



Introduction

This report presents basic characteristics of international travel to Georgia for the period of fourth quarter of 2014. The data is provided National Statistics Office of Georgia.

The sphere of the main interest of the report includes trips for holiday, business, visiting friends and relatives (VFR) purposes, expenditure during the trip and other reasons.

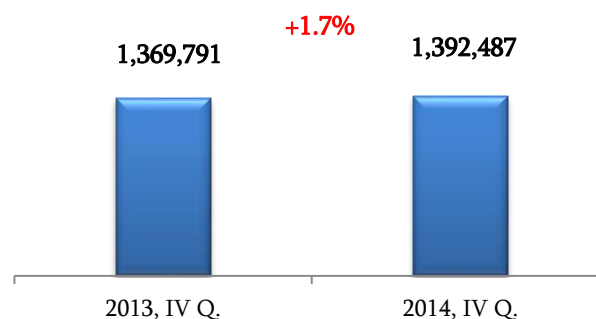
Significance of International Travel

International travel generates significant economic activity and employment in the world. Its direct contribution to World GDP and employment in 2014 was US\$ 2.4 trillion and it supported 105 million jobs. Taking account of its combined direct, indirect and induced impacts, total economic contribution in 2014 was US\$ 7.6 trillion in GDP, 277 million in jobs; US\$ 814 billion in investment; and US\$ 1.4 trillion in exports. This total contribution represents 9.8% of World GDP in 2014, 1 in 11 jobs, 4.3% of total economy investment and 5.7% of world exports.¹

International Traveler Trips

International traveler² trips in Georgia have been growing rapidly in recent years. In fourth quarter of 2014, they reached a record number of 1,392,487, representing an annual growth rate of 1.7%.

Figure 1: International Traveler Trips by years



In fourth quarter of 2014 the number of international visitor³ trips to Georgia amounted to 1,169,823. The majority of trips conducted by international visitors (excluding nonresident citizens of Georgia), 89.5% (948,992), were from neighboring countries. Only 10.5% (111,867) were from other countries. Armenia was the leader in terms of international visitor trips – 293,346 (+5.1%), while Armenia occupied first place in terms of growth (+14,186). There was also a significant growth in the number of trips by Azerbaijan (+11,326), Russia (+5,965) and Israel (+2,716) visitors. This growth was primarily the result of new direct flights, press trips and marketing campaigns administered by the Georgian National Tourism Administration.

¹ Economic Impact of Travel and Tourism 2016. Annual Update. World Travel and Tourism Council

² 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.

³ 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.

Table 1: International Visitor Trips Top 5 Countries

Country	2013: IV Q.	2014: IV Q.	Change %
Armenia	279,160	293,346	+5.1%
Azerbaijan	248,372	259,698	+4.6%
Turkey	278,345	254,498	-8.6%
Russia	135,485	141,450	+4.4%
Georgia (nonresident)	124,035	108,964	-12.2%

The largest share of international visitor trips in Georgia, 1,017,103 (86.9%), were by land transport, followed by 134,175 (11.5%) by air transport. Trips by sea and rail were 11,070 (0.9%) and 7,475 (0.6%), respectively. The busiest border was Sarpi (the Turkish border), which saw 265,771 trips in fourth quarter of 2014, amounting to 22.7% of all trips to Georgia. This was followed by Tsiteli Khidi (the Azerbaijan border) at 20.4%, and Sadakhlo (the Armenia border) at 19.8%.

