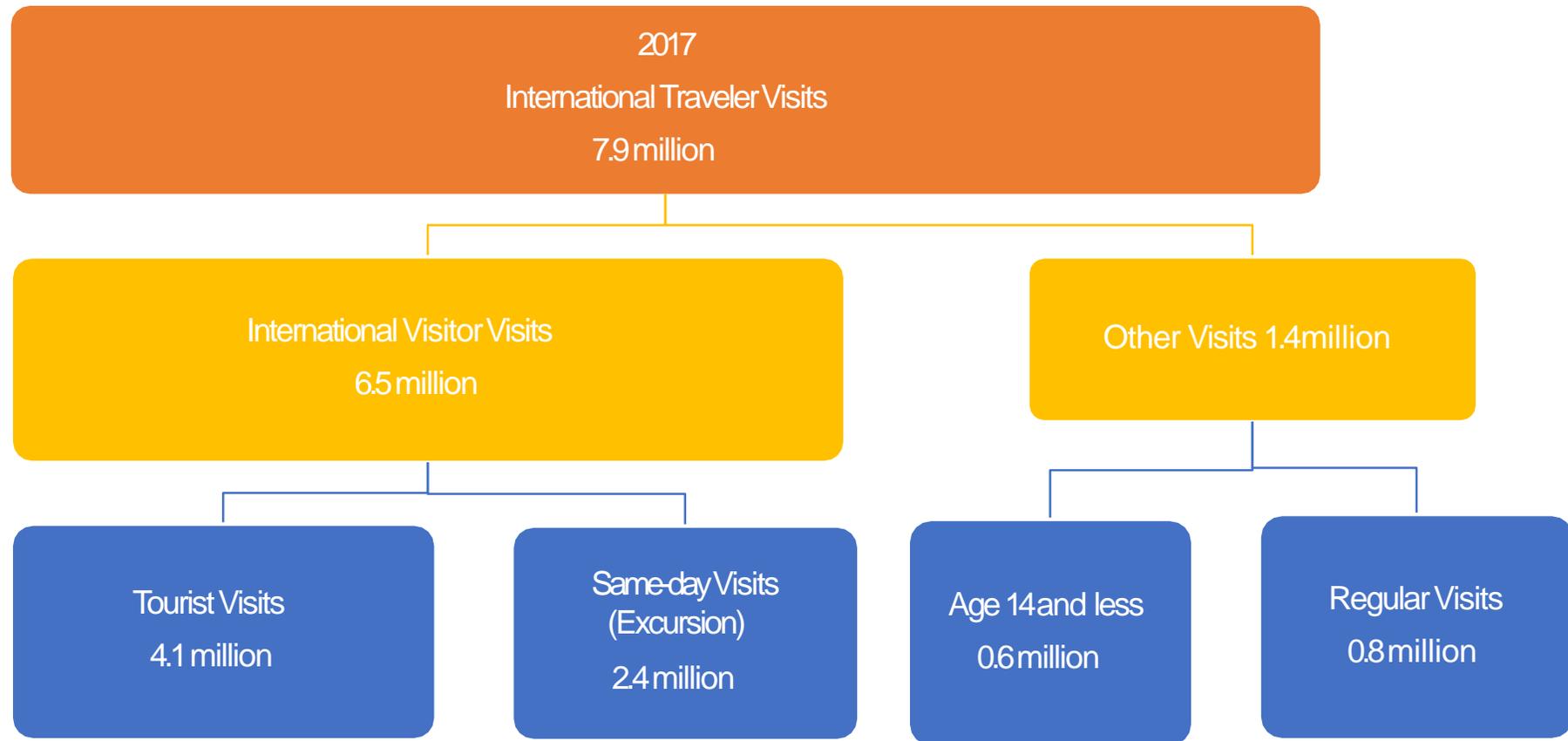


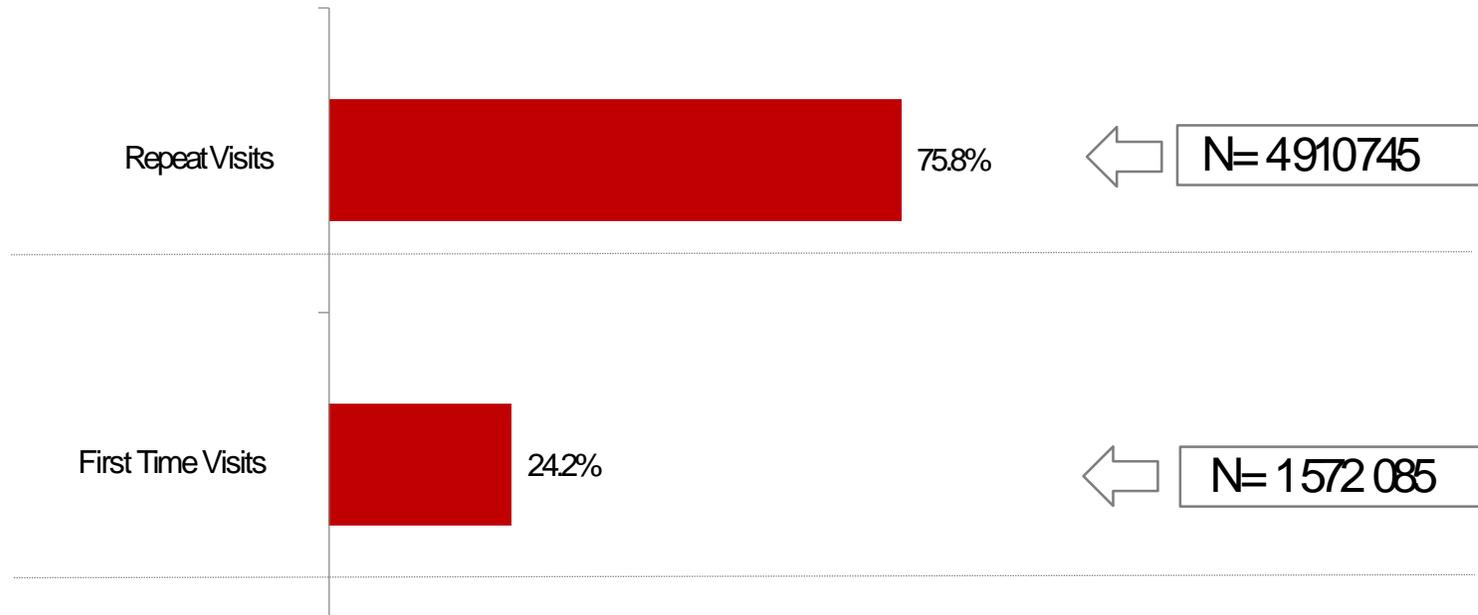


# Classification of International Travel



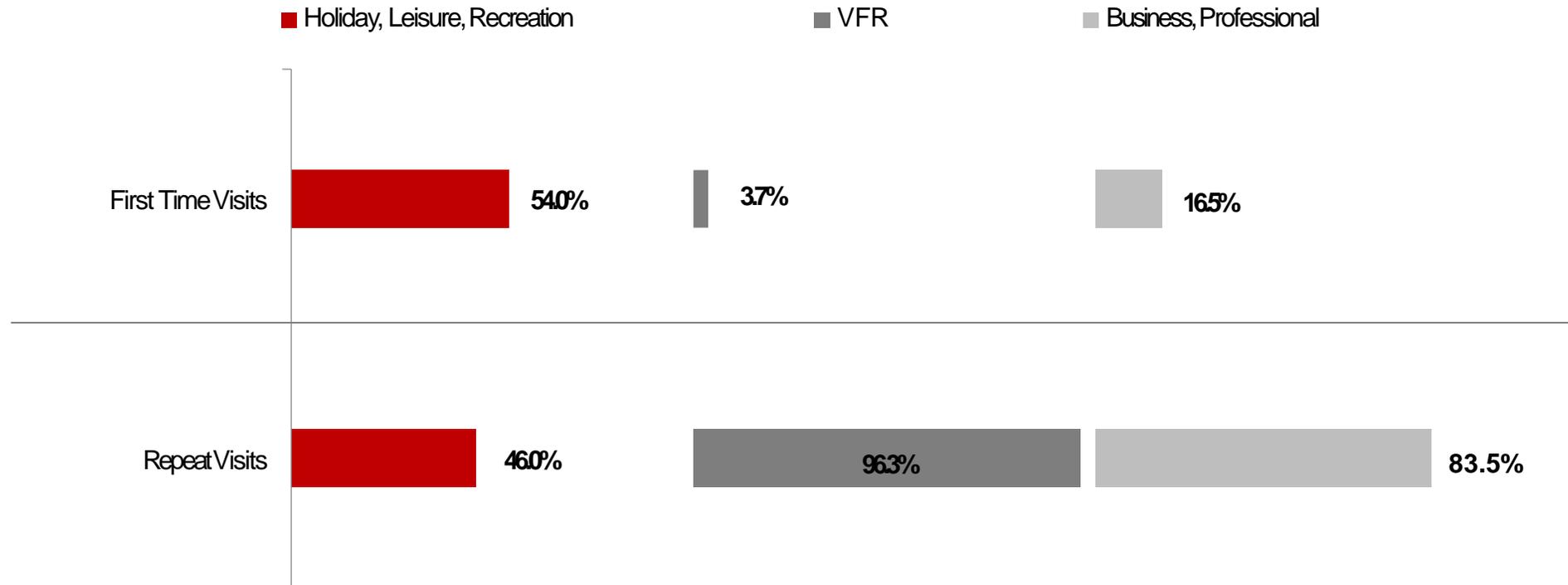
# Visiting Practice/Total

