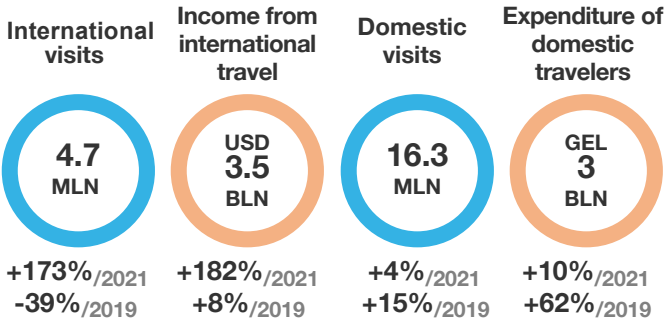




TOURISM

GENERAL TOURISM TRENDS IN 2022

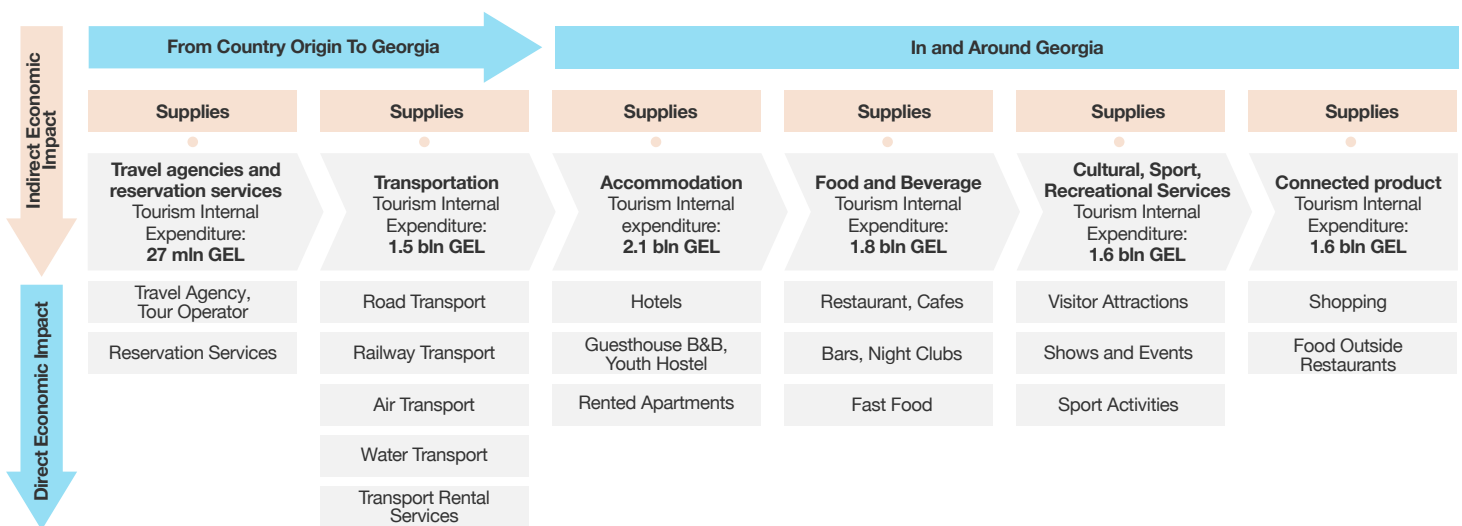


Throughout 2022 significant positive developments were present in tourism sector, which recovered to and even exceeded the major tourism sector indicators. However, apart from positive dynamics in the tourism sector, some challenges were also observed.

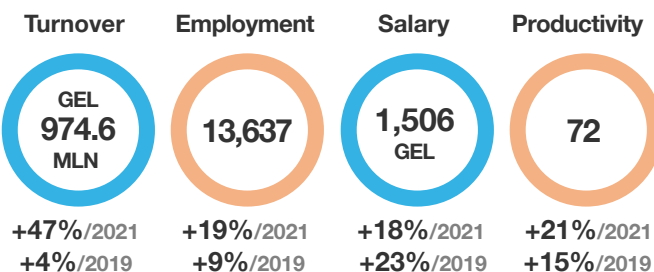
2022: Trends that have short-and long-term effects on Georgian tourism sector

- Rapid and large-scale entry of foreign citizens from Russia, **Ukraine**, and **Belarus** into Georgia;
- **Safety concerns** on traveling to Georgia by international visitors due to the political situation in the region;
- **Migrants** offering tourism services to visitors from CIS countries, disrupting the characteristics of international visitors;
- Disruptions in the structure of the primary purpose of international visits by shift to **VFR** (visiting friends and relatives) purpose of visit.
- Changes in **domestic tourism patterns** by integration of migrants into domestic tourism;
- Changes in characteristics of visitors from the **Gulf States** by shifting to family travel;
- Disruption of the inflow of visitors from **Azerbaijan** due to land border closure;
- **Labor force** issues in the hospitality industry
- Increase in the **input prices**.

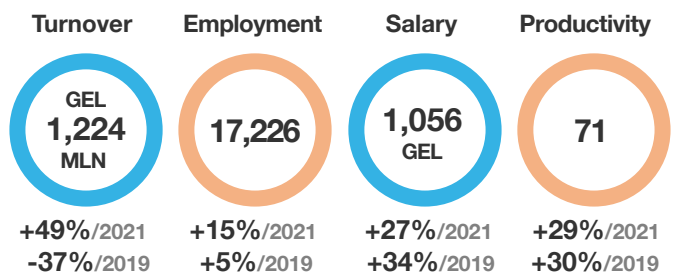
ACCOMMODATION VALUE CHAIN



ACCOMMODATION VALUE CHAIN



FOOD SERVICE VALUE CHAIN





Research