



Introduction

This report presents the basic trends in domestic travel by Georgian residents for the period of fourth quarter of 2016. 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

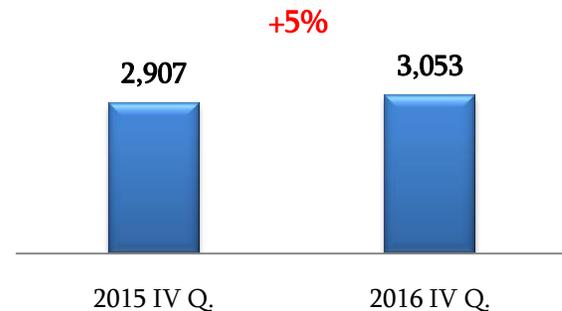
Domestic tourism generates significant economic activity and employment in the world, including in Georgia.

Domestic travel spending generated 72.3% of direct Travel & Tourism GDP in 2015, compared with 27.7% 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 3.05 million domestic trips in fourth quarter of 2016, representing 5% increase over the same period of last year (Figure 1).

Figure 1: Domestic visits 2015-2016 (in thousands)



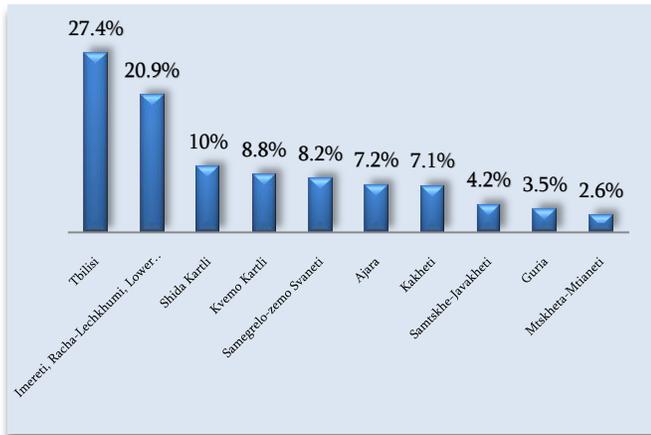
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi travelled the most, undertaking 27.4% of domestic visits (Figure 1).

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".

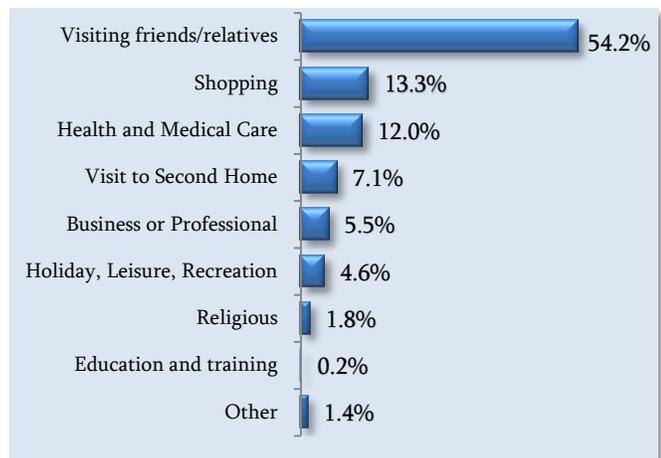
Figure 2: Domestic visits by region



What are the main purposes of domestic trips?

