



RESEARCH SERIES

# **Tourism in Numbers: Exploring Azerbaijan's Tourism Statistics**

July 2024

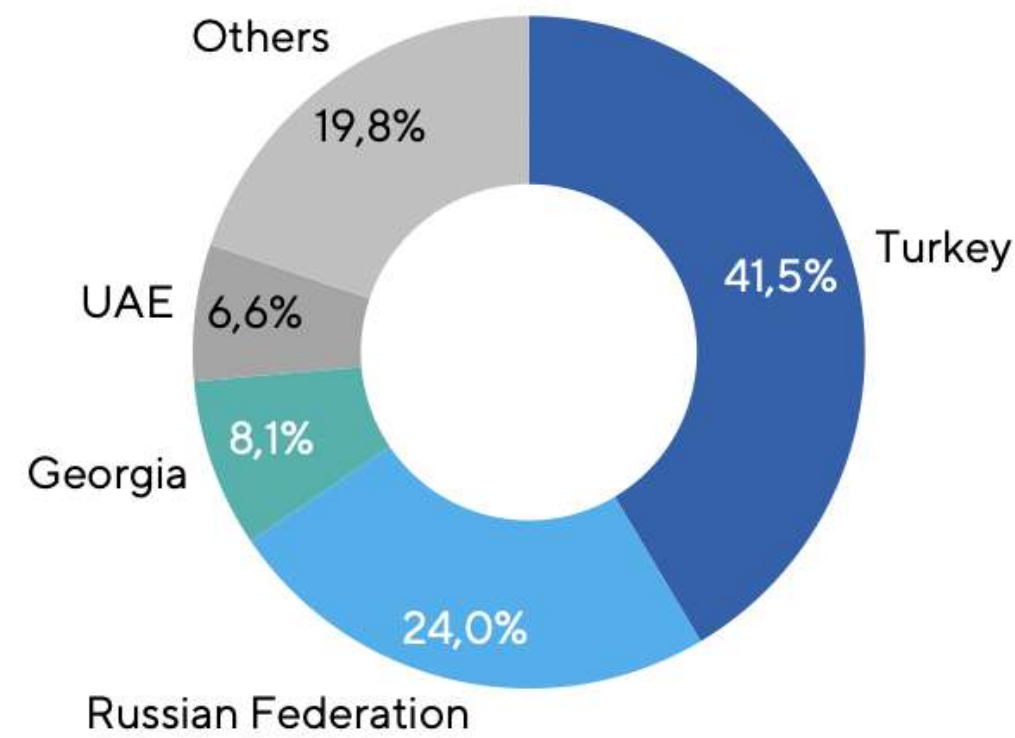
# Outbound Tourism

# Breakdown of Azerbaijani citizens traveling abroad by different categories

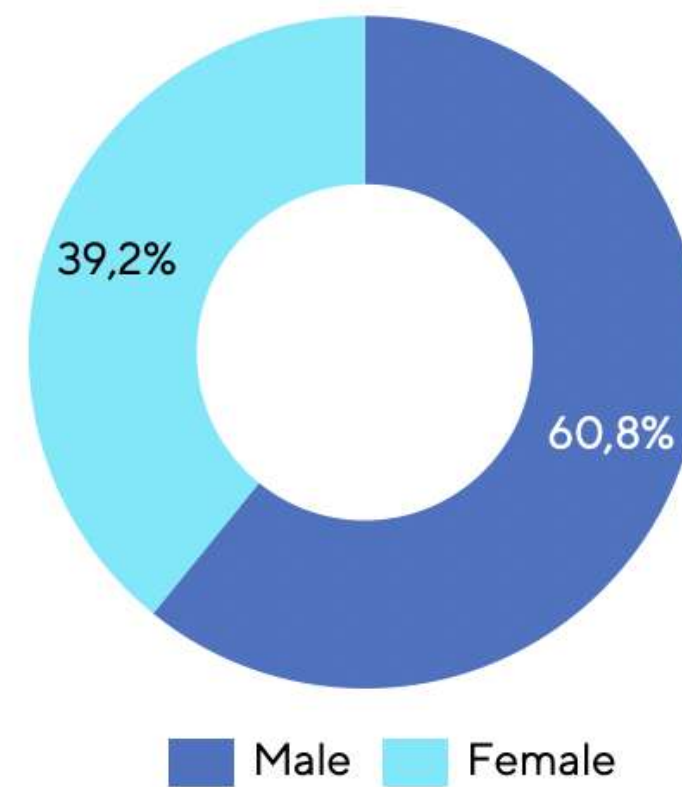
In 2023, the number of Azerbaijani citizens who traveled abroad increased by 197,000 compared to 2022, totaling 1.116 million people.

2023

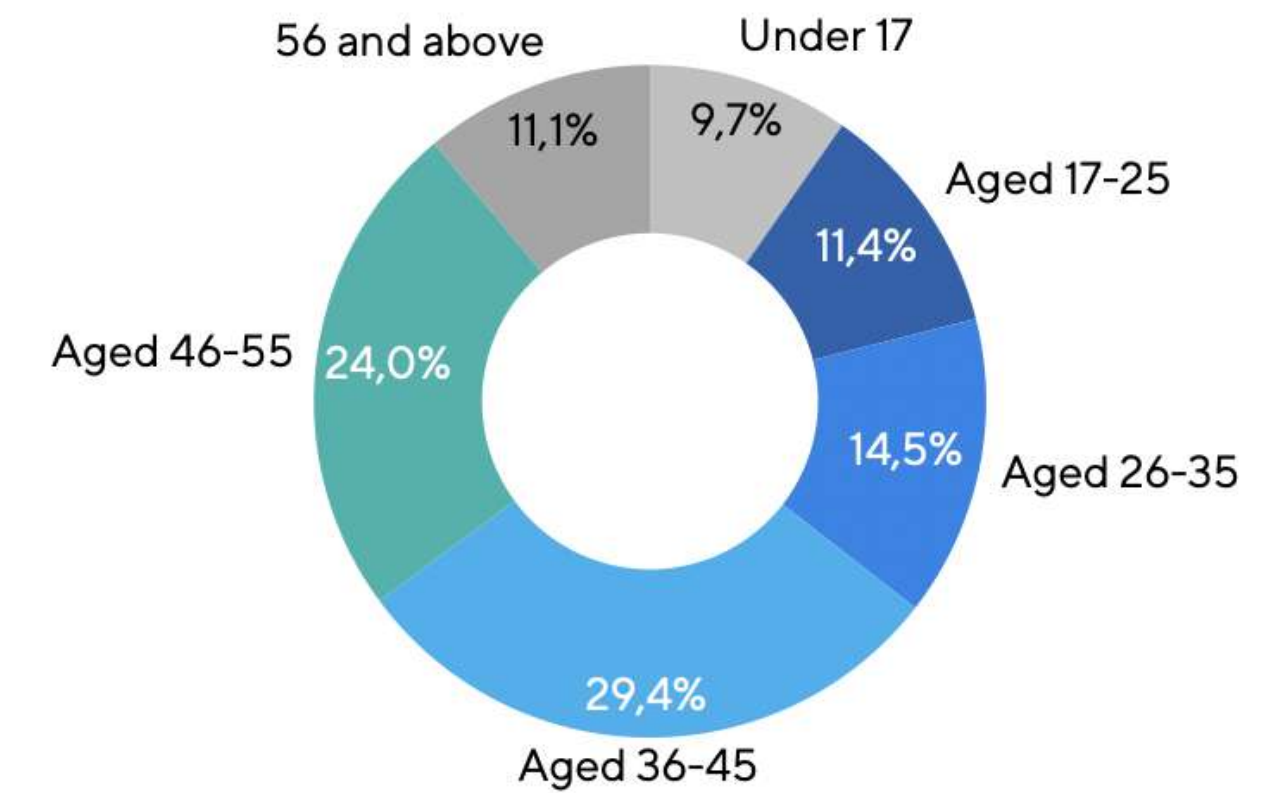
## Countries visited



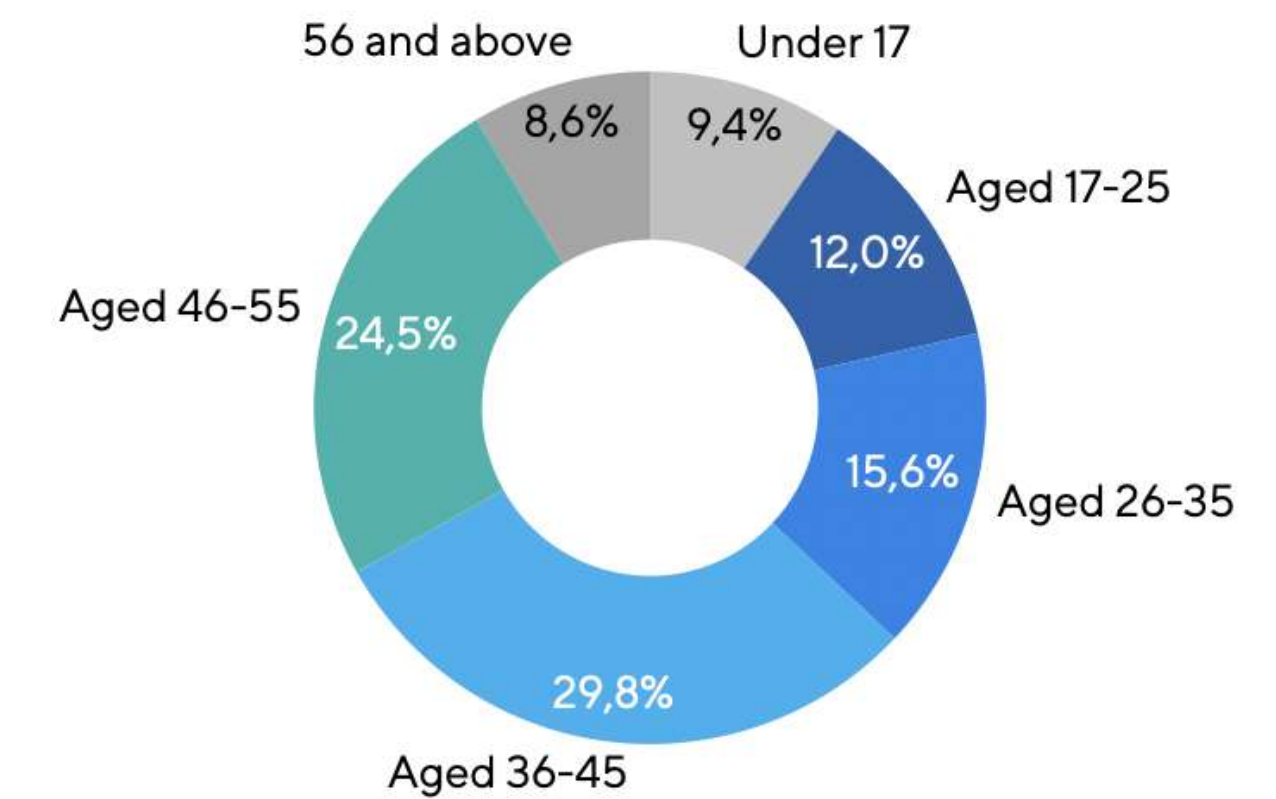
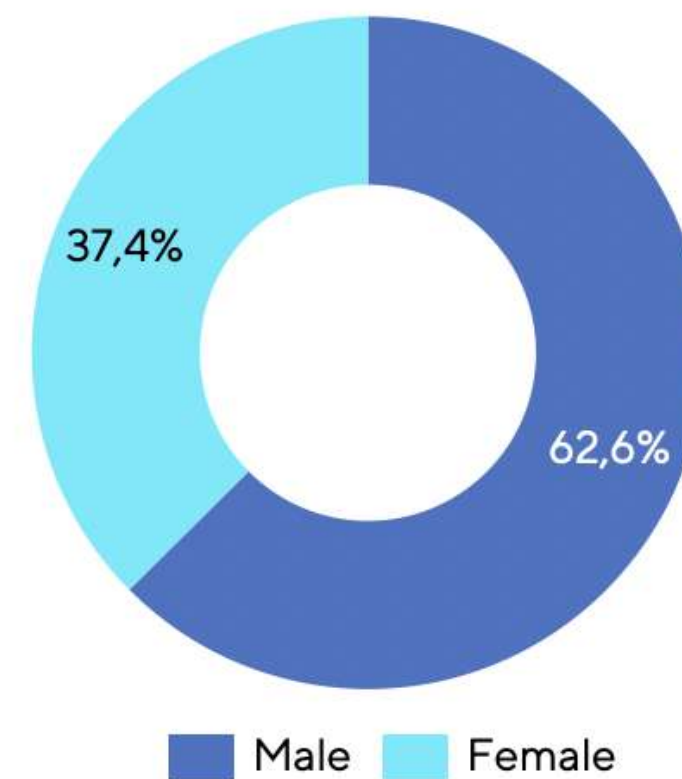
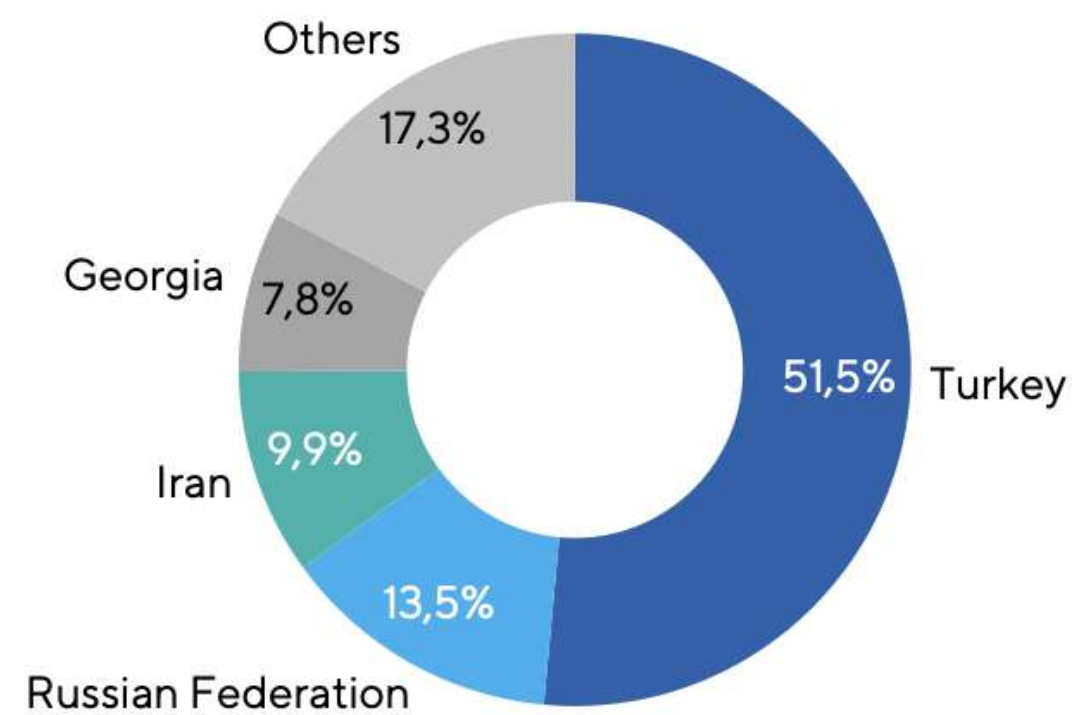
## Gender distribution



