



# Georgia's Tourism Market Watch November 2022

Tourism Monthly Bulletin | Georgia

December 16, 2022

## Highlights, November 2022

**Total international visitors** stood at 417,184 persons in Nov-22, up 150.5% y/y and recovering at 76.8% of 2019 level. This growth was predominantly driven by the increase in tourist arrivals recovering at 88.4% of 2019 level (up from 78.5% recovery in previous month). Recovery in same-day trips also accelerated, recovering at 57.5% of 2019 level (up from 43.3% recovery in previous month). Top country by arrivals was Russia (25.9% of total), followed by Turkey (24.4%) and Armenia (17.2%). Notably, number of visitors from Russia, Turkey, Israel, Ukraine, Belarus, Thailand, India and Uzbekistan surpassed 2019 levels in November.

**Tourism revenues** stood at US\$ 305.0mn in Nov-22, up 2.7x y/y and surpassing 2019 level by 51.2%. 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 120-200k visitors (migration wave increased at the end of September due to "partial mobilization" of military reservists by Russia) from these countries relocated to Georgia for longer term than regular tourists. Russia accounted for 35.8% of tourism revenues in Nov-22, followed by Turkey (15.0%) and Ukraine (8.7%), while revenues from EU was 6.5% of total. We expect tourism revenues to increase by 10-15% y/y in 2023.

Table 1: Key stats

	11M21	11M22
International visitors, persons:	1,560,479	4,199,325
Tourists	1,432,891	3,348,333
Same-day	127,588	850,992
Tourism revenues, US\$ mn	1,119	3,160

Source: GNTA, NBG

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

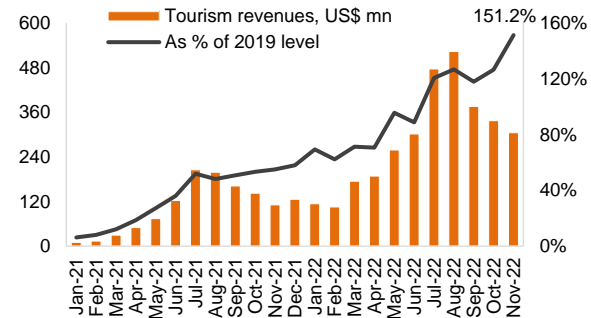
Figure 1: International visitors



Source: GNTA

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

Figure 2: Tourism revenues



Source: NBG

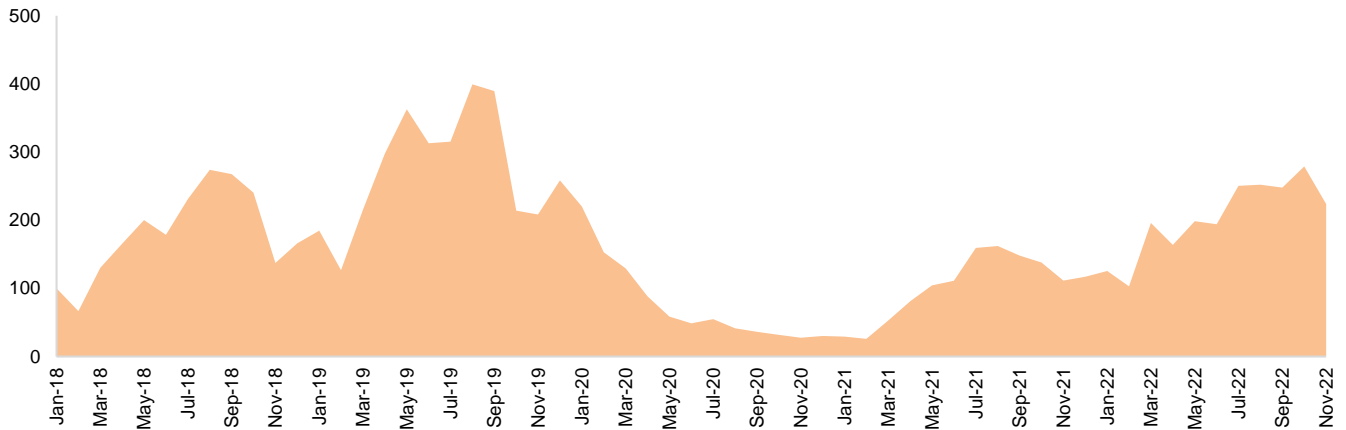
Note: Data include migrants' (from Russia, Belarus and Ukraine) spending from March 2022.

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**Airbnb** demand recovery weakened in Nov-22 and surpassed November-19 level by only 7.2% (compared to 30.3% in previous month).

