



2023

GEORGIAN TOURISM IN FIGURES

STRUCTURE &
INDUSTRY DATA

International Trips to Georgia

In 2023 the number of visits of international travelers amounted to 7,072,220, which is 30.3% more than last year. The number of visits by international travelers includes the number of visits made by international visitors 6,171,540 (+31.2%; 87.3%) and other visits (non-tourist) 900,680 (+24.6%; 12.7%). From the total number of international visitor trips, 4,669,467 (+27.8%; 75.7%) were tourist trips and 1,502,073 (+42.9%; 24.3%) were same-day trips.

Tourist visits are characterized by a particularly high growth, therefore their share in total visitors has also increased, in particular, compared to the figure of 2019, the share of tourist visits has increased from 65.8% to 75.7%. It should be noted that the annual growth of tourist visits is equal to 27.8%.

The structure of international visits differs significantly between residents of neighboring and other countries. Only 64.6% of the visits from neighboring countries are tourist visits (2,571,163), while tourist visits from the other countries is 95.6% (2,098,304). On the other hand, the share of neighboring countries among visitors has significantly decreased from 71.4% to 64.4% compared to 2019.

The highest number of international visits for the year in the third quarter was 2,706,863, which is a 19.4% increase over the previous year's highest figure. The number of visits during this period accounted for 38.3% of the total international visits recorded in 2023. The lowest number of visits was recorded in the first quarter at 1,208,462 (17.1%).

The largest share of international visitors, 4,195,723 (+34.3%; 68%) came via land transport, followed by air 1,921,872 (+25.1%; 31.1%). Trips by rail and sea were 25,221 (-4.3%; 0.4%) and 28,724 (+59.3%; 0.5%), respectively. The busiest border is Sarpi (Turkish border) 1,449,194 (+36.8%; 23.5%), followed by Tbilisi International Airport 1,230,888 (+18.3%; 19.9%) and Kazbegi (Russian border) 1,186,953 (+40.6%; 19.2%). The number of trips from these three border crossings accounted for 62.7% of all trips.

In 2023, 422,227 (+54.7%) trips were conducted by EU visitors (including United Kingdom), with the largest number derived from Poland 91,210 (+117.6%; 21.6%), Germany 68,824 (+41.8%; 16.3%) and UK 30,732 (+43.6%; 7.3%).

The majority of trips to Georgia were conducted by male visitors - 3,911,413 (63.4%), while female visits amounted to 2,260,127 (36.6%). The largest number of which were within the 31-50 age category 3,020,686 (48.9%), followed by the 15-30 age groups 1,548,999 (25.1%) and the 51-70 - 1,484,049 (24%). The fewest trips were conducted by the 71+ age group, at 117,806 (1.9%).

Basic Information

International travel statistics are provided by the Information-Analytical Department of the Ministry of Internal Affairs of Georgia.

Methodology

The international travel statistics describe the dynamics of inbound travelers registered at 21 border checkpoints.

The Main Indicators In line with UNWTO recommendations, an international traveler is someone who moves between different geographic locations for any purpose and any duration. It includes foreign citizens who are Georgian residents and includes Georgian citizens who are foreign residents.

An international visitor is a traveler taking a trip to a main destination outside their usual environment, for less than a year, for any purpose (business, leisure, or another personal purpose) other than to be employed by a resident entity in the country or place visited.

The usual environment of an individual, a key concept in tourism, is defined as the geographical area within which an individual conducts their regular life routines. To define the "usual environment" in Georgia, travelers conducting eight or more trips are excluded from the data.

A visitor (domestic, inbound, or outbound) is classified as a tourist (or overnight visitor) if their trip includes an overnight stay, or otherwise as a same-day visitor (or excursionist)

Others (non-tourists) are characterized under the reason they have been excluded from being defined as visitors: either being less than 15 years old or being within their usual environment.

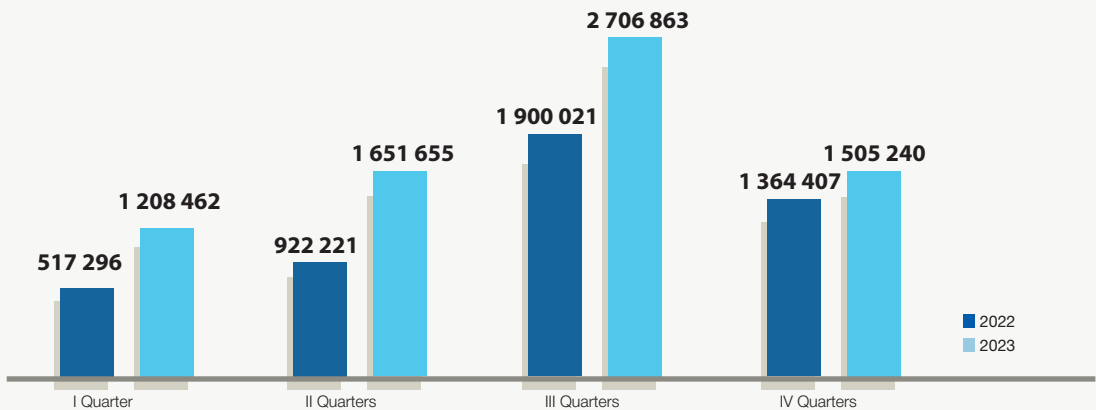
A tourist is defined as a visitor who spends at least one night within the territory of Georgia. Such visitors are categorized based on their overnight stays and are considered international tourists. In contrast, a one-day visitor, or excursionist, does not stay overnight in Georgia. Their visits are classified as one-day excursions. All categories of travelers engaged in tourism are classified as visitors. Consequently, visitor tourism statistics form a fundamental aspect of the overall system. This concept underpins the analysis of tourism trends by country, border type, and demographic factors, including gender and age. Visitors are categorized into two main groups: tourists (overnight visitors) and day visitors. For more detailed information, please refer to the National Administration's website: www.gnta.ge

International Travel Classification

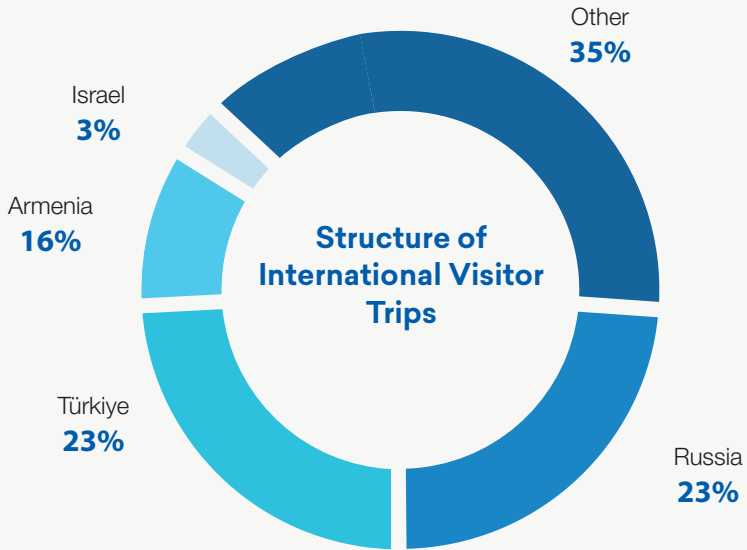
Trip Type	2022	2023	Change	Change %	Share%
International Travelers Trips	5,426,903	7,072,220	1,645,317	30.3%	100.0%
International Visitor Trips	4,703,945	6,171,540	1,467,595	31.2%	87.3%
Tourist (Overnight) Trips	3,652,949	4,669,467	1,016,518	27.8%	75.7%
Same Day Trips	1,050,996	1,502,073	451,077	42.9%	24.3%
Other (non-tourism)	722,958	900,680	177,722	24.6%	12.7%

Source: The Ministry of Internal Affairs of Georgia

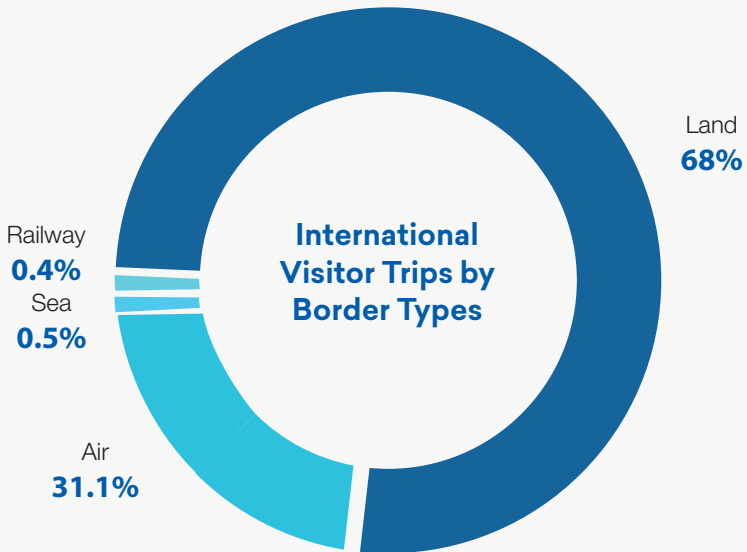
International Visitor Trips by Quarters And Years



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Borders

Border name	Border with	2022	2023	Change	Change%	Share %
Total	↓	4,703,945	6,171,540	1,467,595	31.20%	100%
Including	↓	↓	↓	↓	↓	↓
Sarpi	Türkiye	1,059,151	1,449,194	390,043	36.8%	23.5%
Tbilisi Airport	1,040,729	1,230,888	190,159	18.3%	19.9%
Kazbegi	Russia	844,115	1,186,953	342,838	40.6%	19.2%
Sadakhlo	Armenia	704,560	901,833	197,273	28.0%	14.6%
Kutaisi Airport	231,566	436,902	205,336	88.7%	7.1%
Batumi Airport	264,021	254,082	-9,939	-3.8%	4.1%
Ninotsminda	Armenia	118,367	163,476	45,109	38.1%	2.6%
Tsiteli Khidi	Azerbaijan	147,873	149,917	2,044	1.4%	2.4%
Kartsakhi	Türkiye	126,707	143,686	16,979	13.4%	2.3%
Vale	Türkiye	39,121	79,035	39,914	102.0%	1.3%
Guguti	Armenia	42,374	64,076	21,702	51.2%	1.0%
Tsodna	Azerbaijan	40,886	57,490	16,604	40.6%	0.9%
Railway Sadakhlo	Armenia	24,172	23,855	-317	-1.3%	0.4%
Port Poti	9,006	13,709	4,703	52.2%	0.2%
Port Batumi	7,689	12,032	4,343	56.5%	0.2%
Port Kulevi	1,341	2,983	1,642	122.4%	0.0%
Railway Gardabani	Azerbaijan	1,159	1,061	-98	-8.5%	0.0%
Railway Kartsakhi	Türkiye	1,024	305	-719	-70.2%	0.0%
Akhkerpi	Armenia	84	63	-21	-25.0%	0.0%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips top 15 Countries

Country	2022	2023	Change 2022/2023	Change 2022/2023 %
Russia	1,087,257	1,418,464	331,207	30.5%
Türkiye	925,561	1,396,660	471,099	50.9%
Armenia	742,593	962,540	219,947	29.6%
Israel	210,178	217,065	6,887	3.3%
Azerbaijan	152,969	199,835	46,866	30.6%
Kazakhstan	120,494	167,492	46,998	39.0%
Ukraine	168,915	146,931	-21,984	-13.0%
Belarus	130,046	130,203	157	0.1%
Iran	102,877	126,282	23,405	22.8%
Poland	41,917	91,210	49,293	117.6%
India	52,841	84,688	31,847	60.3%
Saudi Arabia	119,921	72,953	-46,968	-39.2%
Germany	48,548	68,824	20,276	41.8%
Uzbekistan	47,953	52,088	4,135	8.6%
China	7,380	48,304	40,924	554.5%

Source: The Ministry of Internal Affairs of Georgia

International Tourist Trips Top 15 Countries

Country	2022	2023	Change 2022/2023	Change 2022/2023 %
Russia	868,229	1,110,762	242,533	27.9%
Türkiye	540,135	770,811	230,676	42.7%
Armenia	383,226	515,668	132,442	34.6%
Israel	205,874	211,548	5,674	2.8%
Azerbaijan	135,429	173,922	38,493	28.4%
Kazakhstan	115,022	159,008	43,986	38.2%
Ukraine	156,919	132,127	-24,792	-15.8%
Belarus	125,615	124,333	-1,282	-1.0%
Iran	100,910	123,737	22,827	22.6%
Poland	41,150	88,405	47,255	114.8%
India	52,688	83,930	31,242	59.3%
Saudi Arabia	117,480	70,676	-46,804	-39.8%
Germany	45,635	64,468	18,833	41.3%
Uzbekistan	46,004	49,432	3,428	7.5%
China	7,255	46,875	39,620	546.1%

Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia

Travel Behavior of International Visitors

In 2023 the number of international trips to Georgia amounted to 6,171,540. A total of 75.7% (4,669,467) of trips included at least one overnight stay, which by definition is a tourist trip. 24.3% were day trips (1,502,073).

Out of the total number of trips, 72.8% were repeat trips and 27.2% of trips were for the first time. Most of the residents of neighboring countries have traveled to Georgia before. The largest share of repeat trips was conducted by Azerbaijani visitors (97.7%), followed by Armenian (97.2%), Russian (82.3%) and Israeli (79.7%). The leaders among first-time trips were Germany and Kazakhstan with 48.5% and 40.1% shares respectively.

46.3% of international visitors visit Georgia with their family or relatives. Visitors traveling alone (26.1%) and visitors traveling with friends (26.1%) arrive in equal numbers. 3.5% of visitors visit us together with their colleagues.

Purpose of Travel

International visitor trips were mostly undertaken for holiday, leisure or recreation purposes (52.3%). Other frequently observed purposes included visiting friends or relatives (20.4%), transit (12.8%), business/professional trips (6.8%), shopping (5.4%). Only 2.4% of trips were for other purposes.

Duration of Stay

The total number of overnights stays of international visitors arriving in Georgia, in 2023 was 33,307,707, and their average duration of stay was 5.4 nights.

Visitors from India (13.8 nights), as well as from Belarus (11 nights) and the United States of America (10 nights) stay in Georgia the longest.

