



# Georgia's Tourism Market Watch September 2022

Tourism Monthly Bulletin | Georgia  
October 19, 2022

## Highlights, September 2022

**Total international visitors** stood at 559,887 persons – up 147.0% y/y and recovering at 71.4% of 2019 level. This growth was predominantly driven by the increase in tourist arrivals recovering at 83.8% of 2019 level (up from 77.4% recovery in previous month). Recovery in same-day trips also accelerated, recovering at 44.0% of 2019 level (down from 47.8% recovery in previous month). Top country by arrivals was Russia (29.1% of total), followed by Armenia (14.9%) and Turkey (14.6%). Number of visitors from Russia, Saudi Arabia, Belarus, Iran, Kazakhstan and Uzbekistan surpassed 2019 levels.

**Tourism revenues** stood at US\$ 375.6 mn in September-22, up 2.3x y/y and surpassing 2019 level by 17.9%. It should be noted that this figure also captures the impact of migrants (from Russia, Belarus and Ukraine) arriving in Georgia since Russia-Ukraine war started. We estimate that about 100-120k visitors from these countries relocated to Georgia for longer term than regular tourists. Russia accounted for 25.4% of tourism revenues in September-22, followed by Turkey (9.5%) and Ukraine (8.4%), while revenues from EU was 11.9% of total. Considering strong revenues of recent months, we expect full recovery of tourism in 2022 compared to pre-pandemic levels.

Table 1: Key stats

	9M21	9M22
International visitors, persons:	1,188,234	3,339,538
Tourists	1,092,773	2,704,133
Same-day	95,461	635,405
Tourism revenues, US\$ mn	866	2,517

Source: GNTA, NBG

Note: International visitors combine tourists (overnight stay) and same-day visits.

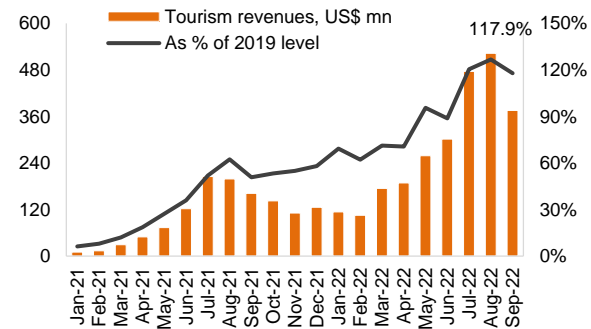
Figure 1: International visitors



Source: GNTA

Note: International visitors combine tourists (overnight stay) and same-day visits.

Figure 2: Tourism revenues



Source: NBG

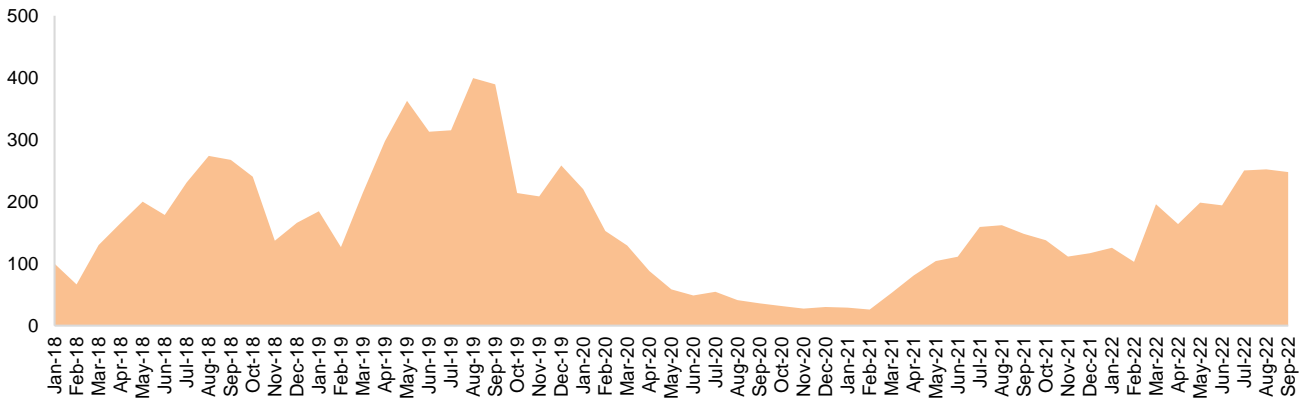
Note: Data include migrants' (from Russia, Belarus and Ukraine) spending from March 2022.

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**Airbnb** demand recovery strengthened in September-22 at 63.7% of September-19 level, reflecting tourism growth dynamics.

