



### Several Tendencies on Georgian Tourist Market (2021 - 2023)

Number of International tourists' visits, broken down by country <sup>1</sup>

| Country   | Year    |           |                     |
|---|---------|-----------|---------------------|
|   | 2021    | 2022      | 2023 I - II Quarter |
| Russia  | 212,979 | 1,087,257 | 577,632             |
| EU countries (+United Kingdom, USA, Canada, Japan, Australia) | 162,545 | 318,872   | 187,234             |

Revenue from international travel by country, million US dollars<sup>2</sup>

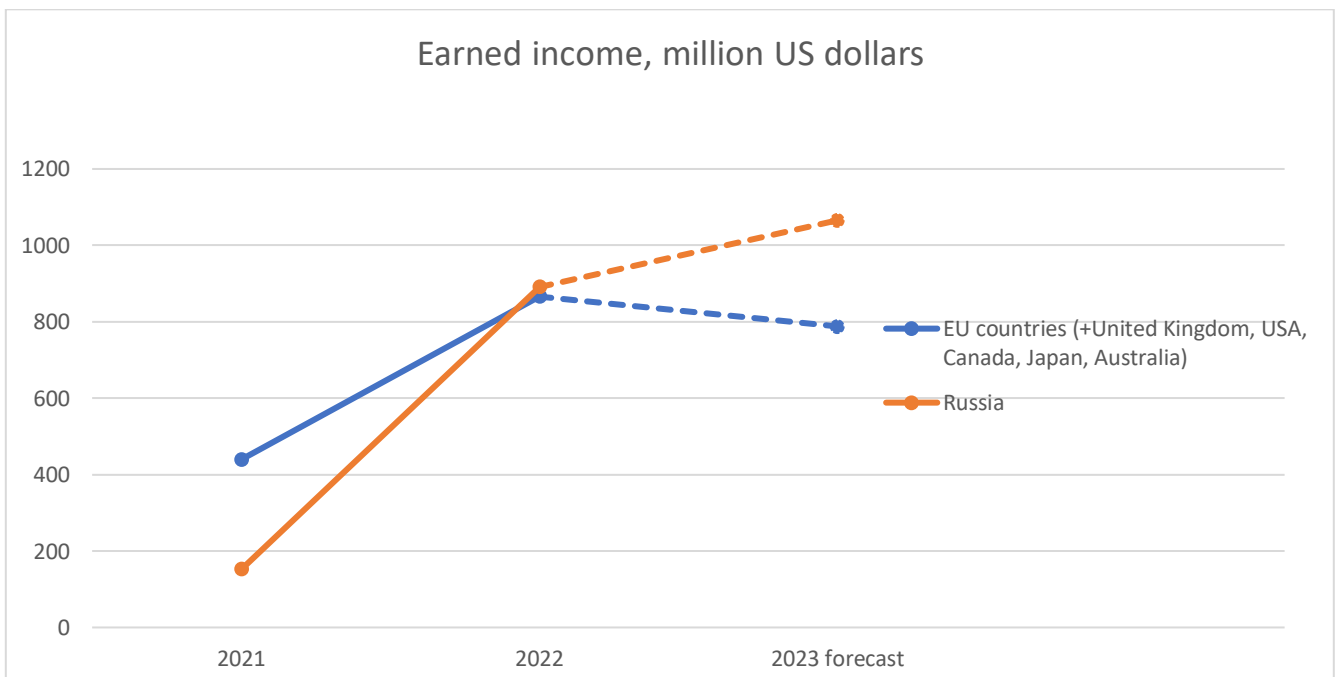
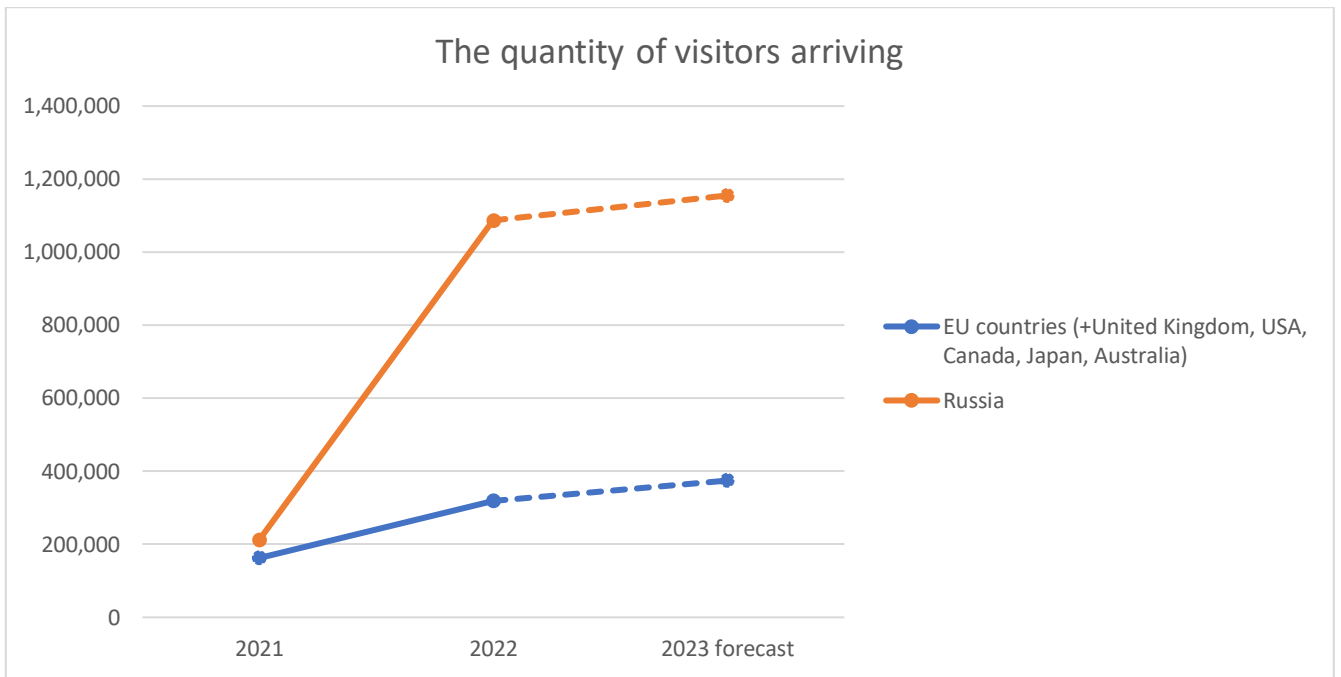
| Country   | Year  |       |                |
|---|-------|-------|----------------|
|   | 2021  | 2022  | 2023 I Quarter |
| Russia  | 151.7 | 890.9 | 266.4          |
| EU countries (+United Kingdom, USA, Canada, Japan, Australia) | 439.4 | 865.9 | 197            |

