

QUARTERLY TOURISM UPDATE

Georgia

Tourism Indicators in 2024



Issue 5 | March, 2025

Contents

Summary

International Tourism

4

Domestic Tourism

6

Outbound Tourism

7

Economic Indicators in the HORECA Sector

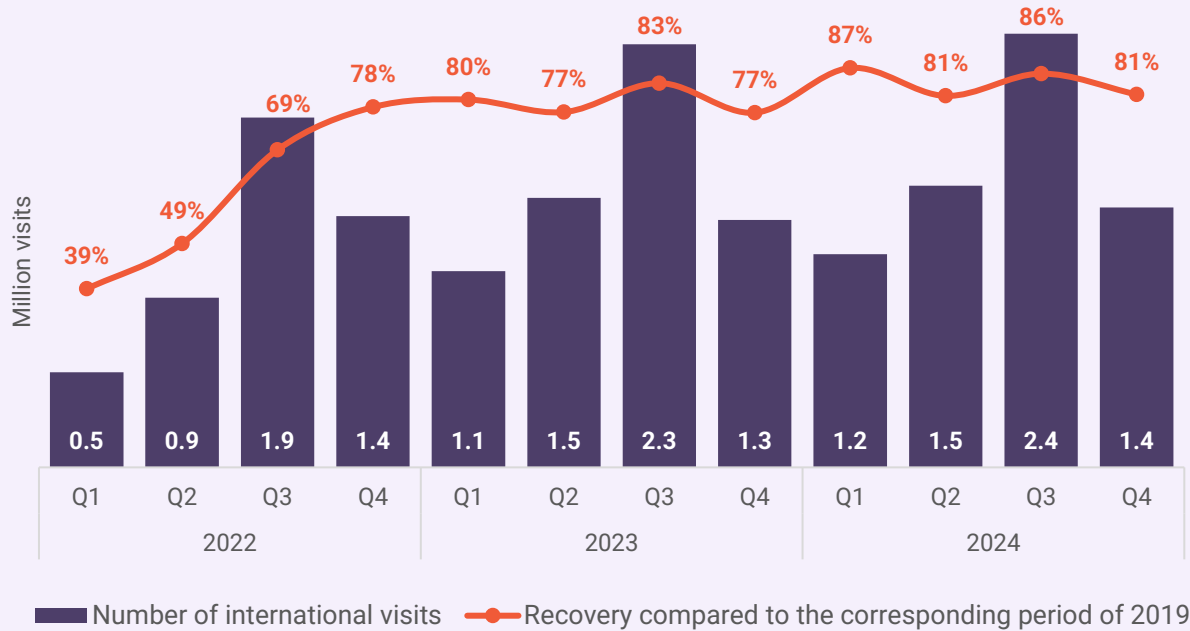
8

Summary

- **In 2024, a total of 6.5 million international visits to Georgia were recorded, marking a 4.6% increase compared to 2023** (but still only reaching 83.6% of the corresponding figure in 2019). The year-on-year (YoY) rise was driven by a 9.0% increase in overnight trips, while same-day trips declined by 9.2%.
- **Russia (22.0%), Türkiye (20.7%), and Armenia (14.7%) were the main source countries of international visits to Georgia.** However, the number of visitors from Türkiye and Armenia declined YoY, with visits originating from Russia experiencing a slight increase.
- **In 2024, China reported the highest growth among the top 15 source countries of international visits to Georgia,** with visits therefrom nearly doubling compared to 2023. Significant increases were also noted from India and Israel, while visits from Poland (-27.1%) and Ukraine (-19.3%) saw the largest declines among the top 15 source countries.
- **In 2024, visits from the EU and the UK totaled 438,414 (6.8% of total visits), increasing by 3.8% YoY.** However, the number of visits from the EU and the UK declined every quarter from Q1 of 2024 onwards. Among EU countries and the UK, the highest numbers of visitors to Georgia came from Germany (17.9%) and Poland (15.2%).
- **In 2024, income from international travel reached US\$4.4 billion, equating to a 7.3% increase compared to 2023.** Visitors from Russia (19.2%), Türkiye (13.8%), and EU countries and the UK (12.9%) were the leading contributors to total international travel income. In addition, EU countries and the UK also ranked among the top three in terms of income per visit (US\$1,303). Ahead of the EU and the UK in the latter respect were visitors from Israel (US\$1,404) and Saudi Arabia (US\$1,382).
- **In 2024, there were 19.7 million domestic visits in Georgia, reflecting a 2.5% increase compared to 2023.** Notably, in Q3 and Q4 of 2024, domestic visits decreased YoY. However, domestic visitors' total expenditure increased by 7.9% YoY, reaching GEL 3.6 billion.
- **In 2024, there were 2.2 million outbound visits made by Georgian residents, representing a marginal 0.1% increase compared to 2023.** Notably, outbound visits declined YoY in both Q3 and Q4 of 2024.
- **In 2024, most outbound visitors traveled to Türkiye (37.4%), Russia (18.3%), the EU and the UK (16.3%), and Armenia (12.1%).** While visits to Türkiye and Armenia decreased by 13.7% and 19.3% YoY respectively, visits to Russia (+45.6%), the EU and the UK (+13.9%), and Azerbaijan (+11.3%) all increased.

