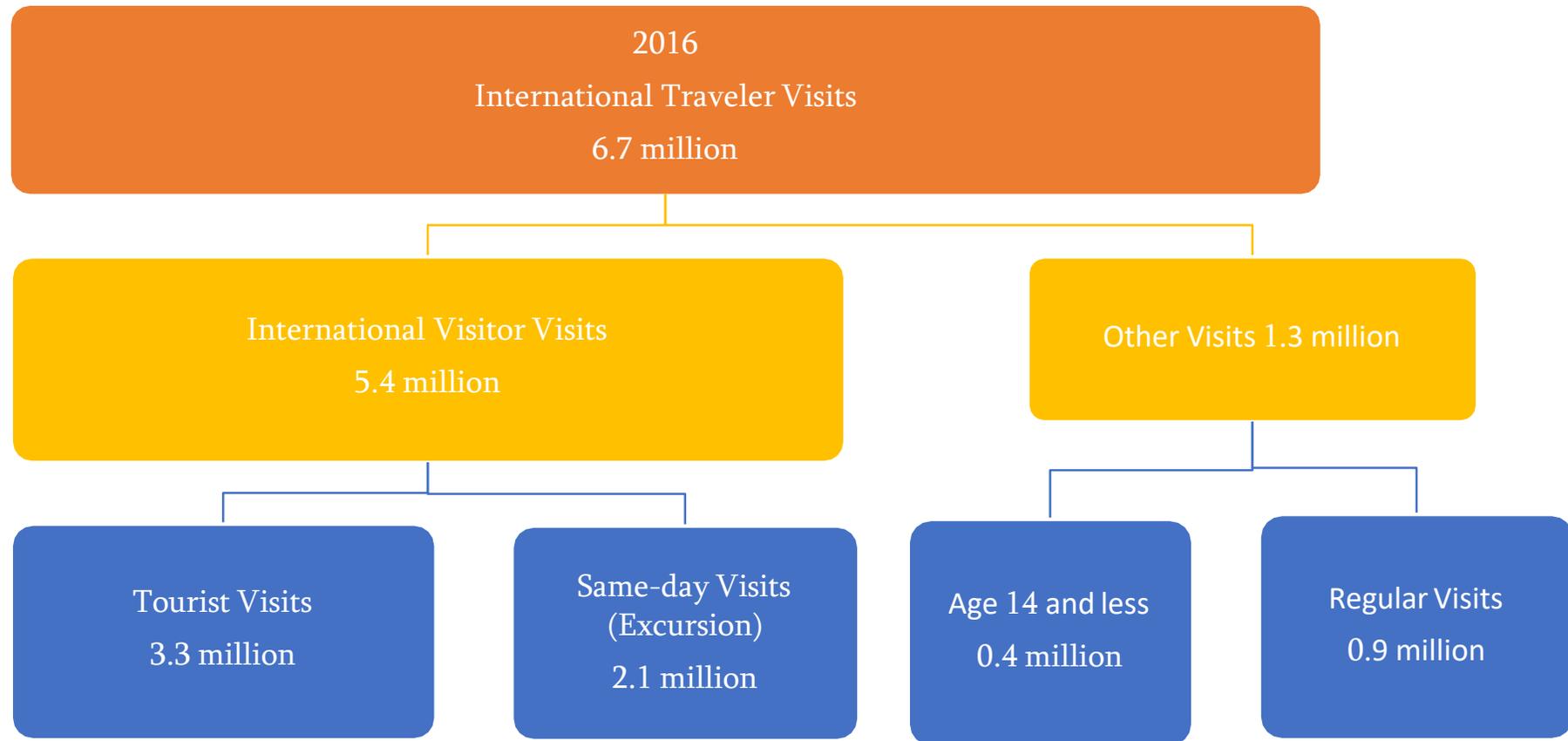


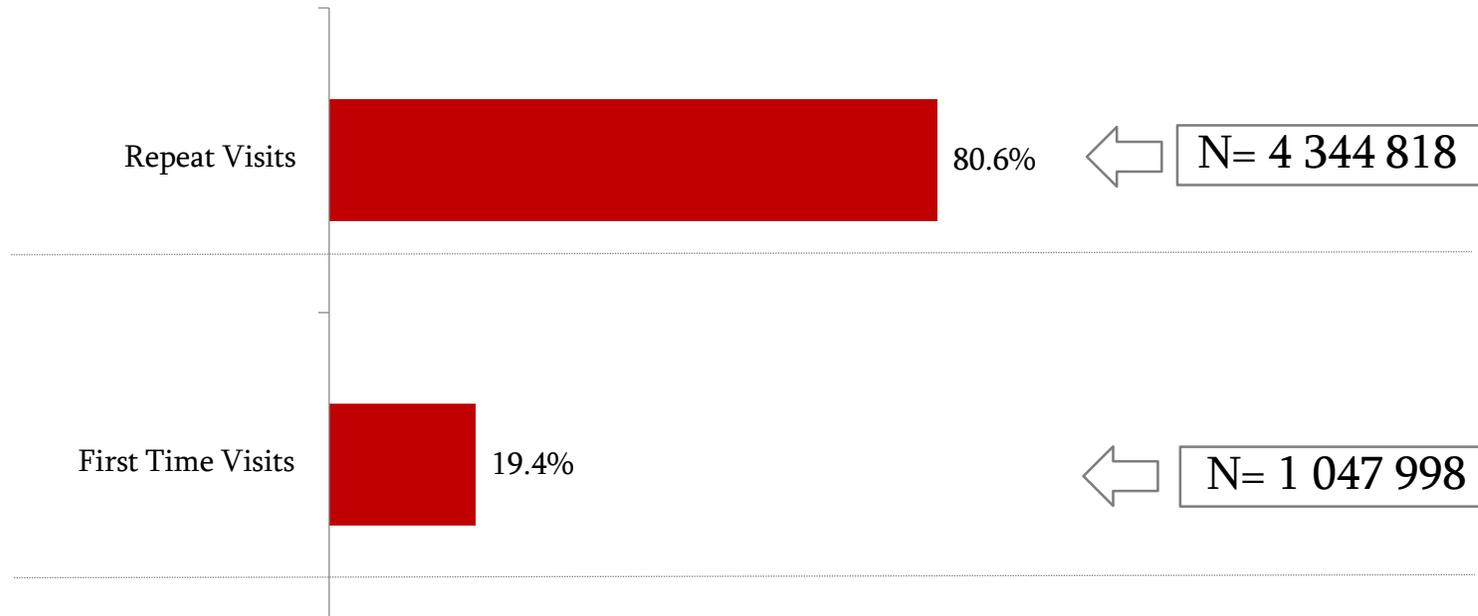


# Classification of International Travel



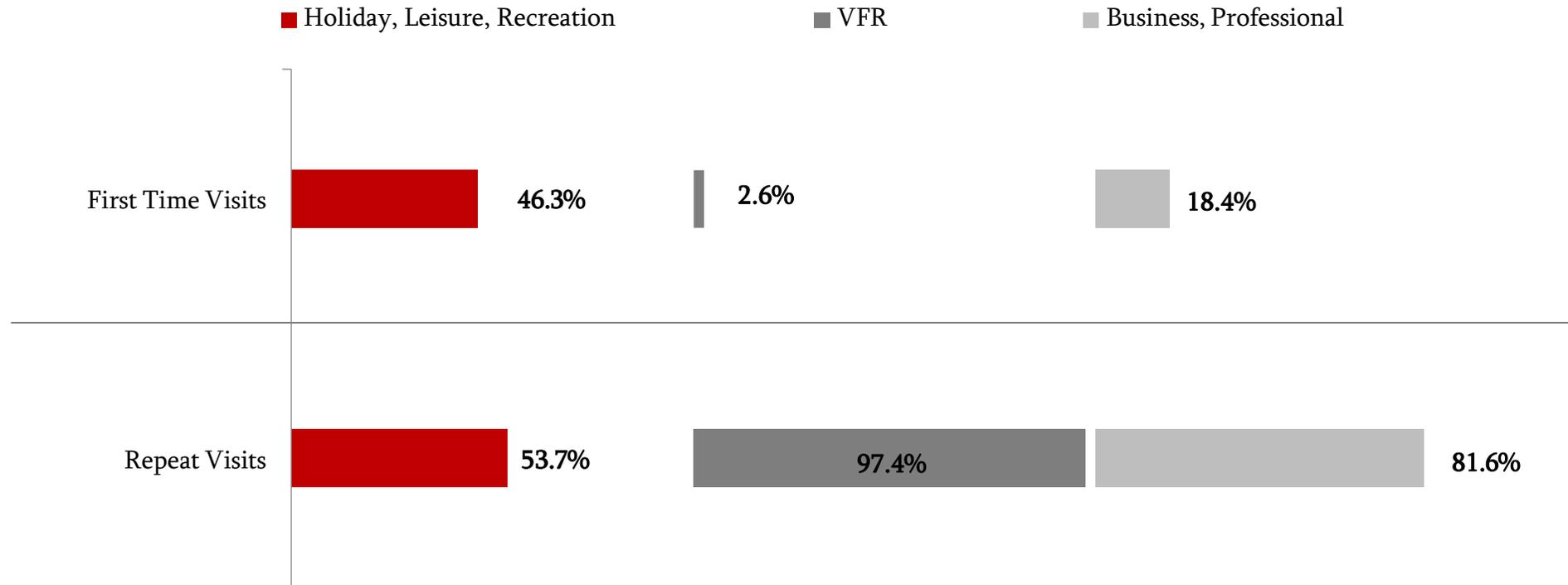
# Visiting Practice/Total

Please , tell me, is this your first visit to Georgia?



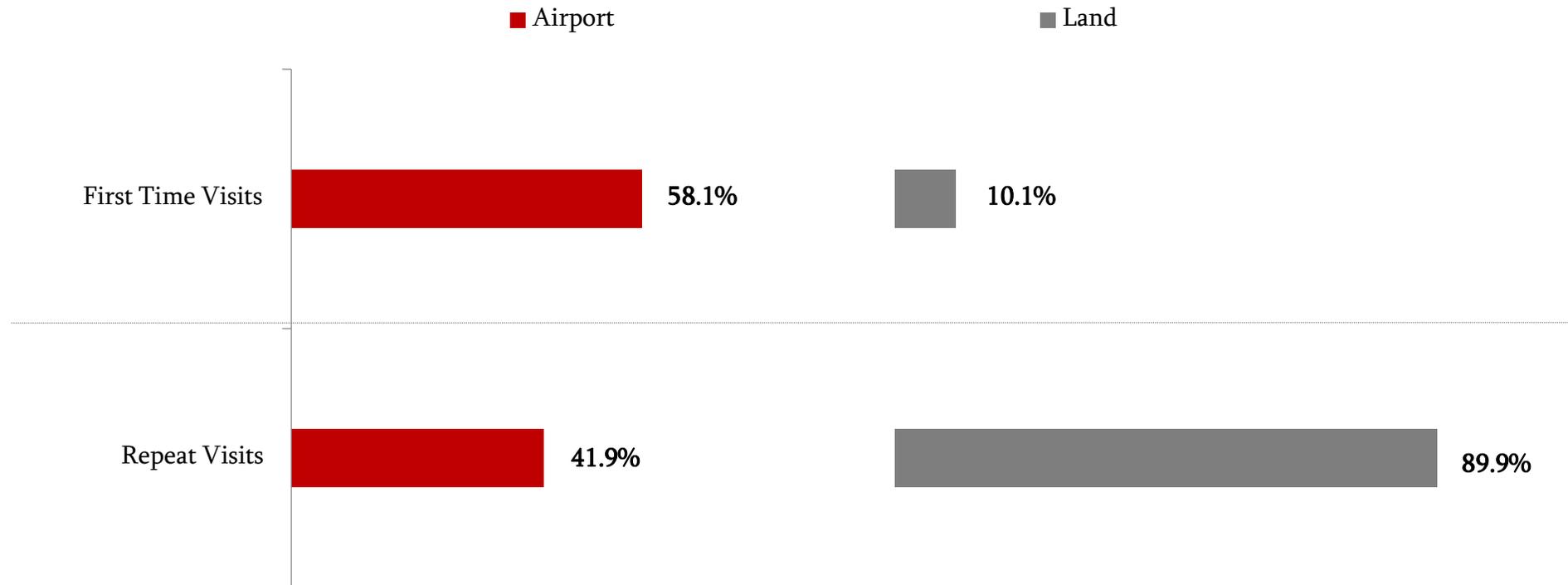
# Visiting Practice/Purpose of Visit

Please, tell me, is this your first visit to Georgia?



# Visiting Practice/ Border

Please , tell me, is this your first visit to Georgia?



