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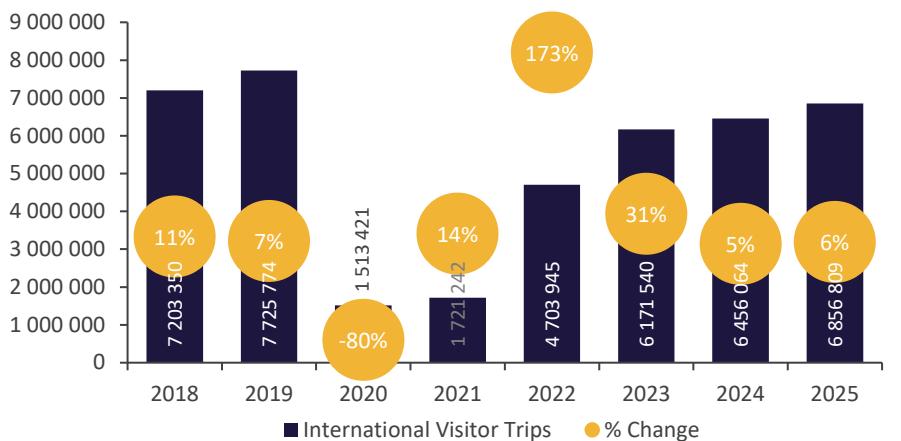
Better never settles



**TOURISM
MARKETBEAT
KEY HIGHLIGHTS
2025**

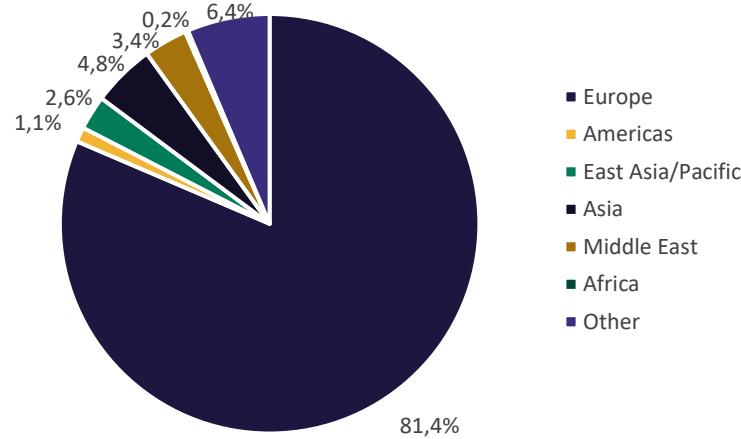


International Visitor Trips to Georgia



International tourism continued to expand, reaching 6.86 million visits (+6% YoY)

Visitor Origins by Region



Demand diversified beyond Europe, with Asia and the Middle East gaining share

INTERNATIONAL VISITOR PERFORMANCE

In 2025, Georgia welcomed 6.86 million international visitor trips, a 6% year-on-year increase, confirming continued recovery and steady growth in inbound tourism.

SOURCE MARKETS

Europe remained the largest source of international visitors, while Asia and “other” regions increased their share, pointing to a gradually diversifying demand base. Strong growth from Israel, Iran, Saudi Arabia, Kazakhstan, India, and China highlights the rising importance of non-traditional and long-haul markets.

MODES OF ENTRY

Land crossings accounted for 57.6% of arrivals in 2025, while air travel represented 41.6%, underlining the continued importance of regional connectivity alongside expanding air access.

TRIP TYPE

Georgia attracted a higher share of overnight visitors in 2025, signaling increased interest in longer stays and broader destination engagement. Overnight trips accounted for 80.5% of total visits, significantly outweighing same-day travel.