Table 2: International Visitor Trips by Borders

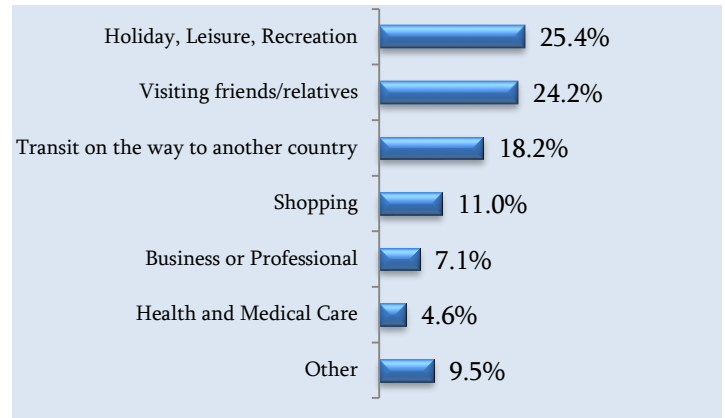
Border Type	2013: IV Q.	2014: IV Q.	Change %
Land	1,035,272	1,017,103	-1.8%
Air	135,582	134,175	-1.0%
Sea	10,748	11,070	3.0%
Railway	6,177	7,475	21.0%

A total of 54.3% (635,226) trips included at least one over-night stay, which by definition is a tourist trip. 45.7% were day trips (534,597).

What are the main purposes of international visitors?

International visitors most often travel for holiday, leisure or recreation purpose (25.4%). Other frequently observed visiting purposes include visiting friends or relatives (24.2%), transit (18.2%), shopping (11%) and business/professional trips (7.1%). Only 9.5% of visitors reported other purposes (Figure 2).

Figure 2: Purpose of Visit

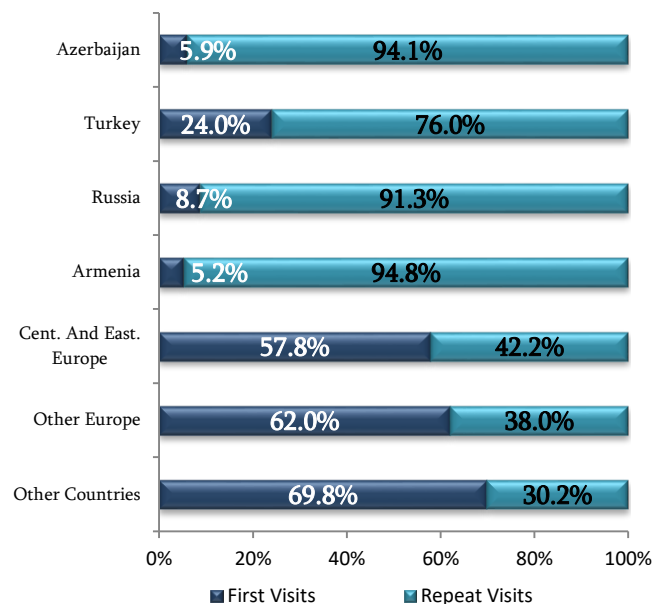


What is the share of the first time visits?

Out of the total visits, 84.5% were repeat visits and 15.5% traveled to Georgia for the first time. Thus, Georgia had up to 180,774 new visits within the period covered.

Most of the neighboring country residents have traveled to Georgia before. The highest share of repeat visits was observed among the residents of Armenia (94.8%), Azerbaijan (94.1%), Russia (91.3%) and Turkey (76%). In contrast, for many Europeans or residents of other countries, it was their first visit to Georgia (Central and Eastern Europe – 57.8%; other Europe – 62%; other countries – 69.8%) (Figure 3).

Figure 3: Visit Practice



How long do they travel for?

Visitors' average duration of stay was 3.1 nights and varied by country of residence. Visitors from neighboring countries tended to stay for short periods except visitors from Russia, who spent on average 4.6 nights in Georgia (Table 3).

Duration of stay was high for visitors from Europe (Central and Eastern Europe – 5.3 nights, Other Europe 6.9 nights) and other country (12 nights) categories.

