



**Table 1: International Visitor Trips Top 5 Countries**

Country	2014 II Q.	2015 II Q.	Change %
Turkey	294,862	265,007	-10.1%
Armenia	217,318	260,312	+24%
Azerbaijan	226,996	247,281	+22.8%
Russia	123,393	170,990	+15.7%
Georgia (non-resident)	112,399	99,017	10.5%

The largest share of international visitor trips in Georgia, 1,003,527 (84.7%), were by land transport, followed by 166,356 (14%) by air transport. Trips by sea and rail were 8,291 (0.7%) and 7,224 (0.6%), respectively. The busiest border was Sarpi, which saw 280,346 trips in second quarter of 2015, amounting to 23.6% of all trips to Georgia. This was followed by Tsiteli Khidi (the Azerbaijan border) at 17.7%, and Kazbegi (the Russian border) at 17.5%.

**Table 2: International Visitor Trips by Borders**

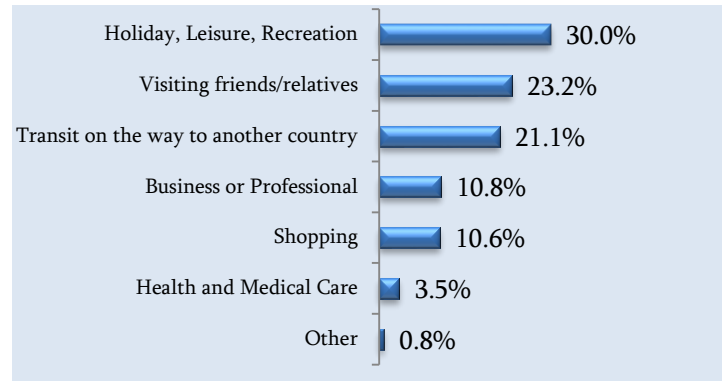
Border Type	2014 II Q.	2015 II Q.	Change %
Land	945,061	1,003,527	+6.2%
Air	152,781	166,356	+8.9%
Sea	9,082	8,291	-8.7%
Railway	7,167	7,224	+0.8%

A total of 55.7% (660,299) trips included at least one over-night stay, which by definition is a tourist trip. 44.3% were day trips (525,099).

**What are the main purposes of international visitors?**

International visitors most often travel for holiday, leisure or recreation purposes (30%). Other frequently observed visiting purposes include visiting friends or relatives (23.2%), transit (21.1%), business/professional trips (10.8%) and shopping (10.6%). Only 0.8% of visitors reported other purposes (Figure 2).

**Figure 2: Purpose of Visit**

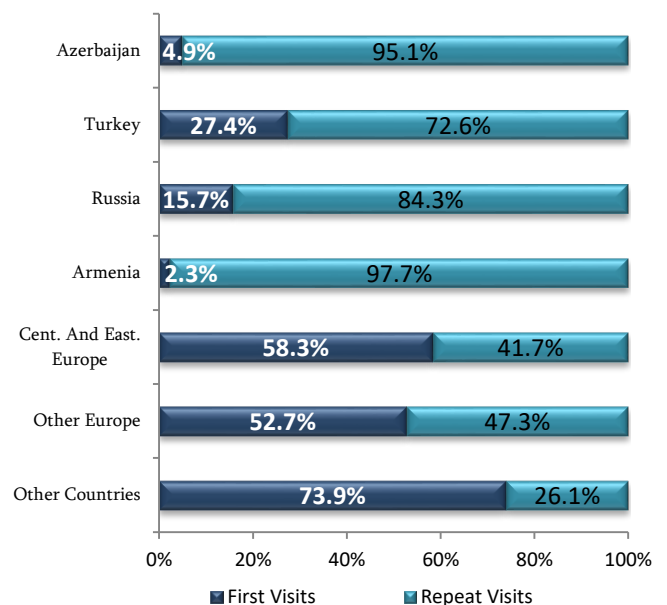


**What is the share of the first time visits?**

Out of the total visits, 82.5% were repeat visits and 17.5% traveled to Georgia for the first time. Thus, Georgia had up to 207,115 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 (97.7%), Azerbaijan (95.1%), Russia (84.3%) and Turkey (72.6%). In contrast, for many Europeans or residents of other countries, it was their first visit to Georgia (Central and Eastern Europe – 58.3%; other Europe – 52.7%; other countries – 73.9%) (Figure 3).