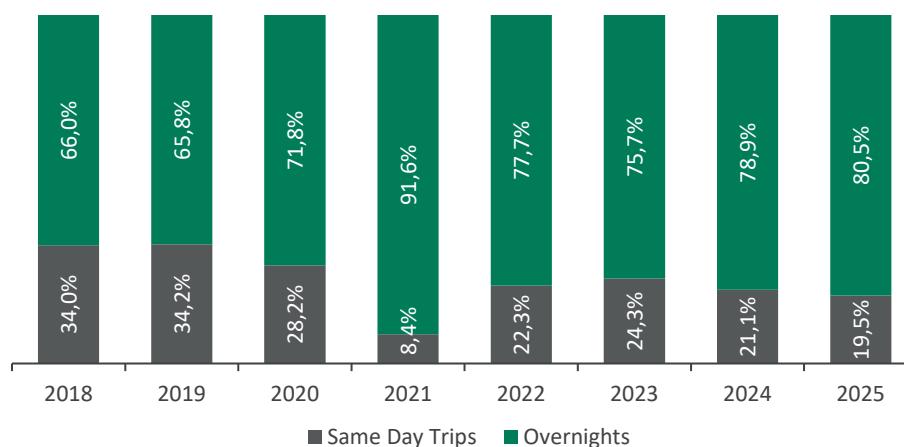
EXPENDITURE STRUCTURE

Visitor spending was led by accommodation (27%), shopping (26%), and food and beverage (24%), together accounting for most of the tourism revenue. Cultural and entertainment services also represented a meaningful share, supporting a more diversified tourism economy. Average visitor spending in Q1-Q3 2025 reached 2,256 GEL. Visitors from Kazakhstan, Israel, China, Ukraine, Saudi Arabia, and the UAE were among those who recorded above-average spending during their stay in Georgia in 2024.

TOP VISITED DESTINATIONS

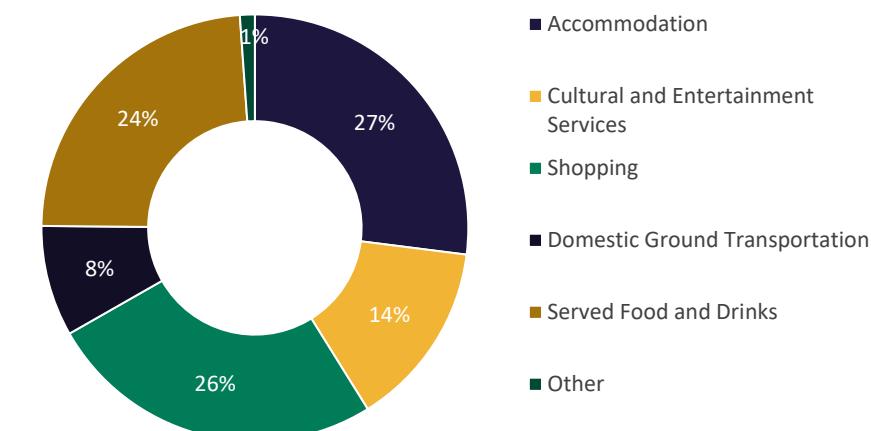
In Q1-Q3 2025, Tbilisi led international visitor trips (56.5%), followed by Batumi (41.9%), while Kutaisi, Mtskheta, and Kazbegi each accounted for 8.7%-10% of arrivals.

Overnight vs Same Day Trips



Visitor mix shifted decisively toward overnight stays (80.5%), supporting higher spending

