



## Introduction

This report presents the basic trends in domestic travel by Georgian residents for the year 2015. Figures include the results of a household survey conducted by the National Statistical Office of Georgia.

Domestic travel concerns residents of Georgia travelling within the country for a given period, and involves people spending money on activities and accommodation outside of their normal routine and contributing to local economies (Box 1).

The main areas of interest in this report include trips for leisure, business, visiting friends and relatives (VFR) purposes, expenditure during the trip, and other variables.

## Significance of domestic travel

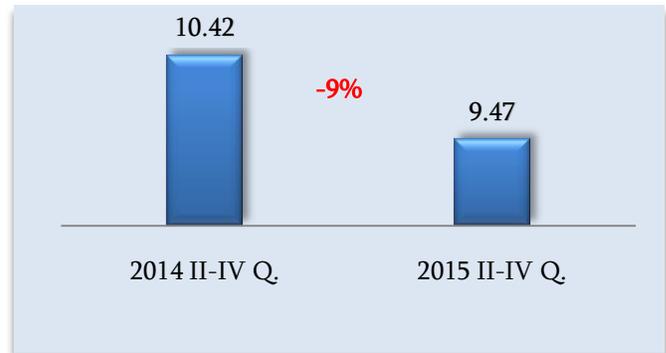
Domestic tourism generates significant economic activity and employment in the world, including in Georgia.

Domestic travel spending generated 72.5% of direct Travel & Tourism GDP in 2014, compared with 27.5% 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 12.36 million domestic trips in 2015, while in the period of II-IV quarters of 2015, the total number of domestic trips was 9.47 mil, representing a 9% decrease over the same period in 2014 (Figure 1).

**Figure 1: Domestic visits 2014-2015 (million)**



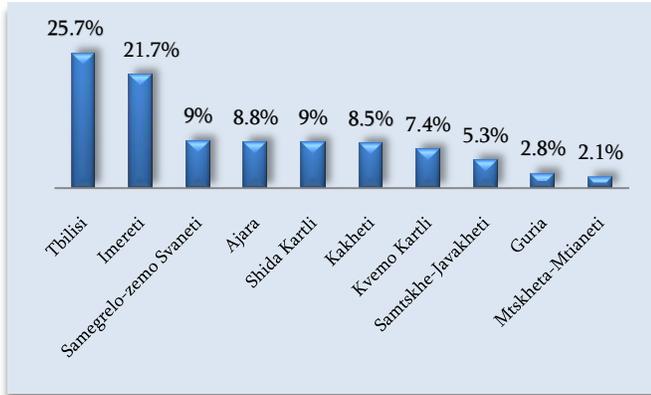
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi and Imereti regions travelled the most, undertaking 25.7% and 21.7% of domestic visits respectively (Figure 2).

### 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 (2014): "The Economic Impact of Travel & Tourism 2014".

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. 13.3% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while 5.6% of visits were for the same purpose from the rest of the country. 58.3% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 53.2% (Figure 4).

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

The majority of domestic visits were carried out for VFR (54.5%), followed by 11.4% of trips for shopping, 10.3% for health and medical care, while 7.6% of trips were carried out for holiday, leisure and recreation purposes (Figure 3).