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



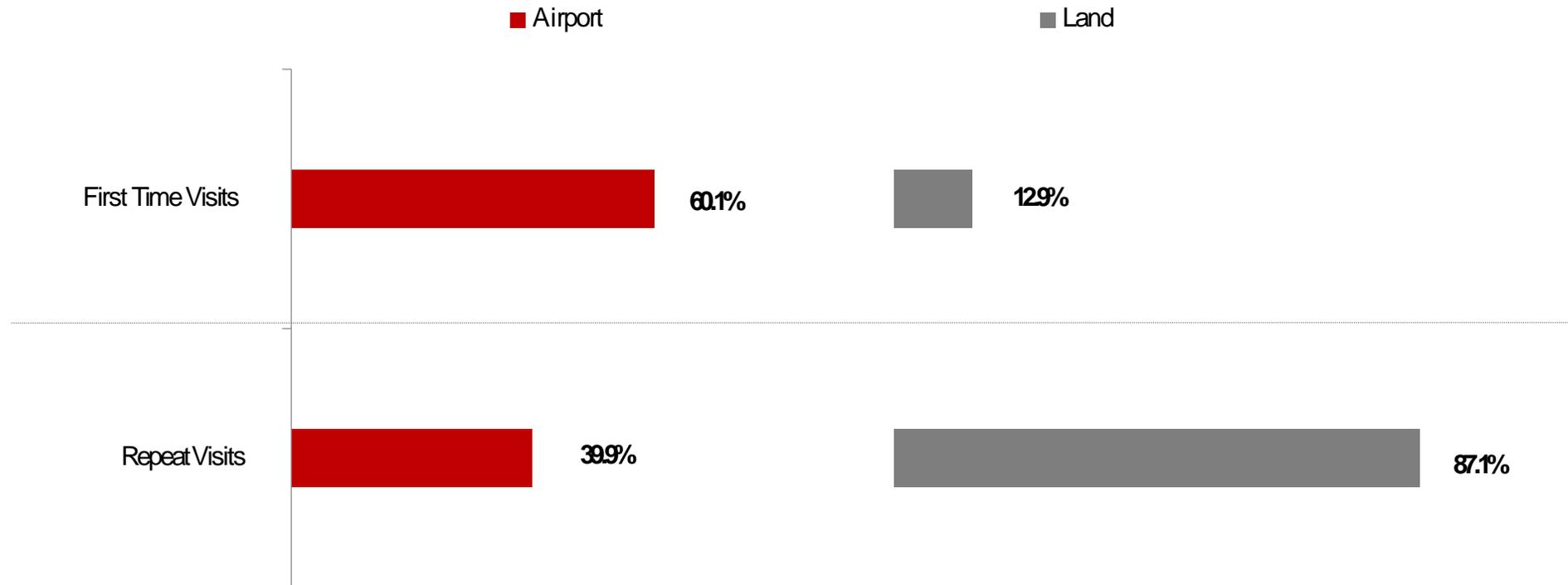
# Visiting Practice/Purpose of Visit

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

