

Tourism

Batumi is a major leisure destination for both local and regional tourists. Cultural, entertainment, dining and retail experiences offered have become more diverse in past few years.

In 2017, the number of tourists in Batumi increased by 17% and amounted to 1.2 million. According to the preliminary data of Adjara Tourism Department, international tourist visits in Batumi was around 1.5-2 mln in 2018.

On average tourists stay for 5 days. The average spending per trip amounts to USD 650.

Batumi attracts large numbers of regional gambling tourists from neighboring countries. However, Batumi offers range of other attractions including adventure tourism, dolphinarium, botanical garden, and aquapark.

Upscale Hotels

At the upper end of the market international brands enjoyed 88% occupancy rate in summer 2018.

The average daily rate (ADR) saw a slight increase from USD 113 to USD 114.

Looking Forward

In the upcoming years, significant developments (residential, hotel and mixed-use buildings) are expected to be completed.

Courtyard by Marriott, Le Meridien, Pullman Hotels & Resorts are expected to enter the Batumi's hotel market in upcoming years.



“

Batumi, so called “pearl of the Black Sea”, is growing its popularity amongst the holidaymakers from CEE & EU countries y-o-y. The number of visitors from the post-soviet and neighboring countries are also increasing. In addition, the global online booking company, Airbnb named Batumi as a trending destination in 2019.

”



HIGH SEASON ADR & OCCUPANCY RATE (USD,%)

■ ADR (LHS) ● Occupancy Rate (RHS)