## Age groups

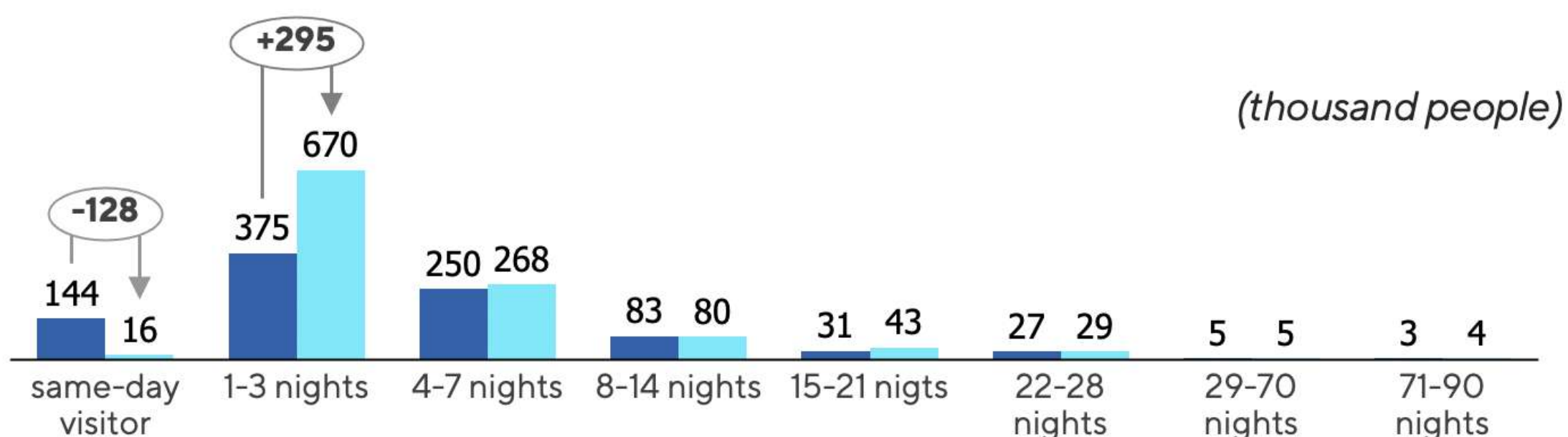


2022

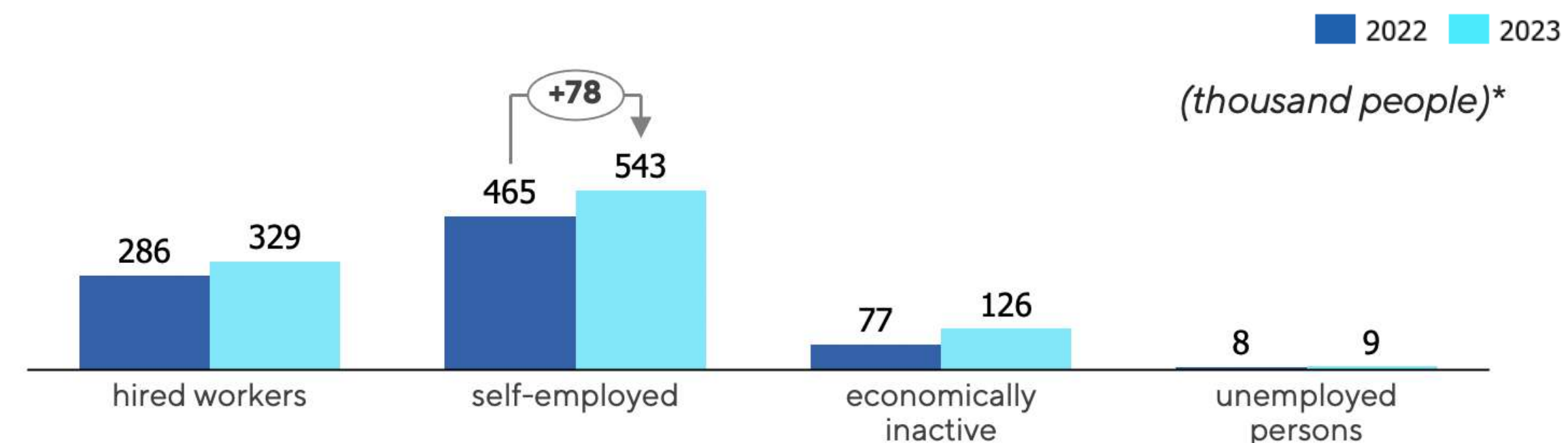


## Breakdown of Azerbaijani Citizens Traveling Abroad by Different Categories (cont'd)

### Duration of trip

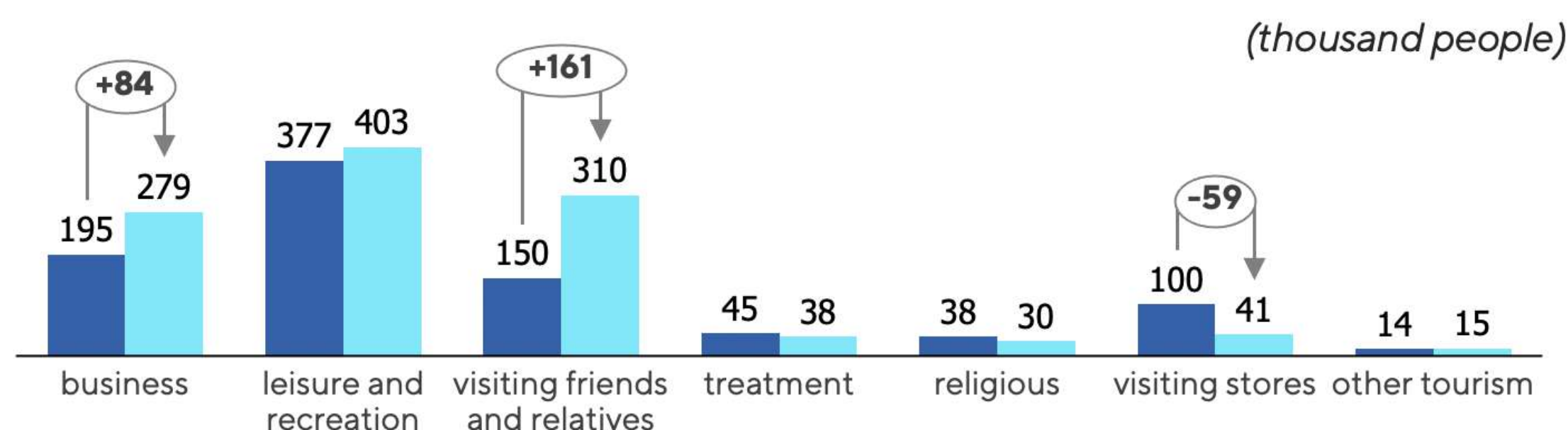


### Economic activity status

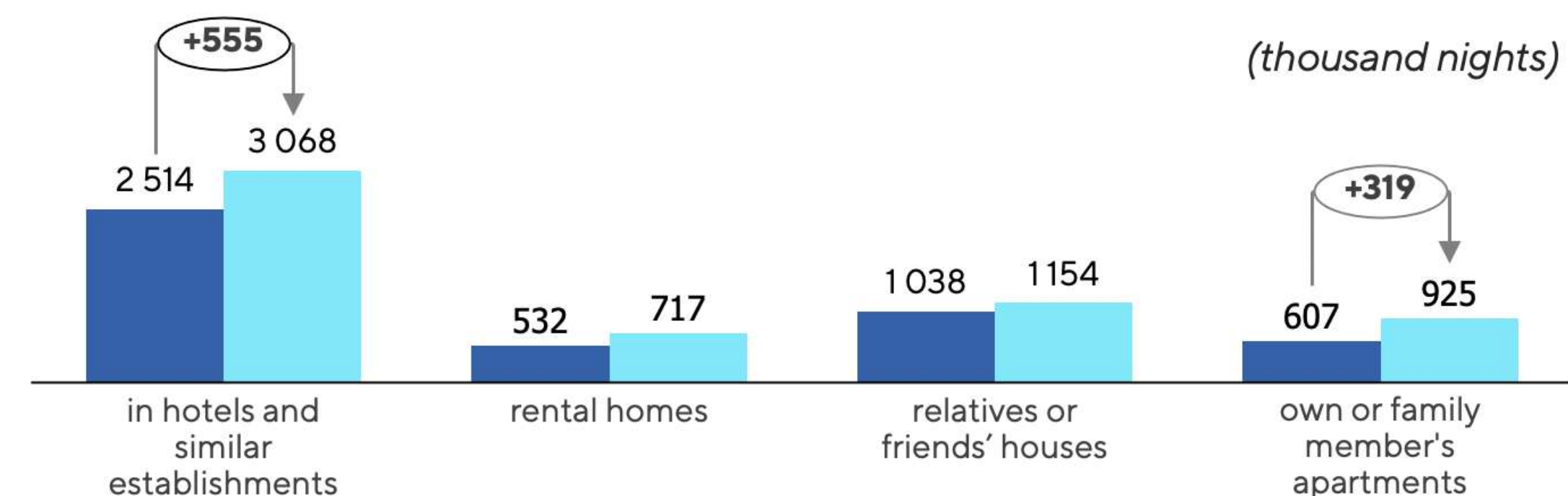


\*Persons with age under 15 years are not considered

### Purpose of trip



### Accommodation facilities



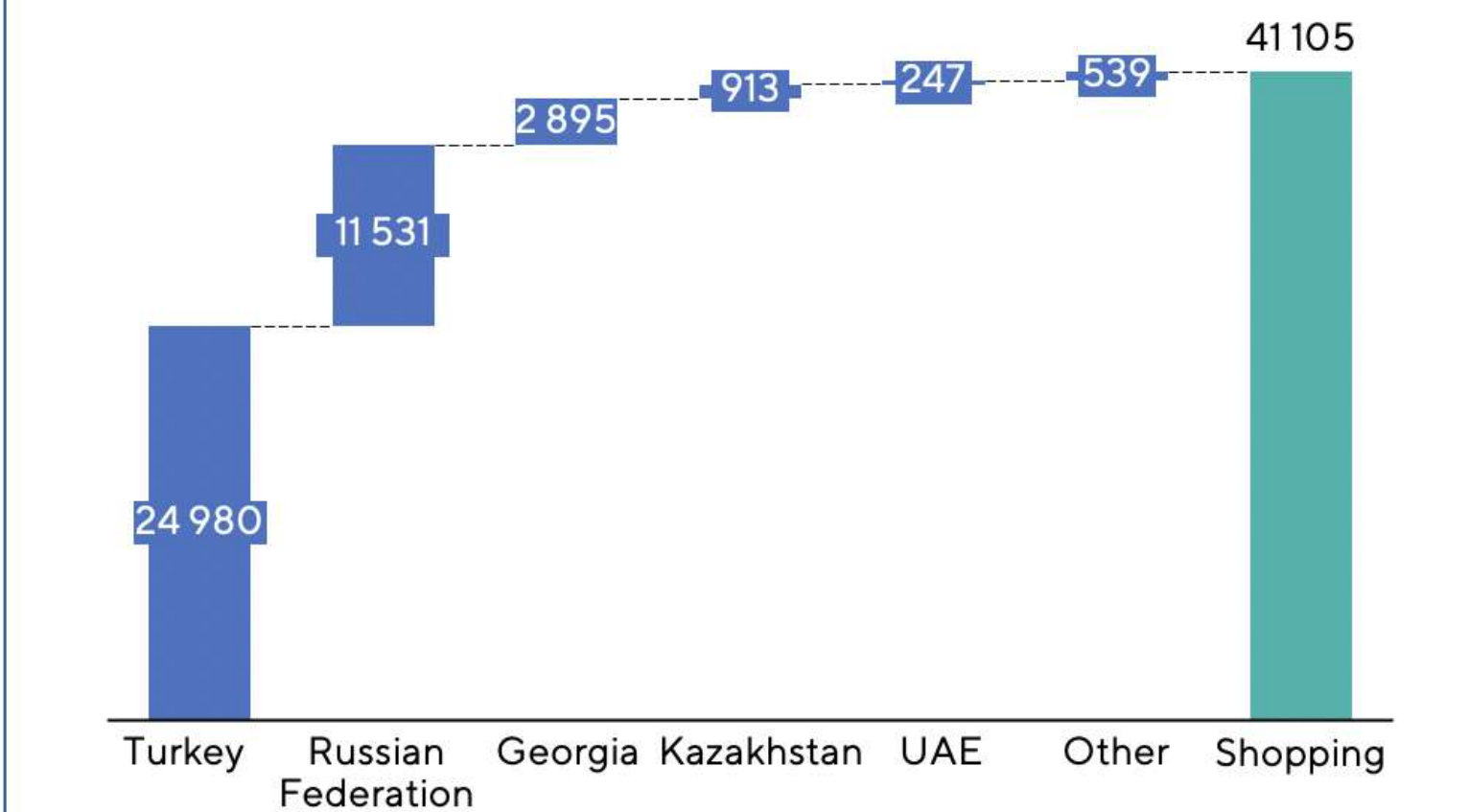
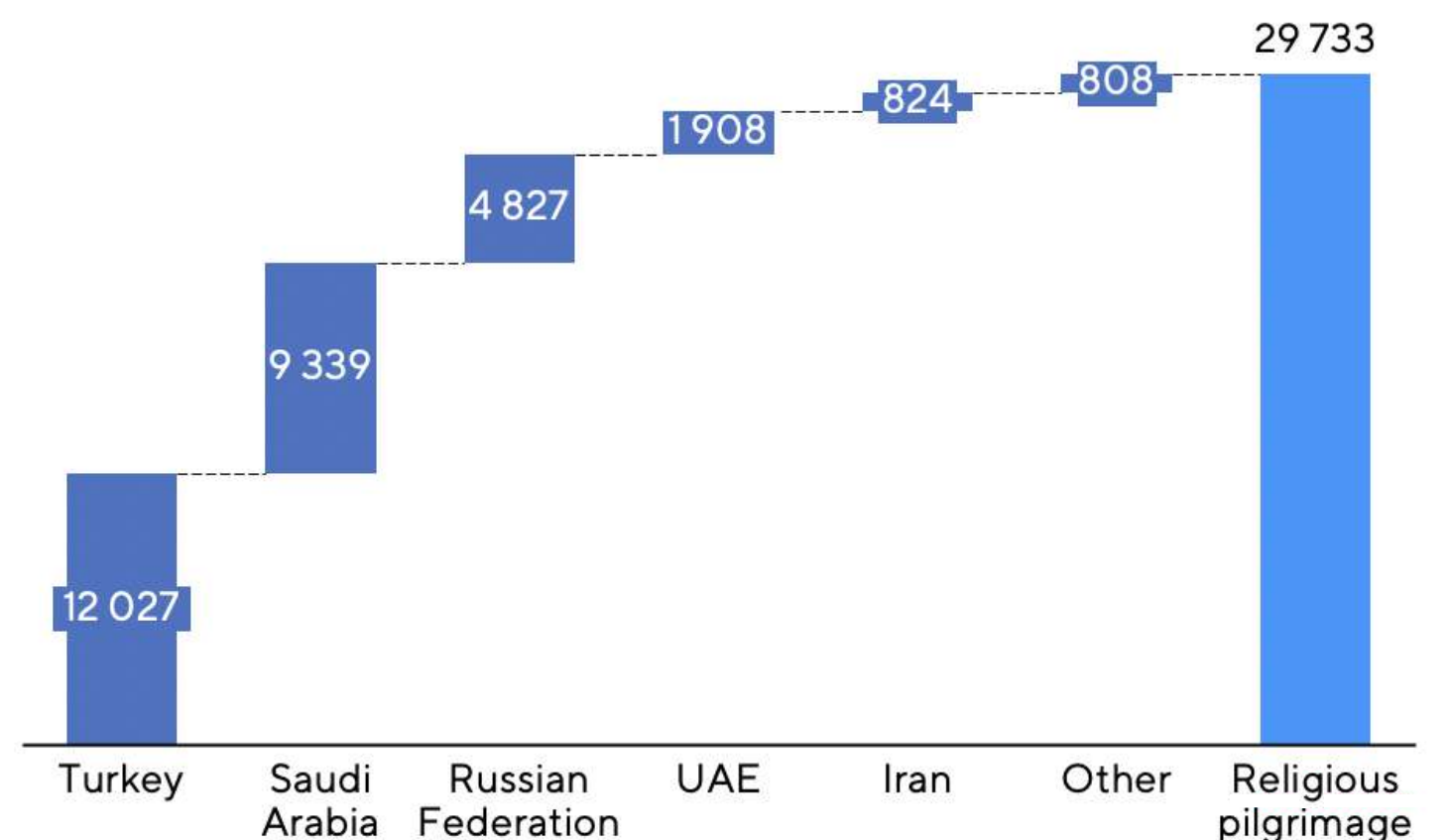
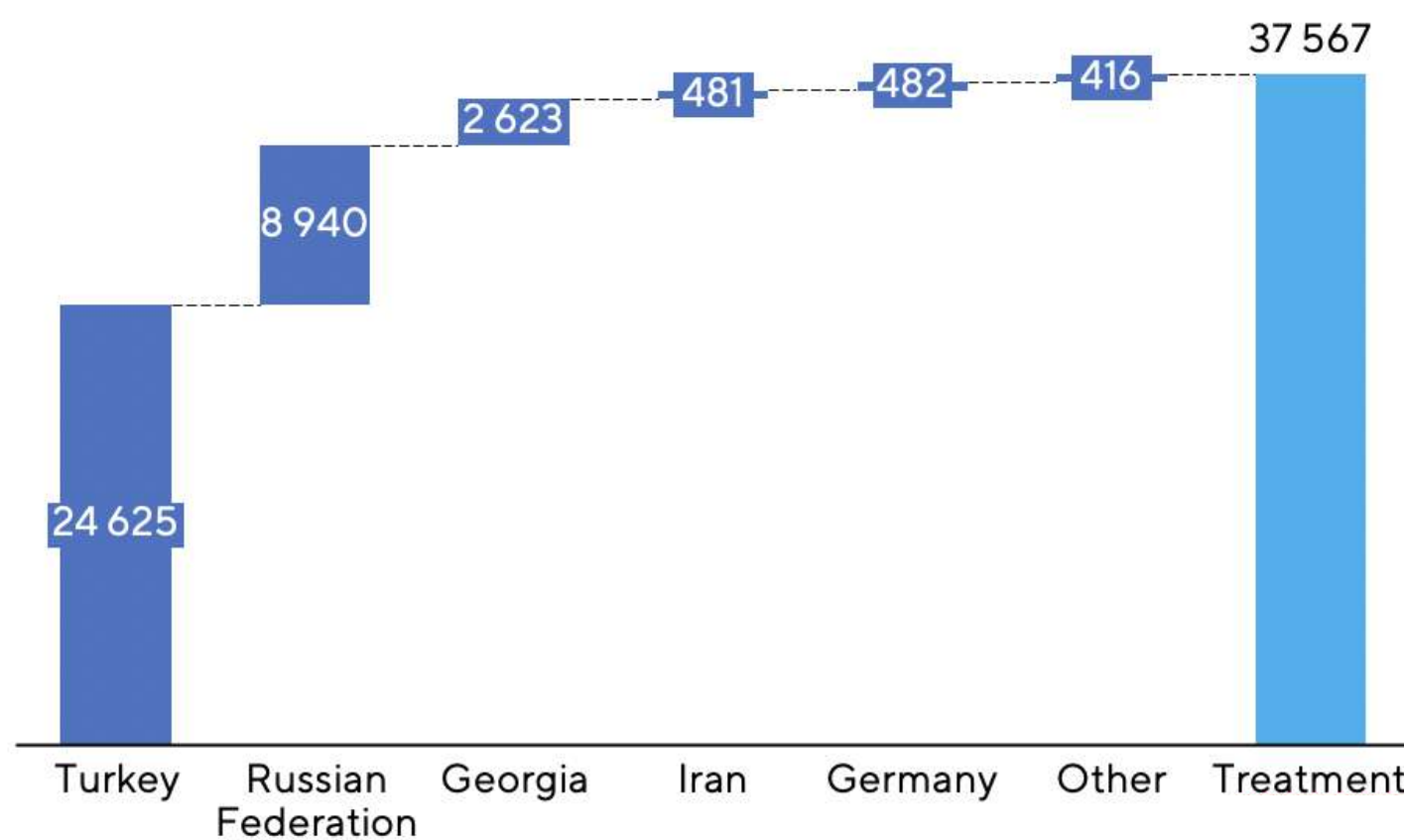
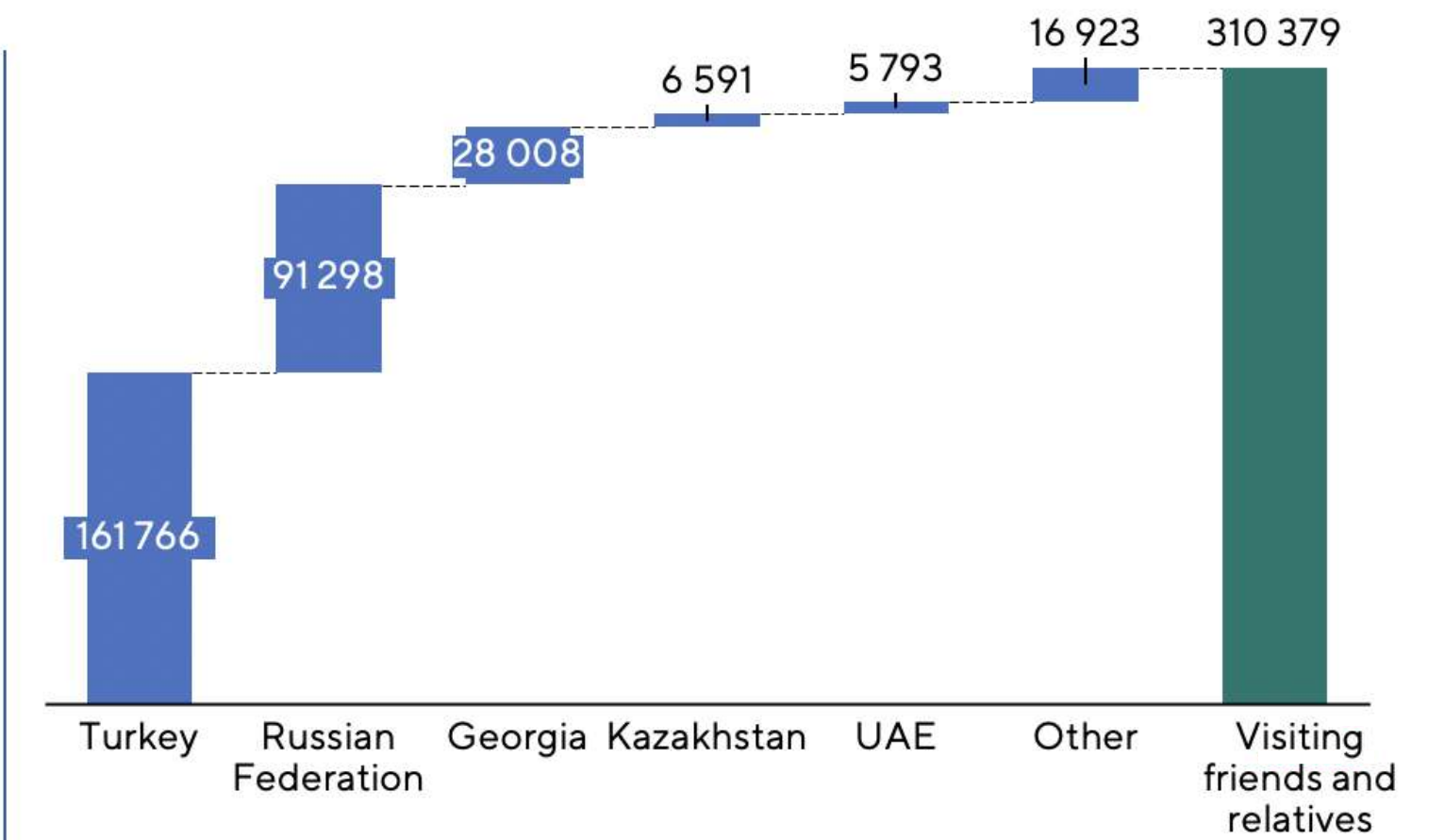
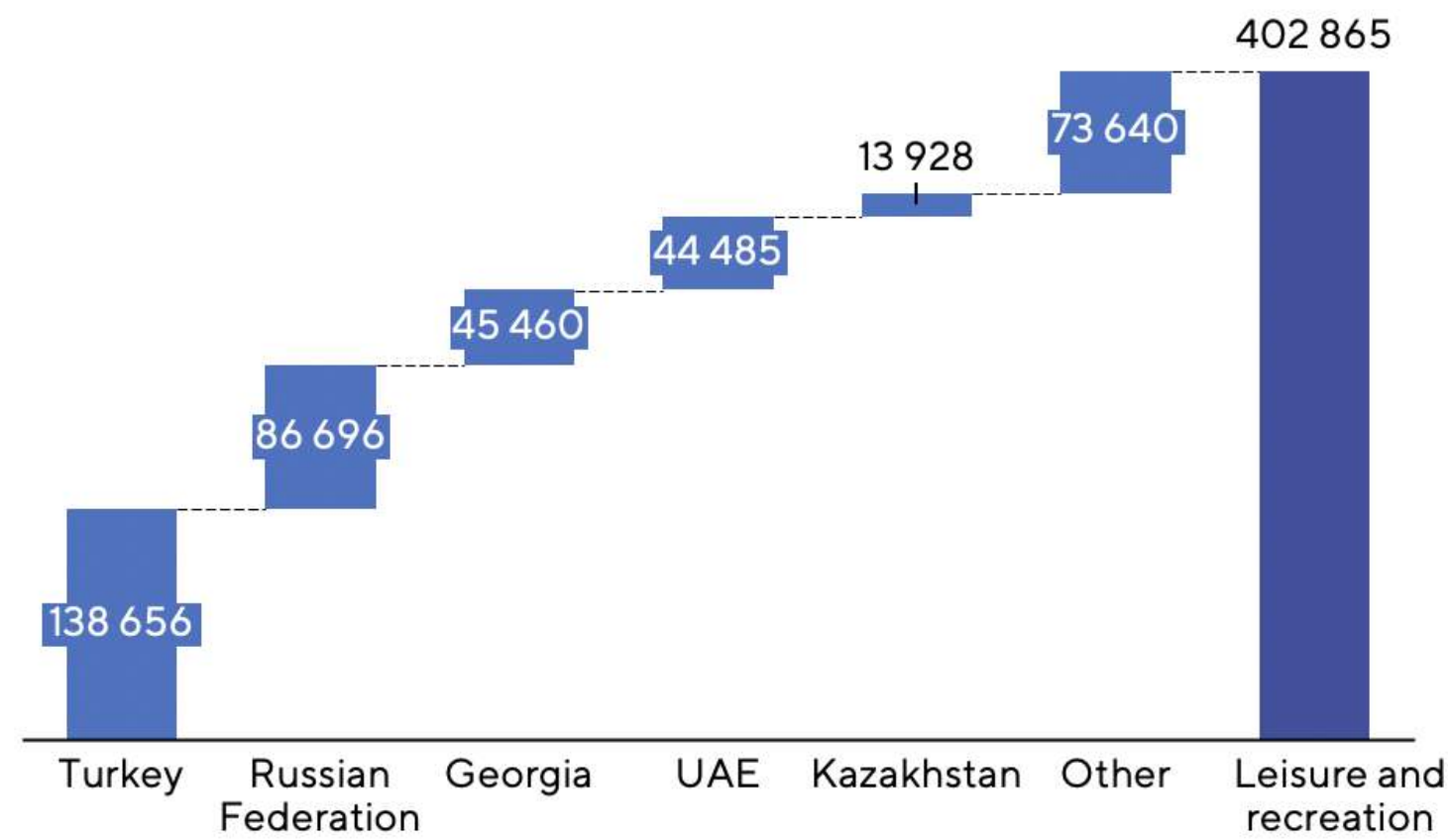
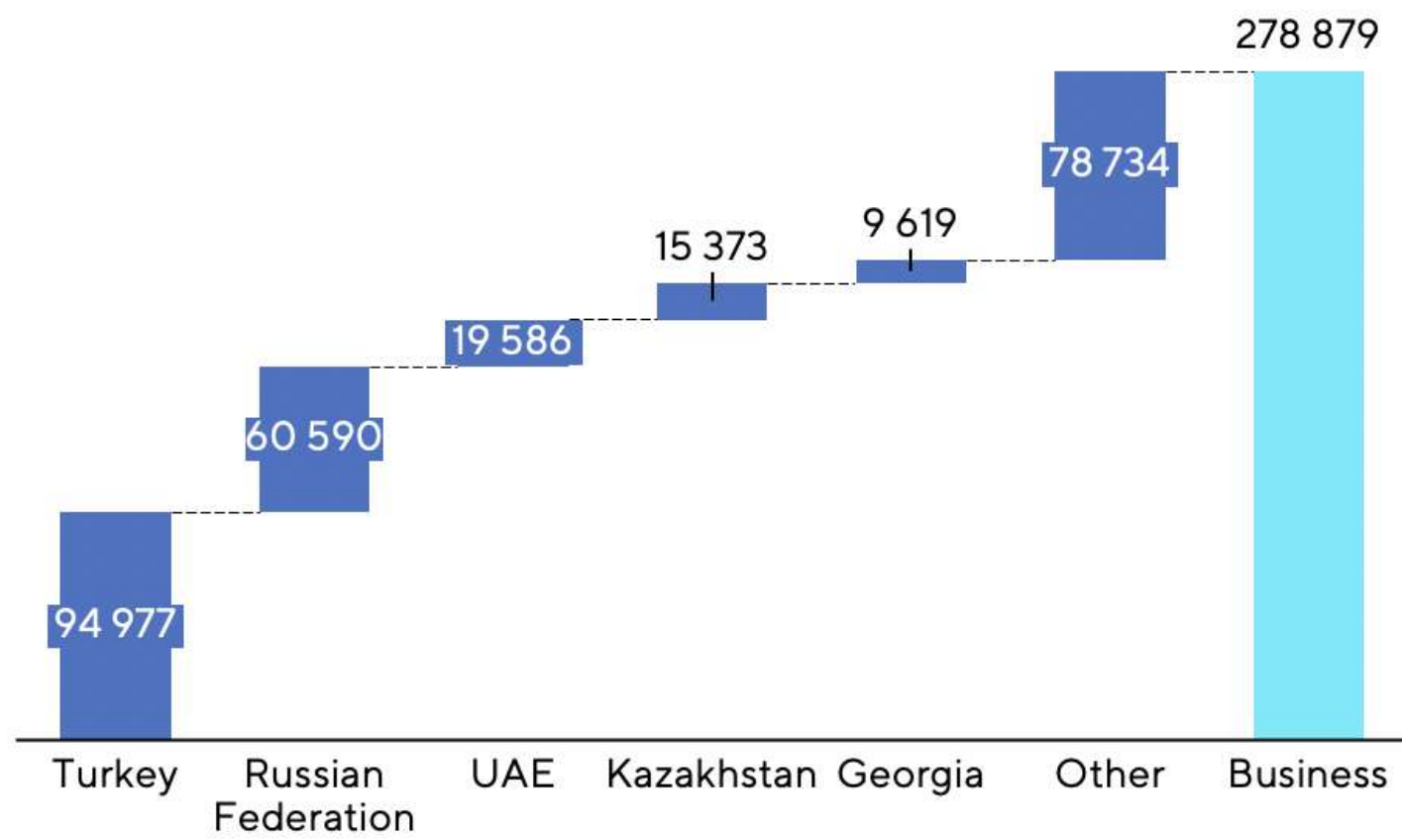
- Compared to the previous year, the most significant changes in 2023 are the decrease of 128 thousand same-day visitors, and increase of 295 thousand visitors for 1-3 nights.
- A 59% decrease is observed in the number of citizens traveling foreign countries to visit stores. On the other hand, there is an increment of 245 thousand people who leave the country for business purposes and visiting relatives.