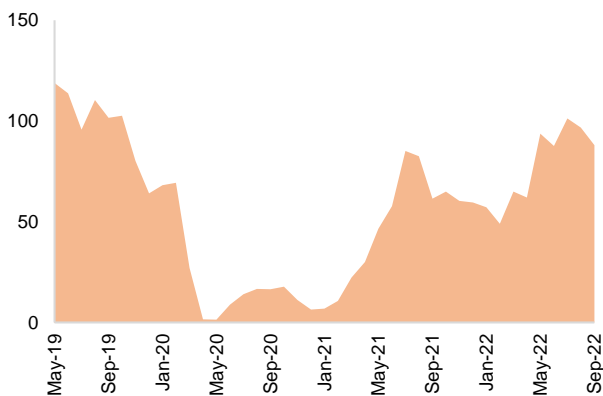
Figure 3: Airbnb rental demand in Tbilisi, index Jan-18=100



Source: Airdna, Galt & Taggart Research

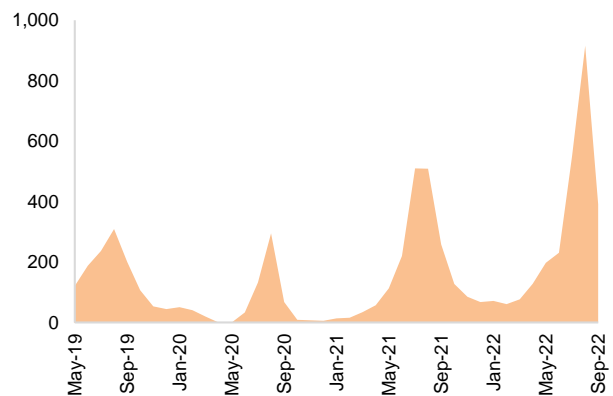
**Hotel** demand recovery also accelerated in September-22, attributable to tourism recovery and seasonal trends. Pos payments in Tbilisi medium and large hotels reduced by 13.4% compared to 2019 level, but increased by 43.1% y/y. Recovery in Adjara hotel revenues continued to outperform Tbilisi - pos payments in Adjara surpassed 2019 level by 95% and was up 51.4% y/y.

Figure 4: Pos payments in medium and large hotels in Tbilisi, index, Apr-19=100



Source: BoG, Galt & Taggart Research

Figure 5: Pos payments in medium and large hotels in Adjara, index, Apr-19=100



Source: BoG, Galt & Taggart Research



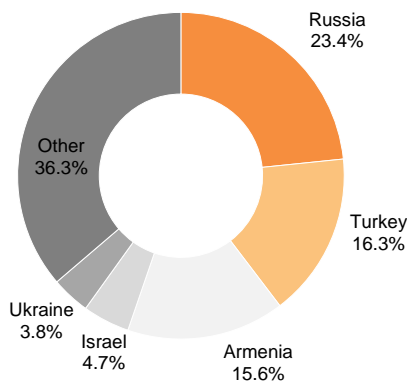
### Tourism sector in 9M22

In 9M22, tourist arrivals stood at 2.7mn persons (+147.5% y/y, 67.8% of 9M19 level) and tourism revenues reached US\$ 2.5bn (+190.8% y/y, 97.5% of 9M19 level).

From top markets, Russia was the largest contributor to arrival growth, followed by Turkey and Armenia. Out of non-neighboring countries, notable recovery vs 2019 was observed from Uzbekistan (+189.5% vs 2019), Saudi Arabia (+59.4%), Belarus (+94.0%) and Kazakhstan (+32.4%).

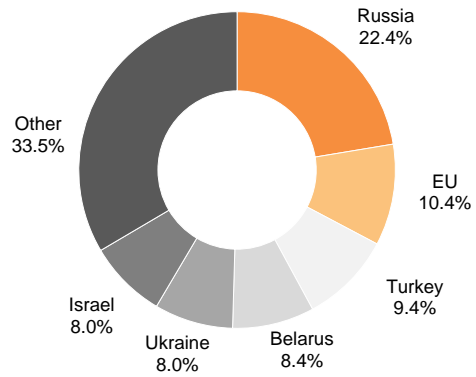
Highest revenue was sourced from Russia (22.4% of total), followed by EU (10.4%), Turkey (9.4%) and Belarus (8.4%).

