



2017

GEORGIAN TOURISM IN FIGURES

STRUCTURE &
INDUSTRY DATA

Summary

This yearbook provides statistical information on the Georgian tourism sector and the activities of the Georgian National Tourism Administration (GNTA) in 2017. It covers statistical data, trends, the activities undertaken by the GNTA to promote tourism and the standing of Georgia on international tourism indices.

In 2010, the GNTA was established as a Legal Entity of Public Law under the Ministry of Economy and Sustainable Development. The administration plays an essential role in the economic development of the tourism industry of Georgia. Its goals are to ensure the development of sustainable tourism through positioning Georgia as a unique travel destination on the international tourist map, to improve visitors' experiences, maximize their expenditures to significantly contribute to the national economy, and to effectively cooperate with strategic partners.

From a statistical viewpoint, the performance of the tourism industry in Georgia in 2017 can be characterized as a period of further growth. In 2017, the number of trips conducted by nonresident travelers grew by 1,182,534, overstepping the seven million mark for the first time.

Domestic and international tourism is an important factor in the Georgian economy. The expenditures of foreign visitors to Georgia have a significant effect on the balance of payments. Approximately 68% of Georgia's service export revenue comes from tourism. Revenues from international tourism displayed an increasing trend and reached 2.75 billion USD in 2017. Tourism made up 6.9% of total GDP. This is due to a 257 million GEL increase in value-added from tourism-related activities.

In 2017, there were a total 1,955 accommodation units registered in the GNTA database, comprising 65,943 beds. Classification of accommodations by the number of rooms showed that accommodation with five or fewer rooms was the largest category, with 766 such units (representing 39% of the total).

According to the Travel & Tourism Competitiveness Report 2017 Georgia ranks 70st among 136 nations (score: 3.70). Compared to 2015, there have been improvements in the following areas: Business Environment, Safety and Security, ICT Readiness,

Prioritization of Travel & Tourism, Environmental Sustainability, Air Transport Infrastructure, Ground and Port Infrastructure, Natural Resources, Cultural Resources and Business Travel.

Georgia has been successful in international relations as well. In 2017, two agreements and a memorandum of understanding on cooperation in the field of tourism were signed with Moldova, Jordan and Brazil.

The outlook for the tourism industry is highly optimistic. It is forecast that the sector will create more jobs and generate more income in the years to come. The number of trips to Georgia is expected to keep increasing, thanks to various steps taken by both the government, in general, and the GNTA, in particular. Georgian Tourism Strategy created in 2015 presents a ten year plan which should play a key role in accomplishing this aim successfully.

In 2017, the GNTA participated in 23 international and domestic tourism fairs and hosted 113 press and fam trips (683 journalists and 239 tour operators). In addition, the Georgian National Tourism Administration conducted an advertising campaign on the international online platform Tripadvisor.com in ten countries, on Expedia in three countries, a winter online marketing campaign in 19 countries, and a summer online marketing campaign in 14 countries. Furthermore, the advertising campaigns were conducted through the leading channels of the world, including: Discovery Channel, Euronews and BBC.

Among the actions taken by the GNTA to increase the number of visits are: development of tourism infrastructure, facilitation of international travel, improvement of service, increasing awareness of Georgia, implementation of marketing activities on domestic and international markets and development of tourist products.

We firmly believe that this publication will become an important source of data and information that you will come back to frequently.

International Traveler Trips

International traveler trips in Georgia have been growing rapidly in recent years. In 2017, they reached a record number of 7,902,509, representing an annual growth rate of 17.6%.

International traveler trips in Georgia include trips made by international visitors (82%) and other (non-tourist) trips (18%). Out of the total number of international visitor trips, 62.8% were tourist trips, and 37.2% were same-day trips.

The most popular season among international visitors is summer. During this season, the number of trips was 2,234,946 (June: 531,224; July: 763,593; August: 940,129), which accounted for 34.5% of all trips.

The majority of trips conducted by international visitors (excluding nonresident citizens of Georgia), 78.5% (4,731,057), were from neighboring countries. Only 21.5% (1,295,641) were from other countries.

Azerbaijan was the leader in terms of international visitor trips - 1,301,556 (an increase of 21%), while Russia occupied first place in terms of growth (+285,792). The highest growth in the number of trips by Russian visitors was registered in July (+63,926) and August (+42,684). There was also a significant growth in the number of trips by Azerbaijani (+225,736), Iranian (+152,616) and Armenian (+134,934) visitors. This growth was primarily the result of new direct flights, press trips and marketing campaigns administered by the Georgian National Tourism Administration.

In 2017, 283,312 trips were conducted by EU visitors (+23.5% more than the previous year) in Georgia, which is 4.7% of total trips (excluding nonresident citizens of Georgia).

The largest share of international visitor trips in Georgia, 4,958,039 (76.5%), were by land transport, followed by air transport 1,439,689 (22.2%). Trips by rail and sea were 53,416 (0.8%) and 31,686 (0.5%), respectively. The busiest border was Tbilisi Airport, which saw 1,133,811 trips in 2017, amounting to 17.5% of all trips to Georgia. This was followed by Sarpi (Turkish border) at 17% and Kazbegi (Russian border) at 16.1%.

Basic Information

International travel statistics are provided by the Information-Analytical Department of the Ministry of Internal Affairs of Georgia.

Methodology

International travel statistics describe the dynamics of inbound travelers registered at 21 border checkpoints. It should be noted that one more border checkpoint - the Railway of Kartsakhi - was added to the list in 2017.

Main published indicators:

In line with UNWTO recommendations, an international traveler is someone who moves between different geographic locations for any purpose and any duration. It excludes foreign citizens who are Georgian residents and includes Georgian citizens who are foreign residents.

An international visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. The usual environment of an individual, a key concept in tourism, is defined as the geographical area within which an individual conducts his/her regular life routines. For defining the usual environment in Georgia, travelers conducting eight or more trips are excluded from the data.

A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

Others (non-tourist) are characterized by the reason for which they are excluded from being defined as visitors: either being less than 15 years old, or being within their usual environment.

More detailed information can be found on the Georgian National Tourism Administration's website: www.gnta.ge

The share of trips from neighboring countries in the total number of international traveler trips is decreasing. In 2017, trips from neighboring countries totaled 4,731,057, registering a 16.4% growth rate compared with the previous year. The increase in number of trips from other countries was rather large, reaching 1,295,641 trips. As a result, the share of neighboring countries in total number of trips decreased from 81.9% to 78.5%. Structural changes in trips are foreseen by the tourism strategy of Georgia.

Iran outstripped Ukraine in the number of international visitor trips. A liberalized visa regime and direct flights from Iran led to a rapid increase in the number of trips. Iran ranked in the top 5 countries by registering 282,549 annual trips (an increase of 117.5%) in 2017.

Trips conducted by air transport are increasing The number of air transport visitor trips reached 1,439,689, representing a 44.1% growth rate. As a result, the share of air transport passengers in total visits increased from 18.5% to 22.2%.

Awareness about Georgia is increasing among the high-spending Gulf countries. In 2017, the number of trips conducted by visitors from Gulf countries amounted to 84,899 (an increase of 72.8%). Significant growth was registered from the following countries: Saudi Arabia (+159.8%), Kuwait (+146.2%), Bahrain (+76.4%), and Qatar (+74.3%).

The number of international visitor trips from the CIS and European Union to Georgia is increasing. In 2017, the number of trips from the CIS increased by 21.2%, reaching 3,851,001. The number of trips

increased from all member countries, with significant growth from Turkmenistan (+139.1%), Uzbekistan (+50.8%), Russia (+33.7%), Belarus (+28%), and Tajikistan (+24.8%). Significant growth was registered from European Union countries as well. The number of trips by European visitors reached 283,312 (an increase of 23.5%), with significant growth from the following countries: Germany (an increase of 28.7%), Poland (an increase of 17.6%), the United Kingdom (an increase of 44.7%), France (an increase of 31.7%), and the Netherlands (an increase of 32.9%).

Russia is the leader in number of international tourist trips. The number of trips conducted by Russian tourists is increasing significantly every year. In 2017, the number of tourist visits from Russia reached 825,437, with the growth rate of 35.8%.

The share of tourist trips in the number of international visitor trips from non-neighboring countries is comparably larger (excluding nonresident citizens of Georgia). The structure of trips from neighboring and non-neighboring countries are significantly different from each other. While the share of tourist trips in total visitor trips from neighboring countries was only 51.8% (2,448,551), the same indicator for non-neighboring countries equaled 93.9% (1,216,219).

Record growth in total visitor trips was primarily caused by tourist trips. The total number of trips increased by 1,090,014, and the share of tourist trips in this growth was 70.8% (+772,079).

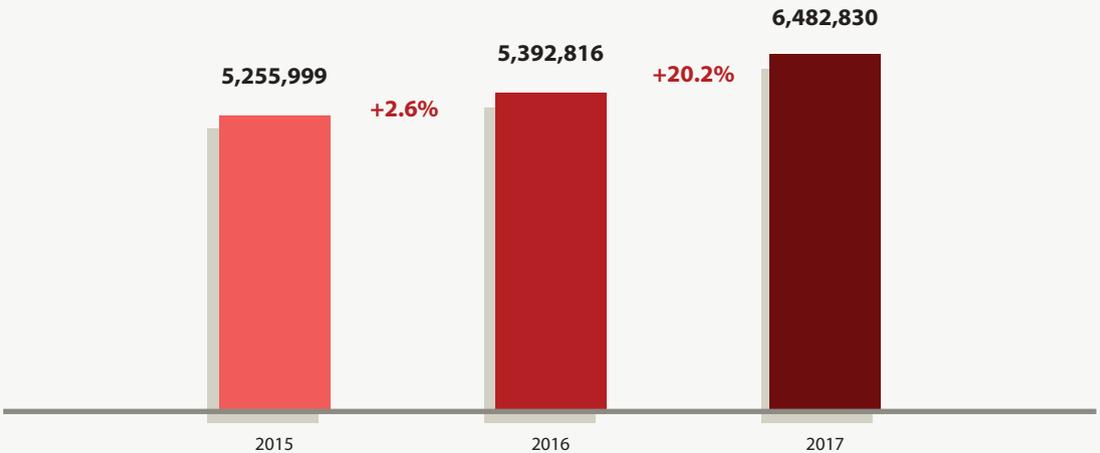


International Travel Classification

	2015	2016	2017	% Change 2016-2017
International Traveler Trips	6,305,635	6,719,975	7,902,509	17.6%
International Visitor Trips	5,255,999	5,392,816	6,482,830	20.2%
Tourist Visits	3,011,663	3,297,275	4,069,354	23.4%
Same Day Visits	2,244,336	2,095,541	2,413,476	15.2%
Other Trips (Non-tourist)	1,049,636	1,327,159	1,419,679	7%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips



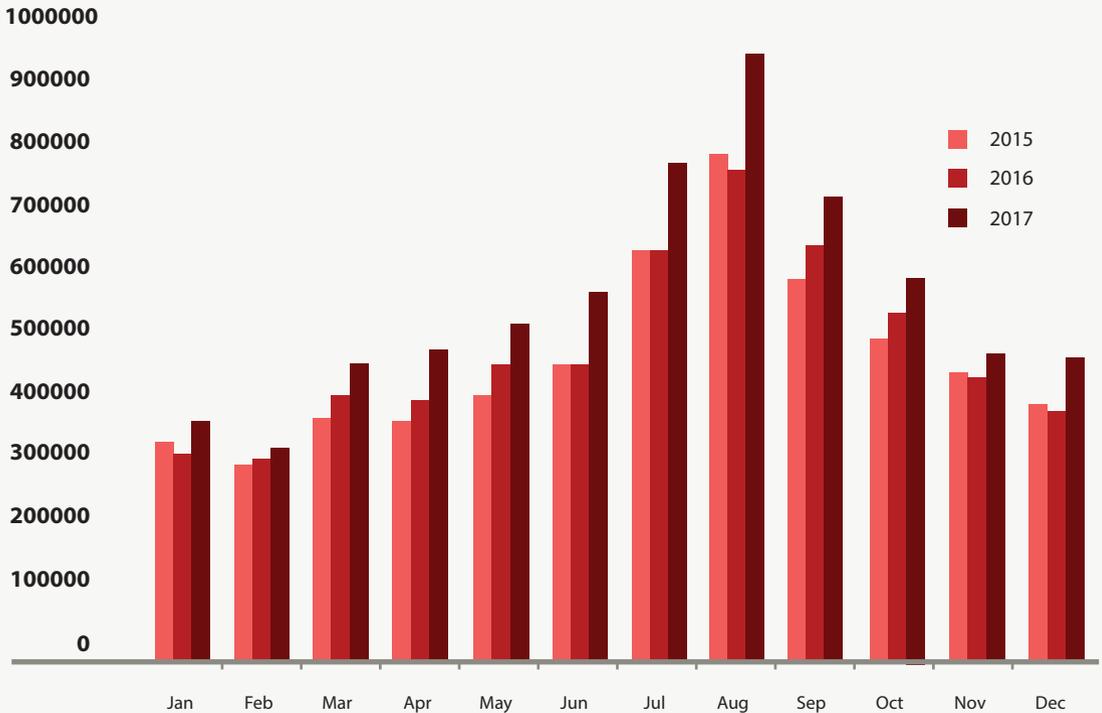
Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Region

Region	2016	2017	Change	% Change
Total	5,392,816	6,482,830	1,090,014	20.2%
Europe	4,641,856	5,440,839	798,983	17.2%
Americas	33,931	42,485	8,554	25.2%
East Asia/Pacific	204,208	397,148	192,940	94.5%
Africa	6,302	8,193	1,891	30%
Middle East	71,377	131,533	60,156	84.3%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Month



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia



Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips top 10 Countries

Country	2016	2017	Change	% Change
Azerbaijan	1,075,820	1,301,556	225,736	21%
Armenia	1,152,234	1,287,168	134,934	11.7%
Russia	849,265	1,135,057	285,792	33.7%
Turkey	988,312	1,007,276	18,964	1.9%
Georgia (nonresident)	429,343	456,132	26,789	6.2%
Iran	129,933	282,549	152,616	117.5%
Ukraine	151,630	169,862	18,232	12%
Israel	85,398	115,040	29,642	34.7%
Poland	41,609	48,913	7,304	17.6%
Kazakhstan	40,895	47,241	6,346	15.5%

Source: The Ministry of Internal Affairs of Georgia

International Tourist Visits Top 10 Countries

Country	2016	2017	Change	% Change
Russia	607,626	825,437	217,811	35.8%
Azerbaijan	510,771	608,682	97,911	19.2%
Turkey	557,303	547,983	-9,320	-1.7%
Armenia	404,497	466,449	61,952	15.3%
Georgia (nonresident)	378,404	404,584	26,180	6.9%
Iran	124,864	273,842	148,978	119.3%
Ukraine	131,835	147,389	15,554	11.8%
Israel	83,451	112,827	29,376	35.2%
Poland	40,671	47,604	6,933	17%
Kazakhstan	38,194	43,699	5,505	14.4%

Source: The Ministry of Internal Affairs of Georgia

International Visitor Trips by Borders

Border name	Border with	2016	2017	Change	% Change
Total	↓	5,392,816	6,482,830	1,090,014	20.2%
Including	↓	↓	↓	↓	↓
Tbilisi Airport	786,094	1,133,811	347,717	44.2%
Sarpi	Turkey	1,084,367	1,101,317	16,950	1.6%
Kazbegi	Russia	846,337	1,045,488	199,151	23.5%
Tsiteli Khidi	Azerbaijan	887,059	1,018,548	131,489	14.8%
Sadakhlo	Armenia	875,793	1,012,111	136,318	15.6%
Tsodna	Azerbaijan	187,147	209,673	22,526	12%
Batumi Airport	120,763	193,699	72,936	60.4%
Ninotsminda	Armenia	163,664	177,753	14,089	8.6%
Vale	Turkey	113,791	146,052	32,261	28.4%
Kartsakhi	Turkey	49,188	118,822	69,634	141.6%
Kutaisi Airport	91,905	112,179	20,274	22.1%
Vakhtangisi	Armenia	70,207	75,675	5,468	7.8%
Guguti	Armenia	34,925	51,895	16,970	48.6%
Sadakhlo Railway	Armenia	23,883	27,180	3,297	13.8%
Gardabani Railway	Azerbaijan	20,918	26,195	5,277	25.2%
Poti Port	16,327	16,876	549	3.4%
Batumi Port	17,578	12,953	-4,625	-26.3%
Kulevi Port	2,185	1,857	-328	-15%
Samtatskaro	Azerbaijan	474	480	6	1.3%
Akhkerpi	Armenia	211	225	14	6.6%
Kartsakhi Railway	Turkey	0	41	41	

Source: The Ministry of Internal Affairs of Georgia

Travel Behavior of International Visitors

In 2017 the number of international trips to Georgia amounted to 6,482,830. A total of 62.8% (4,069,354) trips included at least one overnight stay, which by definition is a tourist trip. 37.2% were day trips (2,413,476).