Figure 3: Purpose of visit

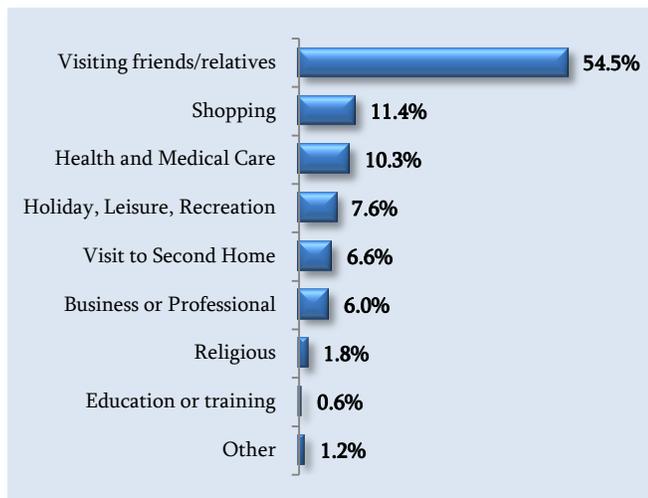
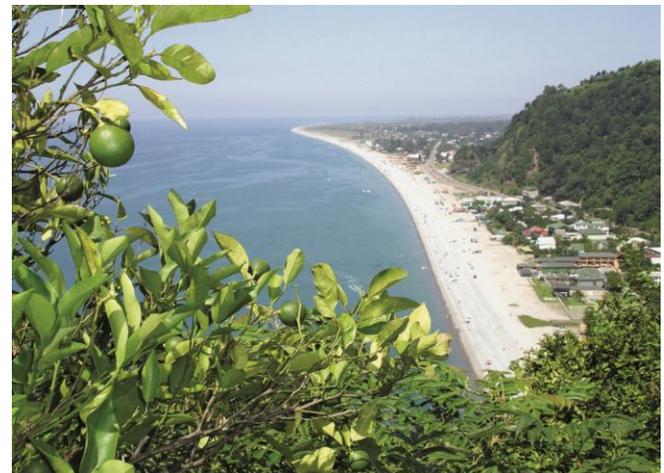
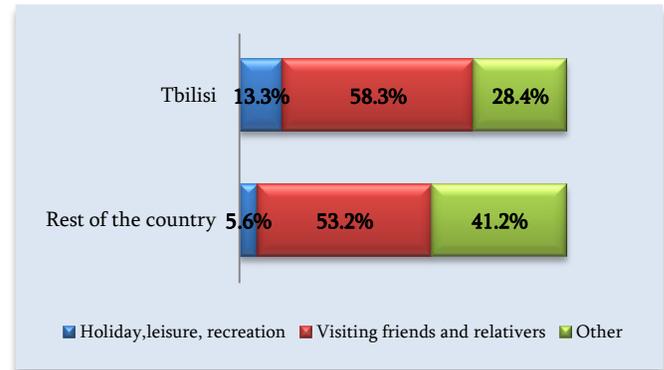


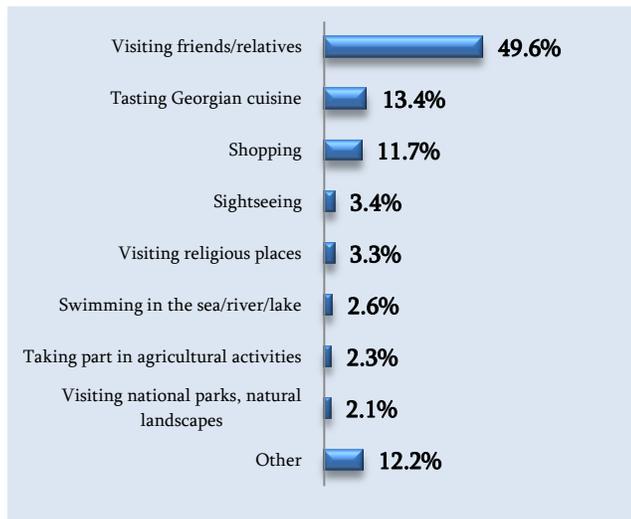
Figure 4: Purpose of visit by place of residence



### What activities are popular among domestic visitors?

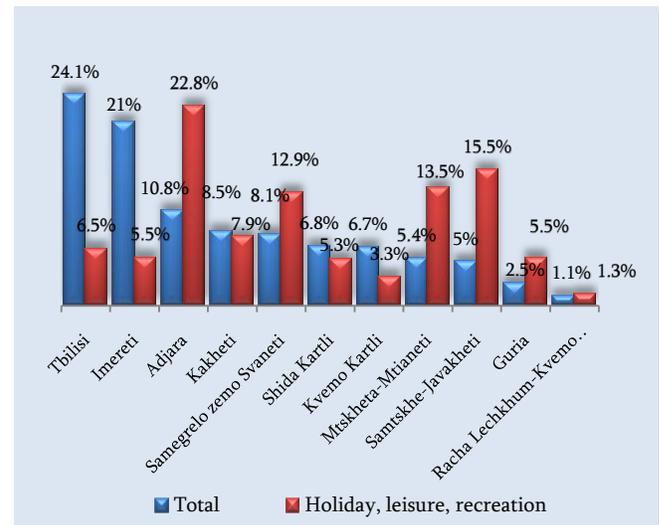
Domestic visitors participated in different activities while travelling in Georgia. Among the popular activities undertaken by visitors were: visiting friends and relatives (49.6%), tasting Georgian cuisine (13.4%) and shopping (11.7%) (Figure 5).