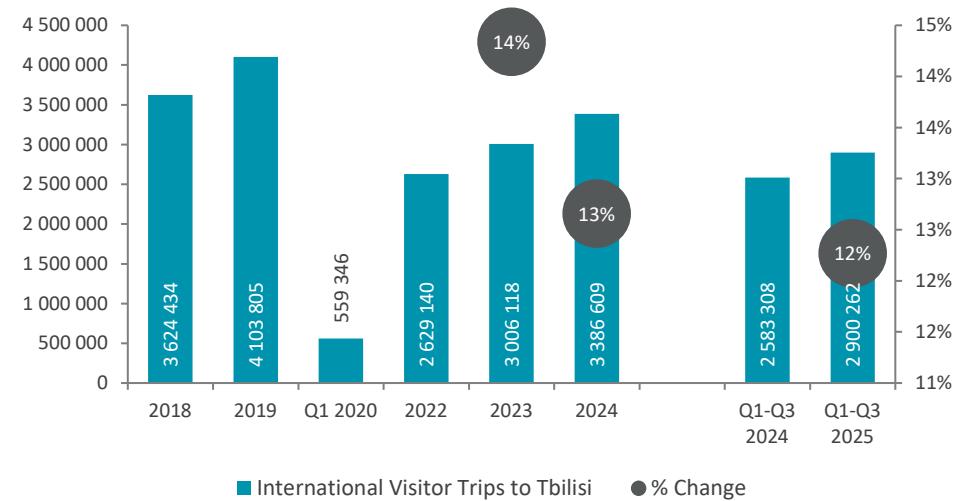
Visitor Expenditure Breakdown, Q1 - Q3 2025



Spending concentrated in accommodation, shopping and food & beverage

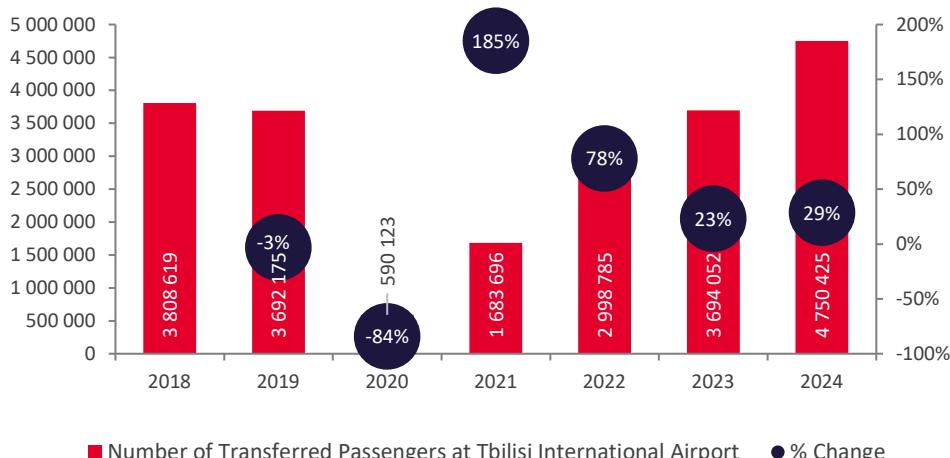
Source: GNTA, GEOSTAT

International Visitor Trips to Tbilisi



Tbilisi accounted for 56.5% of all international visits to Georgia in Q1-Q3 2025

Transferred Passengers via Tbilisi International Airport



International arrivals grew 12% YoY, driven by expanding air traffic

INTERNATIONAL VISITOR PERFORMANCE

In Q1-Q3 2025, Tbilisi recorded approximately 2.9 million international visitor trips, representing 12% year-on-year growth. The capital accounted for 56.5% of all international visits to Georgia, reaffirming its position as the country's primary tourism destination.

AIR GATEWAY AND BORDER CROSSINGS

International arrivals via Tbilisi International Airport reached 1.87 million in 2025, up from 1.60 million in 2024 (+17% YoY), underscoring the airport's role as Georgia's main international gateway. Passenger throughput continued to increase, reaching a peak of over 4.75 million passengers in 2024 (latest available year).