- According to the economic activity status, the largest increase is noticed in the number of self-employed persons with 78 thousand people. In general, there has been an increase of 171 thousand in the number of visitors over 15 years of age, and 26 thousand rise in the number of those who are younger than 15 years old.
- Despite the fact that the largest increase in the accommodation means of citizens traveling abroad was recorded in hotels with 555 thousand nights, the largest increase in the share of funds was observed in overnight stays in self-owned apartments.

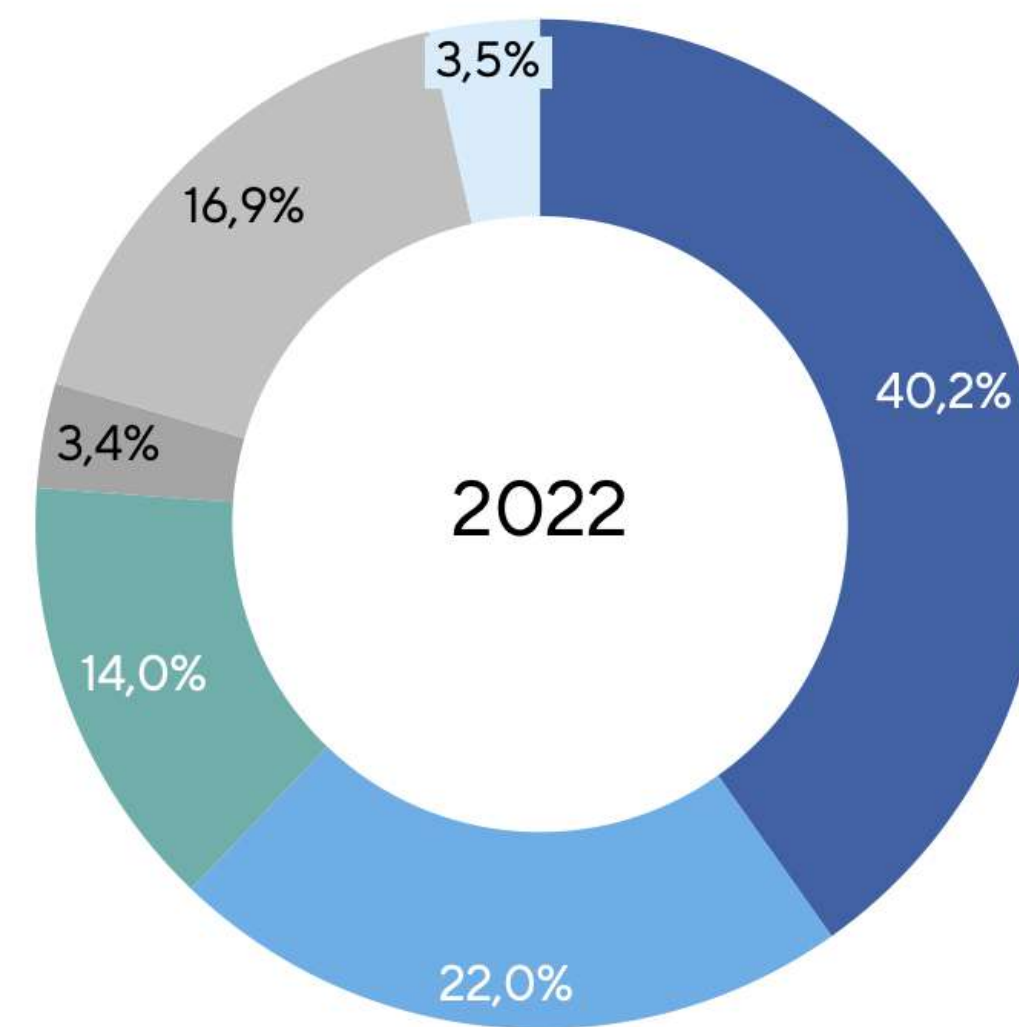
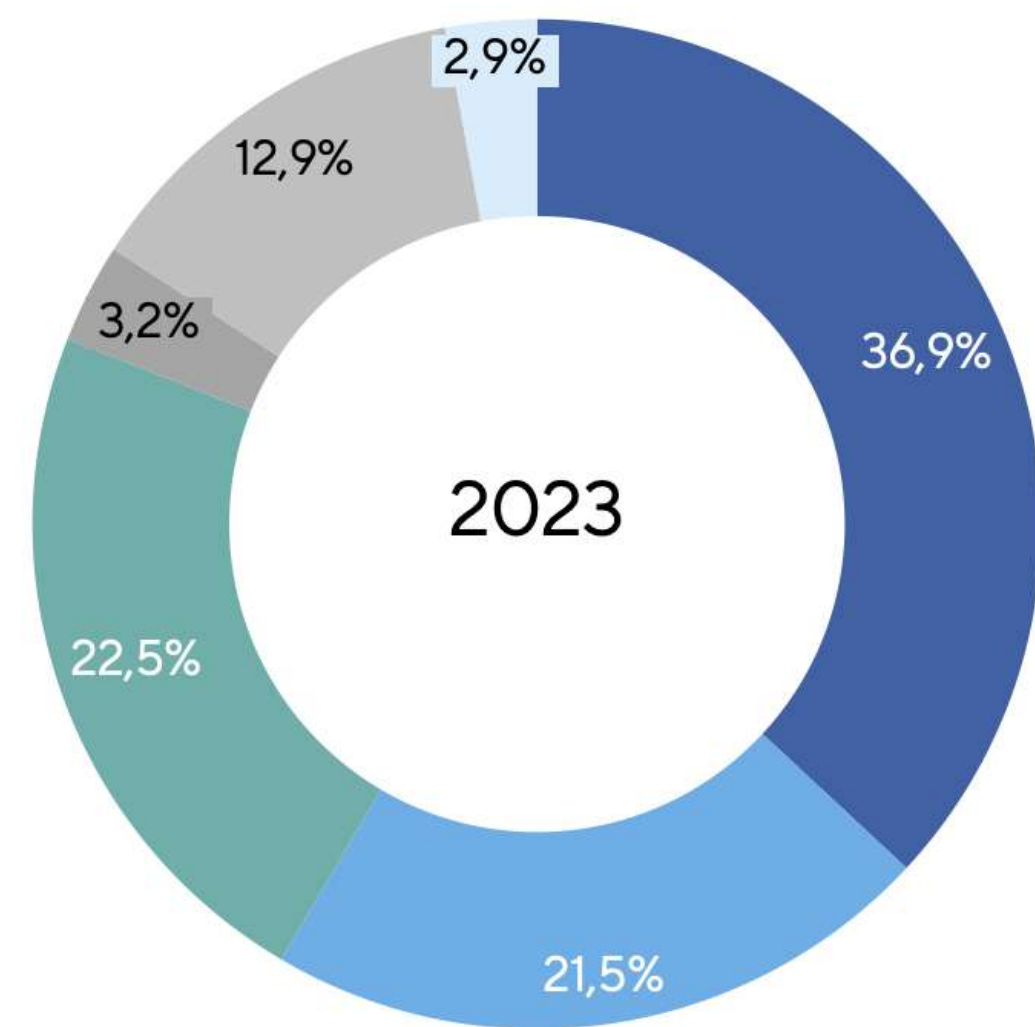
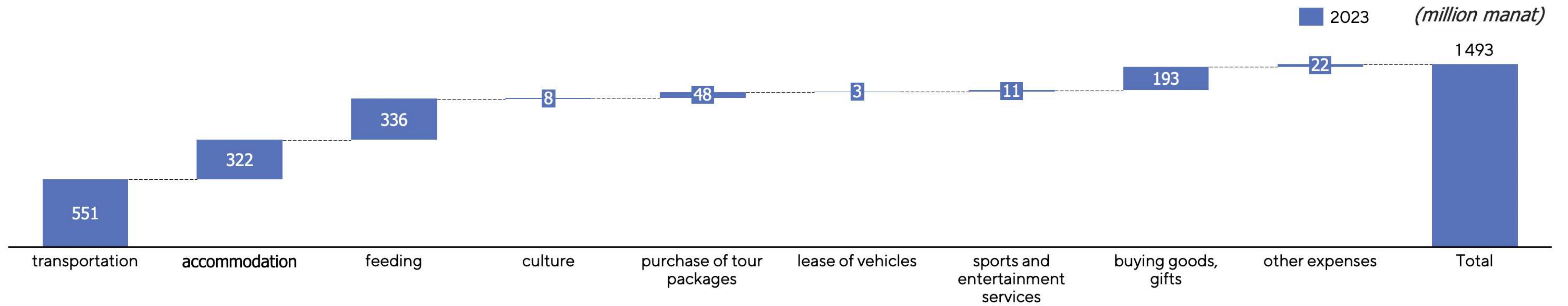
**In 2023, Turkey was the leader in terms of the most of the travel purposes of Azerbaijani citizens.**



(person)



**In 2023, compared to the previous year, Azerbaijani citizens' expenses in foreign countries increased by 61%.**

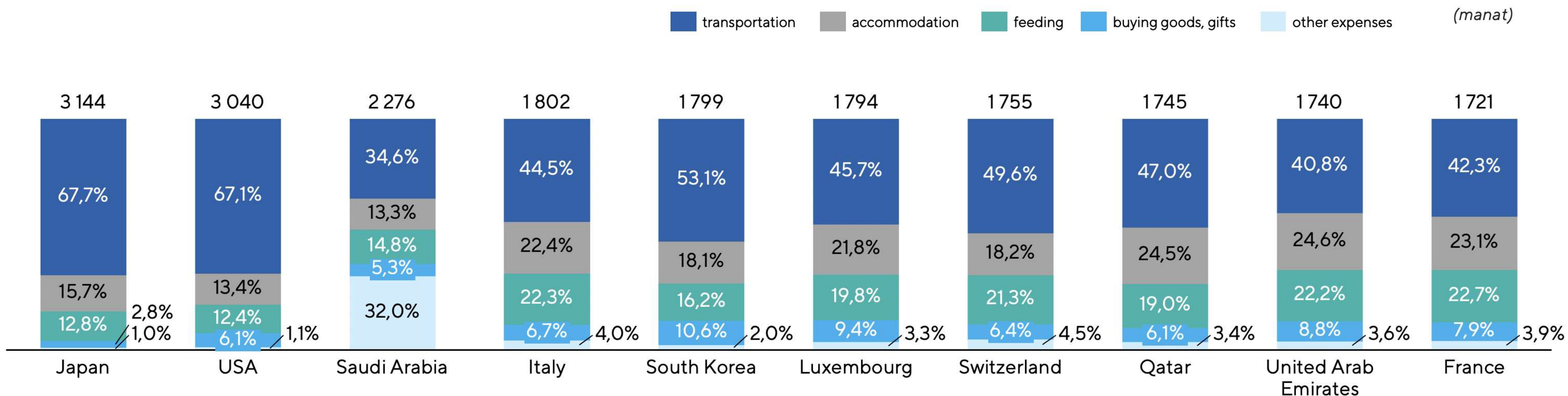


■ transportation  
 ■ accommodation  
 ■ feeding  
 ■ purchase of tour packages  
 ■ buying goods, gifts  
 ■ other expenses

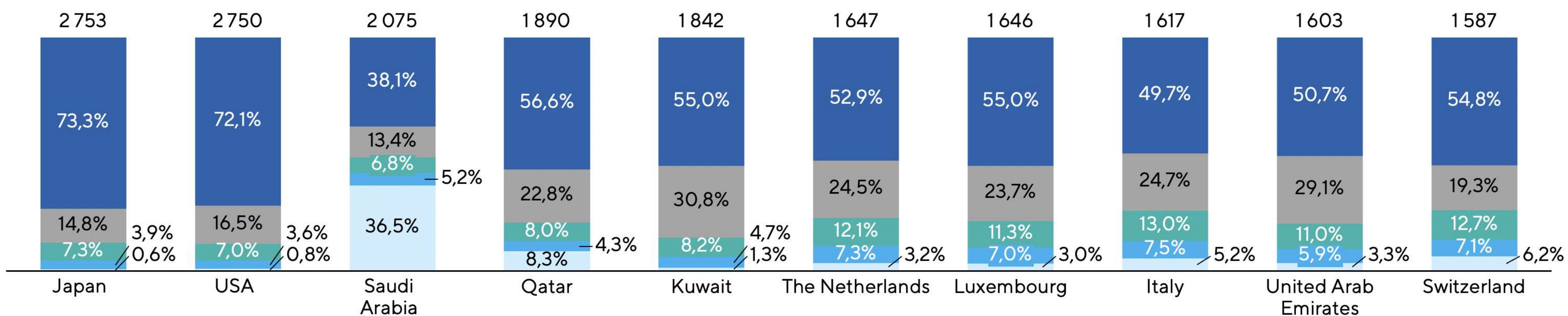
- In 2022, citizens' expenses in foreign countries for tourism purposes have been 925 million manats, i.e. 565 million manats less than those in 2023.
- The largest decrease in the share of expenses is observed in transportation costs, which is mainly due to the resumption of the low-cost Baku-Rome flight with Wizz Air in 2023.
- A total increase of 207 million manats in food costs has been related to global inflation.

**In the last two years, Japan and the USA have maintained their status as the most expensive countries for Azerbaijani citizens.**

2023



2022



# Inbound Tourism



# Breakdown of foreigners and stateless persons arriving to Azerbaijan based on various categories

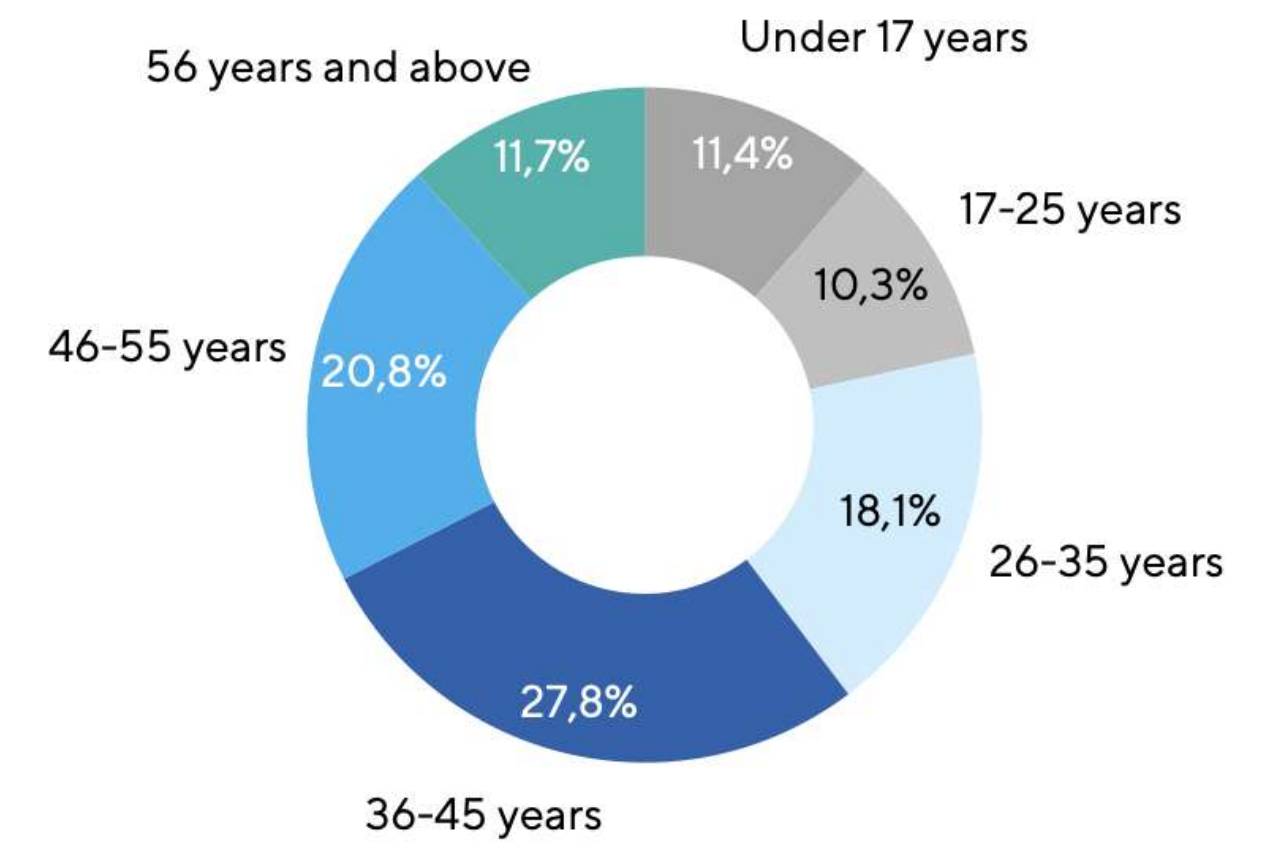
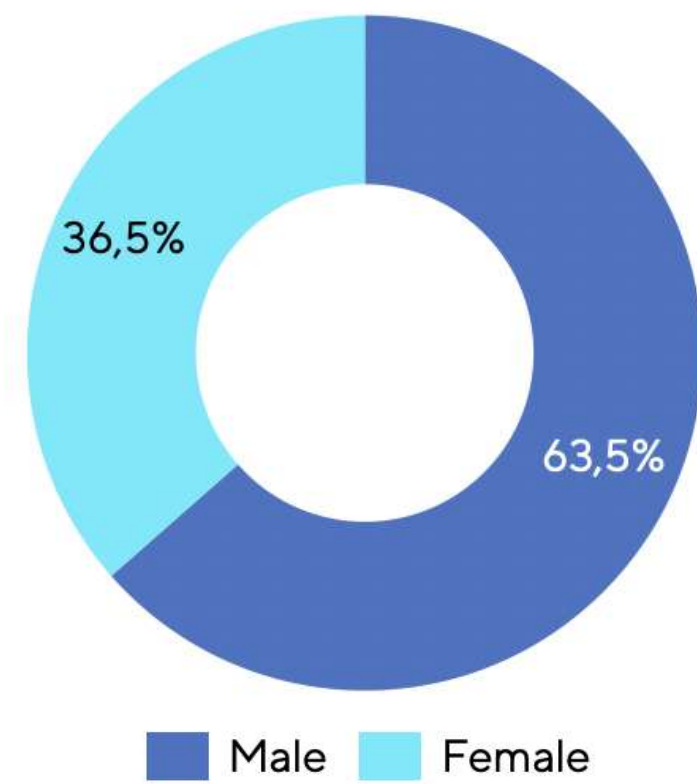
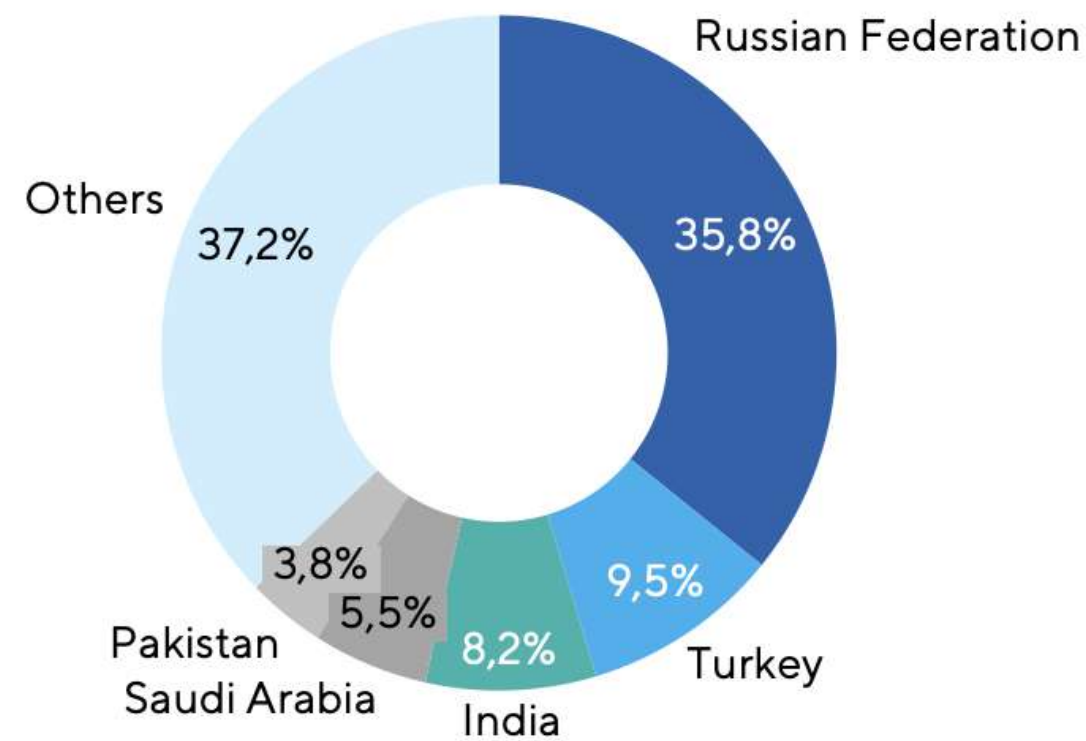
In 2023, the number of foreigners and stateless persons visiting Azerbaijan increased by 345 thousand people compared to 2022 and amounted to 1,403 million people.

