



## Introduction

This report presents the basic trends in domestic travel by Georgian residents for the period of first quarter of 2018. 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 72.7% of direct Travel & Tourism GDP in 2017, compared with 27.3% for visitor exports (i.e. foreign visitor spending or international tourism receipts)<sup>1</sup>.

## How many domestic trips do Georgians take?

Georgians took a total of 2.95 million domestic trips in first quarter of 2018, representing 0.6% increase over the same period of last year (Figure 1).

Figure 1: Domestic visits 2017-2018 (in thousands)



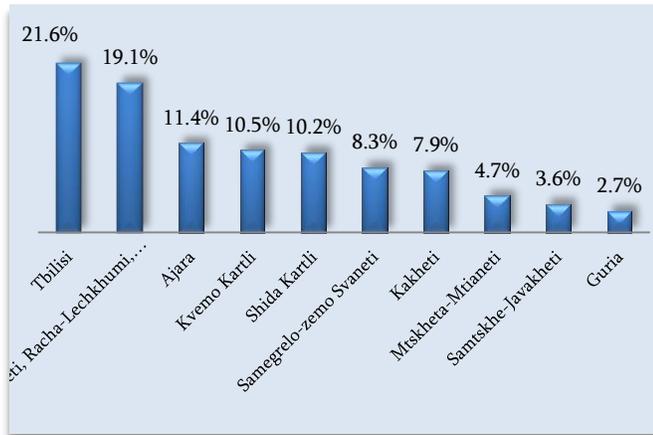
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi travelled the most, undertaking 21.6% of domestic visits (Figure 1).

## 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.

<sup>1</sup>See World Travel & Tourism Council (2018): "The Economic Impact of Travel & Tourism 2018".

**Figure 2: Domestic visits by region**

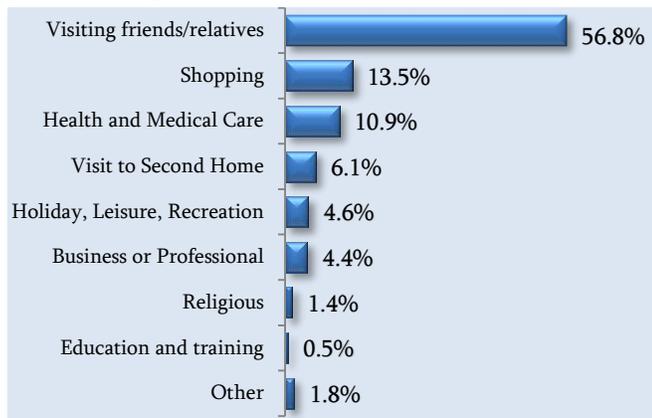


There are slight differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 9.4% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while visits for the same purpose were smaller (3.3%) from the rest of the country. 56.5% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 56.8% (Figure 4).

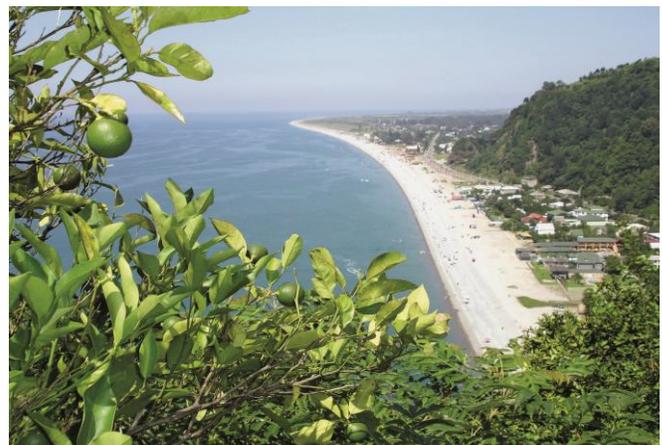
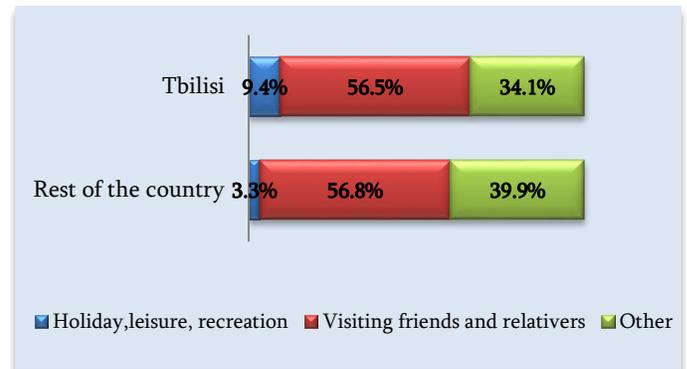
### What are the main purposes of domestic trips?