# Visiting Practice/Residency

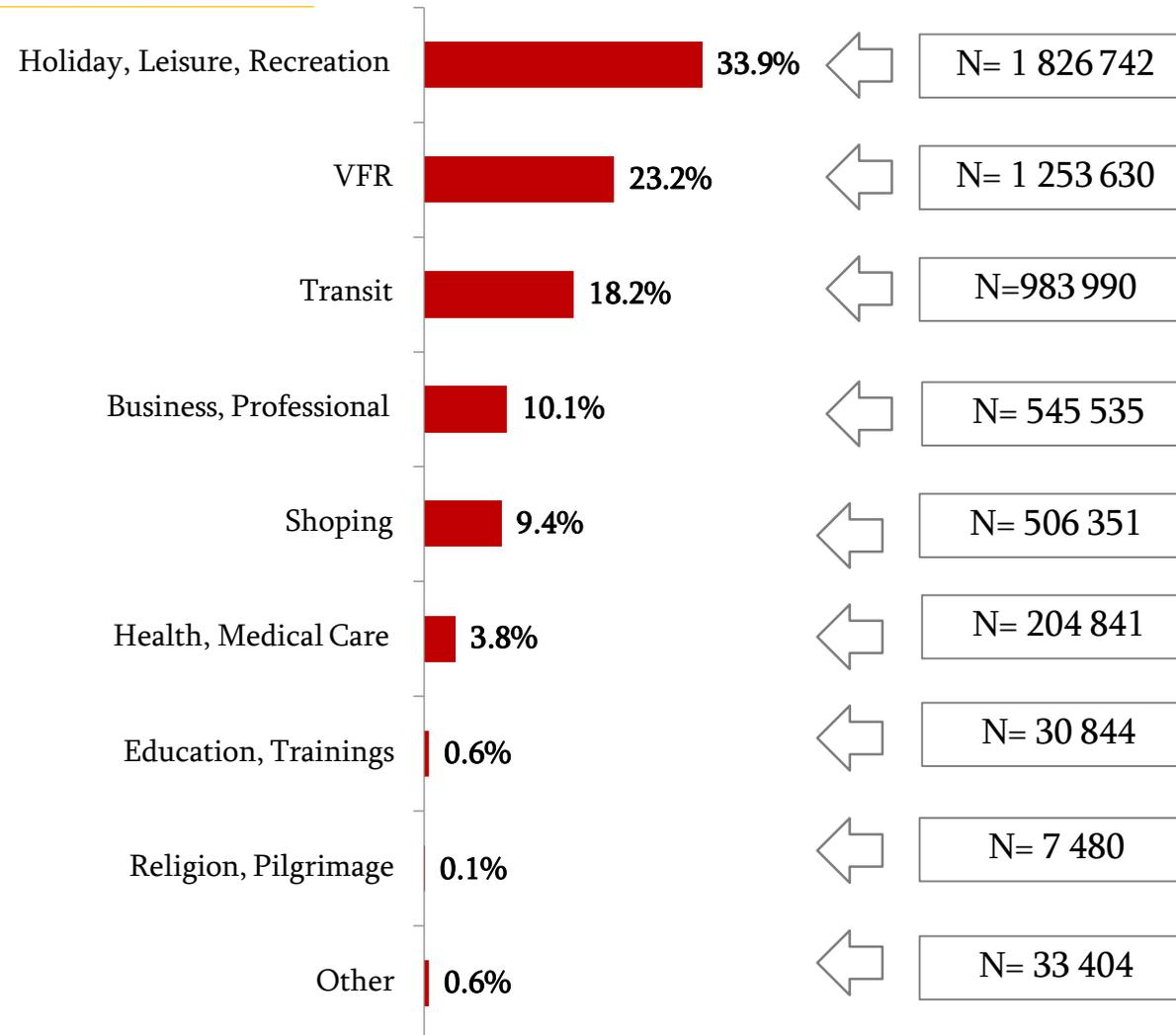
Please, tell me, is this your first visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
<b>First Time Visits</b>	2.7%	24.6%	21.5%	0.9%	57.3%	59.9%	67.0%
<b>Repeat Visits</b>	97.3%	75.4%	78.5%	99.1%	42.7%	40.1%	33.0%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries	Total
<b>First Time Visits</b>	3.8%	23.6%	17.5%	1.0%	22.4%	15.8%	15.9%	100%
<b>Repeat Visits</b>	32.7%	17.4%	15.4%	26.0%	4.0%	2.6%	1.9%	100%

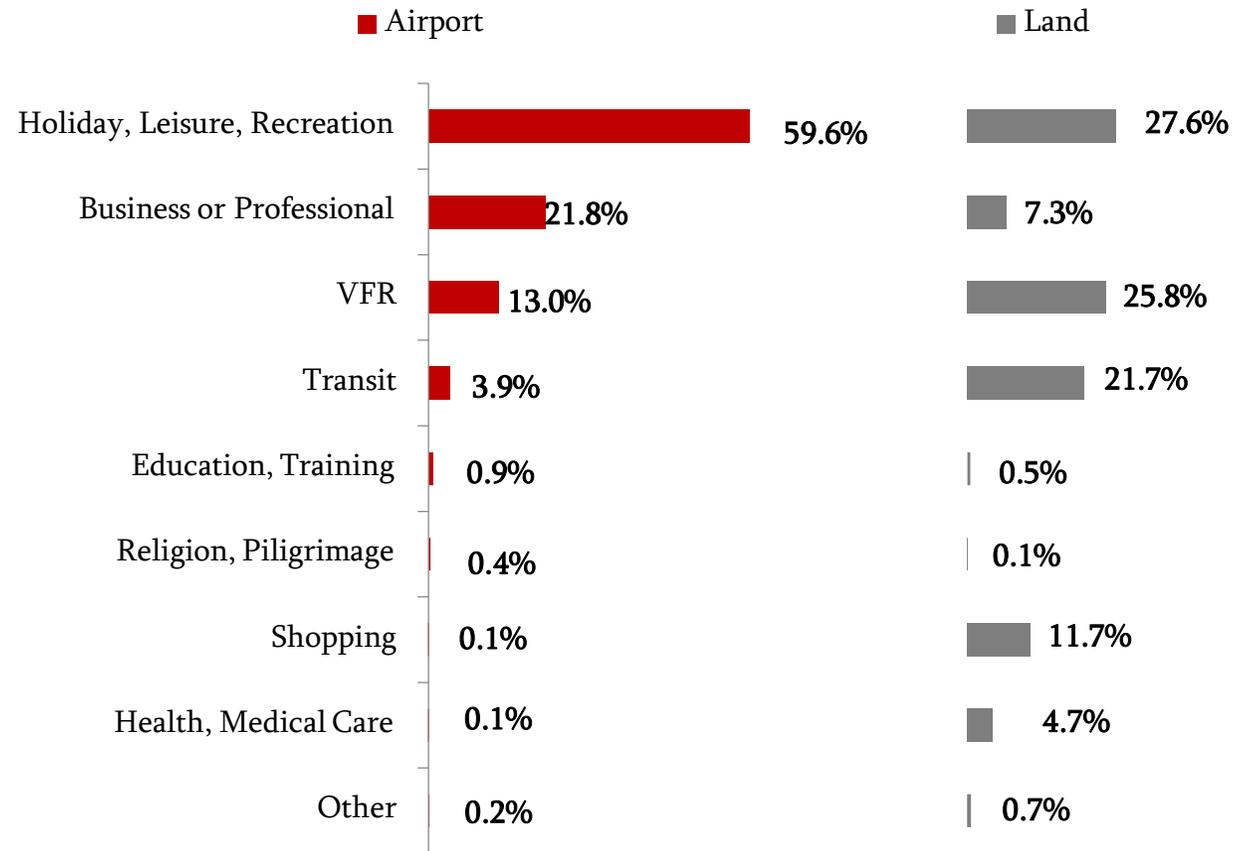
# Main Purpose of Visit

Please tell me, what was the main purpose of your current visit to Georgia?



# Main Purpose of Visit/ Border

Please tell me, what was the main purpose of your current visit to Georgia?



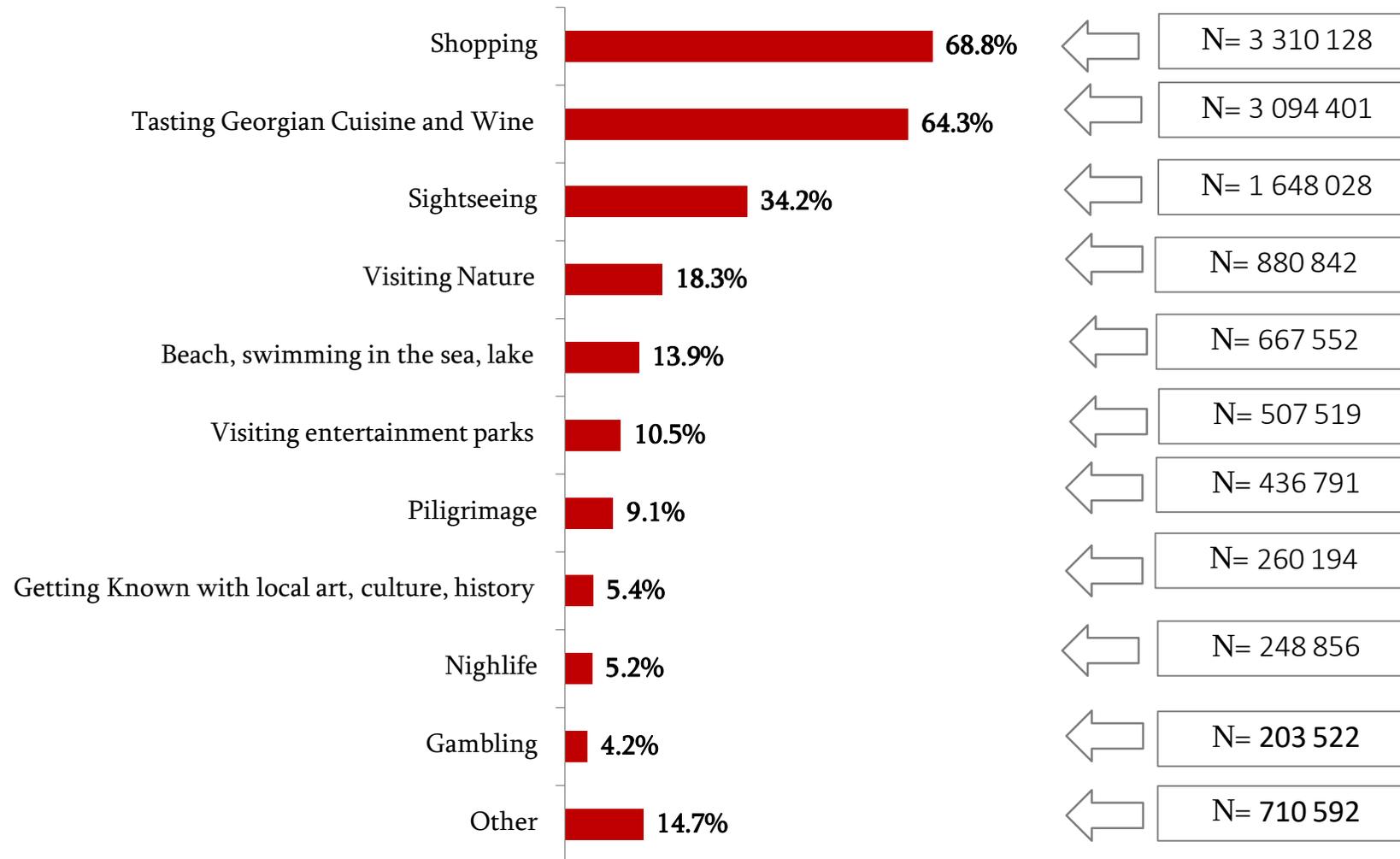
# Main Purpose of Visit/Residency

Please tell me, what was the main purpose of your current visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Holiday, Leisure, Recreation	12.9%	63.2%	37.5%	7.2%	66.2%	58.9%	66.6%
VFR	38.4%	7.5%	22.9%	28.8%	9.1%	13.3%	7.9%
Transit	16.1%	9.1%	31.0%	30.0%	9.4%	1.5%	3.5%
Business, Professional	6.0%	10.5%	5.5%	11.4%	13.1%	25.2%	21.3%
Shopping	11.5%	8.9%	0.9%	21.0%	0.5%	0.0%	0.0%
Health and Medical Care	12.2%	0.1%	1.8%	0.8%	0.2%	0.0%	0.0%
Education, Training	1.4%	0.3%	0.1%	0.1%	0.5%	1.1%	0.4%
Religion, Pilgrimage	0.1%	0.1%	0.2%	0.0%	0.9%	0.0%	0.0%
Other	1.4%	0.3%	0.1%	0.7%	0.2%	0.0%	0.3%

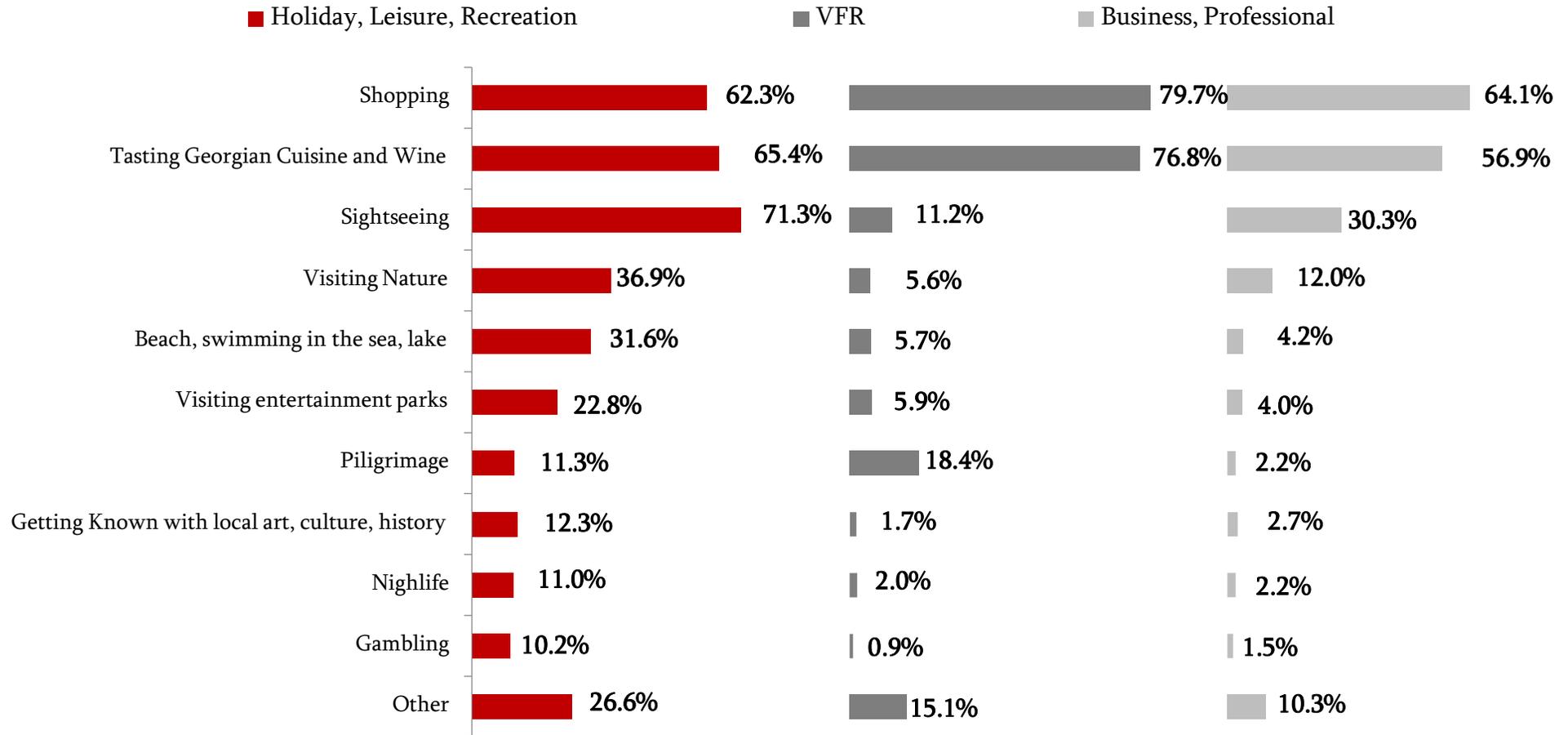
# Conducted Activities/Total

Please, tell me, which of the following activities have you taken part in or spent time doing during this visit?