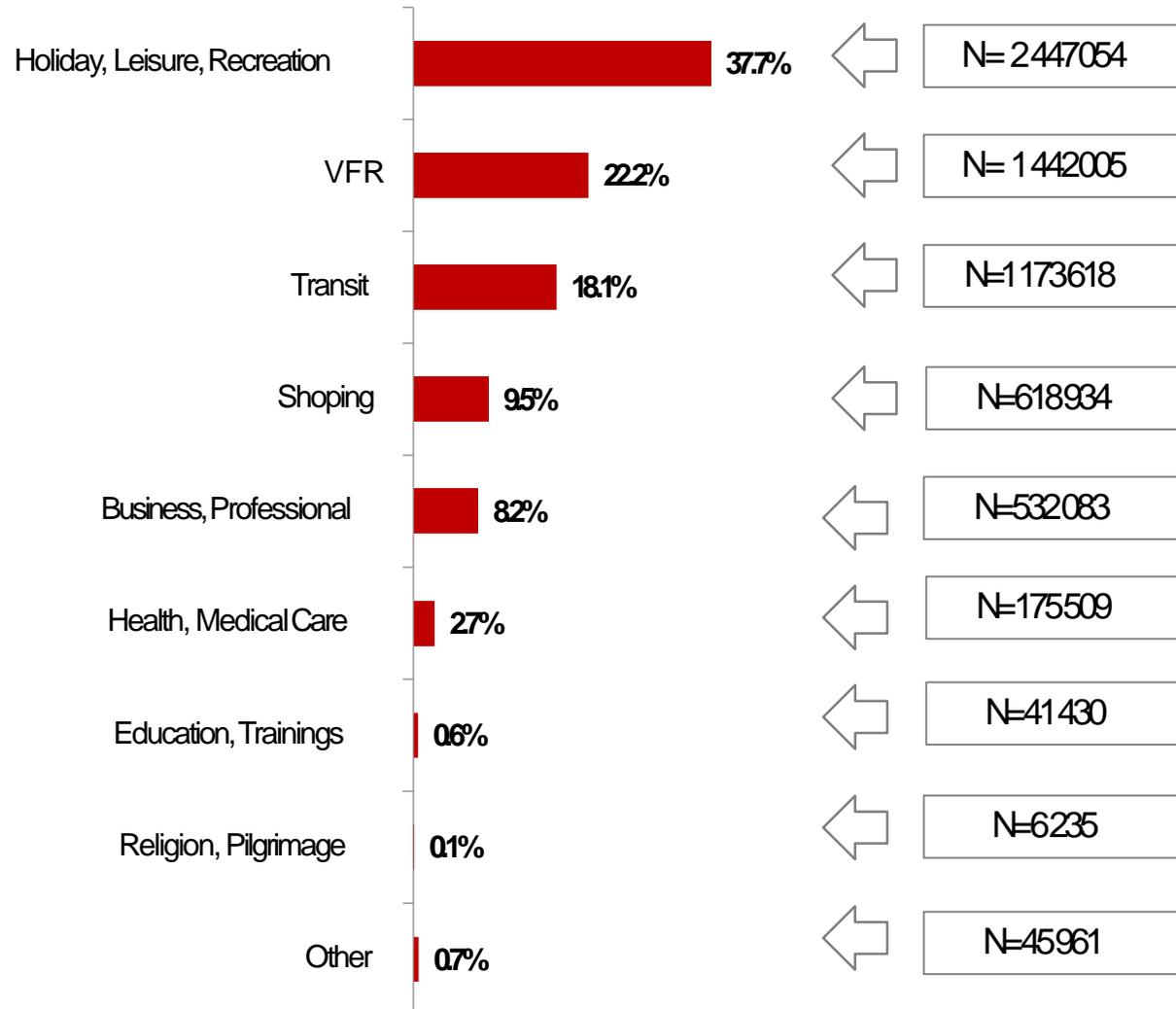
Please, tell me, is this your first visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
<b>First Time Visits</b>	5.5%	24.4%	28.6%	0.9%	56.7%	65.1%	72.3%
<b>Repeat Visits</b>	94.5%	75.6%	71.4%	99.1%	43.3%	34.9%	27.7%
<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>	5.7%	16.3%	21.3%	0.8%	16.7%	18.3%	20.9%	100%
<b>Repeat Visits</b>	31.5%	16.1%	17.0%	25.6%	4.1%	3.1%	2.6%	100%