International Tourism

Number of International Visits (Q1 of 2022 – Q4 of 2024)



Countries with the Highest Growth Rate in International Visits in 2024 Compared 2023

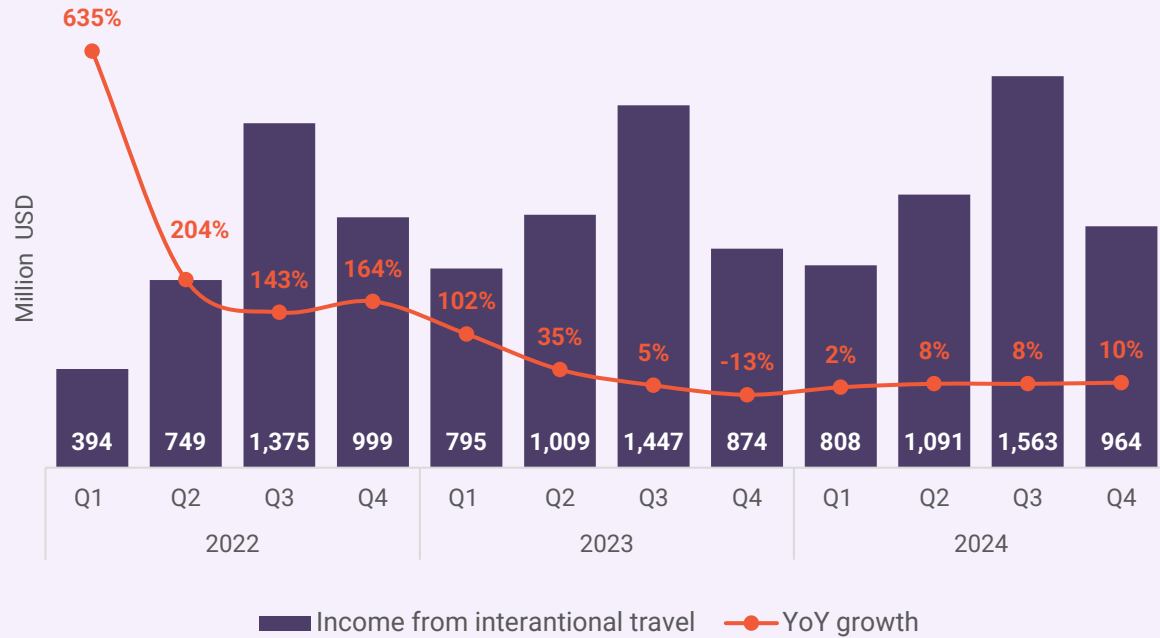


- In 2024, Georgia received 6.5 million international visits, marking a 4.6% rise compared to 2023. Therefore, international visits remain below the pre-pandemic level, reaching only 83.6% of the total recorded in 2019. Notably, the slight YoY increase in international visits to Georgia is primarily attributed to a 9.2% decrease in same-day trips being more than compensated for by a 9.0% increase in overnight trips.
- In 2024, the main countries of origin for international visits were Russia (22.0% of total visits), Türkiye (20.7%), and Armenia (14.7%). The number of visits from Russia saw a slight increase of 0.2% compared to 2023. In contrast, visits from Türkiye and Armenia declined by 4.3% and 1.5%, respectively.

