

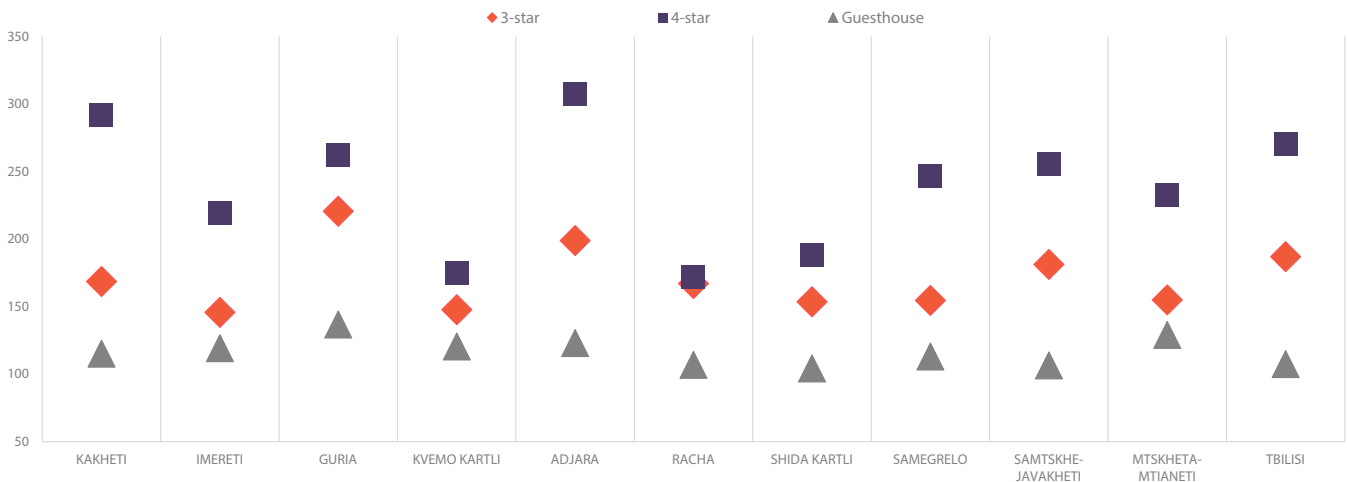
July 2025

- In July 2025, hotel prices in Georgia increased month-over-month (MoM), with the highest growth recorded in Guria and Adjara, followed by Tbilisi.
- In July 2025, hotel prices remained unchanged year-over-year (YoY), as decreases in 3-, 4-, and 5-star hotel prices were offset by increases in guesthouse prices.
- The average price of a room ranged from 116 GEL to 517 GEL in July 2025.

Average Hotel Prices

In July 2025, the average cost of a room¹ in Georgia was **116 GEL** per night in guesthouse², **171 GEL** in 3-star hotel and **254 GEL** in 4-star hotel. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels.

For 5-star hotels, the national average was **517 GEL**. The highest prices were recorded in Guria at **674 GEL**, followed by Kakheti at **594 GEL** and Adjara at **540 GEL**.



Graph 1: The average prices for standard double rooms by regions (July 2025, in GEL)

Hotel Price Index

Month-over-month (MoM), the hotel price index³ for 3-, 4-, and 5-star hotels increased by 7.5%, and by 5.7% for guesthouses. As a result, the hotel price index increased by 6.6% in July 2025 compared to June 2025.

Year-over-year (YoY), the hotel price index for 3-, 4-, and 5-star hotels decreased by 1.3%, while for guesthouses it increased by 6.8%. As a result, the hotel price index remained unchanged in July 2025 compared to July 2024.

Region	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	July MoM(%)	July YoY(%)	July MoM(%)	July YoY(%)	July MoM(%)	July YoY(%)
Kakheti	7.2%	-5.1%	3.6%	5.1%	4.8%	1.8%
Imereti	3.6%	16.8%	-2.7%	0.1%	0.4%	8.1%
Guria	23.2%	-6.8%	26.4%	12.5%	24.8%	2.4%
Kvemo Kartli	0.0%	0.0%	3.3%	14.8%	1.1%	7.2%
Adjara	10.8%	-1.8%	8.4%	0.0%	10.4%	-1.6%
Racha ⁴	-	-	0.0%	0.0%	0.0%	0.0%
Shida Kartli	3.1%	1.2%	-7.8%	9.9%	-2.5%	5.5%
Samegrelo-Zemo Svaneti	6.4%	-11.0%	0.3%	10.9%	2.8%	0.6%
Samtskhe-Javakheti	12.8%	-8.2%	-4.8%	4.7%	5.4%	-3.2%
Mtskheta-Mtianeti	-1.7%	-11.3%	-1.5%	-5.8%	-1.6%	-8.3%
Tbilisi	6.2%	0.3%	7.3%	11.8%	6.2%	1.0%
Overall Price % Change	7.5%	-1.3%	5.7%	6.8%	6.6%	0.0%

Table 1: MoM and YoY % change in hotel price indices (July 2025)

1 Results are based on collecting standard double room prices of 3-, 4-, 5-star hotels and guesthouses across 10 Georgian regions and Tbilisi, using a random sample of 569 3-, 4-, 5-star hotels and 352 guesthouses from booking.com. Average prices are

arithmetic means of available hotels each period.
2 Guesthouse: a type of accommodation that is characterized by having a small number of rooms and services are usually offered by the resident family.
3 The hotel price index is calculated using Consumer

Price Index methodology as outlined in the 2004 Consumer Price Index Manual and the 2009 Practical Guide.
4 Hotel price index for 3-, 4- and 5-star hotels in Racha is unavailable due to base period data gaps.