

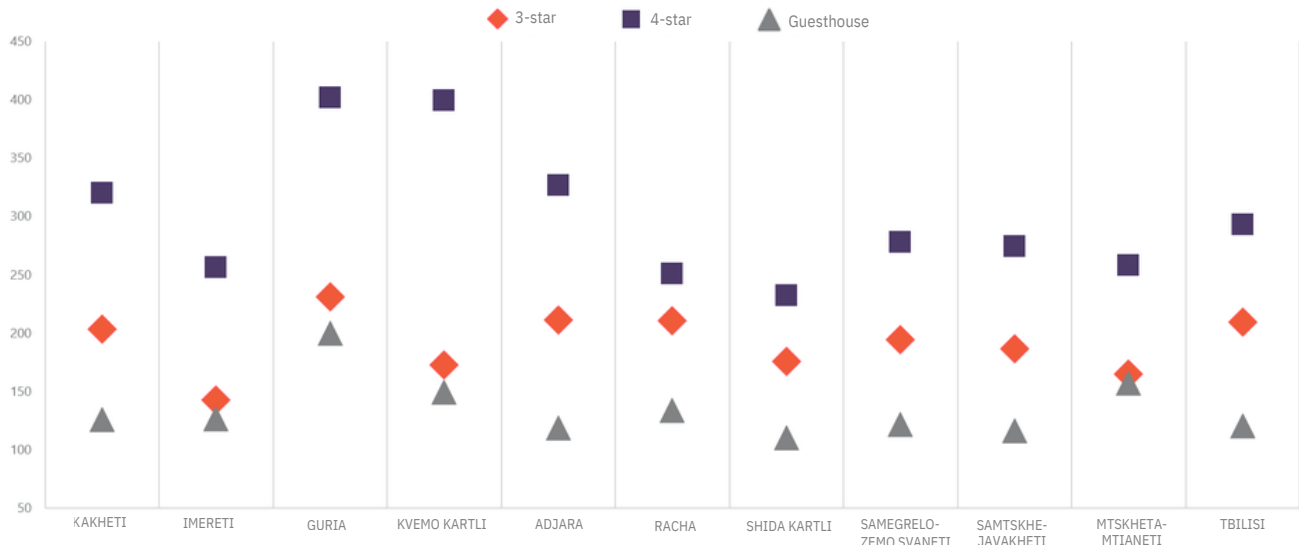
July 2026

- In July 2026, hotel price index in Georgia increased by 8.5% MoM, with the largest increase observed in Adjara, Guria, and Samtskhe-Javakheti compared to previous month.
- In July 2026, hotel price index in Georgia increased by 8.7% YoY, with the largest increase in Guria, Imereti, and Samegrelo-Zemo Svaneti.
- The average price of a room ranged from 131 GEL to 591 GEL in July 2026.

Average Hotel Prices

In July 2026, the average cost of a room¹ in Georgia was **131 GEL** per night in guesthouses², **193 GEL** in 3-star hotels and **291 GEL** in 4-star hotels. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in July 2026.

For 5-star hotels, the national average was **591 GEL** in July 2026. The highest prices were recorded in Guria at **1147 GEL**, followed by Kakheti at **723 GEL** and Tbilisi at **672 GEL**.



Graph 1: The average prices for standard double rooms by regions (July 2026, in GEL)

Hotel Price Index

Month-over-month (MoM), the hotel price index³ increased by 9.5% for 3-, 4-, and 5-star hotels, and increased by 5.8% for guesthouses. As a result, the hotel price index increased by 8.5% in July 2026 compared to June 2026.

Year-over-year (YoY), the hotel price index increased by 8.4% for 3-, 4-, and 5-star hotels, and increased by 10.3% for guesthouses. As a result, the hotel price index increased by 8.7% in July 2026 compared to July 2025.

Region ⁴	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	July MoM(%)	July YoY (%)	July MoM(%)	July YoY (%)	July MoM(%)	July YoY (%)
Kakheti	-1.1%	11.3%	0.7%	7.7%	-0.2%	9.6%
Imereti	0.2%	12.3%	0.8%	8.0%	0.4%	10.8%
Guria	13.4%	16.6%	11.1%	16.9%	12.2%	16.8%
Kvemo Kartli	-11.9%	4.3%	0.0%	-11.6%	-8.8%	0.9%
Adjara	26.1%	7.7%	21.2%	18.5%	25.3%	8.8%
Racha	5.2%	13.3%	-1.1%	8.0%	1.4%	9.9%
Shida Kartli	-0.6%	9.1%	-4.7%	-2.4%	-2.7%	3.8%
Samegrelo-Zemo Svaneti	2.0%	10.4%	5.2%	9.8%	3.5%	10.1%
Samtskhe-Javakheti	15.0%	2.6%	3.4%	5.2%	10.7%	3.4%
Mtskheta-Mtianeti	0.7%	8.3%	0.3%	12.9%	0.6%	9.7%
Tbilisi	0.8%	7.9%	5.6%	8.2%	1.8%	8.0%
Overall Price % Change	9.5%	8.4%	5.8%	10.3%	8.5%	8.7%

Table 1: MoM and YoY % change in hotel price indices (July 2026)

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 568 3-, 4-, 5-star hotels and 371 guesthouses from booking.com. Average prices are arithmetic means of available hotels in current period.

2 Guesthouse: a type of accommodation, characterized by having a small number of rooms, where 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.