Visitor's average duration of stay for holiday, recreation and leisure was 5.9 nights, for visiting friends and relatives was 6.9 nights and for business and professional – 6.1 nights. The average duration of stay of first-time visitors to Georgia was 5.2 nights, and 5.8 nights of repeat visits. Those arriving by air stay on average 7.9 nights longer than those arriving by land – 4.2 nights. The largest share of total duration of stays (40.1%) was spent in hotels. A little less than a quarter (23.9%) stayed in a rented house. 7.1% stayed in a guest house and hostel.

24%

Tbilisi - The most popular destination



7%

Batumi



8%

Kutaisi



Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of international trips to Georgia.

Methodology

The survey was conducted in a face-to-face format, and a printed questionnaire was used. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organization. A stratified systematic sample method was applied to selected respondents. The sample size varied across quarters: Quarters I, II and IV: 900 respondents monthly, Quarter III: 1300 respondents monthly. Interviews were conducted with international visitors aged 15 years or older at the moment of leaving Georgia. The interviews took place at ten biggest checkpoints (air and land).

Main Published Indicators

Place of permanent residence, purpose and frequency of visit, length of stay, places visited, accommodation, source of information, accompanying persons, means of transport, organization of the trip, popular activities and attractions, and satisfaction level.

More detailed information can be found at www.gnta.ge

Visited Destinations

Most international trips on the regional level were made in Tbilisi 50%, Adjara was next with 44.9% and Mtskheta-Mtianeti 18.3%. Other regions with significant number of visits were Lower Kartli 8.6%, Samtskhe-Javakheti 8.2%, Imereti 7.8% and Kakheti 5.6%. The lowest rate was in Samegrelo–Upper Svaneti 1.8%, Inner Kartli 3.8%, Guria 1.2% and Racha-Lechkhumi, Lower Svaneti 0.1%.

50% of international trips were made to the capital city of Georgia, followed by 44% trips to Batumi. Other destinations were less visited. Among them Mtskheta was the most popular (9.4%). Some other widely visited destinations were the following: Kazbegi (8.1%), Kutaisi (7.7%), Borjomi (5.2%), Gudauri (5.3%), Marneuli (5.9%), Signaghi (3.7%), Kobuleti (2.4%), Gori (3.6%).

Expenditures

Total expenditure by international visitors during the estimation period was 12.9 billion GEL, and average expenditure per visit was 2,097 GEL. The largest share of visitors' expenditures was registered on accommodations (36.4% of total expenses) and shopping (23.4% of total expenses). Spending on served food and drinks was also significant share (21.6%) and only 10% of expenditure was made on Cultural and Entertainment Services.

The average expenditure of visits for holiday, recreation and leisure was 2,488 GEL per visit, and the average expenditure of the segment of professional and business was determined at 2,028 GEL.

Satisfaction level

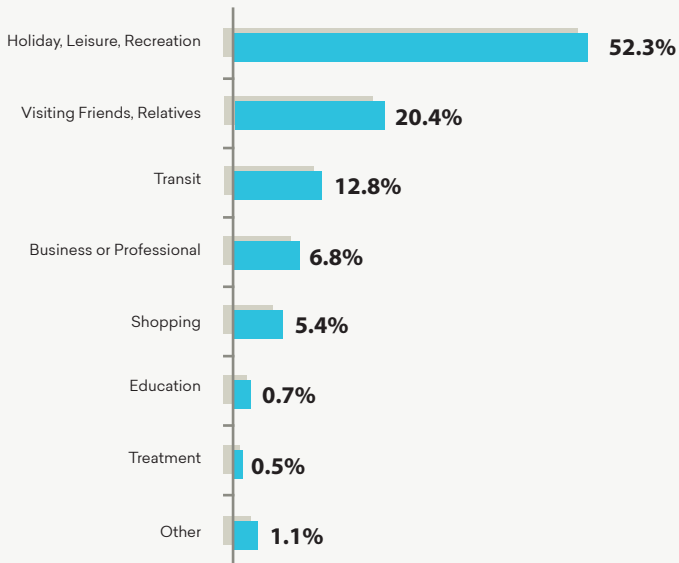
The satisfaction level of international visitors' visits is distributed as follows: 53.6% were very satisfied; 39.5% were satisfied; 5.4% - neither dissatisfied nor satisfied; 0.9% were dissatisfied; 0.4% are very dissatisfied. Even 0.1% of tourists find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.45.





Source: The Ministry Of International Affairs of Georgia

Main Purpose of Trip

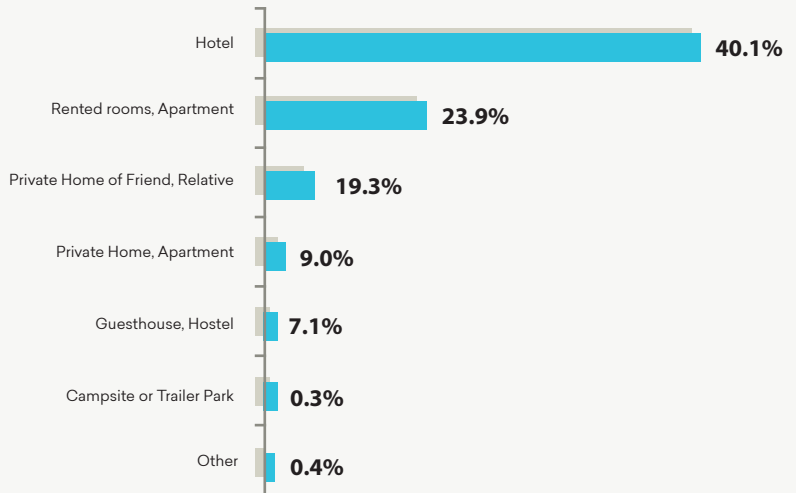


Source: The Ministry Of International Affairs of Georgia



Source: The Ministry Of International Affairs of Georgia

Overnight Stay In Accommodation Facilities



Source: The Ministry Of International Affairs of Georgia

Expenditure Structure

Components	Quantity (GEL) (X1000)	Share %
Accommodation	4,712,893	36.4%
Shopping	3,026,004	23.4%
Served Food and Drinks	2,797,533	21.6%
Cultural and Entertainment Services	1,300,905	10.0%
Local Transport	943,380	7.3%
Other Expenditures	163,690	1.3%
Total Expenditures	12,944,405	100.0%

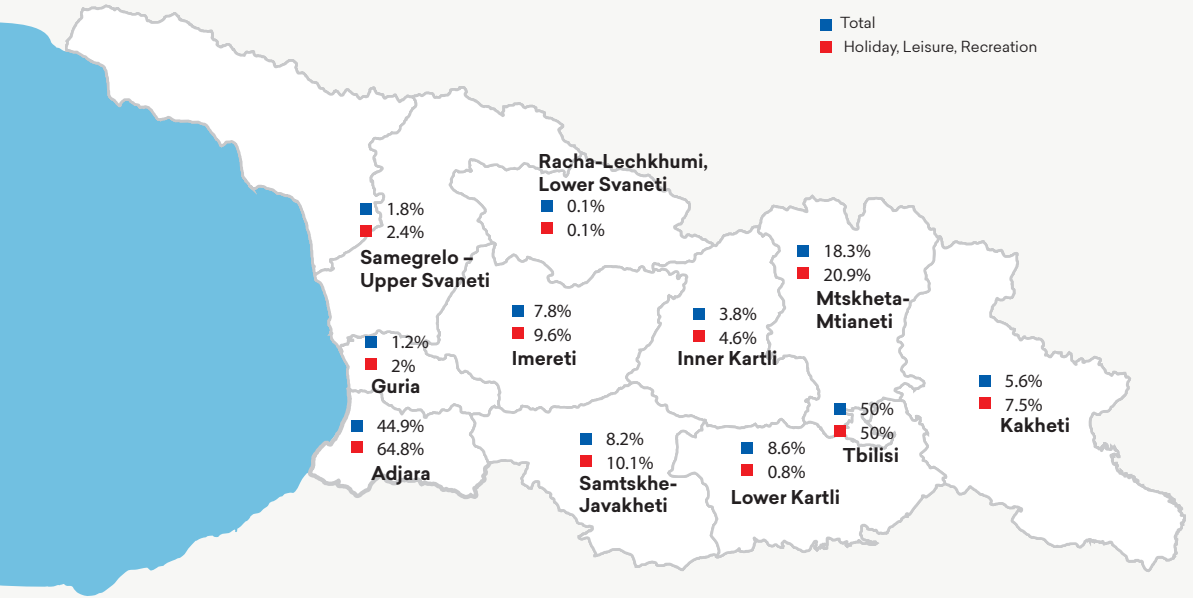
Source: The Ministry Of International Affairs of Georgia

Top 10 Non-Neighboring Countries by Average Spend and Duration of Stay

Country	Average Expenditure Per Visit (GEL)	Average Length of Stay (Nights)
Ukraine	5,596	8.9
Kazakhstan	5,017	6.4
Saudi Arabia	3,916	7.7
Kuwait	3,507	6.9
Belarus	3,302	11.0
UAE	2,997	6.1
USA	2,975	10.0
Iran	2,433	6.6
Israel	2,221	7.2
Germany	2,063	6.7

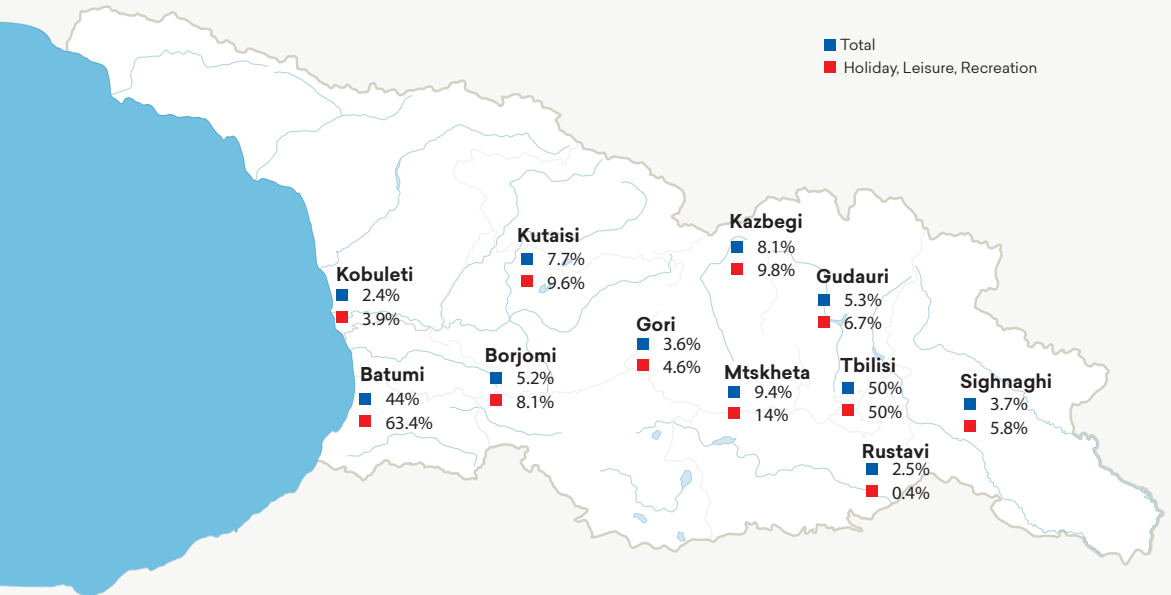
Source: The Ministry Of International Affairs of Georgia

Most Visited Regions



Source: The Ministry Of International Affairs of Georgia

Most Visited Destinations



Source: The Ministry Of International Affairs of Georgia

Travel Behavior of Domestic Visitors

In 2023, the number of domestic trips within Georgia amounted to 19.2 million. The majority of trips were from Tbilisi (30.7%), and most visits were to large cities.

Duration and Purpose of Travel

The average visitor trip length was 1.5 nights, which varied by place of residence. Visitors from Tbilisi tended to stay for longer periods (2.2 nights on average), while other visitors spent one night, on average, away from their usual environment. The majority of domestic trips (47.2%) were carried out by local residents visiting friends or relatives. While visiting second home was the main reason for 9.6% of travelers, and 17.6% traveled for shopping. Other frequently observed purposes were: health and medical care (8.5%), leisure and recreation (11%), and business, professional purposes (2.6%).

Age and gender of visitors

The majority of internal visits were made by men, 8,084,376.4 (52.7%), women's visits made 7,261,171.9 (47.3%). 36.6% of domestic visitors are between the ages of 31 and 50, 32.2% are between 51-70, 23.1% are between 15-30 and only 8.2% are over 70.

Travel Destinations

Around 23% of total domestic trips were made to the capital city, followed by 9.4% to Kutaisi and 7% Batumi. The other destinations included: Rustavi (3.4%), Mtskheta (2.8%), Gori (2.2%), Zestafoni (2%) and Telavi (1.6%). From a regional perspective, the most popular locations were Imereti (21.4%), Ajara (10.4%), and Kakheti (8.3%).

Accommodation

During this period, the total number of overnight stays was 29.5 million; including 58.5% of domestic travelers who stayed in the private homes of friends and relatives. A considerable number of domestic visitors, 27.5%, stayed in their own houses, while 3.9% used hotels, guest house.

Expenditure

The total expenditure from domestic visitors during the estimation period was 3.3 billion GEL, while the average expenditure per visit was 173.8 GEL. The largest share of visitor expenditure, (34.9%), was registered for shopping, followed by expenditure on foods and drinks 24.6%, local transport 20% and 5.6% on accommodations.

Satisfaction level

The satisfaction level of internal visitor visits is distributed as follows: 24.2% were very satisfied; 59.1% were satisfied; 14% - neither dissatisfied nor satisfied; 1.8% were dissatisfied; 0.6% are very dissatisfied. 0.3% of tourists find it difficult to answer this question. Accordingly, the average level of satisfaction from the 5-point system is 4.05

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of domestic visits within Georgia.

Methodology

The results of this report are based on in-person, face-to-face interviews with respondents living in households throughout the territory of Georgia. The survey was designed to collect information from a representative sample of the resident population, aged 15 and above, who had travel experience within the country over the last month.

