



Introduction

This report presents the basic trends in domestic travel by Georgian residents for the period of second quarter of 2015. Figures include the results of a household survey conducted by the National Statistic Office of Georgia.

Domestic travel concerns residents of Georgia travelling within the country for a given period, and involves people spending money on activities and accommodation outside of their normal routine and contributing to local economies (Box 1).

The main areas of interest in this report include trips for leisure, business, visiting friends and relatives (VFR) purposes, expenditure during the trip, and other variables.

Significance of domestic travel

Domestic tourism generates significant economic activity and employment in the world and, including in Georgia.

Domestic travel spending generated 72.5% of direct Travel & Tourism GDP in 2014, compared with 27.5% for visitor exports (i.e. foreign visitor spending or international tourism receipts)¹.

How many domestic trips do Georgians take?

Georgians took a total of 3.09 million domestic trips in the second quarter of 2015, representing a 10% decrease over the same period in 2014 (Figure 1).

Figure 1: Domestic visits 2014-2015 (million)



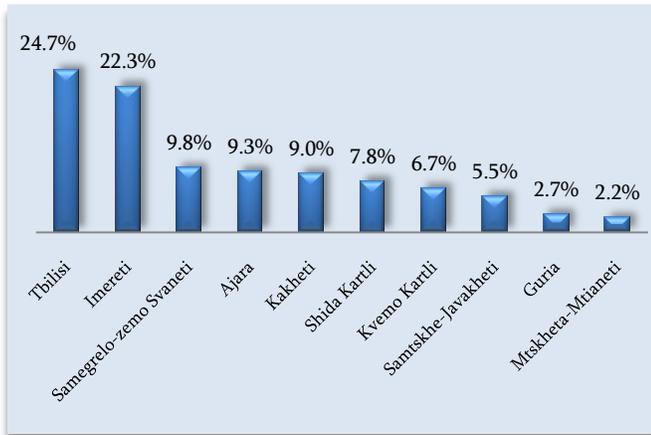
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi and Imereti regions travelled the most, undertaking 24.7% and 22.3% of domestic visits respectively (Figure 1).

Box 1: Methodology To Measure Domestic Visits

In the context of tourism statistics, two simultaneous methods are used for the classification of a domestic visit: location and regularity. The location method takes into consideration the municipal structure of the country. To define the usual environment, it is crucial whether the domestic traveler made a visit outside of his/her municipality. The second method defines the specific frequency of visits that are considered regular. If a Georgian domestic traveler visits another municipality less than once every two weeks, this is not considered regular and is therefore classified as a domestic visit.

¹See World Travel & Tourism Council (2015): "The Economic Impact of Travel & Tourism 2015".

Figure 2: Domestic visits by region



There are slight differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 11.6% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while visits for the same purpose were smaller (6.8%) from the rest of the country. 63.5% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 50.9% (Figure 4).

What are the main purposes of domestic trips?

The majority of domestic visits were carried out for VFR (54.1%), followed by 11.4% of trips for health and medical care, 10.9% for shopping, while 8% of trips were carried out for holiday, leisure and recreation purposes (Figure 3).