**Figure 3: Visit Practice**



### How long do they travel for?

Visitors' average duration of stay was 2.8 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 4.1 nights in Georgia (Table 3).

Duration of stay was high for visitors from Europe (Central and Eastern Europe - 7 nights, Other Europe 8 nights) and other country (7 nights) categories.

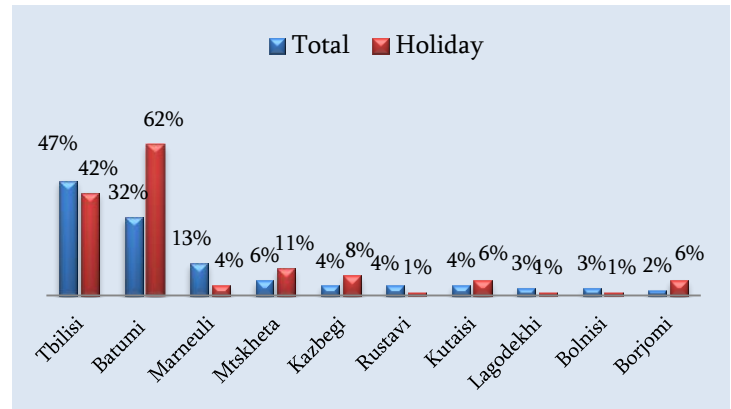
**Table 3: Duration of Stay**

Country of residence	Average Overnights
Azerbaijan	2.4
Turkey	1.6
Russia	4.1
Armenia	0.6
Cent. And East. Europe	6.8
Other Europe	9.2
Other Countries	8.5

### What cities and regions do International visitors visit?

47.3% of international trips were made to the capital city of Georgia, followed by 32% trips to Batumi. Other destinations were less visited. Among them Marneuli was the most popular (13.1%). Some other widely visited destinations were the following: Mtskheta (5.8%), Kazbegi (4.4%), Rustavi (4.1%), Kutaisi (3.5%), Lagodekhi (2.7%), Bolnisi (2.7%) and Borjomi (2.3%) (Figure 4).

**Figure 4: Most Visited Destinations**

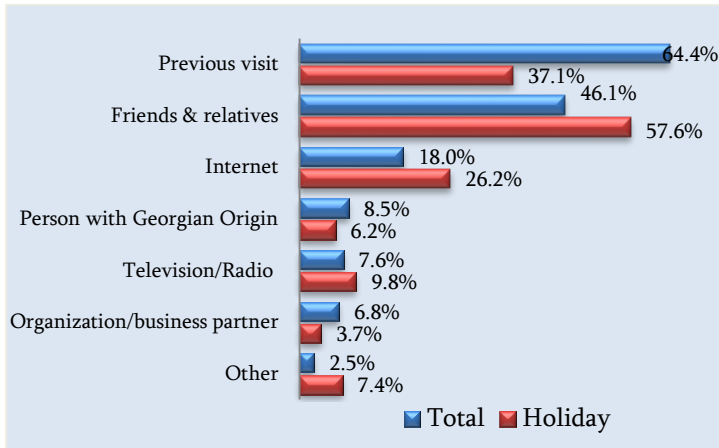


Most international trips on the regional level were made to Tbilisi 47.3%, seaside Ajara was the next with 32.6%, Lower Kartli 21.8% and Mtskheta-Mtianeti 10.2%. Other regions with significant number of visits were Samtskhe-Javakheti 7.3%, Kakheti 6.1% and Imereti 3.6%.

### What sources did international visitors use to find information?

Prior to traveling to Georgia, international visitors used various sources for obtaining information. 46.1 % learned about the country from their friends or relatives, while 18% obtained information from the internet. 64.4% of the visitors 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 62.1%, while 39.6% obtained information on Georgia from the internet (Figure 5).

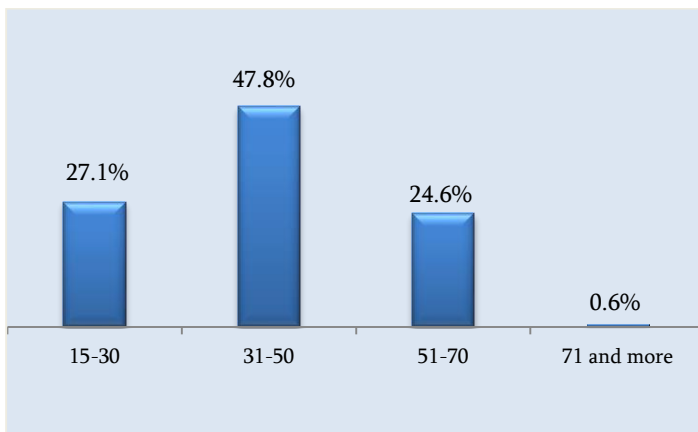
**Figure 5: Information Sources**



**What is the age and sex profile of international travelers?**

The majority of the visitors surveyed were male (male – 71.4%; female – 28.6%). Visitors between 31-50 years old were the largest age group (47.8%) (Figure 6).

