

GEORGIA REPORTS RECORD \$4.1B IN TOURISM REVENUES IN 2023



In 2023, Georgia saw a remarkable increase in income, receiving more than \$4 billion, 26% higher than the amount earned in 2019. This is the first time in the history of Georgia that the country has gained such significant tourism revenues.

As per the latest data, the number of visits to Georgia from the pre-pandemic period of 2019 has almost fully recovered.

The Georgian National Tourism Administration has reported that in 2023, **international tourism revenues exceeded 2019 by 26.2%, amounting to \$856.7 million**. In addition, it exceeded the 2022 figures by 17.3%, reaching \$608.7 million. The report further states that Georgia recorded a record-breaking income of \$4.1 billion.

The report states that the income from tourist trips during the fourth quarter of 2023 was \$873.7 million, a 27.4% increase compared to the same period in 2019.

It is also worth noting that, along with the increase in income, there was a significant increase in the number of tourists in Georgia last year. Specifically, 7,072,220 international travelers visited Georgia in 2023, 75.6% higher than the pre-pandemic period. Compared to 2022, there was an increase of 30.3%.

In 2023, there were 4,669,467 international tourist visits to Georgia, which is a 91.9% increase compared to 2019. **Additionally, there was a 27.8% increase in international visits from 2022.** From October to December 2023, 1,505,240 international visits to Georgia were 71% higher than the pre-pandemic data.

Furthermore, the National Tourism Administration has reported that in the fourth quarter of 2023, there were 1,013,891 international tourist visits, showing a 93% increase compared to the data from 2019.

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