**Countries visited**

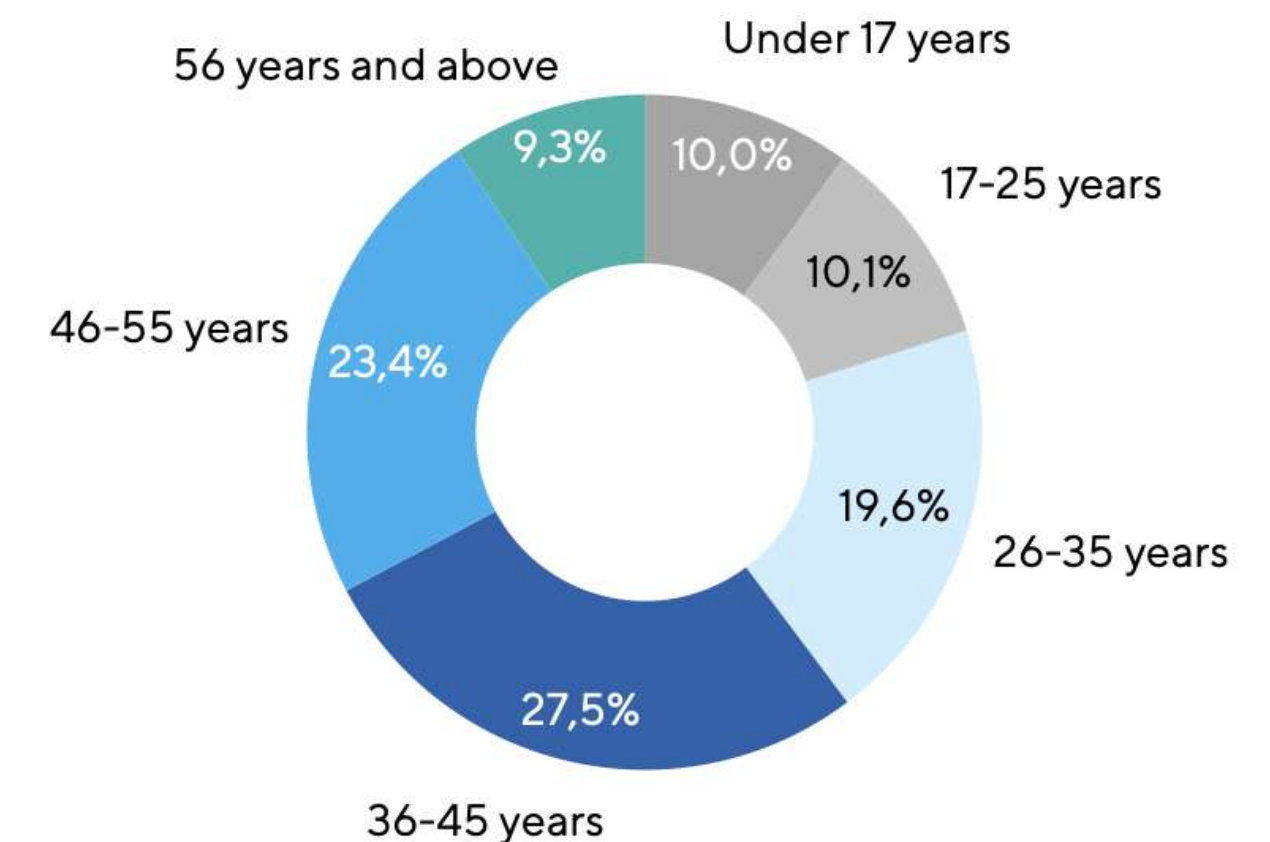
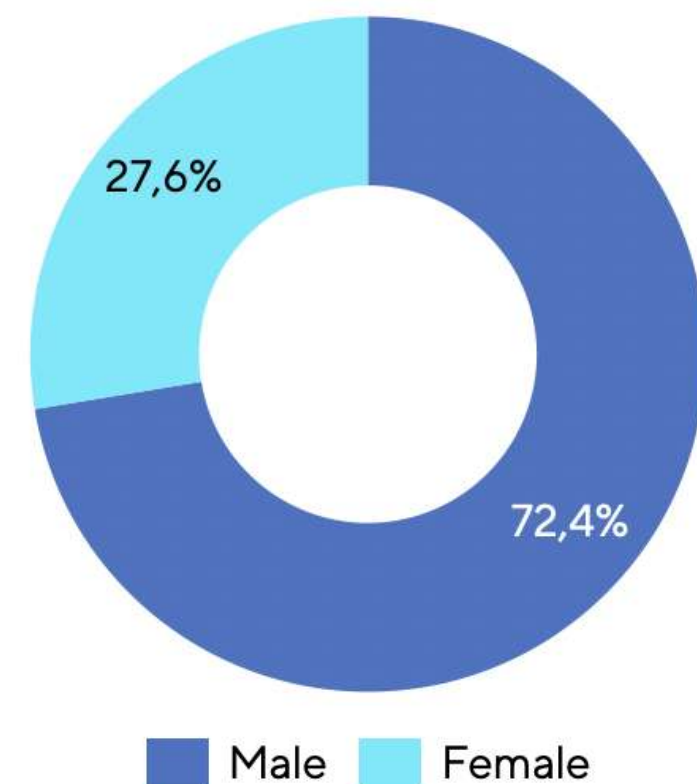
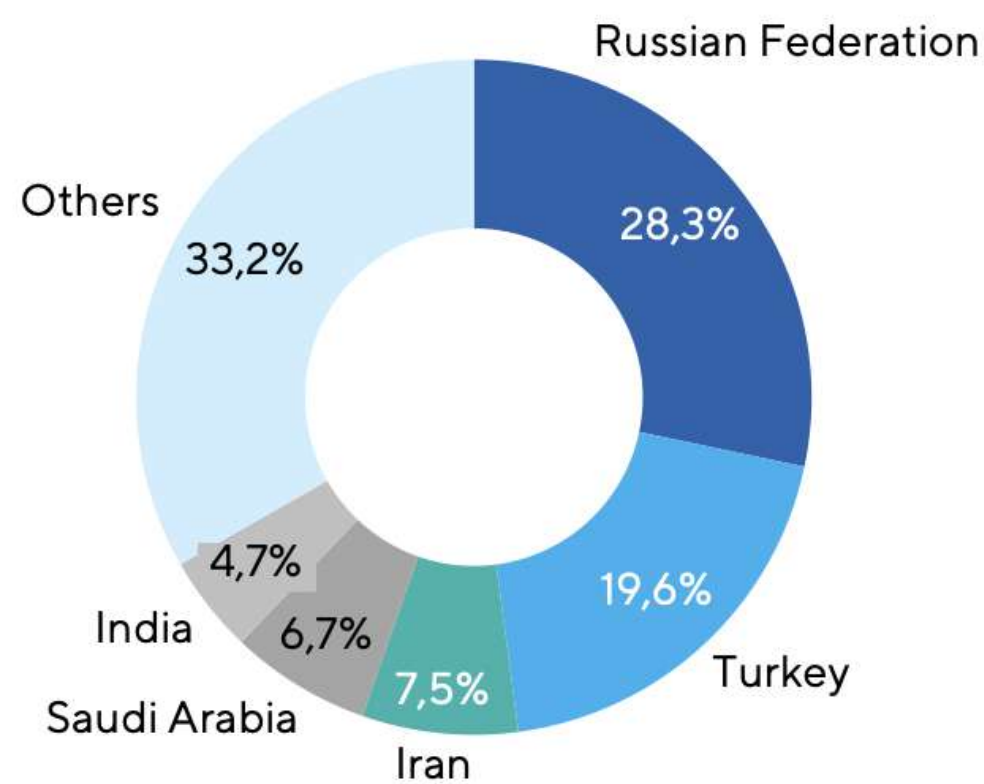
**Gender distribution**

**Age groups**

2023



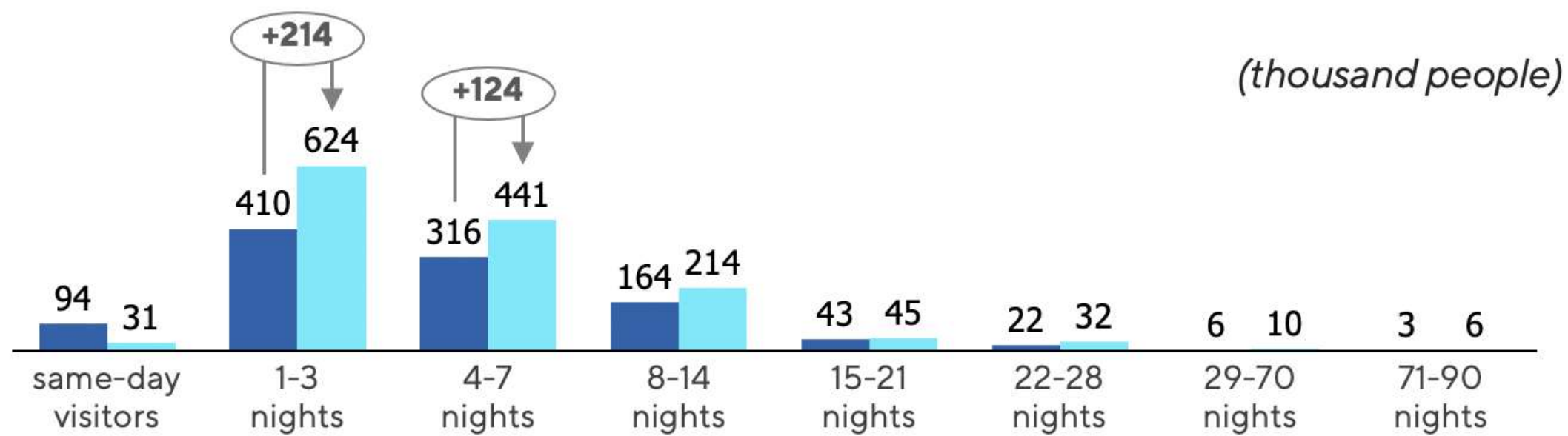
2022



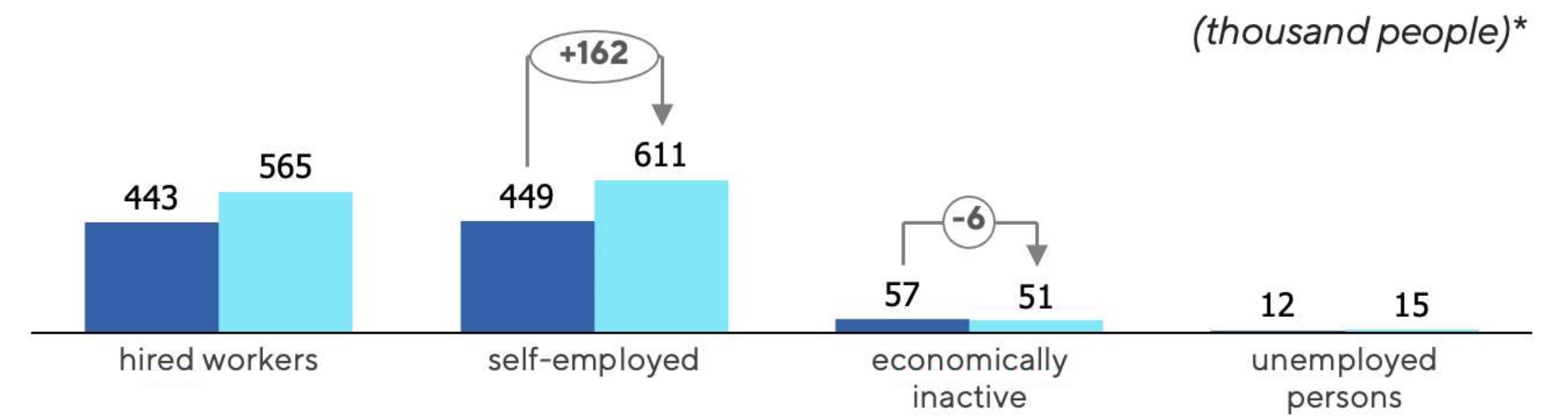
# Breakdown of foreigners and stateless persons arriving to Azerbaijan based on various categories

