

Data about numbers of visitors

International arrivals to Georgia have been growing rapidly over recent years. In 2016, they reached a record number of 6,350,825 (growth 8 %). Out of the total number of visits, 2,714,773 lasted longer than 24 hours (growth +19%).

An exceptional increase was observed in January 2017 with 387,070 international visits (20% increase). Number of tourists (staying 24 hours and more) grew by 32.4% and reached 154,083.

Inflow of tourists staying more than 24 hours has also increased by 20% in 2016 compared to previous year;

According to Georgian Tourism Development Strategy, Georgia will catch 11 million visitors by 2025.

Current and Future Projects in hospitality

Tourism is among the fastest growing industries of the Georgian economy – While a small country, it offers a huge variety of touristic activities, including but not limited to beaches, skiing, famous spa and wellness resorts, vineyards, outdoor activities, positioning itself as a four season destination.

The total number of accommodation units in Georgia amounts approximately 1700 (57 000 beds).

During next few years, the Georgian hotel market will expand significantly. There are ongoing 130 accommodation unit projects (15000 beds)

According to the latest Performance Indicators published by Colliers international the highest hotel occupancy rate in Tbilisi occurs at international upscale branded hotels – 70% with the Average Daily Rate (ADR) of USD 177 (excl. VAT). (At 45%, the highest Batumi hotel occupancy rate was seen in international branded hotels with the Average Daily Rate (ADR) of USD 101 (excl. VAT))

Investment volume of on-going International brand hotel projects in Georgia amounts around USD 1 bln (2017-2019), including: InterContinental; Rixos; Hyatt Regency; Moxy; Pullman Hotels & Resort; Radisson Blu Telegraph; Park inn by Radisson, etc.

Spa and Wellness resorts

Georgia has a big history of Spa & wellness tourism being as a top destination is former Soviet Union. Nowadays, Government of Georgia seeks to promote sector by upgrading related facilities. More than 2000 springs are discovered in the territory of Georgia, which were used by local population for a long time. It is considered that mineral waters cure different diseases faster than the medicines.

Among the top Spa & wellness destinations in Georgia are Borjomi, Sairme, Likani, Akhtala and famous resort Tskaltubo, which is under development - open for potential investors.

Ski resorts

Mountains occupy 80% of Georgia's territory, therefore there are plenty of opportunities for mountain resorts development. According to the EY research mountain resorts in Georgia can attract more 1.5 mln visitors than it performs nowadays. Georgia's primary winter Resorts are: Gudauri; Bakuriani, Tetnuldi and Goderdzi. These locations are considered as four-season mountain resorts.

Just a 2-hour drive from the international airport of Tbilisi, Gudauri is the leading ski resort in Georgia. From the Russian side Gudauri is accessible from the center of Vladikavkaz in about 80 km, and from the airport Vladikavkaz-Beslan in approximately 110 km. Nestled in the southern slopes of the Greater Caucasus range at an altitude of 2,196 m above sea level is the most popular ski destination in Georgia, attracting snow enthusiasts from neighboring countries and Europe. Gudauri has modern infrastructure, breathtaking sights and variety of ski services such as: pistes for all level skiers starting from beginner and ending up with experts, Heliski, free-riding, speed riding, paragliding and night skiing.

Number of arrivals in Gudauri during 2015/2016 ski season amounted 147 635 that represents 26% increase compared to 2014/2015. As a result of high demand Hospitality market is continuously growing. Number of accommodation facilities in the Resort amount to 43 (2026 beds). Gudauri is expected to add three hotels in 2017 (more than 600 rooms).

MICE

Alongside leisure travel, the MICE tourism sector has been developing dynamically in Georgia. The Government places particular emphasize on the sector, as a means of economic development, knowledge transfer, promotion of the country, and investment attraction. Furthermore, to support the sector, in 2016 the first Convention and Exhibition Bureau of Georgia was established as part of the Georgian National Tourism Administration. The division aims to attract large scale events to Georgia, and market the country as a MICE destination. The Bureau has industry members, notable, DMCs, PCOs, hotels, venues, and relevant suppliers, all selected according to strict criteria.

The Bureau is fully government funded providing unbiased advice and support to potential clients, who want to explore Georgia as a host country for their next event. In 2016, the Bureau won the prize for best MICE destination abroad by "Buying Business Travel Awards".

Protected areas

The total area of Georgia's protected territories is 585,883 hectares, which amounts to approximately 8.62% of the country's territory. There are 88 protected areas in Georgia, out of which 14 is Strict Nature Reserves, 11 National Parks, 19 Managed Nature Reserves, 42 Natural Monuments and 2 Protected Landscapes. The total number of visitors in 2016 amounted 734,874.