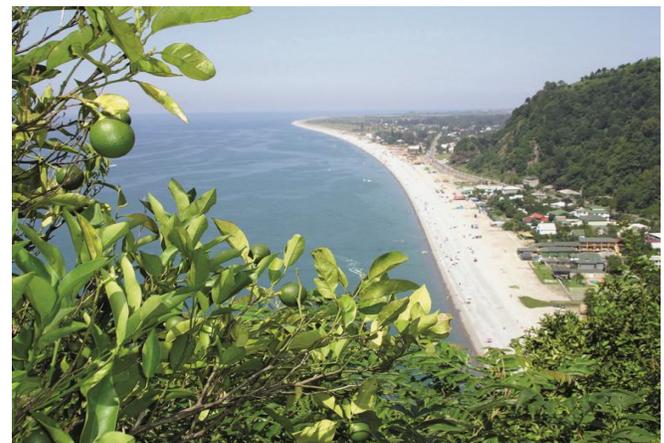
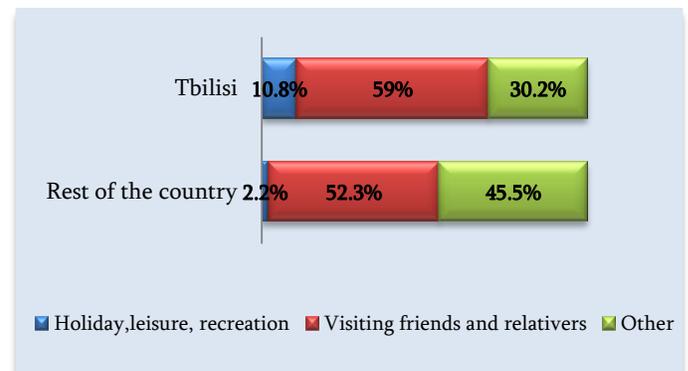
The majority of domestic visits were carried out for VFR (54.2%), followed by 13.3% for shopping, 12% of trips for health and medical care, while 7.1% were carried out for visiting second home (Figure 3).

Figure 3: Purpose of visit



There are slight differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 10.8% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while visits for the same purpose were smaller (2.2%) from the rest of the country. 59% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 52.3% (Figure 4).

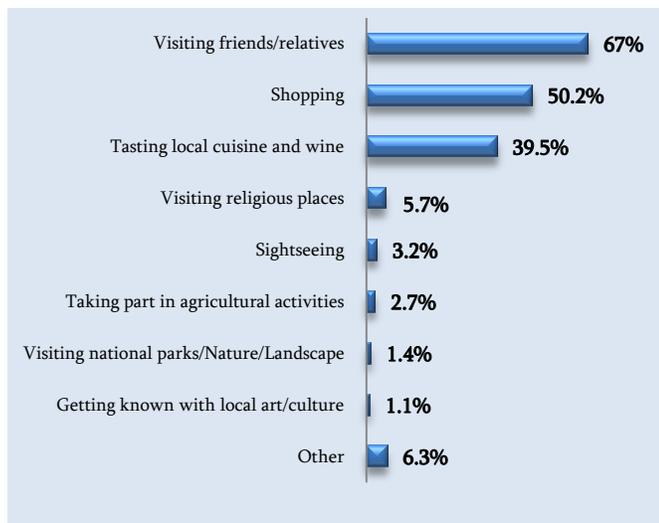
Figure 4: Purpose of visit by place of residence



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 (67%), shopping (50.2%) and tasting Georgian cuisine (39.5%) (Figure 5).

Figure 5: Popular Activities

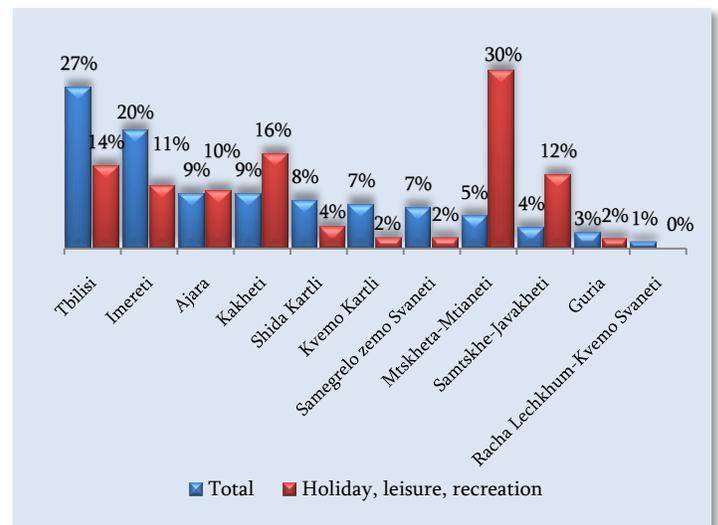


What regions do domestic travelers visit?