Figure 3: Purpose of visit

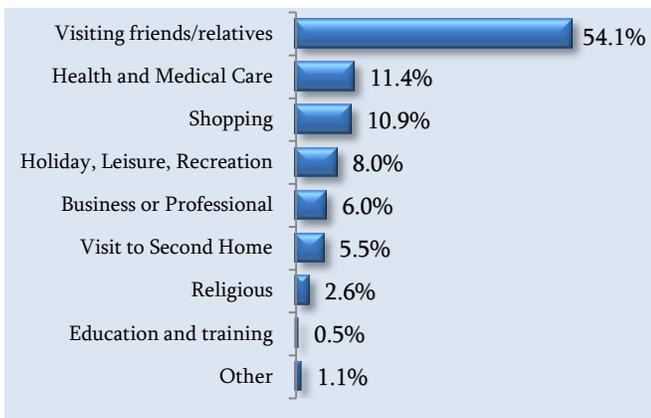
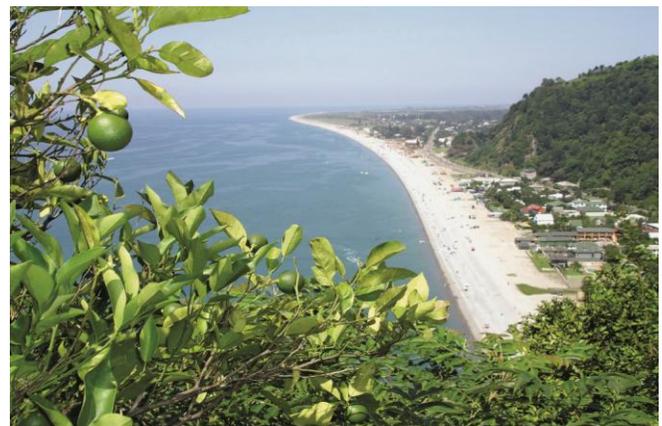
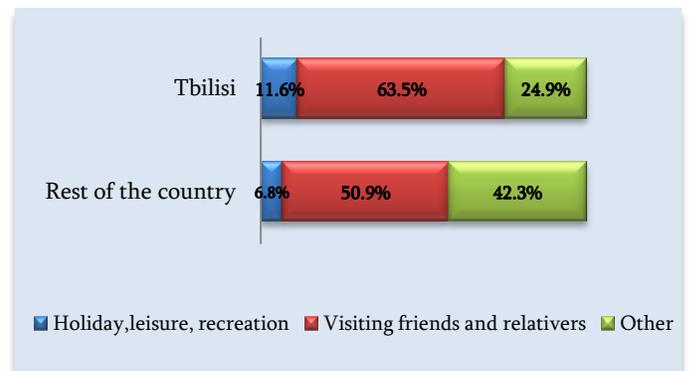


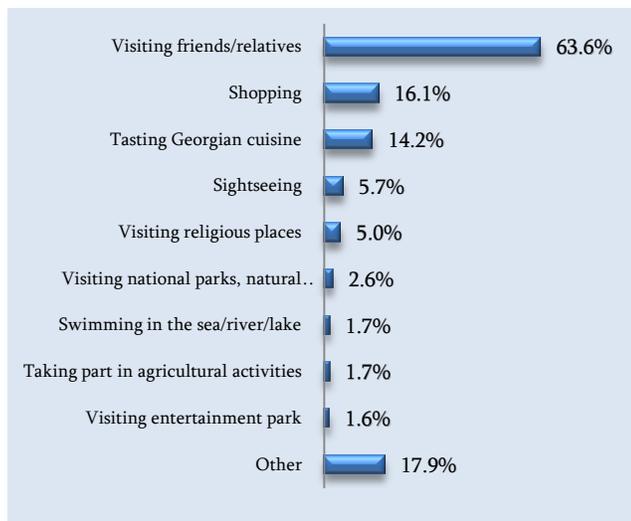
Figure 4: Purpose of visit by place of residence



What activities are popular among domestic visitors?

Domestic visitors participated in different activities while travelling in Georgia. Among the popular activities undertaken by visitors were: visiting friends and relatives (63.6%), shopping (16.1%) and tasting Georgian cuisine (14.2%) (Figure 5).

Figure 5: Popular Activities



What regions do domestic travelers visit?

In the second quarter of 2015, 22% of domestic trips were taken to the Imereti region, followed by 10% of trips to Adjara, and 9% to Samegrelo-zemo Svaneti.

The most popular regions to visit for holiday, leisure and recreation purposes were the following: Mtskheta-Mtianeti (21%), Samegrelo-zemo Svaneti (17%) and Tbilisi (10%) (Figure 6).