The majority of domestic visits were carried out for VFR (56.8%), followed by 13.5% of trips for shopping, 10.9% for health and medical care, while 4.6% were carried out for holiday, leisure and recreation purposes (Figure 3).

**Figure 3: Purpose of visit**



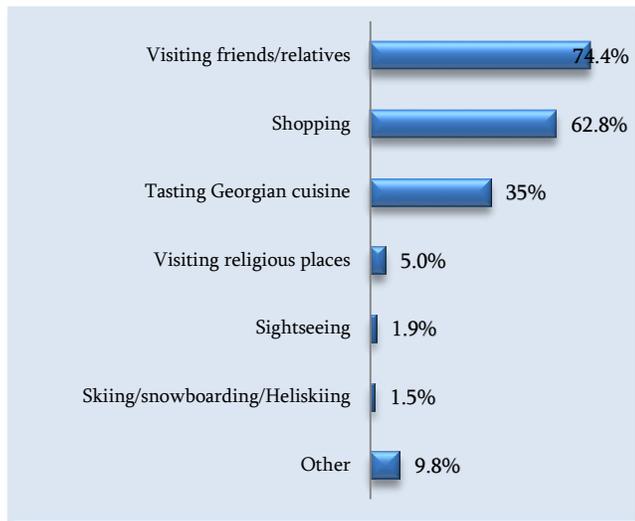
**Figure 4: Purpose of visit by place of residence**



### 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 (74.4%), shopping (62.8%) and tasting Georgian cuisine (40.7%) (Figure 5).

Figure 5: Popular Activities

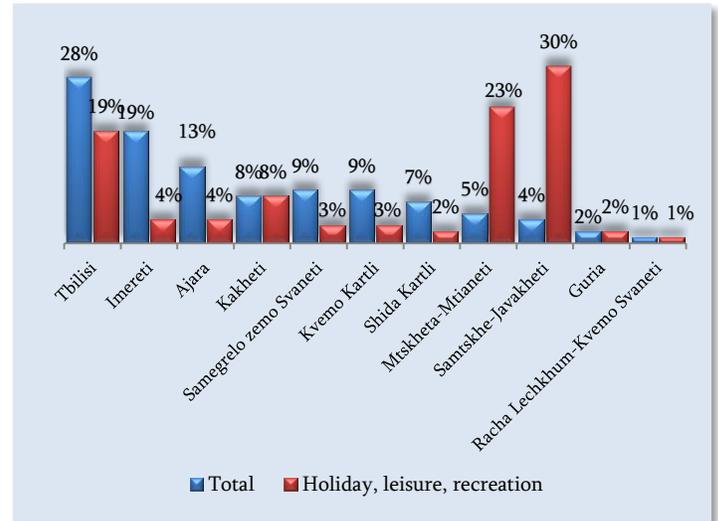


### What regions do domestic travelers visit?

In first quarter of 2018, 28% of domestic trips were taken to Tbilisi, followed by 19% of trips to Imereti, and 13% to Ajara.