The majority of visitors were male (62.3%), and visitors between 31-50 years old were the largest age group (46.1%).

Out of total number of trips, 75.8% were repeat trips and 24.2% of trips were for the first time. Most of the neighboring country residents have traveled to Georgia before.

Duration and Purpose of Travel

International visitor trips were mostly undertaken for holiday, leisure or recreation purposes (37.7%). Other frequently observed purposes included visiting friends or relatives (22.2%), transit (18.1%), shopping (9.5%), business, professional trips (8.2%) and health and medical care (2.7%). Only 1.4% of trips were for other purposes.

The average duration of a trip was four nights. Visits from neighboring countries tend to last for shorter periods, except for trips from Russia, which averaged six nights.

Accommodation

During this period, the total number of overnight stays was 27,717,127. The most used form of accommodation was a private home of friend, relative (33.3%). Slightly more than a quarter of tourists stayed in hotels (27.5%). Other types of accommodation were less utilized by international visitors. 15.1% stayed in guesthouse, hostel.

Travel Destinations

50% of international trips were to the capital city of Georgia, followed by 29.7% of trips to Batumi. Other destinations had a lower number of visits. Among the most popular destinations were Marneuli (13.5%) and Kazbegi (7.5%); Other destinations included: Mtskheta (6.6%), Gudauri (5.5%), Kutaisi (5.1%), Signagi (4.5%), Borjomi (4.2%) and Kobuleti (3.6%).

Expenditure

Total expenditure by international visitors during the estimation period was 5.8 billion GEL, and average expenditure per visit was 889 GEL. The largest share of visitors' expenditures was registered on served food and drinks (25.6% of total expenses) and accommodation (23% of total expenses). 18.5% of expenditures were made on cultural and entertainment services, and only 13.7% was spent on shopping.

Basic Information

The National Statistics Office of Georgia conducted this research to determine the structure of international trips to Georgia.

Methodology

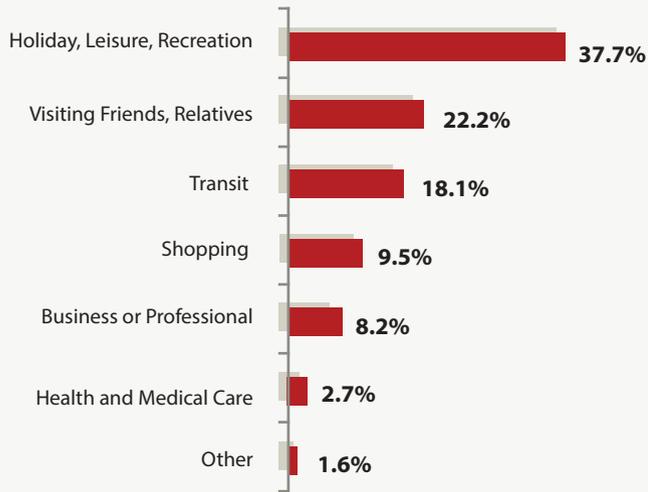
The survey was in a face-to-face format, and a printed questionnaire was used. The data was gathered via a survey using quantitative research techniques based on recommendations of the United Nations World Tourism Organisation. A stratified systematic sample method was applied to selected respondents. Sample size varied across the quarters: I, II and IV quarters - 900 respondents monthly, III quarter - 1,300 respondents monthly. Interviews were conducted with international visitors aged 15 years or older at the moment of leaving Georgia. The interviews took place at the ten biggest checkpoints (airport, land).

Main Published Indicators

Place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, source of information, accompanying persons, means of transport, organization of a trip, popular activities and attractions, and satisfaction level.

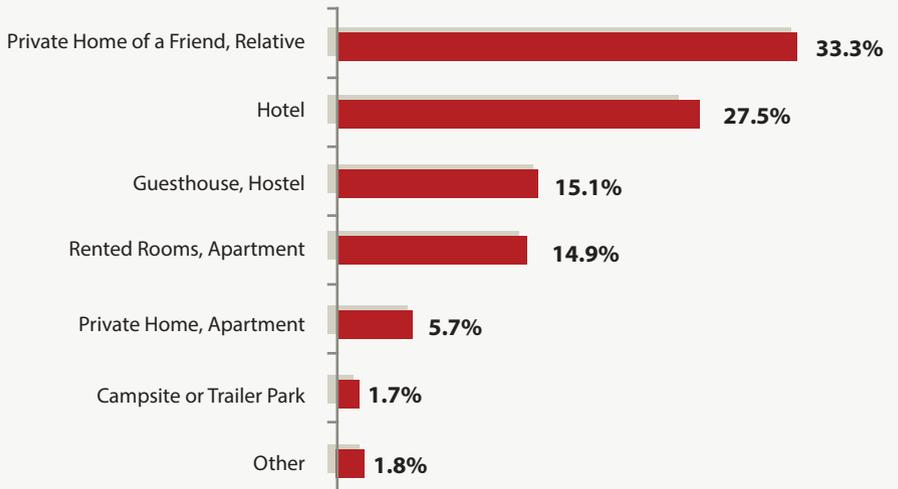
More detailed information can be found at www.gnta.ge and www.geostat.ge.

Main Purpose of Trip



Source: National Statistics Office of Georgia

Nights Spend



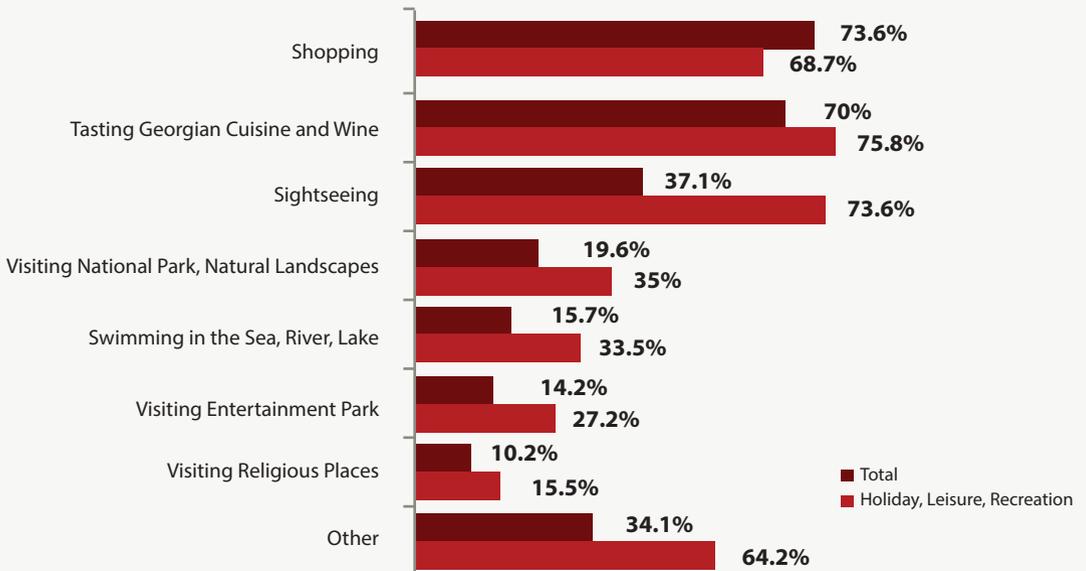
Source: National Statistics Office of Georgia

Average Length of Stay by Country of Residence

Country of Residence	Average Overnights
Russia	6
Azerbaijan	2
Armenia	2
Turkey	2

Source: National Statistics Office of Georgia

Popular Tourism Activities



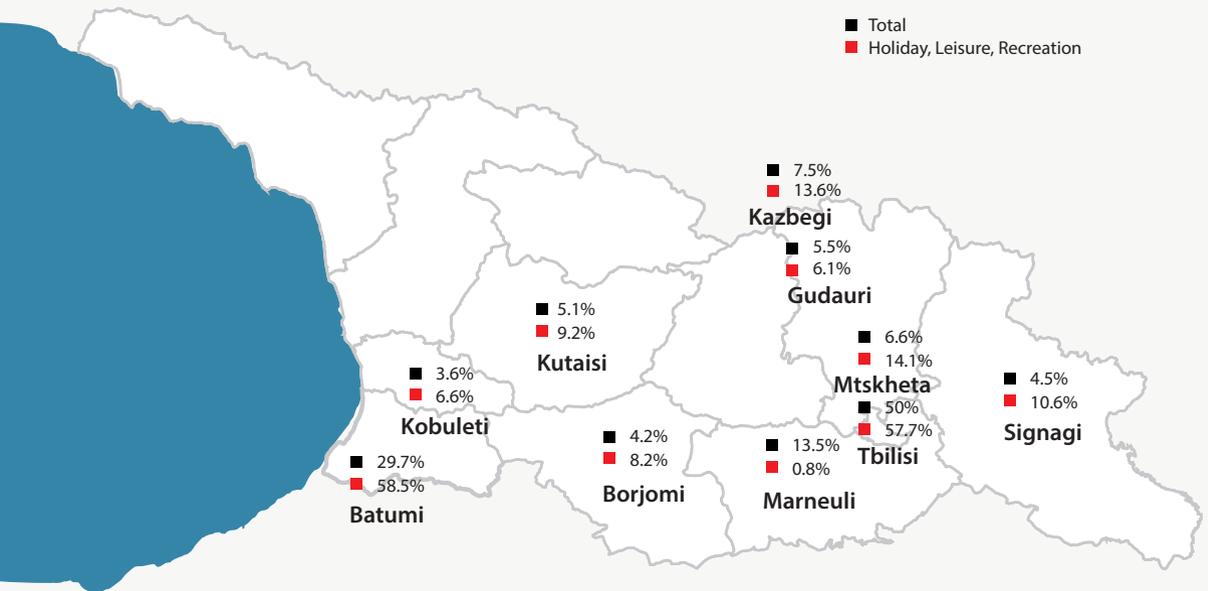
Source: National Statistics Office of Georgia

Expenditure Structure

Components	Total Expenditure (1000 GEL)	Share of Total Expenditure
Served Food and Drinks	1,476,535	25.6%
Accommodation	1,326,905	23%
Cultural and Entertainment Services	1,065,962	18.5%
Shopping	789,717	13.7%
Local Transport	483,448	8.4%
Other Expenditures	619,025	10.8%

Source: National Statistics Office of Georgia

Most Visited Destinations



Source: National Statistics Office of Georgia

Travel Behavior of the Georgian Residential Population

In 2017, the number of domestic visits within Georgia amounted to 12.6 million. The majority of visits were from Tbilisi (26.1%). Most visits were to large cities.

Duration and Purpose of Travel

Visitors' average trip length was two nights and varied by place of residence. Visitors from Tbilisi tended to stay for longer periods (three nights, on average), while on average, other visitors spend one night away from their usual environment.

The majority of domestic visits (50.4%) were carried out by domestic residents for the purpose of visiting friends or relatives. Shopping was the main reason for 13.4% of visitors. A significant share (11.2%) was for health and medical care. As for leisure and recreation, only 9.9% of visits were made for this purpose. Other frequently observed purposes were: visits to a second home (6.5%) and business and professional purposes (4.4%).

Travel Destinations

About 25.5% of total domestic trips were made to the capital, followed by 9.3% to Batumi and 8% to Kutaisi. Among other destinations were: Rustavi (2.6%), Mtskheta (2.5%), Gori (1.6%), Telavi (1.5%), and Marneuli (1.5%).

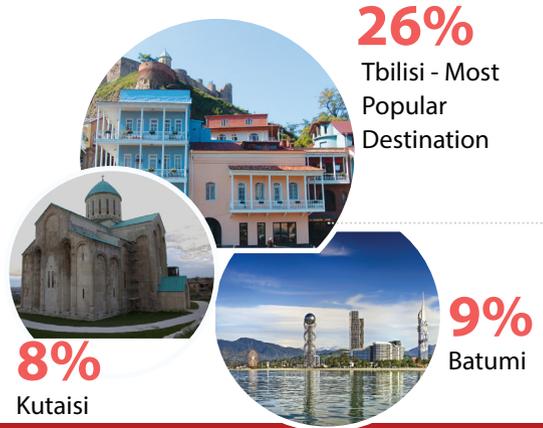
Among the regions, the most popular places were Imereti, Ajara and Samegrelo-Upper Svaneti with 18.6%, 12.9%, and 7.3% of total domestic visits, respectively.

Accommodation

During this period, the total number of overnight stays was 23.97 million, including the 61.8% of domestic travelers who stayed in the private homes of friends and relatives. This is partially a consequence of the dominant influence of the "visiting friends and relatives" segment. A considerably number of domestic visitors, 24.7% stayed in their own homes, while 3.9% stayed in a family hotel.

Expenditure

Total expenditure by domestic visitors during the estimation period was 1.6 billion GEL; average expenditure per visit was 129 GEL. The largest share of visitors' expenditures, 30.8%, was registered for shopping.



Basic information

The National Statistics Office of Georgia conducted this research to determine the structure of domestic visits within Georgia.

Methodology

The results of this report are based on in-person, face-to-face interviews with respondents living in households throughout the territory of Georgia. The survey was designed to collect information from a representative sample of the resident population aged 15 and above who had a travel experience within the country in the last month.

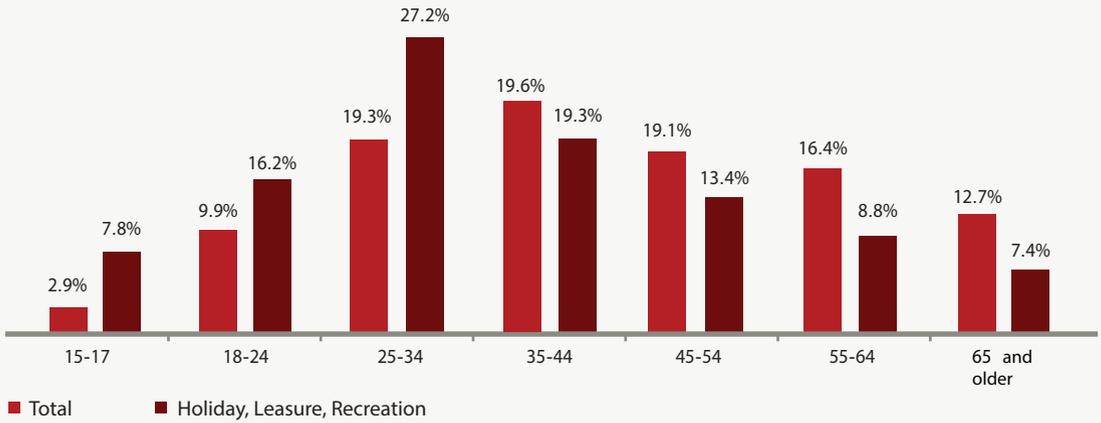
In line with UNWTO Recommendations on Tourism Statistics, domestic tourism refers to trips of residents within Georgia to a location outside of their usual environment.

