



Introduction

This report presents the basic trends in domestic travel by Georgian residents for the year 2016. Figures include the results of a household survey conducted by the National Statistical 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

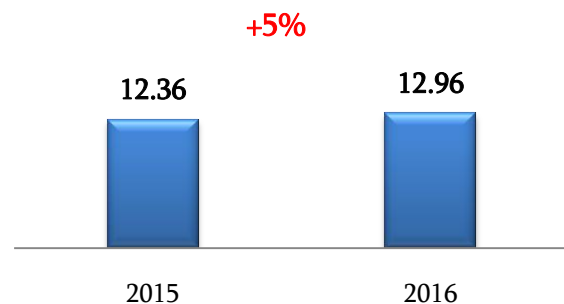
Domestic tourism generates significant economic activity and employment in the world, including in Georgia.

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 12.96 million domestic trips in 2016, representing 5% increase over the same period of last year (Figure 1).

Figure 1: Domestic visits 2015-2016 (million)



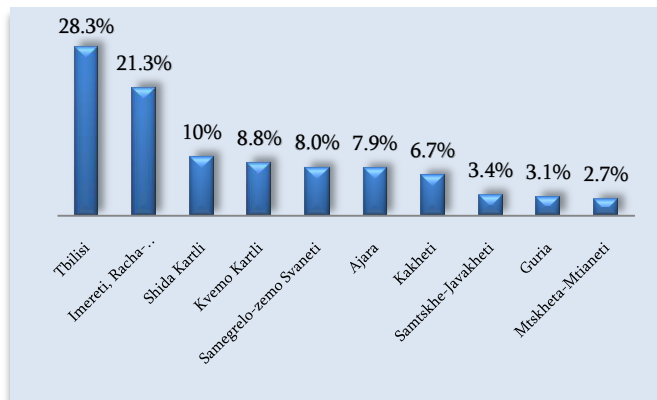
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi travelled the most, undertaking 28.3% of domestic visits (Figure 1).

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.

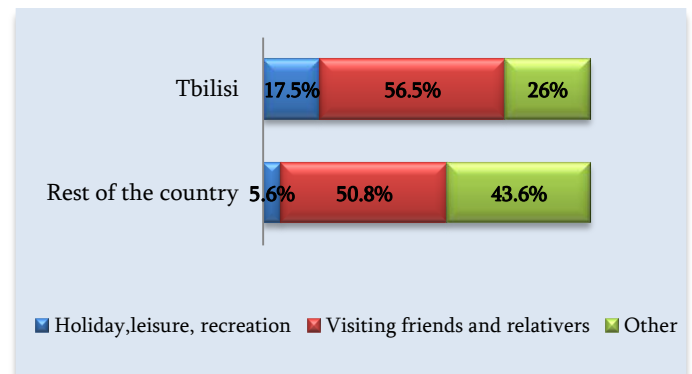
¹See World Travel & Tourism Council (2015): "The Economic Impact of Travel & Tourism 2015".

Figure 2: Domestic visits by region



There are some differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 17.5% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while visits for the same purpose were smaller (5.6%) from the rest of the country. 56.5% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 50.8% (Figure 4).