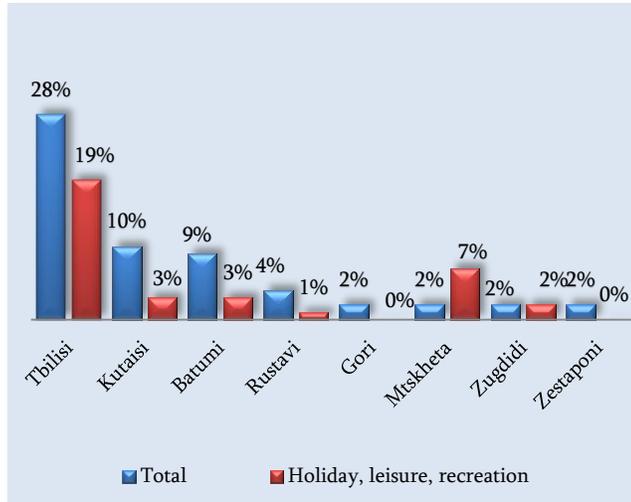
The most popular regions to visit for holiday, leisure and recreation purposes were the following: Samtskhe-Javakheti (30%), Mtskheta-Mtianeti (23%) and Tbilisi (19%) (Figure 6).

Figure 6: Most visited Regions



Most domestic trips were made to Tbilisi (28%), followed by Kutaisi 10% and Batumi 9% (Figure 7).

**Figure 7: Most visited destinations**



### How long do they travel?

In the first quarter of 2018, the total number of overnight stays was 3 mill, while the average trip length was 1.45 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
Guria	2.2
Tbilisi	2.1
Imereti, Racha-Lechkhumi, Kvemo Svaneti	1.6
Samtskhe-Javakheti	1.6
Samegrelo-Zemo Svaneti	1.5
Kakheti	1.4
Ajara	1.1
Kvemo Kartli	1.0
Shida Kartli	0.9
Mtskheta-Mtianeti	0.5

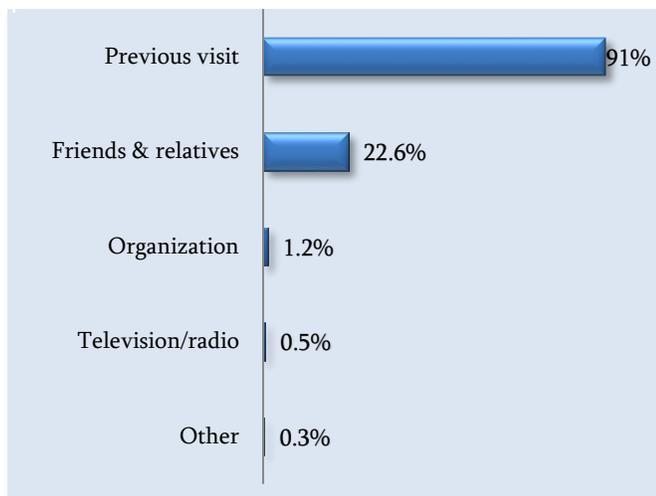
Average length of trips to visit second home was 2.8 nights, while average length for holiday trips was 1.9 night.



### 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. 91% of visitors obtained information from their previous visit, while 22.6% - from their friends or relatives (Figure 8).

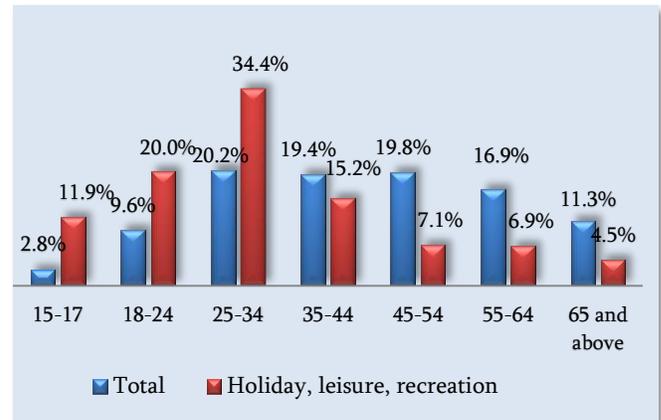
**Figure 8: Information sources**



### What is the age and sex profile of domestic travelers?

The majority of Georgians taking a domestic trip were female (53%), while 47% were male. 20.2% of Georgians taking a domestic trip were 25-34 years old. This was followed by 19.8% ages 45 to 54 and 19.4% ages 35-44 (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 (68.5% of total overnight stays). "Own house" took second place with 19.1% of total overnight stays and a hospital took third place (3.4%). For holiday visits specifically, 29.8% of total overnight stays included stays at friend's or relative's homes, while 28.7% used hotels as a form of accommodation (Figure 10).



