

Change

**5.6%**

Rise in International Visitors



**79%**

Visitors Opting for Overnight Stay



**2%**

Rise in European Traveler Visits



Source: Cushman & Wakefield Georgia Research

## ECONOMIC INDICATORS

YoY Chg

**\$30.5 Billion**

Georgia GDP (2023\*)



**13.7%**

Georgia Unemployment Rate (2024 Q2)



**\$1.9 Billion**

Georgia FDI (2023)



Source: Geostat  
\*Latest available data

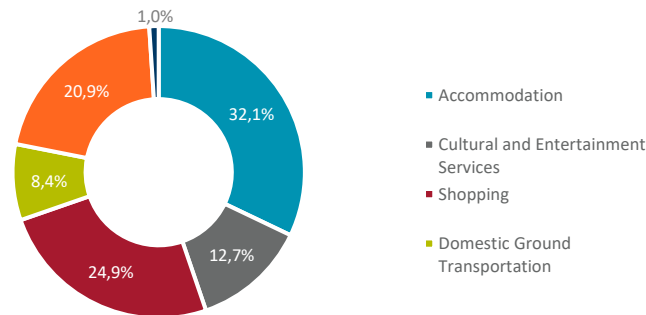
## INTERNATIONAL VISITOR TRIPS ON THE RISE

The global tourism sector experienced a resurgence in the first half of 2024, and Georgia was no exception. The country recorded 2,687,927 international visitor trips in Q1-Q2 2024, reflecting a 6% increase compared to the same period last year. Notably, a growing number of visitors are choosing to stay for more than one night. This trend has seen a significant rise since 2019, with 79% of visitors opting for overnight stays in Q1-Q2 2024, while only 21% returned on the same day, indicating a deeper interest in exploring Georgia. The average length of stay during this period was 5.2 nights.

Among international visitors, 2,171,248 came from Europe, followed by 215,802 from East Asia and the Pacific, with additional visitors from the Middle East, the Americas, and Africa. In terms of nationalities, the top five countries sending visitors to Georgia were Türkiye, Russia, Armenia, Israel, and Azerbaijan.

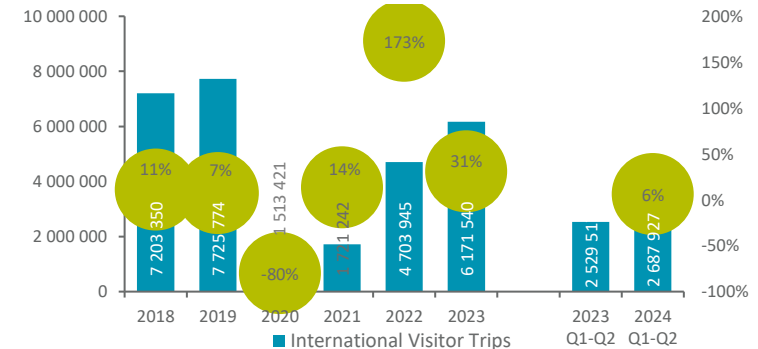
In Q1-Q2 2024, 49.9% of all international visitors traveled to Georgia for leisure and recreation. As for activities, 85.8% of visitors indulged in local cuisine and wine, 55.6% went shopping, and 49% participated in sightseeing. In terms of spending, accommodation represented the largest expenditure category, followed by shopping, and F&B. Visitors also spent considerable amounts on cultural and entertainment activities, highlighting Georgia's appeal as a vibrant destination.

## INTERNATIONAL VISITORS' EXPENDITURE STRUCTURE



Source: GNTA

## INTERNATIONAL VISITOR TRIPS



Source: GNTA

Change

**9%** Rise in International Visitors

**56%** of international trips to Georgia were to Tbilisi

**36.1%** Rise in International Arrivals at TBS Airport

### INTERNATIONAL VISITOR TRIPS ON THE RISE

In Q1 2024, Tbilisi welcomed 608,123 international visitors, reflecting a 9% increase compared to the same period the previous year, while domestic visitors totaled 1,131,054. In Q2 2024, the city received 850,372 international visitors. Overall, during the first half of 2024, 56% of international trips to Georgia were to Tbilisi, solidifying its status as the most visited destination in the country.