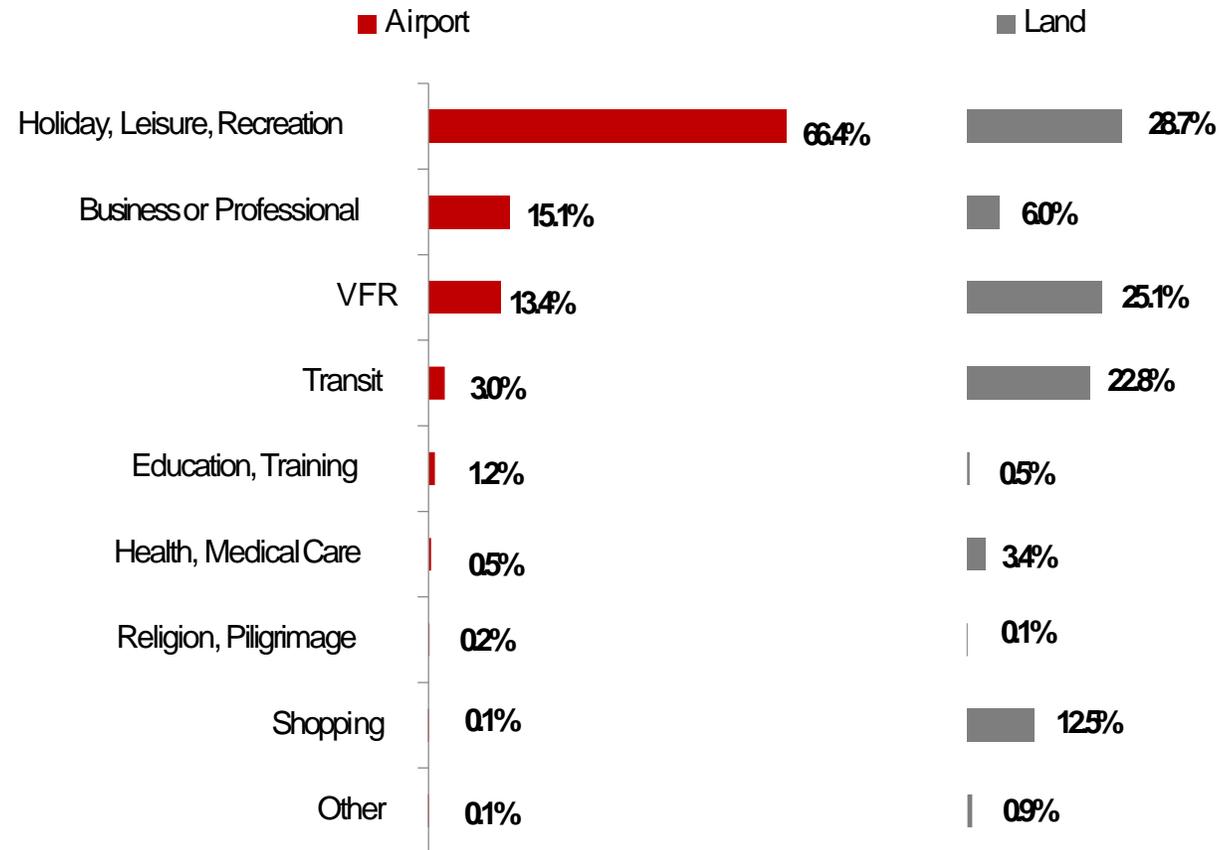
# Main Purpose of Visit

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?