Figure 6: Int'l visitors (tourists and same-day) by country, 9M22



Source: GNTA

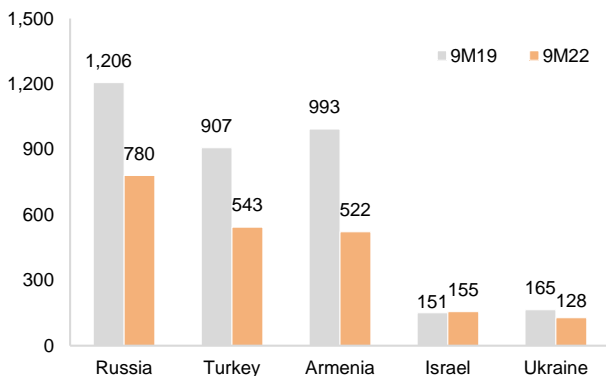
Figure 7: Int'l tourism revenue by country, 9M22



Source: NBG

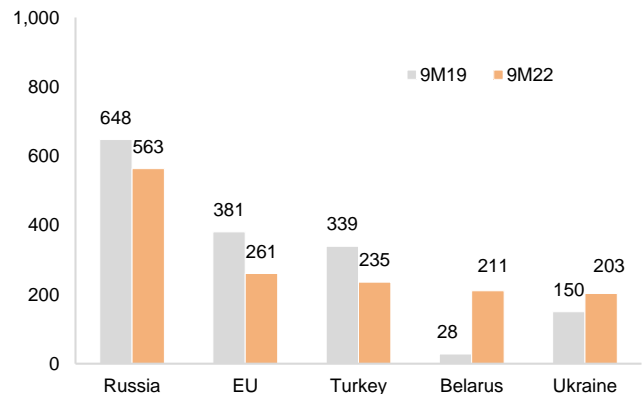
Note: Data include migrants' (from Russia, Belarus and Ukraine) spending from March 2022.

Figure 8: Int'l visitors from top 5 countries, '000 persons (sorted by 2022 figures)



Source: GNTA

Figure 9: Int'l tourism revenue from top 5 countries, US\$ mn (sorted by 2022 figures)



Source: NBG

Note: Data include migrants' (from Russia, Belarus and Ukraine) spending from March 2022



**Table 2: Tourism monthly dynamics**

	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	2019	2020	2021
<b>Total int'l visitors, '000 persons</b>	<b>151.9</b>	<b>188.4</b>	<b>214.6</b>	<b>319.8</b>	<b>387.8</b>	<b>597.9</b>	<b>742.2</b>	<b>559.9</b>	<b>7,725.8</b>	<b>1,513.4</b>	<b>1,721.2</b>
% of 2019 level	39.0%	37.1%	39.0%	51.7%	53.3%	67.8%	68.3%	71.4%		19.6%	22.3%
<b>o/w tourists, '000</b>	<b>137.1</b>	<b>159.2</b>	<b>182.4</b>	<b>264.3</b>	<b>302.6</b>	<b>459.7</b>	<b>583.0</b>	<b>452.2</b>	<b>5,080.5</b>	<b>1,087.1</b>	<b>1,577.5</b>
% of 2019 level	55.4%	48.5%	52.3%	62.3%	64.1%	80.6%	77.4%	83.8%		21.4%	31.0%
<b>o/w same day, '000</b>	<b>14.7</b>	<b>29.2</b>	<b>32.3</b>	<b>55.5</b>	<b>85.2</b>	<b>138.2</b>	<b>159.3</b>	<b>107.7</b>	<b>2,645.3</b>	<b>426.3</b>	<b>143.8</b>
% of 2019 level	10.4%	16.3%	16.0%	28.6%	33.3%	44.3%	47.8%	44.0%		16.1%	5.4%
<b>Tourism revenue, US\$ mn</b>	<b>105.2</b>	<b>174.5</b>	<b>188.6</b>	<b>258.6</b>	<b>301.7</b>	<b>476.1</b>	<b>522.9</b>	<b>375.6</b>	<b>3,268.7</b>	<b>541.7</b>	<b>1,245.4</b>
% of 2019 level	62.2%	71.3%	70.6%	95.6%	88.7%	120.4%	126.7%	117.9%		16.6%	38.1%

