

November 2025

- In November 2025, hotel price index in Georgia decreased by 5.9% month-over-month (MoM), with the largest declines in Guria, Tbilisi, and Samtskhe-Javakheti.
- In November 2025, hotel price index in Georgia decreased by 4.2% year-over-year (YoY), with the largest declines in Imereti, Kakheti, and Samegrelo-Zemo Svaneti.
- The average price of a room ranged from 101 GEL to 390 GEL in November 2025.

Average Hotel Prices

In November 2025, the average cost of a room¹ in Georgia was **101 GEL** per night in guesthouses², **144 GEL** in 3-star hotels and **218 GEL** in 4-star hotels. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in November 2025.

For 5-star hotels, the national average was **390 GEL** in November 2025. The highest prices were recorded in Tbilisi at **531 GEL**, followed by Kakheti at **451 GEL** and Shida Kartli at **449 GEL**.



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

Hotel Price Index

Month-over-month (MoM), the hotel price index⁴ decreased by 7.5% for 3-, 4-, and 5-star hotels, and by 3.0% for guesthouses. As a result, the hotel price index decreased by 5.9% in November 2025 compared to October 2025.

Year-over-year (YoY), the hotel price index decreased by 1.8% for 3-, 4-, and 5-star hotels, and by 5.2% for guesthouses. As a result, the hotel price index decreased by 4.2% in November 2025 compared to November 2024.

Region ⁵	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	November MoM(%)	November YoY (%)	November MoM(%)	November YoY (%)	November MoM(%)	November YoY (%)
Kakheti	-7.4%	2.6%	5.0%	-11.7%	-1.6%	-7.5%
Imereti	-7.4%	-3.7%	0.8%	-14.4%	-4.7%	-9.7%
Guria	-6.5%	-	-13.2%	-	-10.6%	-
Kvemo Kartli	3.7%	-	-	-	0.5%	-
Adjara	-6.5%	-4.5%	-11.3%	-3.5%	-7.1%	-4.4%
Racha	1.9%	-	-0.2%	-	1.0%	-
Shida Kartli	-1.6%	-10.7%	13.6%	11.5%	5.3%	-2.4%
Samegrelo-Zemo Svaneti	-5.2%	-11.9%	6.0%	1.7%	-0.1%	-5.4%
Samtskhe-Javakheti	-8.6%	4.2%	-7.0%	-11.6%	-8.1%	-4.0%
Mtskheta-Mtianeti	-8.1%	5.4%	-0.4%	-7.6%	-5.8%	-0.1%
Tbilisi	-10.6%	-0.5%	-1.1%	5.7%	-8.9%	-0.1%
Overall Price % Change	-7.5%	-1.8%	-3.0%	-5.2%	-5.9%	-4.2%

Table 1: MoM and YoY % change in hotel price indices (November 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, characterized

by having a small number of rooms, where services are usually offered by the resident family.

3 In Guria, the average price for 3-star hotels is unavailable since most of them have stopped taking reservations in November.

4 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.

5 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.