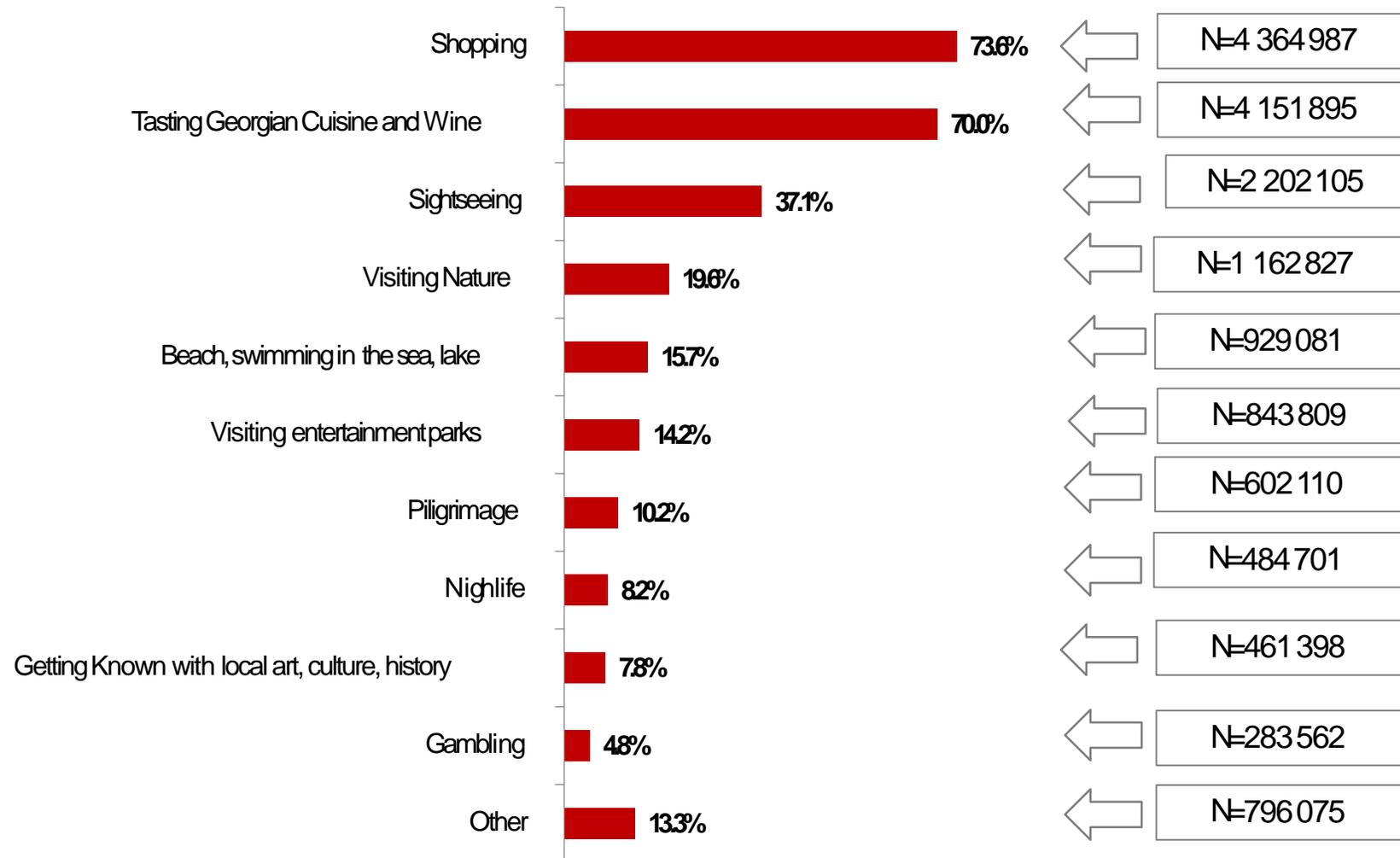
# Main Purpose of Visit/Residency

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	15.1%	58.9%	46.1%	9.7%	63.2%	63.0%	76.8%
VFR	39.2%	7.7%	19.6%	25.7%	10.7%	19.0%	6.8%
Transit	15.4%	12.4%	27.5%	32.3%	10.1%	1.8%	1.2%
Shopping	14.3%	10.0%	0.5%	21.0%	0.7%	0.2%	0.8%
Business, Professional	4.0%	10.5%	3.3%	10.5%	13.8%	14.0%	13.3%
Health and Medical Care	8.9%	0.1%	1.2%	0.6%	0.6%	0.9%	0.0%
Education, Training	1.3%	0.3%	0.4%	0.1%	0.6%	0.9%	1.2%
Religion, Pilgrimage	0.1%	0.0%	0.2%	0.0%	0.3%	0.2%	0.0%
Other	1.8%	0.2%	1.2%	0.0%	0.0%	0.0%	0.0%