Figure 10: Accommodation (overnight stays)

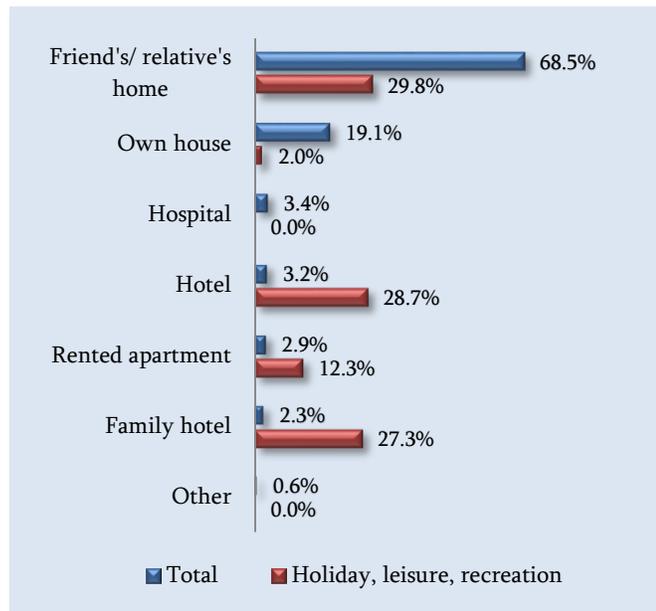


Table 2: Expenditures

Expenditure components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	116,448	32.3%
Food and Drinks	72,244	20%
Transportation	66,519	18.4%
Accommodation	12,968	3.6%
Cultural and Entertainment Service	6,730	1.9%
Other	86,147	23.8%

### How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of first quarter, 2018 was more than 361.1 million GEL and the average expenditure per visit was around GEL 122.

Most expenditures were spent on shopping (more than 116.4 million GEL, 32.3% of total expenses), followed by food and drinks (more than 72.2 million GEL, 20%), transportation (over 67 million GEL, 18.4%), and Accommodation (over 13 million GEL, 3.6%) (Table 2).

### How satisfied are domestic visitors?

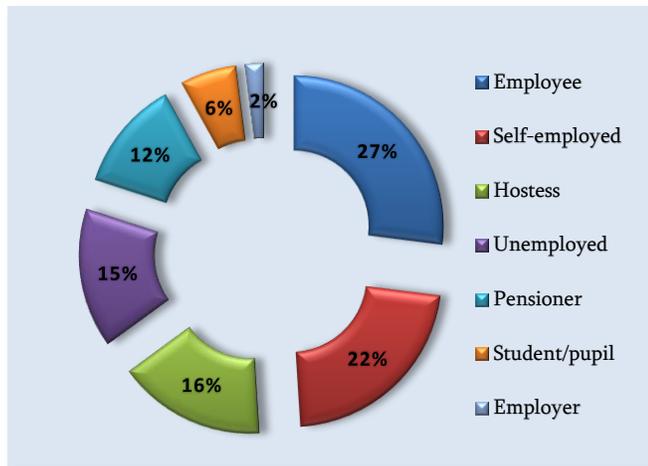
50% of domestic visitors were satisfied with their trips, 34%-highly satisfied, while 0.6% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.15.



## Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (27%), followed by self-employed persons (22%) and hostess (16%) (Figure 11).

**Figure 11: Economic activity of domestic visitors**



## Methodology

The results of this report are based on in-person, face-to-face interviews with 2433 respondents living in households throughout the territory of Georgia conducted by the National Statistics office of Georgia. The survey was designed to collect information from a representative sample of the resident population aged 15 and above who had a visiting experience in the country within the last month. The duration of the interview was 15-20 minutes.

As for the method of sampling, the survey utilized two-stage cluster sampling with preliminary stratification. The sample frame was the Population Census 2014. Based on the utilized methodology the survey results were generalized for the period of January-March, 2018. All data in the report presents weighted results.

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