In the context of tourism statistics, two simultaneous methods are used for the classification of a domestic visit: location and frequency. The location method takes into consideration the municipal structure of the country. For defining the usual environment it is crucial whether the domestic traveler made a visit out of his/her municipality. The second criteria 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 as regular and is therefore classified as a domestic visit.

Main published indicators include: place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, source of information, means of transport, satisfaction level and expenditure.

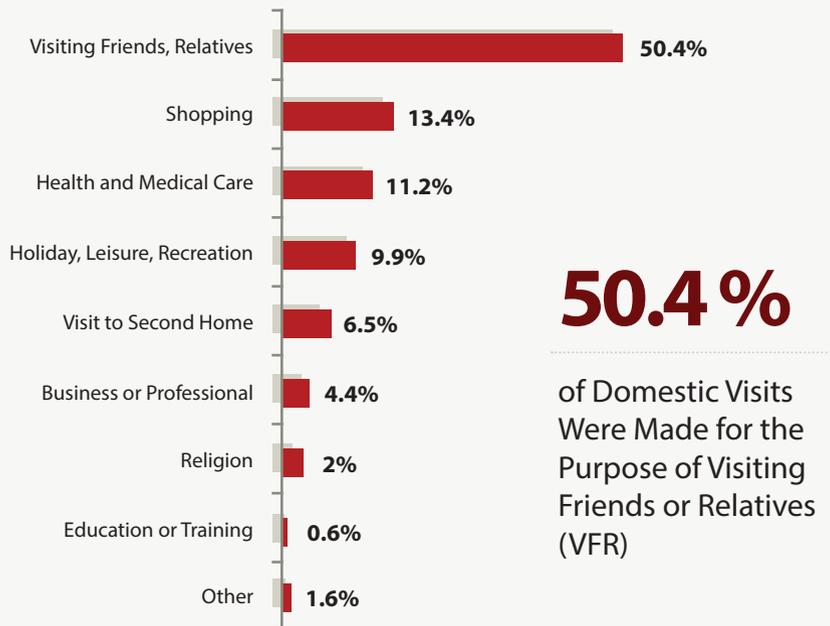
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Age Groups



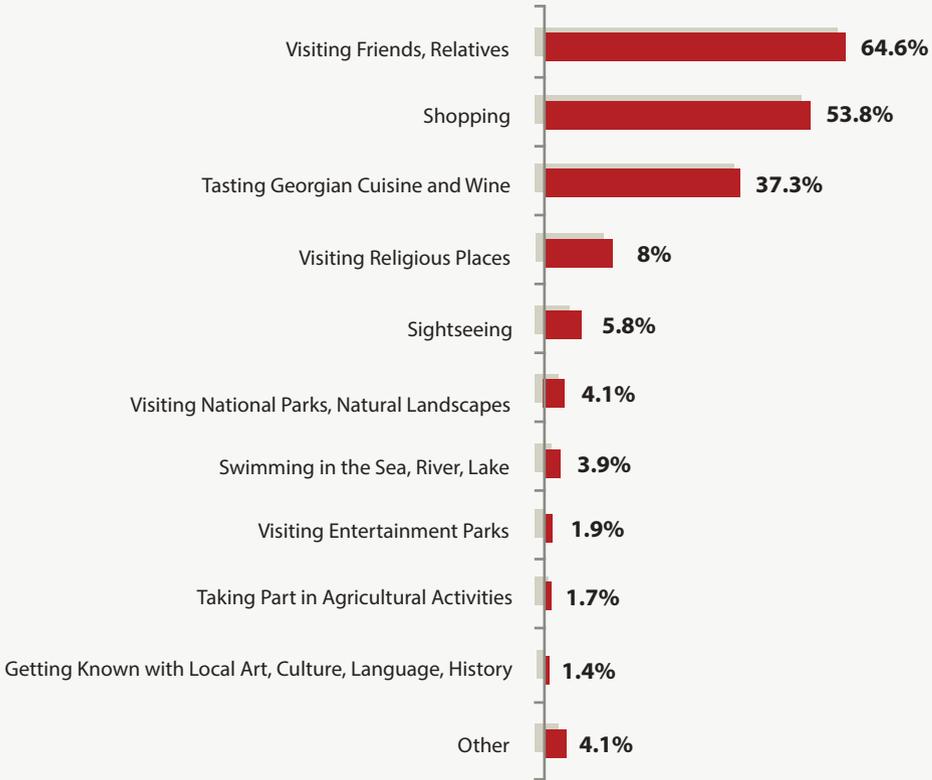
Source: National Statistics Office of Georgia

Main Purpose of Visit



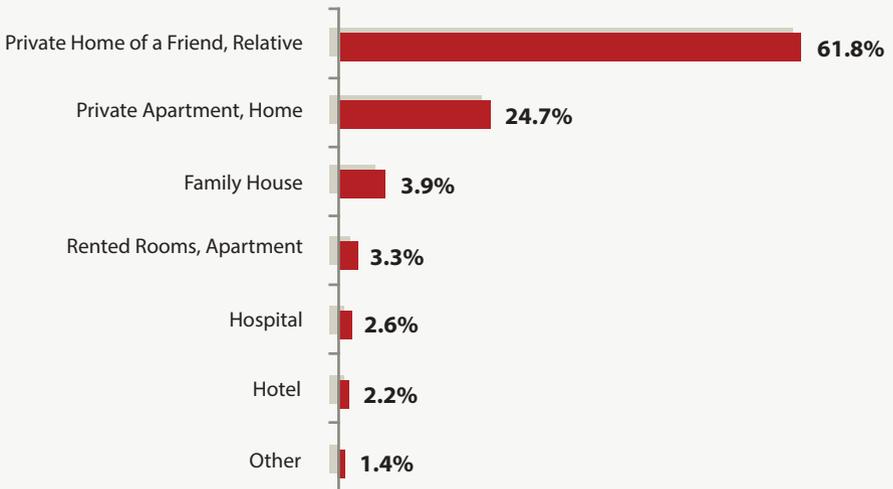
Source: National Statistics Office of Georgia

Popular Tourism Activities



Source: National Statistics Office of Georgia

Nights Spend



Source: National Statistics Office of Georgia

Expenditure Structure

Components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	503,137	30.8%
Served Food and Drinks	400,712	24.6%
Local Transport	303,918	18.6%
Accommodation	66,626	4.1%
Cultural and Entertainment Services	21,051	1.3%
Other Expenditures	336,076	20.6%

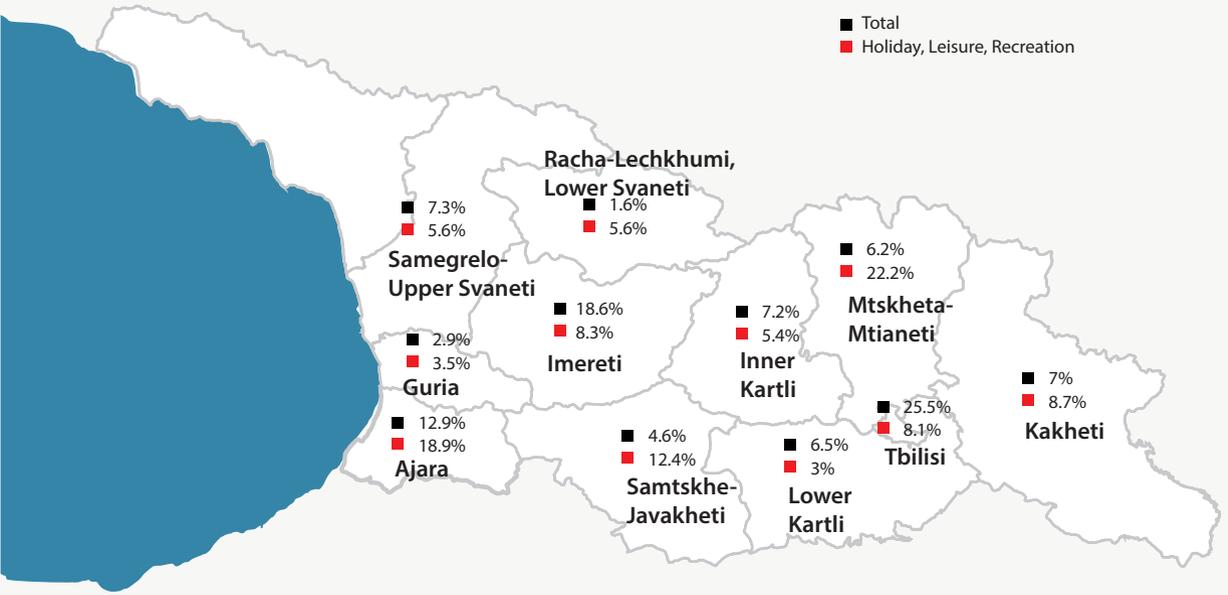
Source: National Statistics Office of Georgia

Duration of Stay According to the Place of Residence

Place of Residence	Average Overnights
Tbilisi	3
Guria	2
Imereti, Racha-Lechkhumi, Lower Svaneti	2
Samegrelo-Upper Svaneti	2
Lower Kartli	1
Kakheti	1
Samtskhe-Javakheti	1
Ajara	1
Inner Kartli	1
Mtskheta-Mtianeti	1

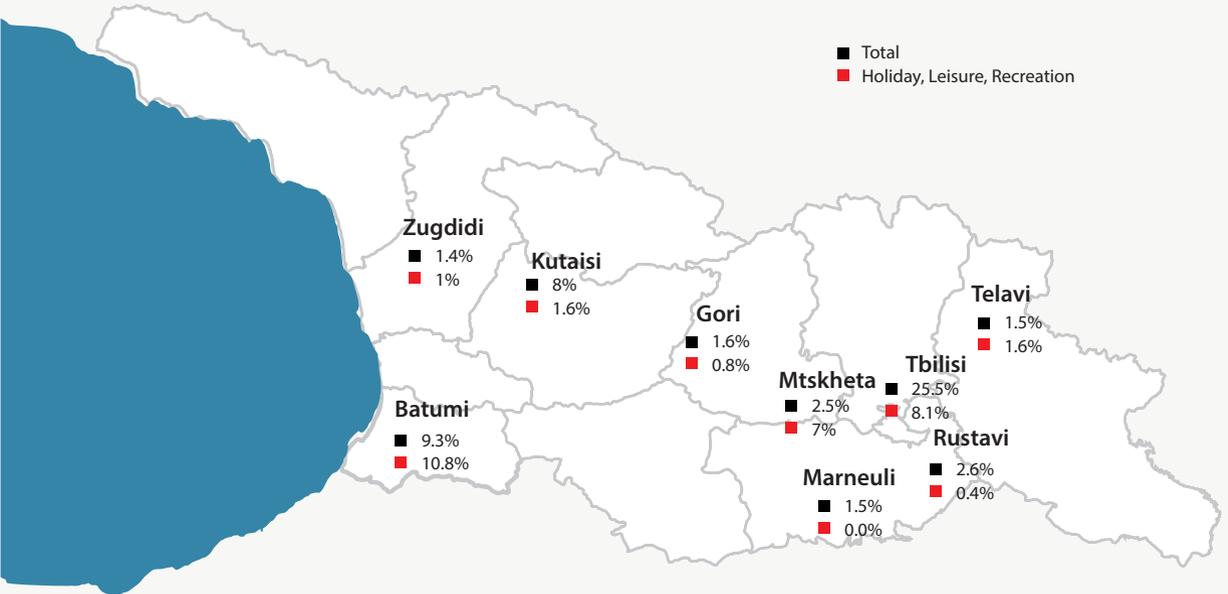
Source: National Statistics Office of Georgia

Most Visited Regions



Source: National Statistics Office of Georgia

Most Visited Destinations



Source: National Statistics Office of Georgia

Tourism - an Important Sector of the Economy

Travel and Tourism is one of the largest and fastest growing service industries globally. According to the World Travel and Tourism Council (WTTC), the industry's direct contribution to world GDP in 2017 was 2.6 Trillion USD (3.2% of GDP) and it supported 118 million jobs. However, taking into account the combined direct and indirect impact of travel and tourism, the WTTC assesses the total economic contribution of this sector to be 10.4% of world GDP in 2017. It is responsible for 1 in 10 jobs, 4.5% of total economic investment and 6.5% of world exports (Economic Impact of Travel and Tourism 2018, Annual Update, WTTC).

Tourism - an Invisible Export

The expenditure of foreign guests in Georgia has a huge effect on the national balance of payments. Approximately 68% of Georgia's service export revenues come from tourism. On the asset side, the balance of payments reports Georgia's income from foreign visitors; On the liabilities side, it shows the expenditure of Georgian residents while abroad. In 2017, the foreign exchange income from foreign tourism in Georgia amounted to 2.75 billion USD, which is 27% higher than in 2016. Foreign exchange expenditures for foreign tourism in Georgia amounted to 0.46 billion USD; compared to 2016 this indicator also increased by 20%. In 2017, the balance of foreign tourism in Georgia amounted to 2.29 billion USD, an 28.5% increase over 2016.

In 2017, foreign card operations of international travelers amounted to 2.06 billion GEL, an increase of 26.8%, compared to 2016.

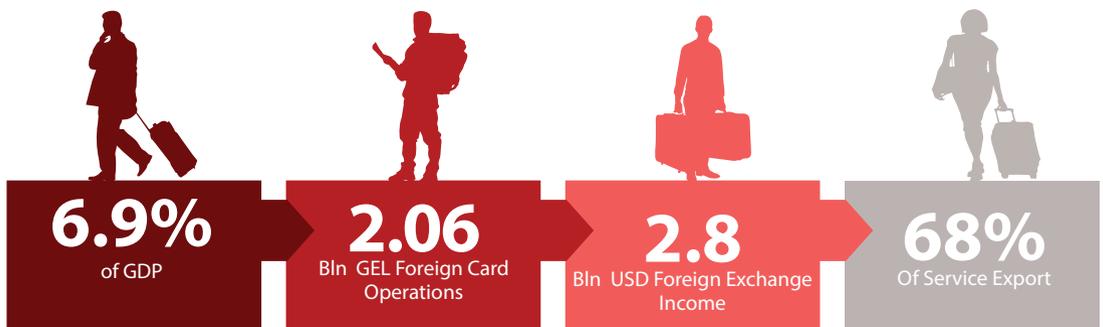
Share of Tourism in the Economy

Between 2016 and 2017, the total value added in the tourism sector increased by 13% and reached 2.24 billion GEL due to increased demand. As a result, tourism's gross value added, as a proportion of GDP, increased from 6.7% to 6.9%. The additional value added in the tourism industry in 2017 was mainly driven by travel companies (an increase of 7%) passenger traffic (air transport increased by 34.9% and other transport increased by 10.6%), food objects (an increase of 8.1%), and accommodation (an increase of 30.5%).