In line with UNWTO Recommendations on Tourism Statistics, domestic tourism refers to trips of residents within Georgia to a location outside of their usual environment. In the context of tourism statistics, two simultaneous methods are used for the classification of a domestic visit: location and frequency. The location method takes into consideration the municipal structure of the country. For defining the usual environment, it is crucial whether the domestic traveler made a visit out of their municipality. The second criterion defines the specific frequency of visits that are considered regular. If a Georgian domestic traveler visits another municipality less than once every two weeks, it is not considered regular and is therefore classified as a domestic visit.

The Main Indicators

The main published indicators include: place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, sources of information, means of transport, satisfaction level, and expenditure.

Further, more detailed information can be found at www.gnta.ge and www.geostat.ge



Tbilisi

23%

Most Popular Destination



Kutaisi

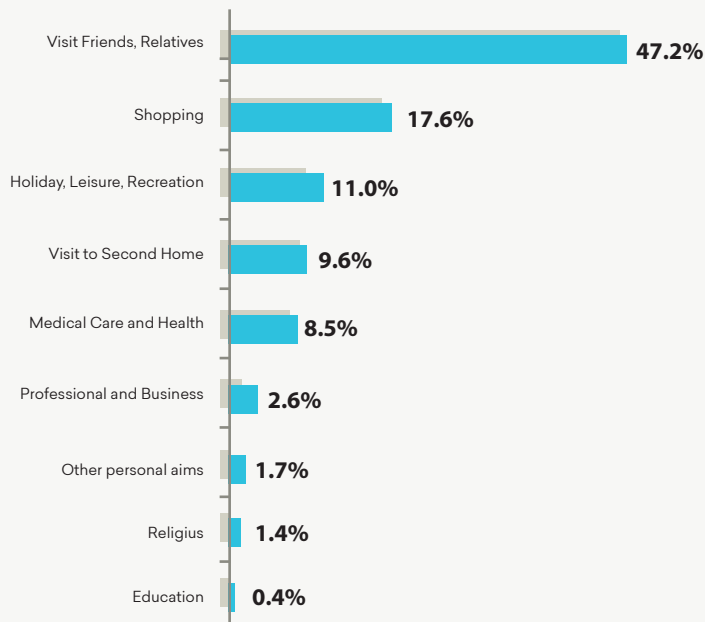
9.4%



Batumi

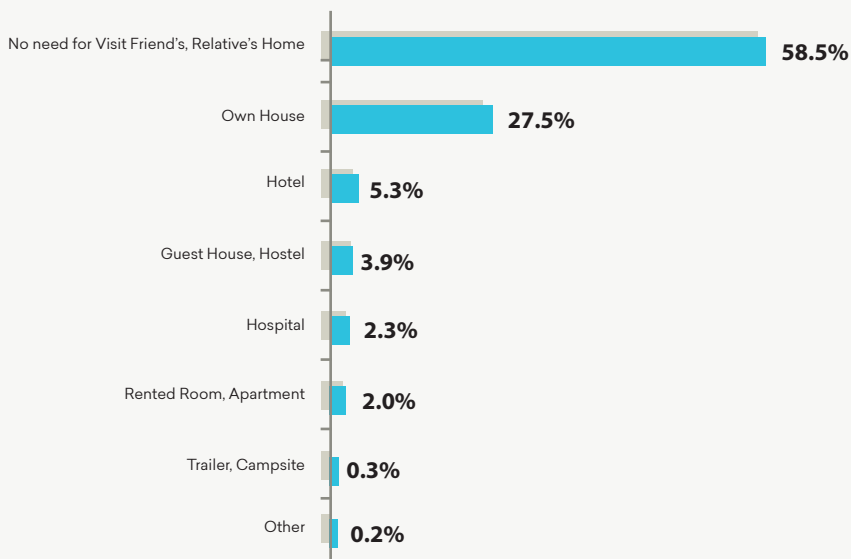
7%

Main Purpose of Trip



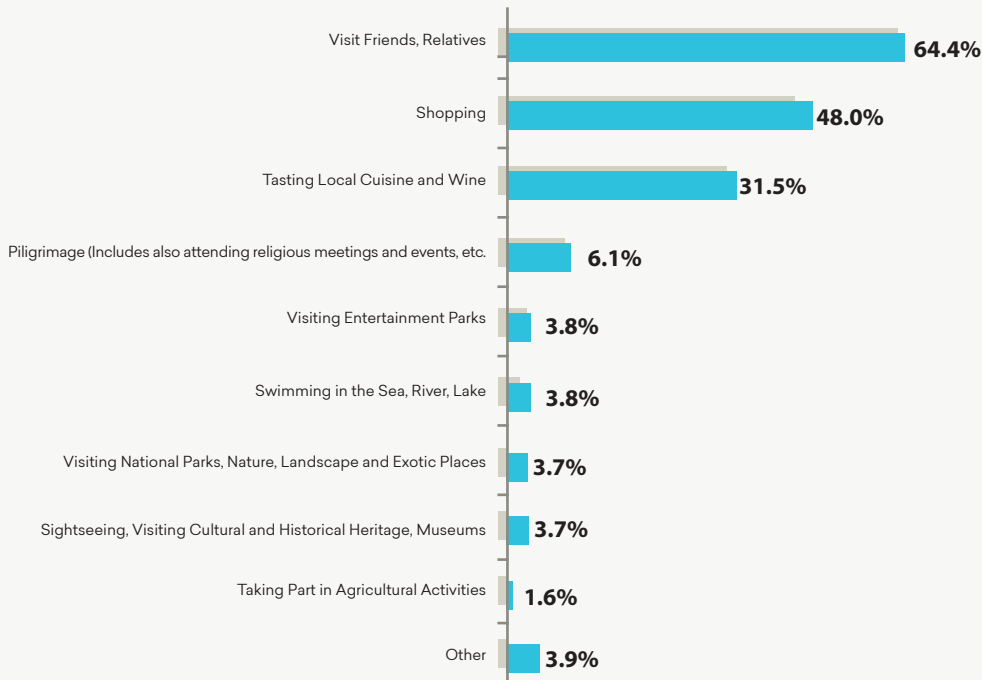
Source: National Statistics office of Georgia

Nights Spent In Accommodation Facilities



Source: National Statistics office of Georgia

Popular Tourism Activities



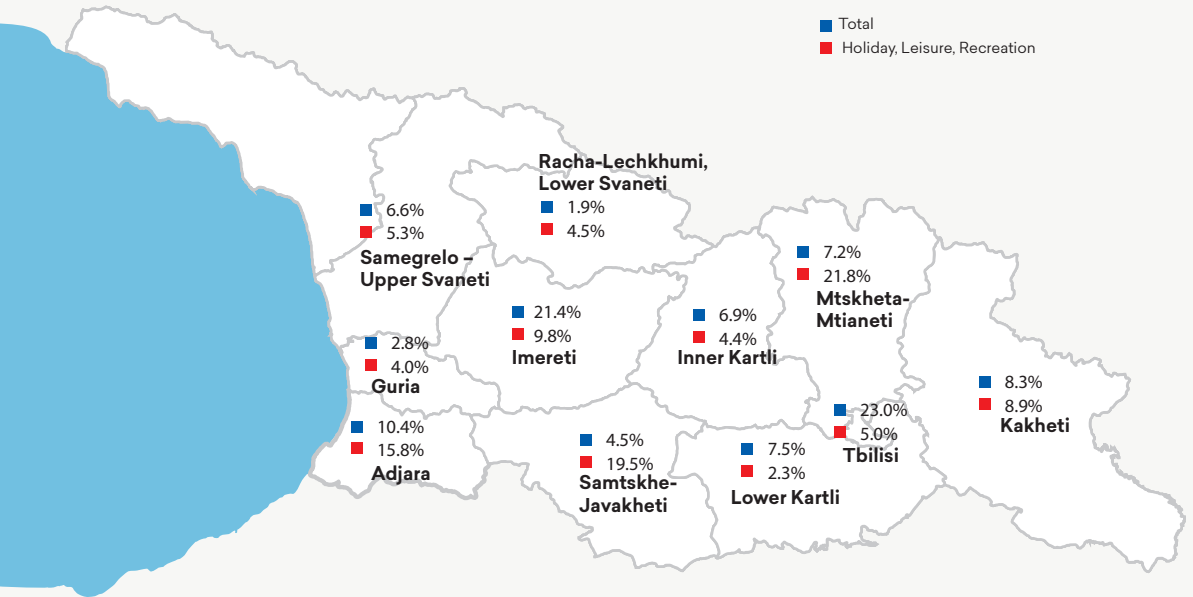
Source: National Statistics office of Georgia

Expenditure Structure

Components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	1,165,632	34.9%
Served Food and Drinks	819,229	24.6%
Local Transport	667,056	20.0%
Accommodation	187,186	5.6%
Cultural and Entertainment Services	37,296	1.1%
Other Expenditures	459,172	13.8%

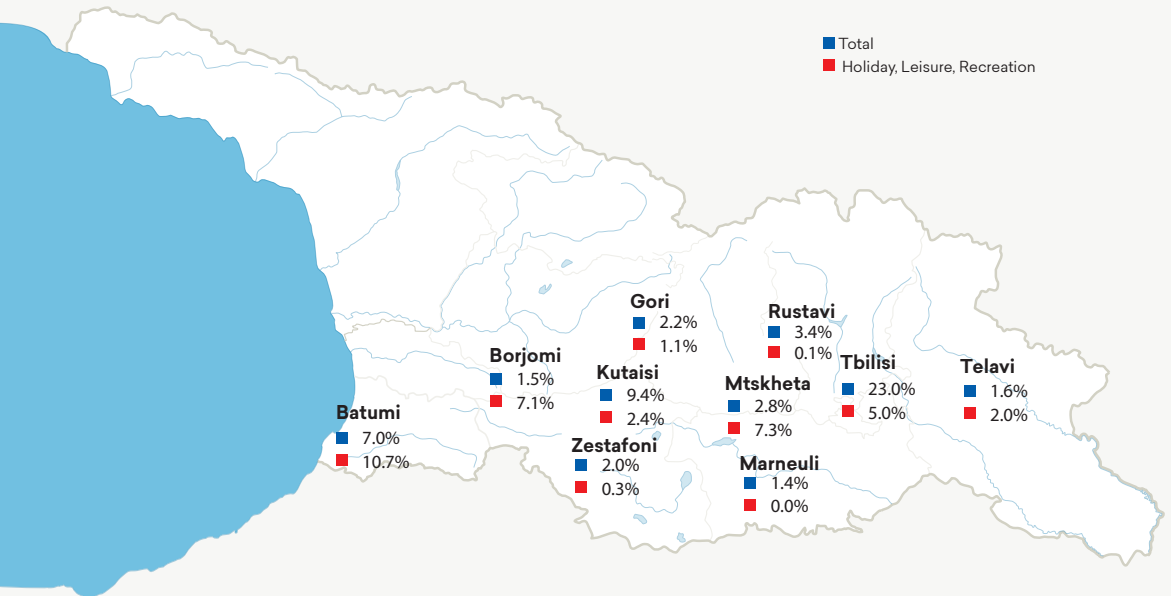
Source: National Statistics office of Georgia

Most Visited Regions



Source: National Statistics office of Georgia

Most Visited Destinations



Source: National Statistics office of Georgia

Travel Behavior of Outbound Visitors

In 2023 the number of international trips from Georgia amounted to 2,246,769. A total of 60.5% (1,359,195) of trips included at least one overnight stay, which is by definition a tourist trip. 39.5% were day trips (887,574).

The largest share of outbound trips was conducted by the 31-50 age category (49%), followed by the 15-30 (25.9%) and 51-70 age categories with 23%. Only 2.1% were aged 71+. The majority of outbound visitors were male (53.4%) and 46.6% - female.

97.2% of outbound trips were repeat trips and 2.8% were first time trips.

Purpose of Travel

International outbound trips were mostly undertaken for shopping (35.4%). Other frequently observed purposes included visit to friends and relatives (32.3%), holiday, leisure, or recreation (14.1%), business/professional trips (12.5%), health and medical care (2.9%), and education (1.2%). Only 1.4% of trips were for other purposes.

Accommodation and Duration of Travel

During this period, the total number of overnight stays was 14,670,927. The average duration of a trip was 6.5 nights.

The most used form of accommodation was in the private home of a friend or relative with 41% of total overnights. 18.2% of nights were spent in own home, while 17.7% were in a hotel. Other types of accommodation were less utilized by international visitors. Only 13.2% were spent in rented house.

Travel Destination

The majority of outbound trips (72.8%) were conducted to neighboring countries. Among them, Türkiye was the leader (44.9%), followed by Armenia (15.5%) and Russia (13%). The smallest number of trips among neighbors was conducted to Azerbaijan (2%). Significantly fewer trips are conducted to non-neighboring countries, where United Arab Emirates are among the leaders with 3.3%, Germany with 2.5%, and Poland with 2.1%.

Expenditures

Total expenditure by outbound visitors during the estimation period was 2.04 billion GEL, and average expenditure per visit was 907 GEL. The largest share of visitors' expenditures was registered on shopping (41.9% of total expenses), served food and drinks (24.6% of total expenses). 16.7% was spent on accommodation and 4.5% of expenditures were made on cultural and entertainment services.

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of outbound trips abroad.

Methodology

The survey was conducted in a face-to-face format, and a printed questionnaire was used. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organization. A stratified systematic sample method was applied to selected respondents. The sample size is 12,000 annually, (1,000 monthly). Interviews were conducted with outbound visitors aged 15 years or older at the moment of returning to Georgia. The interviews took place at the ten biggest checkpoints (air, land).