Figure 6: Most visited Regions

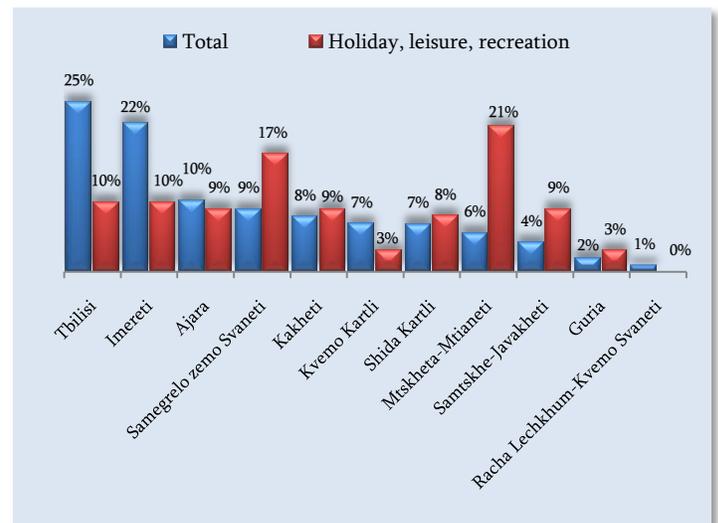
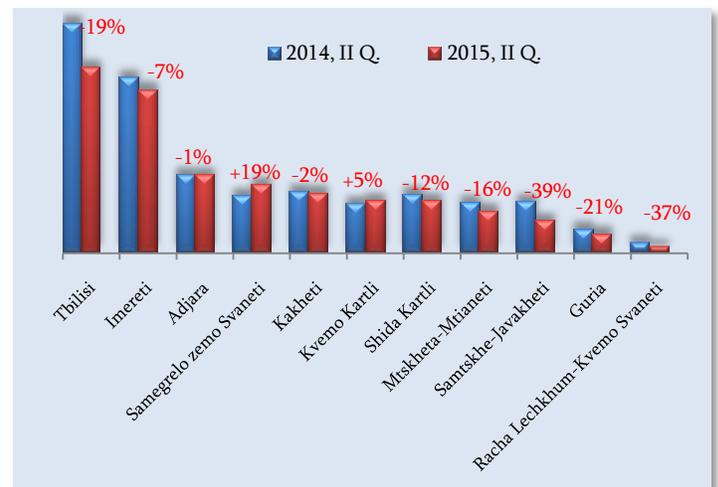
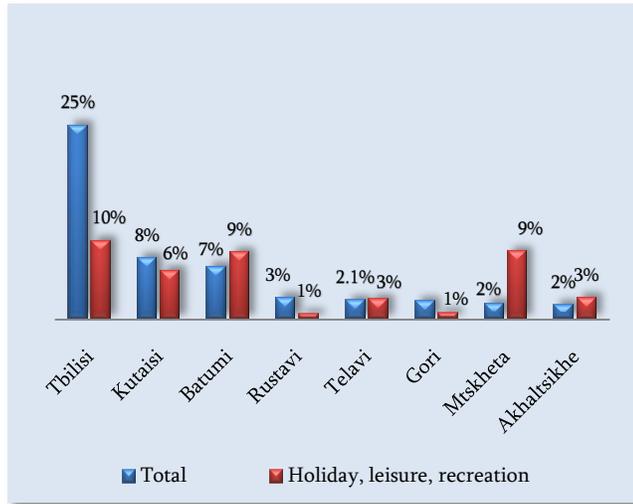


Figure 7: Visited Regions 2014-2015



Most domestic trips were made to Tbilisi (25%), followed by Kutaisi 8% and Batumi 7%. (Figure 8).

Figure 8: Most visited destinations



How long do they travel?

In the second quarter of 2015, the total number of overnight stays was 5.7 mil, while the average trip length was 1.9 nights. 46% of domestic trips included at least one overnight stays. Visitors from Imereti and Guria tended to stay for longer periods (2.7 nights on average), visitors from Tbilisi and Ajara -2 nights on average, while other visitors spent 1 night on average (Table 1).