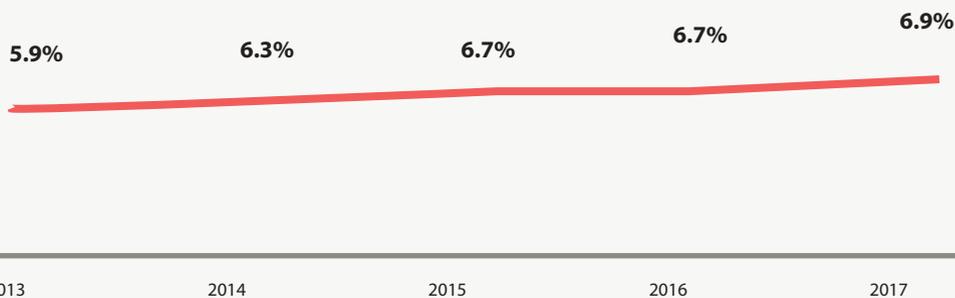
Main published indicators:

- Share of tourism in GDP
- Share of tourism in total output
- Foreign currency income from foreign tourism
- Foreign currency expenses for foreign tourism
- Balance of foreign tourism
- Foreign card operations of international travelers

More detailed information about the contribution of tourism to the economy can be found at the National Statistics Office website www.geostat.ge, the National Bank of Georgia's website www.nbg.ge and the Georgian National Tourism Administration's website www.gnta.ge.



Share of Tourism in GDP



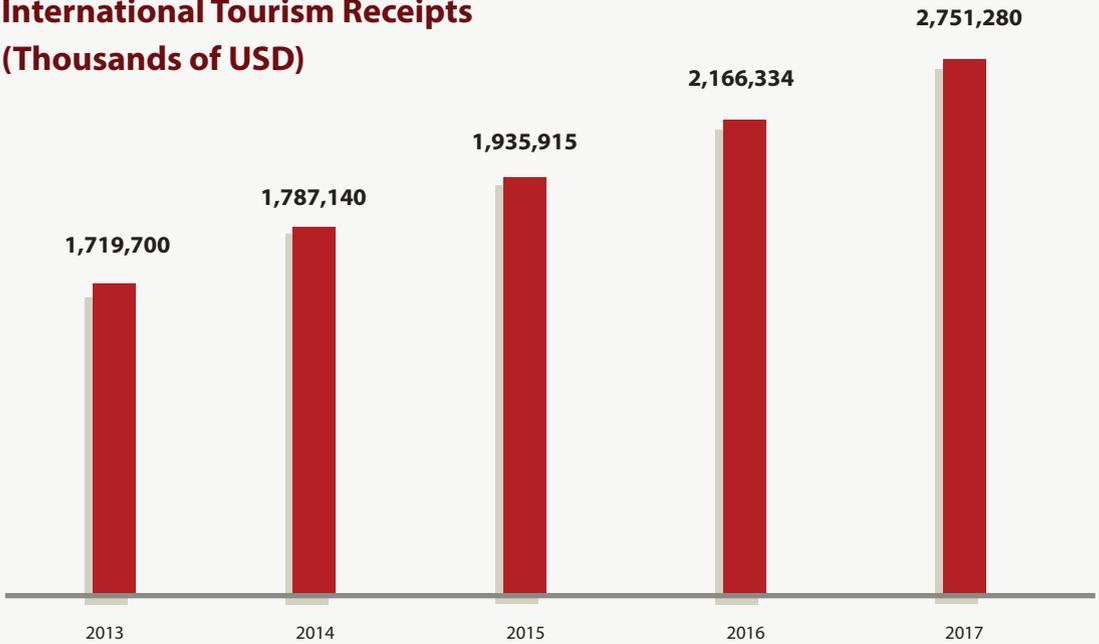
Source: National Statistics Office of Georgia

Tourism Value Added 2014-2017 (Thousands of GEL)

	2014	2015	2016	2017	% Change 2016-2017
Total	1,586,659	1,842,131	1,978,295	2,235,363	13%
Including	↓	↓	↓	↓	↓
Accommodation Units	222,471	284,380	344,041	448,891	30.5%
Food Establishments	373,178	409,548	478,084	516,918	8.1%
Transport	445,707	444,045	460,005	524,362	14%
Travel Companies	545,303	704,158	696,165	745,192	7%

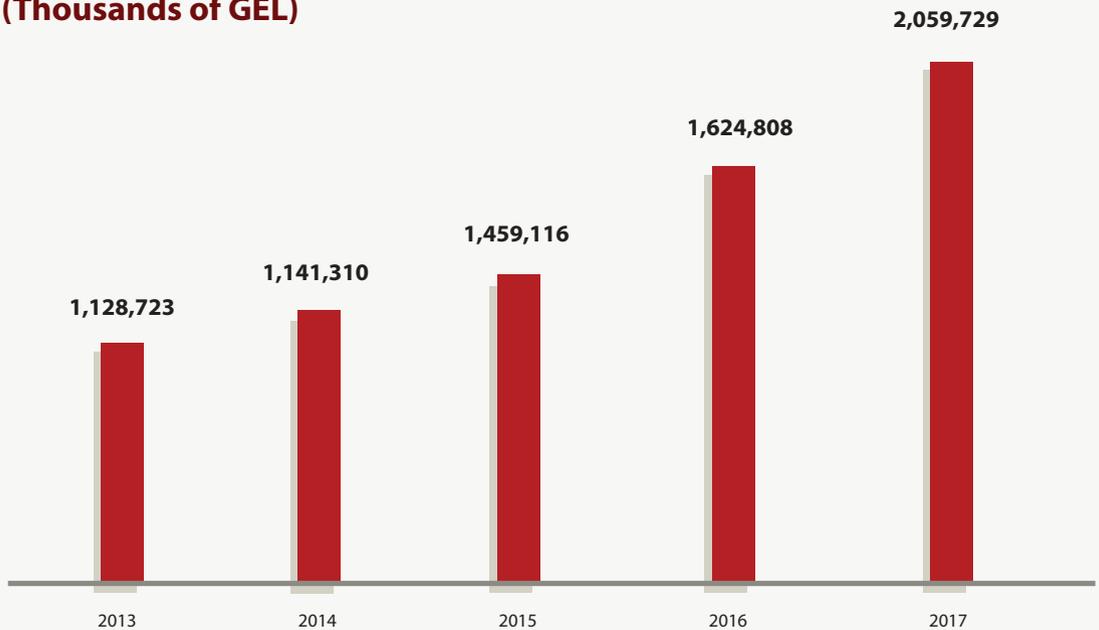
Source: National Statistics Office of Georgia

International Tourism Receipts (Thousands of USD)



Source: National Bank of Georgia

Foreign Card Operations of International Travelers (Thousands of GEL)

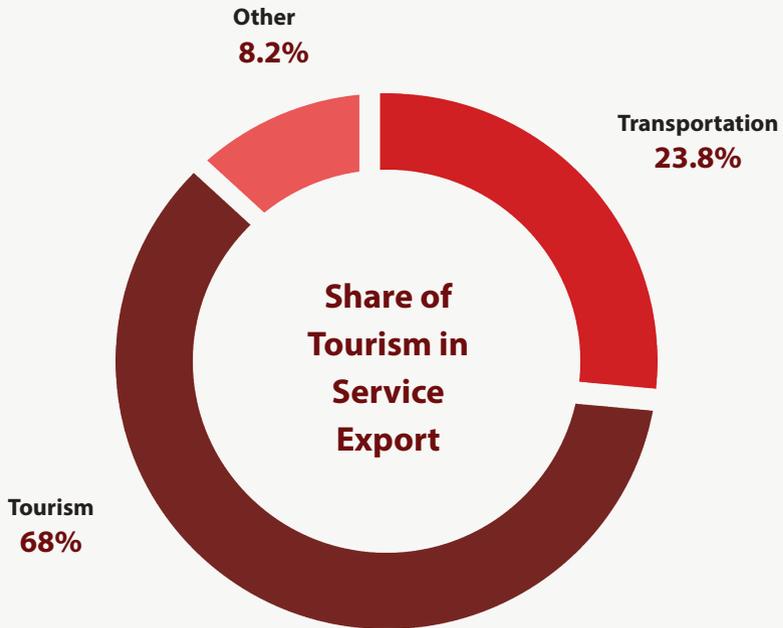


Source: National Bank of Georgia

Foreign Currency Revenues from Incoming Tourism 2014-2017 (Thousands of USD)

	2014	2015	2016	2017	% Change 2016-2017
Total	1,787,140	1,935,915	2,166,334	2,751,280	27%
Including	↓	↓	↓	↓	↓
I Q	315,461	306,365	352,524	434,579	23.3%
II Q	429,690	460,056	515,388	658,829	27.8%
III Q	649,775	741,807	817,192	1,081,074	32.3%
IV Q	392,215	427,688	481,229	576,798	19.9%

Source: National Bank of Georgia



Source: National Bank of Georgia

The Aviation Market

The aviation market in Georgia has demonstrated considerable growth in recent years. Three international and two domestic airports currently operate in Georgia, all of which fully comply with International Civil Aviation Organization standards. Georgia's aviation market is primarily international, with the majority of flights being served by Tbilisi International Airport.

Tbilisi and Batumi International Airports are run by Turkish TAV Airports Holding Company. They started operations in February and May 2007, respectively. Mestia's Queen Tamar Airport officially opened in 2011, while the construction of Kutaisi's King David the Builder International Airport was completed in September 2012. The opening of Kutaisi Airport was marked by the launch of flights by Wizz Air. Wizz Air is one of the low-cost carriers (LCC) on the Georgian market, along with Pegasus, Air Arabia, Air Arabia Jordan and Pobeda Airlines. It should be noted that low budget schemes are also included in the tariff policy of several companies: FlyDubai, UIA, Air Baltic, and Atlasglobal. In 2017, one more domestic airport was constructed in Ambrolauri. In the future, the number of airports in Georgia is expected to grow. There is an ongoing study of old inactive airports to evaluate their future exploitation prospects.

The capacity of Tbilisi and Batumi International Airports is 3,000 and 600 passengers/hour, respectively. The capacity of other airport is the following: Kutaisi International Airport - 800, Ambrolauri - 100 and Mestia - 50 passengers/hour.

Airlines

According to the Georgian Civil Aviation Agency (GCAA), Turkish Airlines is the dominant air company operating in Georgia and carries the largest number of passengers. In 2017, it served 463,840 (11.4%) passengers. Georgian Airways is the second most popular airline, with 385,894 (9.5%) passengers, followed by Wizz Air Hungary with 313,325 (7.7%); Ukraine International Airlines with 282,616 (6.9%); FlyDubai with 244,208 (6%); Aeroflot with 198,754 (4.9%); S7 Airlines with 174,381 (4.3%); Ural Airlines with 155,217 (3.8%) and Pegasus with 129,006 (3.2%).

In total, 53 international and one domestic airline operated in Georgia in 2017. The major airlines operating are Turkish Airlines, Georgian Airways, Wizz Air, Ukraine International Airlines, FlyDubai, Aeroflot, S7 Airlines, Ural Airlines, Pegasus, Qatar Airways, El

Al Israel Airlines, Air Arabia, Taban Airlines, Belavia, Azerbaijan Airlines, Atlas Global, Lufthansa, Zagros Airlines, Yanair, Air Astana, LOT Polish Airlines and etc.

Fourteen new international companies entered Georgian market in 2017, including: Bahrain company Gulf Air, Jordan company Air Arabia Jordan, Russian companies RedWings, Nordavia Regional Airlines, Severstal and Saratov Airlines, Iranian company Iran Aseman Airlines, and Kuwait company Kuwait National Airlines (Watanya Airways).

Charter flights were provided by the Russian Nordstar, Iranian Kish Air, Ukrainian Anda Air, Lithuanian Small Planet, Lebanese Wings of Lebanon and Jordan Royal Wings Airlines.

The year 2018 is going to be quite challenging for Georgia's aviation industry. New airlines are entering the market, while others are expressing interest and there is an increased frequency of flights on various routes.

In 2018, the Oman company Salam Air and the Saudi Arabian company Flynas are planning to enter the Georgian market and will offer direct flights from Tbilisi to Muscat and Riyadh, respectively. In addition, Kuwait companies Jazeera Airways and Kuwait Airways will start roundtrip flights from Tbilisi to Kuwait. Furthermore, the Iranian company Iran Air will conduct regular and charter flights from Tbilisi to Tehran.

Following airports included:

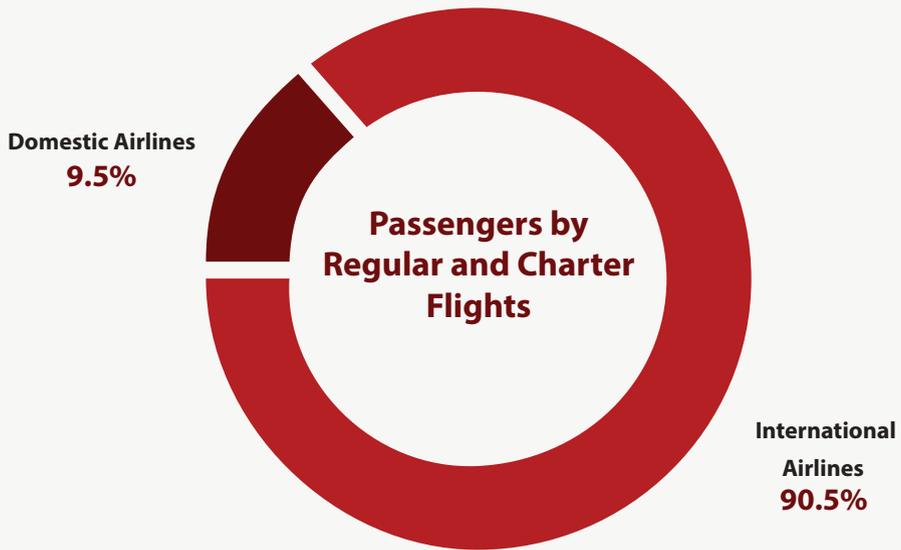
Tbilisi International Airport, Kutaisi David the Builder International Airport, Batumi International Airport, Mestia Queen Tamar Airport, and Ambrolauri Airport.