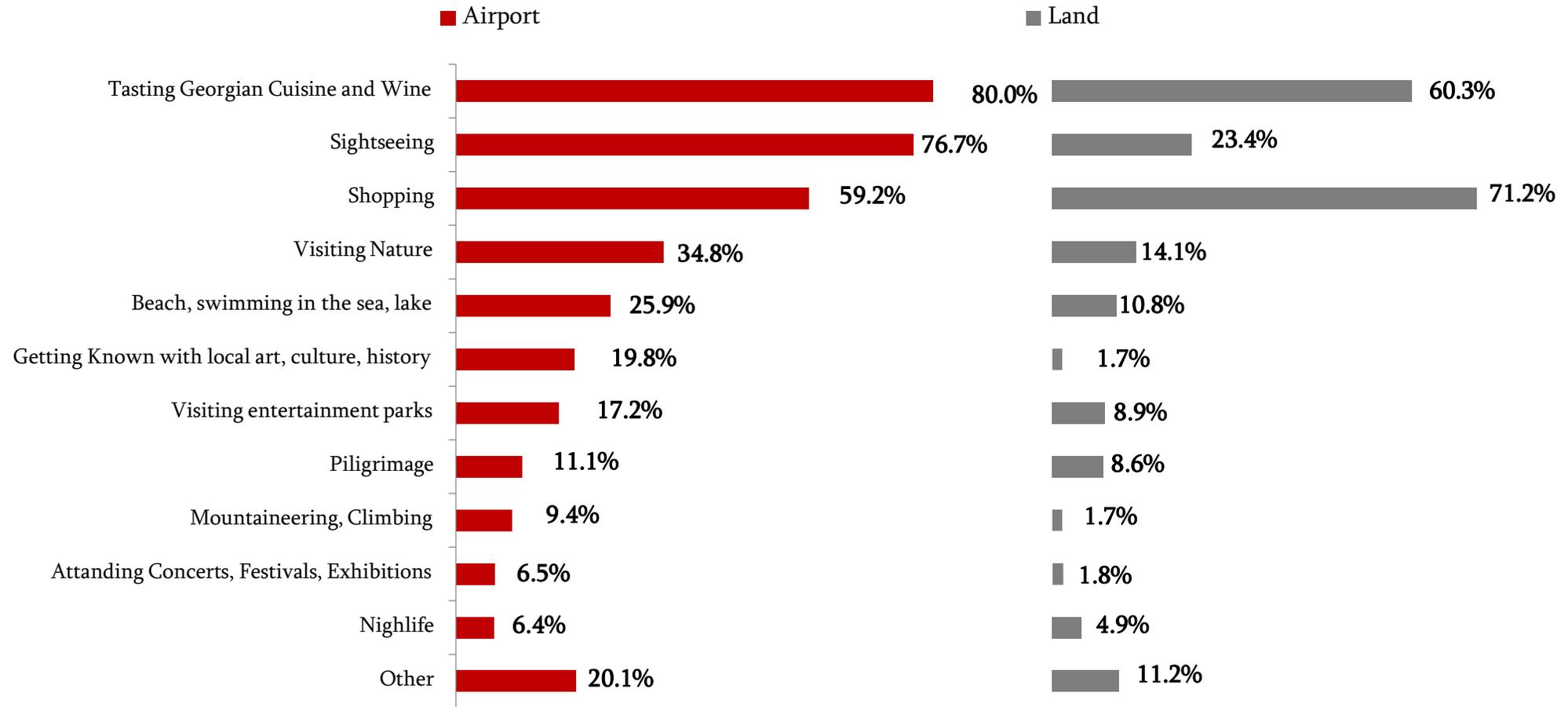
# Conducted Activities /Main Purpose

Please, tell me, which of the following activities have you taken part in or spent time doing during this visit?



# Conducted Activities / Border

Please, tell me, which of the following activities have you taken part in or spent time doing during this visit?



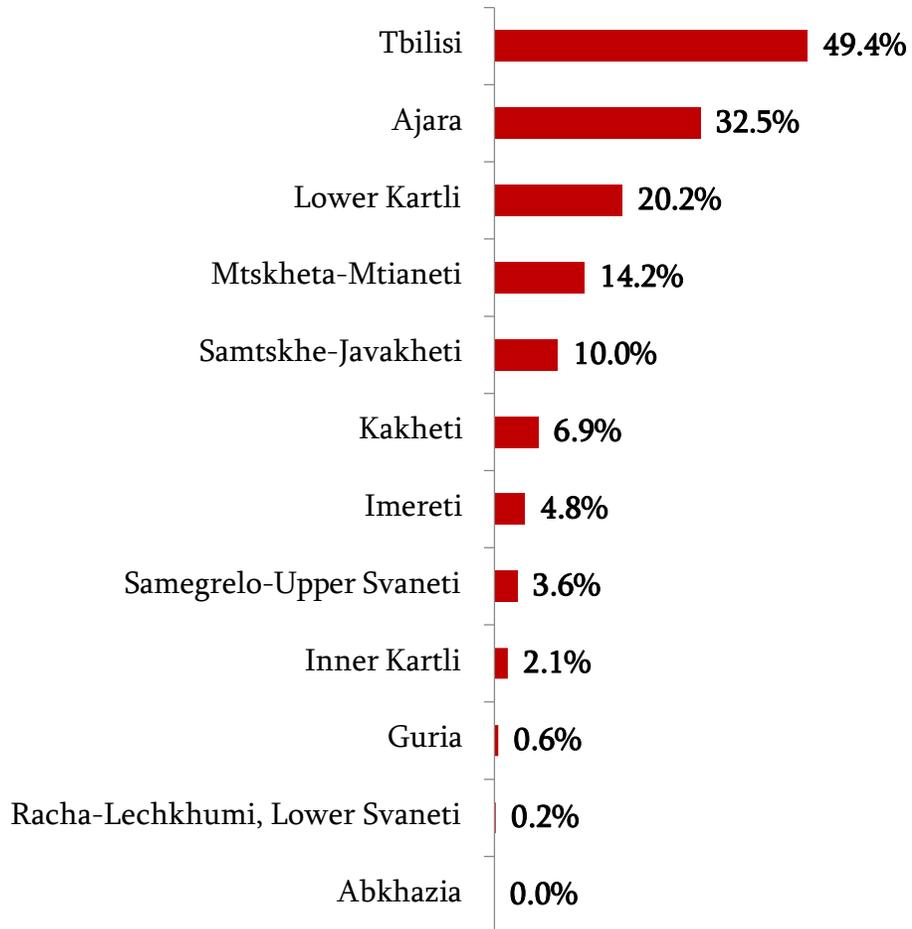
# Conducted Activities /Residency

Please, tell me, which of the following activities have you taken part in or spent time doing during this visit?

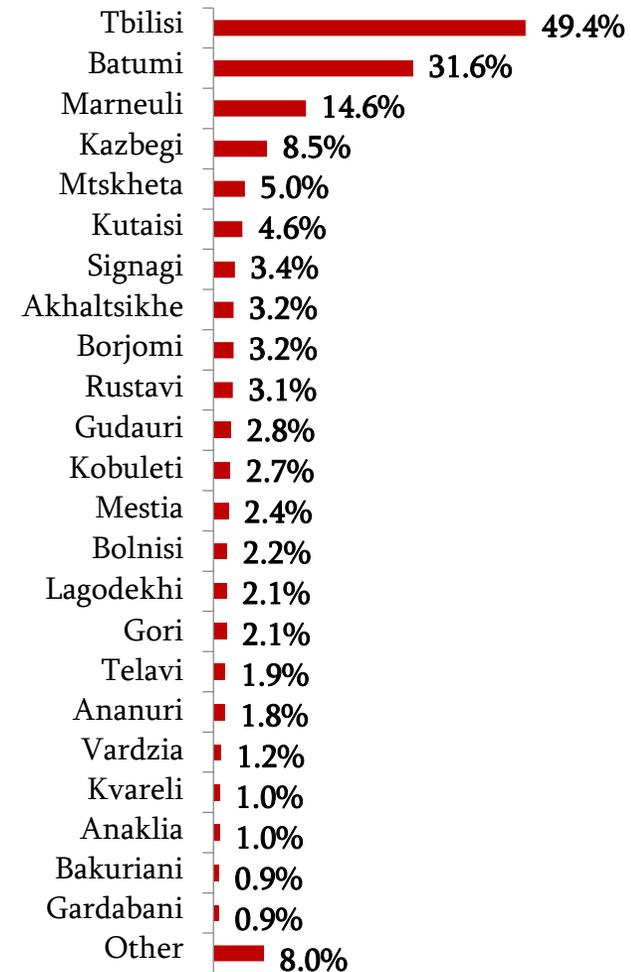
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East.Europe	Other Europe	Other Countries
Shopping	76.0%	58.0%	70.5%	77.9%	57.7%	54.5%	67.3%
Tasting Georgian Cuisine and Wine	71.9%	33.3%	79.1%	57.8%	83.9%	82.8%	74.4%
Sightseeing	9.9%	48.6%	36.8%	11.0%	73.5%	77.4%	79.1%
Visiting Nature	5.3%	28.0%	14.5%	11.9%	31.7%	40.1%	42.2%
Beach, swimming in the sea, lake	5.5%	13.1%	22.9%	6.0%	35.5%	23.3%	17.7%
Visiting entertainment parks	6.7%	11.0%	12.0%	6.1%	19.1%	16.4%	21.5%
Pilgrimage	13.1%	3.8%	14.6%	3.5%	11.4%	9.3%	8.0%
Getting Known with local art, culture, history	0.9%	2.0%	8.1%	0.1%	22.2%	17.0%	15.5%
Nightlife	4.1%	11.1%	2.0%	1.8%	5.8%	6.6%	7.8%
Gambling	1.6%	15.2%	1.3%	0.3%	1.6%	3.4%	3.7%
Other	12.6%	7.0%	18.9%	2.5%	37.5%	37.8%	29.6%

# Popular Regions and Locations/Total

Please, tell me, which regions have you visited during this trip?

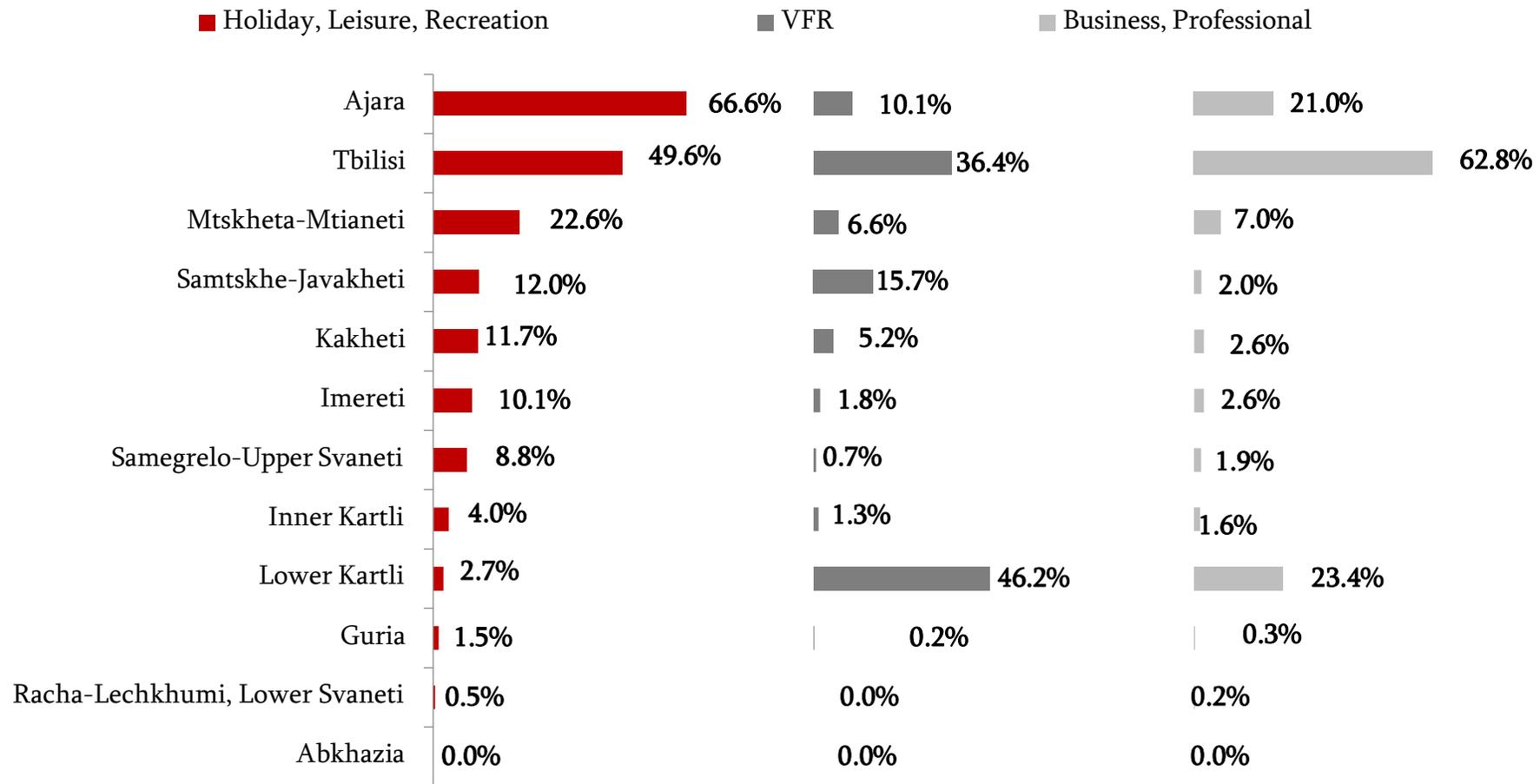


Please, tell me, which locations have you visited during this trip?



