

October 2025

- In October 2025, hotel price index in Georgia decreased by 9.6% month-over-month (MoM), with the largest declines in Adjara, Guria, and Kakheti.
- In October 2025, hotel price index in Georgia decreased by 2.3% year-over-year (YoY), with the largest declines in Mtskheta-Mtianeti, Samegrelo-Zemo Svaneti, and Kakheti.
- The average price of a room ranged from 100 GEL to 442 GEL in October 2025.

Average Hotel Prices

In October 2025, the average cost of a room¹ in Georgia was **100 GEL** per night in guesthouse², **153 GEL** in 3-star hotel and **237 GEL** in 4-star hotel. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in October 2025.

For 5-star hotels, the national average was **442 GEL** in October 2025. The highest prices were recorded in Tbilisi at **659 GEL**, followed by Kakheti at **584 GEL** and Shida Kartli at **488 GEL**.



Graph 1: The average prices for standard double rooms by regions (October 2025, in GEL)

Hotel Price Index

Month-over-month (MoM), the hotel price index³ decreased by 8.9% for 3-, 4-, and 5-star hotels, and by 10.6% for guesthouses. As a result, the hotel price index decreased by 9.6% in October 2025 compared to September 2025.

Year-over-year (YoY), the hotel price index decreased by 1.2% for 3-, 4-, and 5-star hotels, and by 0.3% for guesthouses. As a result, the hotel price index decreased by 2.3% in October 2025 compared to October 2024.

Region ⁴	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	October MoM(%)	October YoY (%)	October MoM(%)	October YoY (%)	October MoM(%)	October YoY (%)
Kakheti	-7.5%	-5.5%	-15.2%	-13.4%	-11.8%	-11.0%
Imereti	-7.8%	1.0%	-16.9%	-17.4%	-10.9%	-8.6%
Guria	-23.9%	-	-1.9%	-	-13.6%	-
Kvemo Kartli	7.8%	-	-	-	-2.7%	-
Adjara	-19.6%	-1.8%	-12.9%	0.1%	-18.5%	-1.4%
Racha	-3.1%	-	0.5%	-	-1.3%	-
Shida Kartli	-6.3%	-18.4%	-9.8%	-1.0%	-8.0%	-8.9%
Samegrelo-Zemo Svaneti	-9.0%	-10.6%	-6.3%	-12.1%	-7.8%	-11.4%
Samtskhe-Javakheti	-6.0%	8.0%	-10.9%	-13.5%	-7.9%	-1.2%
Mtskheta-Mtianeti	-3.4%	-14.1%	-8.5%	-12.0%	-5.0%	-13.1%
Tbilisi	-2.6%	2.0%	-8.0%	9.8%	-3.7%	2.5%
Overall Price % Change	-8.9%	-1.2%	-10.6%	-0.3%	-9.6%	-2.3%

Table 1: MoM and YoY % change in hotel price indices (October 2025)

1 Results are based on collecting standard double room prices of 3-, 4-, 5-star hotels and guesthouses across 10 Georgian regions and Tbilisi, using a stratified sample of 571 3-, 4-, 5-star hotels and 368 guesthouses from booking.com. Average prices are arithmetic means of available hotels in current period.

2 Guesthouse: a type of accommodation that is characterized by having a small number of rooms and services are usually offered by the resident family.
3 The hotel price index is calculated based on available hotels in current and base period, using Consumer Price Index methodology as outlined in the 2004

Consumer Price Index Manual and the 2009 Practical Guide.
4 Index values are not shown for regions with missing base-period data or very small samples. However, all observations are included in the total regional index.