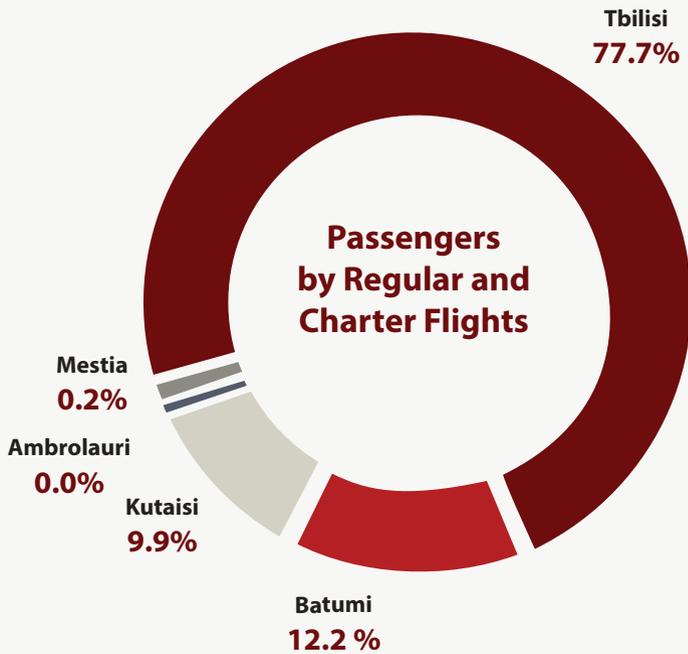
+36.8%
20,955
Flights



+43.4%
4,073,959
Passengers

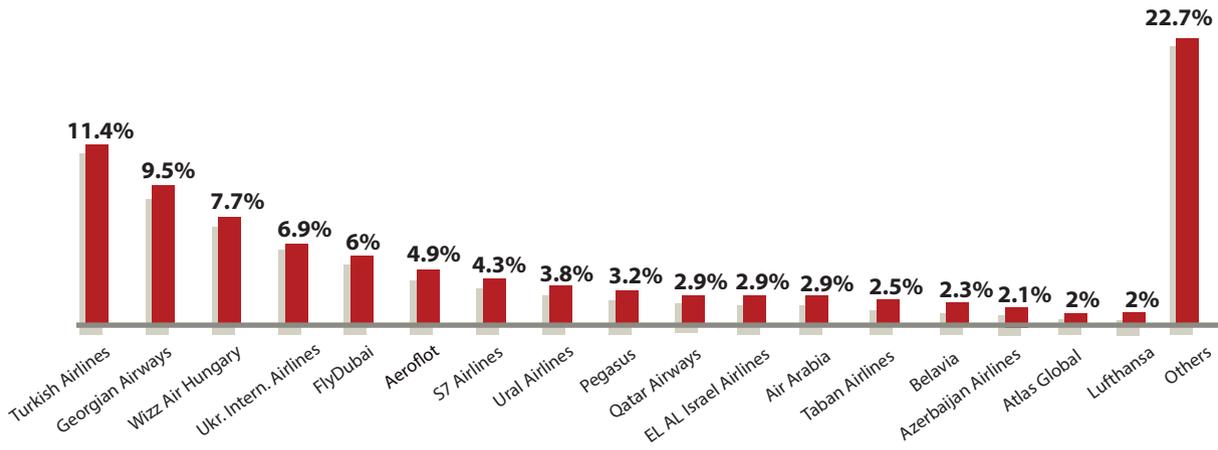


Source: Georgian Civil Aviation Agency



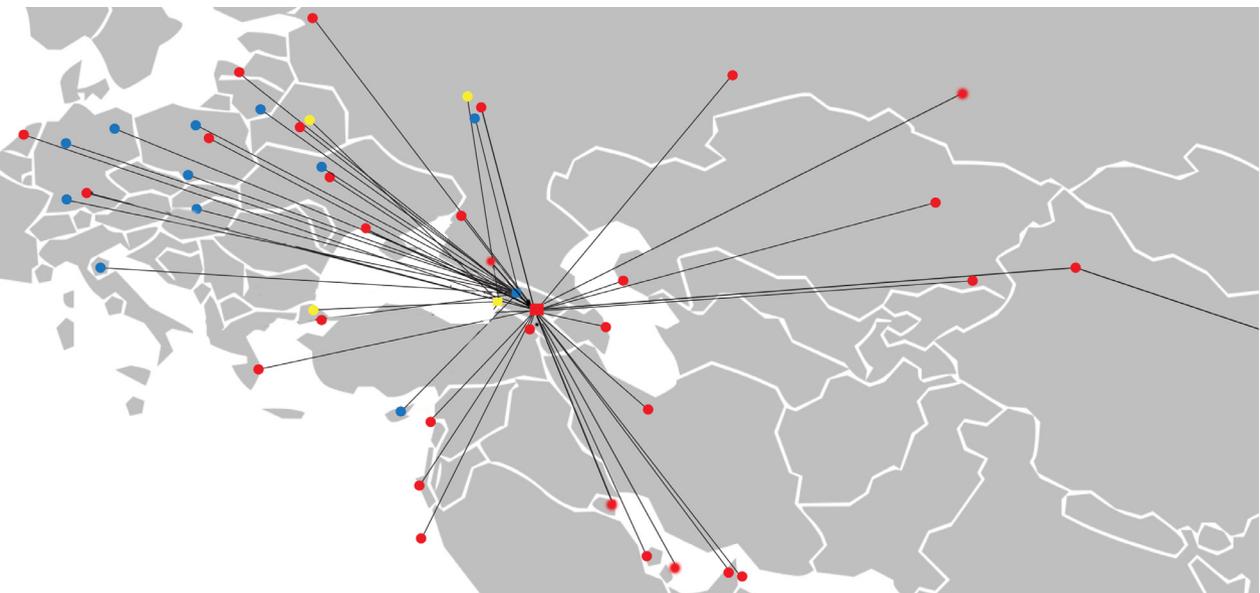
Source: Georgian Civil Aviation Agency

Share of Airlines



Source: Georgian Civil Aviation Agency

Direct Flights from Georgia

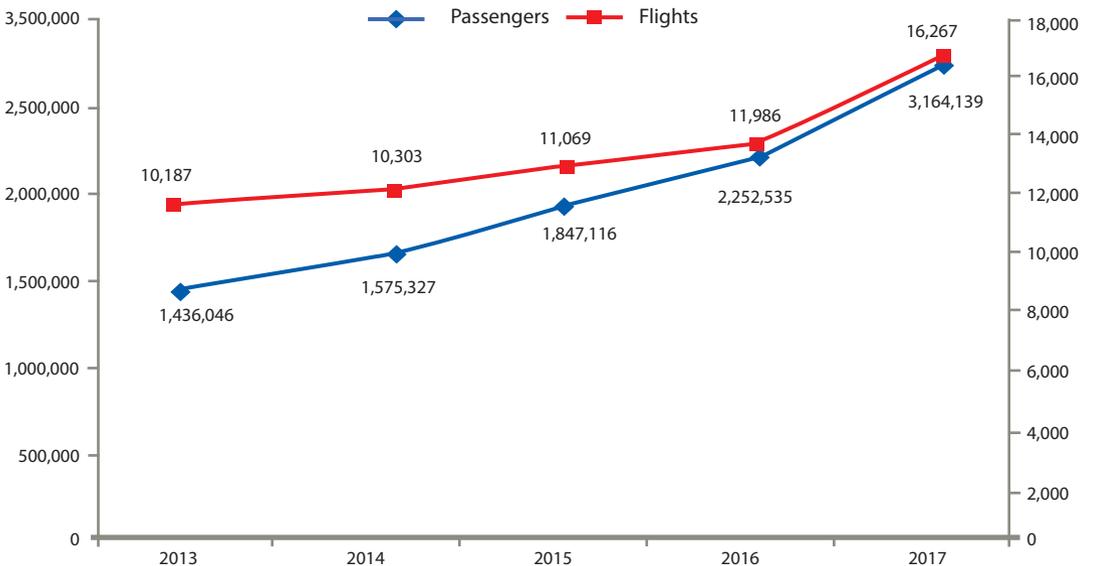


New Airlines in 2017 (Regular)

Airline	Route	Frequency
Gulf Air	Tbilisi - Bahrain - Tbilisi	Three Times a Week
Air Arabia Jordan	Tbilisi - Amman - Tbilisi	Twice a Week
RedWings	Batumi - Moscow - Batumi	Twice a Week
Nordavia Regional Airlines	Tbilisi - Petersburg - Tbilisi	Twice a Week
	Batumi - Petersburg - Batumi	Once a Week
Severstal	Batumi - Cherepovets - Batumi	Once a Week
Iran Aseman Airlines	Tbilisi - Tehran - Tbilisi	Twice a Week
Kuwait National Airlines	Tbilisi - Kuwait - Tbilisi	Three Times a Week
Saratov Airlines	Tbilisi - Minvod - Tbilisi	Once a Week

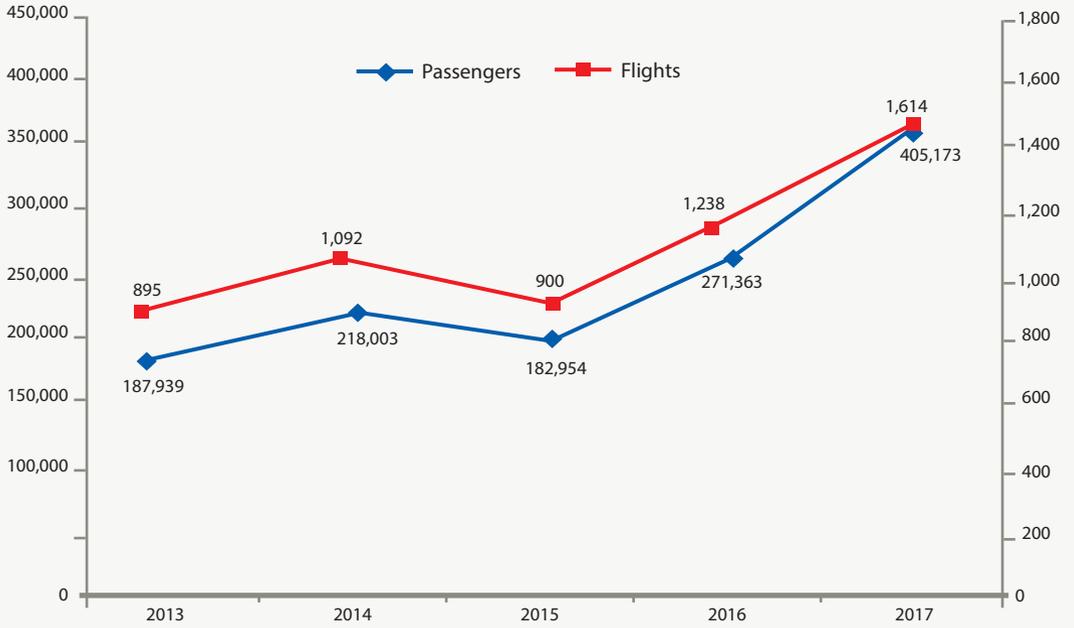
Source: Georgian Civil Aviation Agency

Tbilisi International Airport: Passengers and Flights



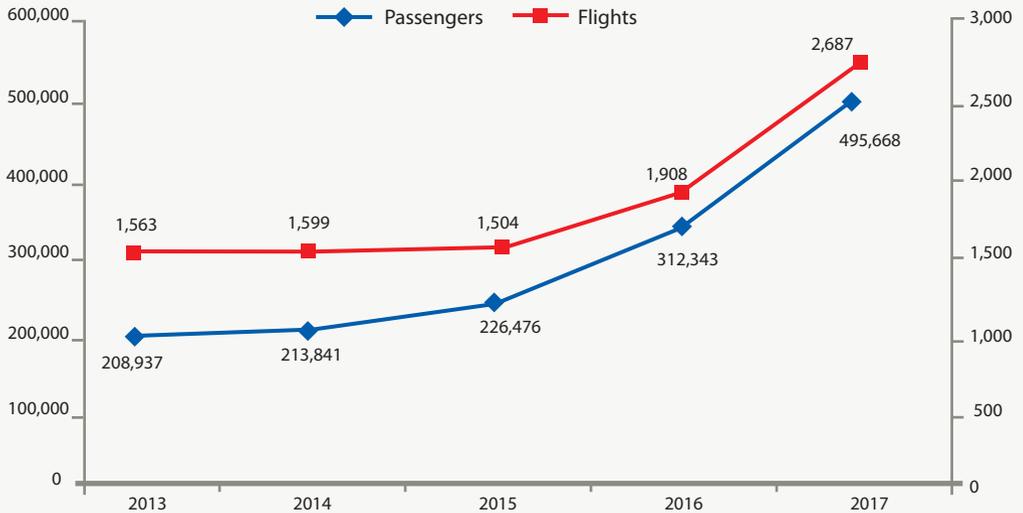
Source: Georgian Civil Aviation Agency

Kutaisi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

Batumi International Airport: Passengers and Flights



Source: Georgian Civil Aviation Agency

New Routes from Georgian Airports in 2017 (Regular)

Airline	Route	Frequency
Georgian Airways	Tbilisi - Prague - Tbilisi	Twice a Week
	Tbilisi - London - Tbilisi	Three Times a Week
Fly Dubai	Batumi - Dubai - Batumi	Three Times a Week
Gulf Air	Tbilisi - Bahrain - Tbilisi	Three Times a Week
Ural Airlines	Tbilisi - Sochi - Tbilisi	Twice a Week
	Tbilisi - Zhukovsky - Tbilisi	Four Times a Week
Air Arabia Jordan	Tbilisi - Amman - Tbilisi	Three Times a Week
Wizz Air	Kutaisi - London - Kutaisi	Twice a Week
S7 Airlines (Siberia)	Tbilisi - Novosibirski - Tbilisi	Once a Week
ELLINAIR	Tbilisi - Heraklion - Tbilisi	Once a Week
Ukraine International Airlines	Batumi - Zaporizhia- Batumi	Twice a Week
Scat	Kutaisi - Aktau - Kutaisi	Twice a Week
Kuwait National Airways (Watanya Airways)	Tbilisi - Kuwait - Tbilisi	Three Times a Week
Saratov Airlines	Tbilisi - Minvod - Tbilisi	Once a Week

Source: Georgian Civil Aviation Agency



Accommodation Market

The number of accommodation units registered in the database of the Georgian National Tourism Administration (GNTA) is 1,955, with a total of 65,943 beds.

Tbilisi has the largest numbers of beds - 17,956 (27.2%), followed by the Ajara region with 12,126 beds (18.4%).

Tbilisi boasts several international hotel brands: Radisson Blu Iveria Hotel, Tbilisi Marriott, Courtyard Marriott, Sheraton, Holiday Inn, Citadines Apart Hotel, Best Western Tbilisi, Mercure, Hotels and Preference Hualing Tbilisi, The Biltmore Hotel. In 2017, the Ibis Styles Tbilisi Center was added to this list.

A number of brand hotels have also started operating in the regions of Georgia. In Batumi, Wyndham Batumi and Sky Tower Hotel Batumi joined the list of existing hotel brands. Best Western expanded its hotel chain in Georgia by introducing new hotels in Bakuriani, Batumi and Kutaisi.

According to STR Global, the occupancy rate of hotels in Georgia equaled 62%; growth compared to the prior year was 9%.

There are currently several planned and ongoing hotel construction projects in Georgia. Construction of the following brand hotels are planned in Tbilisi: Hilton Garden Inn, Holiday Inn Express, Park Inn by Radisson, Ramada Encore, Rixos Tbilisi, Hyatt Regency, Moxy Marriott, Radisson Blu telegraph, Golden Tulip, Marriott Autograph Collection-Panorama freedom Square, Marriott Autograph Collection-Panorama Sololaki, Pulman Hotels & Resort, Tabori Ridge Recreation & Golf Resorts, Hilton Tbilisi and Best Western Tbilisi City Centre. In the regions, the following hotel construction projects are planned: Courtyard by Marriott (Batumi), Babylon Tower (Batumi), Pulman Hotels & Resort (Batumi), Le Meridien (Batumi), Swissotel (Batumi), Twin Tower (Batumi), Best Western Premier (Batumi), Wellness Resort & Spa on Mtsvane Kontskhi (Mtsvane Kontskhi), Ramada Resorts (Goderdzi), Radisson Blu Gudauri (Gudauri), Rooms Hotel (Bakuriani), Radisson Blu Resort (Tsinandali), Golden Tulip (Telavi), Holiday Inn (Telavi), Ramada Encore (Kutaisi), Best Western Sairme Resorts (Sairme) and etc.

In 2017, Tbilisi was the leader in terms of growth of number of beds. More than 80 new accommodation units were introduced on the market in 2017, with more than 4,900 beds. Tbilisi was the main contributor to the stock, supplying 1,362 additional beds (28%), followed by Ajara region with 1,336 beds (27%), Guria with 957 beds (19%) and etc.