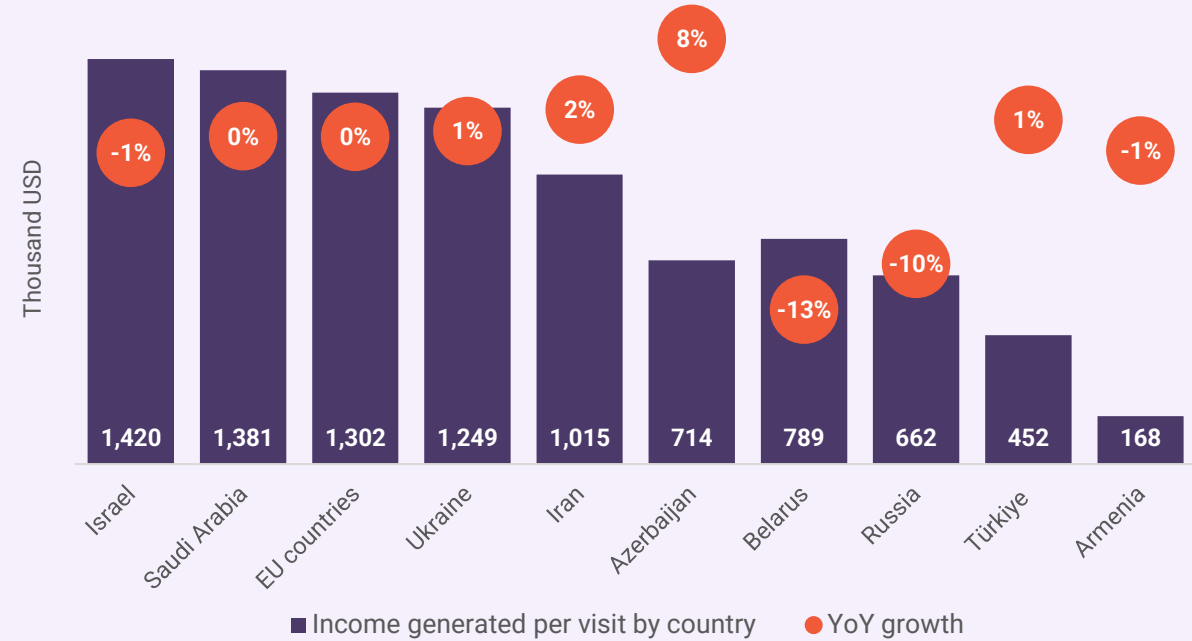
- In 2024, among the top 15 countries of origin for international visits to Georgia, the highest growth was recorded from China, with the number of visits nearly doubling compared to 2023 (totaling 88,600). Significant increases were also observed in visits from India and Israel. In contrast, the largest declines were recorded in visits from Poland (-27.1%) and Ukraine (-19.3%).
- In 2024, total visits from EU and the UK countries reached 438,414, accounting for 6.8% of all international visits, representing a 3.8% increase compared to 2023. However, from Q1 of 2024 onwards, visits from the EU and the UK declined YoY in all subsequent quarters. Among EU countries and the UK, the highest numbers of visits were recorded from Germany (17.9%) and Poland (15.2%).

International Tourism

Income from International Travel (Q1 of 2022 – Q4 of 2024)



Income Generated per Visit by Country in 2024



- In 2024, income from international travel amounted to US\$4.4 billion, representing a 7.3% increase compared to 2023.
- In terms of nationality, the highest proportions of income from international visitors in 2024 came from citizens of Russia (19.2% of total income), followed by Türkiye (13.8%) and EU countries and the UK (12.9%). However, with regard to income generated per visit, Israel (US\$1,404), Saudi Arabia (US\$1,382), and the EU and the UK (US\$1,303) were the top three contributors.