Figure 5: Popular Activities



The most popular regions to visit for holiday, leisure and recreation purposes were the following: Adjara (22.8%), Samtskhe-Javakheti (15.5%) and Mtskheta-Mtianeti (13.5%) (Figure 6).

Figure 6: Most visited Regions



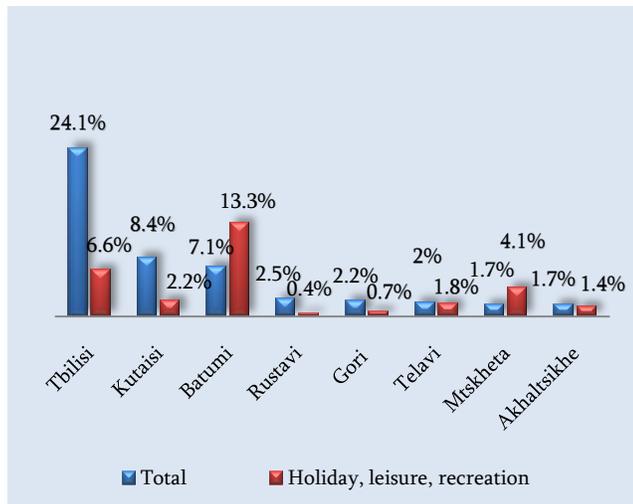
### What regions do domestic travelers visit?

In 2015, 21% of domestic trips were taken to the Imereti region, followed by 10.8% of trips to Adjara, and 8.5% to Kakheti.



Most domestic trips were made to Tbilisi (24.1%), followed by Kutaisi 8.4% and Batumi 7.1%. (Figure 7).

**Figure 7: Most visited destinations**



**Table 1: Duration of Stay**

Place of residence	Average length of the trip
Tbilisi	3.2
Imereti	2.2
Ajara	2.2
Guria	2.1
Samegrelo-zemo Svaneti	1.8
Kakheti	1.7
Kvemo Kartli	1.6
Samtskhe-Javakheti	1.4
Shida Kartli	1.1
Mtskheta-Mtianeti	1.0

Among the trips the highest length of stay was registered to visit second home and for holiday, leisure and recreation purposes (4.4 nights on average).

### How long do they travel?

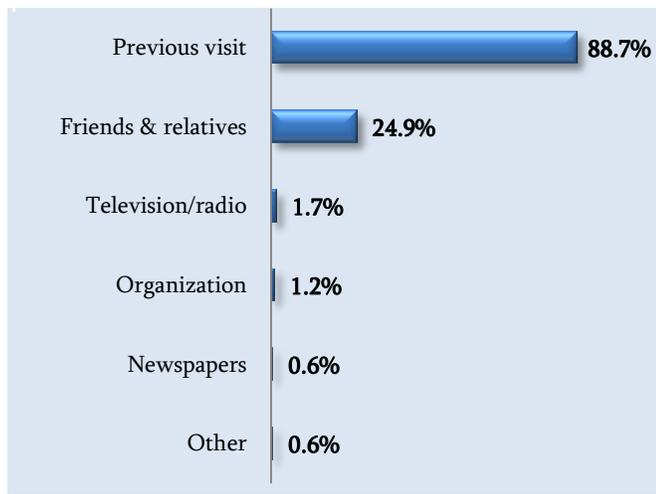
In 2015, the total number of overnight stays was 26.9 mil, while the average trip length was 2.2 nights. 48% of domestic trips included at least one overnight stay (Table 1). Visitors from Tbilisi tended to stay for longer periods (3 nights on average), while visitors from other regions spent 2 nights on average (Table 1).



### 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. 88.7% of visitors obtained information from their previous visit, while 24.9% - from their friends or relatives (Figure 8).