Table 1: Duration of Stay

Place of residence	Average length of the trip
Imereti	2.9
Guria	2.5
Tbilisi	2.0
Ajara	2.0
Samtskhe-Javakheti	1.2
Kvemo Kartli	1.2
Kakheti	1.2
Samegrelo-zemo Svaneti	1.2
Shida Kartli	1.0
Mtskheta-Mtianeti	0.8

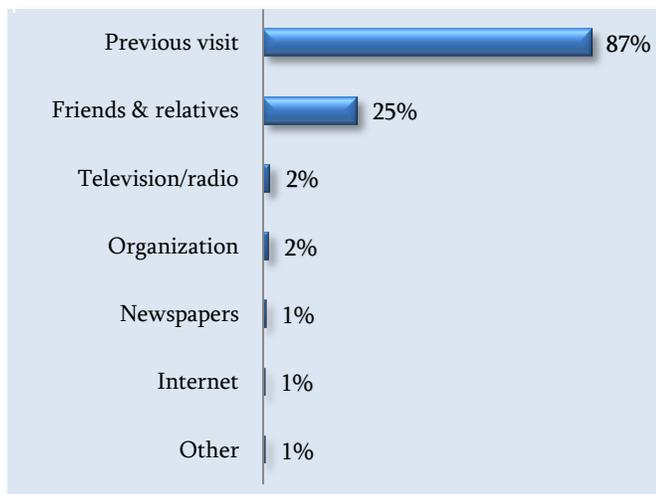
Average length of trips to visit second home was 3.4 nights, while average length for holiday trips was 1.2 night.



What kind of sources do domestic travelers use to find information?

Prior to undertaking a trip, domestic visitors used various sources to gather information about Georgia. 87% of visitors obtained information from their previous visit, while 25% - from their friends or relatives (Figure 9).

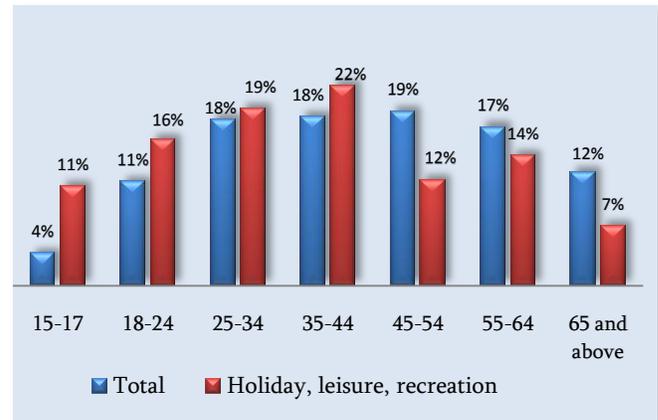
Figure 9: Information sources



What is the age and sex profile of domestic travelers?

The majority of Georgians taking a domestic trip were female (54%), while 46% were male. 19% of Georgians taking a domestic trip were 45-54 years old. This was followed by 18% ages 35 to 44, 18% ages 25-34 (Figure 10).

Figure 10: By age group

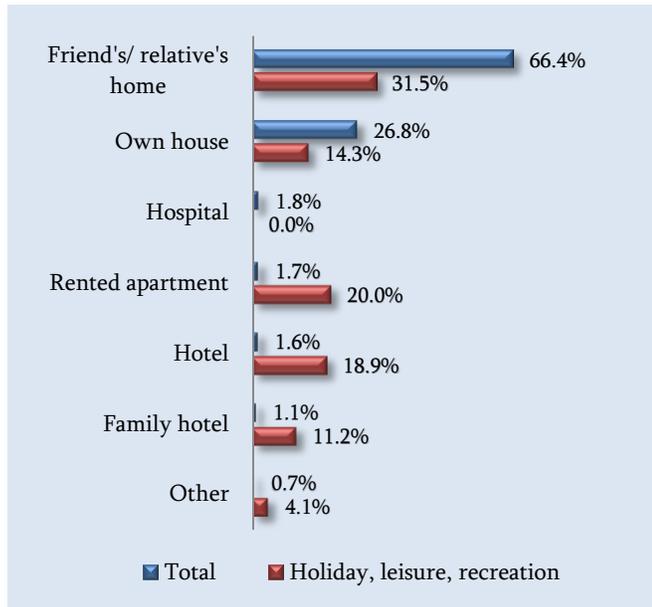


What accommodation types do they use?