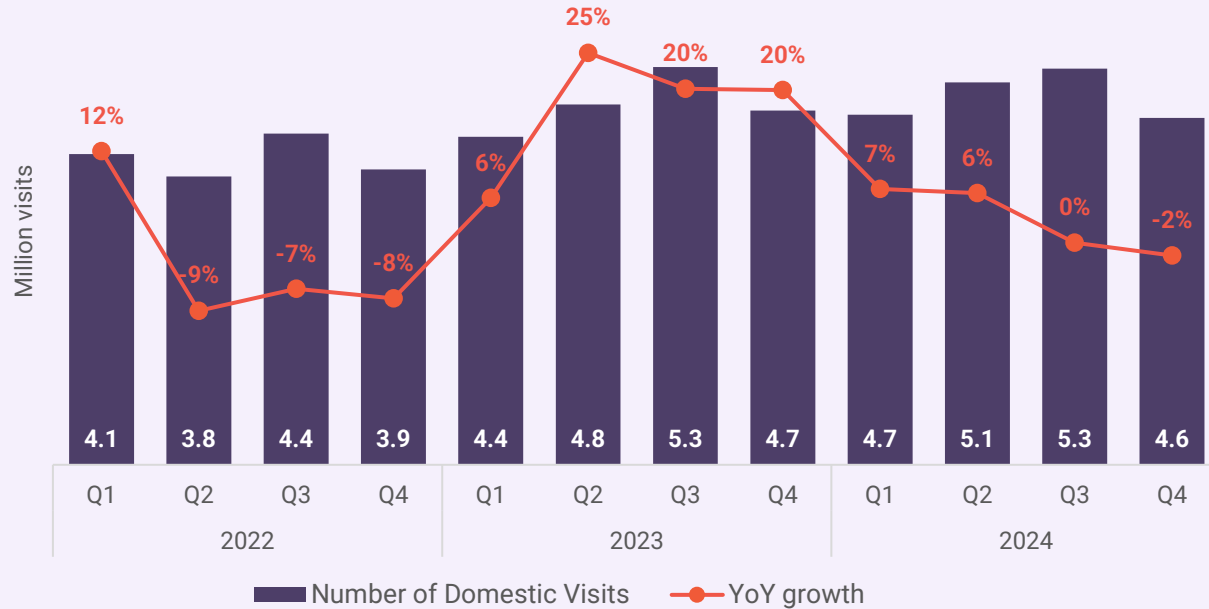
- In 2024, international visitors spent most of their money on “accommodation” (33.7%), followed by “shopping” (24.1%). Notably, the share of spending on “accommodation” decreased YoY by 2.7 percentage points (pp), while spending on “food and drink”, as well as on “holiday, leisure, rec-reation, cultural, and sporting activities” increased slightly by 0.8 pp.

* According to the National Bank of Georgia, as of 30 September 2024, 26.7 % of Belarusian citizens, 19.8% of Russian citizens, and 22.9% of Ukrainian citizens residing in Georgia were estimated to have been living in the country for one year or were intending to stay for more than one year. According to the International Monetary Foundation’s (IMF)

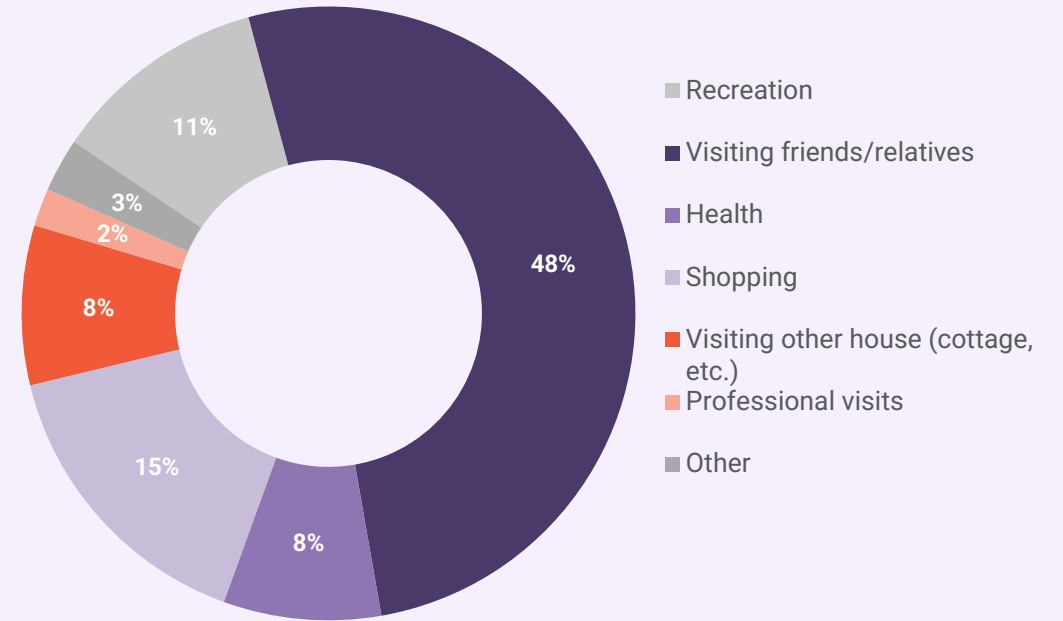
methodology, such individuals are treated as Georgian residents, and thus their spending is not included in the calculations of income from international travel.