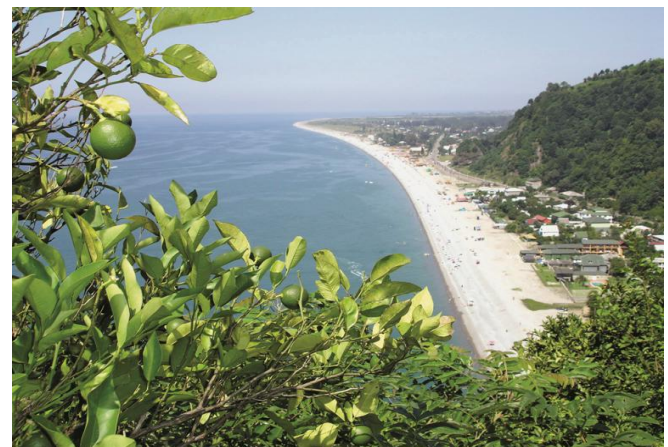
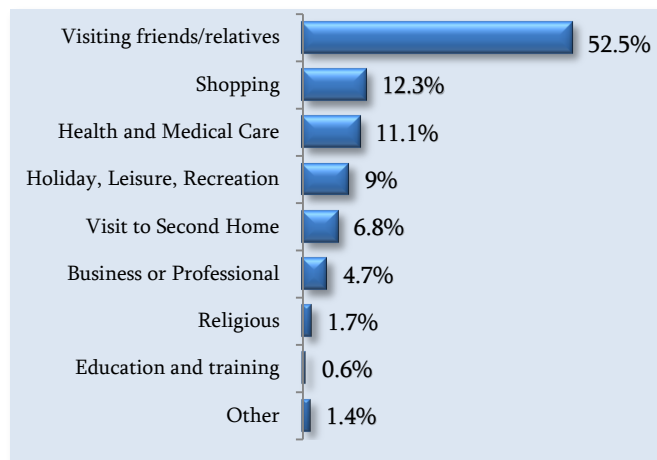
Figure 4: Purpose of visit by place of residence



What are the main purposes of domestic trips?

The majority of domestic visits were carried out for VFR (52.5%), followed by 12.3% for shopping, 11.1% of trips for health and medical care, while 9% were carried out for holiday, leisure and recreation (Figure 3).

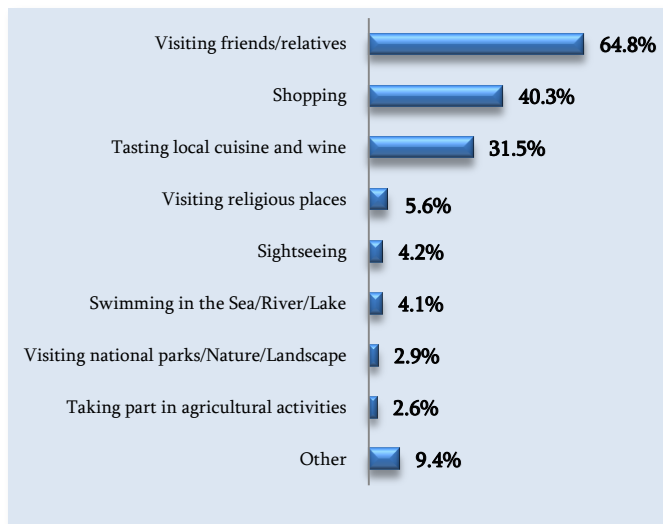
Figure 3: Purpose of visit



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 (64.8%), shopping (40.3%) and tasting local cuisine and wine (31.5%) (Figure 5).

Figure 5: Popular Activities

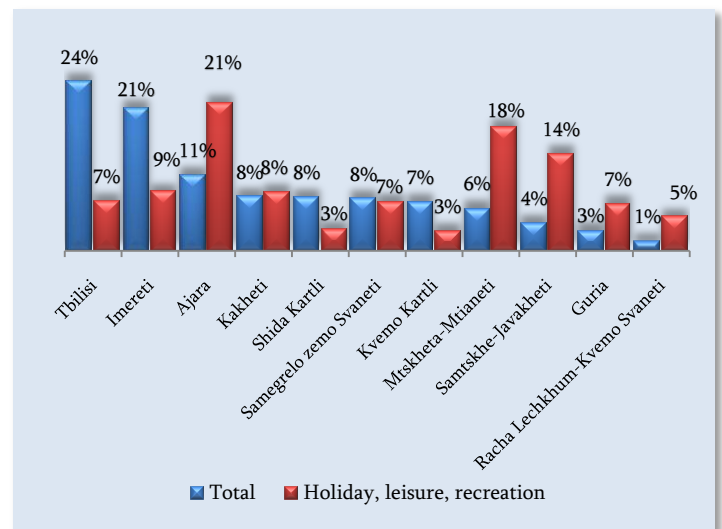


What regions do domestic travelers visit?

In 2016, 21% of domestic trips were taken to the Imereti region, followed by 11% of trips to Adjara, and 8% to Kakheti.