<sup>1</sup>

<https://gnta.ge/ge/%E1%83%A1%E1%83%A2%E1%83%90%E1%83%A2%E1%83%98%E1%83%A1%E1%83%A2%E1%83%98%E1%83%99%E1%83%90/>

<sup>2</sup>

[https://nbg.gov.ge/fm/%E1%83%A1%E1%83%A2%E1%83%90%E1%83%A2%E1%83%98%E1%83%A1%E1%83%A2%E1%83%98%E1%83%99%E1%83%90/external\\_sector/geo/travel-geo.xlsx?v=7v93p](https://nbg.gov.ge/fm/%E1%83%A1%E1%83%A2%E1%83%90%E1%83%A2%E1%83%98%E1%83%A1%E1%83%A2%E1%83%98%E1%83%99%E1%83%90/external_sector/geo/travel-geo.xlsx?v=7v93p)



**Conclusions:**

1. The number of tourists from Russia in 2022 grew much faster than from the countries of the "collective West";
2. The average tourist from the countries of the "collective West" spent 4 times more in 2022 than tourist from Russia;

3. In 2023, the growth in the number of tourists from Russia and the countries of the "collective West" equaled;
4. In 2023, the average tourist from the countries of the "collective West" spends less than in 2022;
5. Forecasts will be updated as new data becomes available.

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