2022 2023

## Duration of trip

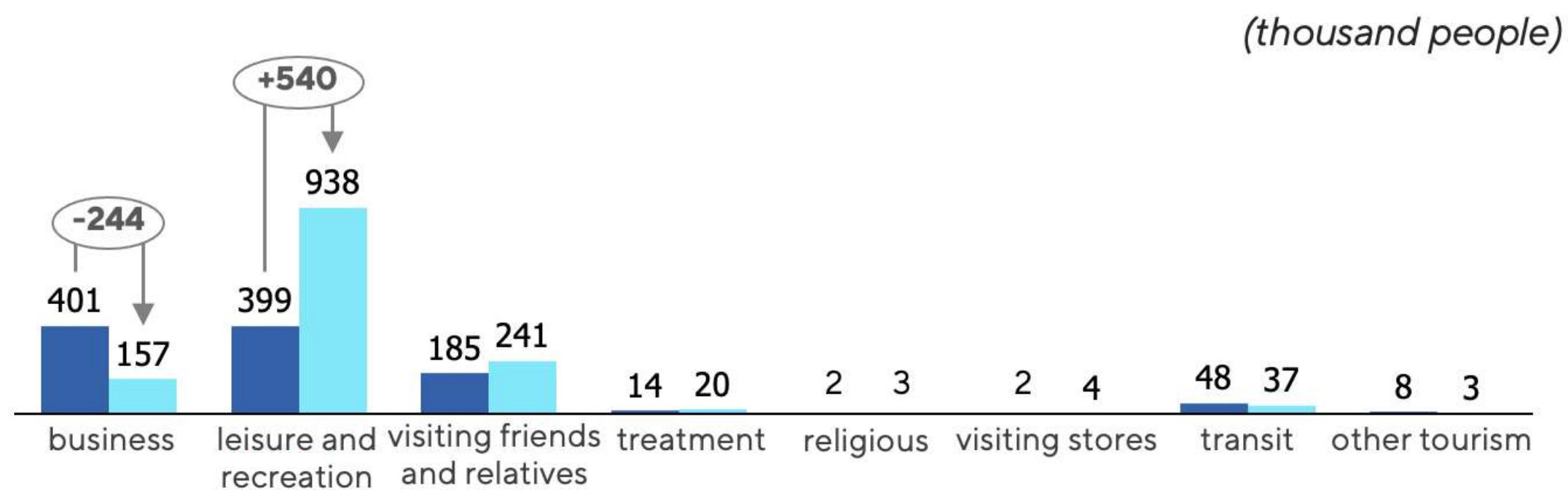


## Economic activity status

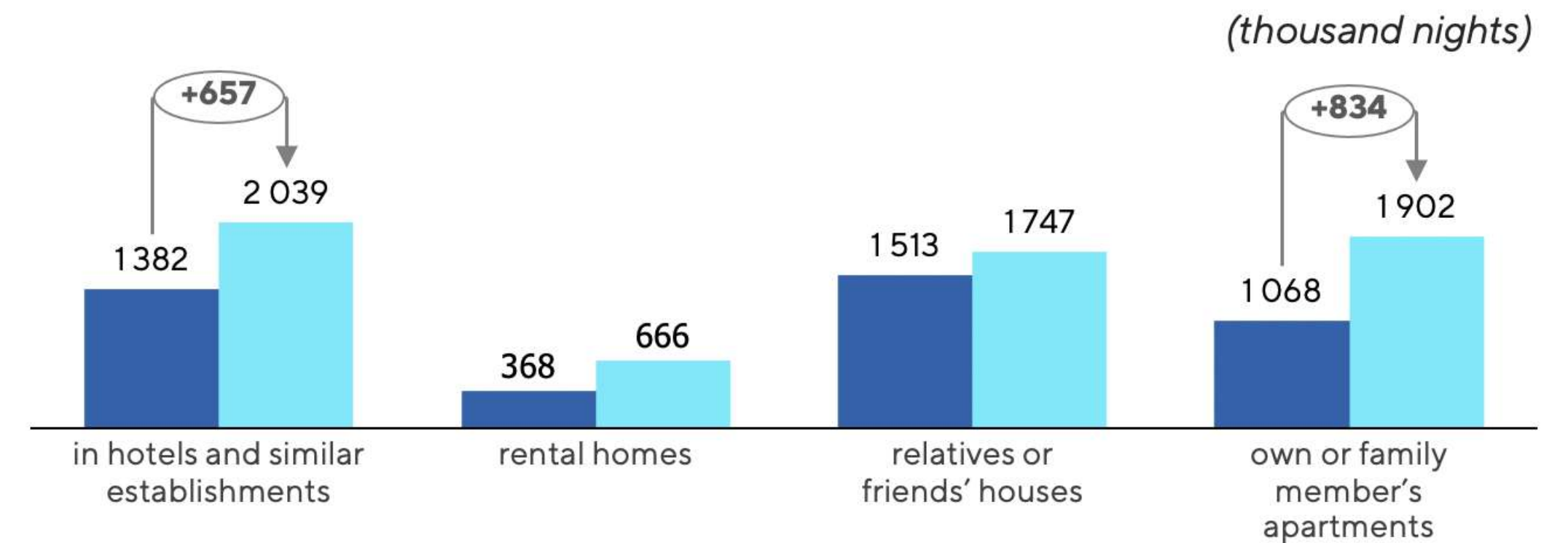


\*Persons with age under 15 years are not considered

## Purpose of trip



## Accommodation facilities

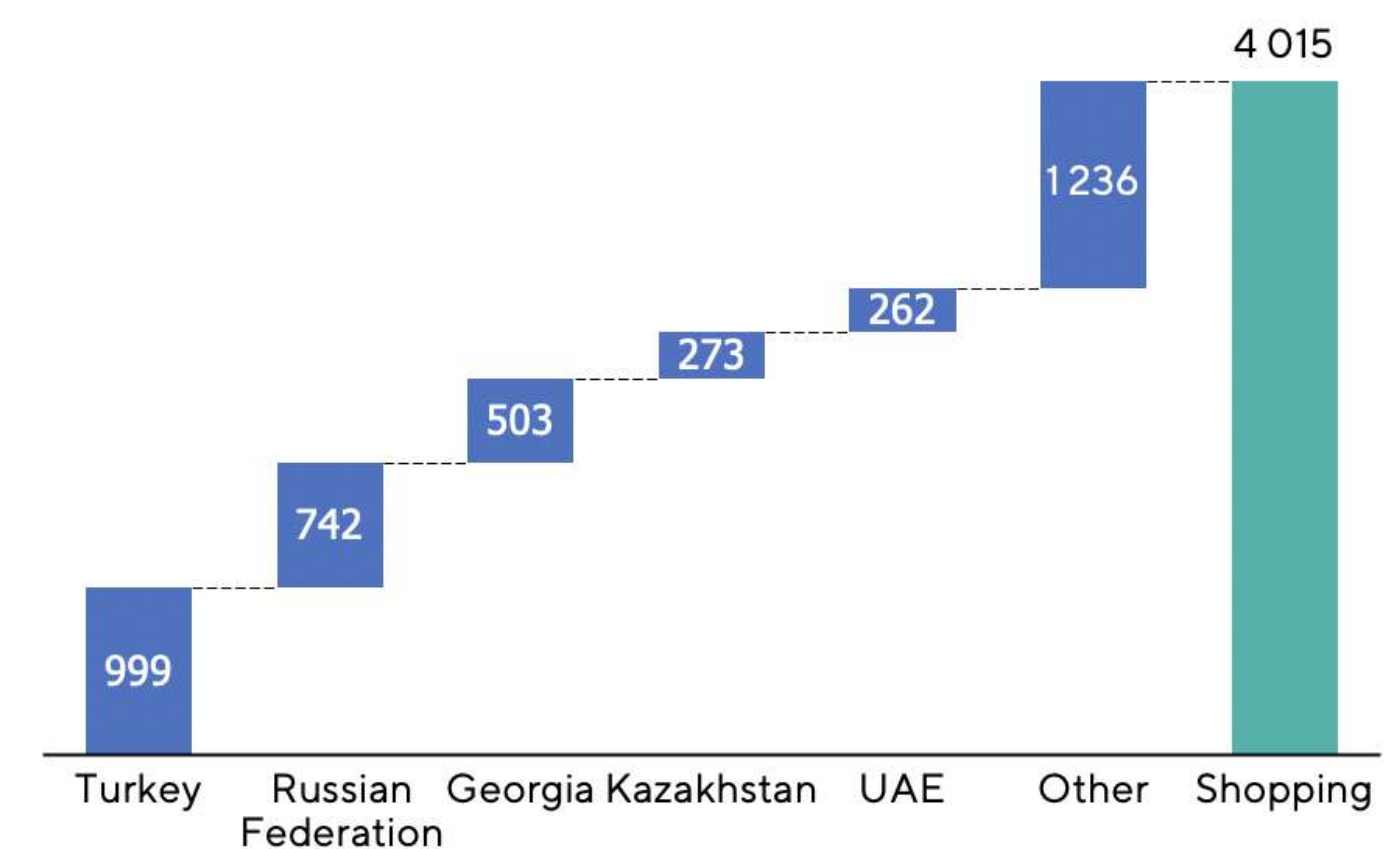
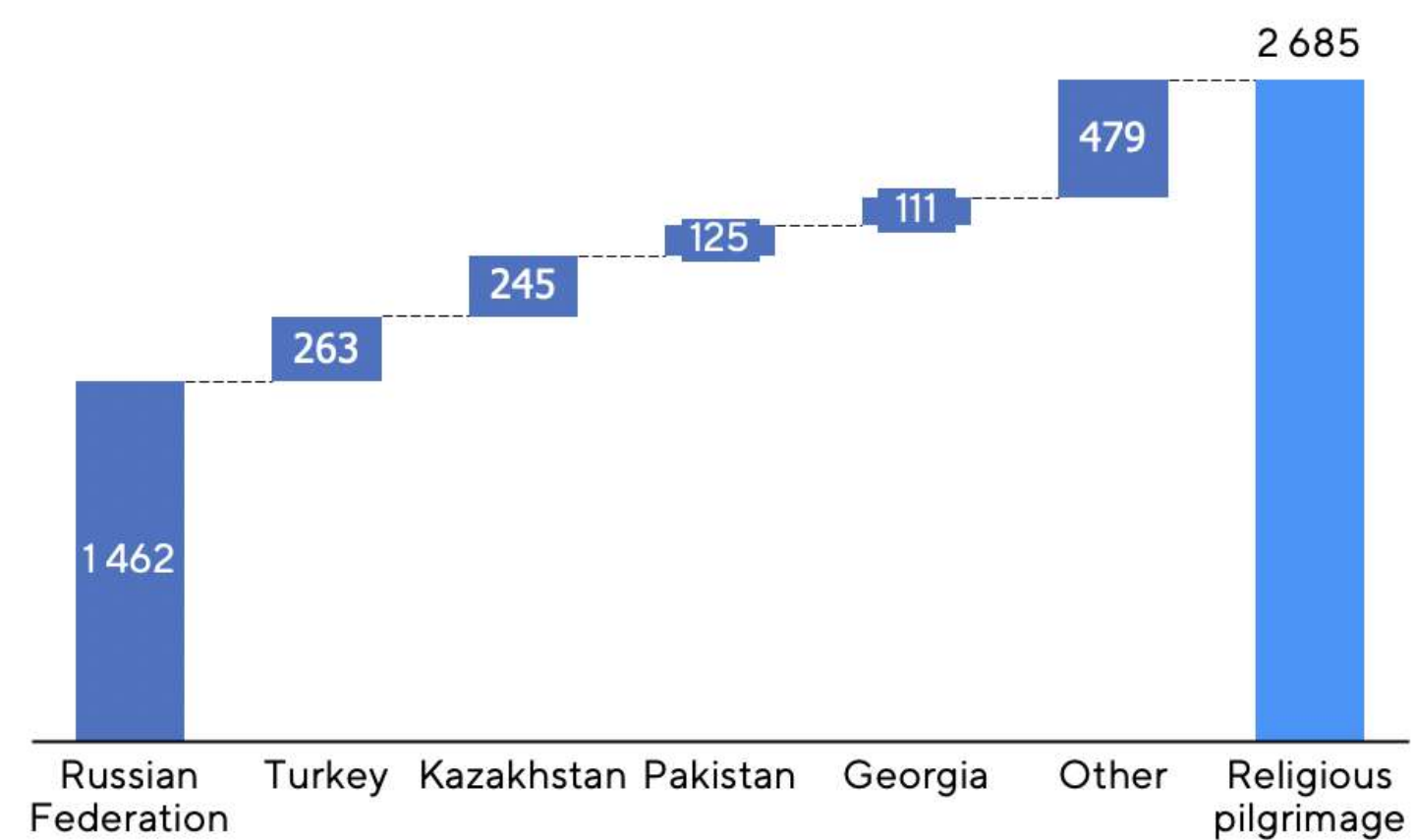
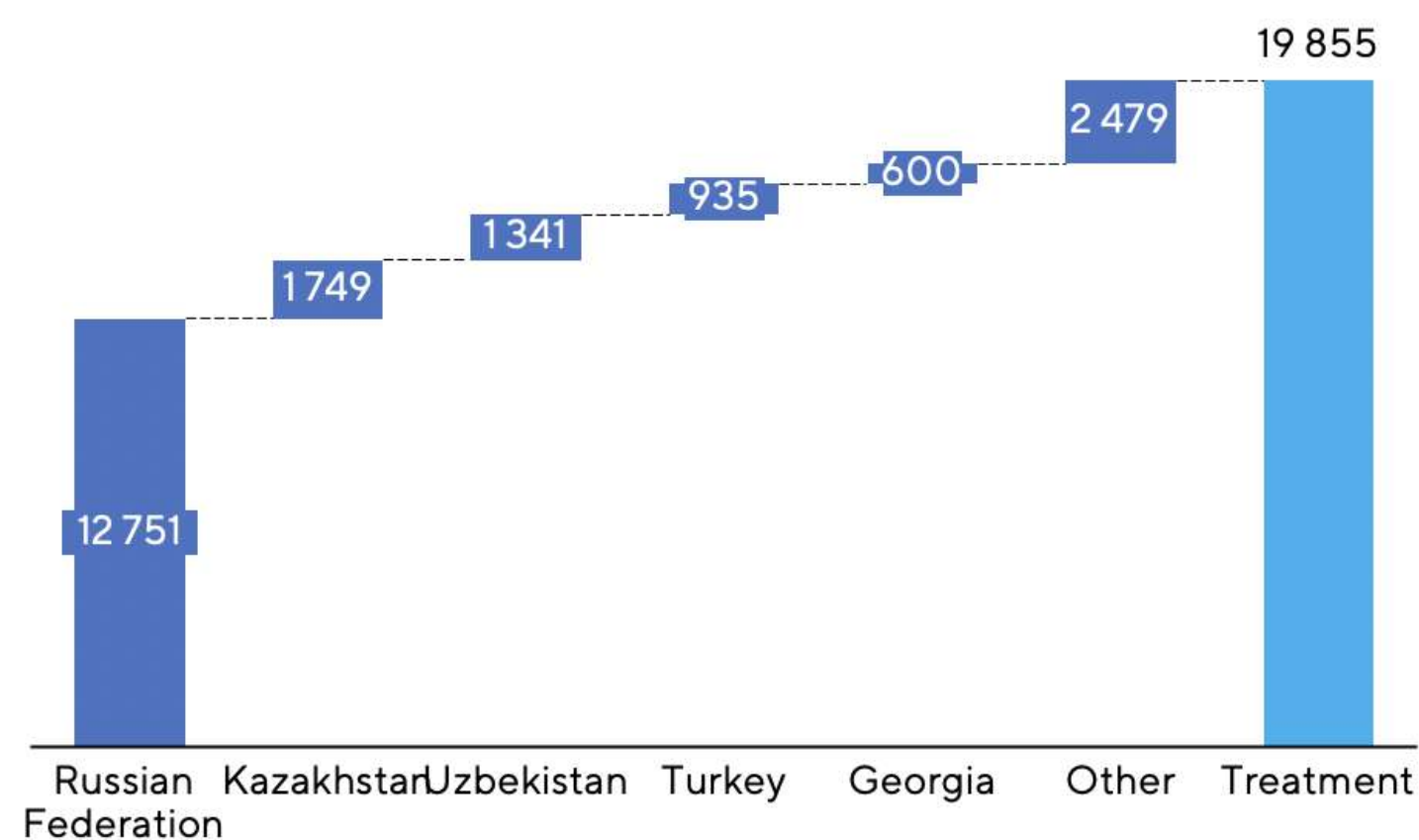
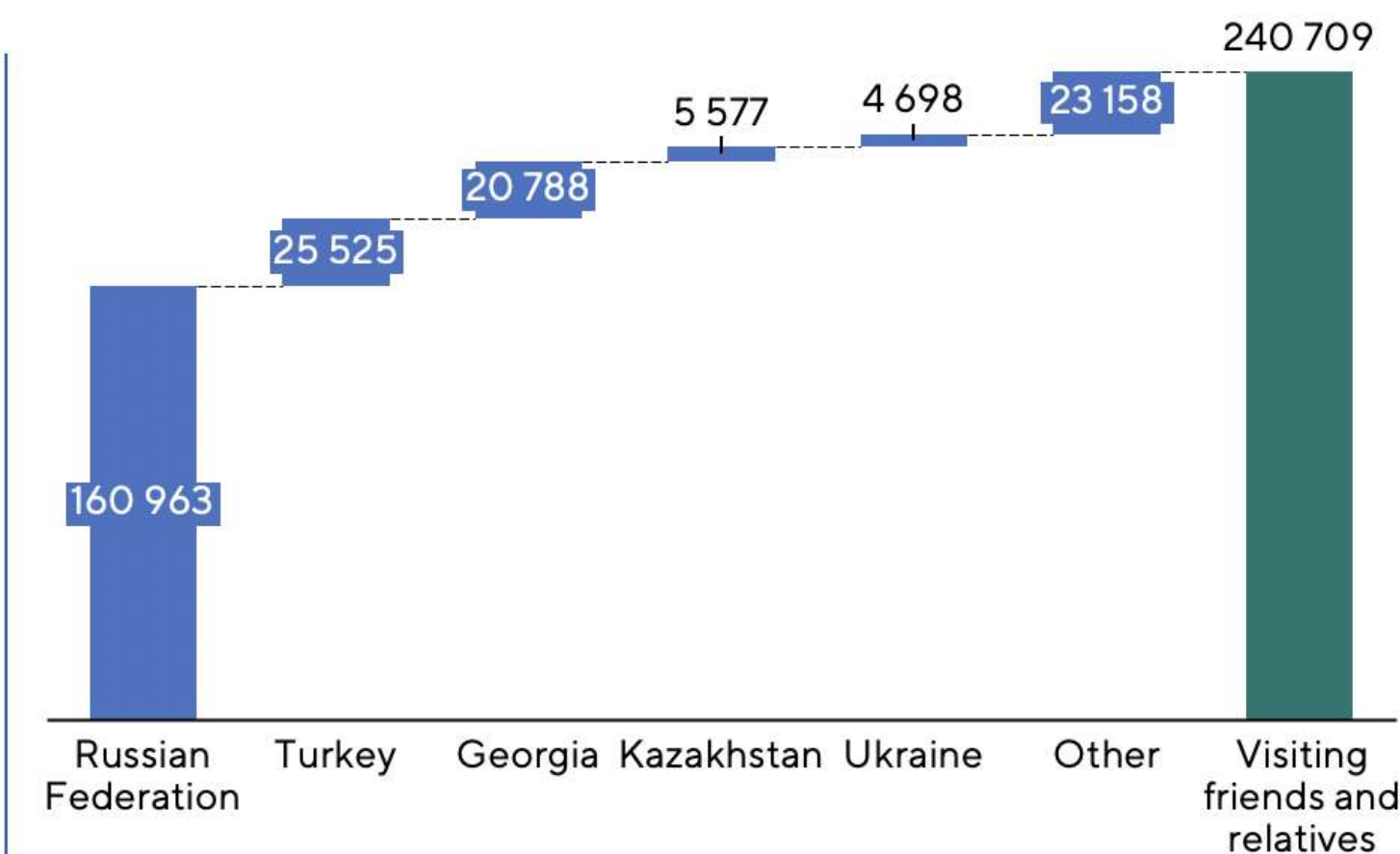
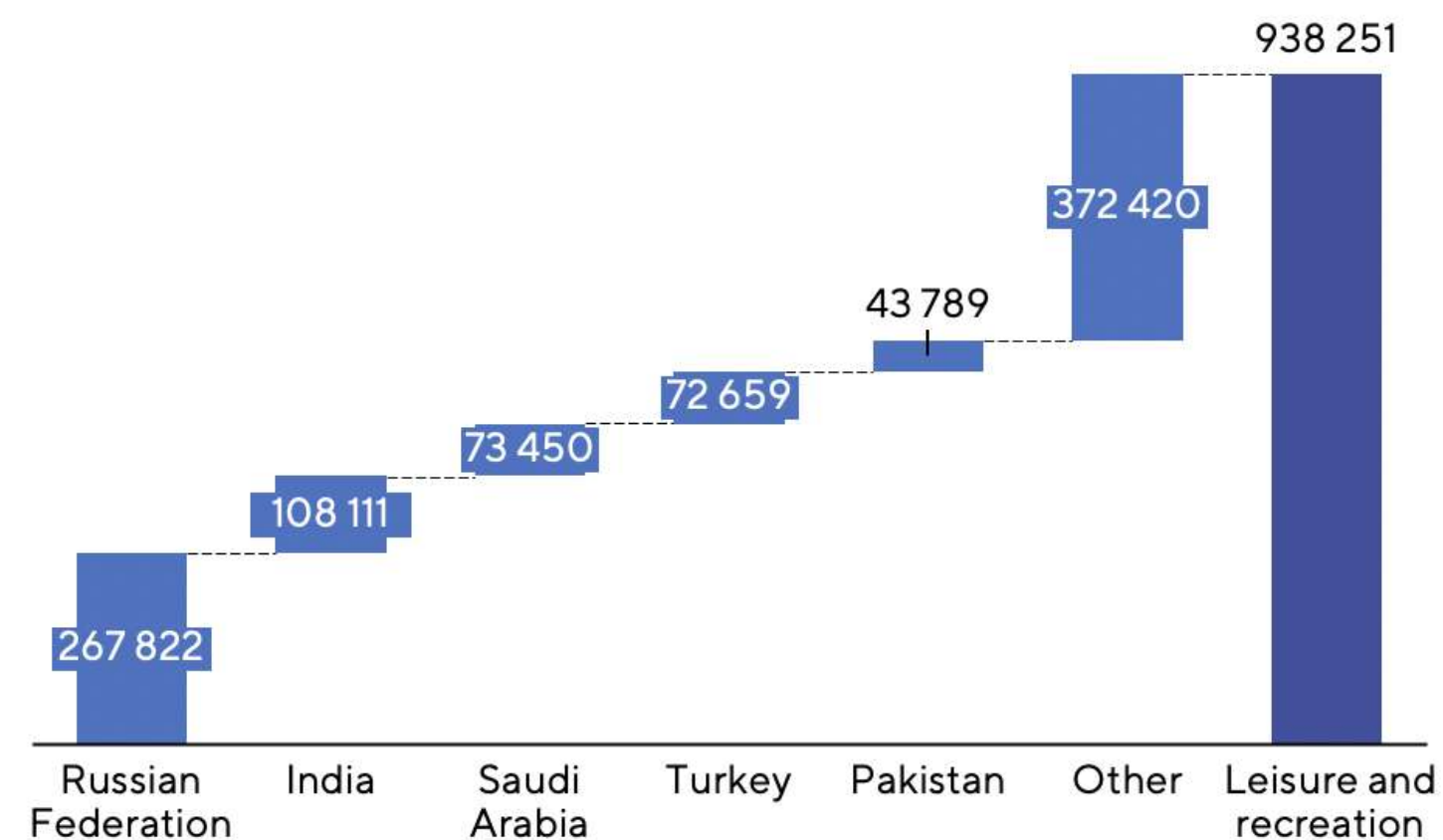
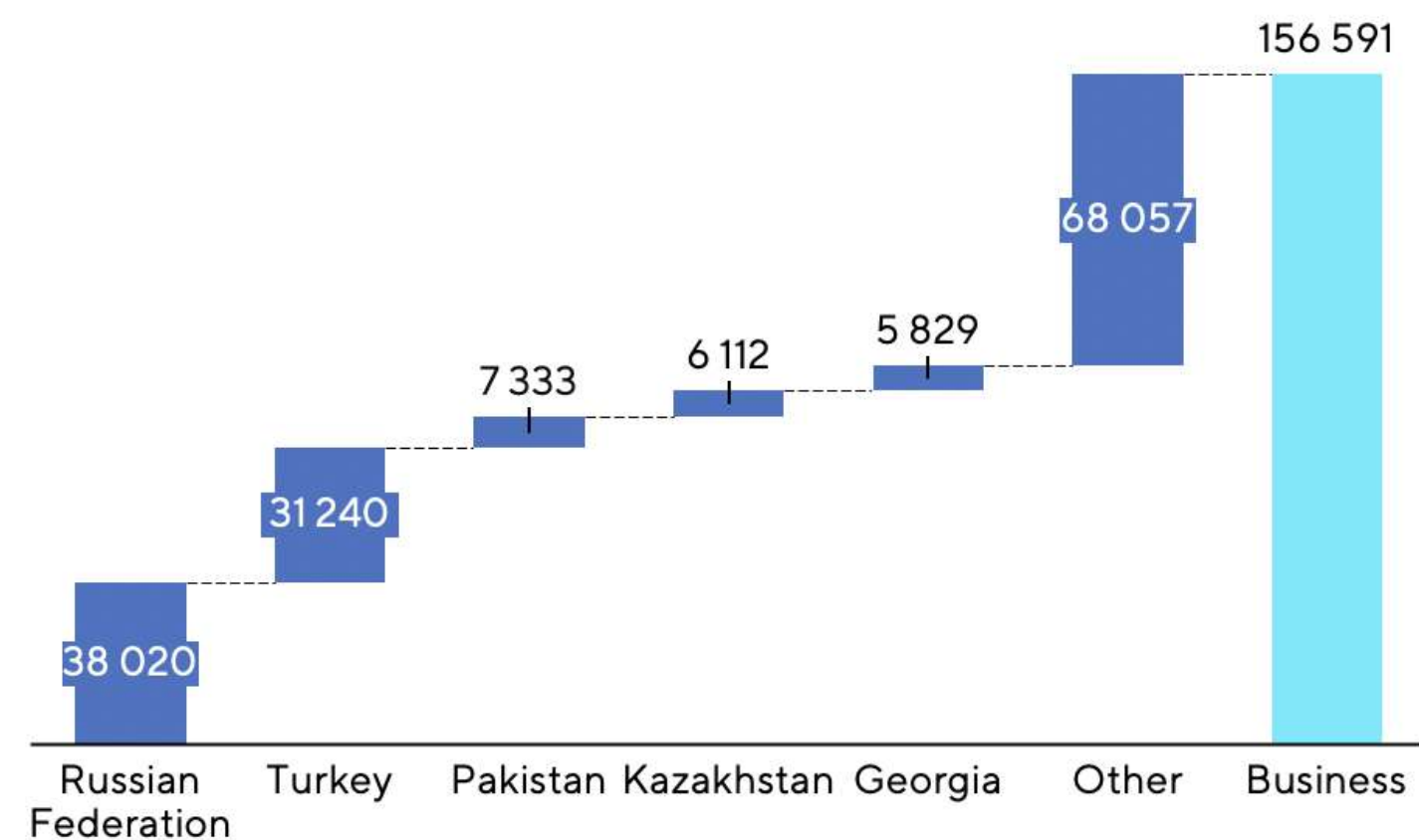


- Compared to the previous year, in 2023, there has been an increase of 214 thousand in the number of visitors staying 1-3 nights, and an increase of 124 thousand in the number of visitors staying 4-7 nights.
- There has been a 61% decrease in the number of foreign citizens traveling to Azerbaijan for business purposes. On the other hand, there is an increase of 540 thousand in the number of tourists arriving in the country for leisure and recreation purposes.

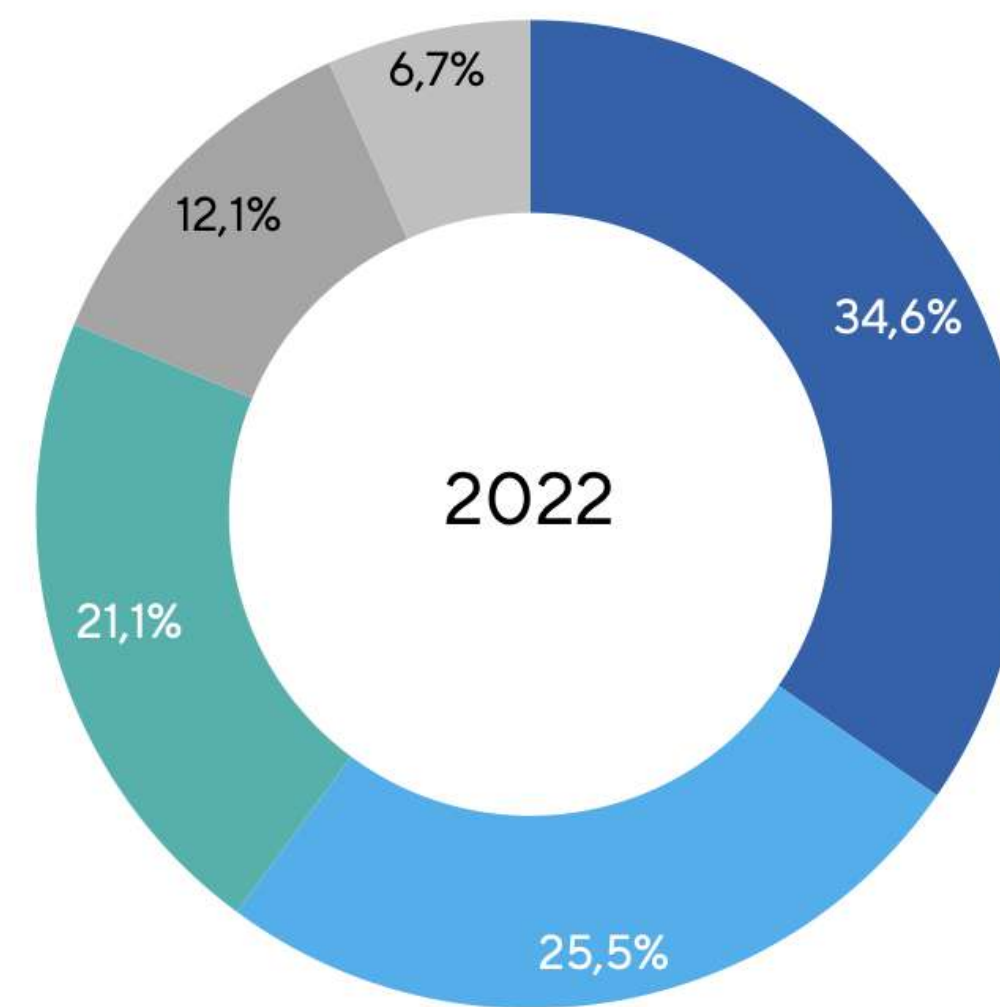
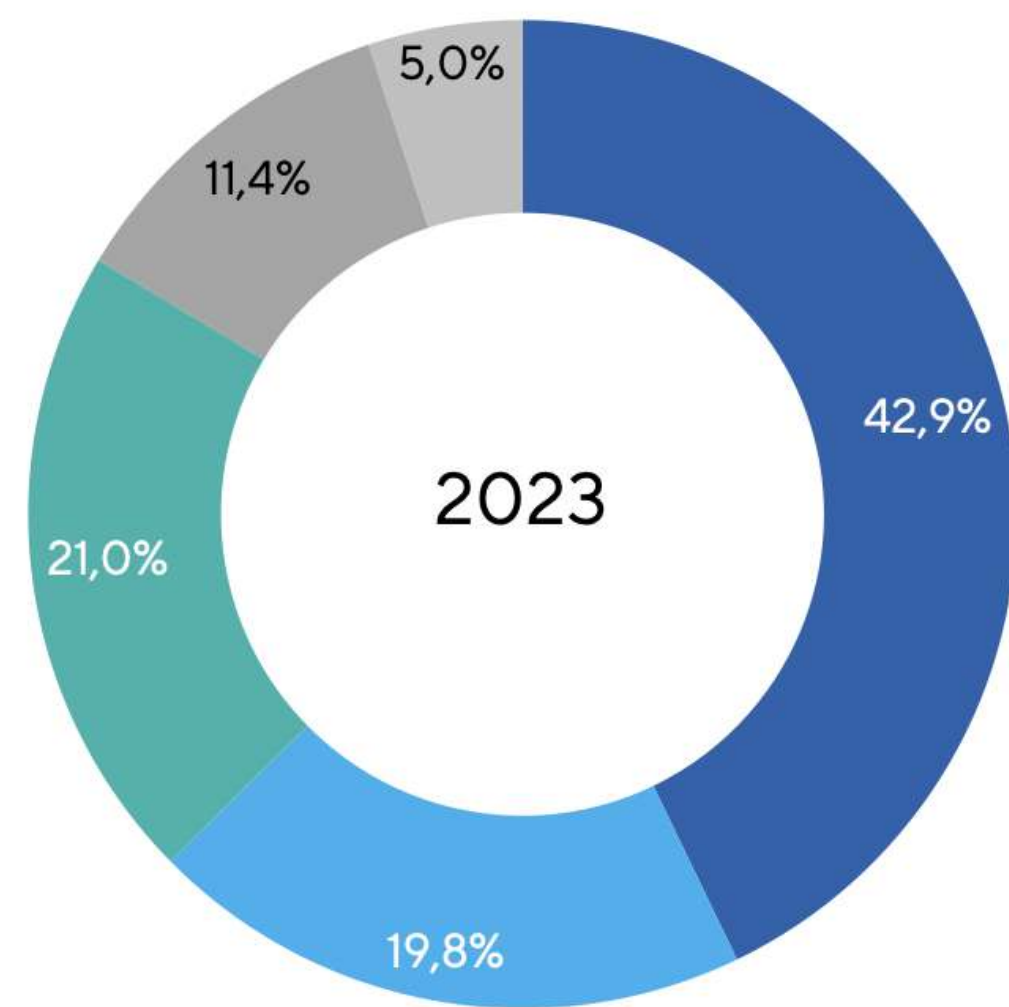
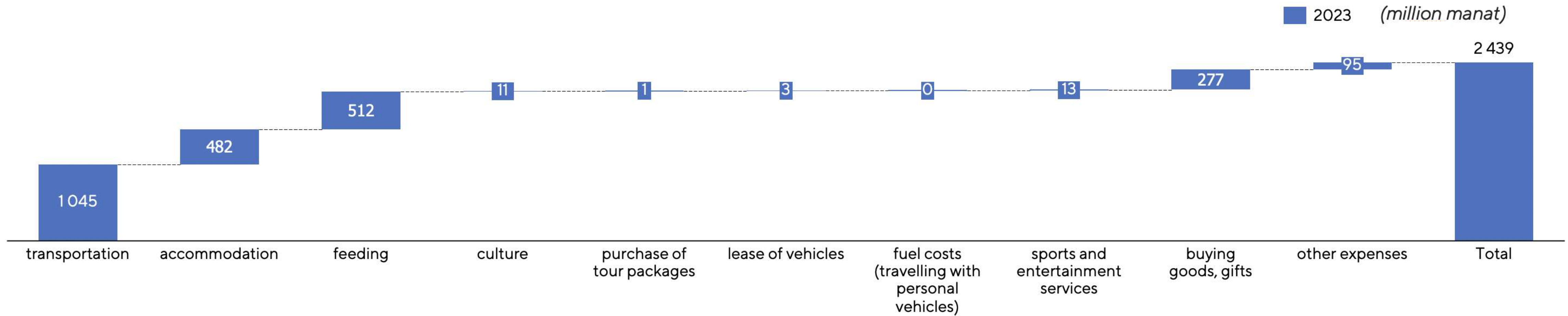
- In comparison to 2022, there has been an increase of 162 thousand in the number of foreign self-employed individuals arriving in the country.
- Despite the highest increase of 834 thousand nights being recorded in privately owned residences where foreign citizens stayed, hotels have accounted for the most nights in terms of the share of funds.