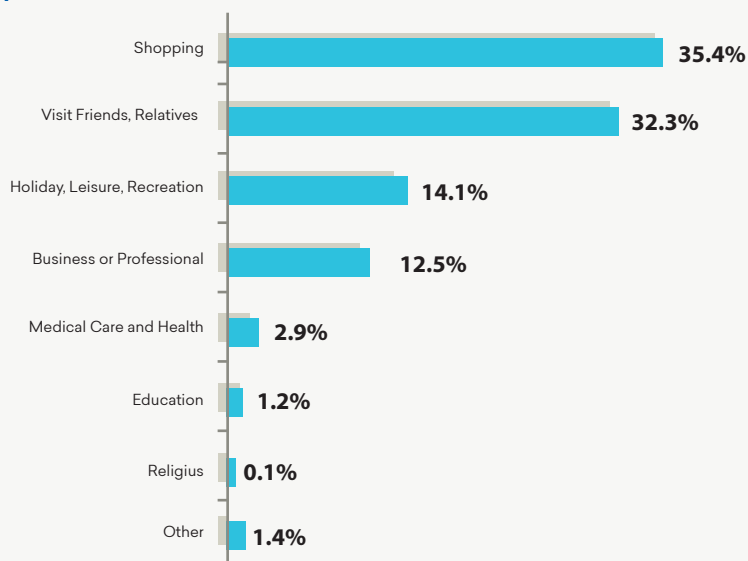
The Main Indicators

Place of permanent residence, purpose and frequency of visit, length of stay, places visited, accommodation, source of information, accompanying persons, means of transport, organization of the trip, popular activities and attractions, and satisfaction level. More detailed information can be found at www.gnta.ge and www.geostat.ge



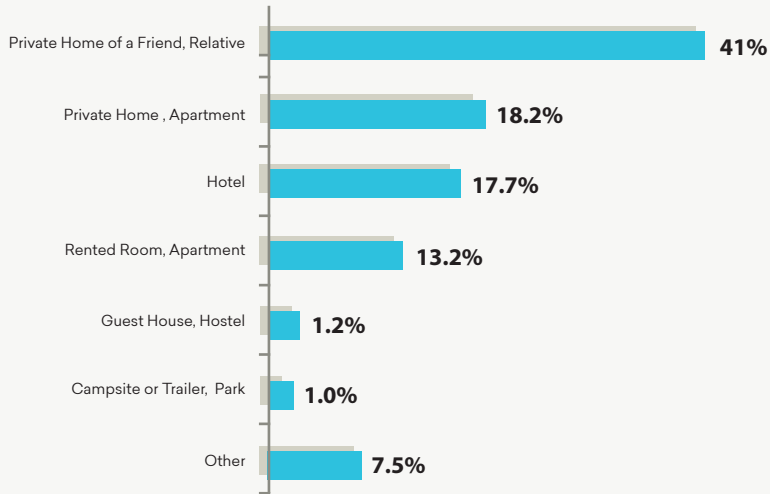
Source: National Statistics office of Georgia

Main Purpose of Trip



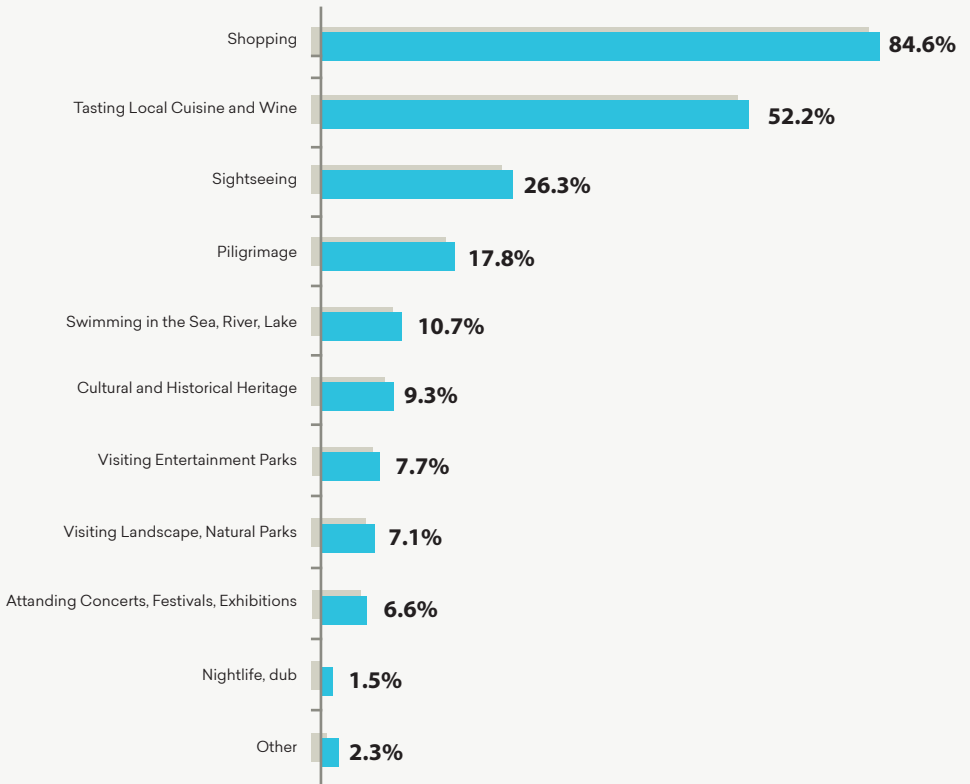
Source: National Statistics office of Georgia

Night Spent In Accommodation Facilities



Source: National Statistics office of Georgia

Popular Tourism Activities



Source: National Statistics office of Georgia

Expenditure Structure

Components (GEL)	2023 (X 1000)	Share %
Shopping	853,344	41.9%
Served Food and Drinks	501,881	24.6%
Accommodation	339,575	16.7%
Local Transport	189,642	9.3%
Recreation, Cultural and Entertainment Services	90,891	4.5%
Other	61,759	3.0%
Other Expenditures	2,037,092	100.0%

Source: National Statistics office of Georgia

Outbound Trips, Top Countries

Country	2023	Share %
Türkiye	1,008,541	44.9%
Armenia	348,980	15.5%
Russia	292,029	13.0%
United Arab Emirates	74,432	3.3%
Germany	56,463	2.5%
Azerbaijan	45,125	2.0%
Poland	46,191	2.1%
Italy	30,635	1.4%
Israel	24,282	1.1%
France	22,371	1.0%
Others	378,277	16.2%

Source: National Statistics office of Georgia

Tourism - an Important Sector of the Economy

The travel and tourism industry is one of the fastest recovering sectors among services. According to the World Travel and Tourism Council (WTTC), in 2023, the Travel & Tourism sector contributed 9.1% to global GDP; an increase of 23.2% from 2022. In 2023, there were 27 million new jobs, representing a 9.1% increase from 2022. Domestic visitor spending increased by 18.1% in 2023. International visitor spending rose by 31.1% but still behind 2019 numbers. (Economic Impact of Travel and Tourism 2023, Annual Update, WTTC).

Tourism – an invisible export

The expenditures of foreign guests in Georgia have a huge effect on the national balance of payments. On the asset side, the balance of payments denotes Georgia's income from foreign visitors; on the liabilities side, it shows the expenditure of Georgian residents while abroad. In 2023, the foreign exchange income from international travel to Georgia amounted to 4.1 billion USD (growth +17.3%). While the expenses of Georgian citizens on foreign travel amounted to 503.7 million USD (an increase of 23.3%). As a result, the balance of international travel in Georgia was determined to be 3.62 billion USD (an increase of 16.5%). These changes were reflected in the share of international travel in service exports, which decreased from 62.3% to 59.9%. In 2023, transactions with foreign payment cards by international travelers amounted to 3.5 billion GEL, -1.8% decrease compared to the previous year.

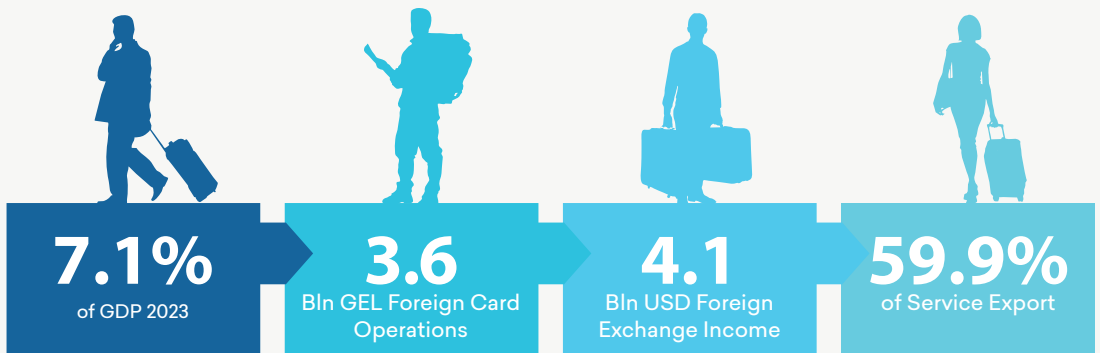
Share of tourism related industries in the economy

According to preliminary data in 2023, due to the increasing demand, the total added value in the tourism sector increased by +12% and amounted to 4.9 billion GEL. As a result, the added value of tourism-related industries as a share of GDP increased from 7% to 7.1%. In 2023, the value added in the tourism industry was mainly driven by transport (42.7%), accommodation (28.3%), food and beverage services (26.5%), and travel companies (2.6%).

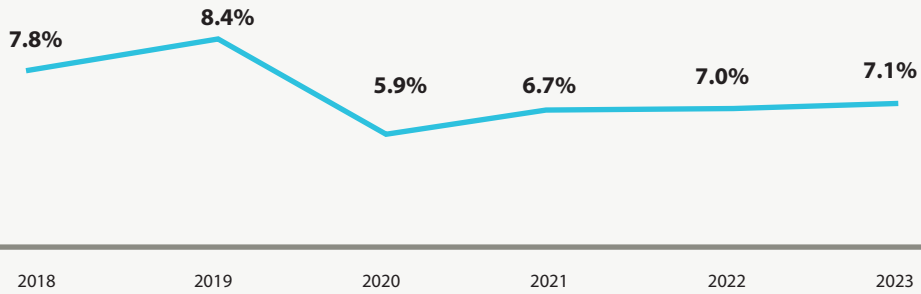
The Main Indicators

1. Share of tourism in GDP
2. Share of tourism in total output
3. Foreign currency income from international travel
4. Foreign currency expenses for foreign travel
5. Balance of international travel
6. Foreign card operations of international travelers trip, popular activities and attractions, and satisfaction level.

More detailed information about the contribution of tourism to the economy can be found on the National Statistics Office website – www.geostat.ge, the National Bank of Georgia website – www.nbg.ge, and the Georgian National Tourism Administration website www.gnta.ge.



Share of Tourism in GDP



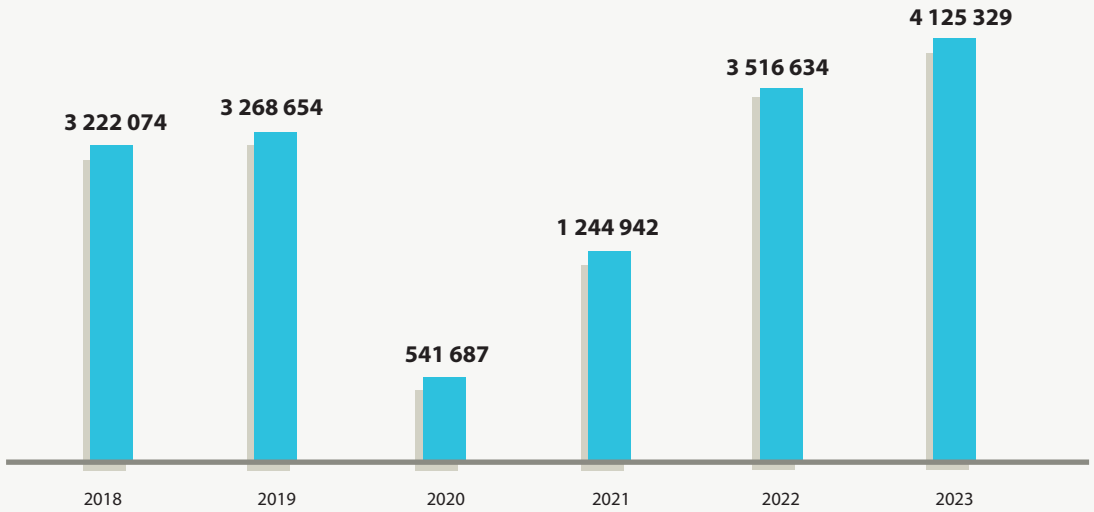
Source: National Statistics office of Georgia

Tourism Value Added 2020-2023 (Mln. of GEL)

	2020	2021	2022	2023	Change % 2022-2023
Total	2,558	3,498	4,377	4,924	12%
Including	↓	↓	↓	↓	↓
Land transport and water transport	1,235	1,476	1,777	1,967	11%
Air transport	87	138	154	134	-13%
Accommodation Units	637	1,096	1,331	1,391	5%
Food Establishments	568	687	998	1,303	30%
Travel companies	32	101	117	129	10%

Source: National Statistics office of Georgia

International Tourism Receipts (Thousands of USD)



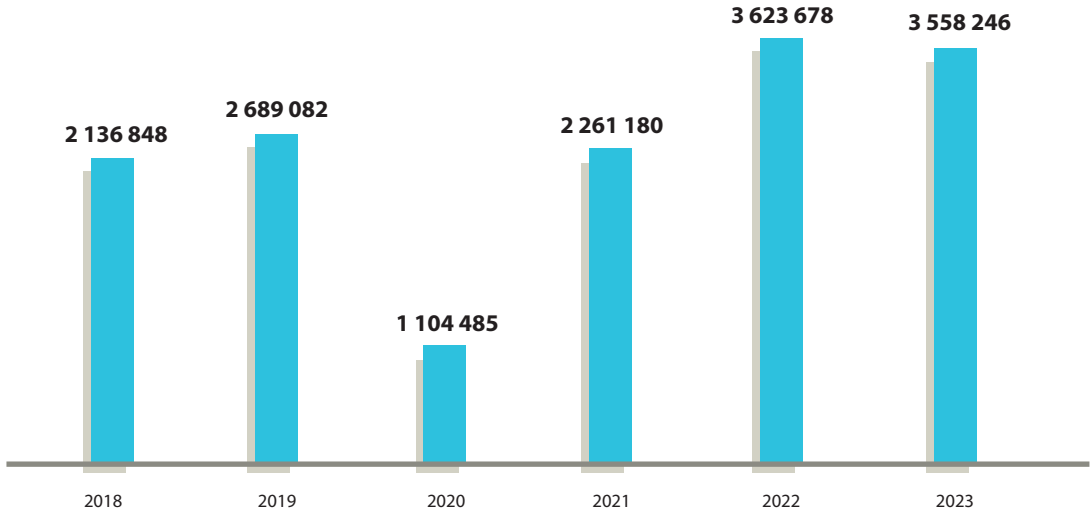
Source: National Bank of Georgia

Foreign Currency Revenues from Incoming Tourism 2020 – 2023 (Thousands of USD)