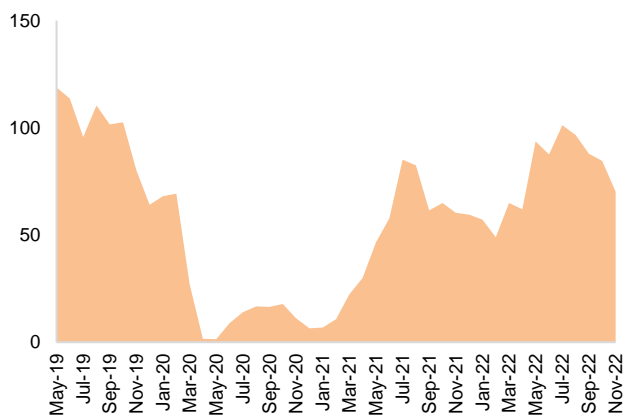
Figure 3: Airbnb rental demand in Tbilisi, index Jan-18=100



Source: Airdna, Galt & Taggart Research

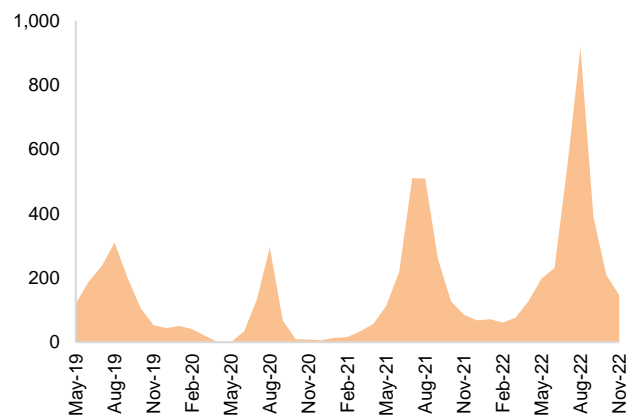
**Hotel** demand recovery accelerated in November-22. Pos payments in Tbilisi medium and large hotels increased by 16.3% y/y (but was 12.4% lower than 2019 level). Recovery in Adjara hotel revenues continued to outperform Tbilisi - pos payments in Adjara surpassed 2019 level by 174.4% and was up 71.1% 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



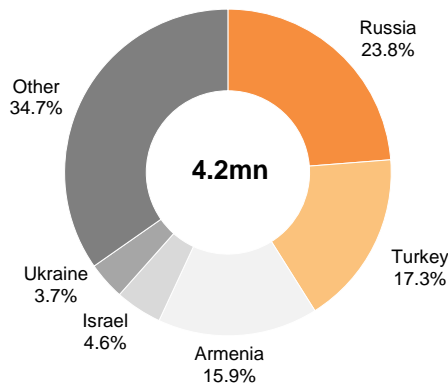
### Tourism sector in 11M22

In 11M22, tourist arrivals stood at 3.3mn persons (+133.7% y/y, 70.2% of 11M19 level) and tourism revenues reached US\$ 3.2bn (+182.4% y/y and surpassing 11M19 level by 3.5%).

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 (+184.4% vs 2019), Belarus (+95.3%), and Saudi Arabia (+58.0%).

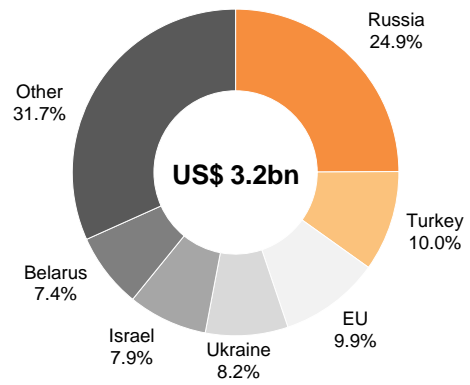
Highest revenue was sourced from Russia (24.9% of total), followed by Turkey (10.0%), EU (9.9%) and Ukraine (8.2%).

Figure 6: Int'l visitors (tourists and same-day) by country, 11M22



Source: GNTA

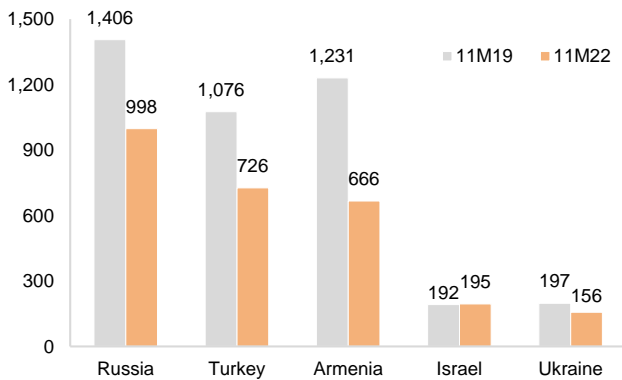
Figure 7: Int'l tourism revenue by country, 11M22