**In 2023, Russia was the leader in terms of travel destinations for foreign citizens for the majority of travel purposes.**

(person)



**In 2023, income from inbound tourism exceeded expenditures on outbound tourism by 950 million manats.**



■ transport  
 ■ accommodation  
 ■ feeding  
 ■ buying goods, gifts  
 ■ other expenses

- In 2022, foreign citizens spent 1.3 billion manat on tourism purposes in Azerbaijan, in other words 1.1 billion manat less compared to 2023.
- The largest decrease in expenditure share is observed in accommodation costs, primarily due to tourists in 2023 choosing to stay in personal or relatives' houses.

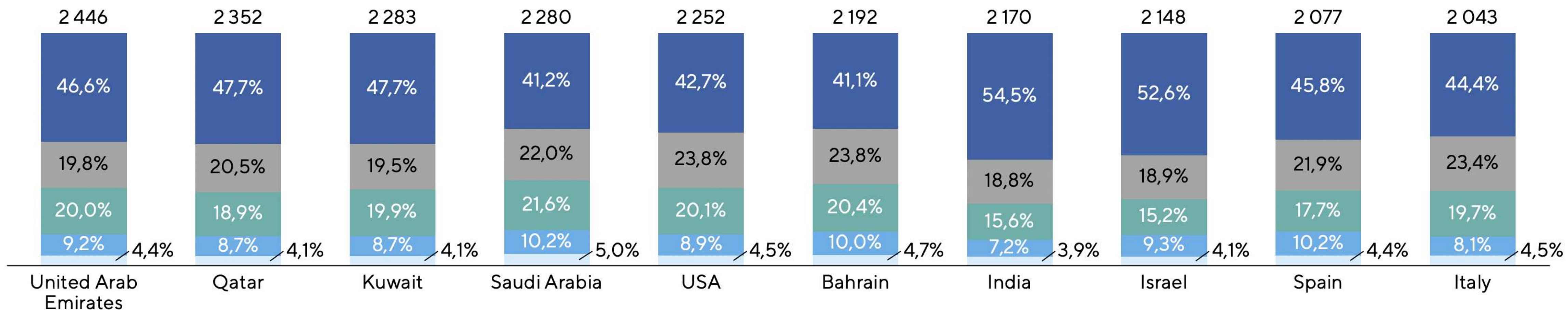
Transportation expenses saw an increase of 581 million manat, indicating a rise of 307 manat per person in transportation costs.

In 2023, citizens of Gulf countries shared the top positions in terms of per capita expenditures in Azerbaijan.

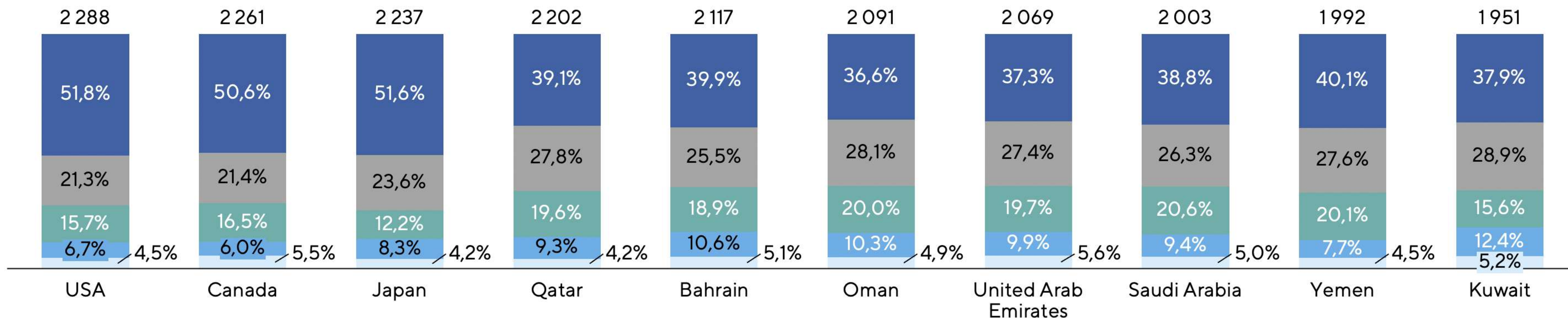


transport accommodation feeding buying goods, gifts other expenses (manat)

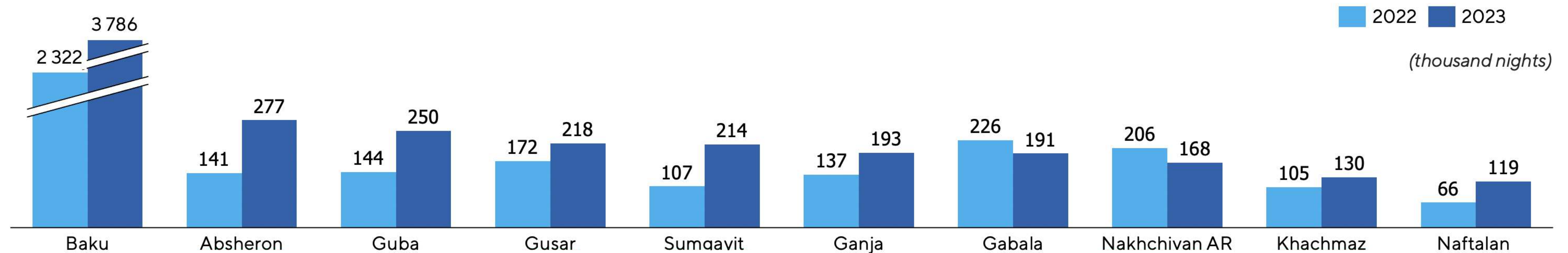
2023



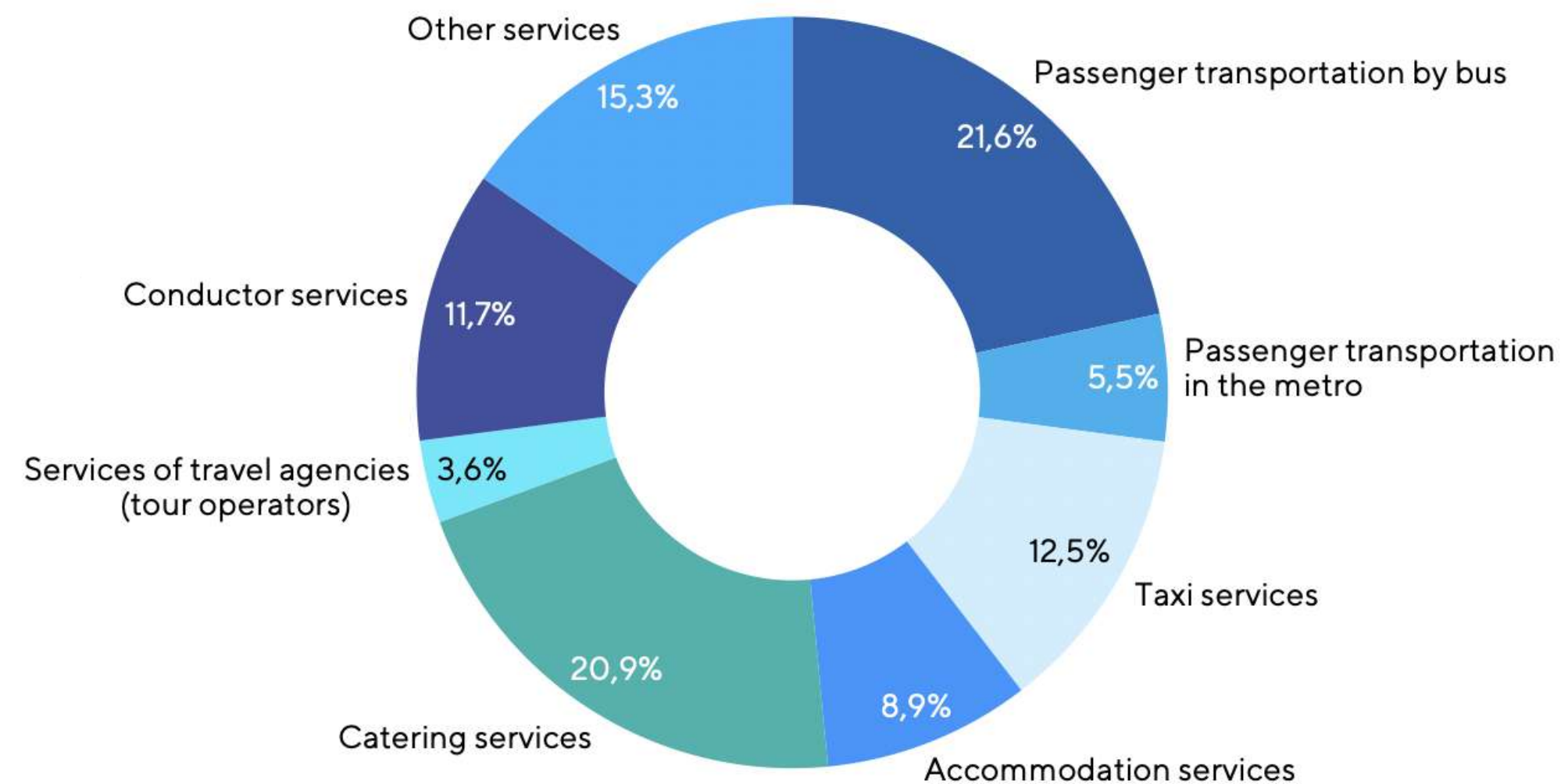
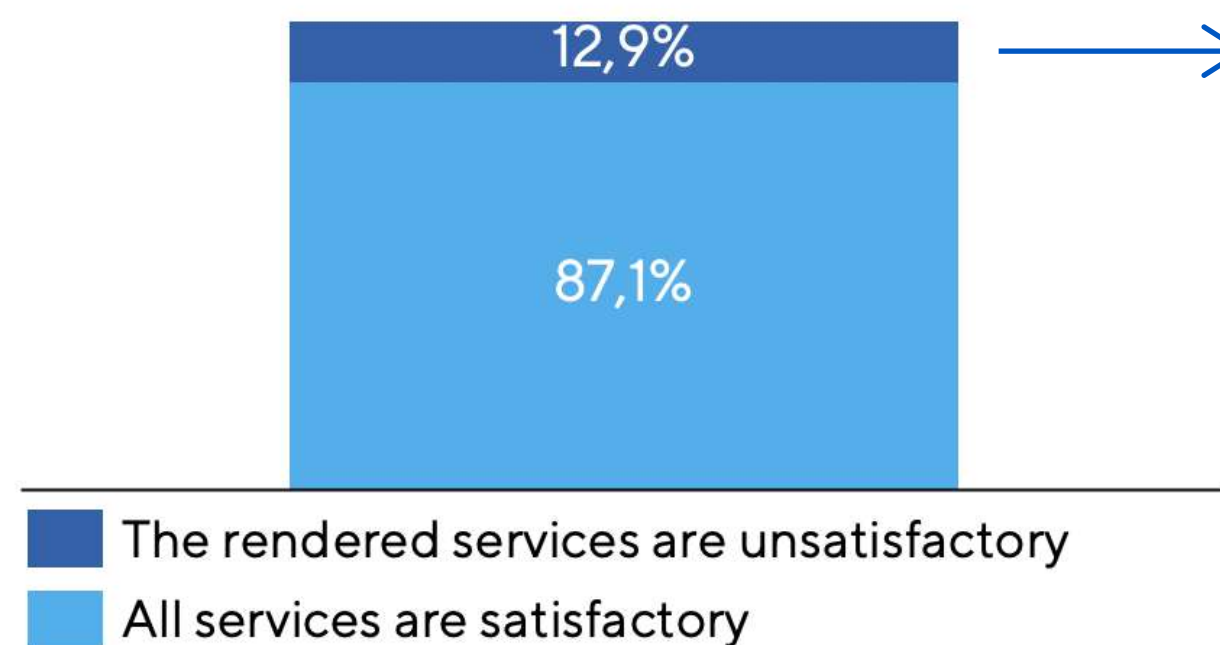
2022



**87% of foreign tourists were satisfied with all the services provided to them in Azerbaijan.**



Number of foreigners and stateless persons arriving to Azerbaijan for tourism purposes, by the degree of satisfaction on the rendered services

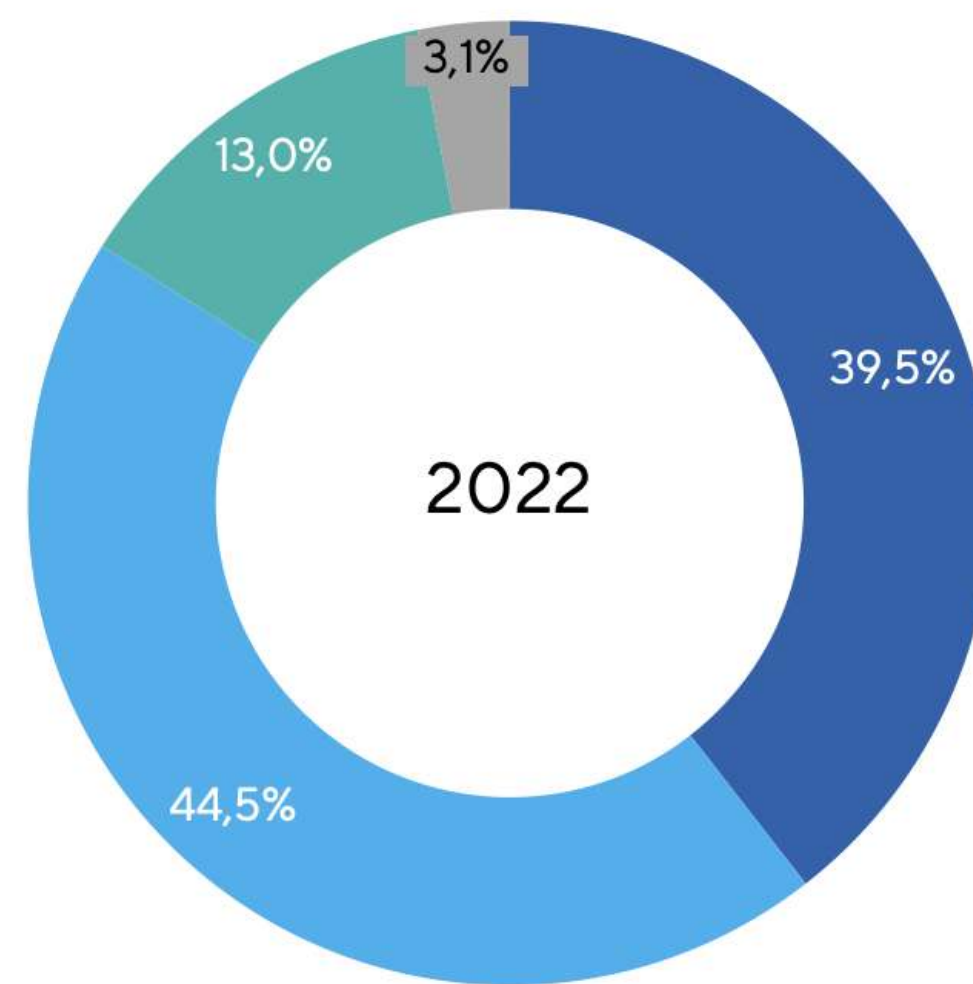
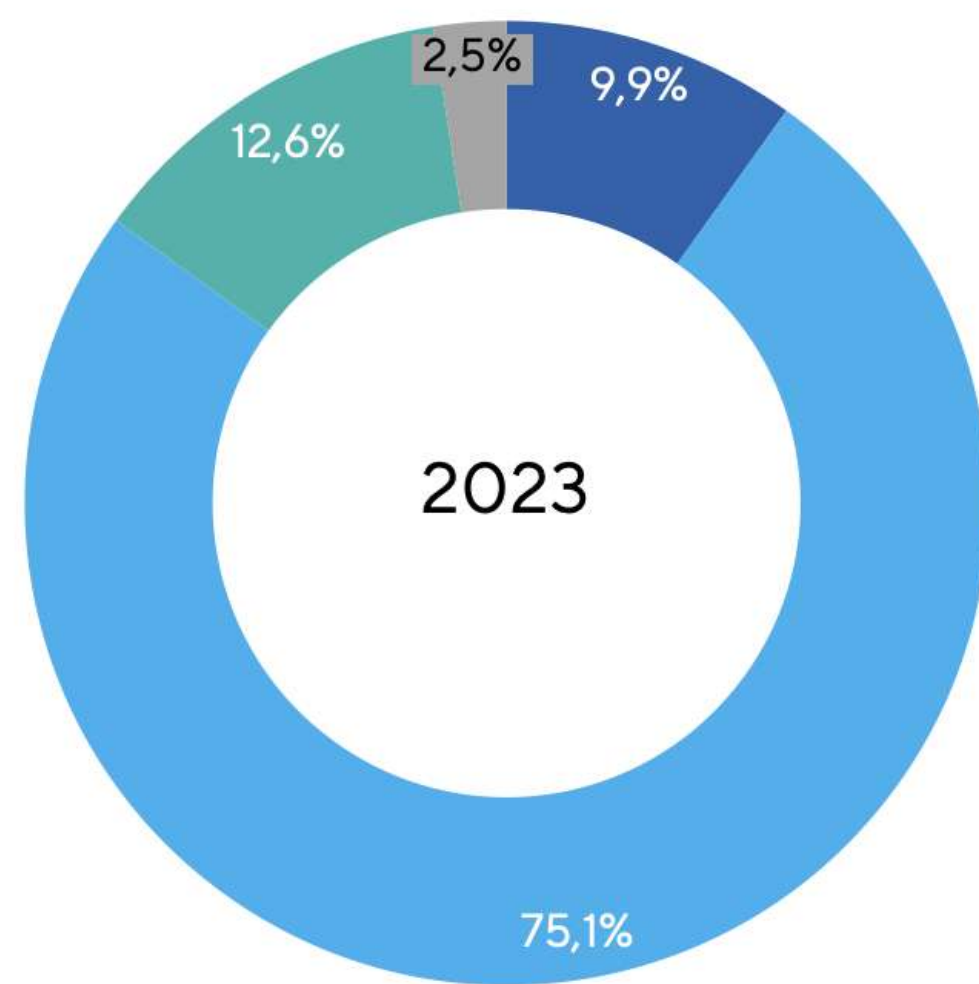
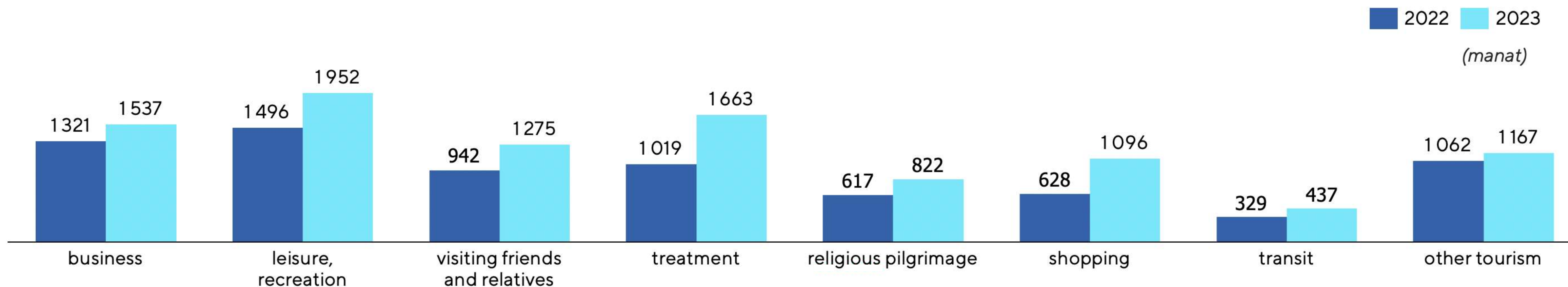


In 2023, out of foreign citizens who traveled to Azerbaijan, those satisfied with all services amounted to 1.2 million people, while dissatisfied individuals totaled 181 thousand.