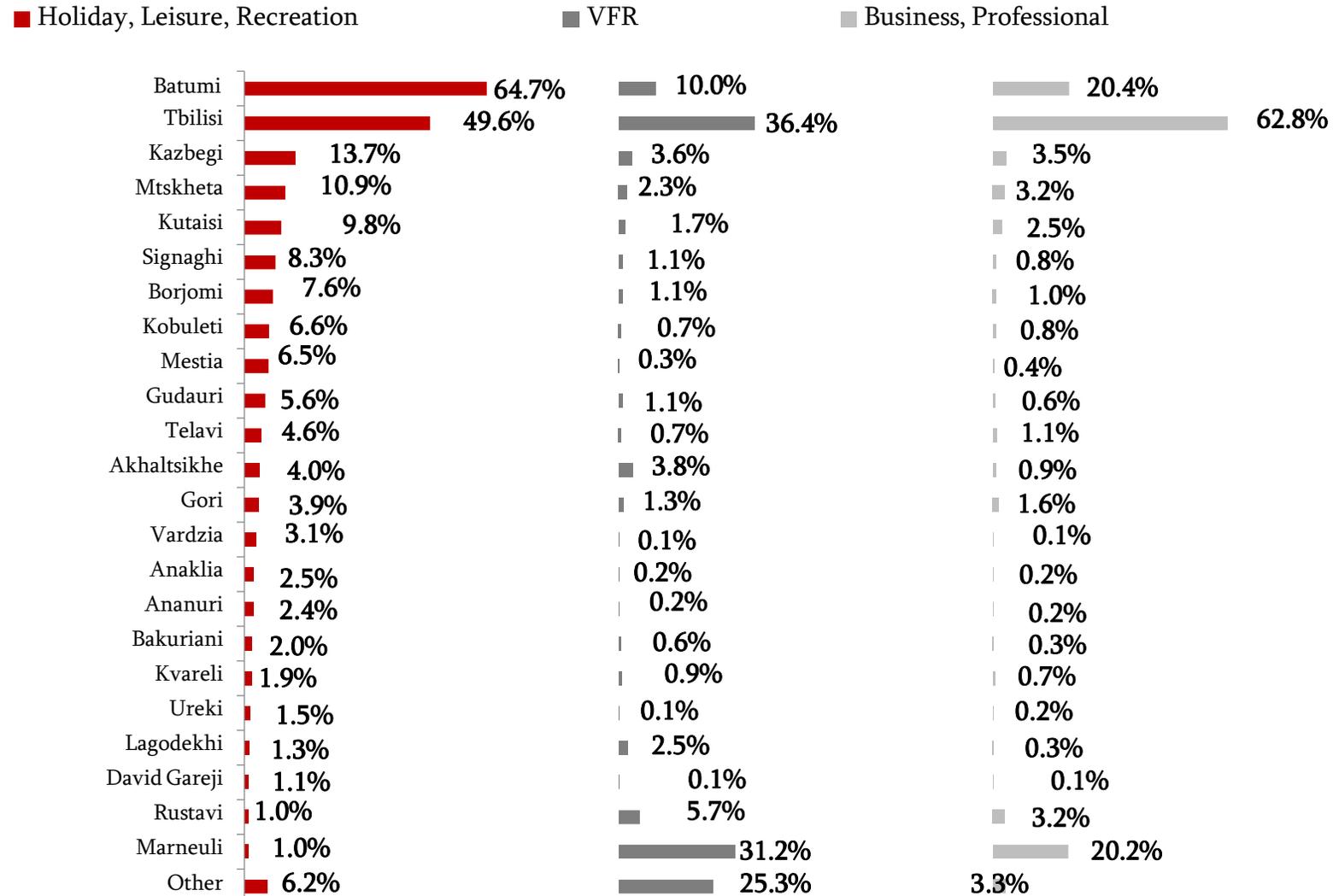
# Popular Regions / Main Purpose

Please, tell me, which regions have you visited during this trip?



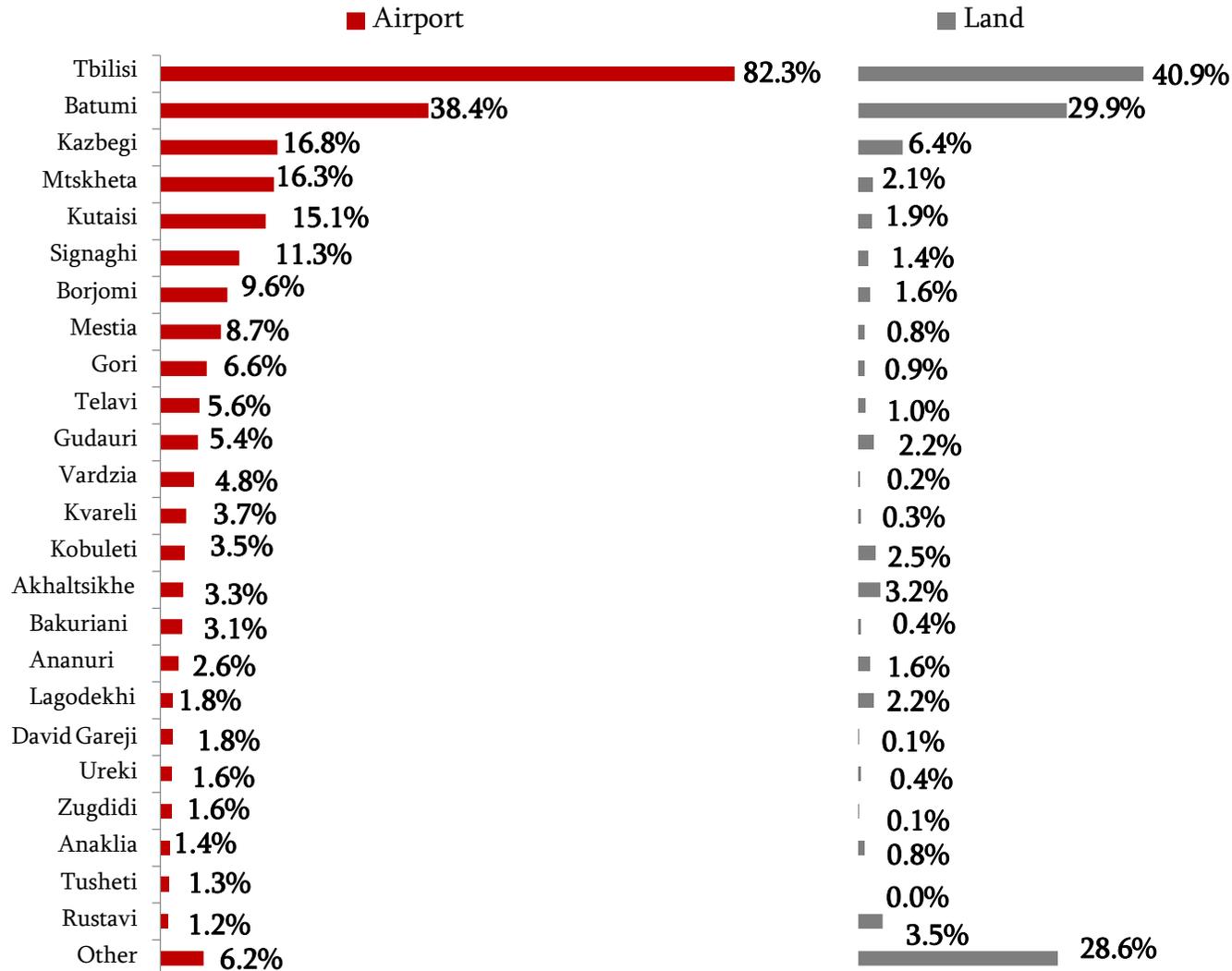
# Popular Locations/Main Purpose

Please, tell me, which locations have you visited during this trip?



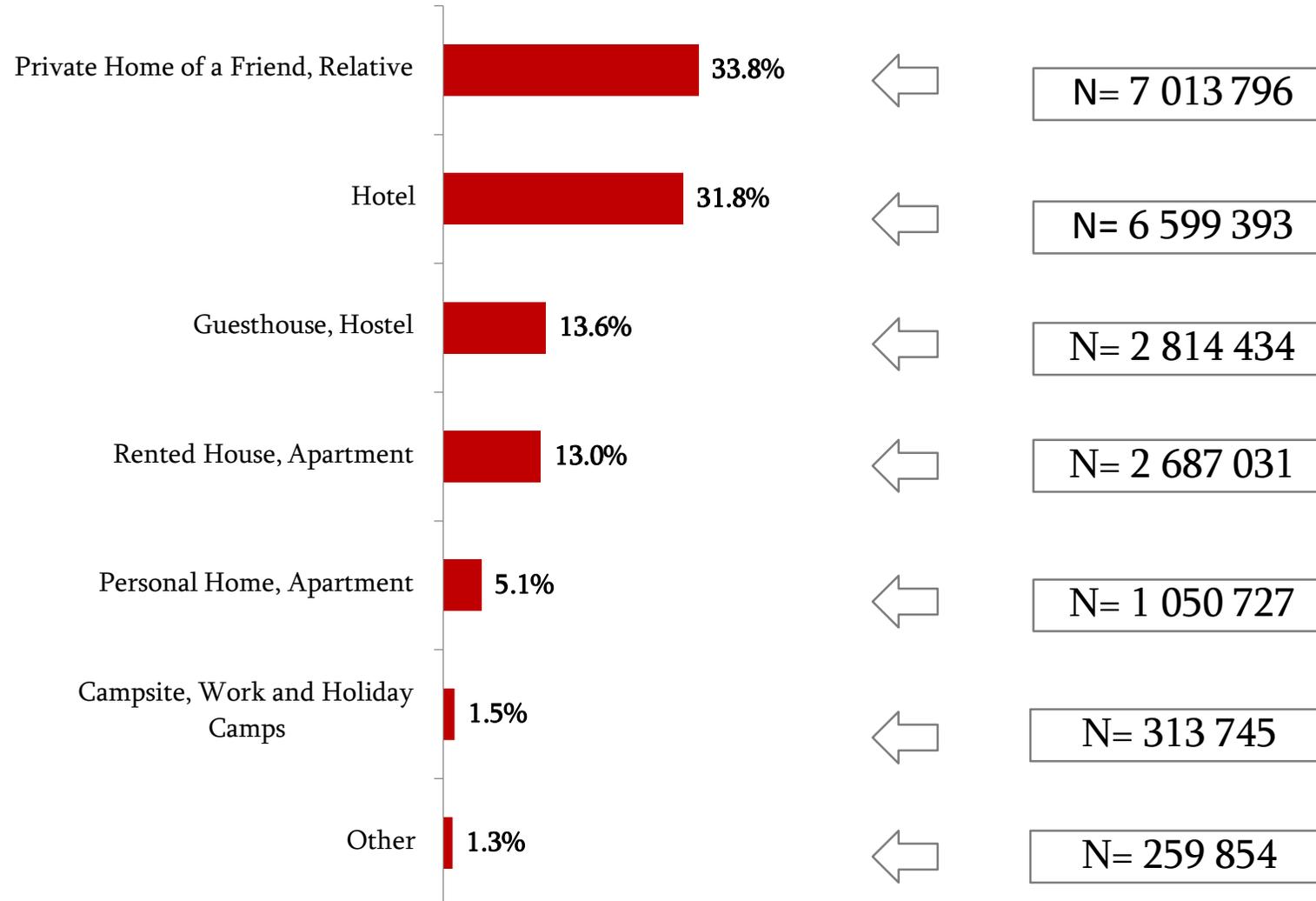
# Popular Locations/ Border

Please, tell me, which locations have you visited during this trip?



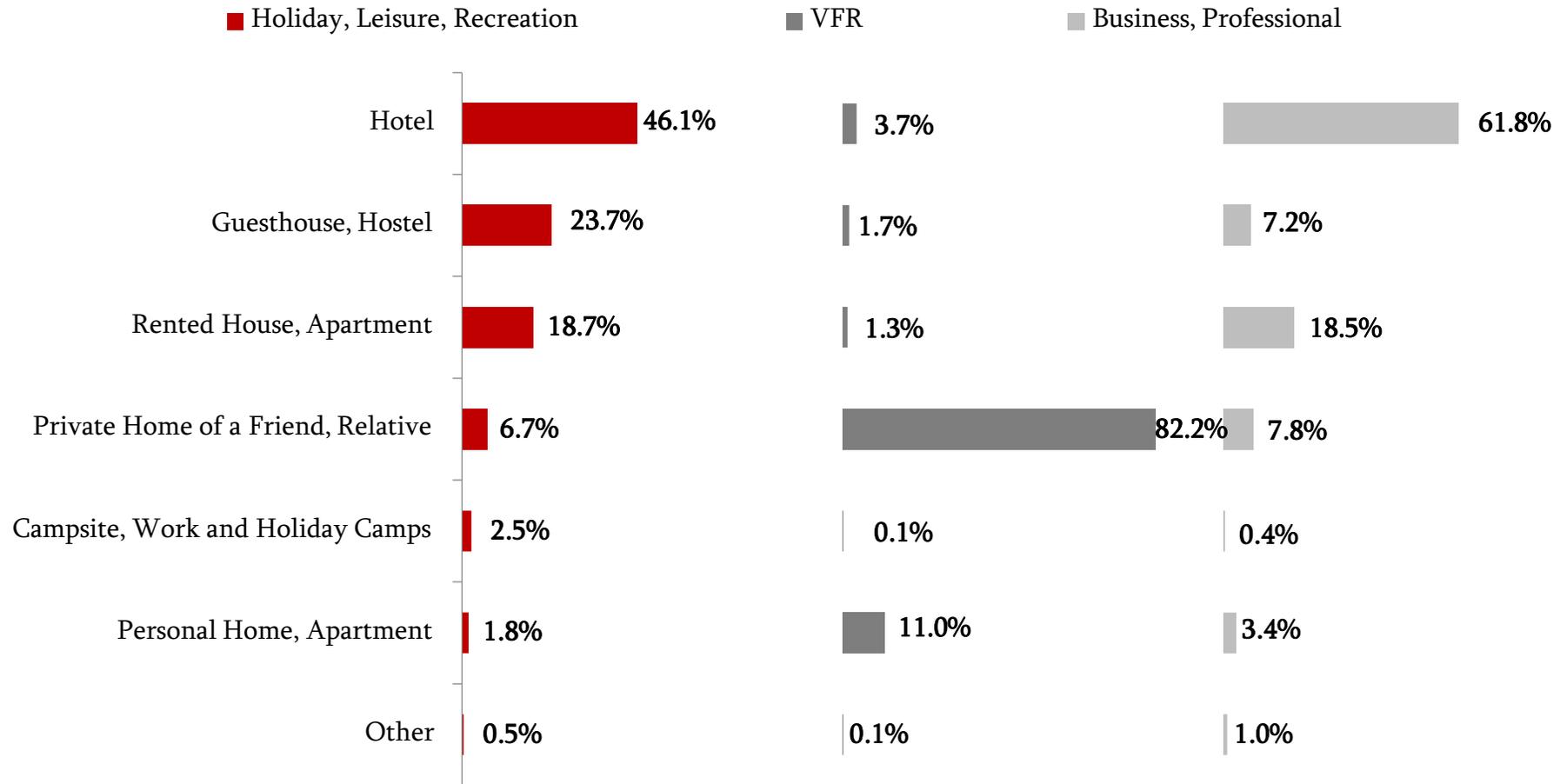
# Accommodation/Total

Please, state the number of nights according to the type of accommodation?