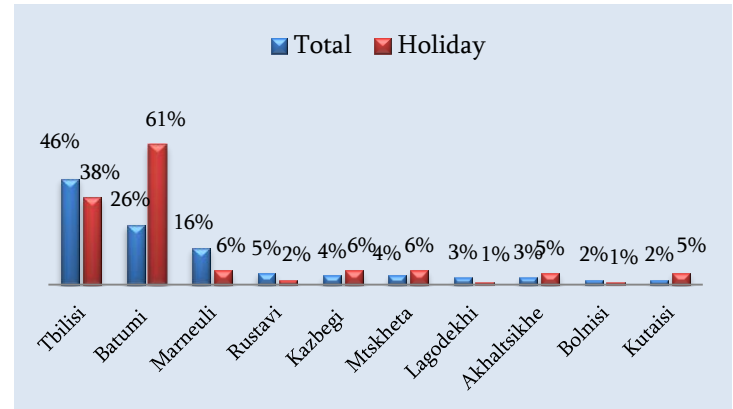
Table 3: Duration of Stay

Country of residence	Average Overnights
Azerbaijan	3.3
Turkey	2.1
Russia	4.6
Armenia	1.3
Cent. And East. Europe	5.3
Other Europe	6.9
Other Countries	12

What cities and regions do international visitors visit?

Nearly half (45.7%) of international trips were made to the capital city of Georgia, followed by 26.3% trips to Batumi. Other destinations were less visited. Among them Marneuli was the most popular (15.6%). Some other widely visited destinations were the following: Rustavi (5.1%), Kazbegi (3.8%), Mtskheta (3.5%), Lagodekhi (3.2%), Akhaltsikhe (3.2%), Bolnisi (2.3%) and Kutaisi (2.2%) (Figure 4).

Figure 4: Most Visited Destinations



Most international trips on the regional level were made to the seaside region Adjara 26.7%, Lower Kartli was next with 25.1% and Mtskheta-Mtianeti 8.2%. Other regions with significant number of visits were Samtskhe-Javakheti 6.6%, Kakheti 5.7% and Imereti 2.2%.

What sources did international visitors use to find information?

Prior to traveling to Georgia, international visitors used various sources for obtaining information. 43.4% learned about the country from their friends or relatives, while 20.2% obtained information from the internet. More than a half of the visitors (60.7%) obtained information about the country from their previous visits. As expected, first time visitors used more information sources prior to the trip. “Friends and relatives” was most frequently applied information source 59.5%, while 41.9% obtained information on Georgia from the internet (Figure 5).

Figure 5: Information Sources

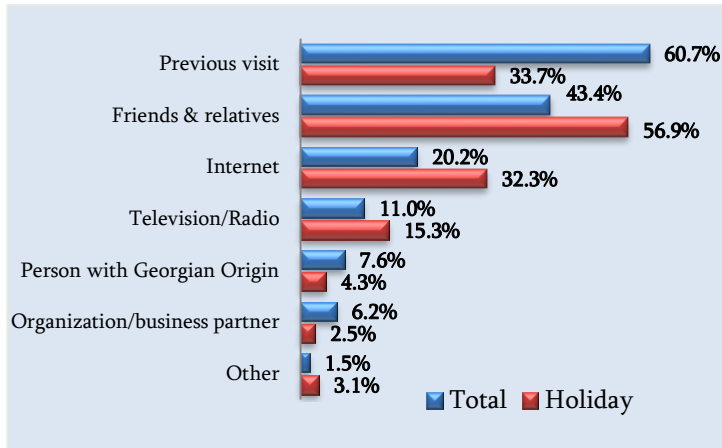
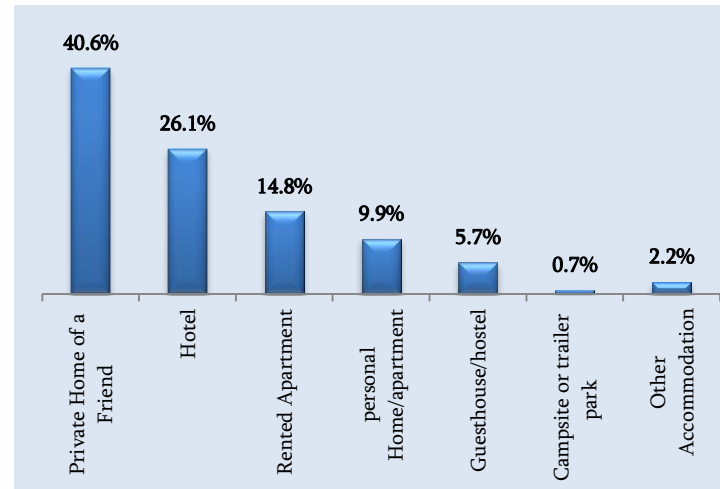