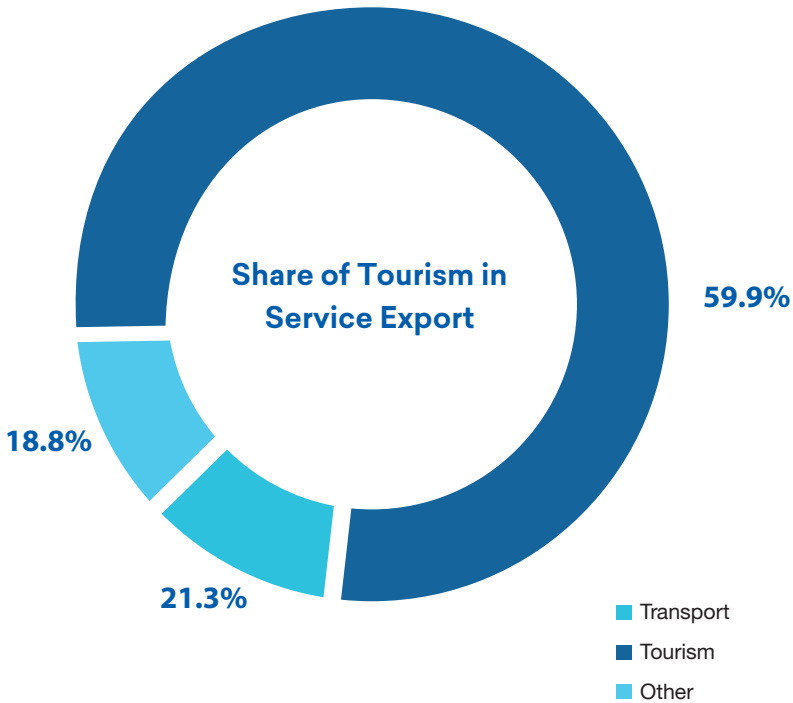
	2020	2021	2022	2023	Change % 2022-2023
Total	541,687	1,244,942	3,516,634	4,125,329	17%
Including	↓	↓	↓	↓	↓
I Q	427,699	53,551	393,708	795,417	102%
II Q	28,842	246,123	748,822	1,009,113	35%
III Q	42,534	565,981	1,374,653	1,447,122	5%
IV Q	42,611	379,287	999,451	873,677	-13%

Source: National Bank of Georgia

Foreign Card Operations of International Travelers (Thousands of GEL)



Source: National Bank of Georgia



Source: National Bank of Georgia

The Aviation Market

In 2023, the total passenger traffic of all airports of Georgia amounted to 5,999,206. It should be noted that the international airports of Georgia showed +35.6% increase in passenger traffic compared to 2022.

According to the Georgian Civil Aviation agency, by the number of carried passengers, Wizz Air Hungary is the largest airline operating on the Georgian aviation market. In 2023, this company carried 1,270,737 (22%) passengers. Turkish Airlines was the second largest airline with 627,078 (10.9%) passengers, followed by Pegasus Airlines – 423,655 (7.3%); Azerbaijan Airlines – 324,044 (5.6%); Georgian Airways – 320,355 (5.5%); Fly Dubai – 218,433 (3.8%); EL AL Israel Airlines – 200,320 (3.5%); Belavia – 184,117 (3.2%); Israir Airlines – 180,110 (3.1%).

In 2023, nine new international airlines entered the aviation market of Georgia, including: SunExpress, Iraqi Airways, Flyone Airlines, Azimuth Airlines, Indigo airlines, Armenian Airlines, Red Wings Airlines, and Centrum Air. It is also worth noting the flights added with new destinations: Wizz Air Hungary started flights to Kutaisi-Hamburg, Kutaisi-Madrid, Kutaisi-Frankfurt, Kutaisi-Brussels, Kutaisi-Poznan and Kutaisi-Cologne. In total, 56 international and one domestic airlines offered passengers comfortable flights from Georgia, while one Georgian airline (Ak-Air Georgia) offered domestic flights on the territory of Georgia.

In 2023, the following budget airlines were operating flights to Georgia: Pegasus Airlines, Air Arabia, Air Arabia – Abu Dhabi, Air Baltic, Buta Airways, Air Cairo, Flynas, Flyadeal, FlyArystan, Jazzira Airways, Fly Dubai, Wizz Air Hungary, Wizz Air Abu Dhabi, Wizz Air Malta, Eurowings, Condor, Fly Jordan, Fly One Armenia, Flyone Airlines, Fly Arna, Getjet, Indigo airlines, Anadolujet Airlines, SunExpress.

In 2024, several new airlines are scheduled to enter the Georgian air market, which plan to start regular two-way flights. The Dutch airline Transavia will start regular flights from Tbilisi to Amsterdam twice a week. Austrian Airlines also plans to operate in the Tbilisi-Vienna direction three times a week, and the AJet airline will operate flights from Tbilisi to Istanbul seven times a week.

47 international and one Georgian Airline Company offered passengers comfortable flights from Georgia, and one Georgian airline company (Ak-

Air Georgia) offered domestic flights within the country.

Basic Information

Currently three international and three domestic airports operate in Georgia, all of which fully comply with International Civil Aviation Organization (ICAO) standards. There is an ongoing study into old, inactive airports to evaluate prospects for future exploitation. As such, the number of airports in Georgia is expected to grow in the future. Tbilisi and Batumi International Airports are run by the Turkish TAV Airports Holding Company. They started operations in February and May 2007, respectively. Mestia's Queen Tamar Airport officially opened in 2011, while the construction of Kutaisi's King David the Builder International Airport was completed in September 2012. In 2017, an additional domestic airport was constructed in Ambrolauri.

The annual capacities of Tbilisi and Batumi International Airports are 6.1 million and 1.5 million passengers, respectively. Kutaisi airport is the second largest international airport in Georgia with an unprecedented annual growth of 35%. The area of the renovated airport terminal is about 6 times larger than the area of the old terminal and is 30,000 square meters in total. The airport has 7 exits and its annual capacity, even under severe peak loads, will be more than 2,500,000 passengers. As for Mestia and Ambrolauri airports, their load is 50,000 and 50,000 passengers per year, respectively.

Following airports included:

Tbilisi International Airport, Kutaisi David the Builder International Airport, Batumi International Airport, Mestia Queen Tamar Airport, and Ambrolauri Airport.

Aviation statistics are provided by the Georgian Civil Aviation Agency. For detailed information please visit Georgian Civil Aviation Agency website: <https://gcaa.ge/>



