

September 2025

- In September 2025, hotel price index in Georgia decreased by 9.2% month-over-month (MoM), with the largest declines in Guria, Adjara and Samtskhe-Javakheti.
- In September 2025, hotel price index in Georgia decreased by 1.8% year-over-year (YoY), with the largest declines in Adjara, Tbilisi and Kakheti.
- The average price of a room ranged from 111 GEL to 440 GEL in September 2025.

Average Hotel Prices

In September 2025, the average cost of a room¹ in Georgia was **111 GEL** per night in guesthouse², **163 GEL** in 3-star hotel and **254 GEL** in 4-star hotel. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in September 2025.

For 5-star hotels, the national average was **440 GEL** in September 2025. The highest prices were recorded in Kakheti at **592 GEL**, followed by Tbilisi at **569 GEL** and Guria at **504 GEL**.



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

Hotel Price Index

Month-over-month (MoM), the hotel price index³ decreased by 9.3% for 3-, 4-, and 5-star hotels, and by 7.3% for guesthouses. As a result, the hotel price index decreased by 9.2% in September 2025 compared to August 2025.

Year-over-year (YoY), the hotel price index decreased by 3.0% for 3-, 4-, and 5-star hotels, and increased by 0.4% for guesthouses. As a result, the hotel price index decreased by 1.8% in September 2025 compared to September 2024.

Region ⁴	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	September MoM(%)	September YoY(%)	September MoM(%)	September YoY(%)	September MoM(%)	September YoY(%)
Kakheti	2.7%	-2.2%	-3.9%	-2.3%	-0.7%	-2.3%
Imereti	4.8%	11.9%	-2.1%	6.9%	2.0%	9.2%
Guria	-26.0%	16.4%	-21.3%	-	-24.0%	26.1%
Kvemo Kartli	-7.0%	-	-2.0%	-	-5.2%	-
Adjara	-21.8%	-7.4%	-16.9%	0.2%	-20.9%	-5.7%
Racha	-2.5%	-	-0.8%	3.9%	-1.5%	3.9%
Shida Kartli	-5.6%	-7.3%	-0.4%	23.9%	-2.9%	7.2%
Samegrelo-Zemo Svaneti	0.3%	4.3%	-7.8%	5.5%	-3.5%	5.0%
Samtskhe-Javakheti	-11.0%	-4.4%	-5.8%	20.3%	-9.1%	10.5%
Mtskheta-Mtianeti	-6.7%	-2.3%	-4.0%	-1.9%	-5.9%	-2.1%
Tbilisi	-6.1%	-3.6%	-2.5%	-2.6%	-5.4%	-3.5%
Overall Price % Change	-9.3%	-3.0%	-7.3%	0.4%	-9.2%	-1.8%

Table 1: MoM and YoY % change in hotel price indices (September 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.