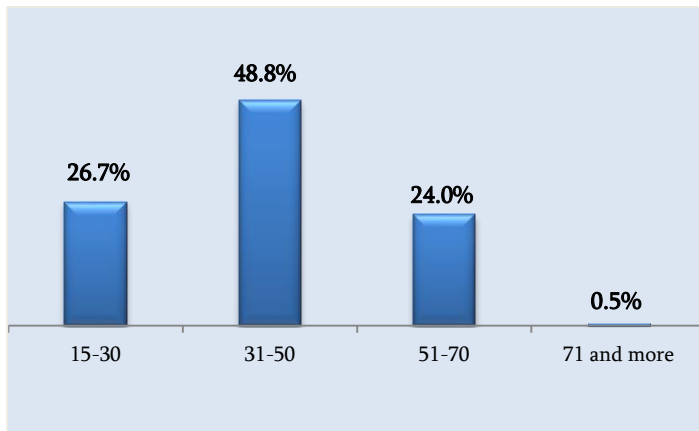
Figure 7: Accommodation



What is the age and sex profile of international travelers?

The majority of the visitors surveyed were male (male – 72.8%; female – 27.2%). Visitors between 31-50 years old were the largest age group (48.8%) (Figure 6).

Figure 6: Age Groups



What accommodation types do they use?

Total nights spent by international visitors were 3,568,998. The most nights were spent in friends and relatives house 40.6%, while 26.1% of the nights were spent in hotel. Other types of accommodation are less utilized by international visitors (Figure 7).

How much do international travelers spend?

Total expenditure by international visitors during the estimation period was over 815 million GEL and the average expenditure per visit was GEL 697.1.

The largest shares of visitors' expenditure go on served food and drinks (21% of total expenses) and Cultural and Entertainment Services (14.5% of total expenses). 12.4% of expenditure was made on shopping and only 11.4% was spent on Accommodation. Detailed breakdown of expenditures is given below (Table 4).

Table 4: Expenditures

Expenditure Components	Total Expenditure GEL (Thousand GEL)	Share of Total Expenditure
Served Food and Drinks	171,345.6	21%
Cultural and Entertainment Services	118,533.9	14.5%
Shopping	101,071.8	12.4%
Accommodation	92,616.1	11.4%
Domestic Ground Transportation	48,349	5.9%
Other Expenditure	283,536.8	34.8%

Visitors from “Other Countries” had the highest spending pattern and spend on average 1,716.9 GEL, followed by residents from “Other Europe” 1,202.8. Among the neighboring countries, the residents of Turkey had the highest average expenditure (989.5 GEL), while residents of Azerbaijan spent only 483.8 GEL on average, which is the lowest indicator (Table 5).

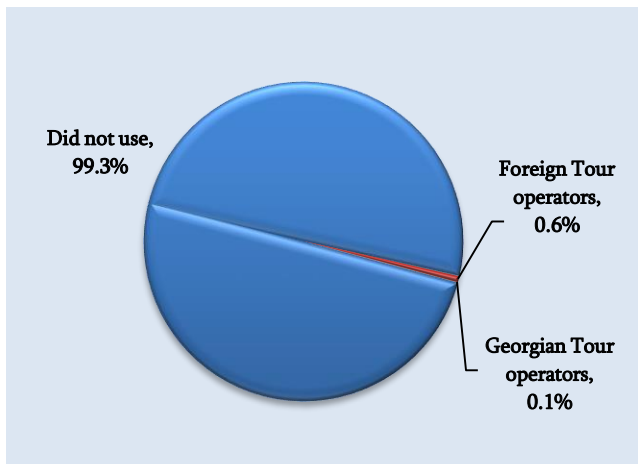
Table 5: Average Expenditures by Countries

Country Of Residence	Average Expenditure (GEL)
Azerbaijan	483.8
Turkey	989.5
Russia	624.8
Armenia	617.5
Central and Eastern Europe	630.6
Other Europe	1,202.8
Other Countries	1,716.9

How many trips are part of tourist package?