In fourth quarter of 2016, 20% of domestic trips were taken to the Imereti region, followed by 9% of trips to Adjara, and 9% to Kakheti.

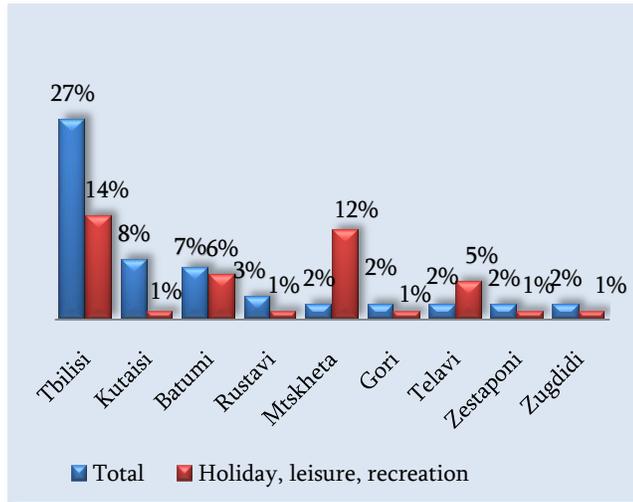
The most popular regions to visit for holiday, leisure and recreation purposes were the following: Mtskheta-Mtianeti (30%), Kakheti (16%), Tbilisi (14%) and Samtskhe-Javakheti (12%) (Figure 6).

Figure 6: Most visited Regions



Most domestic trips were made to Tbilisi (27%), followed by Kutaisi 8% and Batumi 7% (Figure 7).

Figure 7: Most visited destinations



How long do they travel?

In the fourth quarter of 2016, the total number of overnight stays was 4.9 mil, while the average trip length was 1.6 nights. 43% of domestic trips included at least one overnight stay (Table 1).

Table 1: Duration of Stay

| Place of residence | Average length of the trip |
|---|----------------------------|
| Tbilisi | 2.5 |
| Ajara | 2.1 |
| Samegrelo-zemo Svaneti | 1.6 |
| Guria | 1.4 |
| Imereti, Racha-Lechkhumi, Lower Svaneti | 1.3 |
| Kvemo Kartli | 1.2 |
| Samtskhe-Javakheti | 1.0 |
| Kakheti | 1.0 |
| Mtskheta-Mtianeti | 1.0 |
| Shida Kartli | 0.8 |

Average length of trips to visit second home was 4.5 nights, while average length for holiday trips was 1.9 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. 93% of visitors obtained information from their previous visit, while 25% - from their friends or relatives (Figure 8).

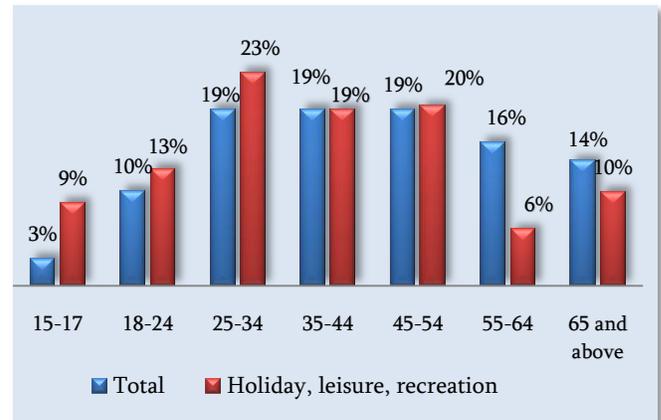
Figure 8: Information sources



What is the age and sex profile of domestic travelers?

The majority of Georgians taking a domestic trip were female (55%), while 45% were male. 19.2% of Georgians taking a domestic trip were 35-44 years old. This was followed by 19.2% ages 25 to 34 and 19.2% ages 45-54 (Figure 9).