ACCOMMODATION SUPPLY

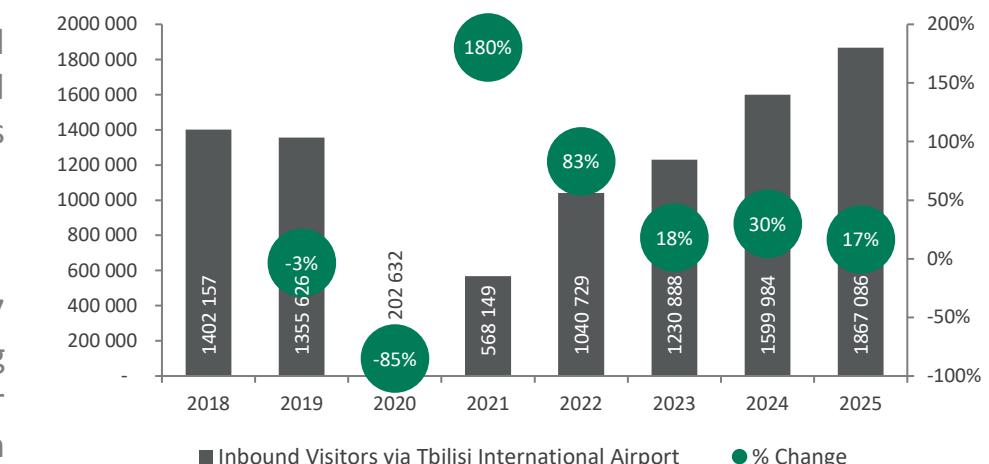
As visitor volumes increased, Tbilisi's accommodation base expanded accordingly. In 2024 (latest available year), the market comprised over 599 hotels with approximately 15,095 keys.

International visitors account for most of the hotel demand in Tbilisi, led by guests from non-regional international markets, followed by CIS countries and the EU. Leisure travel represents more than 80% of stays, while business travel accounts for approximately 16%. Average length of stay for international tourists is around 5-6 nights.

RECENT OPENINGS AND PIPELINE

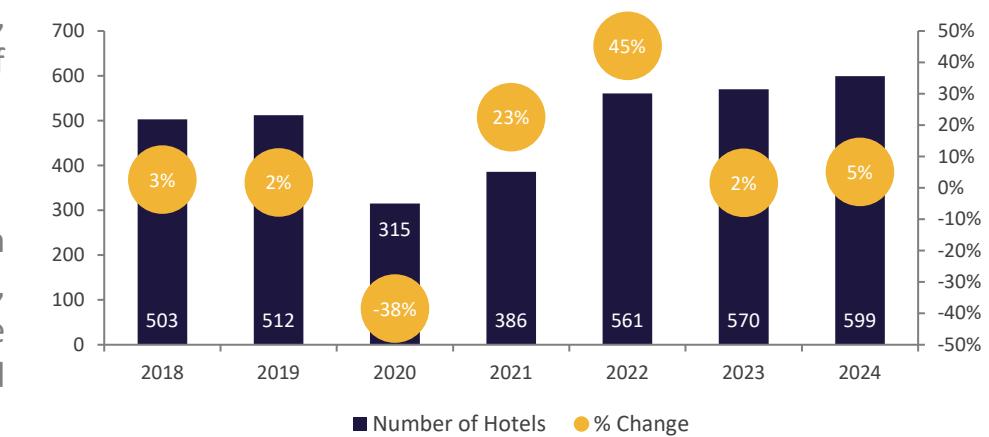
Several notable hotels entered the market in 2025, including Telegraph by Radisson and Paragraph Golf & Spa Tabori (Autograph Collection), collectively adding over 400 rooms. A further development pipeline across multiple districts and brand segments is expected to broaden and diversify Tbilisi's hotel offering in the coming years.

