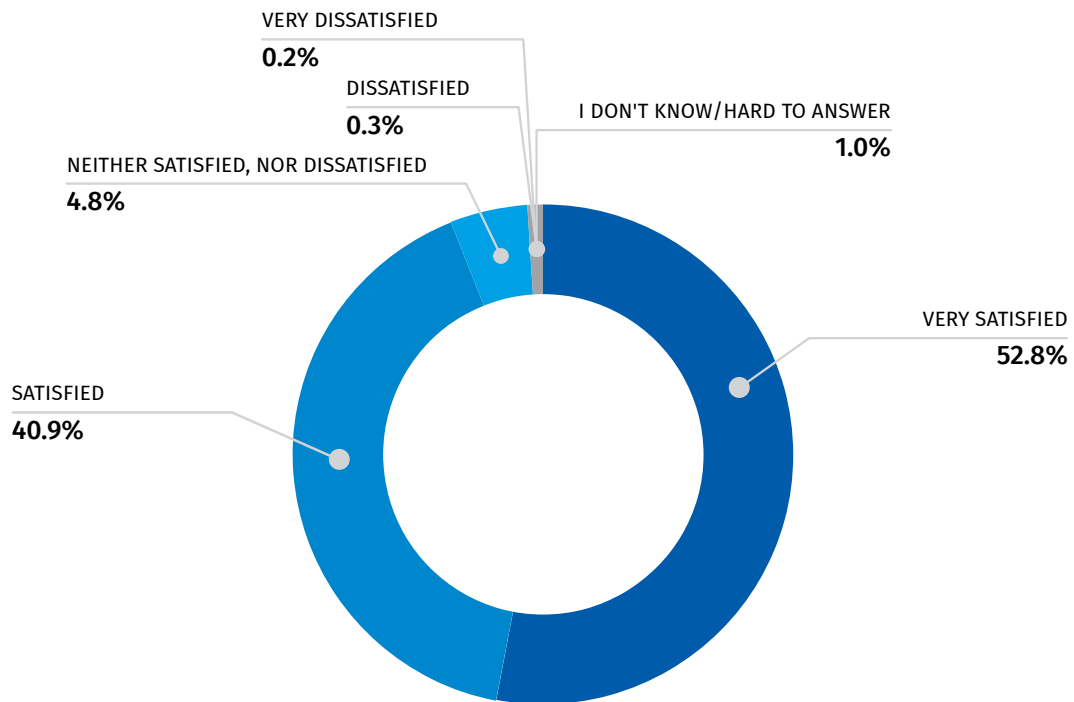
The majority of visits were made in Tbilisi and Adjara A/R, 803.3 thousand and 426.3 thousand, respectively. The chart below illustrates the distribution of visits by the visited regions.

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



In the IV quarter of 2024 the average number of nights spent during the visits equaled 5.05 nights, which is 1.9 percent higher than the same figure of the IV quarter of 2023 (4.95 nights). 79.4 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in the IV quarter of 2024.

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



The expenditures during the visits made in the IV quarter of 2024 equaled 2.9 billion GEL. The indicator is 8.3 percent higher compared to the same period of the previous year. Average expenditure per visit increased by 3.0 percent compared to the IV quarter of 2023 and amounted to 2 088.0 GEL.

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TABLE №4

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

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	818.4	27.8	579.4
Shopping	794.3	26.9	562.4
Foods and drinks	613.2	20.8	434.2
Holiday, leisure, recreation, cultural and sporting activities	458.8	15.6	324.8
Local transport	238.1	8.1	168.6
Other expenditure	26.3	0.9	18.6
TOTAL EXPENDITURE	2 949.2	100.0	2 088.0

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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