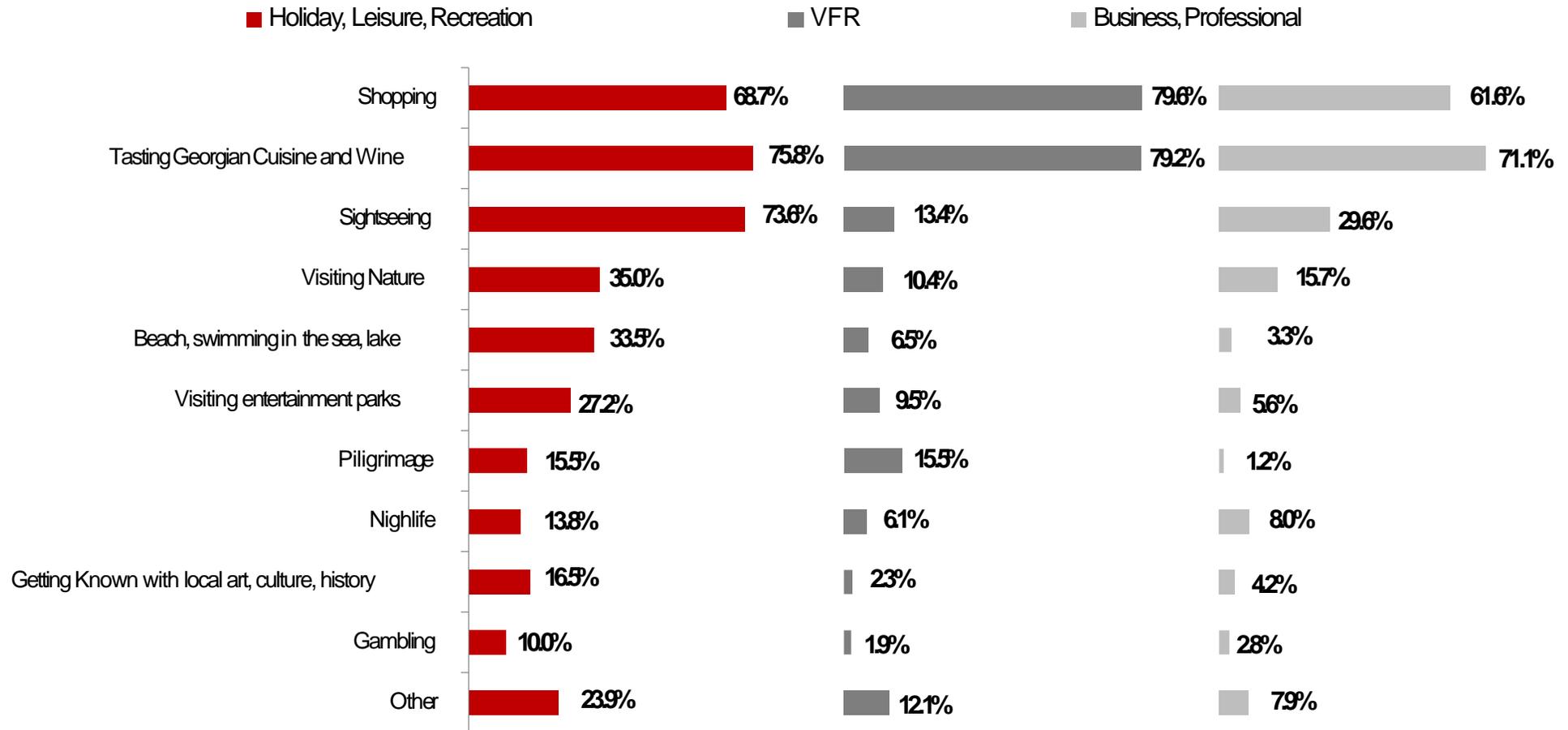
# Conducted Activities/Total

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



