

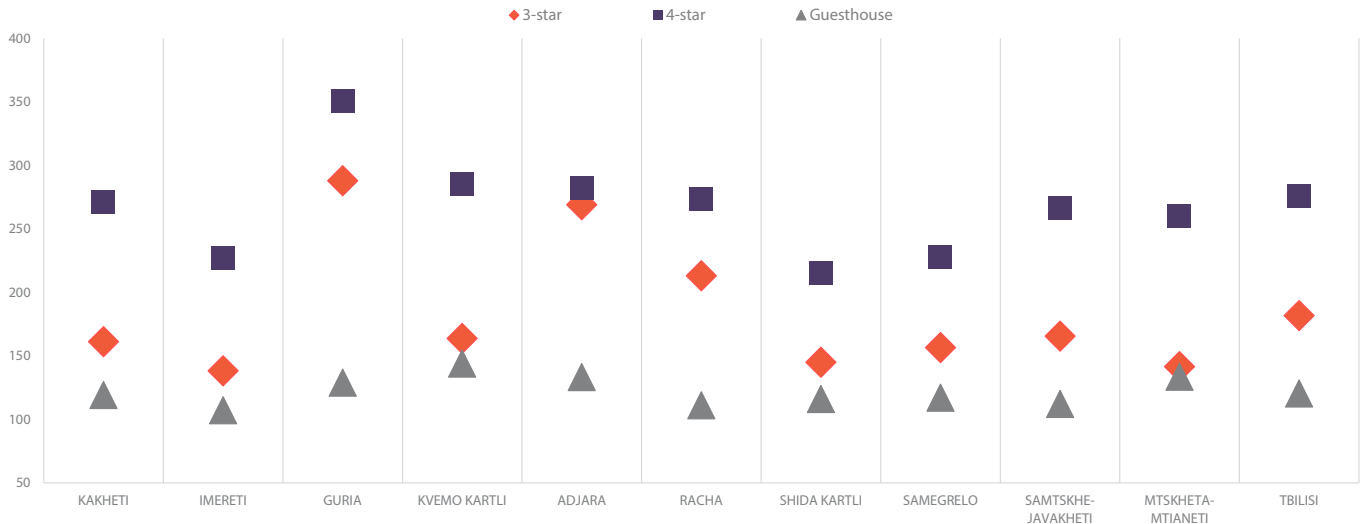
August 2025

- In August 2025, hotel price index in Georgia increased by 3.5% month-over-month (MoM), with the highest growth recorded in Guria, Adjara and Racha.
- In August 2025, hotel price index in Georgia increased by 1.1% year-over-year (YoY), with the highest growth recorded in Samtskhe-Javakheti, Shida Kartli and Racha.
- The average price of a room ranged from 119 GEL to 553 GEL in August 2025.

Average Hotel Prices

In August 2025, the average cost of a room¹ in Georgia was **119 GEL** per night in guesthouse², **179 GEL** in 3-star hotel and **264 GEL** in 4-star hotel. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in August 2025.

For 5-star hotels, the national average was **553 GEL** in August 2025. The highest prices were recorded in Guria at **813 GEL**, followed by Tbilisi at **676 GEL** and Kakheti at **655 GEL**.



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

Hotel Price Index

Month-over-month (MoM), the hotel price index³ for 3-, 4-, and 5-star hotels increased by 2.6%, and by 6.9% for guesthouses. As a result, the hotel price index increased by 3.5% in August 2025 compared to July 2025.

Year-over-year (YoY), the hotel price index for 3-, 4-, and 5-star hotels increased by 0.2%, and by 5.4% for guesthouses. As a result, the hotel price index increased by 1.1% in August 2025 compared to August 2024.

| Region ⁴ | 3-, 4-, and 5-star Hotels | | Guesthouse | | All Hotels | |
|-------------------------------|---------------------------|---------------|---------------|---------------|---------------|---------------|
| | August MoM(%) | August YoY(%) | August MoM(%) | August YoY(%) | August MoM(%) | August YoY(%) |
| Kakheti | -0.2% | -0.1% | 2.3% | 2.5% | 1.0% | 1.7% |
| Imereti | -3.7% | 5.8% | 6.5% | 1.2% | -0.4% | 3.5% |
| Guria | 11.1% | - | 7.6% | - | 9.3% | - |
| Kvemo Kartli | -2.3% | - | 1.2% | - | -1.2% | - |
| Adjara | 6.7% | -1.3% | 11.4% | 13.1% | 7.3% | 0.7% |
| Racha | 11.5% | - | 0.1% | 5.3% | 4.6% | 5.3% |
| Shida Kartli | 2.1% | - | 4.9% | 11.1% | 3.6% | 11.1% |
| Samegrelo-Zemo Svaneti | -2.0% | -5.0% | 2.2% | 2.1% | -0.1% | -0.6% |
| Samtskhe-Javakheti | -2.5% | 7.2% | 0.6% | 16.4% | -1.5% | 12.4% |
| Mtskheta-Mtianeti | 4.1% | -2.1% | -3.2% | -6.8% | 1.4% | -4.3% |
| Tbilisi | 1.8% | 0.6% | 7.7% | 2.5% | 3.2% | 0.7% |
| Overall Price % Change | 2.6% | 0.2% | 6.9% | 5.4% | 3.5% | 1.1% |

Table 1: MoM and YoY % change in hotel price indices (August 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 stratified sample of 571 3-, 4-, 5-star hotels and 368 guesthouses from booking.com. Average prices are arithmetic means of available hotels in current 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 based on available hotels in current and base period, using Consumer Price Index methodology as outlined in the 2004

Consumer Price Index Manual and the 2009 Practical Guide.
4 Hotel price index is unavailable in some regions due to base period data gaps.