Domestic Tourism

Domestic Visits by Georgian Residents (Q1 of 2022 – Q4 of 2024)



Purpose of Visits by Domestic Visitors in 2024

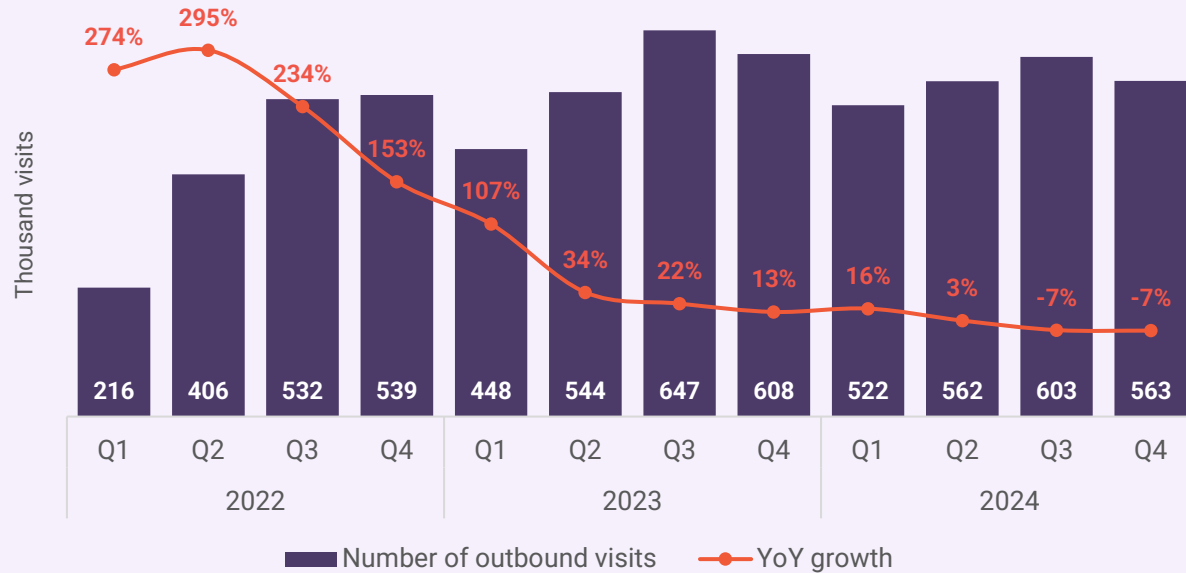


- In 2024, the number of domestic visits in Georgia amounted to 19.7 million, reflecting a 2.5% increase compared to 2023. Notably, in Q3 and Q4 of 2024, domestic visits decreased YoY by 0.4% and 2.1%, respectively.
- The distribution of domestic visitors by region in 2024 was similar to that of 2023. Tbilisi remained the primary destination for domestic visits, accounting for 22.3% of total visits, followed by the regions of Imereti (18.9%) and Adjara (10.7%).