Border Crossings



Airport throughput and transfers continued to recover, supporting connectivity

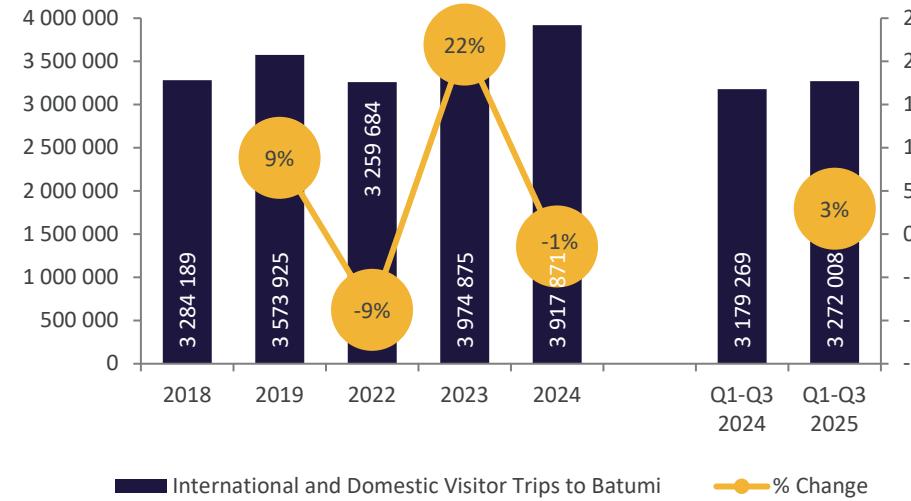
Hotel Supply in Tbilisi



Hotel supply expanded in line with demand, with further pipeline underway

Source: GNTA, GEOSTAT

International and Domestic Visits



Batumi accounted for a significant share of international visitor trips to Georgia in Q1-Q3 2025

AIR GATEWAY

Batumi's accessibility continued to improve in 2025, supported by Batumi International Airport and its expanding network of direct connections across Europe and Asia. Passenger throughput has increased steadily in recent years, reaching a peak in 2024, highlighting the airport's growing role as a gateway for both leisure and business travel. A range of carriers, including Georgian Airways, Turkish Airlines, flydubai, Red Wings, YanAir, Belavia, Ural Airlines, and Air Astana, connect Batumi to multiple regional and international markets.

ACCOMMODATION SUPPLY

Batumi's accommodation market has expanded rapidly in recent years. As of 2024 (latest available data), the city's hotel inventory reached 311 hotels, reflecting sustained investment activity. In parallel, the growing presence of serviced apartment developments is diversifying the hospitality landscape, catering to a broader range of price points and increasingly to longer-stay demand.

RECENT OPENINGS AND PIPELINE

Notable additions to the market in 2025 included Hampton by Hilton Batumi Center and La Quinta by Wyndham Batumi, which together added more than 240 keys. Looking ahead, a pipeline of planned hotel and serviced apartment projects, both within Batumi and across the wider Adjara region, is expected to further expand and diversify accommodation supply in the near term.

INTERNATIONAL AND DOMESTIC VISITOR PERFORMANCE

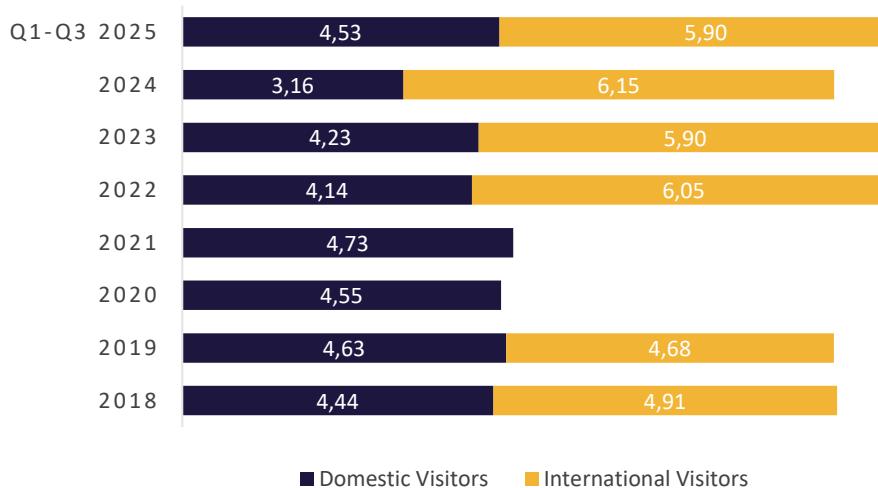
Located in western Georgia, Adjara combines Black Sea coastal tourism with mountain landscapes and a distinctive cultural identity, with Batumi serving as the region's primary tourism and commercial hub.