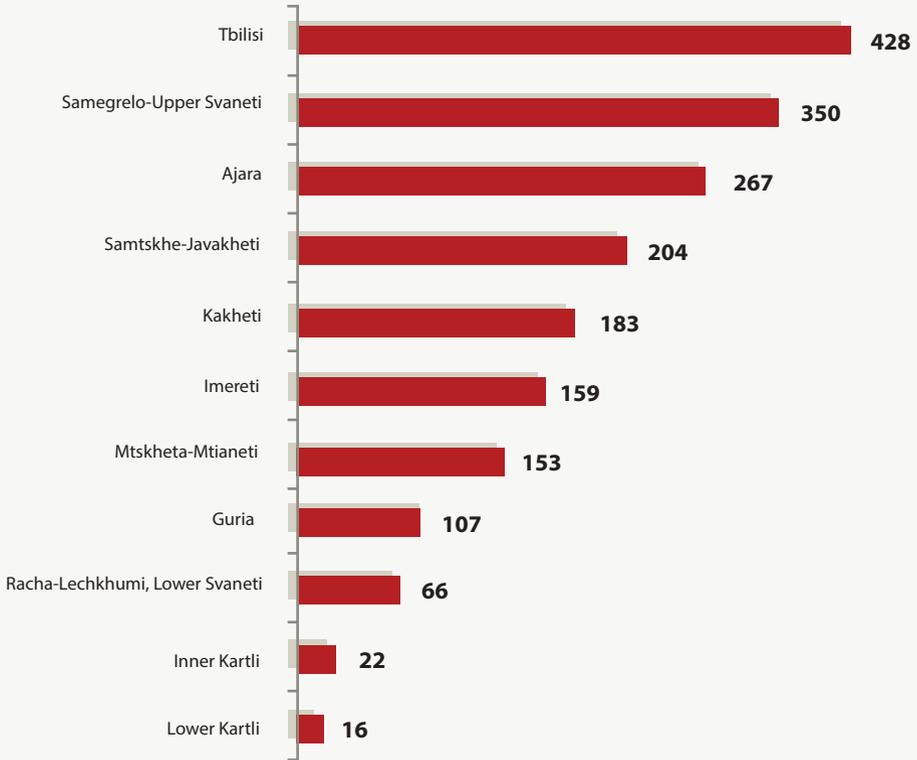
The largest number of brand hotels are located in Tbilisi and Batumi. Out of total number of 26 brand hotels, 12 are located in Tbilisi with 3,414 beds, while eight brand hotels with 2,142 beds function in Batumi.

The number of international brand hotels is increasing substantially, especially in the regions. In 2017, six new brand hotels began functioning on the market, and five of them are located in the regions. In Batumi, the Wyndham Batumi and Sky Tower Hotel Batumi joined the list of existing hotel brands. Best Western expanded its hotel chain in Georgia by introducing new hotels in Bakuriani, Batumi and Kutaisi. More brand hotels are projected to open in different regional cities in 2018-2020, including: Batumi, Mtsvane Kontskhi, Goderdzi, Gudauri, Bakuriani, Tsinandali, Telavi, Sairme and Kutaisi.

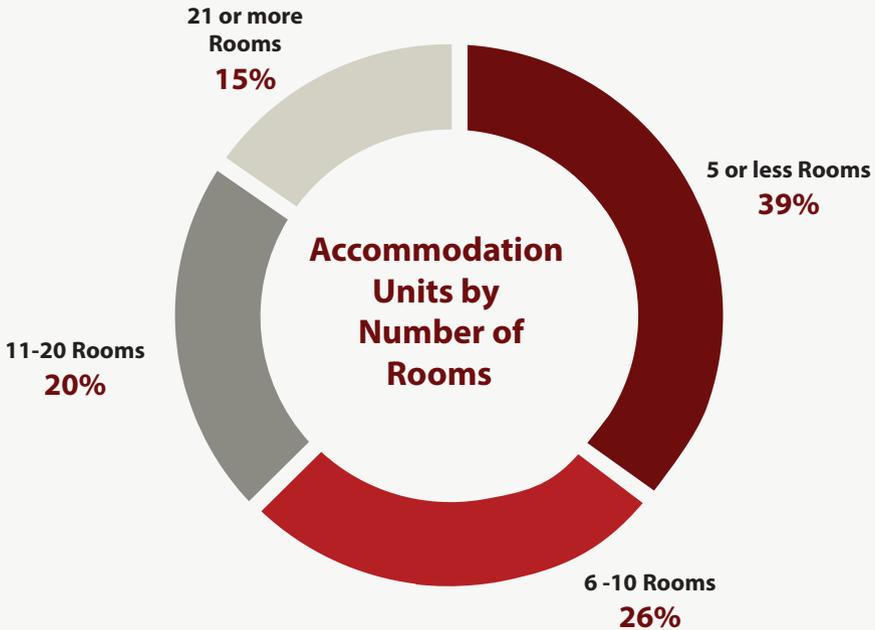
The number of nights booked in accommodation units through Airbnb is increasing in Georgia. The number of properties listed on Airbnb grew significantly, by 70%, and reached 9,679, while the number of booked nights increased by +224% and equaled 222,444 in June-December of 2017 (Colliers International).

In this report, "brand hotels" are defined as: Best Western Tbilisi; Citadines Apart'hotel; Courtyard Marriott Hotel; Crowne Plaza Borjomi; Divan Suites Batumi; Hilton Hotels & Resorts; Holiday Inn Tbilisi; Hotels and Preference Hualing Tbilisi; Mercure Tbilisi Old Town; Radisson Blu Hotel, Batumi; Radisson Blu Iveria Hotel, Tbilisi; Rixos Hotel, Borjomi; Rooms Hotel Kazbegi; Rooms Hotel Tbilisi; Sheraton Batumi Hotel; Sheraton Metechi Palace, Tbilisi; Tbilisi Marriott Hotels, The Biltmore Hotel Tbilisi, Golden Tulip Borjomi, Ibis Styles Tbilisi Centre, Tbilisi; Best Western Kutaisi, Kutaisi; Best Western Plus Bakuriani, Bakuriani; Best Western Plus Batumi, Batumi; Wyndham Batumi, Batumi; Euphoria Hotel, Batumi; Sky Tower Hotel Batumi, Batumi.

Number of Accommodation Units

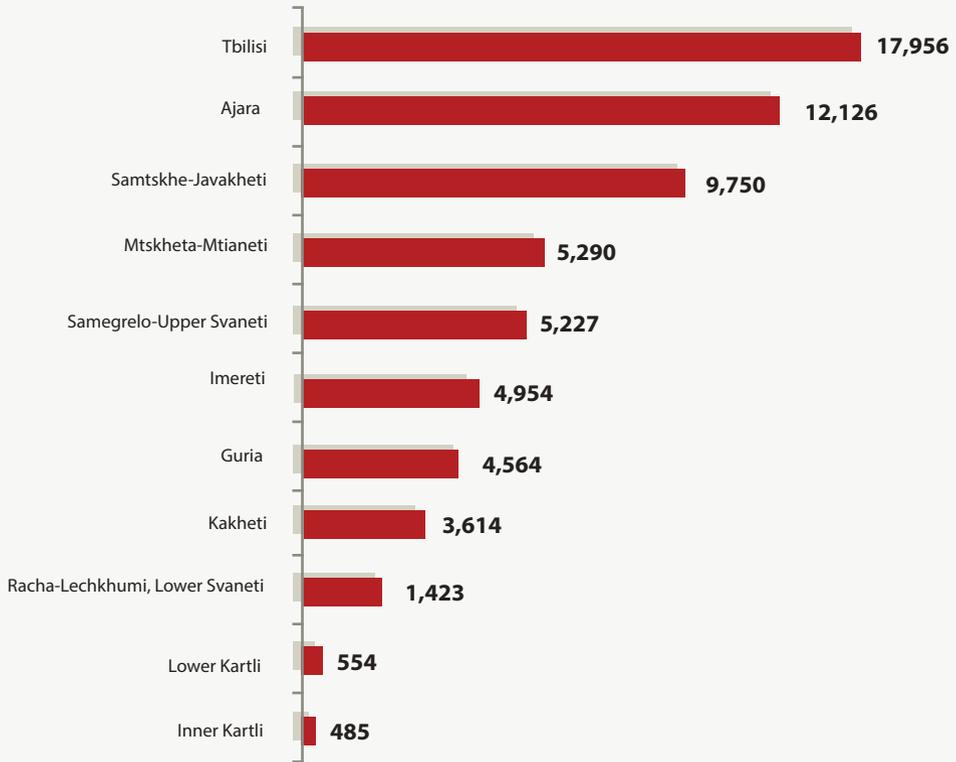


Source: Georgian National Tourism Administration

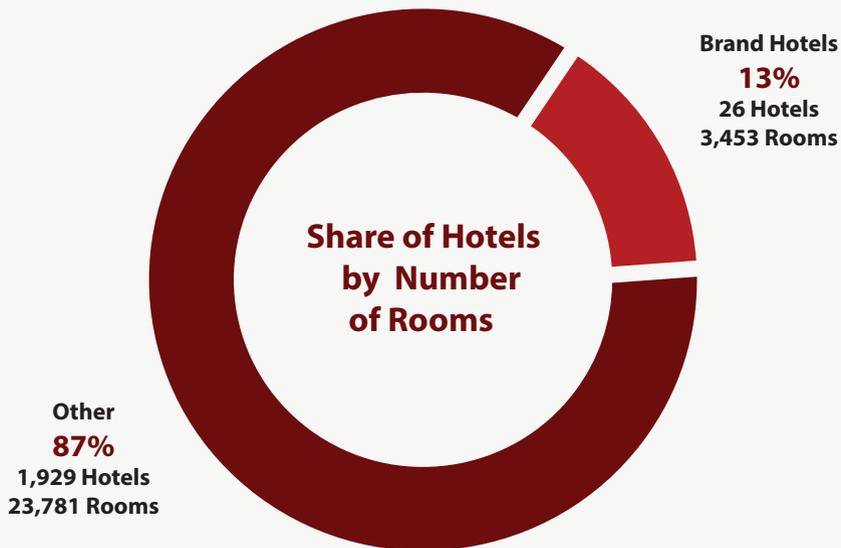


Source: Georgian National Tourism Administration

Bed Capacity by Region

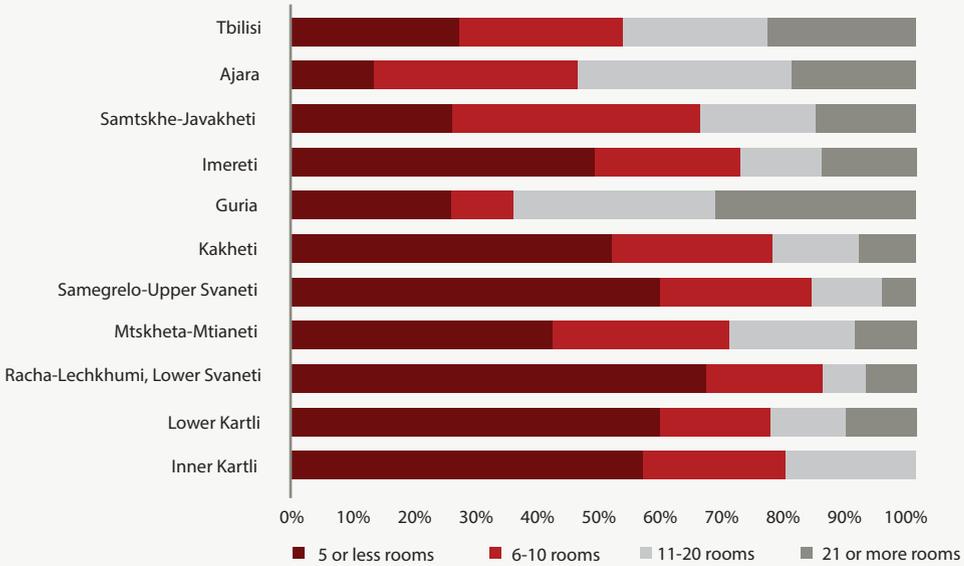


Source: Georgian National Tourism Administration



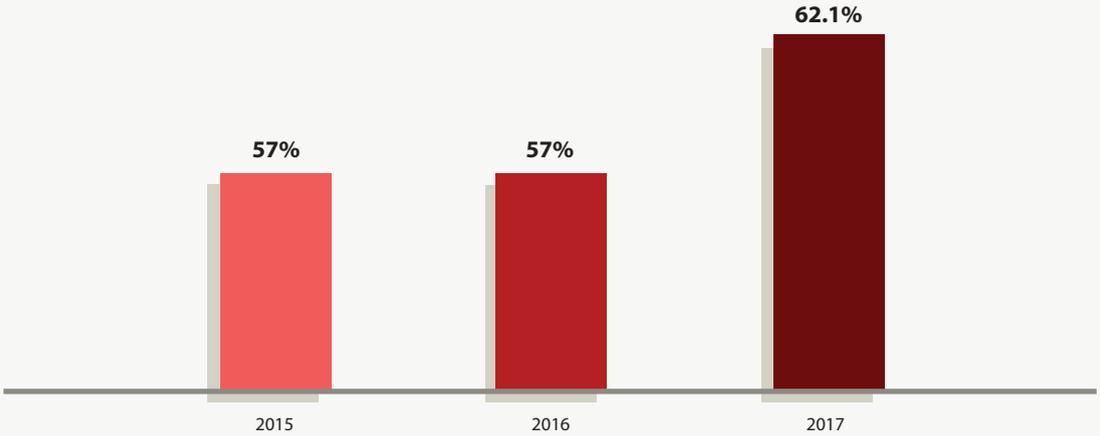
Source: Georgian National Tourism Administration

Accommodation Units by Type and Region



Source: Georgian National Tourism Administration

Occupancy Rate



Source: STR

The occupancy rate is calculated based on the data of the following hotels: Leogrand Hotel, Crowne Plaza Borjomi, Divan Suites Batumi, Ambassadori Tbilisi Hotel, Citadines City Centre Tbilisi, Courtyard Tbilisi, Ibis Styles Tbilisi Center, Mercure Tbilisi Old Town, Hotel Citrus, Marriott Tbilisi Hotel, Millenium The Biltmore Tbilisi, Radisson Blu Iveria Hotel Tbilisi, ROOMS HOTEL Tbilisi, The Shota Hotel, The Grove Design Hotel, Hotels & Preference Hualing Tbilisi, Ameri Plaza, Holiday Inn Tbilisi, Wyndham Batumi, Radisson Blu Hotel Batumi, Sheraton Hotel Batumi, Hilton Batumi, Georgia Palace Hotel & Spa.