The services that caused dissatisfaction most were passenger transportation by bus and catering services.

Compared to 2022, the service with the highest increase in dissatisfaction was passenger transportation by bus (increased by 4.8%), while the sector which observed an improved satisfaction became catering services (increased by 2.3%).

**In 2023, a tourist visiting Azerbaijan for leisure and recreation purposes spent 1952 manats on average.**



■ business ■ leisure, recreation ■ visiting friends and relatives ■ other tourism

Foreign citizens traveling to Azerbaijan have spent the highest share of their expenditures on leisure and recreation purposes in both years.

Compared to the previous year, the largest increase in expenditures, amounting to 1.2 billion manat, was also recorded for leisure and recreation purposes.

Compared to 2022, the purpose of trip that saw the highest increase in expenditures among foreign tourists visiting the country was treatment purposes, amounting to 644 manat.

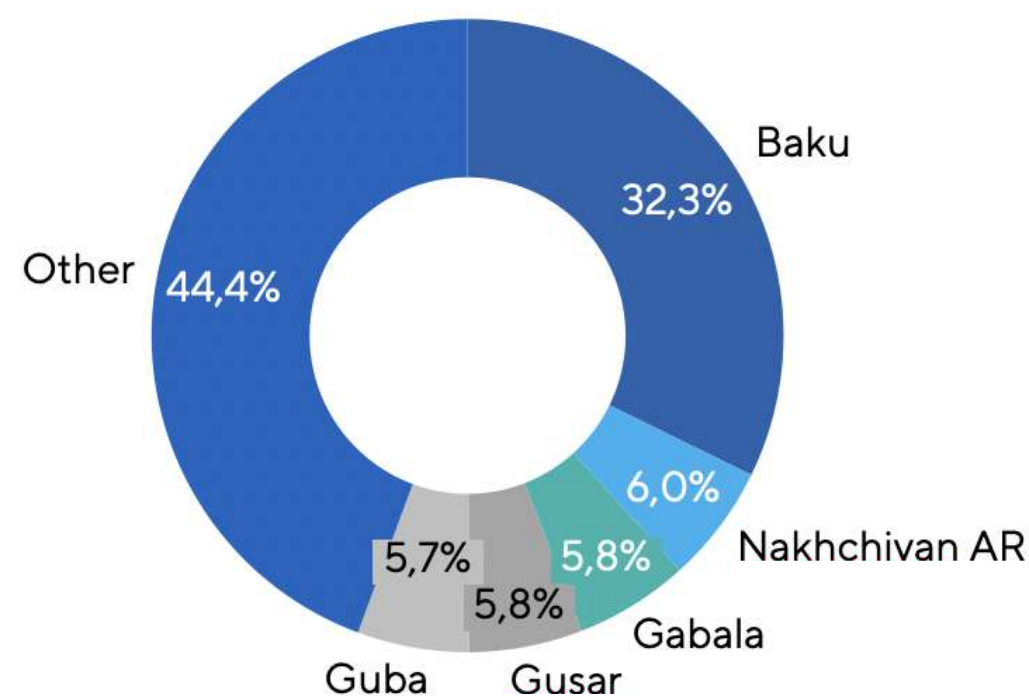
# Internal Tourism



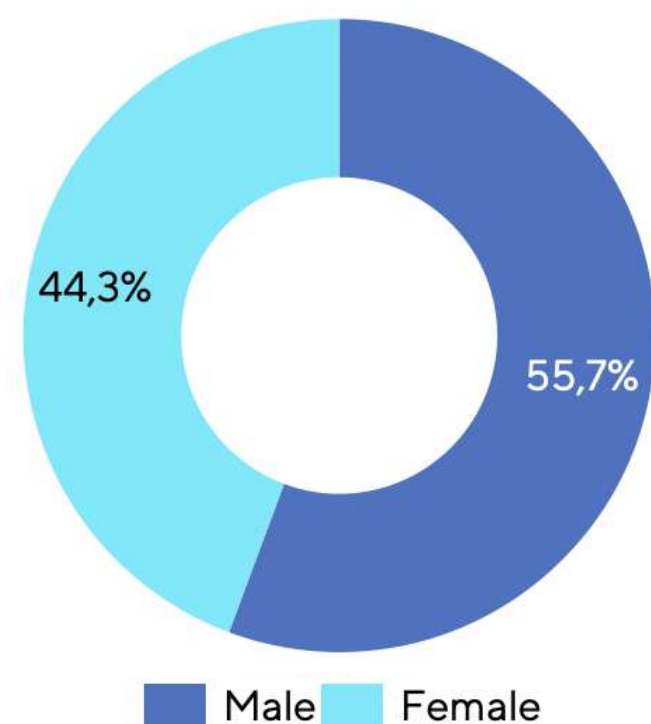
# Breakdown of citizens who made domestic tourism trips in 2023 by various categories

5.24 mln people

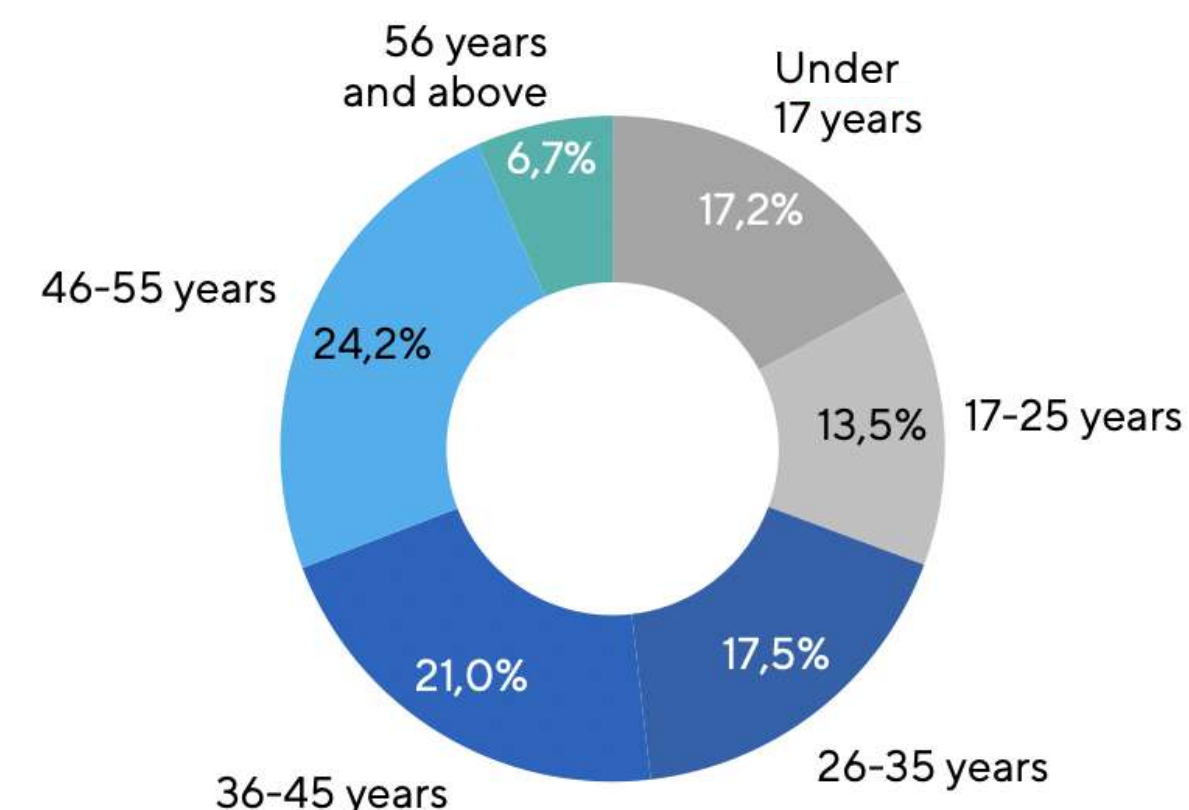
## Cities (districts) visited



## Gender distribution

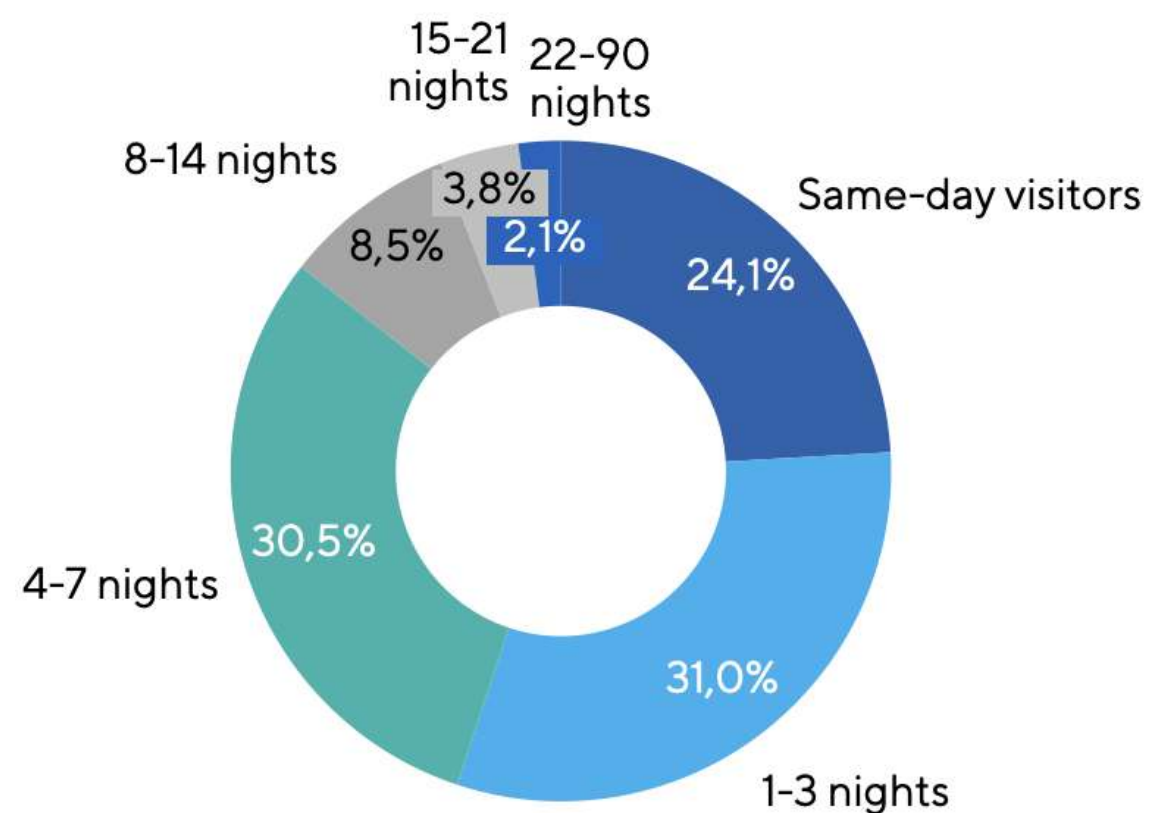


## Age groups

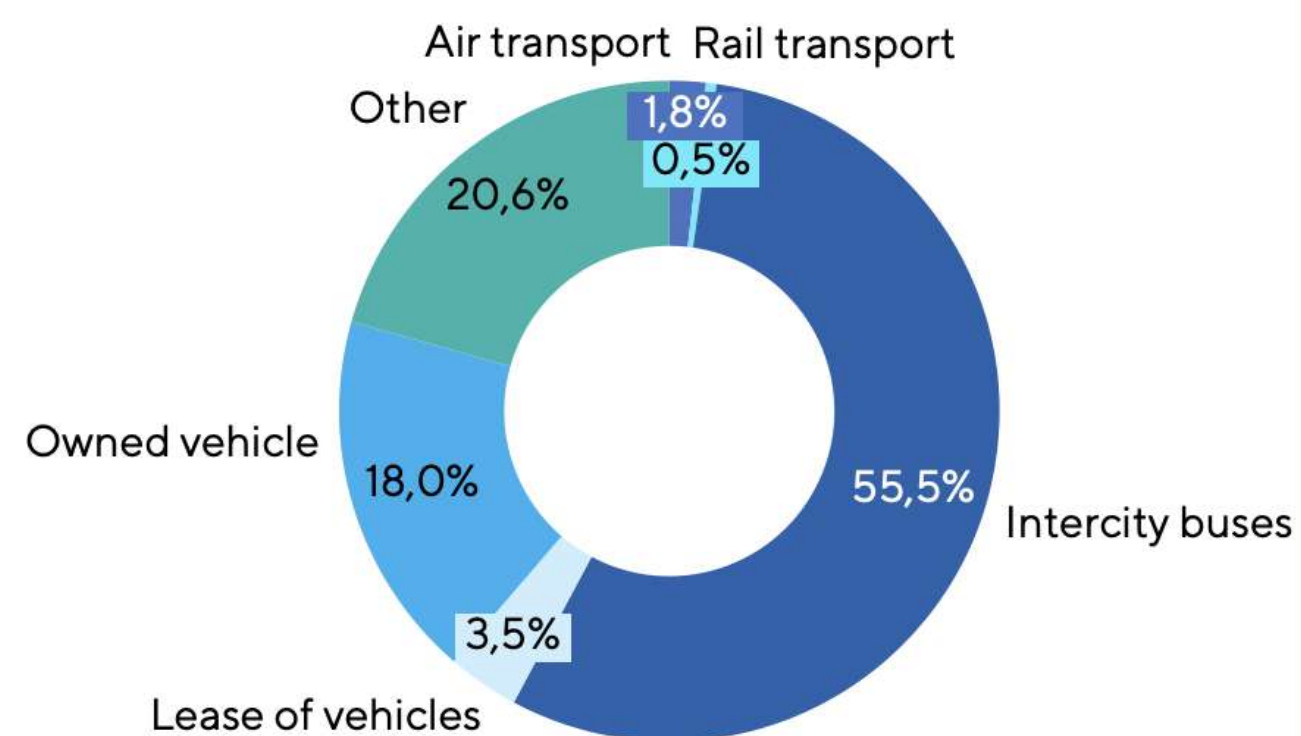


21.69 mln visits

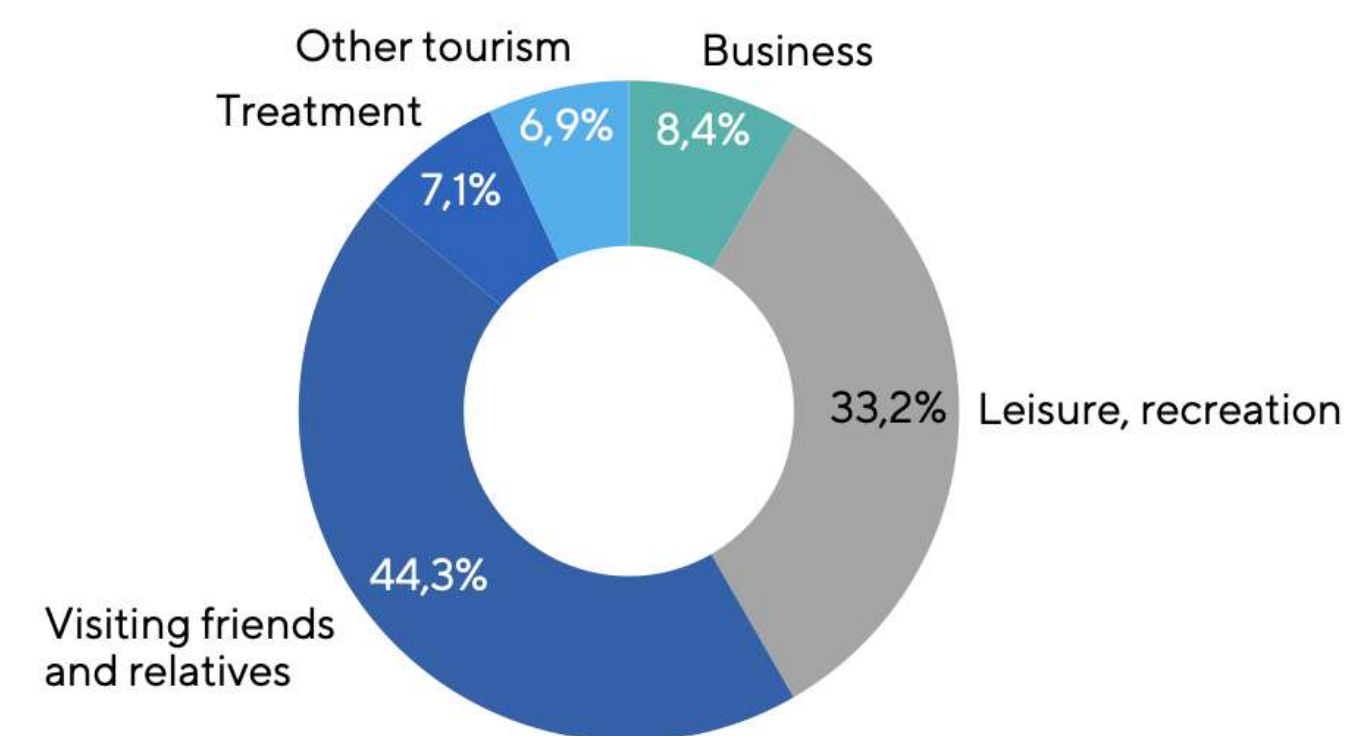
## Duration of trip



## Accommodation facilities



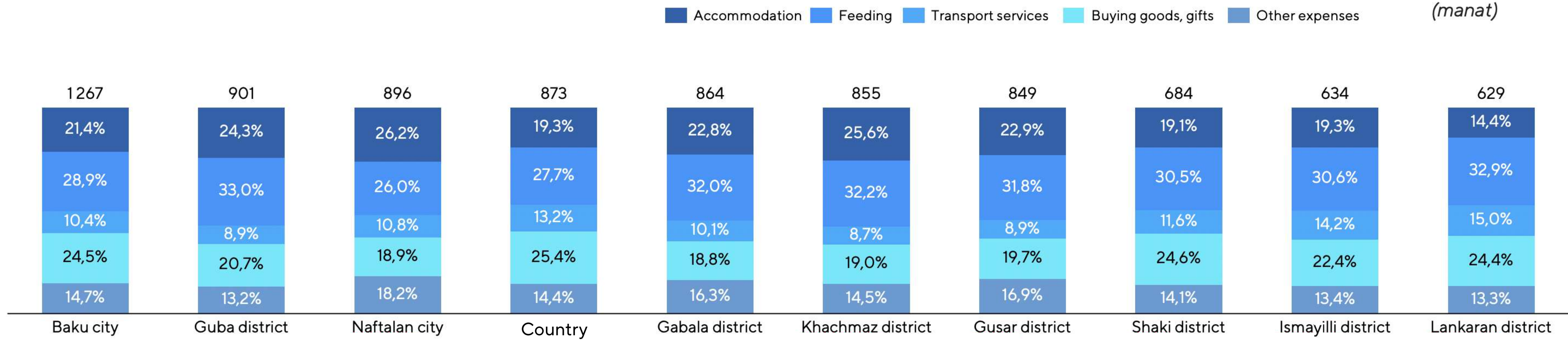
## Purpose of trip



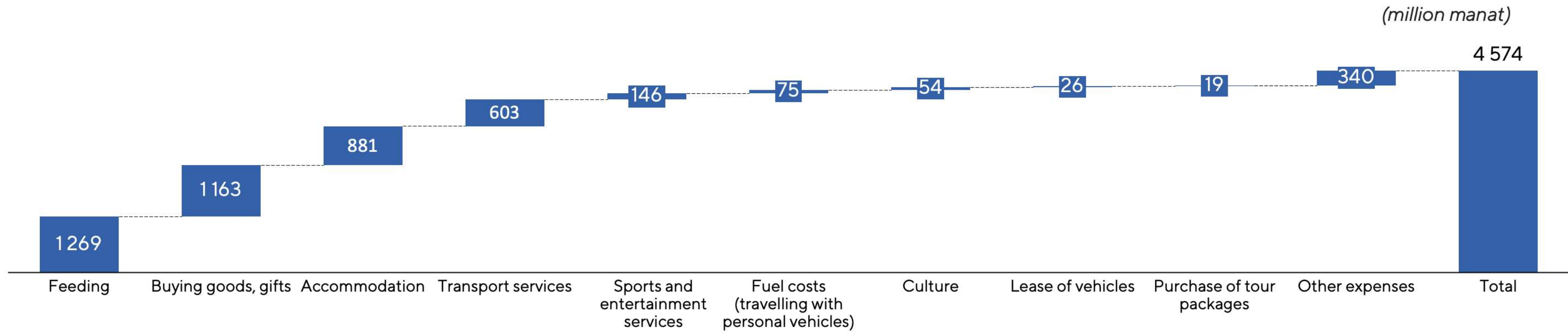
In 2023, domestic tourism in Azerbaijan resulted in expenditures totaling 4.6 billion manats.



Accross districts per person



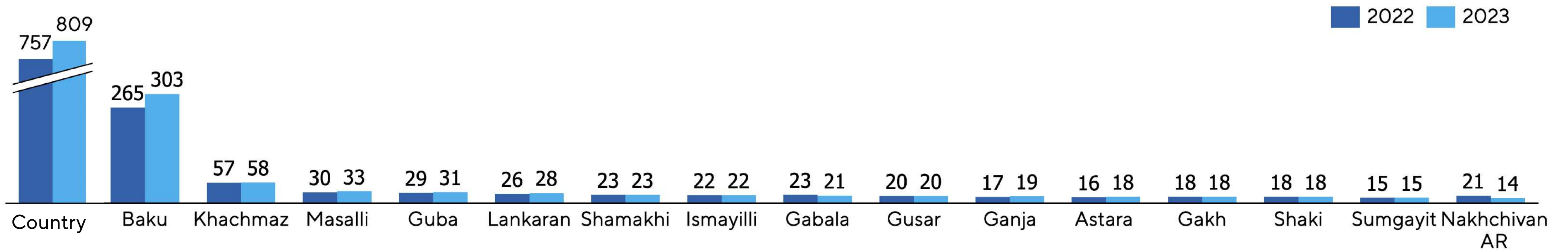
Accross the country



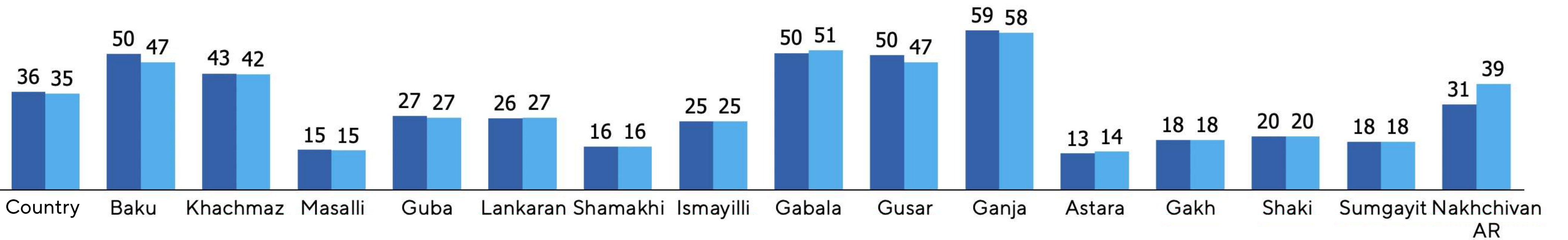
# About the operations of hotels and similar establishments

The increase in the number of hotels in Baku constitutes the majority share of the country-wide increase.