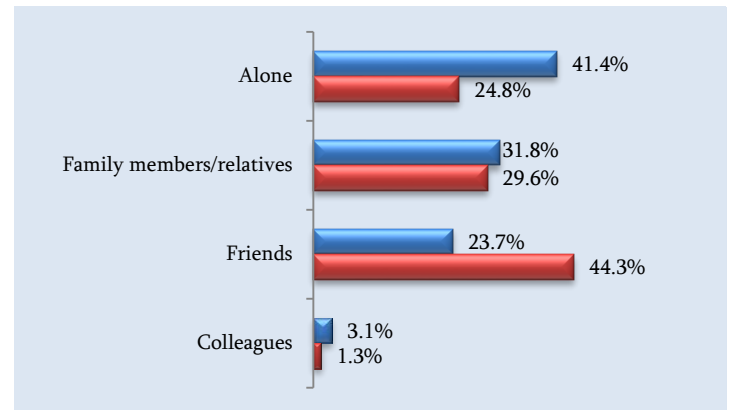
**Figure 6: Age Groups**



**Who do international visitors travel with?**

41.4% of the international trips were made alone to Georgia, while others had at least one companion during the trip. A typical companion is a family member/relative (31.8%). 23.7% of visitors were accompanied by friends (Figure 7).

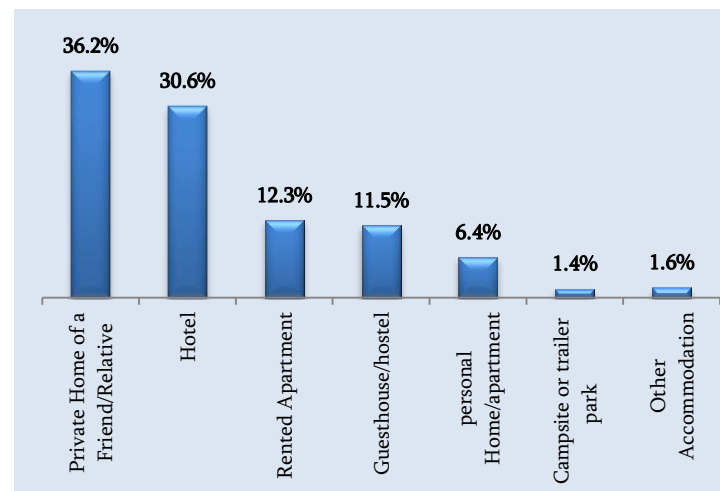
**Figure 7: Persons Accompanying on Trip**



**What accommodation types do they use?**

Total nights spent by international visitors were 3,265,365. The most nights were spent in private home of a friend 36.2%, while 30.6% of the nights were spent in hotel. Other types of accommodation are less utilized by international visitors (Figure 8).

**Figure 8: Accommodation**





### How much do international travelers spend?

Total expenditure by international visitors during the estimation period was over 870 million GEL and the average expenditure per visit was GEL 734.1.

The largest shares of visitors' expenditure go on served food and drinks (22% of total expenses) and on accommodation (18.4% of total expenses). 15.5% of expenditure was made on cultural and entertainment services and only 12.7% was spent on shopping. 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	191,179.7	22%
Accommodation	160,078	18.4%
Cultural and Entertainment Services	135,252	15.5%
Shopping	110,794.6	12.7%
Domestic Ground Transportation	53,146.3	6.1%
Other Expenditure	219,779.9	25.3%

Visitors from “Other Countries” had the highest spending pattern and spend on average 2,022.2 GEL, followed by residents from „Other Europe” 1,716.6. Among the neighboring countries, the residents of Turkey had the highest average expenditure (966.7 GEL), while residents of Azerbaijan spent only 352.4 GEL on average, which is the lowest indicator (Table 5).