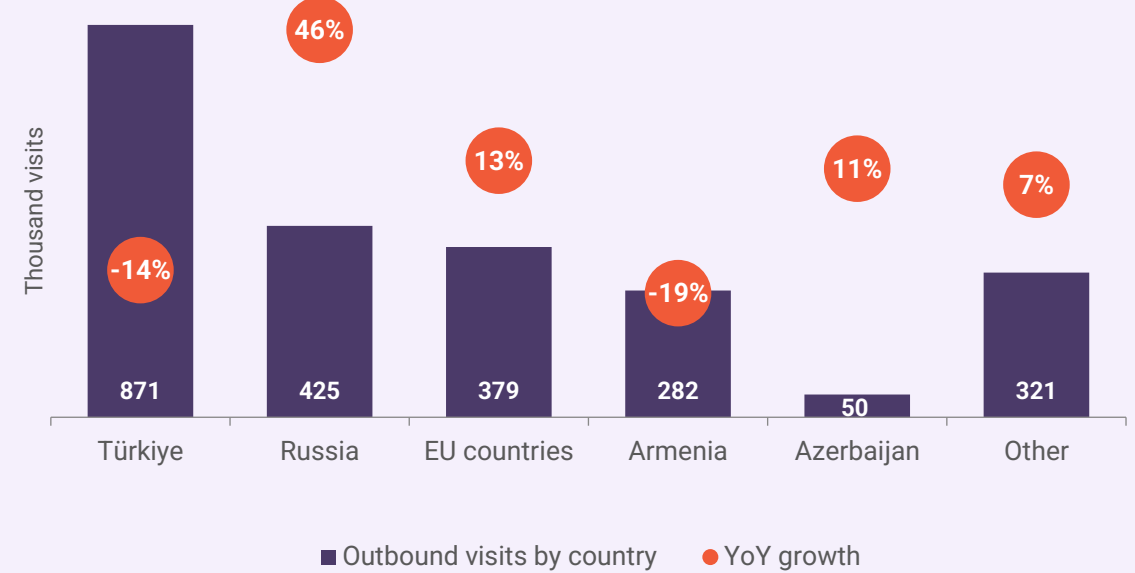
- The main purpose of visit for domestic visitors in 2024 was “visiting friends and relatives” (47.9%), followed by “shopping” (14.6%) and “recreation” (10.6%). Notably, in 2024, the share of visits for “shopping” decreased by 3.0 pp compared to 2023.
- In 2024, domestic visitors’ total expenditure amounted to GEL 3.6 billion, representing an 7.9% increase compared to 2023. The distribution of total expenditure remained similar to the previous year, with “shopping” (35.7%), “food and drink” (24.8%), and “transportation” (20.1%) being the main categories.

Outbound Tourism

Outbound Visits by Georgian Residents (Q1 of 2022-Q4 of 2024)



Outbound Visits by Country in 2024

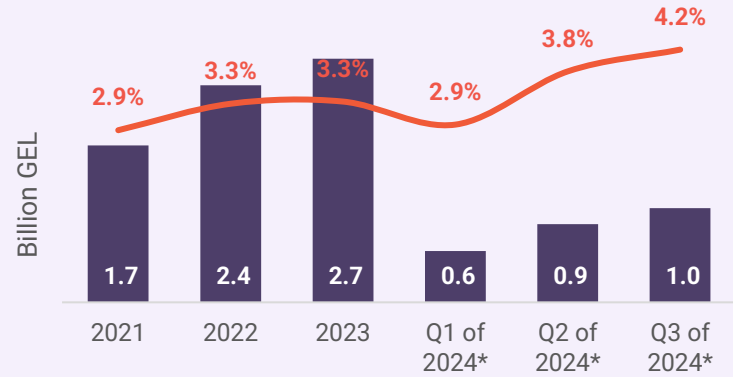


- In 2024, the number of outbound visits made by Georgian residents totaled 2.2 million, representing a slight 0.1% increase compared to 2023. Notably, outbound visits declined YoY by 6.8% in Q3 and 7.4% in Q4 of 2024, respectively.
- In 2024, the majority of outbound visitors chose Türkiye as their destination (37.4%), followed by Russia (18.3%), EU countries and the UK (16.3%), and Armenia (12.1%). Notably, outbound visits to Türkiye and Armenia declined by 13.7% and 19.3%, respectively, while visits to Russia (45.6%), EU countries and the UK (13.9%), and Azerbaijan (11.3%) increased compared to 2023.