In Q1-Q3 2025, Batumi recorded approximately 3.27 million combined international and domestic visitor trips, confirming its position as one of the country's most active destinations. International demand, driven primarily by neighbouring countries, alongside key European and Asian markets, remains highly seasonal, peaking during the summer months. In contrast, domestic travel shows greater year-round stability, supported by leisure, family, and short-break visits.

LENGTH OF STAY

As Georgia's leading summer destination, Batumi benefits not only from high visitor volumes but also from relatively long average stays. International visitors typically stay 5-6 nights, while domestic travellers average 4-5 nights per visit, supporting strong accommodation demand and higher per-trip spending.

Length of Stay (Nights)



Longer international stays support Batumi's hospitality and resort development fundamentals

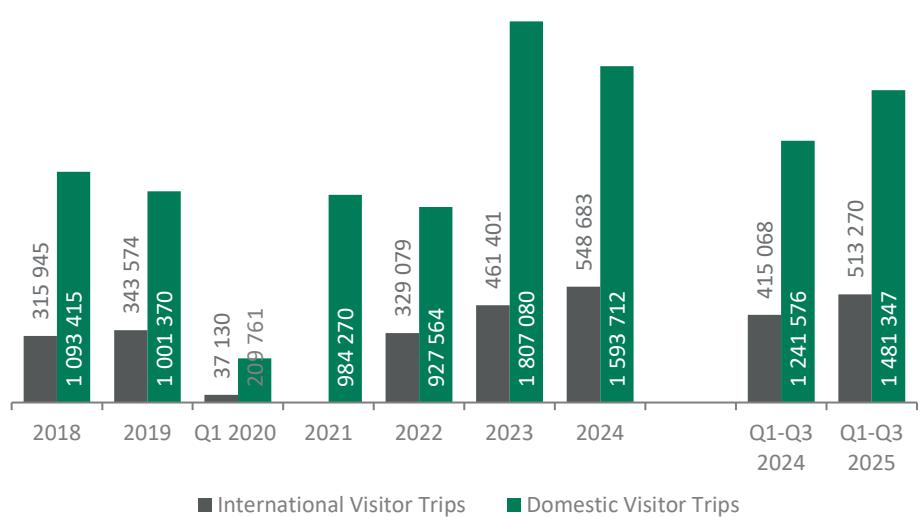
Transferred Passengers via Batumi International Airport



Batumi Airport passenger traffic hit a record ~952k in 2024 (+53% YoY)

Source: GNTA, GEOSTAT

International & Domestic Visitor Trips to Kutaisi



Domestic travel dominates visitor volumes in Kutaisi, with both segments growing in Q1-Q3 2025

CONNECTIVITY AND DESTINATION ACCESS

Kutaisi International Airport remains a key driver of the city's tourism growth, significantly enhancing regional accessibility through its extensive European route network. As home to a Wizz Air base, the airport handled approximately 1.7 million passengers in 2024, its highest level on record, reflecting a 3% year-on-year increase.

HOTEL MARKET OVERVIEW

Kutaisi's hotel market has expanded steadily in recent years, reaching 182 hotels in 2024 (latest available data). New supply additions in 2025 remained limited and were largely concentrated in local, non-branded properties, contributing approximately 30 additional rooms overall.

DEVELOPMENT OUTLOOK

Despite modest hotel supply growth, 2025 has been characterized by increasing momentum across Kutaisi's broader development landscape. Planned investments, including a multifunctional sports complex, an IT hub, and new commercial and mixed-use residential projects, are expected to enhance the city's overall attractiveness and support medium-term growth.