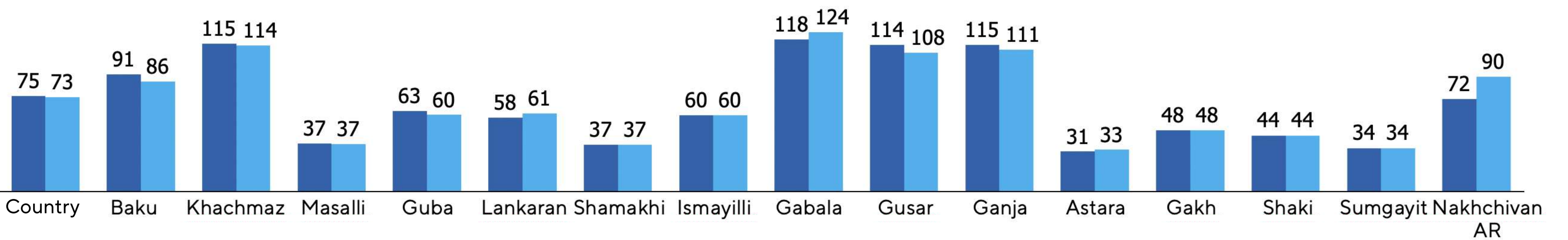
The amount of hotels and similar establishments



Average number of rooms

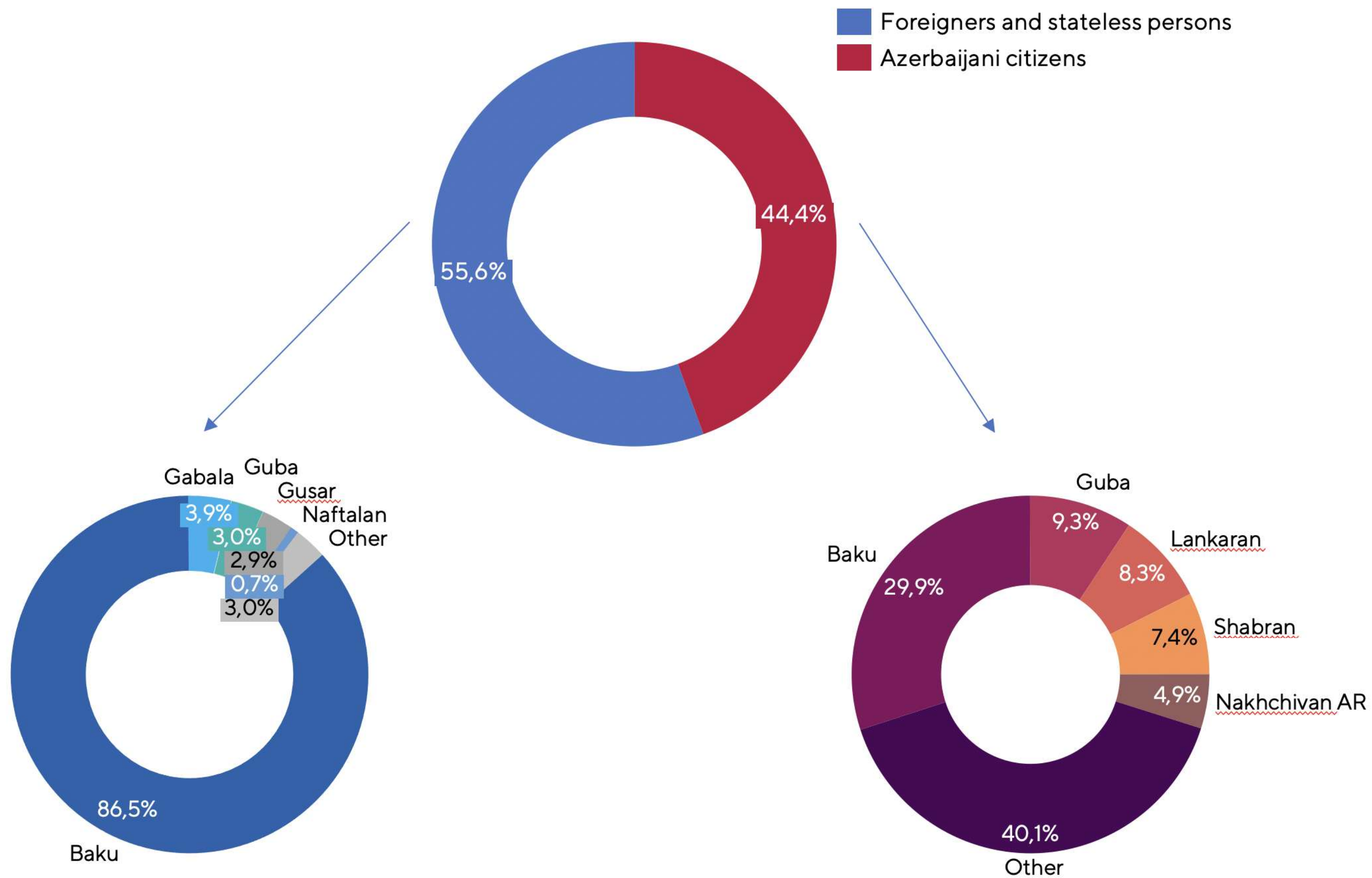


Average number of places (one-time capacity)



**Baku continues to maintain its attractiveness for foreign citizens.**

**Breakdown of the number of overnight stays in hotels and similar establishments by cities (districts)**



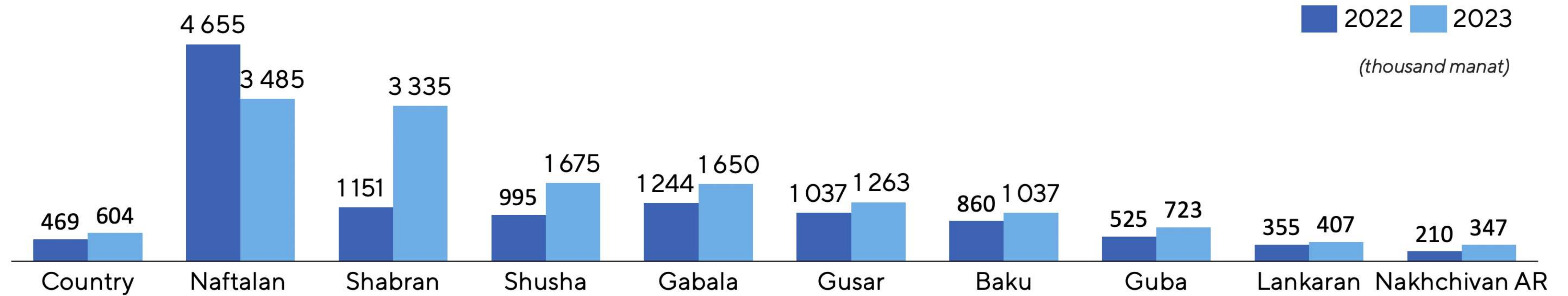
In 2023, 1.95 million people stayed in hotels and similar establishments, with the majority comprising of foreigners with 56%.

Of the foreigners, 87% stayed in hotels in Baku, while the majority of the remaining stayed in hotels in districts such as Gabala, Guba, Gusar, and Naftalan.

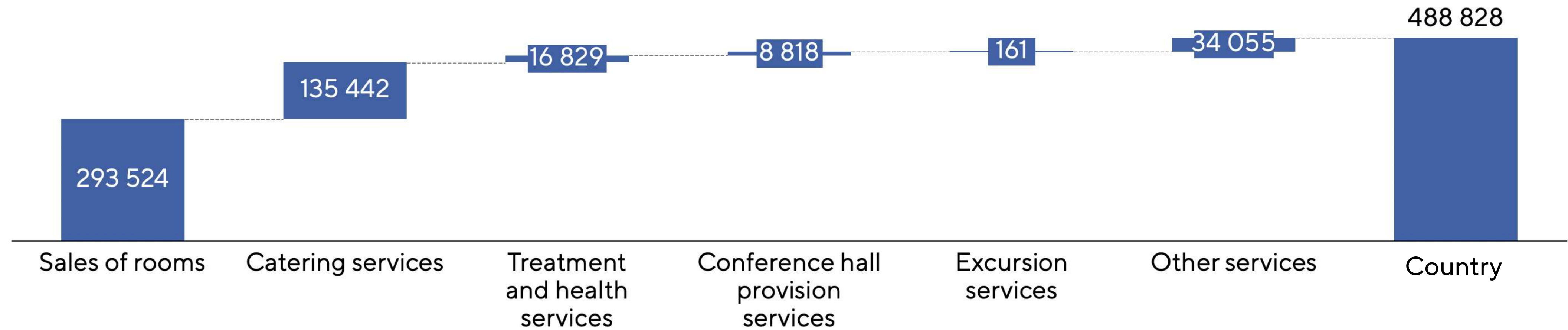
For domestic visitors, besides Baku, the most visited districts for hotel stays were Guba, Lankaran, Shabran, and Nakhchivan AR.

The hotels in Azerbaijan earned 489 million manats in revenue in 2023.

Average income



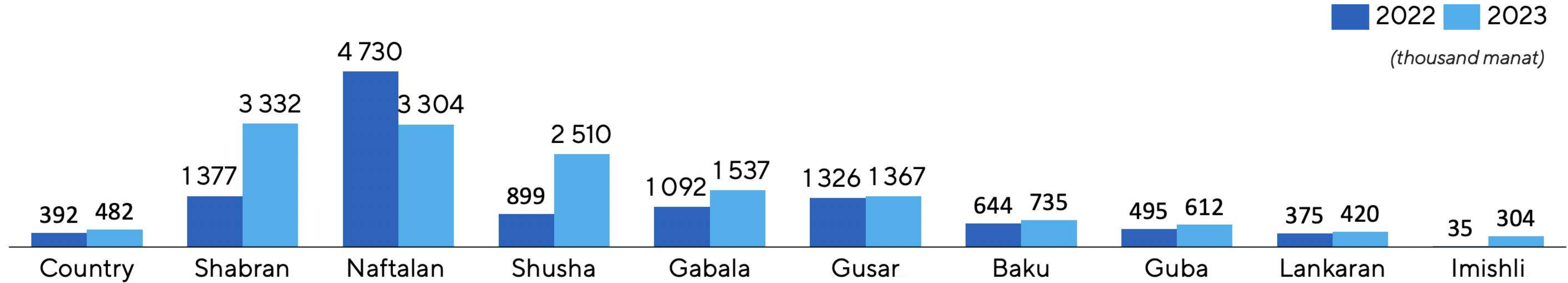
Income structure



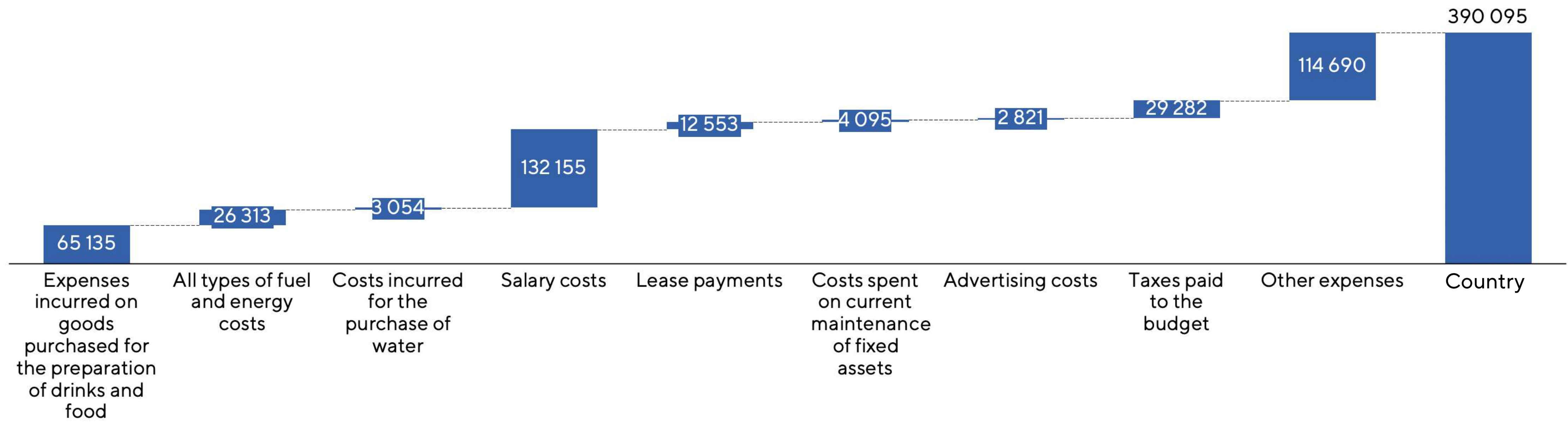
The hotels in Azerbaijan completed the year 2023 with a profit of 100 million manats.



Average expenditure

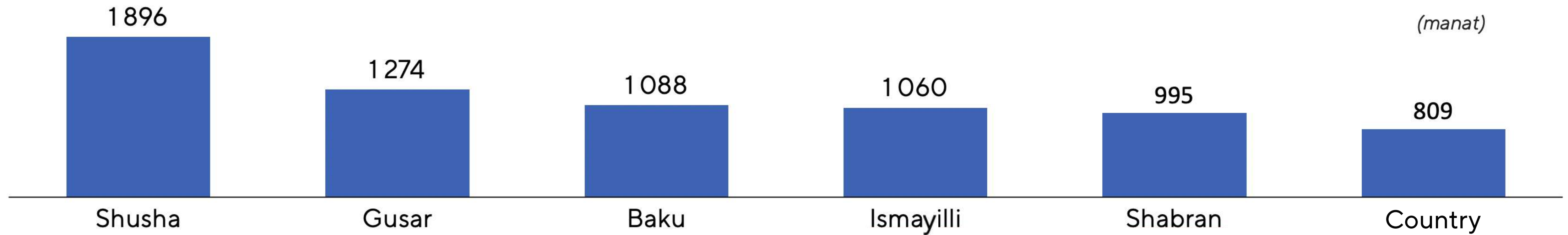


Expenditure structure

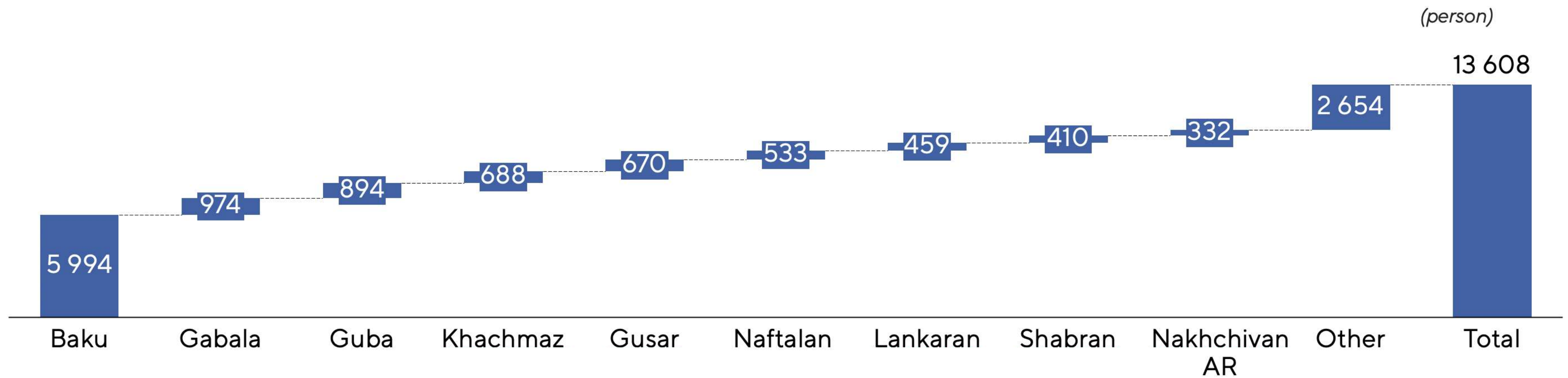


# Breakdown of employees working in hotels and similar establishments by cities (districts)

Average salary



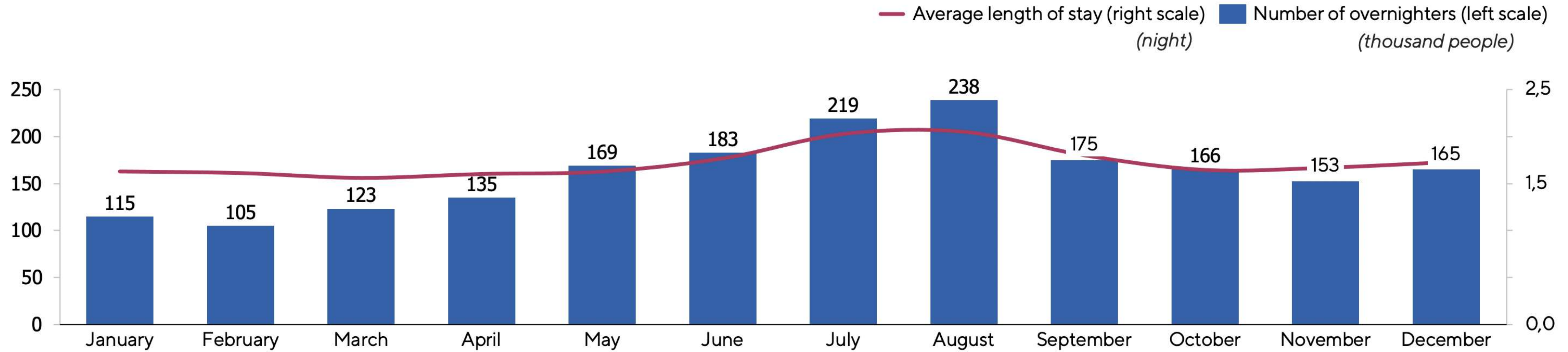
Number of employees



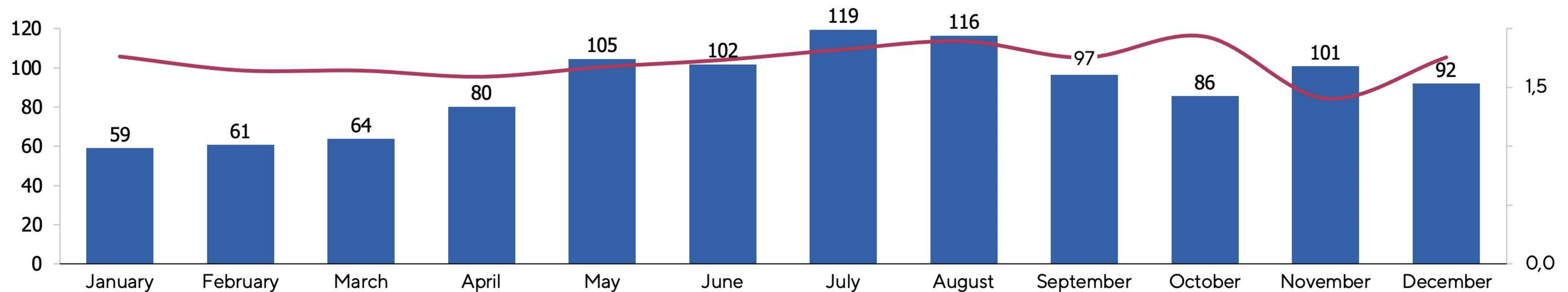


The summer months are the most active period for the hotels in Azerbaijan.

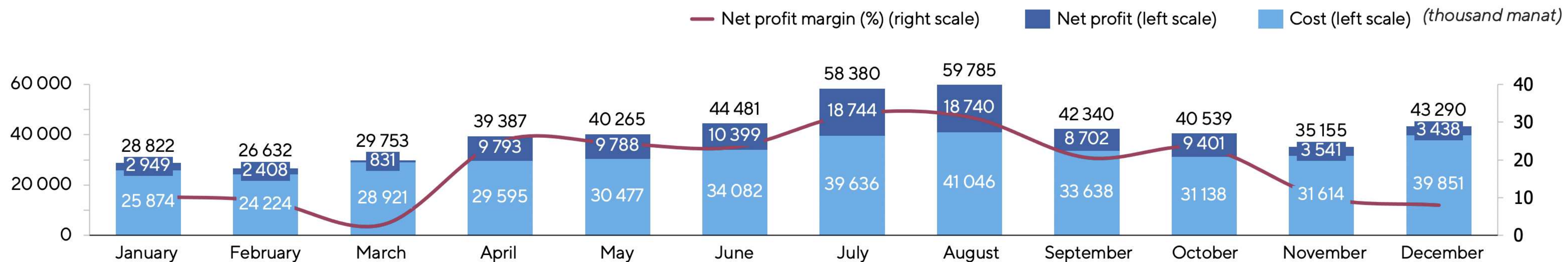
Total



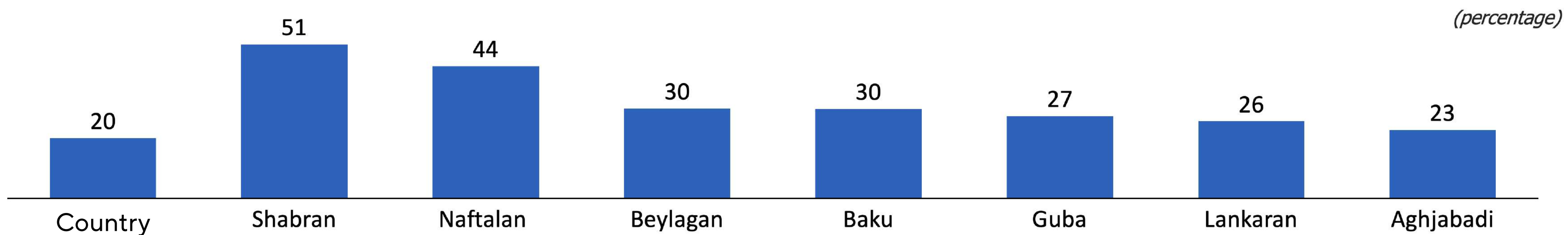
Foreigners and stateless persons



● During the summer months, the average net profit margin for hotels has been 30%.



● The level of one-time capacity usage of hotels and similar establishments by cities (districts) in 2023



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