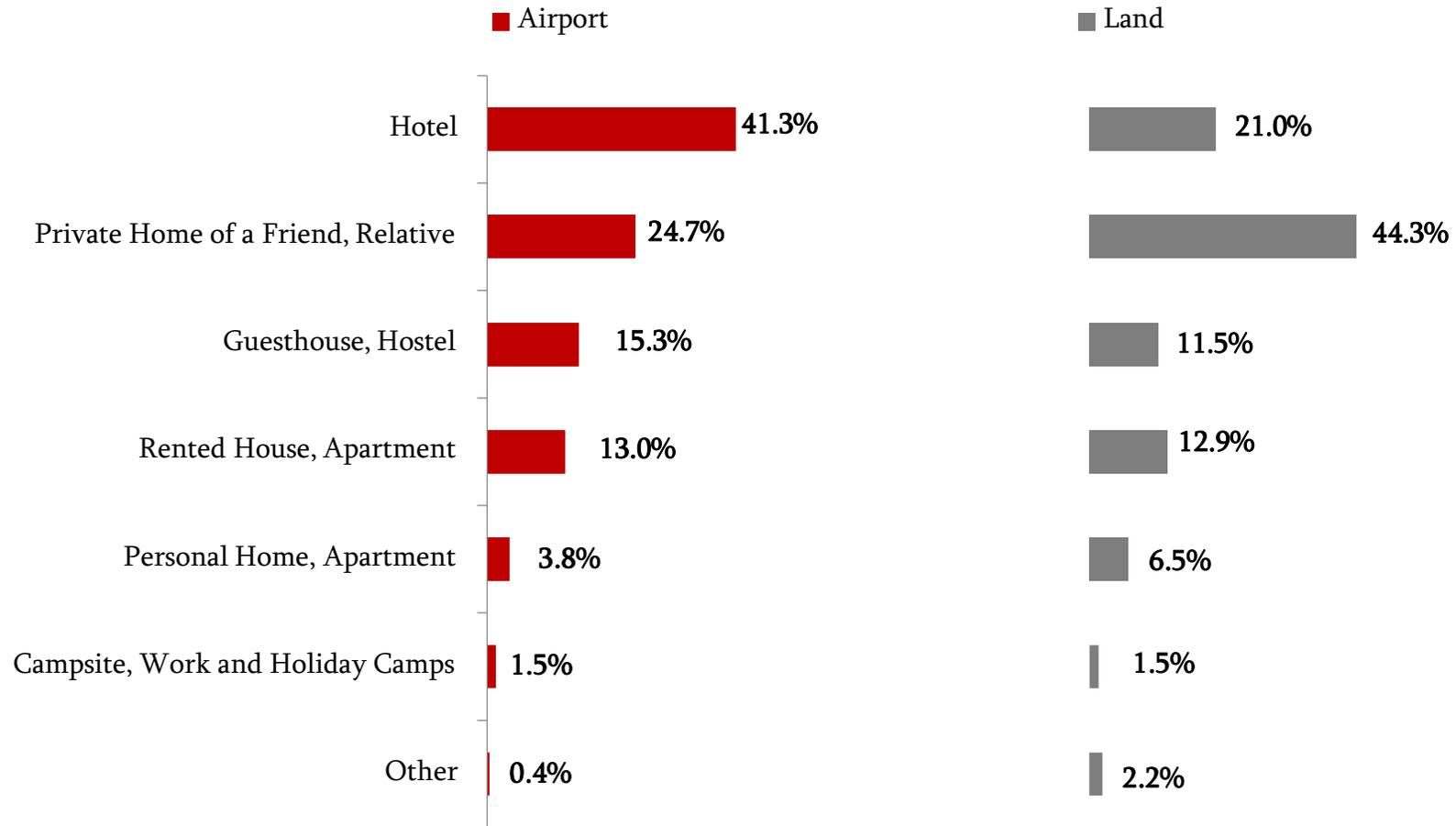
# Accommodation/Main Purpose

Please, state the number of nights according to the type of accommodation?



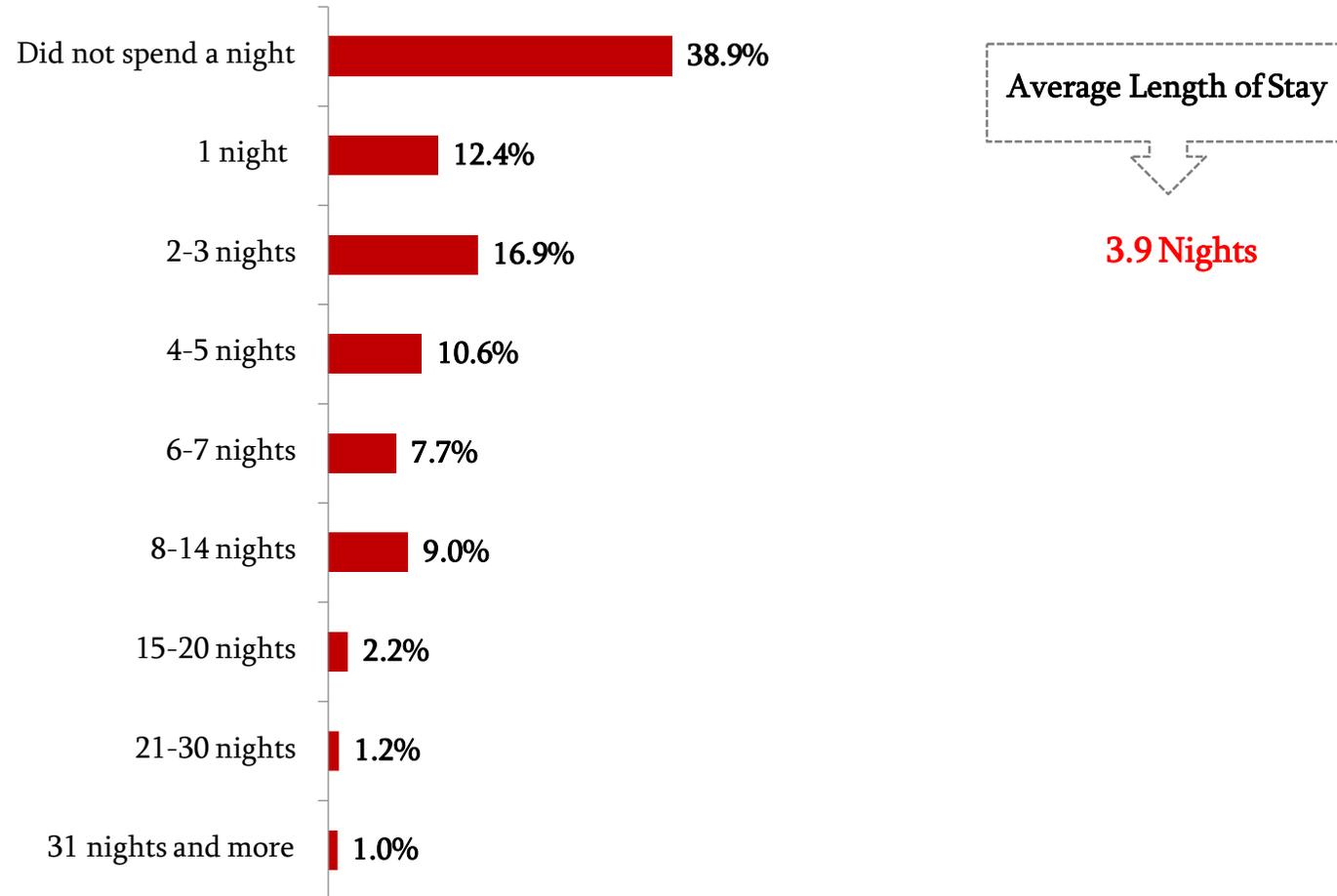
# Accommodation/Border

Please, state the number of nights according to the type of accommodation?



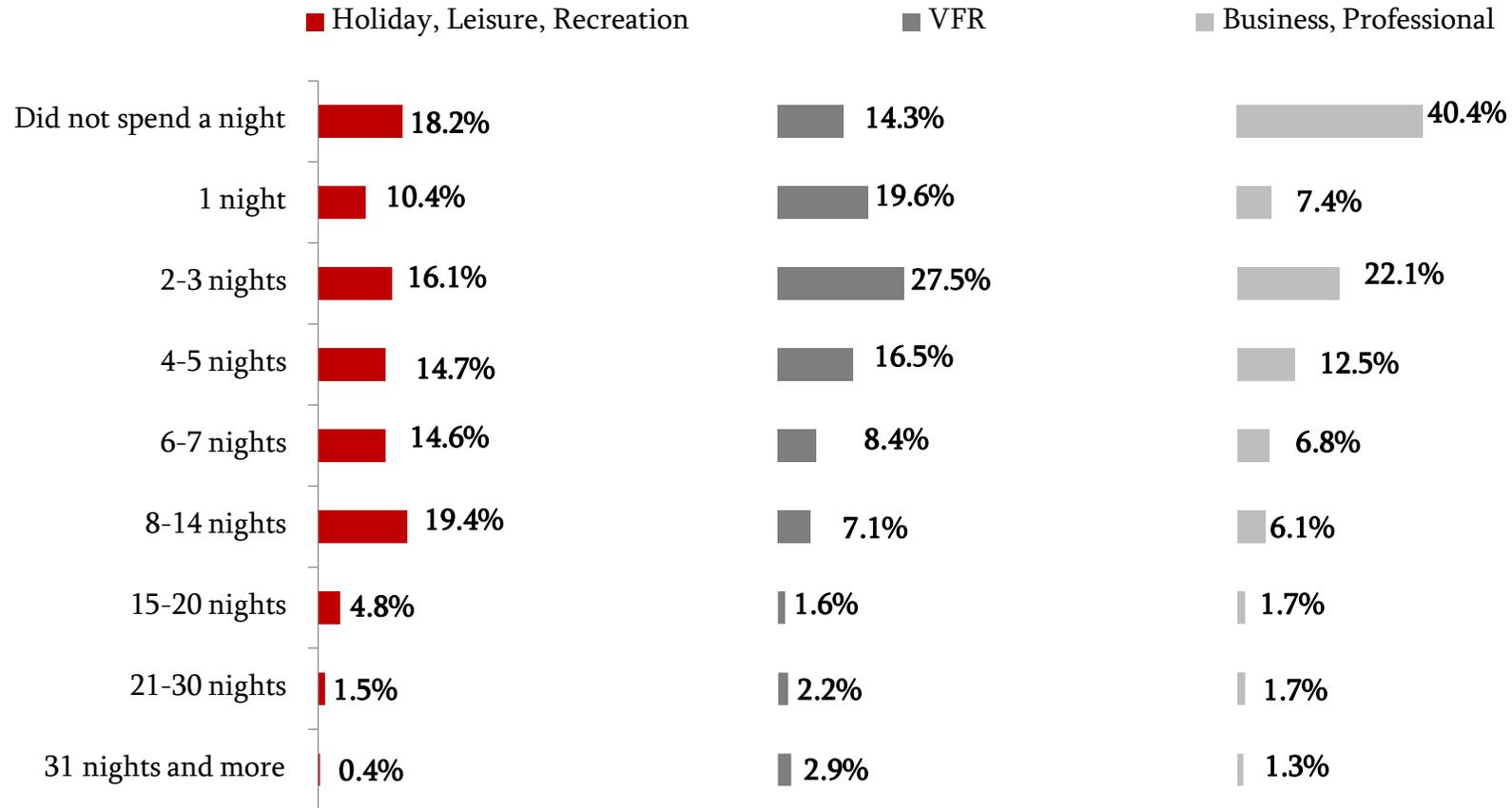
# Length of Stay/Total

Concerning this current trip, how many nights did you spend in Georgia in total?



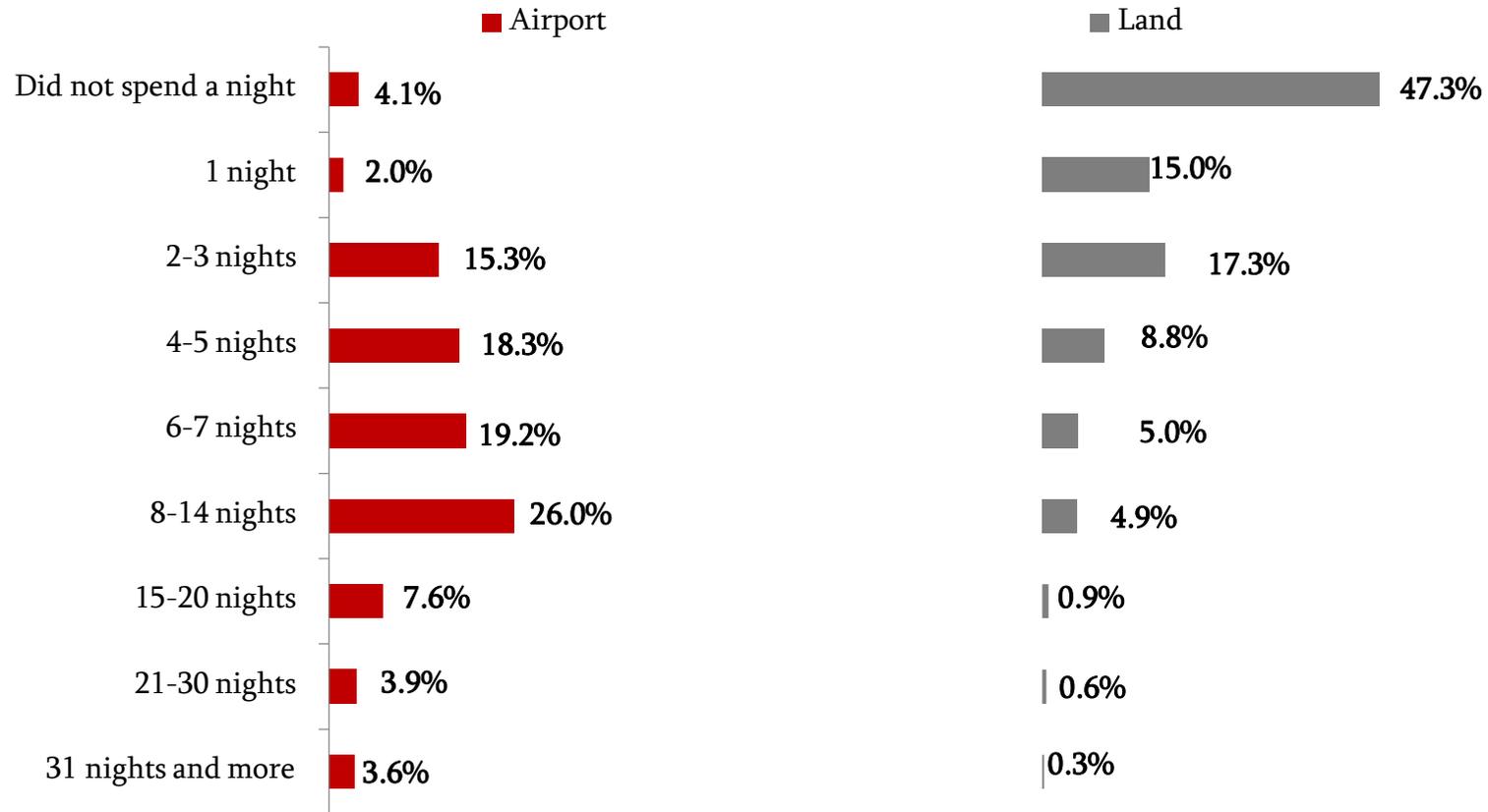
# Length of Stay/Main Purpose

Concerning this current trip, how many nights did you spend in Georgia in total?