HOTELS OPENED IN 2017:



SKY TOWER HOTEL BATUMI / BATUMI
 IBIS STYLES TBILISI CENTER / TBILISI
 THE GROVE DESIGN HOTEL / TBILISI
 IOTA HOTEL TBILISI / TBILISI
 BEST WESTERN PLUS / BATUMI
 BEST WESTERN / KUTAISI
 WYNDHAM BATUMI / BATUMI
 TBILISI LAERTON HOTEL / TBILISI

HOTEL IREPALACE BATUMI / BATUMI
 HOTEL AIVANI / TBILISI
 GUDAURI INN / GUDAURI
 GALLERY PALACE / TBILISI
 ALPHABET HOTEL / TBILISI
 AMERI PLAZA / TBILISI
 QUADRUM-GUDAURI / GUDAURI



4,900+
 Beds

CONSTRUCTION OF PLANNED ACCOMMODATION UNITS (2018-2020)

ROOMS HOTEL / BATUMI
 HILTON GARDEN INN / TBILISI
 PARK INN BY RADISSON / TBILISI
 RIXOS TBILISI / TBILISI
 PULLMAN HOTELS & RESORT / TBILISI
 HYATT REGENCY / TBILISI
 MOXY HOTELS / TBILISI
 HILTON TBILISI / TBILISI
 BEST WESTERN TBILISI CITY CENTRE / TBILISI
 RADISSON BLU TSINANDALI / TSINANDALI
 BABYLON TOWER / BATUMI
 PULLMAN HOTELS & RESORTS / TBILISI
 RADISSON BLU GUDAURI / GUDAURI
 COURTYARD BY MARRIOTT / TBILISI
 RADISSON BLU TELEGRAPH / TBILISI
 RAMADA ENCORE / TBILISI
 GOLDEN TULIP / TBILISI
 MARRIOTT AUTOGRAPH COLLECTION PANORAMA FREEDOM SQUARE / TBILISI

MARRIOTT AUTOGRAPH COLLECTION - PANORAMA SOLOLAKI / TBILISI
 SWISSOTEL / BATUMI
 LE MERIDIEN HOTELS / BATUMI
 TWIN TOWER / BATUMI
 BEST WESTERN PREMIER BATUMI / BATUMI
 TABORI RIDGE RECREATION & GOLF RESORT / TBILISI
 WELLNESS RESORTS & SPA ON MTSVANE KONTSKHI / MTSVANE KONTSKHI
 MARRIOTT AUTOGRAPH COLLECTION-HOTEL & SPA RESORT / SHEKVETILI
 RAMADA ENCORE / KUTAISI
 HOLIDAY INN / TELAVI
 ROOMS HOTEL / BAKURIANI
 BEST WESTERN SAIRME RESORTS / SAIRME
 GOLDEN TULIP / TELAVI
 RAMADA RESORTS / GODERDZI



23,300+
 Beds

Protected Areas

The main function of protected areas is to protect the natural heritage of Georgia. In addition, they have other functions, one of which is to contribute to ecotourism development. Over time, it has become clear to Georgian society that protected areas aren't banned territories, but can also be used for tourist purposes.

There are 88 different categories of protected areas in Georgia: 14 Strict Nature Reserves, 11 National Parks, 42 Natural Monuments, 19 Managed Natural Reserves, and two Protected Landscapes. The total size of all protected areas is 585,883 ha, which comprises 8.62% of the total territory of the country.

The number of visitors registered in protected areas in 2017 was 954,692. Compared to the previous year, this was a growth rate 29.9%. Out of the total number of visitors, 43.2% were foreigners.

Prometheus Cave and Kazbegi National Park had 163,923 (17.2%) and 154,085 (16.1%) visitors, respectively. These two sites have the highest number of visitors. The share of foreign visitors exceeded Georgians in Prometheus, Chachuna, Mtirala, Martvili and Tusheti protected areas. Most foreigners visited Prometheus Cave and Martvili Canyon.

The number of foreign visitors in protected areas was 412,529 in 2017, which compared to the previous year was a growth rate of 32.9%. The majority of international visitors were Russians - 28.7%, Israeli - 13.6%, Polish - 7.5%, Ukrainian - 6.4%, and Germans - 4.5%.

In 2017, income from tourism services in protected areas was 4,504,473 Gel, a growth rate of 94.7%. Calculated by amount of income, Prometheus Cave was the leader - 1,887,064 Gel, followed by Martvili Canyon - 1,274,463 Gel, Okatse Canyon - 538,506 Gel, and Sataplia - 499,019 Gel.

Basic Information

The reason for designating areas to protect and recover important national heritage, unique, rare and typical ecosystems, plants and animal species, natural creations and cultural resources. Protected areas can be used for scientific, educational and recreational purposes.

The Agency of Protected Areas is the organization responsible for development of protected areas. Its main function is the management of Strict Nature Reserves, National Parks, Natural Monuments, Managed Nature Reserves, and Protected Landscapes.

Methodology

Visitors fill in registration forms at visitor centers (age, gender, nationality and etc.). Data is collected by territorial administrations and the Agency of Protected Areas.

There are five categories of protected areas in Georgia:

Strict Nature Reserve - Protected area designed mainly for science or wilderness protection. Tourist activities aren't allowed.

National Park - Protected areas created mainly for the conservation of ecosystem, education and ecotourism development.

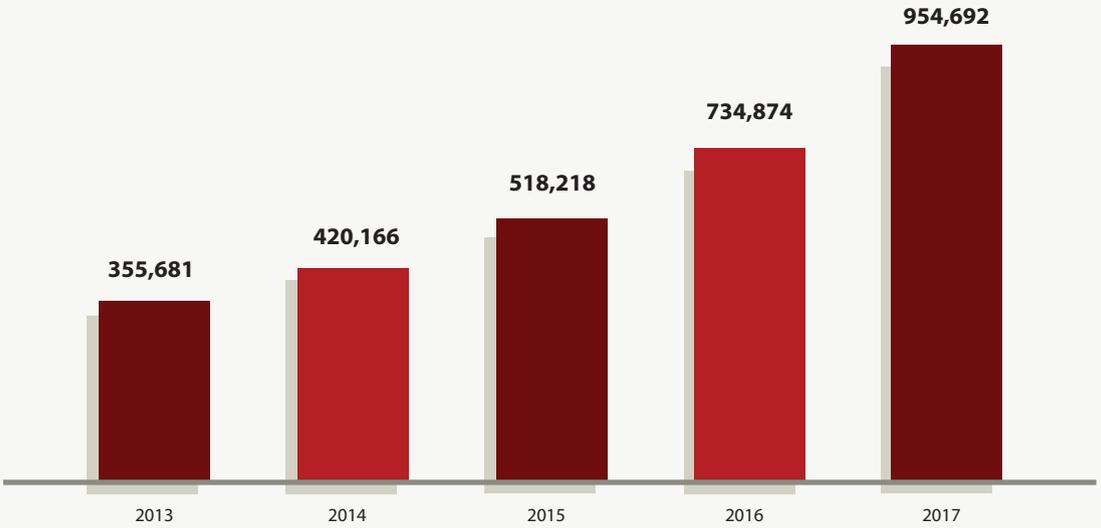
Natural Monument - Protected area promoted mainly for conservation of specific natural features (protection of all small size territories).

Managed Natural Reserve - Protected area dedicated mainly for conservation through management intervention.

Protected Landscape - Protected area managed mainly for landscape/seascape protection and recreation.

More detailed information is available at:
www.apa.gov.ge

Visitors of Protected Areas by Year



Source: Agency of Protected Areas



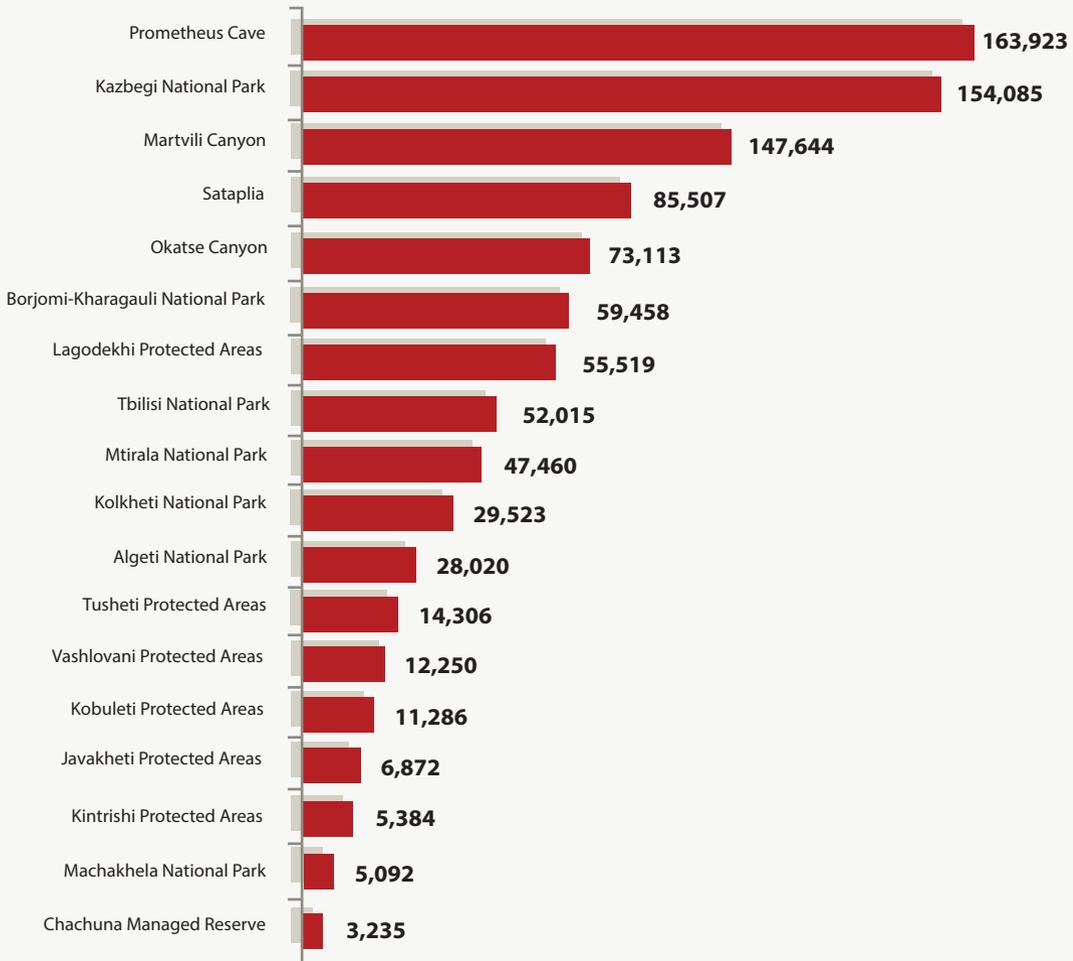
Source: Agency of Protected Areas

Visitors of Protected Areas by Nationalities

	2014	2015	2016	2017	% Change 2016-2017
Total	420,166	518,218	734,874	954,692	29.9%
Foreigners	147,664	181,329	310,477	412,529	32.9%
Georgians	272,502	336,889	424,397	542,163	27.7%

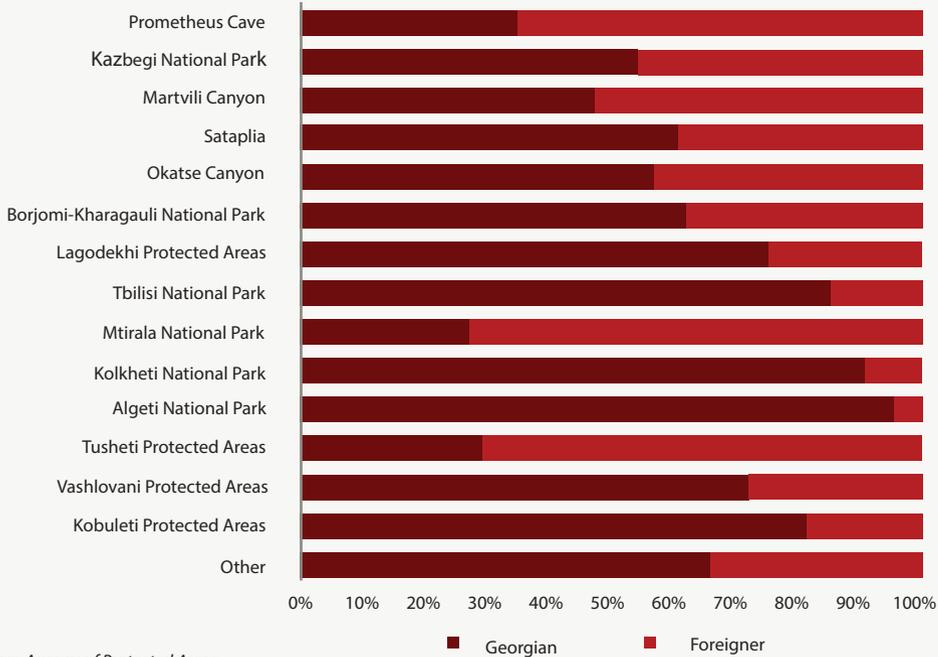
Source: Agency of Protected Areas

Visitors Statistics by Protected Areas



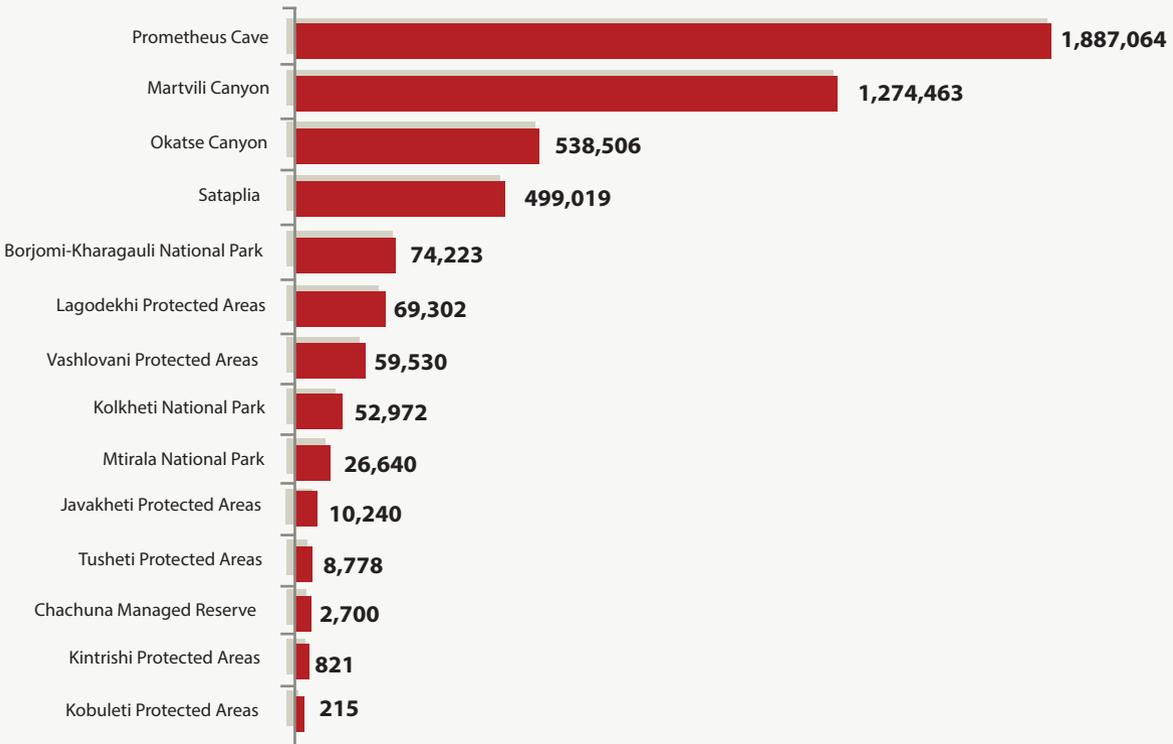
Source: Agency of Protected Areas

Georgian and Foreign Visitors in Protected Areas



Source: Agency of Protected Areas

Revenues by Protected Areas (GEL)



Source: Agency of Protected Areas

Sector Outlook

Despite many obstacles, the Georgian Tourism sector continued to grow in 2017. The outlook for the sector remains highly optimistic, and it is forecast that more jobs will be created and more income will be generated in the years to come. The number of arrivals to Georgia is expected to increase substantially thanks to various steps being taken by both the government in general and the Georgian National Tourism Administration (GNTA) in particular. In this regard, it should be noted that one of the main goals of the recently created Georgian Tourism Strategy 2025 is to get more economic benefits from tourism.



The actions taken by GNTA to increase the number of visits to the country are: developing tourism infrastructure, improving the quality of service, increasing awareness about Georgia, implementing marketing activities on domestic and international markets and developing tourist products.