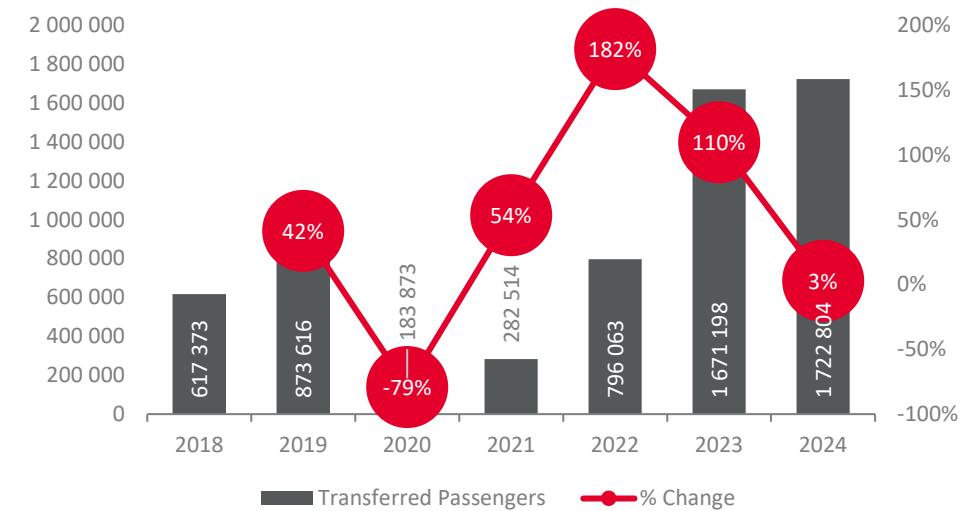
INTERNATIONAL AND DOMESTIC VISITOR TRENDS

In 2025, Kutaisi, Georgia's third-largest city, continued to strengthen its position as an emerging tourism destination, combining a rich historical heritage with diverse natural landscapes.

International tourism maintained positive momentum, with 513,270 international visitors recorded in Q1-Q3 2025, accounting for 10% of Georgia's total international arrivals during the period.

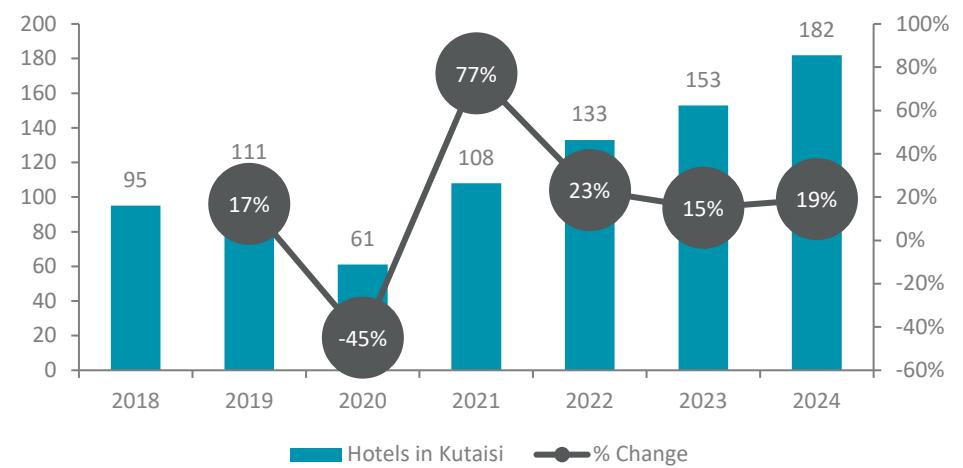
Kutaisi also remained a strong domestic travel hub. Domestic visitation continued to exceed international volumes, building on elevated levels observed in 2023 and 2024. In the first nine months of 2025, domestic visits increased by 19% year-on-year, underscoring the city's sustained appeal among Georgian traveler.

Transferred Passengers via Kutaisi International Airport



Kutaisi Airport passenger traffic peaked in 2024 after a strong post-2020 rebound

Hotel Supply



Kutaisi's hotel supply expanded steadily, reaching 182 hotels in 2024, despite a temporary slowdown in 2020

Source: GNTA, GEOSTAT

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