- In 2024, the expenditure of outbound visitors reached GEL 2.3 billion, representing an 11.3% increase compared to 2023. Most of their expenditure went on “shopping” (38.1%), followed by “food and drink” (27.0%) and “accommodation” (15.9%).
- In 2024, the primary purposes of outbound visits made by Georgian residents were “visiting friends or relatives” and “shopping,” accounting for 33.4% and 33.1% of total visits, respectively. Compared to 2023, the share of visitors citing “recreation” as their primary purpose of outbound travel increased by 4.5 pp, while the proportion of those traveling for “shopping” and “professional purposes” declined by 2.3 pp and 2.1 pp, respectively.

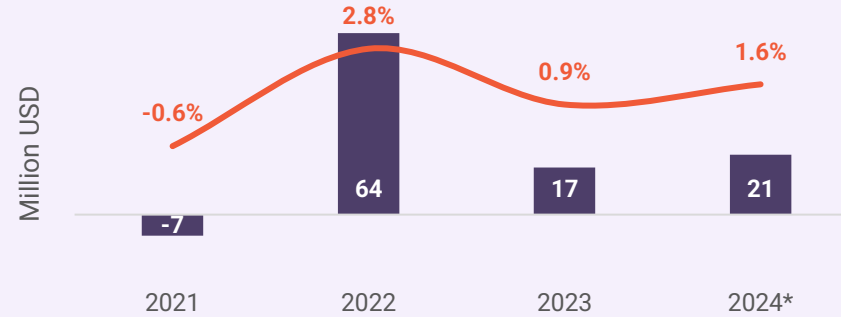
Economic Indicators in the HORECA Sector

GDP in Current Prices for the HORECA Sector



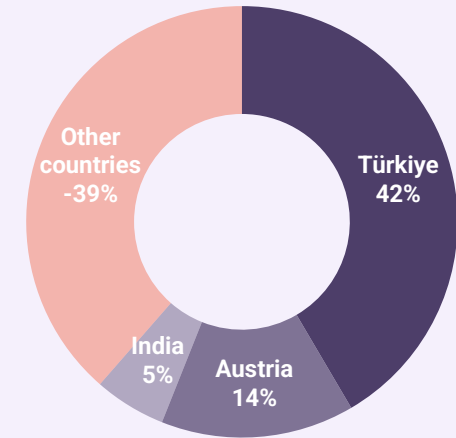
■ GDP in HORECA sector — Share of HORECA sector in total GDP