# Length of Stay/Border

Concerning this current trip, how many nights did you spend in Georgia in total?



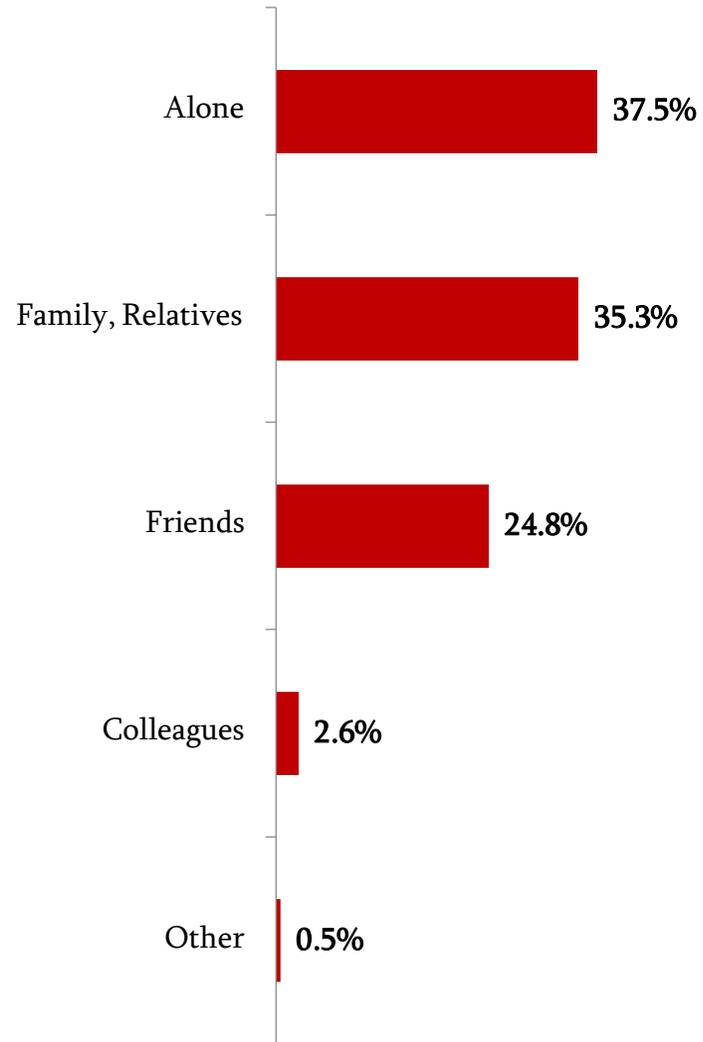
# Length of Stay/Residency

Concerning this current trip, how many nights did you spend in Georgia in total?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Did not spend a night	42.3%	44.4%	28.2%	64.8%	7.9%	3.4%	4.4%
1 night	16.3%	22.1%	5.4%	12.1%	2.1%	2.6%	4.8%
2-3 nights	22.2%	20.7%	13.7%	11.5%	11.1%	13.2%	19.7%
4-5 nights	10.9%	6.1%	14.3%	4.9%	14.6%	22.3%	21.2%
6-7 nights	4.4%	2.3%	12.8%	3.1%	20.4%	17.1%	21.9%
8-14 nights	3.5%	2.4%	17.9%	2.7%	31.3%	22.4%	15.0%
15-20 nights	0.3%	0.7%	3.7%	0.3%	7.7%	11.1%	3.8%
21-30 nights	0.1%	0.8%	2.1%	0.5%	3.3%	4.8%	2.6%
31 nights and more	0.0%	0.5%	1.8%	0.1%	1.6%	3.1%	6.6%
Average Length of Stay	1.9 nights	2.1 nights	5.8 nights	1.3 nights	8.9 nights	10.6 nights	11.3 nights

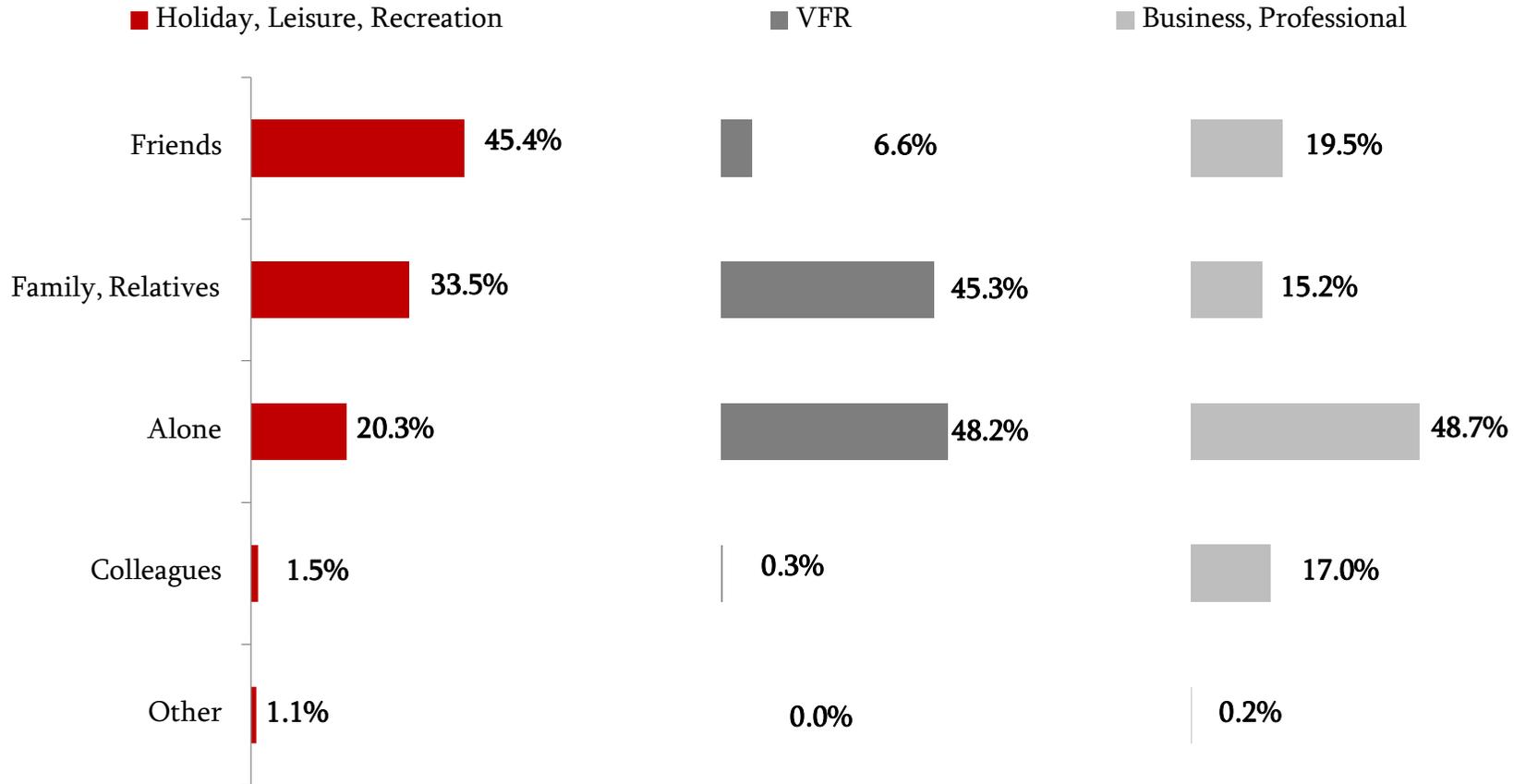
# Accompanying Persons/Total

Please, tell me, who accompanied you during this visit to Georgia?



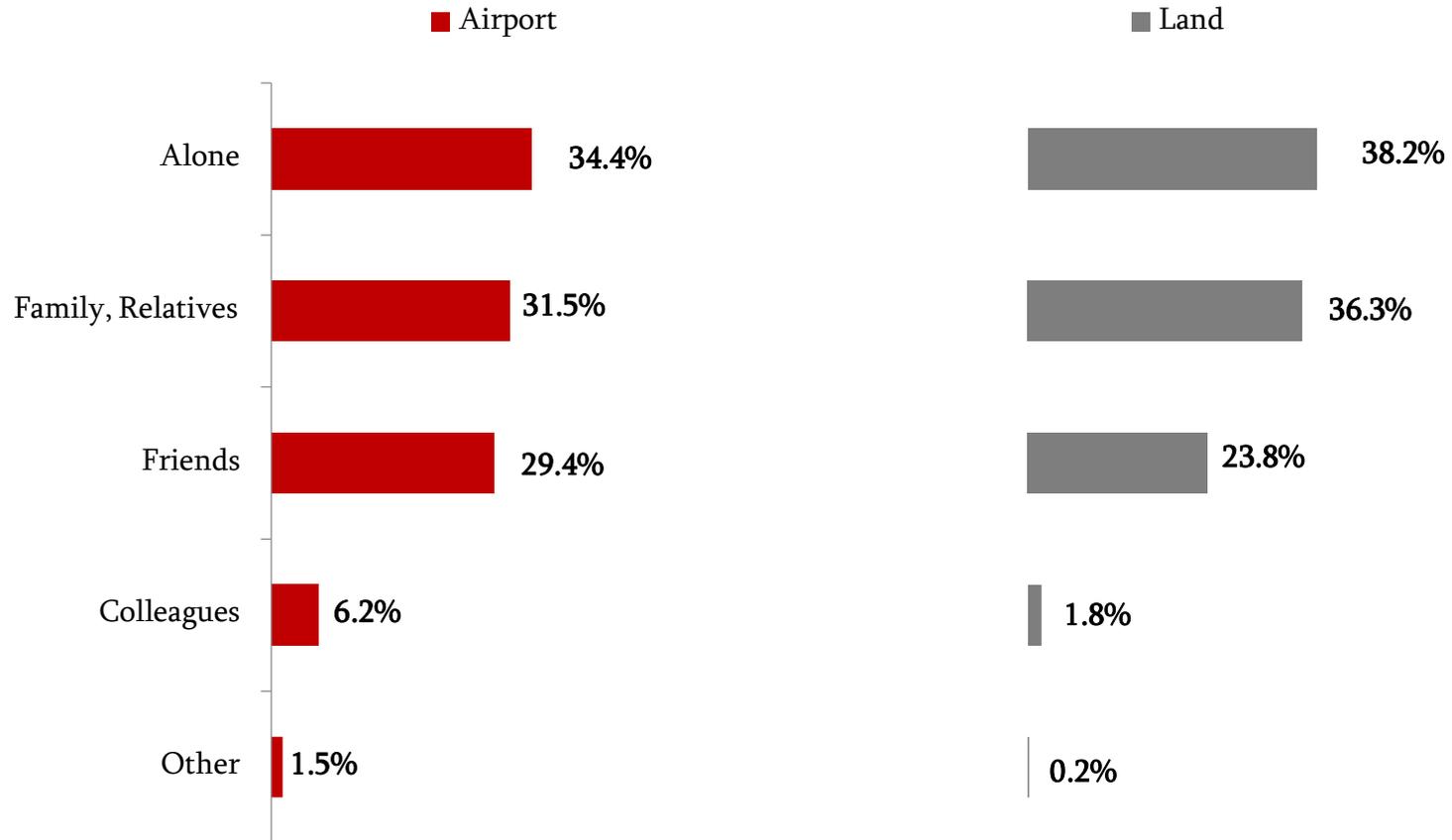
# Accompanying Persons /Main Purpose

Please, tell me, who accompanied you during this visit to Georgia?



# Accompanying Persons/ Border

Please, tell me, who accompanied you during this visit to Georgia?