Source: NBG

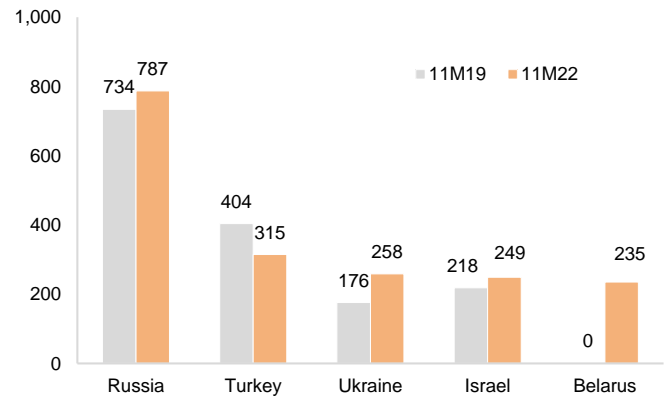
Note: Data include migrants' (from Russia, Belarus and Ukraine) spending from March 2022.

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**

	22-Apr	22-May	22-Jun	22-Jul	22-Aug	22-Sep	22-Oct	22-Nov	2019	2020	2021
<b>Total int'l visitors, '000 persons</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>442.6</b>	<b>417.2</b>	<b>7,725.8</b>	<b>1,513.4</b>	<b>1,721.2</b>
% of 2019 level	39.0%	51.7%	53.3%	67.8%	68.3%	71.4%	66.6%	76.8%		19.6%	22.3%
<b>o/w tourists, '000</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>344.6</b>	<b>299.6</b>	<b>5,080.5</b>	<b>1,087.1</b>	<b>1,577.5</b>
% of 2019 level	52.3%	62.3%	64.1%	80.6%	77.4%	83.8%	78.5%	88.4%		21.4%	31.0%
<b>o/w same day, '000</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>98.0</b>	<b>117.6</b>	<b>2,645.3</b>	<b>426.3</b>	<b>143.8</b>
% of 2019 level	16.0%	28.6%	33.3%	44.3%	47.8%	44.0%	43.3%	57.5%		16.1%	5.4%
<b>Tourism revenue, US\$ mn</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>337.3</b>	<b>305.0</b>	<b>3,268.7</b>	<b>541.7</b>	<b>1,245.4</b>
% of 2019 level	70.6%	95.6%	88.7%	120.4%	126.7%	117.9%	126.4%	151.2%		16.6%	38.1%

Source: GNTA, NBG

**Table 3: International visitors by countries**

Country	Nov-19	Nov-21	Nov-22	% Change 2022/2019	Country	11M19	11M21	11M22	% Change 2022/2019
Russia	82,029	23,424	108,247	32.0%	Russia	1,406,255	194,537	997,744	-29.0%
Turkey	81,736	32,577	101,940	24.7%	Turkey	1,075,812	293,866	726,437	-32.5%
Armenia	116,712	19,291	71,785	-38.5%	Armenia	1,230,834	146,042	666,412	-45.9%
Georgia (Nonresident)	40,245	15,112	25,932	-35.6%	Georgia (Nonresident)	453,337	138,336	271,161	-40.2%
Israel	13,287	12,029	15,386	15.8%	Israel	191,603	91,355	194,583	1.6%
Ukraine	13,000	8,698	13,631	4.9%	Ukraine	197,277	137,857	156,485	-20.7%
Azerbaijan	114,657	8,064	12,419	-89.2%	Azerbaijan	1,404,028	73,931	138,253	-90.2%
Belarus	3,619	2,748	6,675	84.4%	Belarus	63,805	51,412	124,599	95.3%
Iran	10,954	2,945	6,508	-40.6%	Saudi Arabia	74,161	58,520	117,190	58.0%
Kazakhstan	9,214	5,148	6,253	-32.1%	Kazakhstan	95,375	62,163	114,747	20.3%
Thailand	1,930	133	4,163	115.7%	Iran	132,848	14,698	96,057	-27.7%
India	4,078	2,163	4,089	0.3%	Germany	86,911	19,975	46,840	-46.1%
Uzbekistan	1,252	4,156	3,449	175.5%	Uzbekistan	15,517	32,370	44,131	184.4%
Germany	3,650	1,732	2,588	-29.1%	India	47,866	19,999	43,920	-8.2%
United States of America	2,555	1,803	2,509	-1.8%	Poland	85,678	30,044	40,486	-52.7%
Other	44,258	26,542	31,610	-28.6%	Other	629,735	195,374	420,280	-33.3%
<b>Total</b>	<b>543,176</b>	<b>166,565</b>	<b>417,184</b>	<b>-23.2%</b>	<b>Total</b>	<b>7,191,042</b>	<b>1,560,479</b>	<b>4,199,325</b>	<b>-41.6%</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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