+22.8%

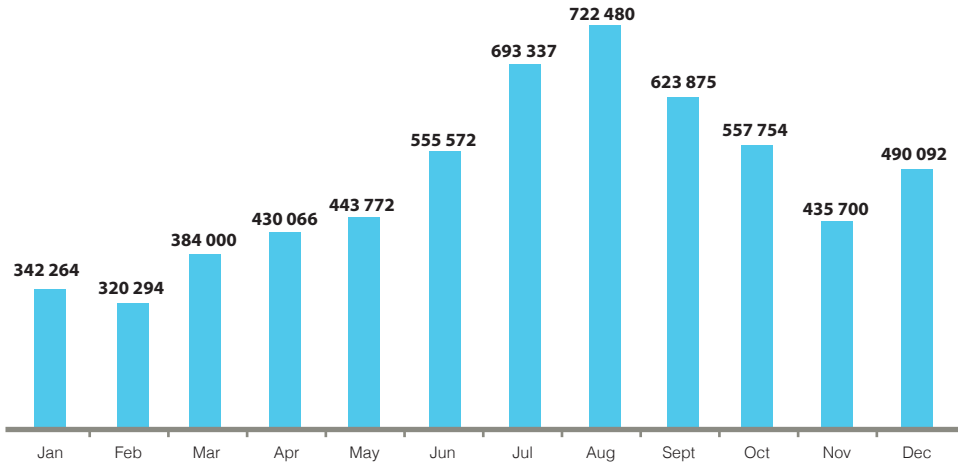
26,058
Flights



+35.6%

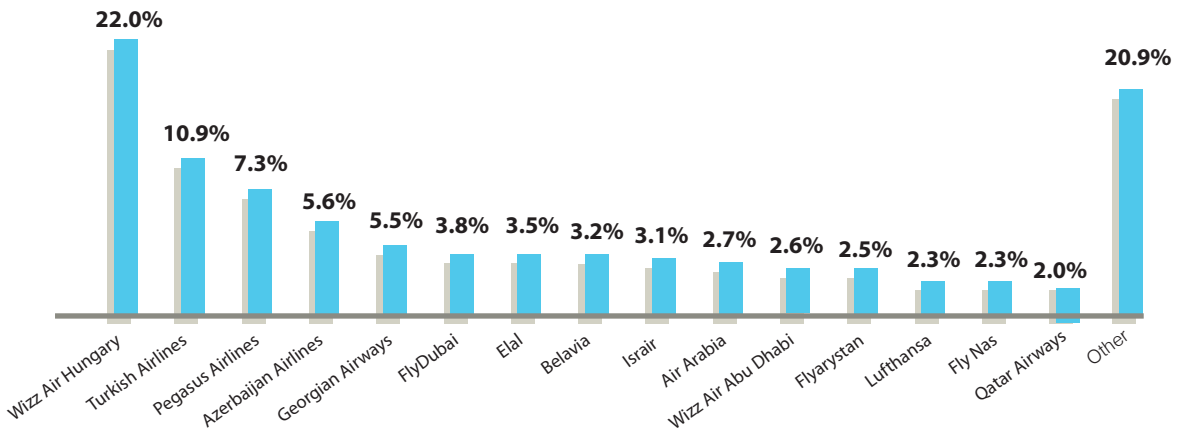
5,999,206
Passengers

Passenger Distribution by Months

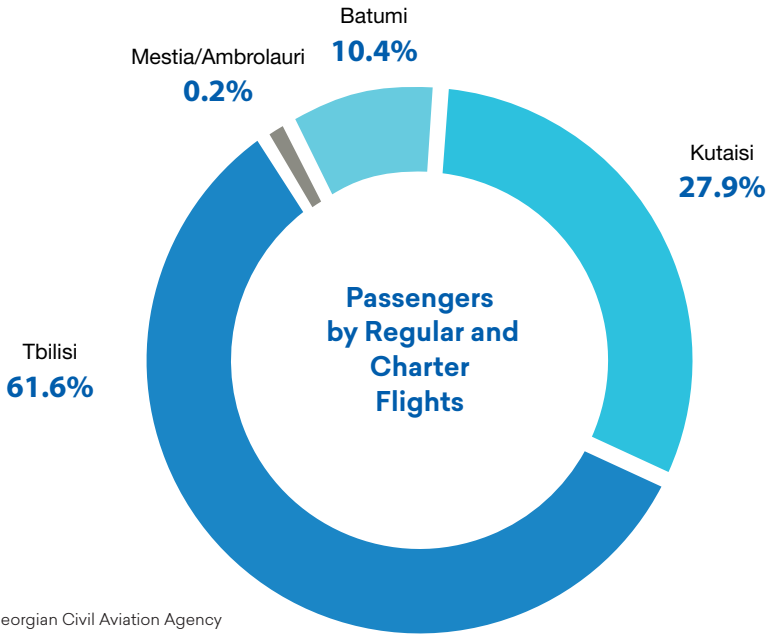


Source: Georgian Civil Aviation Agency

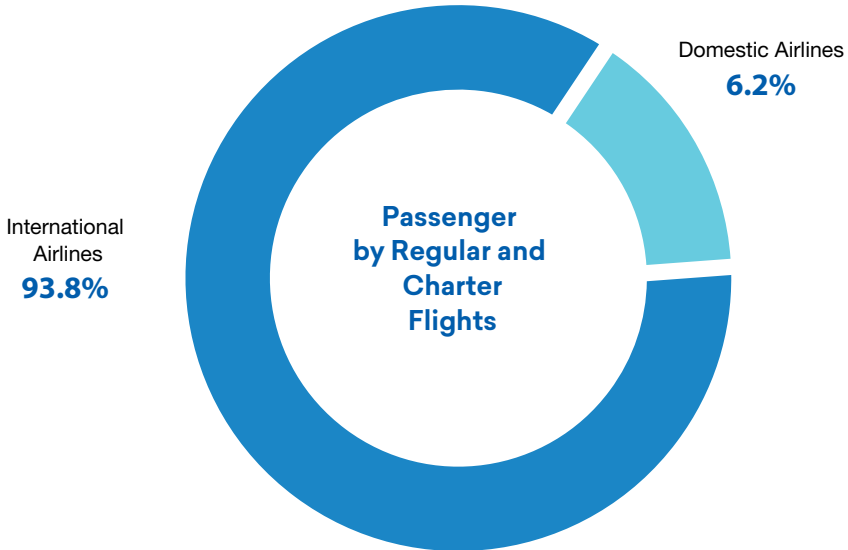
Share of Airlines



Source: Georgian Civil Aviation Agency

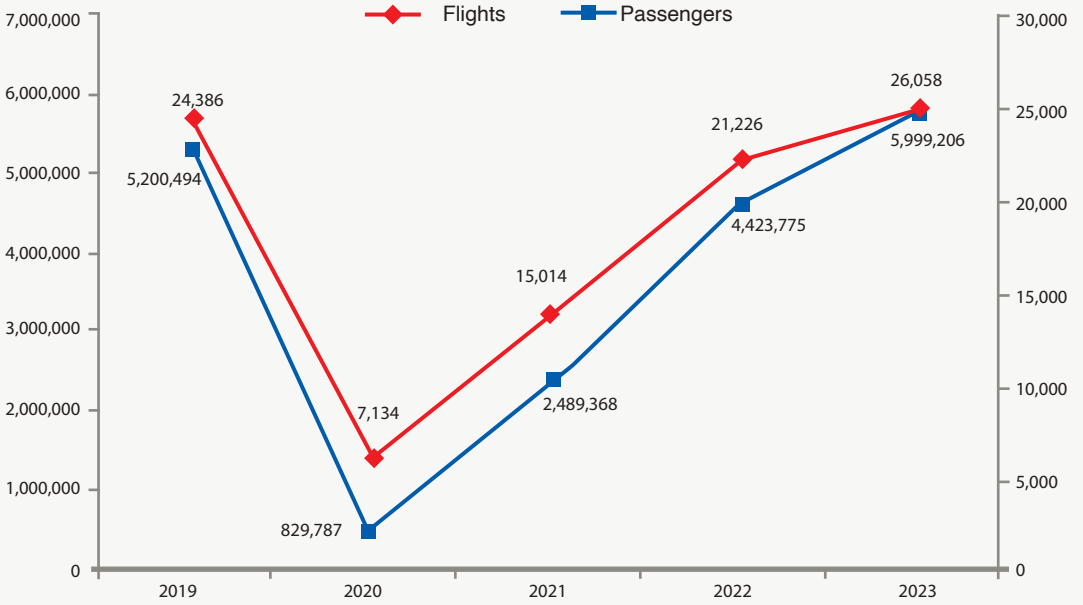


Source: Georgian Civil Aviation Agency



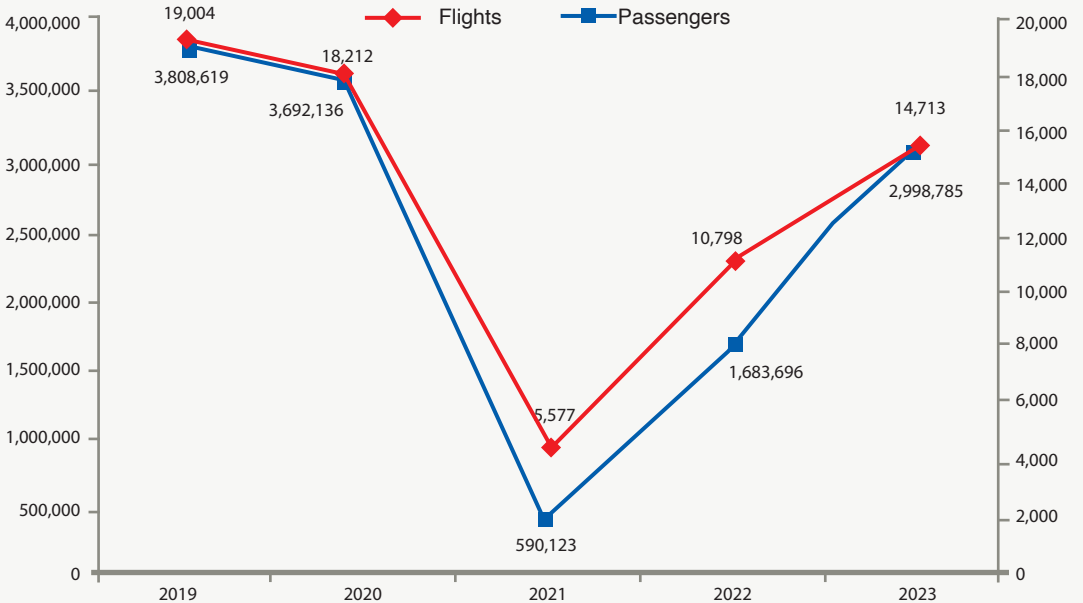
Source: Georgian Civil Aviation Agency

Georgian Airports: passengers and flights



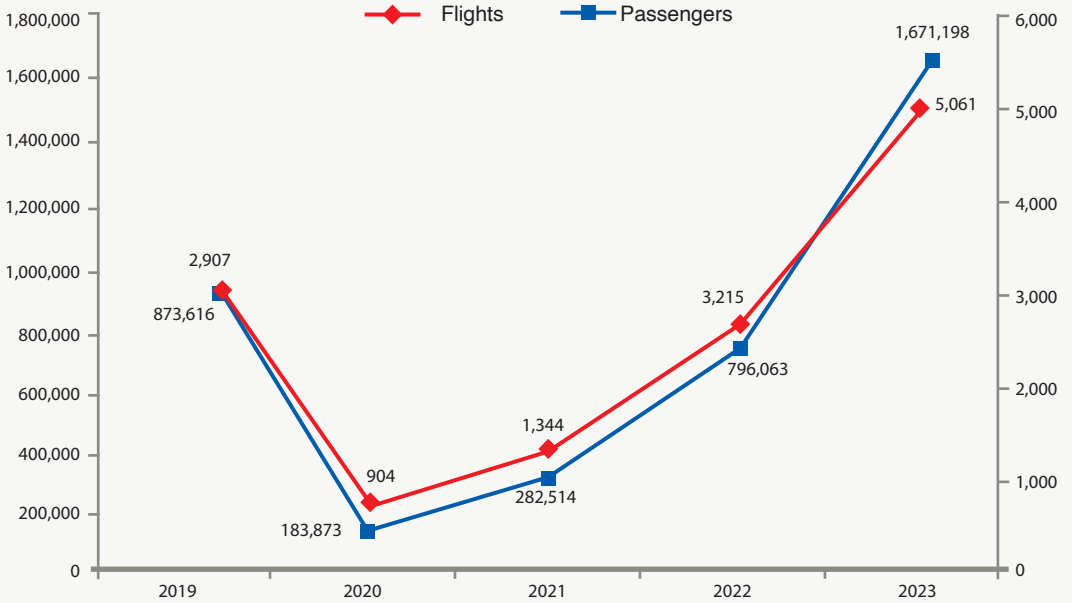
Source: Georgian Civil Aviation Agency

Tbilisi International Airport: Passengers and Flights



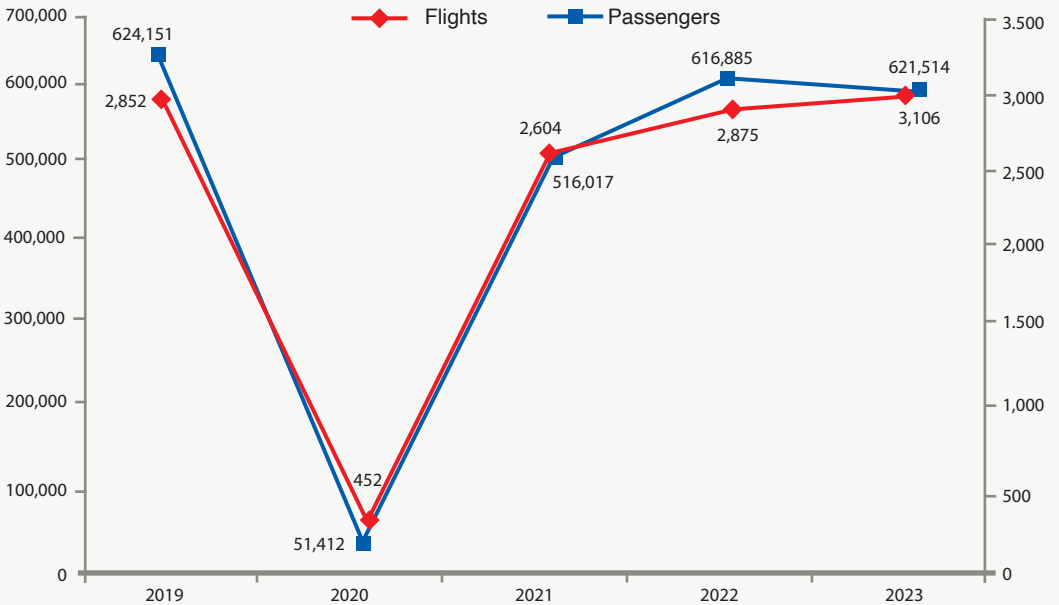
Source: Georgian Civil Aviation Agency

Kutaisi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

Batumi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

Accommodation Market

The number of accommodation units registered in the database of The Georgian National Tourism Administration (GNTA) is 3,198, with a total of 128,015 beds. Adjara has the largest number of beds 33,851 (26%) followed by Tbilisi region with 32,192 (25%) beds.

Tbilisi boasts several international hotel brands: Radisson Blu Iveria Hotel, Tbilisi Marriott, Courtyard Marriott, Sheraton, Holiday Inn, Citadines Apart Hotel, Best Western Tbilisi, Mercure, Hotels and Preference, The Biltmore Hotel, Ibis Styles Tbilisi Center, Best Western Tbilisi City Centre, Ramada Encore, Moxy by Marriott, Wyndham Grand and Ibis Tbilisi Stadium, Hilton Garden Inn, Ramada by Wyndham Tbilisi Old City, Pullman Hotels & Resort, Golden Tulip Design Tbilisi Hotel, Ibis Hotel Tbilisi, Ramada Tbilisi, Onyx Hotel, Holiday inn Express Tbilisi Avlabari, Freedom Square, Hilton Garden Inn. As for Paragraph Freedom Square, Hilton Garden Inn they have recently been added to this list.



Several international brand hotels have also started operating in the regions of Georgia. For example, Courtyard by Marriott, Le Meridien Batumi, and Hotel WYNDHAM BATUMI were opened in Adjara. Apart from this, other brand hotels were also added to the Georgian hotel market: IREPALACE Goderdzi (Goderdzi), West in Georgia (Kutaisi), The Grandeur Hotel (Batumi), Esquisse Design Hotel Telavi (Telavi), Rooms Hotel Batumi (Batumi), Glarros OldTown (Tbilisi), Gori Inn (Gori), Akhaltsikhe Inn (Akhaltsikhe), Swissotel Tbilisi (Tbilisi) and etc.

There are currently several planned and ongoing hotel construction projects in Georgia. Construction of the following brand hotels is planned in Georgia: Hilton Double Tree, Babylon Tower, Greet by Accor, Hilton Tbilisi, Paragraph Golf & Spa Resort Tabori Hill, Best Western Plus Likani Resort, Paragraph Wellness Resort and Spa Abastumani, Hotel "Bodbe" Signnaghi, Offices & Hotels at Erekle II Square, Paragraph Resort Ganmukhuri, Wellness Resort and Spa Mtsvane Kontskhi, Hotel Sololaki Hills, Ibis Hotel Tskaltubo and etc.

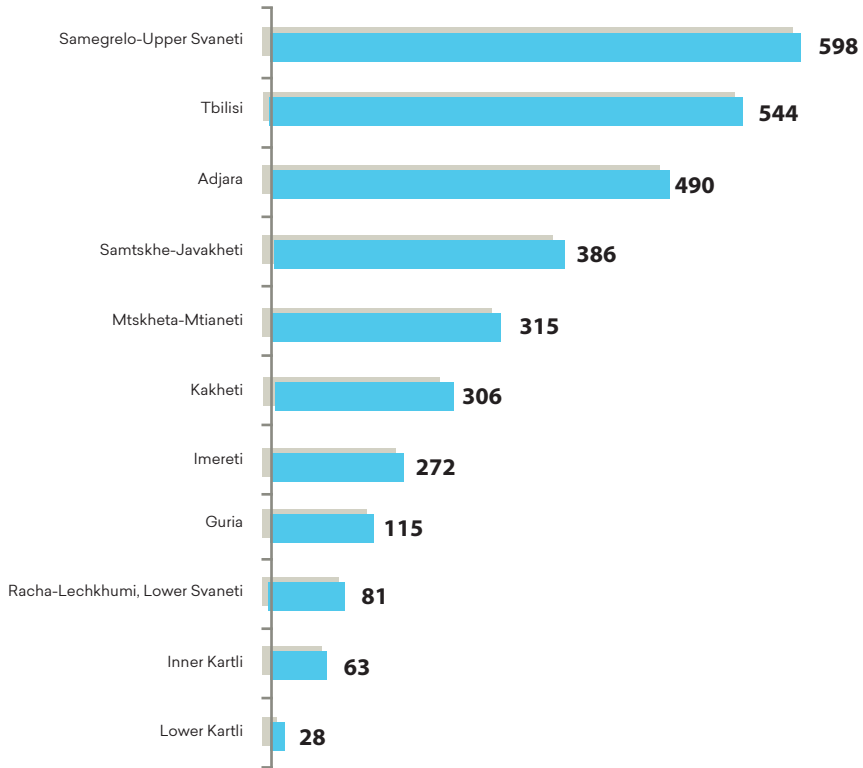
According to STR Global, the occupancy rate of hotels in Georgia equaled 50.8%. The highest occupancy rates were registered in June (66.2%), July (66%), August (64.3%), while the lowest were in February (36.9%) and January (38.7%). The highest occupancy rate among cities was recorded in Batumi (58.4%), followed by Tbilisi (54.2%) and in the category "other Georgia" (47.5%).

The occupancy rate is calculated based on the data of the following hotels:

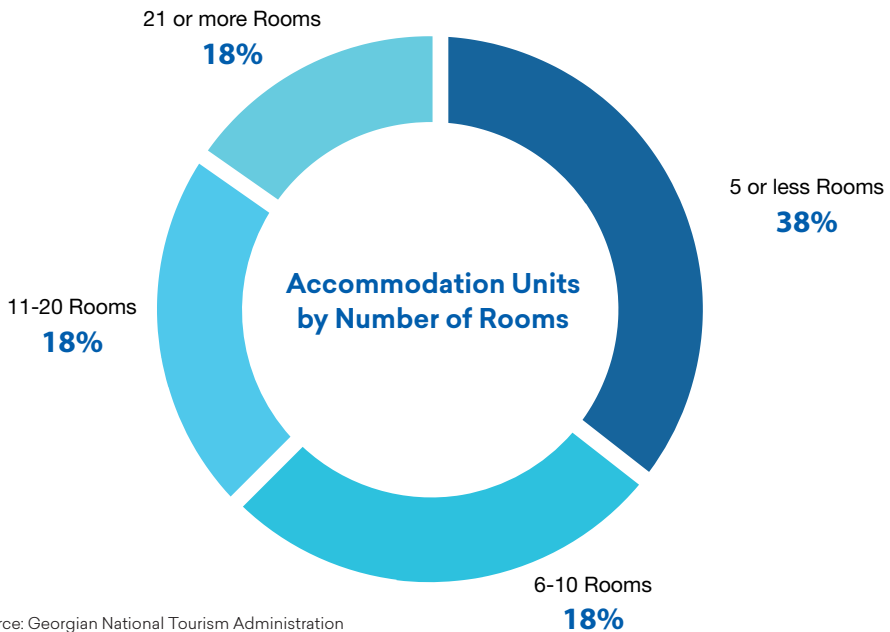
Best Western Tbilisi, Tbilisi; Citadines City Centre Tbilisi, Tbilisi; Courtyard Marriott Hotel, Tbilisi; Crown plaza Borjomi, Borjomi; Hilton Hotel & Resorts, Batumi; Holiday Inn Tbilisi, Tbilisi; Hotels and Preference Hualing Tbilisi, Tbilisi ; Mercure Tbilisi Old Town, Tbilisi; Radisson BLU Hotel, Batumi; Radisson BLU Iveria Hotel, Tbilisi; Episode Tbilisi, Tbilisi; Golden Tulip Borjomi, Borjomi; Rooms Hotel Tbilisi, Tbilisi; Sheraton Batumi Hotel, Batumi; Sheraton Metechi Palace Hotel, Tbilisi; Tbilisi Marriott Hotels, Tbilisi; The Biltmore Hotel Tbilisi; Ibis Styles Tbilisi Center, Tbilisi; Best Western Kutaisi, Kutaisi; Batumi; Wyndham Batumi, Batumi; Euphoria Hotel, Batumi; Moxy by Marriott, Tbilisi; Best Western Sairme Resorts, Sairme; Best Western Tbilisi City Centre, Tbilisi; Best Western Premier Batumi, Batumi; Stamba Hotel, Tbilisi; Georgia Palace Hotel & Spa Kobuleti, Kobuleti; Borjomi Likani Hotel Radisson BLU Tsinandali, Tsinandali; Wyndham Grand Tbilisi, Tbilisi; Park Hotel Tsinandali, Tsinandali; Ibis Tbilisi Stadium, Tbilisi; Holiday Inn Telavi, Telavi. Golden Tulip Design Tbilisi, Tbilisi; Ramada by Wyndham Tbilisi old city, Tbilisi; Ambassadori Tbilisi Hotel, Tbilisi; Lota Hotel Tbilisi, Tbilisi; Le Meridien Batumi, Batumi; Ibis Budget Tbilisi Center, Tbilisi; Hilton Garden inn Tbilisi Chavchavadze, Tbilisi; Paragraph Resort Spa Shekvetili Autograp Collection, Shekvetili; Alliance Palace Batumi, Batumi; The Grand Gloria Hotel in Batumi, Batumi; Bellevue Residence Batumi, Batumi; Bellevue Hotel Batumi, Batumi; Radisson RED Tbilisi, Tbilisi; Holiday Inn Express Tbilisi Avlabari, Tbilisi; Tbilisi philharmonic by Mercure Hotel, Tbilisi; Paragraph Freedom Squares, Tbilisi; Tbilisi Chambers Trademark Collection by wyndham, Tbilisi; Pullman Tbilisi Tower, Tbilisi; Trademark Collection by Wyndham Grigoleti, Grigoleti; Courtyard Batumi, Batumi; Ramada Plaza By Wyndham Batumi, Batumi



Number of Accommodation Units

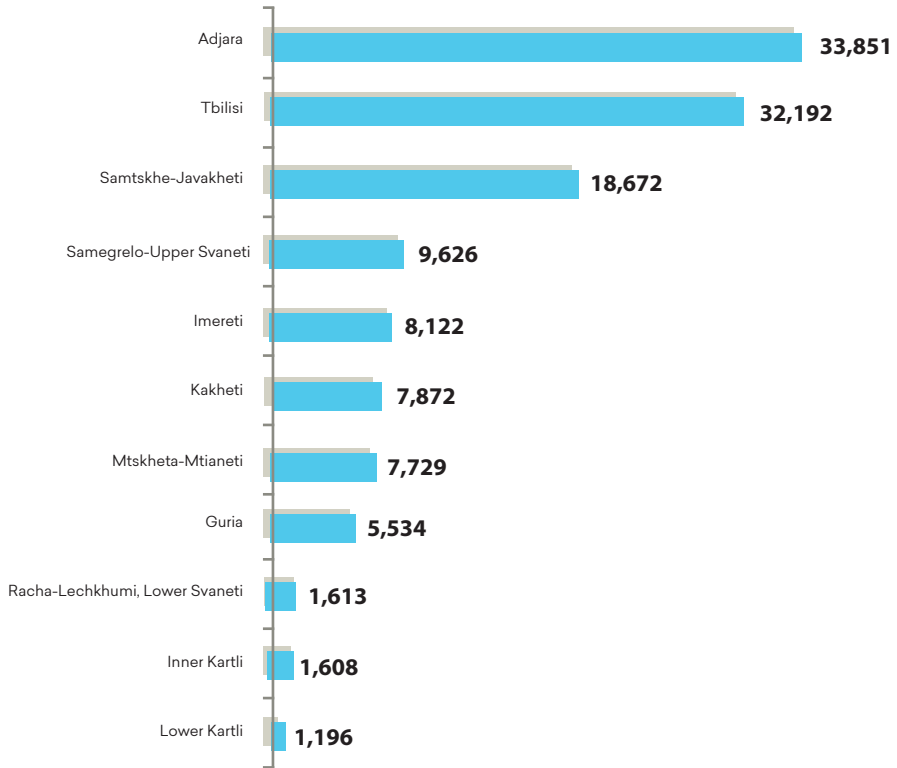


Source: Georgian National Tourism Administration

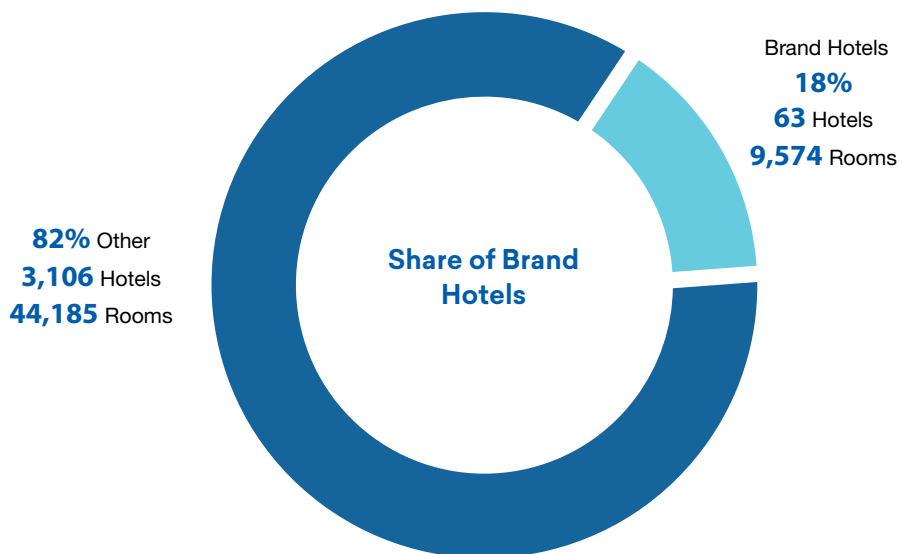


Source: Georgian National Tourism Administration

Bed Capacity by Region

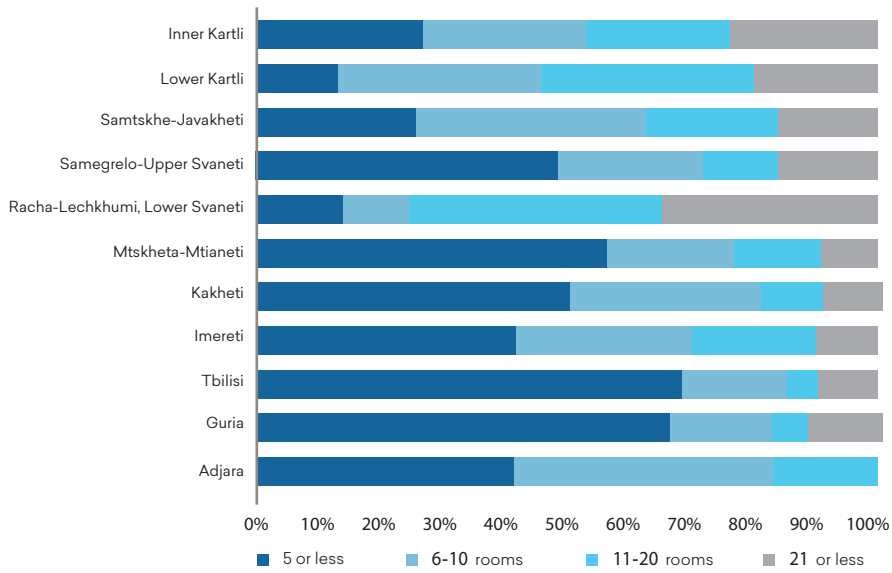


Source: Georgian National Tourism Administration



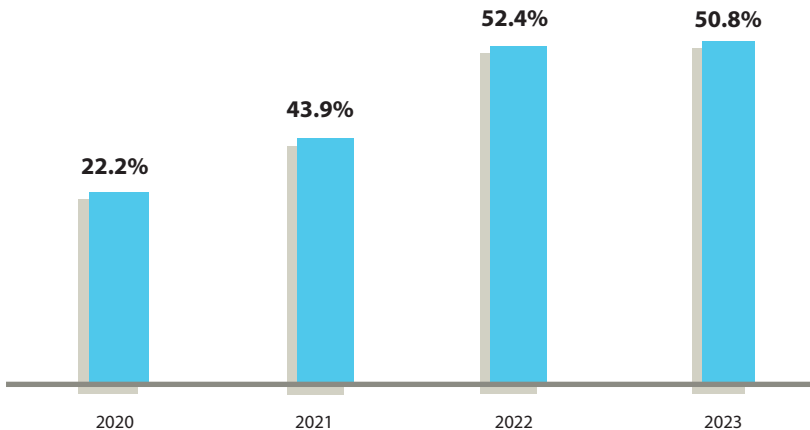
Source: Georgian National Tourism Administration

Accommodation Units by Type and Region



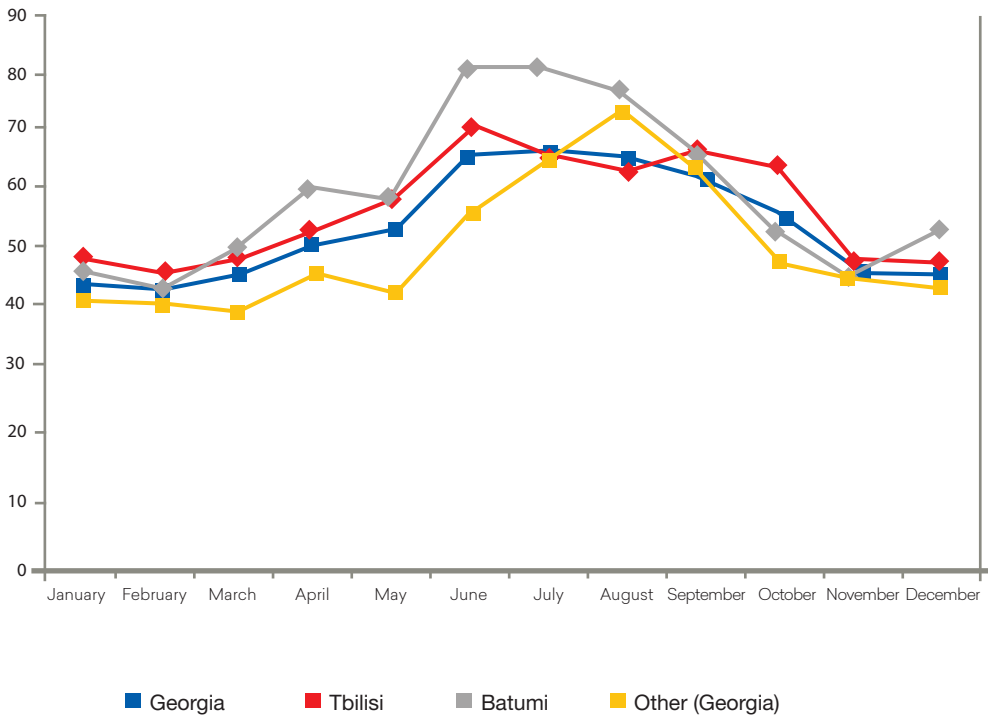
Source: Georgian National Tourism Administration

Occupancy Rate in Brand Hotels



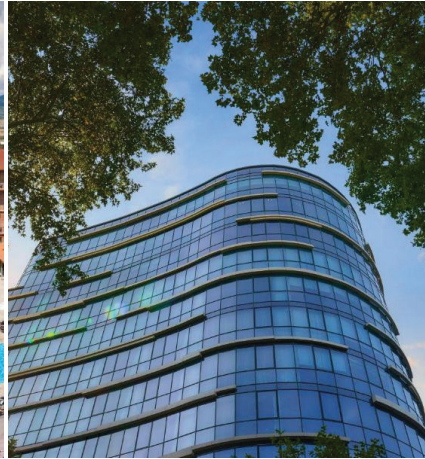
Source: STR Global

Occupancy Rate in Brand Hotels, Georgia, Tbilisi, Batumi, Other (Georgia)



Source: STR Global

Hotels Opened In 2023-2024



Paragraph Freedom Square (Tbilisi)
 Hilton Garden Inn (Tbilisi)
 IREPALACE Goderdzi (Goderdzi), West in Georgia (Kutaisi),
 The Grandeur Hotel (Batumi)
 Esquisse Design Hotel Telavi (Telavi)
 Rooms Hotel Batumi (Batumi)
 Glarros OldTown (Tbilisi)

Gori Inn (Gori)
 Ambassadori Kachreti Golf Resort (Kachreti)
 Akhaltsikhe Inn (Akhaltsikhe)
 Swissotel Tbilisi (Tbilisi)



+8.000
 Beds

Planned and Ongoing Hotels 2024/2028

Hilton Double Tree
 Babylon Tower
 Greet by Accor
 Hilton Tbilisi
 Paragraph Golf & Spa Resort Tabori Hill
 Best Western Plus Likani Resort
 Paragraph Wellness Resort and Spa Abastumani
 Hotel "Bodbe" Signaghi
 Offices & Hotels at Erekle II Square
 Paragraph Resort Ganmukhuri
 Wellness Resort and Spa Mtsvane Kontskhi
 Hotel Sololaki Hills
 Ibis Hotel Tskaltubo
 Radisson Racha
 Ambassador Batumi

Ibis Style Batumi
 Hilton Garden Inn
 Hotel on King Erekle II's Square (Small)
 Rooms Abastumani
 Salkhino Best Western
 DoubleTree by Hilton
 Sioni Lake Resort & SPA, Le Meridien by Marriott



More than
+37.000
 Beds

Protected Areas

Protected areas are created to protect and restore unique and rare ecosystems, plant and animal species, natural formations and cultural areas of the most important national heritage. Protected areas are also used for scientific, educational, recreational purposes.