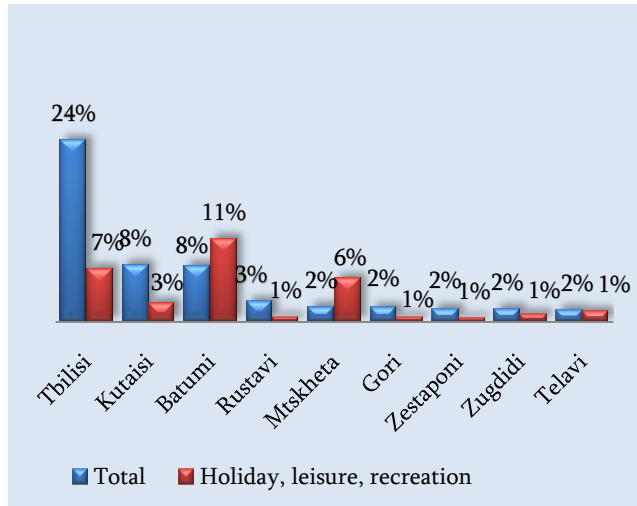
The most popular regions to visit for holiday, leisure and recreation purposes were the following: Ajara (21%), Mtskheta- Mtianeti (18%) and Samtskhe-Javakheti (14%) (Figure 6).

Figure 6: Most visited Regions



Most domestic trips were made to Tbilisi (24%), followed by Kutaisi 8% and Batumi 8% (Figure 7).

Figure 7: Most visited destinations



How long do they travel?

In 2016, the total number of overnight stays was 28.7 mil, while the average trip length was 2.2 nights. 46% 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	3.8
Ajara	2.1
Imereti, Racha-Lechkhumi, Lower Svaneti	1.8
Kvemo Kartli	1.7
Samegrelo-zemo Svaneti	1.7
Kakheti	1.6
Guria	1.4
Samtskhe-Javakheti	1.4
Shida Kartli	1.1
Mtskheta-Mtianeti	0.8

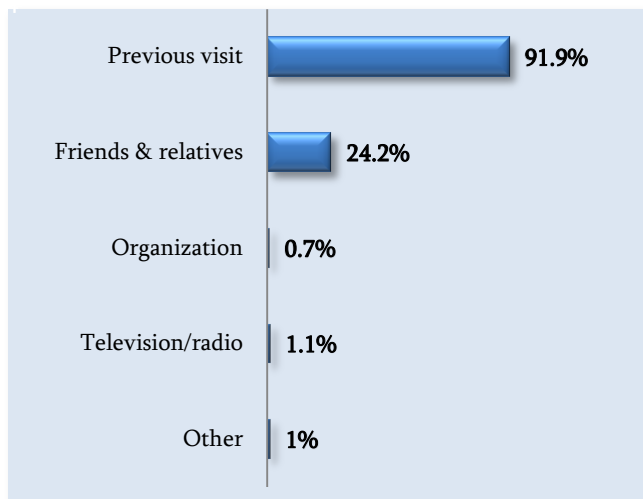
Average length of trips to visit second home was 5.2 nights, while average length for holiday trips was 4.9 night.



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. 91.9% of visitors obtained information from their previous visit, while 24.2% - from their friends or relatives (Figure 8).

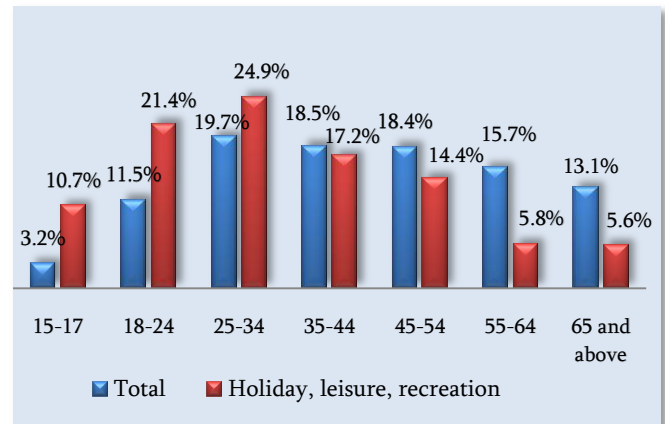
Figure 8: Information sources



What is the age and sex profile of domestic travelers?