Figure 9: By age group



What accommodation types do they use?

Domestic visitors preferred to stay at friend's or relative's homes (66.3% of total overnight stays). "Own house" took second place with 24.5% of total overnight stays and a hotels took third place (3.2%). For holiday visits specifically, 44.1% of total overnight stays included stays at friend's or relative's houses, while 22.7% used hotels (Figure 10).



Figure 10: Accommodation (overnight stays)

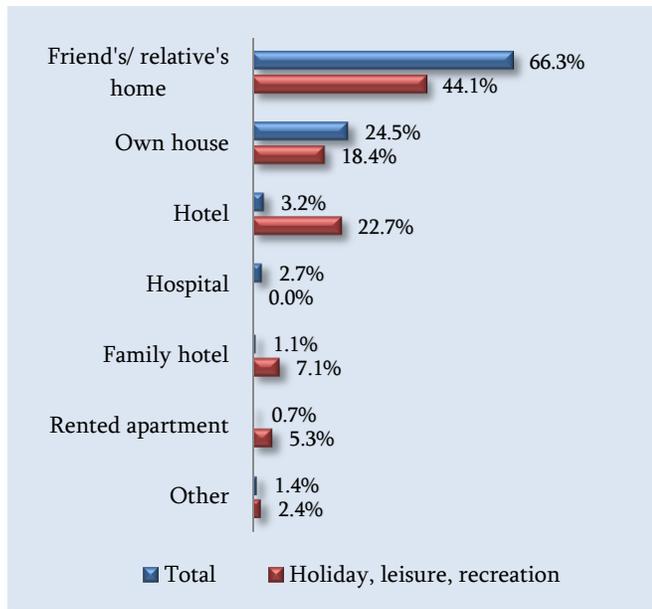


Table 2: Expenditures

| Expenditure components | Total Expenditure GEL (x1000) | Share of Total Expenditure |
|------------------------------------|-------------------------------|----------------------------|
| Shopping | 104,910 | 30% |
| Food and Drinks | 78,121 | 22% |
| Transportation | 64,941 | 18% |
| Accommodation | 5,120 | 1% |
| Cultural and Entertainment Service | 3,360 | 1% |
| Other | 95,981 | 27% |

How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of fourth quarter, 2016 was more than 352.43 million GEL and the average expenditure per visit was around GEL 115.5.

Most expenditures were spent on shopping (over 104.9 million GEL, 30% of total expenses), followed by food and drinks (more than 78 million GEL, 22%), transportation (more than 64.9 million GEL, 18%), and Accommodation (over 5 million GEL, 1%) (Table 2).

How satisfied are domestic visitors?

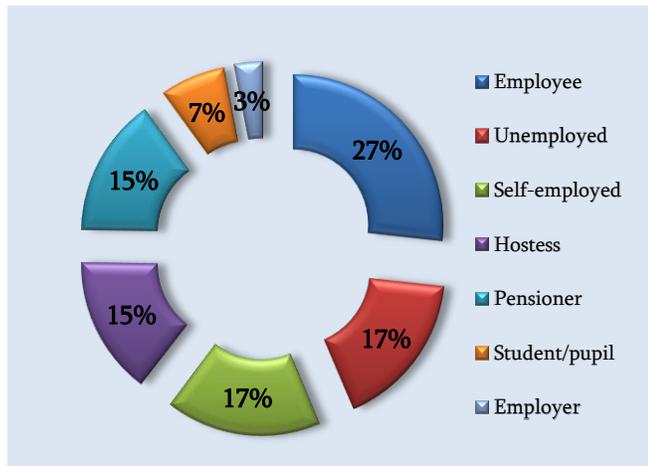
50% of domestic visitors were satisfied with their trips, 29%-highly satisfied, while 0.8% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.06.



Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (27%), followed by unemployed (17%) and self-employed persons (17%) (Figure 11).

Figure 11: 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 (18 20)

E-mail: infostatistics@gnta.ge