Source: GNTA, NBG

**Table 3: International visitors by countries**

Country	Sep-19	Sep-21	Sep-22	% Change 2022/2019	Country	9M19	9M21	9M22	% Change 2022/2019
Russia	147,425	33,139	163,192	10.7%	Russia	1,205,974	141,954	780,339	-35.3%
Armenia	128,670	18,158	83,603	-35.0%	Turkey	907,350	225,460	543,464	-40.1%
Turkey	96,748	32,281	81,790	-15.5%	Armenia	993,144	107,450	521,750	-47.5%
Georgia (Nonresident)	48,025	21,322	34,895	-27.3%	Georgia (Nonresident)	371,702	106,787	216,924	-41.6%
Israel	26,841	7,896	24,050	-10.4%	Israel	150,997	65,382	155,436	2.9%
Belarus	10,074	11,858	19,644	95.0%	Ukraine	164,825	114,592	127,721	-22.5%
Ukraine	28,231	22,972	18,269	-35.3%	Azerbaijan	1,169,831	57,509	112,115	-90.4%
Iran	17,243	1,714	17,277	0.2%	Saudi Arabia	69,074	45,199	110,074	59.4%
Kazakhstan	12,286	10,930	14,870	21.0%	Belarus	56,098	43,872	108,858	94.0%
Azerbaijan	145,482	8,726	14,812	-89.8%	Kazakhstan	74,794	48,172	99,033	32.4%
Saudi Arabia	6,724	9,338	10,686	58.9%	Iran	109,102	9,941	81,537	-25.3%
Germany	15,717	3,896	8,140	-48.2%	Germany	72,074	15,238	38,573	-46.5%
Poland	14,291	7,029	6,363	-55.5%	Uzbekistan	12,908	24,690	37,364	189.5%
United States of America	6,592	2,839	5,280	-19.9%	India	39,995	15,469	35,612	-11.0%
Uzbekistan	1,434	4,374	4,670	225.7%	Poland	69,924	22,727	33,068	-52.7%
Other	78,497	30,190	52,346	-33.3%	Other	515,019	143,792	337,670	-34.4%
<b>Total</b>	<b>784,280</b>	<b>226,662</b>	<b>559,887</b>	<b>-28.6%</b>	<b>Total</b>	<b>5,982,811</b>	<b>1,188,234</b>	<b>3,339,538</b>	<b>-44.2%</b>

Source: GNTA



**Table 4: Key tourism statistics, annual**

	2015	2016	2017	2018	2019	2020	2021
<b>Tourism revenues, US\$ mn</b>	<b>1,936</b>	<b>2,111</b>	<b>2,704</b>	<b>3,222</b>	<b>3,269</b>	<b>542</b>	<b>1,245</b>
<i>As % of GDP</i>	12.9%	13.9%	16.6%	18.3%	18.7%	3.4%	6.4%
<b>International visitors, persons</b>	<b>5,255,999</b>	<b>5,392,816</b>	<b>6,482,830</b>	<b>7,203,350</b>	<b>7,725,774</b>	<b>1,513,421</b>	<b>1,721,242</b>
<i>by type*:</i>							
Tourists	3,011,663	3,297,275	4,069,354	4,756,820	5,080,478	1,087,093	1,577,463
Same-day	2,244,336	2,095,541	2,413,476	2,446,530	2,645,296	426,328	143,779
<i>by country:</i>							
Turkey	1,074,065	988,312	1,007,276	1,098,555	1,156,513	335,580	326,494
Russia	763,019	849,265	1,135,057	1,404,757	1,471,558	208,677	212,979
Armenia	1,191,777	1,152,234	1,287,168	1,268,886	1,365,048	260,965	164,698
Georgia (Nonresident)	441,260	429,343	456,132	476,389	488,841	140,351	151,559
Ukraine	127,344	151,630	169,862	177,058	207,667	42,414	144,901
Israel	55,439	85,398	115,040	156,922	205,051	25,731	100,686
Azerbaijan	1,156,183	1,075,820	1,301,556	1,424,610	1,526,619	295,132	82,718
Kazakhstan	30,931	40,895	47,241	58,955	103,611	13,779	66,787
Other	415,981	619,919	963,498	1,137,218	1,200,866	190,792	470,420
<b>Airport arrivals</b>	<b>737,660</b>	<b>998,762</b>	<b>1,439,689</b>	<b>1,788,417</b>	<b>1,829,341</b>	<b>269,193</b>	<b>877,158</b>
<i>of which:</i>							
Tbilisi	597,907	786,094	1,133,811	1,402,157	1,355,626	202,632	568,149
Kutaisi	78,900	120,763	193,699	239,251	258,159	19,868	221,853
Batumi	60,853	91,905	112,179	147,009	215,556	46,693	87,156
<b>Accommodation units</b>	<b>1,383</b>	<b>1,727</b>	<b>1,963</b>	<b>2,390</b>	<b>2,575</b>	<b>2,707</b>	<b>3,105</b>
<b>Accommodation rooms</b>	<b>21,511</b>	<b>24,640</b>	<b>27,907</b>	<b>34,608</b>	<b>38,915</b>	<b>42,214</b>	<b>46,819</b>
<b>Accommodation beds</b>	<b>51,517</b>	<b>59,236</b>	<b>67,660</b>	<b>85,314</b>	<b>94,438</b>	<b>101,286</b>	<b>112,820</b>

Source: GNTA



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