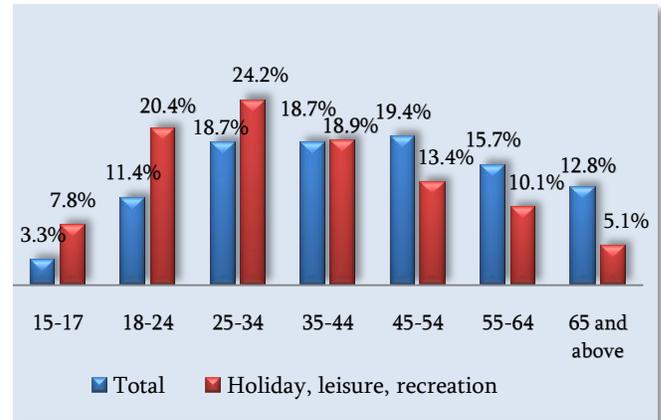
**Figure 8: Information sources**



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

The majority of Georgians taking a domestic trip were female (55%), while 45% were male. 19.4% of Georgians taking a domestic trip were 45–54 years old. This was followed by 18.7% ages 35 to 44 and 18.7% ages 25-34 (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 (65.4% of total overnight stays). “Own house” took second place with 22.3% of total overnight stays and a „rented apartment” took third place (4.3%). For holiday visits specifically, 40.7% of total overnight stays included stays at friend’s and relative’s houses, 23.5% - rented apartment, while 15.7% used family hotels (Figure 10).



Figure 10: Accommodation (overnight stays)

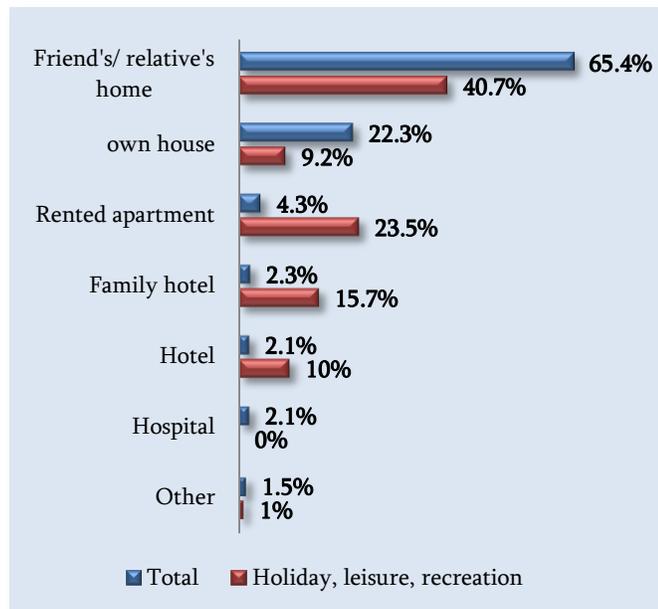


Table 2: Expenditures

Expenditure components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Food and Drinks	437,383	29%
Shopping	430,680	28%
Transportation	274,847	18%
Accommodation	54,115	4%
Cultural and Entertainment Service	20,119	1%
Other	312,267	20%

### How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period was more than 1.5 Billion GEL and the average expenditure per visit was around GEL 124.

The main expenditure were allocated for food and drinks (over 437 million GEL, 29% of total expenses), followed by shopping (more than 430 million GEL, 28%), transportation (more than 274 million GEL, 18%), and accommodation (over 54 million GEL, 4%) (Table 2).

### How satisfied are domestic visitors?

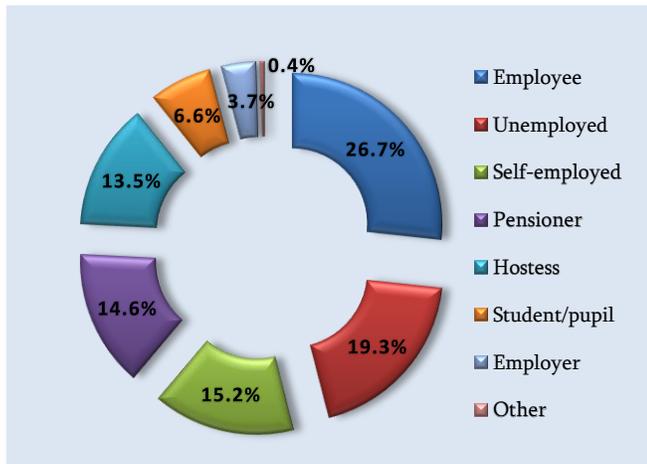
52% of domestic visitors were satisfied with their trips, 29%-highly satisfied, while 1% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.1.



### Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (26.7%), followed by those unemployed (19.3%), and self-employed persons (15.2%) (Figure 11).

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



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

*Tel: +995 322 43 69 99 (30)*

*E-mail: [infostatistics@gnta.ge](mailto:infostatistics@gnta.ge)*