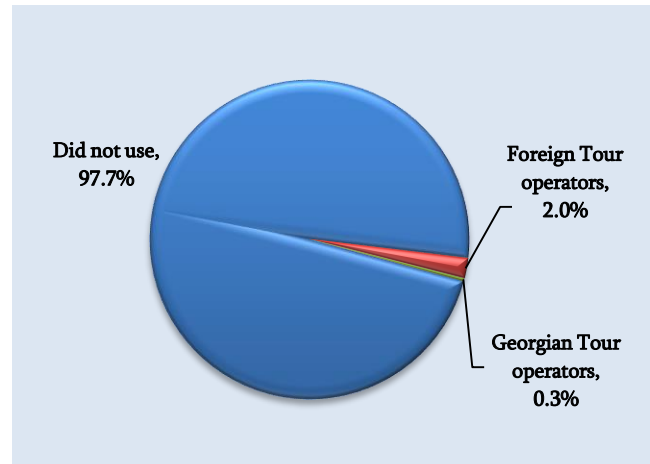
**Table 5: Average Expenditures by Countries**

Country Of Residence	Average Expenditure (GEL)
Azerbaijan	352.4
Turkey	966.7
Russia	756.8
Armenia	629
Central and Eastern Europe	1,052
Other Europe	1,716.6
Other Countries	2,022.2

### How many trips are part of tourist package?

Majority of international trips (97.7%) were conducted without utilizing tourist package. In total 30.4 million Gel was spent on tourist package expenditures in second quarter of 2015 (Figure 9).

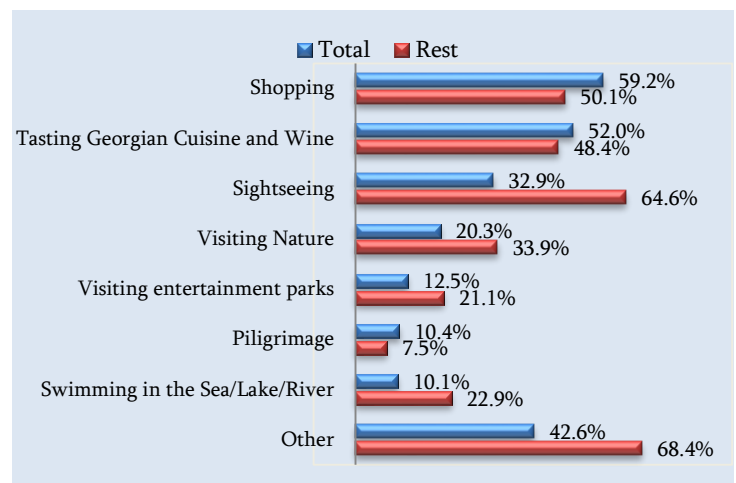
**Figure 9: Utilization of a Tourist Package**



### What are the popular activities and attractions?

Among the activities undertaken by visitors were: Shopping (59.2%), tasting Georgian cuisine (52%) and sightseeing, visiting cultural and historical heritage, museums (32.9%) (Figure 10).

**Figure 10: Activities**



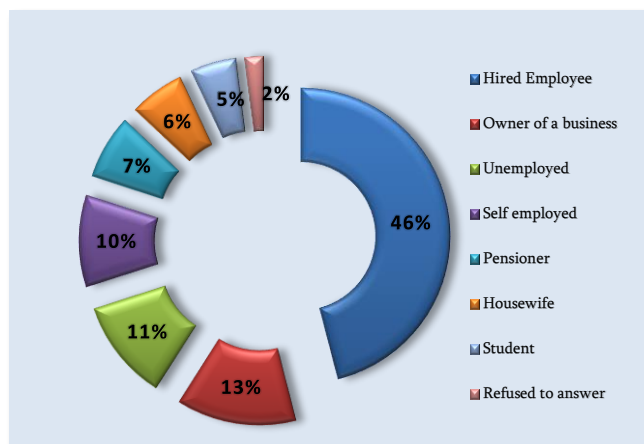
### How satisfied are international visitors?

With regard to general satisfaction, 52.2% was very satisfied with the visit, 34.4% was satisfied and only 0.4% did not answer the question.

### Who are international visitors by occupation?

Majority of international trips were conducted by hired employees (46.2%), followed by Owners of a business (which employs others) 13.4% and unemployed visitors 10.8% (Figure 11).

Figure 11: 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 countries 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](mailto:infostatistics@gnta.ge)*

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