In 2023, Tbilisi International Airport reached significant milestones, serving 3,694,052 passengers—an impressive 23% increase from the previous year, marking a full recovery to pre-pandemic levels seen in 2019. Data from border crossings at Tbilisi International Airport further highlights this growth, with a substantial 36.1% rise in the arrival of international visitors in Q1-Q2 2024 compared to the same period in 2023.

Source: Cushman & Wakefield Georgia Research

### ECONOMIC INDICATORS

YoY Chg

**\$30.5 Billion** Georgia GDP (2023\*)

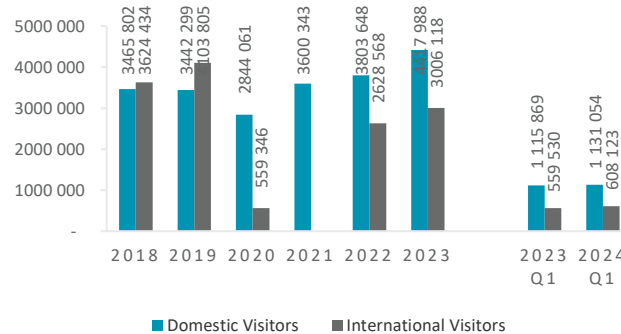
**13.7%** Georgia Unemployment Rate (2024 Q2)

**\$1.9 Billion** Georgia FDI (2023)

Source: Geostat  
\*Latest available data

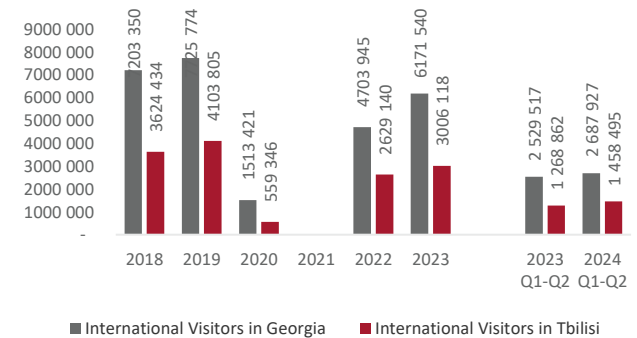
Border	# of Passengers 2023 Q1-Q2	# of Passengers 2024 Q1-Q2	# of Passengers Change 2023 Q1-Q2/2024 Q1-Q2	% Change 2023 Q1-Q2/2024 Q1-Q2
Tbilisi International Airport	518 037	704 890	186 853	36.1%

### NUMBER OF INTERNATIONAL & DOMESTIC VISITORS



Source: GNTA

### INTERNATIONAL VISITOR TRIPS



Source: GNTA

Change

**32,192**  
Hotel Beds ▲

**4.5%** Drop in ADR at International Branded Hotels ▼

**2.1%** Rise in Occupancy at International Branded Hotels ▲

## INTERNATIONAL VISITOR TRIPS ON THE RISE

Tbilisi offers a wide range of hotels, including both international brands and local establishments. As of Q1 2024, Tbilisi has 544 lodging facilities with 14,611 rooms and around 32,192 beds. Of these 544 hotels, 35% have 21 or more rooms, 27% have 11-20 rooms, 21% have 6-10 rooms, and 17% have 5 or fewer rooms.

According to STR data, branded hotels in Tbilisi had an average occupancy rate of 56.3% in Q1 2024, up from 54.2% in Q1 2023. However, the ADR decreased slightly, from \$150 in Q1 2023 to \$144 in Q1 2024. Revenue per available room (RevPAR), closely tied to both occupancy rates and ADR, generally follows occupancy trends. Notably, upper upscale hotels tend to maintain relatively stable rates throughout the year, with little variation between high and low seasons.