The majority of Georgians taking a domestic trip were female (57%), while 43% were male. 19.7% of Georgians taking a domestic trip were 25-34 years old. This was followed by 18.5% ages 35 to 44 and 18.4% 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 (59.5% of total overnight stays). "Own house" took second place with 25.6% of total overnight stays and a rented apartment took third place (4.9%). For holiday visits specifically, 36.9% of total overnight stays included stays at friend's or relative's houses, while 19.3% used rented apartment (Figure 10).



Figure 10: Accommodation (overnight stays)

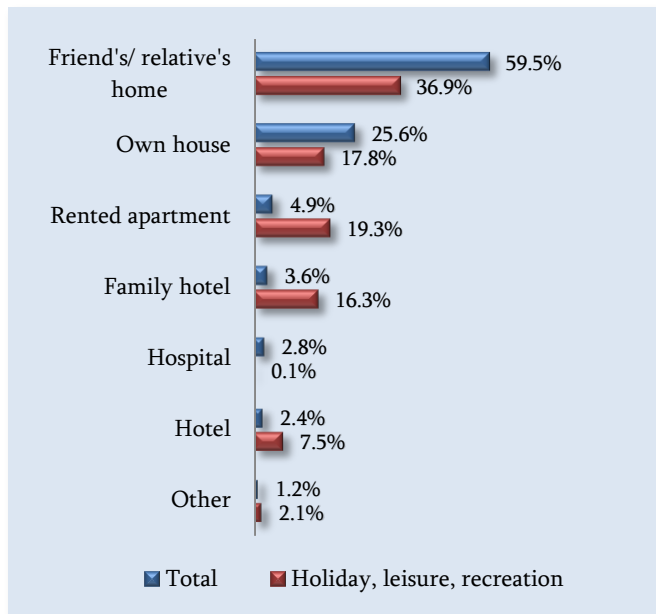


Table 2: Expenditures

Expenditure components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Food and Drinks	463,830	28.6%
Shopping	433,433	26.7%
Transportation	273,284	16.8%
Accommodation	75,209	4.6%
Cultural and Entertainment Service	26,898	1.7%
Other	349,449	21.5%

How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of year 2016 was more than 1.6 billion GEL and the average expenditure per visit was around GEL 125.

Most expenditures were spend on food and drinks (over 463.8 million GEL, 28.6% of total expenses), followed by shopping (more than 433.4 million GEL, 26.7%), transportation (more than 273 million GEL, 16.8%), and Accommodation (over 26 million GEL, 1.7%) (Table 2).

How satisfied are domestic visitors?

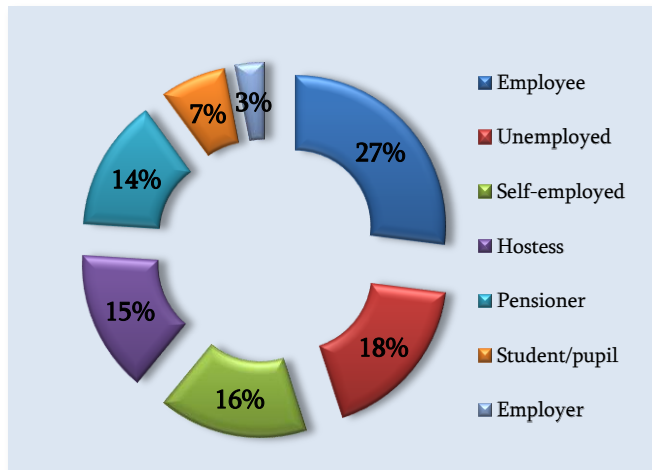
51% of domestic visitors were satisfied with their trips, 30%-highly satisfied, while 0.6% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.07.



Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (27%), followed by unemployed (18%) and self-employed persons (16%) (Figure 11).

Figure 11: Economic activity of domestic visitors



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