As of today, it is operational in Georgia: There are 86 different protected areas in Georgia: 14 Strict Nature Reserves, 14 National Parks, 40 Natural Monuments, 26 Managed Natural Reserves, and 5 Protected Landscape + 1 Multipurpose area. In Georgia (According to IUCN criteria) 100 protected areas of 6 different categories occupy 13% of the country's total territory (912,862 ha).

The number of visitors registered in protected areas reached to 1,078,112 in 2023. Compared to the previous year showing the growth rate of 19.5%. The share of foreign visitors is 58.2% and share of Georgian visitors is 41.8%.

Prometheus Cave 230,677 (21.4%), Martvili Canyon

228,998 (21.2%) and Sataplia 96,956 (9%) had the highest number of visitors. While the largest number of foreigners visited Prometheus Cave 180,760 (28.8%), Martvili Canyon 147,252 (23.4%) and Mtirala National Park 77,010 (12.3%).

The number of foreign visitors in protected areas was 627,497 in 2023, while growth rate was 28.5%. The majority of international visitors were from Russia (19.4%), Poland (12%), Israel (7.3%), Kazakhstan (7.3%) and India (6.5%).

The total revenue growth of protected areas amounted to 11,015,903 GEL, a growth rate of +26.3%. Calculated by amount of income, Protected areas of Imereti caves was the leader with 5,563,365 GEL (50.5%), followed by natural monuments of Martvili and Okatse (4,834,943 GEL (43.9%). Relatively small revenues are recorded in other protected areas, their total data is 617,594 GEL, which is 5.6% of the total revenues.

Basic Information

The reason for designating protected areas is to protect and recover important national heritage, unique, rare, and typical ecosystems, plants and animal species, natural creations, and cultural resources. Protected areas can be used for scientific, educational, and recreational purposes.

The Agency of Protected Areas is the organization responsible for the development of protected areas. Its main function is the management of Strict Nature Reserves, National Parks, Natural Monuments, Managed Nature Reserves, and Protected Landscapes.

Methodology

Visitors fill in registration forms at visitor centers (including age, gender, nationality, etc.). This data is collected by territorial administrations and the Agency of Protected Areas. There are five categories of protected areas in Georgia:

Strict Nature Reserve - a protected area designed mainly for science or wilderness protection. Tourist activities are not allowed.

National Park - a protected area created mainly for the conservation of ecosystems, education, and ecotourism development.

Natural Monument - a protected area promoted mainly for conservation of specific natural features (protection of all small-size territories).

Managed Natural Reserve - a protected area dedicated mainly to conservation through management intervention.

Protected Landscape - a protected area managed mainly for landscape/seascape protection and recreation.

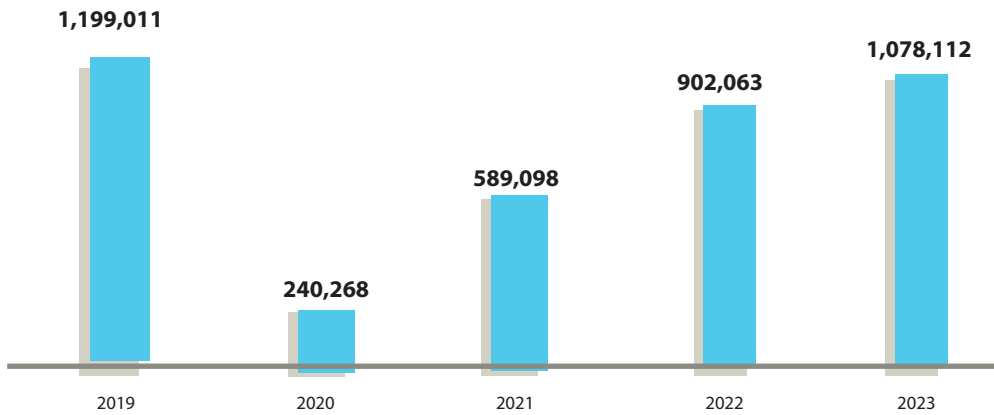
Multipurpose area - sustainable use of natural resources.

More detailed information is available from:

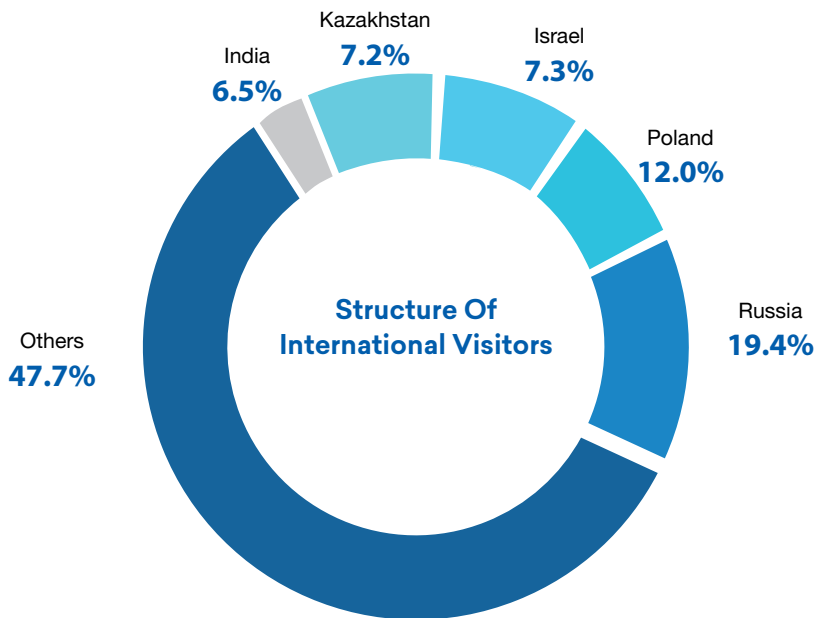
www.apa.gov.ge



Visitors of Protected Areas by Year



Source: Agency of Protected Areas



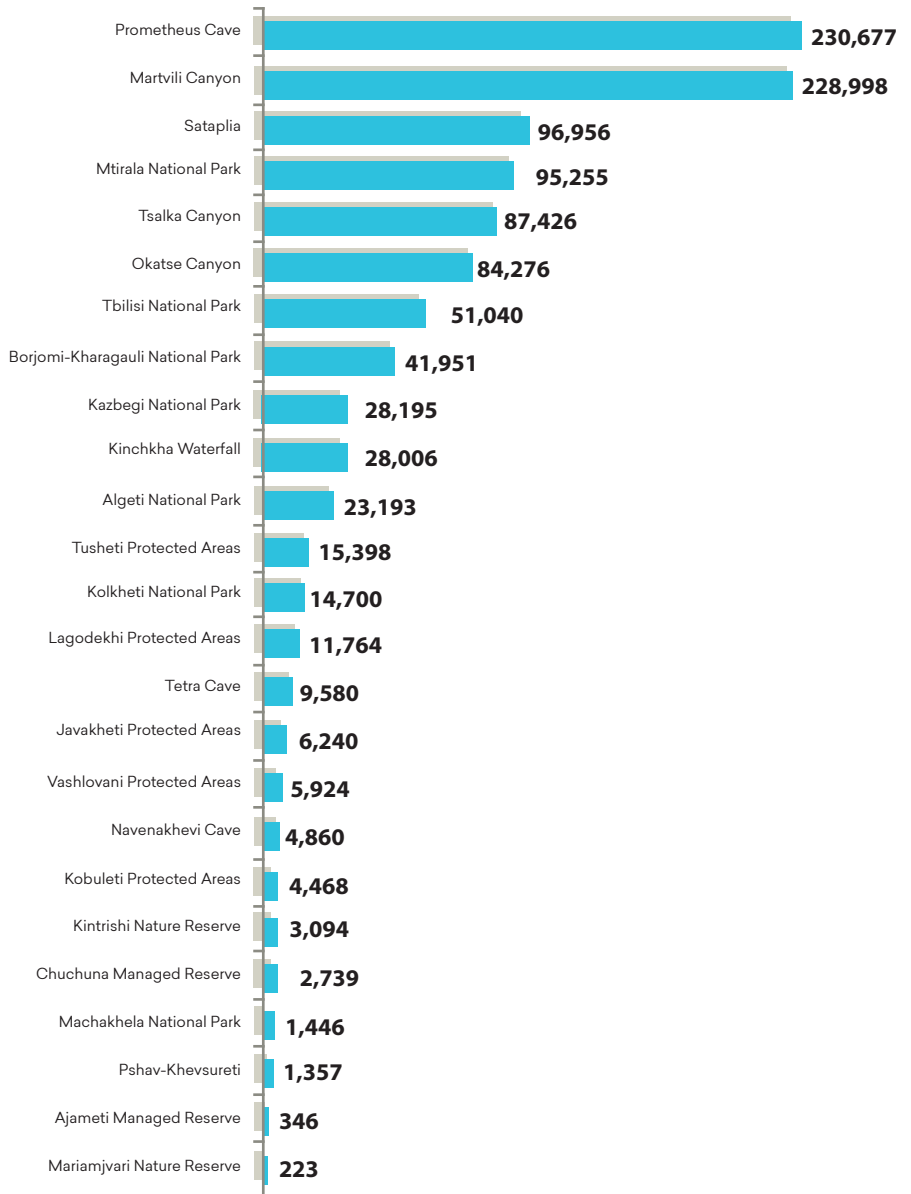
Source: Agency of Protected Areas

Visitors of Protected Areas by Nationalities

	2020	2021	2022	2023	change% 2022-2023
Total	240,268	589,098	902,063	1,078,112	19.5%
Foreigners	26,432	311,014	488,408	627,497	28.5%
Georgians	213,836	278,084	413,655	450,615	8.9%

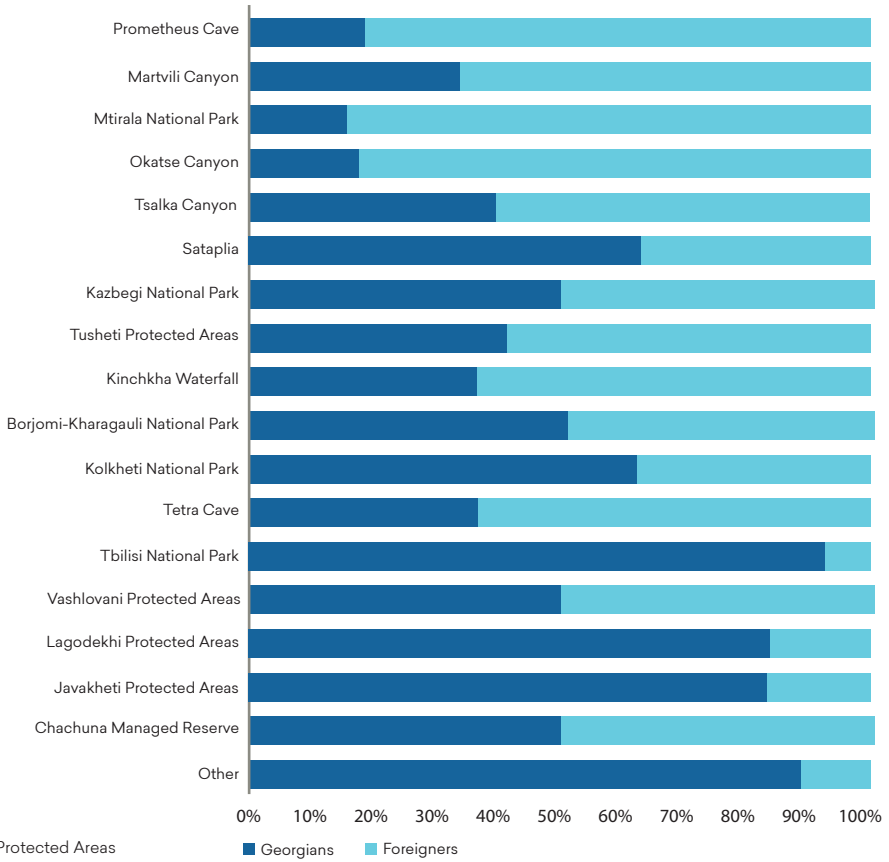
Source: Agency of Protected Areas

Visitors by Protected Areas

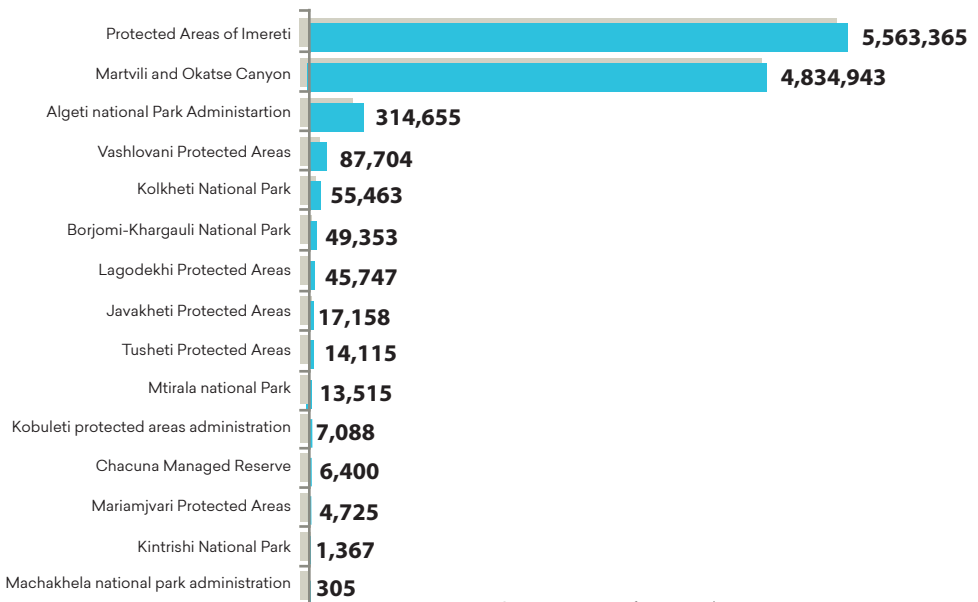


Source: Agency of Protected Areas

Georgian and Foreign Visitors in Protected Areas



Revenues by Protected Areas (GEL)



This report was prepared by the Research and Planning Department of the Georgian National Tourism Administration

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Information-Analytical Department



National Statistics Office of Georgia



საქართველოს ეროვნული ბანკი
National Bank of Georgia



Georgian Civil Aviation Agency



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