Source: Cushman & Wakefield Georgia Research

## ECONOMIC INDICATORS

YoY Chg

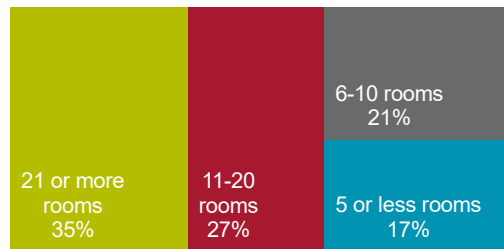
**\$30.5 Billion**  
Georgia GDP (2023\*) ▲

**13.7%**  
Georgia Unemployment Rate (2024 Q2) ▼

**\$1.9 Billion**  
Georgia FDI (2023) ▼

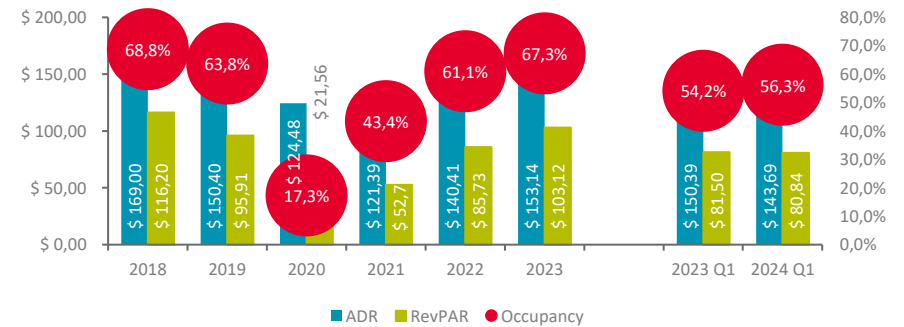
Source: Geostat  
\*Latest available data

## TBILISI HOTELS – SIZING DISTRIBUTION



Source: GNTA

## ANNUAL DYNAMICS OF BRANDED HOTELS



Source: STR



Change

**9%** Rise in International Visitors

**36%** of international trips to Georgia were to Adjara

**40.6%** Rise in International Arrivals at Batumi Airport

Source: Cushman & Wakefield Georgia Research

## INTERNATIONAL VISITOR TRIPS ON THE RISE

In Q1 2024, Batumi welcomed 361,349 international and 327,870 domestic visitors. This upward trend continued into Q2 2024, with Batumi hosting 564,823 international visitors. On average, domestic visitors spend 4 nights in Batumi, while international visitors stay for approximately 6 nights, highlighting the city's appeal as a destination for extended stays among foreign travelers.

In 2023, Batumi International Airport served 621,514 passengers, highlighting the rising demand and popularity of Batumi as a tourist destination.

Data from border crossings at Batumi International Airport shows a substantial increase in international arrivals for Q1-Q2 2024, with a notable 40.6% rise compared to the same period in 2023.

Border	# of Passengers 2023 Q1-Q2	# of Passengers 2024 Q1-Q2	# of Passengers Change 2023 Q1-Q2/2024 Q1-Q2	% Change 2023 Q1-Q2/2024 Q1-Q2
Batumi International Airport	97 644	137 269	39 625	40.6%

## ECONOMIC INDICATORS

YoY Chg

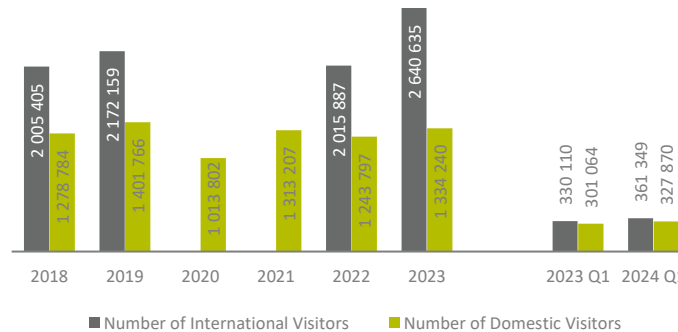
**\$30.5 Billion** Georgia GDP (2023\*)