The development of tourist infrastructure stands high among the priorities of the government. In four cities, Mestia, Gurjaani, Chokhatauri and Tbilisi, two-sided lighted signs were installed, with regional maps and information about sightseeing in the area. In 2017, 67 new wine tourism entities were added to the project 'Wineroad'. In total, the number of beneficiaries of this project is already 124 objects. In winter resorts and tourist destinations (Shaori water reservoir, Shatili, Tetnuldi, Mestia, Bakuriani), photo frames were installed to give visitors the opportunity to take memory photos. A tourist information centre was added in Tskhaltubo to the existing 19 in Georgia. In the regions of Lower and Inner Kartli, research was conducted to investigate hiking trails, while trails in Racha-Lechkhumi, Lower Svaneti and mountainous Samegrelo were marked. The development of inclusive tourism is a priority for the GNTA. Tskhaltubo

Central Park and nearby places were adapted for persons with disabilities (wheelchair users, the blind, and people with residual sight).

Another significant issue is the enhancement of service quality. This is being achieved through intensive training of representatives of the tourism and hospitality industry throughout Georgia. Training courses have been provided for 1,300 representatives of the industry in the Mtskheta - Mtianeti, Samtskhe-Javakheti, Samegrelo-Upper Svaneti, Inner and Lower Kartli, Kakheti, Racha-Lechkhumi, Lower Svaneti, Guria and Imereti regions. The courses were provided in the following subjects: hotel business and service skills, guide skills, English language courses, marketing and sales training, hotel issues, managing troublesome situations, managing and operating of agro-tourist facilities, training of trainers for tour guides, training of wine guides, and management skills.

In addition, for people interested in the tourism sector, a second edition of guidelines for planning inbound tourism was issued in the Georgian language. Several new brochures were issued in different languages, including: the cultural heritage of Inner Kartli, Wineways of Inner Kartli, German cultural heritage in Georgia, and Inner Kartli school tours.

For the purpose of stimulating domestic tourism, within the framework of the project "Get to know Georgia" seven press tours were organized in seven regions. Winter and summer season openings were arranged in different cities and resorts, and several events were conducted. A discount week was offered to stimulate tourism in the Kakheti and Ajara regions. Furthermore, 21 press tours were organized for marketing regional tourism resources and products.

Choosing the right markets is unquestionably an integral part of marketing. Along with maintaining existing markets, the GNTA also has concentrated on tapping into new countries, including the Persian Gulf countries and China, which carry huge potential.





In 2017, the GNTA participated in 23 international and domestic tourism fairs, and hosted 113 press and fam trips (683 journalists and 239 tour operators). In addition, the Georgian National Tourism Administration conducted an advertising campaigns on the international online platform Tripadvisor.com in ten countries (Poland, Israel, Italy, Germany, Russia, Turkey, Ukraine, Sweden, Norway, Denmark), on Expedia in three countries (USA, United Kingdom, Germany), a winter online marketing campaign in 19 countries (Germany, United Kingdom, Italy, Israel, Ukraine, Poland, Belarus, Azerbaijan, Kazakhstan, Russia, Turkey, Armenia, Lithuania, Latvia, Estonia, Kuwait, Saudi Arabia, Bahrain, United Arab Emirates), and a summer online marketing campaign in 14 countries (Germany, Italy, Israel, Ukraine, Poland, Belarus, Azerbaijan, Kazakhstan, Russia, Turkey, Armenia, Lithuania, Latvia and United Arab Emirates). Furthermore, the advertising campaigns were conducted through the leading channels of the world, including: Discovery Channel, Euronews and BBC.

Making the most of Georgia's rich natural and cultural resources by offering new tourist products provides increased possibilities for targeting travelers with different tastes. The GNTA's efforts focus on the development of different types of tourism, such as MICE, wine, eco, agro, adventure and others. With the support of GIZ and the involvement of the Convention and Exhibition Bureau of the Georgian National Tourism Administration, an Austrian company - ENITED - developed the first business events strategy for Georgia.

Georgia held leading position in the region, according to the International Congress and Convention Association rankings.



According to the Travel & Tourism Competitiveness Report 2017 Georgia ranks 70 st among 136 nations (score: 3.70). Compared to 2015, there have been improvements in the following areas: Business Environment, Safety and Security, ICT Readiness, Prioritization of Travel & Tourism, Environmental Sustainability, Air Transport Infrastructure, Ground and Port Infrastructure, Natural Resources, Cultural Resources and Business Travel.

Georgia has been successful in international relations as well. In 2017, two agreements and a memorandum of understanding on cooperation in the field of tourism were signed with Moldova, Jordan and Brazil.

In 2017, Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, H.E Mr. Zurab Pololikashvili was elected to the position of the Secretary General of the United Nations World Tourism Organization, for the period 2018-2021 Mr. Pololikashvili holds the aforementioned position starting in January 2018.

National Geographic published a special edition about Georgia. In addition, the viral clip promoting Georgia to the world featuring the Prime minister hosting the seven millionth traveler brought significant success to the country. The video was awarded two prizes at Cannes Lions International Advertising Festival - the Silver and Golden lions. Furthermore, the United States Department of State recognized Georgia as a safe country for travelling.



The Georgian National Tourism Administration won five nominations in the program for rewarding excellent employers including: best innovation, best achievement on international level, and the best service. In addition, two employers of GNTA were awarded individual prizes.

In 2017, Georgia hosted high-profile events, including the UNWTO Third Euro-Asian Mountain Resorts Conference, Touch-digital Marketing Conference in Georgia, and the 15th Junior Eurovision Song Contest (JESC). Check-in Georgia hosted several music stars, including Aerosmith, Gipsy Kings, Jamiroquai and Ketil Melua.

Project Check-in Georgia

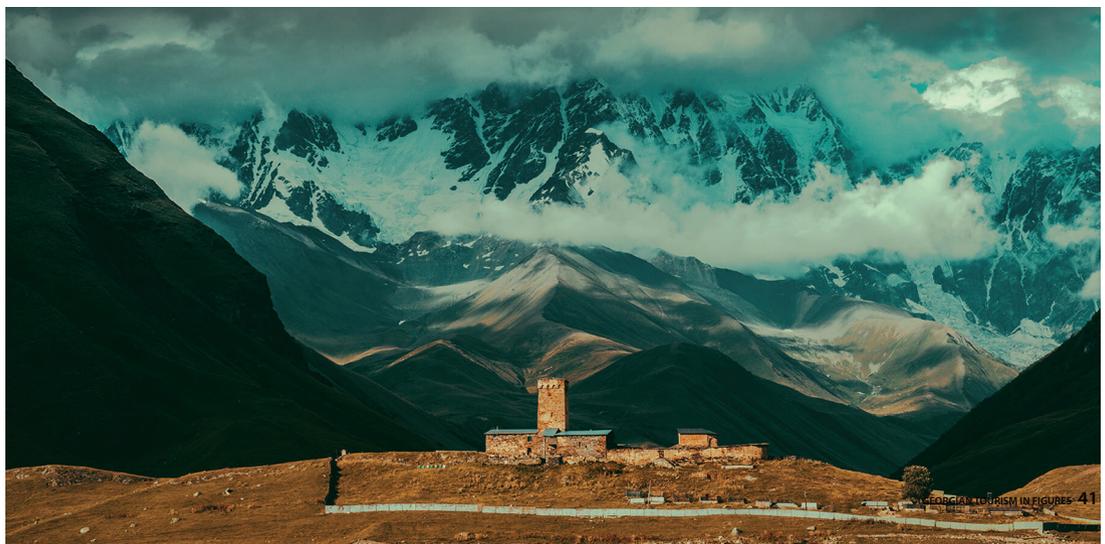
Project Check-in Georgia 2018 consists of cultural and sports events, which will be held in Tbilisi and regions of Georgia. Among the invited stars are the British pop singer James Blunt and the lead solo performer of Led Zeppelin, Robert Plant. A concert by Italian composer and conductor Ennio Moricones will be held on May 19, while the Chemical Brothers will visit Georgia to hold a concert on September 1st. Sukhishvilebi and Teatraluri Kvarteti will perform in Rike Park, Tbilisi every Saturday on 9 June - 25 August, While Anaklia will host ECHOWAVES festival on 23 - 26 August.



Check-in Georgia has been successful for three years and will continue to diversify in the future.

The 18th Convention of the World Federation of Tourist Guide Associations

In January 2019, Georgia will host the 18th Convention of the World Federation of Tourist Guide associations, with 300 to 500 delegates from 70 countries. Conducting the convention in Georgia will be an important milestone for the development of the tourism sector and tourist guide profession in the country. Georgia was nominated as a candidate for hosting the 18th Convention of the World Federation of Tourist Guide Associations in Iran by the Georgian Association of Guides, with the support of National Tourism Administration. Georgia was competing with the Guide Associations of Thailand and New York. Our country was highly appreciated and gained the majority of votes from the delegates of different countries.



International Trips

Country	2016	2017	% Change
International Traveler Trips	6,719,975	7,902,509	17.6%
Other (non-tourist)	1,327,159	1,419,679	7%
International visitor Trips	5,392,816	6,482,830	20.2%
Including	↓	↓	↓
Central and Eastern Europe	3,428,022	4,136,093	20.7%
Azerbaijan	1,075,820	1,301,556	21%
Armenia	1,152,234	1,287,168	11.7%
Russia	849,265	1,135,057	33.7%
Ukraine	151,630	169,862	12%
Poland	41,609	48,913	17.6%
Kazakhstan	40,895	47,241	15.5%
Belarus	32,939	42,149	28%
Lithuania	13,039	14,565	11.7%
Uzbekistan	8,649	13,040	50.8%
Latvia	9,932	11,805	18.9%
Bulgaria	11,068	11,022	-0.4%
Turkmenistan	4,086	9,770	139.1%
Czech Republic	7,832	9,435	20.5%
Moldova	6,970	8,164	17.1%
Hungary	5,345	5,731	7.2%
Other	16,709	18,997	13.7%
Nothern Europe	30,172	42,400	40.5%
United Kingdom	15,470	22,392	44.7%
Sweden	4,757	6,034	26.8%
Norway	2,797	3,700	32.3%
Other	7,148	9,459	32.3%
Southern Europe	41,339	49,808	20.5%
Greece	15,905	18,276	14.9%
Italy	11,432	13,425	17.4%
Spain	5,760	7,541	30.9%
Other	8,242	9,831	19.3%
Western Europe	67,987	88,840	30.7%
Germany	33,469	43,090	28.7%
France	12,191	16,053	31.7%
Netherlands	8,766	11,646	32.9%
Austria	5,140	6,998	36.1%

Switzerland	4,060	5,798	42.8%
Belgium	4,118	4,972	20.7%
Other	243	259	6.6%
East / Med Europe	1,074,336	1,123,698	4.6%
Turkey	988,312	1,007,276	1.9%
Israel	85,398	115,040	34.7%
Other	626	1,382	120.8%
Caribbean	315	423	34.3%
Central America	229	246	7.4%
North America	30,968	38,610	24.7%
United States of America	27,304	33,569	22.9%
Canada	3,264	4,483	37.3%
Other	400	558	39.5%
South America	2,419	3,206	32.5%
North-East Asia	20,682	31,344	51.6%
China	10,847	18,179	67.6%
Republic of Korea	3,113	6,257	101%
Other	6,722	6,268	-6.8%
Oceania	3,251	5,024	54.5%
South Asia	161,669	336,043	107.9%
Iran	129,933	282,549	117.5%
Other	31,736	36,920	16.3%
South-East Asia	18,606	24,737	33%
Philippines	14,950	19,100	27.8%
Other	3,656	5,637	54.2%
Near/Middle East	71,377	131,533	84.3%
Saudi Arabia	17,593	45,708	159.8%
Jordan	2,907	12,680	336.2%
United Arab Emirates	14,374	12,106	-15.8%
Kuwait	4,532	11,156	146.2%
Other	31,971	49,883	56%
East Africa	2,855	2,789	-2.3%
West Africa	536	745	39%
South Africa	1,180	1,743	47.7%
North Africa	1,623	2,797	72.3%
Central Africa	108	119	10.2%
Other Countries	435,142	462,632	6.3%

Definitions

Agent - A person or company that sells the product on the owner's behalf, including ITOS, wholesalers retail agents.

Business Tourism - Incorporates visitors travelling for conventions, conferences, seminars, workshops, symposiums, incentives, exhibitions and special events.

Business Visitor - A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category of purpose.

Commission - The fee paid agents for them to market, distribute and sell the product.

Country of Residence - The country of residence of a household is determined according to the centre of predominant economic interest of its members. If a person resides (or intends to reside) for more than one year in a given country and has there his/her centre of economic interest (for example, where the predominant amount of time is spent), he/she is considered as a resident of this country.

Destination - A destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment.

Distribution - The channels or places through which a consumer may purchase the product.

Domestic Tourism - Domestic tourism comprises the activities of residents of a given country travelling to and staying in places inside their residential country, but outside their usual environment for not more than 12 consecutive months for leisure, business or other purposes.

Fully Independent Travelers (FIT)- Travelers who plan their own travel arrangements. There are a number of types of FIT including visiting friends and relatives, backpacking and partially packaged travel.

Inbound Tour Operator (ITO) - Country based agent that specializes in developing programs and itineraries for distributors, also known as ground operators and destination management companies (DMC).

Inbound Tourism - International tourist traffic coming into a country. Also referred to as export tourism.

Incentive Travel - Incentive travel is a trip offered as a prize or reward, for top performing employers or sales agents.

Industry - All businesses that are involved in tourism including distribution agents and product suppliers.

International Traveler - An international traveler is someone who moves between different geographic locations for any purpose and any duration. It excludes foreign citizens who are Georgian residents and includes Georgian citizens who are foreign residents.

International Tourism - International tourism comprises inbound tourism and outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.

International Visitor - An international visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any purpose (business, leisure or other personal purpose) other than to be employed by resident entity in the country or place visited.

Long Haul Travel - International travel to a destination, generally more than 5 hours from the point of origin, i.e. Australia is a long haul destination for travelers from Europe and America.

Meeting and Incentive Planners - Organize and manage all aspects of meetings, incentives and events.

National Tourism - National tourism comprises domestic tourism and outbound tourism, that is to say, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips.

Online Distribution - Using the internet and web portals to distribute or promote the product to consumers.

Operator - The owner and/or manager of the tourism product.

Outbound Tourism - Residents travelling out of their country to an international destination.

Purpose of a Tourism Trip (main) - The main purpose of a tourism trip is defined as the purpose in the absence of which the trip would not have taken place.

Same Day Visitor - A visitor (domestic, inbound or outbound) is classified as a same - day visitor (or excursionist) if his/her trip does not include an overnight stay.

Short Haul Travel - International travel to a destination, generally less than 5 hours from the point of origin, i.e. Australia is a short haul destination for travelers from New Zealand.

Survey - An investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through the Sample: A subset of a frame where elements are selected based on a process with a known probability of selection.

Travel Distribution System - A global network of independent businesses which allow international consumers to research and book travel.

Tourism Expenditure - Tourism expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid or reimbursed by others.

Tourism Industries - The tourism industries comprise all establishments for which the principal activity is a tourism characteristic activity. Tourism industries (also referred to as tourism activities) are the activities that typically produce tourism characteristic products. The term tourism industries is equivalent to tourism characteristic activities and the two terms are sometimes used synonymously.

Tourism Sector - The tourism sector, as contemplated in the TSA, is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called tourism industries because visitor acquisition represents such a significant share of their production of these would cease to exist in meaningful quantity.

Tourist - A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same - day visitor (or excursionist) otherwise.

Usual Environment - The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his /her regular life routines.

Usual Residence - The Place of usual residence is the geographical place where the enumerated person usually resides.

Visiting Friends and Relatives (VFR) - Visitors whose main purpose is to visit friends and relatives.

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

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