# Accompanying Persons /Residency

Please, tell me, who accompanied you during this visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Alone	50.1%	43.4%	28.7%	29.4%	23.0%	37.8%	31.7%
Family, Relatives	34.6%	14.7%	44.4%	49.5%	37.4%	26.9%	33.3%
Friends	14.9%	38.9%	25.0%	18.4%	36.7%	28.8%	31.0%
Colleagues	0.7%	3.0%	2.5%	2.8%	4.4%	6.3%	5.3%
Other	0.0%	0.6%	0.0%	0.0%	1.3%	4.1%	0.6%

# Expenditure Structure

Total Expenditure



4 379 670 961 GEL

Average Expenditure per Visit



812 GEL

Expenditure Components	Total Expenditure GEL	Share in Total Expenditure
Served Food and Drinks	1,050,627,643 GEL	24.0%
Accommodation	1,027,485,095 GEL	23.5%
Cultural and Entertainment Services	800,936,606 GEL	18.3%
Shopping	637,567,028 GEL	14.6%
Domestic Ground Transportation	319,101,379 GEL	7.3%
Other Expenditure	543,953,210 GEL	12.4%

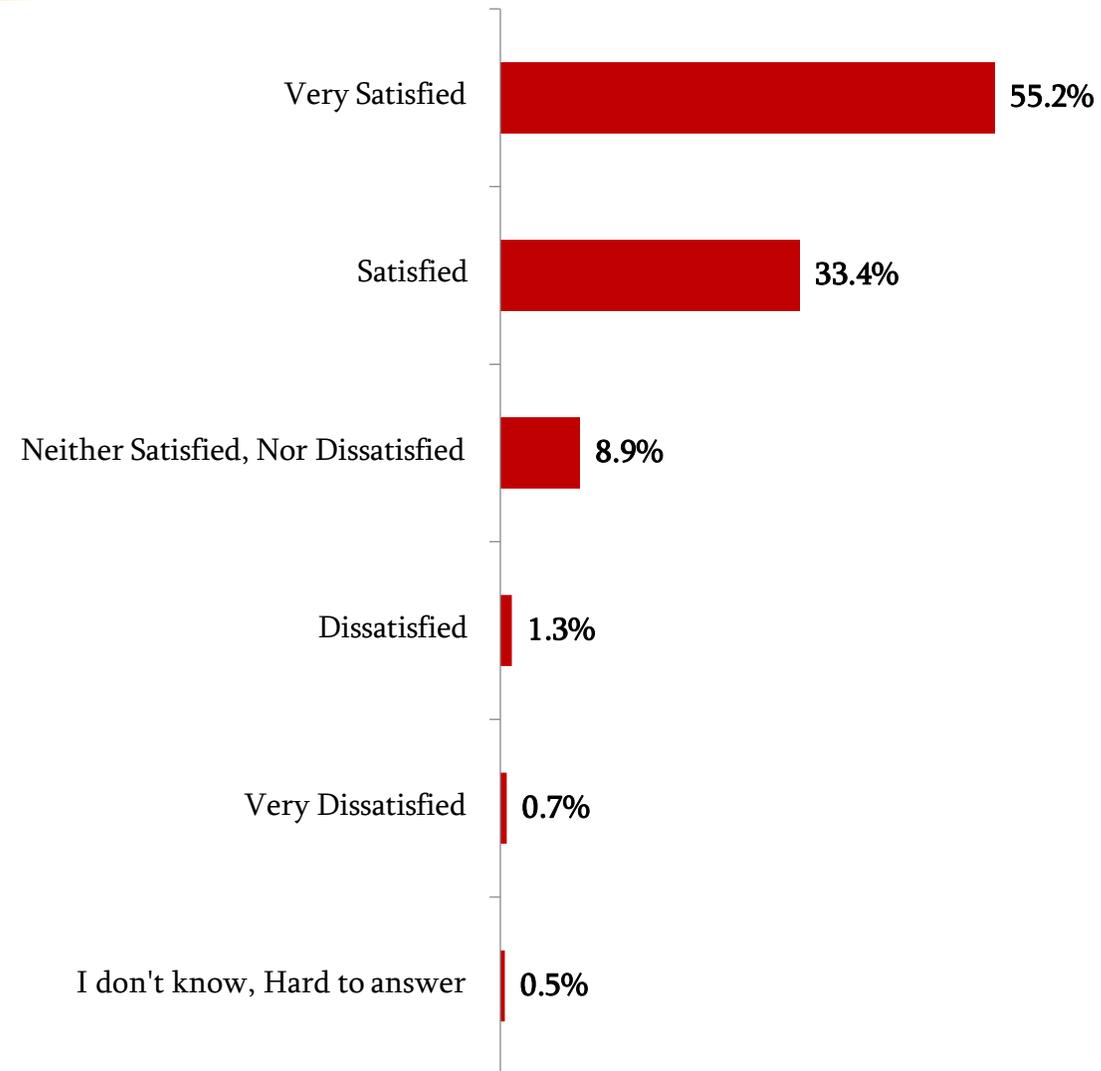
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Average Expenditure per Visit	347 GEL	1,047 GEL	941 GEL	371 GEL	1,436 GEL	1,635 GEL	2,225 GEL

# Expenditure Structure/High Spenders

N	Country of Residence	Average Expenditure per Visit	Sample
1	Turkey	1,047	4,079
2	Russia	941	1,559
3	Azerbaijan	347	2,268
4	Armenia	371	1,675
5	Ukraine	1,332	394
6	USA	2,877	71
7	Germany	1,596	168
8	Kazakhstan	2,094	107
9	Iran	1,916	136
10	Israel	1,627	125
11	United Arab Emirates	2,264	93
12	Belarus	1,351	121
13	Poland	1,187	143
14	United Kingdom	2,478	52
15	Saudi Arabia	3,625	31
16	France	1,453	41
17	Austria	2,411	31
18	Lithuania	1,654	37
19	Greece	968	36
20	Latvia	1,501	31
21	China	1,235	30
22	Hungary	944	32

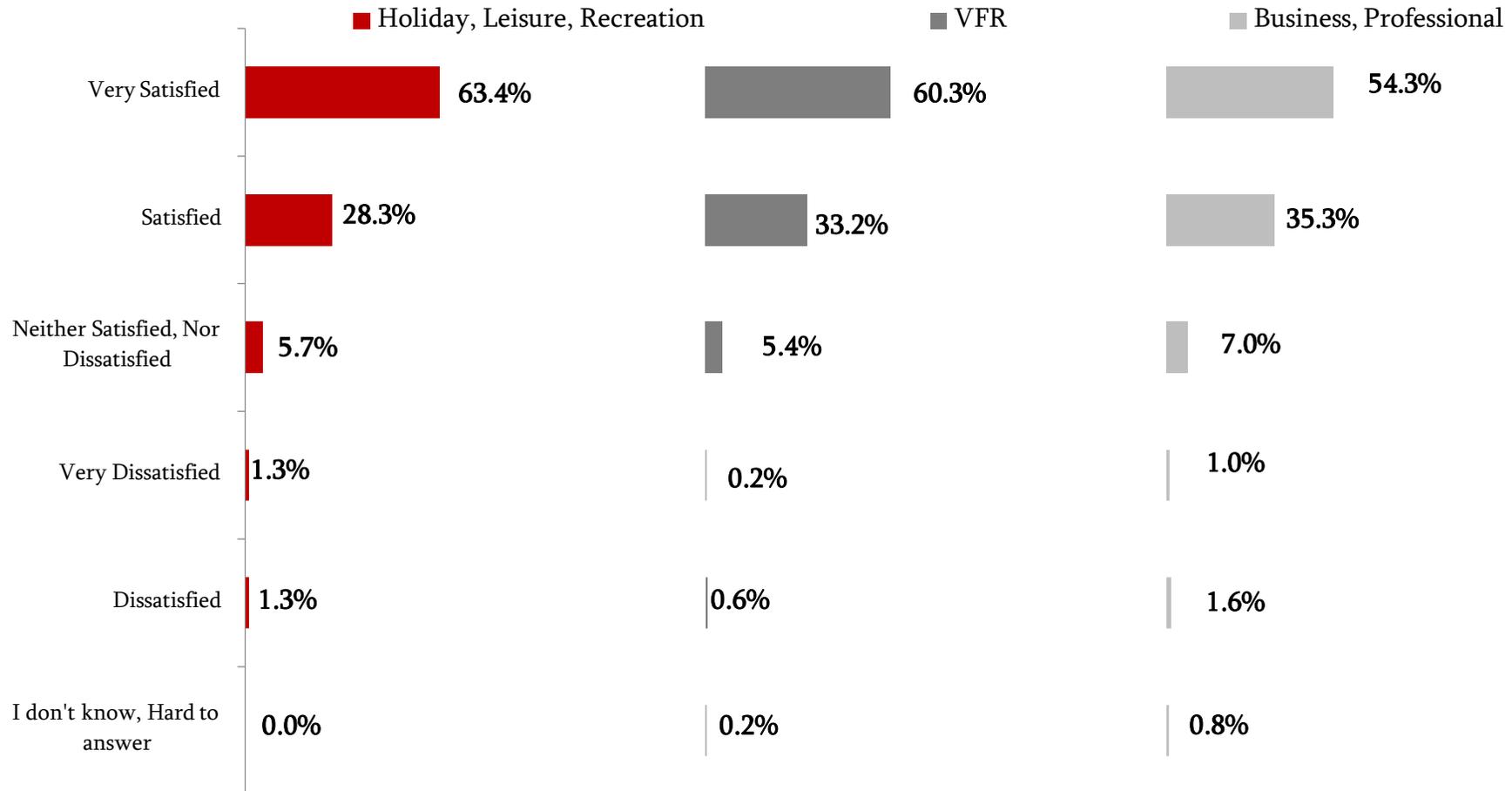
# Overall Satisfaction/Total

Please tell me, overall, how satisfied you are with your visit to Georgia?



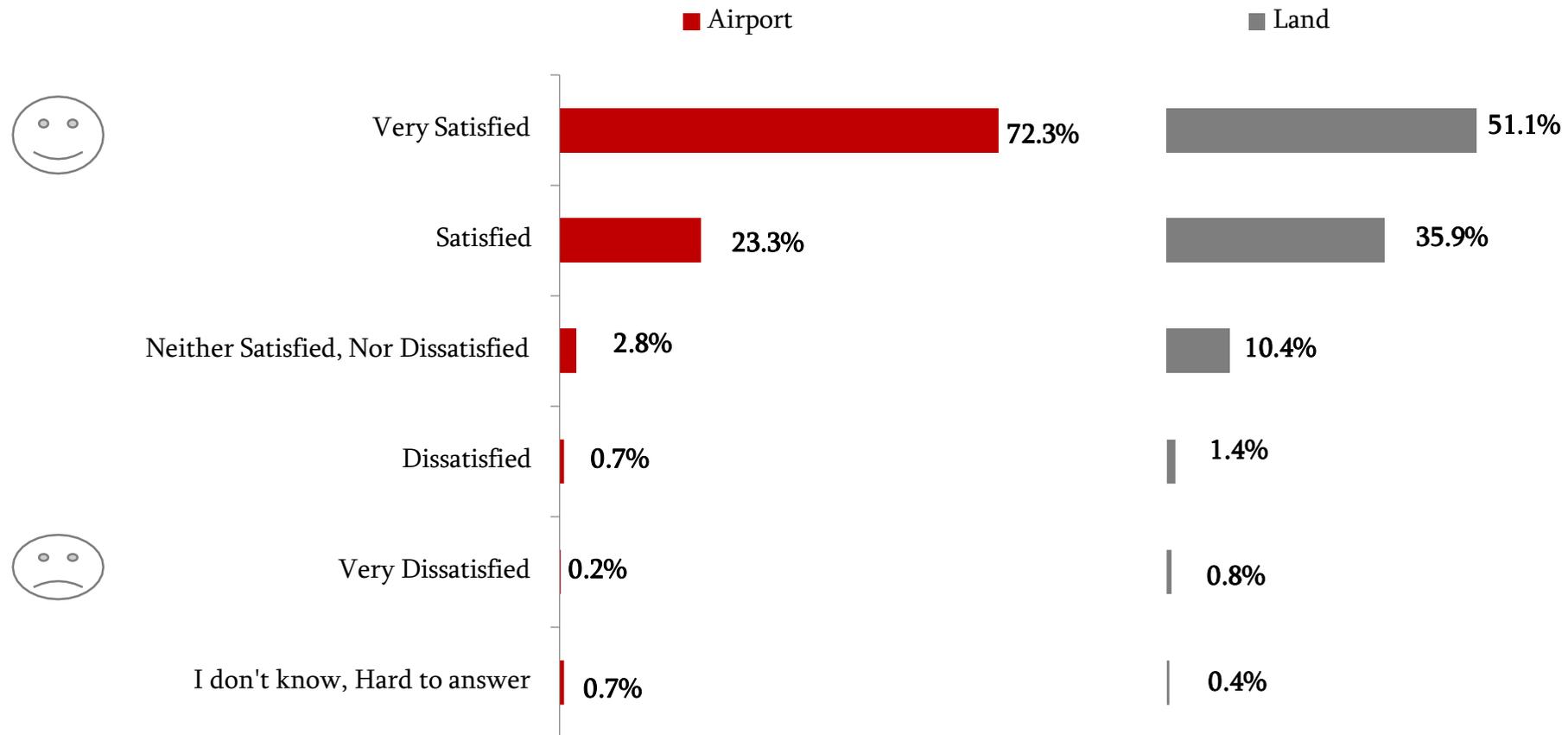
# Overall Satisfaction/Main Purpose

Please tell me, overall, how satisfied you are with your visit to Georgia?



# Overall Satisfaction/Border

Please tell me, overall, how satisfied you are with your visit to Georgia?