Majority of international trips (99.3%) were conducted without utilizing tourist package. In total 5.6 million Gel was spent on tourist package expenditures in fourth quarter of 2014 (Figure 8).

Figure 8: Utilization of a Tourist Package



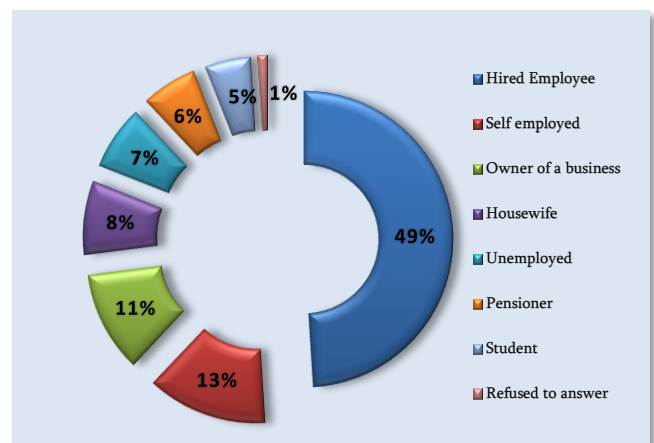
How satisfied are international visitors?

With regard to general satisfaction, 62.3% was very satisfied with the visit, 32.4% was satisfied and only 0.6% did not answer the question.

Who are international visitors by occupation?

Majority of international trips were conducted by hired employees (48.7%), followed by self-employed (without employed persons) 13.2% and Owners of a business (which employs others) visitors 10.5% (Figure 9).

Figure 9: International Visits by Occupation



Methodology

This report is based on the survey data provided by National Statistics Office of Georgia. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organization.

Interviews were conducted with international visitors aged 15 years or older who were leaving Georgia. The interviews took place at the checkpoints of each type of border (land, airport, railway and port).

Table 6: Sample Size by Borders

Type	Border	Sample Size
Airport	Airport Tbilisi	1572
Airport	Airport Batumi	240
Airport	Airport Kutaisi	300
Land	Sarpi	4392
Land	Vale	252
Land	Ninotsminda	432
Land	Sadakhlo	1488
Land	Tsiteli Khidi	1752
Land	Tsodna	504
Land	Kazbegi	1068

The document reports statistics of data gathered through 12,000 interviews. A stratified systematic sample method was applied to select respondents. The border checkpoint type was taken as a stratification variable. Data of border checkpoints was provided by ministry of internal affairs, information-analytical department. The final sampling unit was a resident of a foreign country aged 15 years and over. A brief description of the methodology is summarized below:

Table 7: Description of Survey Methodology

Survey method	Quantitative research
Survey technique	Face to face interviews
Survey areal	Georgia
Target group	International visitors aged 15 years or older
Sample size	12,000 respondents
Duration of interview	10-12 minutes

The data according to the country of residence is analyzed separately for neighboring countries – Turkey, Russia, Azerbaijan and Armenia. Other countries are grouped in three categories – Central and Eastern Europe, Other Europe and Other Countries.

In the category “Central and Eastern Europe” are grouped the following countries: Belarus, Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Slovakia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.



In the category “Other Europe” the following countries are grouped: Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, Malta, Norway, Netherlands, Spain, Sweden, Switzerland and the United Kingdom.

Those counties that were not placed in any of the above mentioned groups, due to small samples, were consequently grouped as “Other” Countries.

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

Report is uploaded on the website of Georgian National Tourism Administration: www.gnta.ge