Foreign Direct Investment in the HORECA Sector

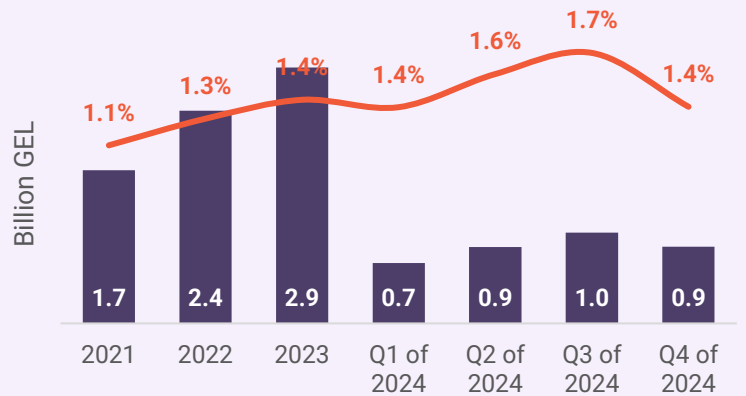


■ FDI in HORECA sector — Share of HORECA sector in total FDI

FDI in the HORECA Sector in 2023 by Country

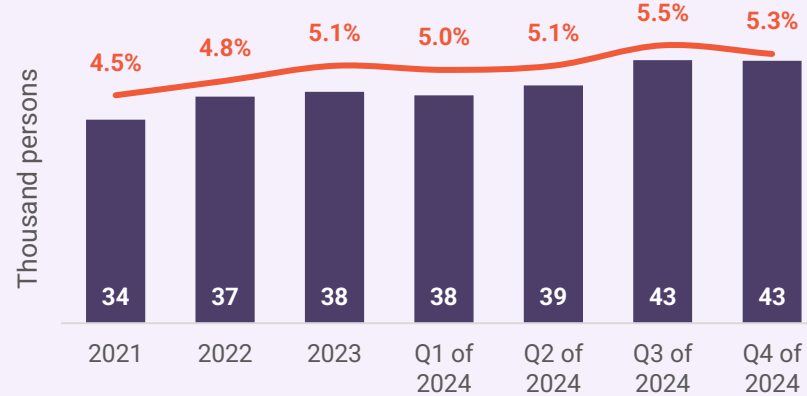


Turnover in the HORECA Sector



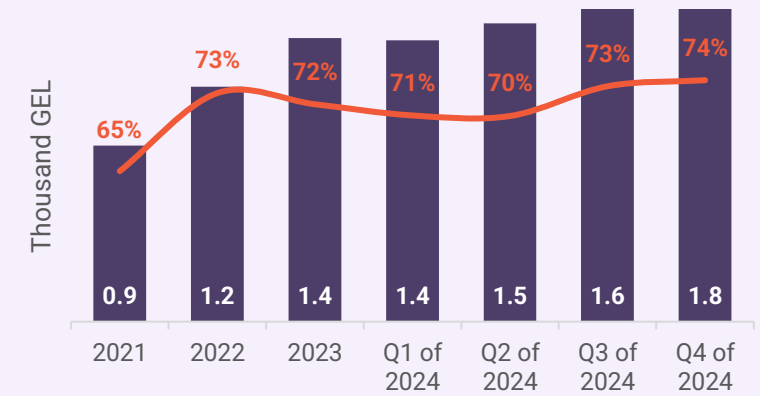
■ Turnover in HORECA sector — Share of HORECA sector in total turnover in business sector

Employment in the HORECA Sector



■ Number of persons employed in HORECA sector — Share of HORECA sector in total employment in business sector

Nominal Monthly Salary of Employees in the HORECA Sector



■ Nominal monthly salary in HORECA sector — Comparison with average salary in business sector

* The data are preliminary and will be revised later.

Disclaimer

The PUBLICATIONS presented on the website are prepared by Policy and Management Consulting Group (PMCG) only for informational and/or marketing purposes. Nothing in the PUBLICATIONS constitute, or is meant to constitute, advice of any kind, and the reader is responsible for their interpretation of all content and acknowledges that any reliance thereupon shall be entirely at their risk. PMCG cannot be held liable for any claims arising as a result of the reader's use of the materials.

The PUBLICATION is presented "as is" without any representations or warranties, expressed or implied.

Without prejudice to the general message of the first paragraph above, PMCG does not guarantee that:

- the PUBLICATION will be constantly available; or
- the information contained in the PUBLICATION is complete, true, accurate, or non-misleading.

PMCG reserves the right to modify the contents of PUBLICATIONS from time to time as it deems appropriate.

PMCG absolves itself of any liability of violations of other parties' rights, or any damage incurred as a consequence of using and applying any of the contents of PMCG's PUBLICATIONS. PMCG will not be liable to the reader (whether under contract law, tort law, or otherwise) in relation to the contents of, use of, or other form of connection with, the PUBLICATION.

The reader accepts that, as a limited liability entity, PMCG has an interest in limiting the personal liability of its officers and employees. The reader agrees that they will not bring any claim personally against PMCG's officers or employees with respect to any losses suffered by the reader in connection with the PUBLICATION.

The reader agrees that the limitations of guarantees and liabilities set out in the PUBLICATION disclaimer protect PMCG's researchers, officers, employees, agents, subsidiaries, successors, assignees, and sub-contractors as well as PMCG.

If any provision of this disclaimer is, or is found to be, unenforceable under applicable law, that will not affect the enforceability of the other provisions of the PUBLICATION disclaimer.

Giorgi Khishtovani

Research Director

g.khishtovani@pmcginternational.com

Gugula Tsukhishvili

Junior Researcher

g.tsukhishvili@pmcginternational.com

Mariam Jikia

Junior Researcher

m.jikia@pmcginternational.com

Amiran Kvantaliani

Economic Analyst (Contact Person)

a.kvantaliani@pmcginternational.com

Address: 61 Aghmashenebeli Avenue, 3rd floor,
Tbilisi 0102, Georgia.

Tel: (+995 32) 557 170 660

Email: research@pmcginternational.com

Website: pmcresearch.org