

January 2026

- In January 2026, hotel price index in Georgia decreased by 0.8% MoM, with the largest decrease observed in Tbilisi, Samtskhe-Javakheti and Racha compared to previous month.
- In January 2026, hotel price index in Georgia increased by 8.9% YoY, with the largest increase in Samtskhe-Javakheti, Shida Kartli, and Adjara.
- The average price of a room ranged from 107 GEL to 416 GEL in January 2026.

Average Hotel Prices

In January 2026, the average cost of a room¹ in Georgia was **107 GEL** per night in guesthouses², **152 GEL** in 3-star hotels and **229 GEL** in 4-star hotels. Graph 1 shows average regional prices for guesthouses, 3-star, and 4-star hotels in January 2026.

For 5-star hotels, the national average was **416 GEL** in January 2026. The highest prices were recorded in Mtskheta-Mtianeti at **1016 GEL**, followed by Tbilisi at **535 GEL** and Kakheti at **518 GEL**.



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

Hotel Price Index

Month-over-month (MoM), the hotel price index³ decreased by 2.3% for 3-, 4-, and 5-star hotels, and increased by 5.7% for guesthouses. As a result, the hotel price index decreased by 0.8% in January 2026 compared to December 2025.

Year-over-year (YoY), the hotel price index increased by 10.4% for 3-, 4-, and 5-star hotels, and increased by 4.4% for guesthouses. As a result, the hotel price index increased by 8.9% in January 2026 compared to January 2025.

Region ⁴	3-, 4-, and 5-star Hotels		Guesthouse		All Hotels	
	January MoM(%)	January YoY (%)	January MoM(%)	January YoY (%)	January MoM(%)	January YoY (%)
Kakheti	7.6%	19.5%	13.9%	7.0%	10.2%	11.6%
Imereti	3.8%	9.1%	15.8%	-1.3%	7.9%	4.2%
Guria	-5.9%	-	0.9%	-	-2.0%	-
Kvemo Kartli	2.1%	-	-	-	9.3%	-
Adjara	-0.2%	11.3%	17.5%	16.0%	1.9%	12.0%
Racha	-3.2%	-	-1.7%	-	-2.5%	-
Shida Kartli	12.9%	16.9%	3.0%	5.4%	8.5%	12.2%
Samegrelo-Zemo Svaneti	5.4%	7.3%	1.7%	5.7%	4.0%	6.5%
Samtskhe-Javakheti	-14.5%	10.0%	6.6%	14.4%	-8.3%	12.2%
Mtskheta-Mtianeti	-2.3%	14.5%	1.3%	4.4%	-1.3%	10.4%
Tbilisi	-11.1%	8.1%	-12.4%	-4.9%	-11.4%	6.9%
Overall Price % Change	-2.3%	10.4%	5.7%	4.4%	-0.8%	8.9%

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