Domestic visitors preferred to stay at friend's or relative's homes (66.4% of total overnight stays). "Own house" took second place with 26.8% of total overnight stays, and a hospital took third place (1.8%). For holiday visits specifically, 31.5% of total overnight stays included stays at friend's and relative's houses, while 20% used rented apartment (Figure 11).



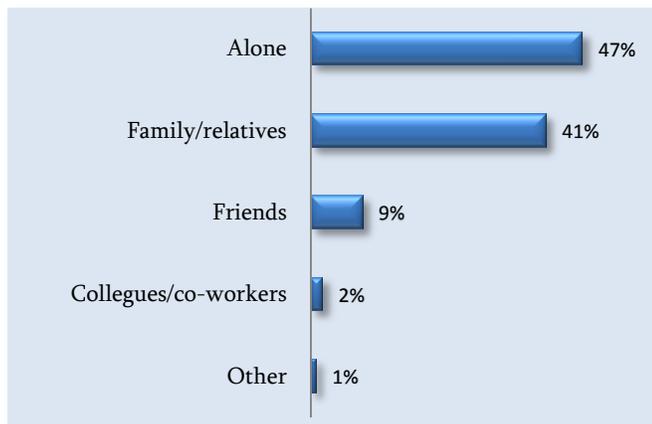
Figure 11: Accommodation (overnight stays)



Who do domestic visitors travel with?

Less than a half of the international visitors travel to Georgia alone (47%), while others had at least one companion during the trip. A typical companion is a family member/relative (41%) (Figure 12).

Figure 12: Persons accompanying on trip



How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of the second quarter of 2015 was more than 361 million GEL and the average expenditure per visit was around GEL 117.

Most expenditures were spent on shopping (over 108 million GEL, 30% of total expenses), followed by food and drinks (more than 100 million GEL, 28%), transportation (more than 66 million GEL, 18%), and Accommodation (over 6 million GEL, 2%) (Table 2).

Table 2: Expenditures

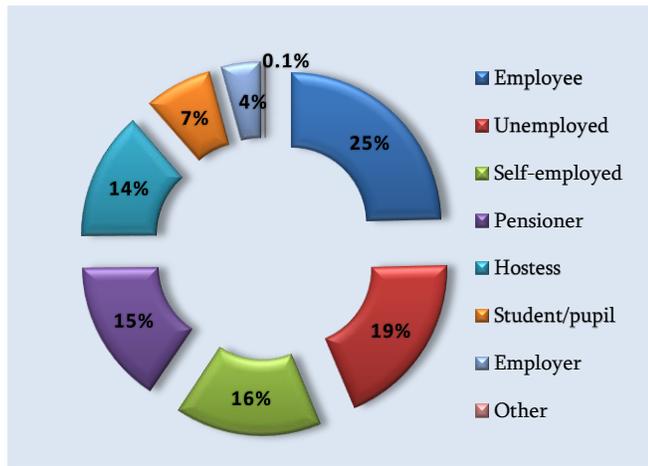
Expenditure components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	108,398	30%
Food and Drinks	100,494	28%
Transportation	66,827	18%
Accommodation	6,585	2%
Cultural and Entertainment Service	2,646	1%
Other	76,339	21%



Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (25%), followed by those unemployed (19%) and self-employed persons (16%) (Figure 13).

Figure 13: Economic activity of domestic visitors



This report was prepared by the Research and Planning Department of Georgian National Tourism Administration.

Tel: +995 322 43 69 99 (30)

E-mail: infostatistics@gnta.ge