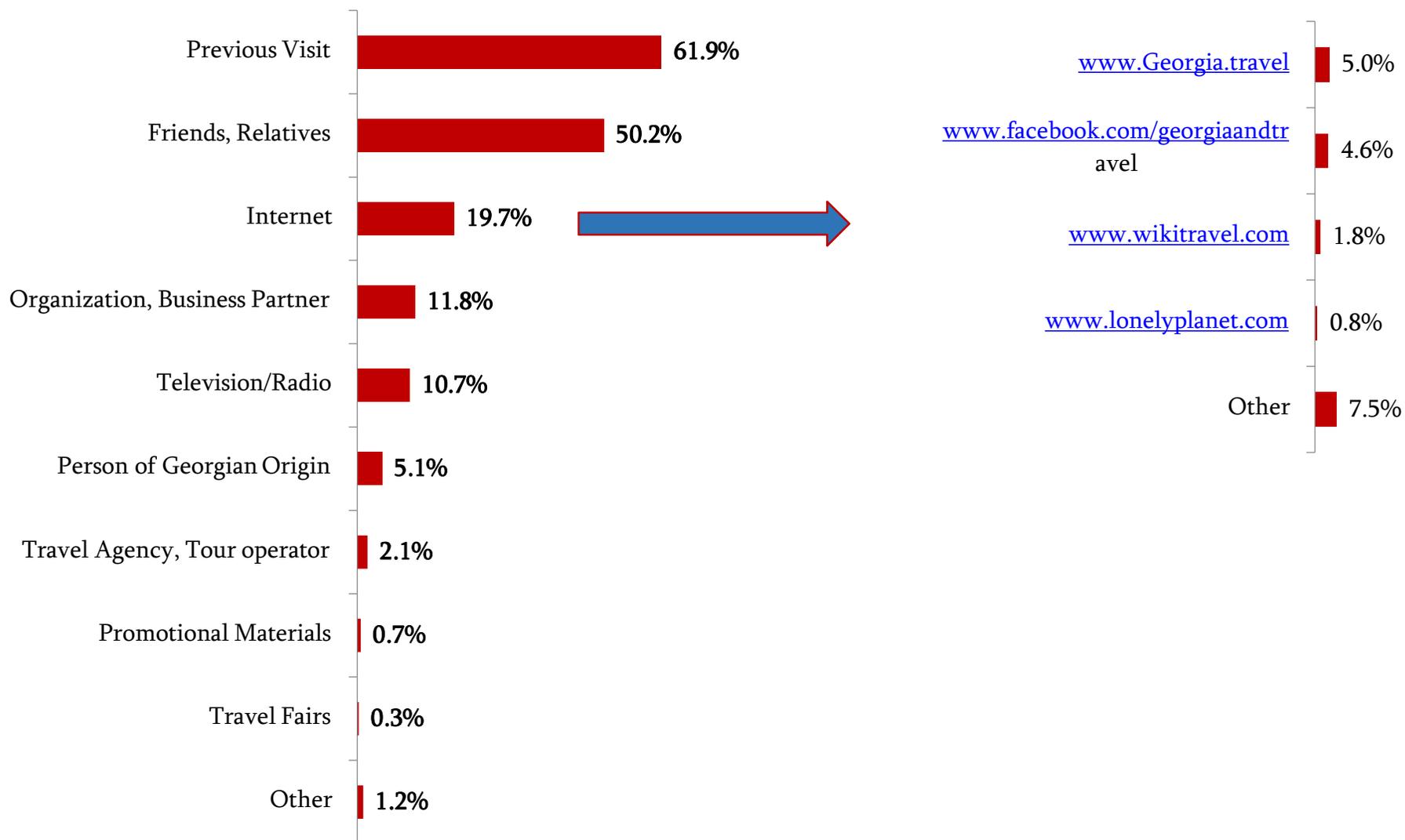
# Overall Satisfaction/Residency

Please tell me, overall, how satisfied you are with your visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Very Satisfied	63.0%	45.2%	56.7%	41.2%	68.4%	74.0%	66.0%
Satisfied	28.1%	35.6%	35.5%	43.2%	27.1%	21.8%	27.1%
Neither Satisfied, Nor Dissatisfied	8.1%	12.6%	6.8%	13.0%	2.8%	3.1%	3.9%
Dissatisfied	0.1%	3.3%	0.6%	1.9%	0.5%	0.4%	1.5%
Very Dissatisfied	0.1%	3.0%	0.0%	0.2%	0.4%	0.3%	0.5%
I don't know, Hard to answer	0.6%	0.3%	0.4%	0.5%	0.8%	0.4%	0.9%
Average Score (max 5)	4.6	4.2	4.5	4.2	4.6	4.7	4.6

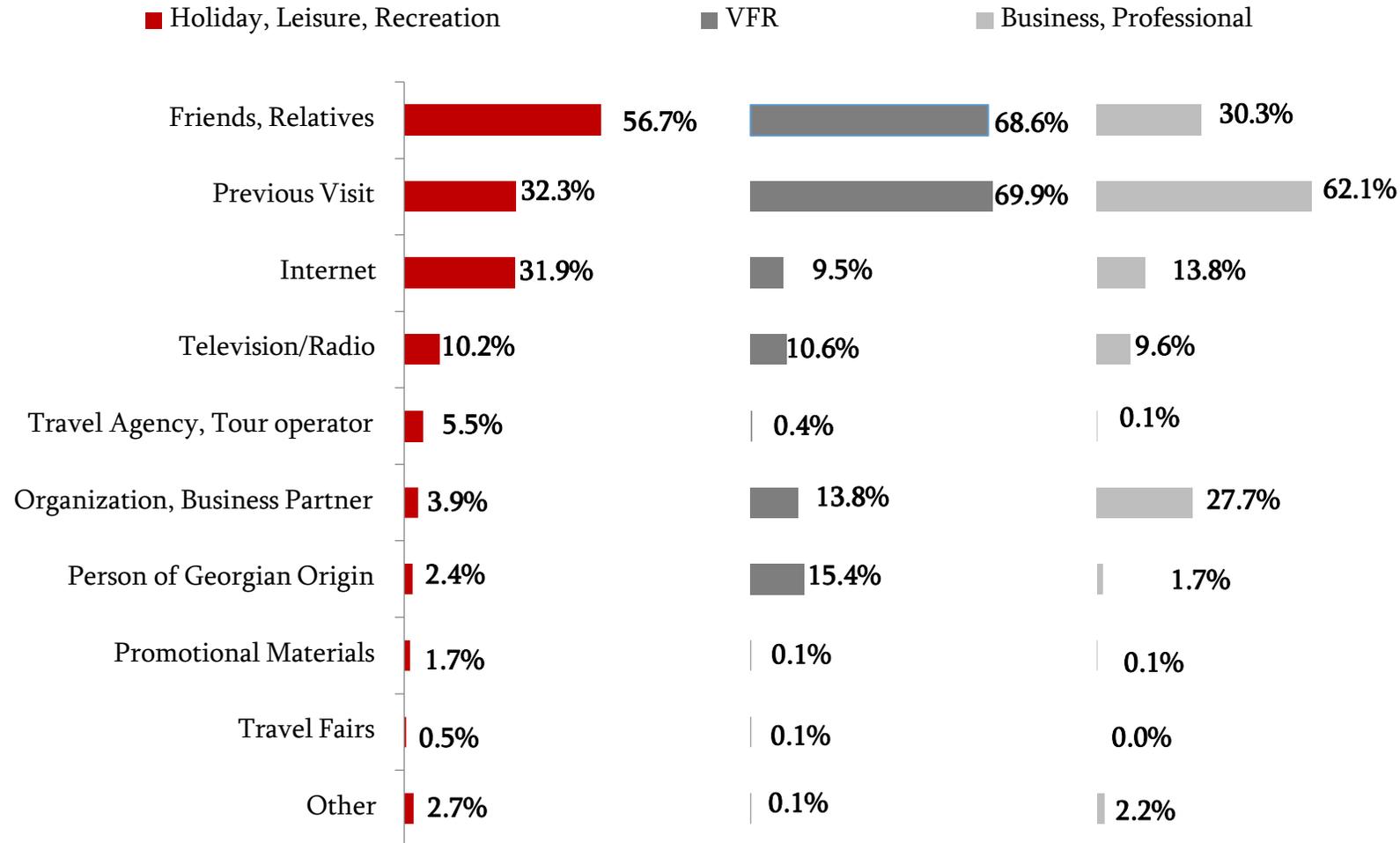
# Information Sources/Total

Please, tell me, for this trip, how did you get information about Georgia?



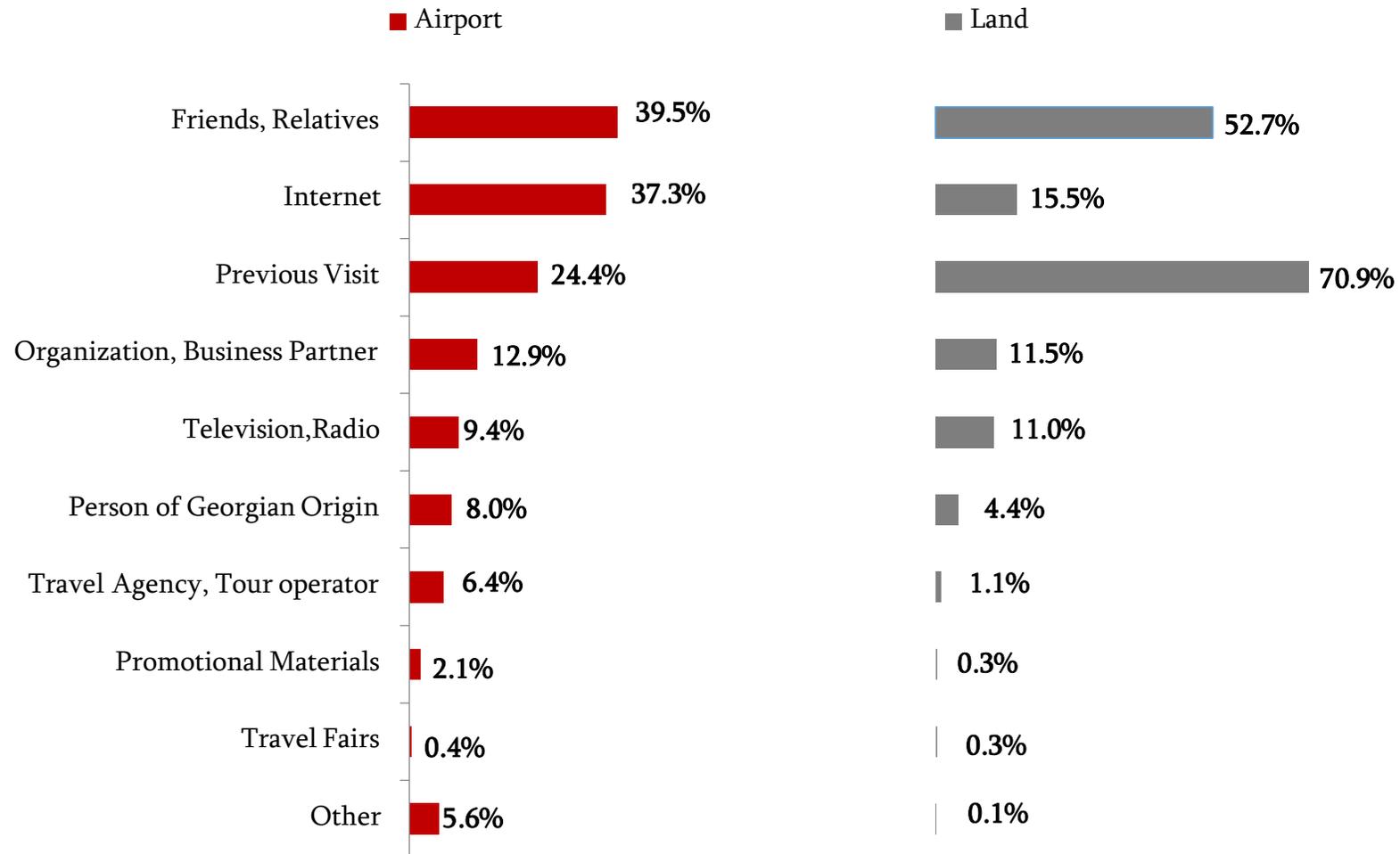
# Information Sources/Main Purpose

Please, tell me, for this trip, how did you get information about Georgia?

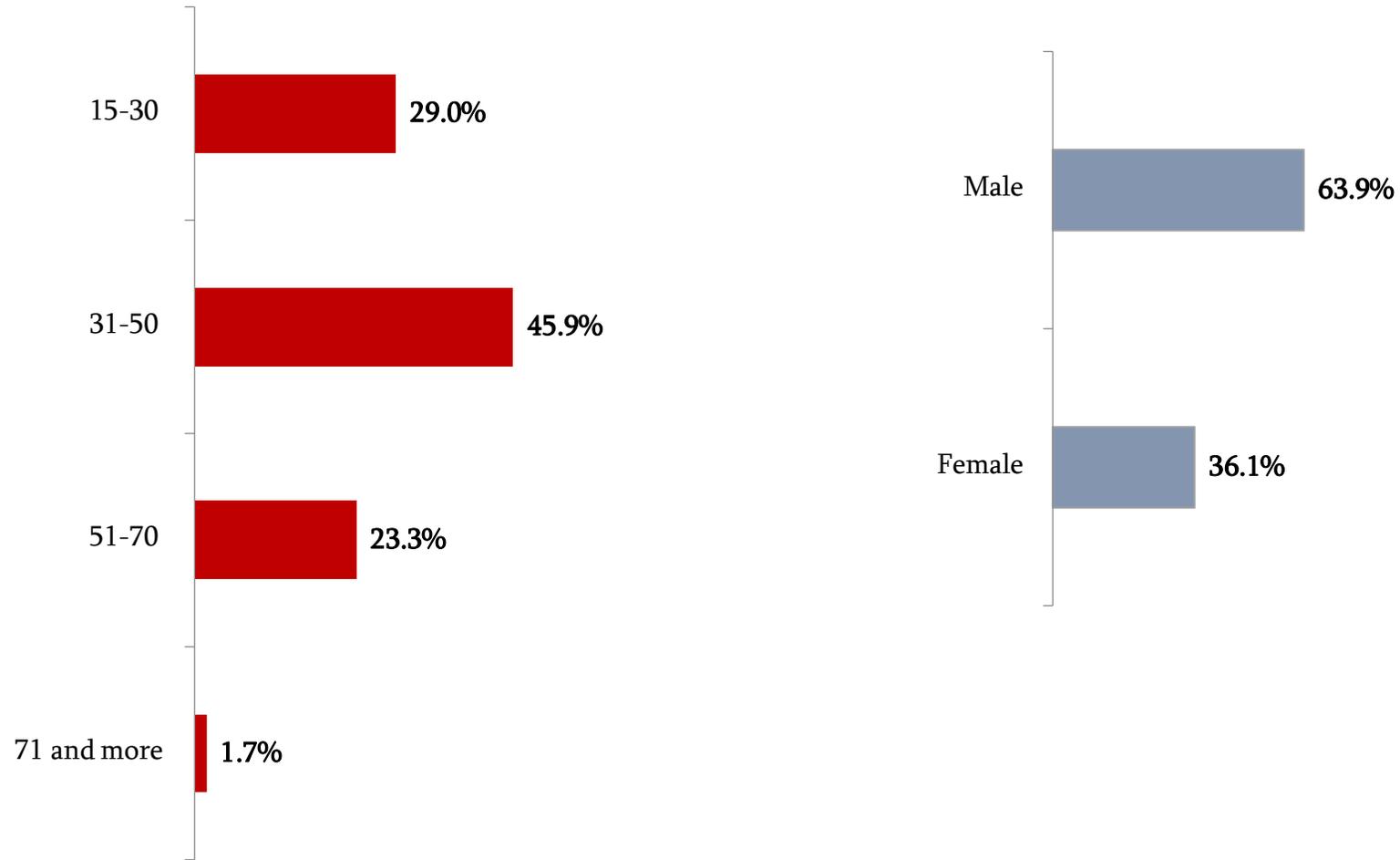


# Information Sources/Border

Please, tell me, for this trip, how did you get information about Georgia?



# Gender and Age



# Methodology

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

Country Categories	
<b>Central and Eastern Europe</b>	Belarus, Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Slovakia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.
<b>Other Europe</b>	Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, Malta, Norway, Netherlands, Spain, Sweden, Switzerland and the United Kingdom.
<b>Other Countries</b>	Those counties that were not placed in any of the above mentioned groups, due to small samples, were consequently grouped as “Other” Countries.

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**Research and Planning Department**

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**Presentation is uploaded on the website: [www.gnta.ge](http://www.gnta.ge)**