**13.7%** Georgia Unemployment Rate (2024 Q2)

**\$1.9 Billion** Georgia FDI (2023)

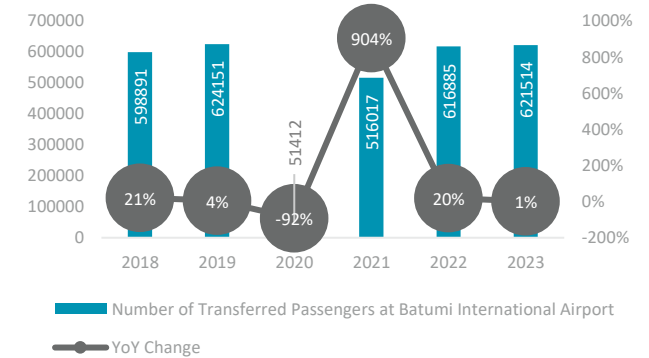
Source: Geostat  
\*Latest available data

## NUMBER OF INTERNATIONAL & DOMESTIC VISITORS



Source: GNTA

## NUMBER OF TRANSFERRED PASSENGERS AT BATUMI INT. AIRPORT



Source: GNTA

Change

**33,851**  
Hotel Beds in Adjara ▲

**7.7%** Drop in ADR at International Branded Hotels ▼

**2.6%** Rise in Occupancy at International Branded Hotels ▲

## INTERNATIONAL VISITOR TRIPS ON THE RISE

The Adjarian coastline offers a wide range of hotels, including both international and local establishments. As of Q1 2024, the Adjara region has a total of 490 hotels, with a total room count of 14,319 and 33,851 beds.

According to STR, in Q1 2024, select branded hotels in Batumi reported an average occupancy rate of 51.5%, up from 48.9% in Q1 2023. However, the ADR decreased from \$84.91 in Q1 2023 to \$78.38 in Q1 2024. Revenue per available room (RevPAR), typically reflecting occupancy trends, followed a similar pattern. It is also noteworthy that upper upscale hotels generally maintain stable rates across both peak and off-seasons.

Source: Cushman & Wakefield Georgia Research

## ECONOMIC INDICATORS

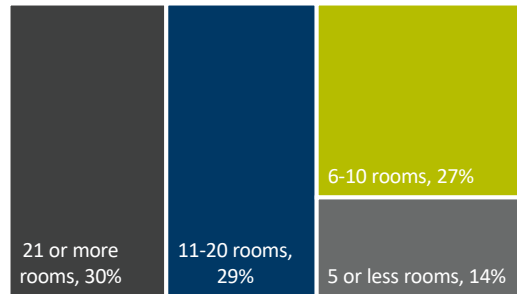
YoY Chg

**\$30.5 Billion**  
Georgia GDP (2023\*) ▲

**13.7%**  
Georgia Unemployment Rate (2024 Q2) ▼

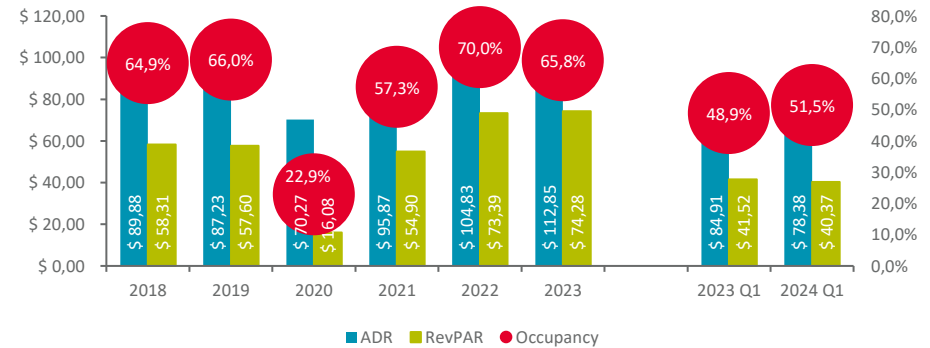
**\$1.9 Billion**  
Georgia FDI (2023) ▼

## ADJARA HOTELS – SIZING DISTRIBUTION



Source: GNTA

## ANNUAL DYNAMICS OF BRANDED HOTELS



Source: STR

Source: Geostat  
\*Latest available data

SNAPSHOT

# BATUMI

Hospitality Q1-Q2 2024



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