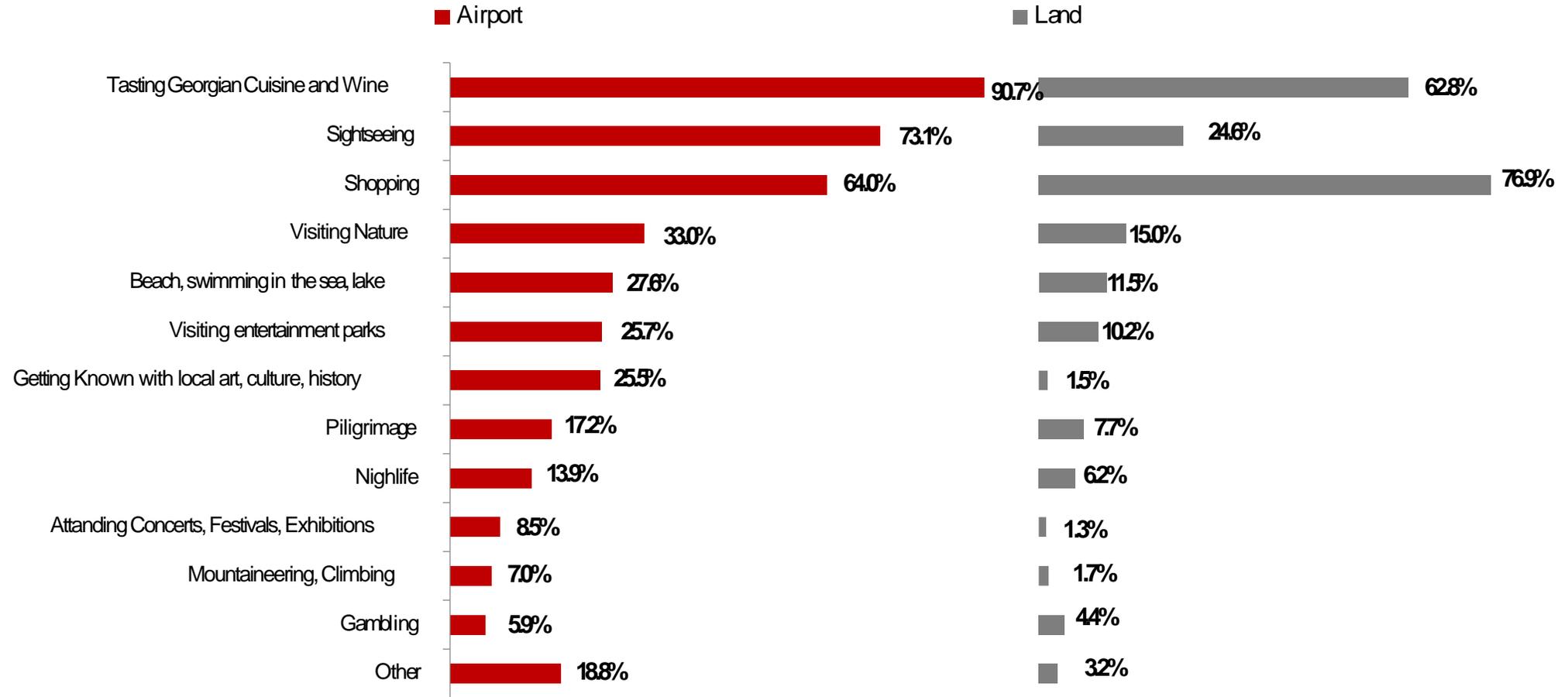
# Conducted Activities / Main Purpose

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?



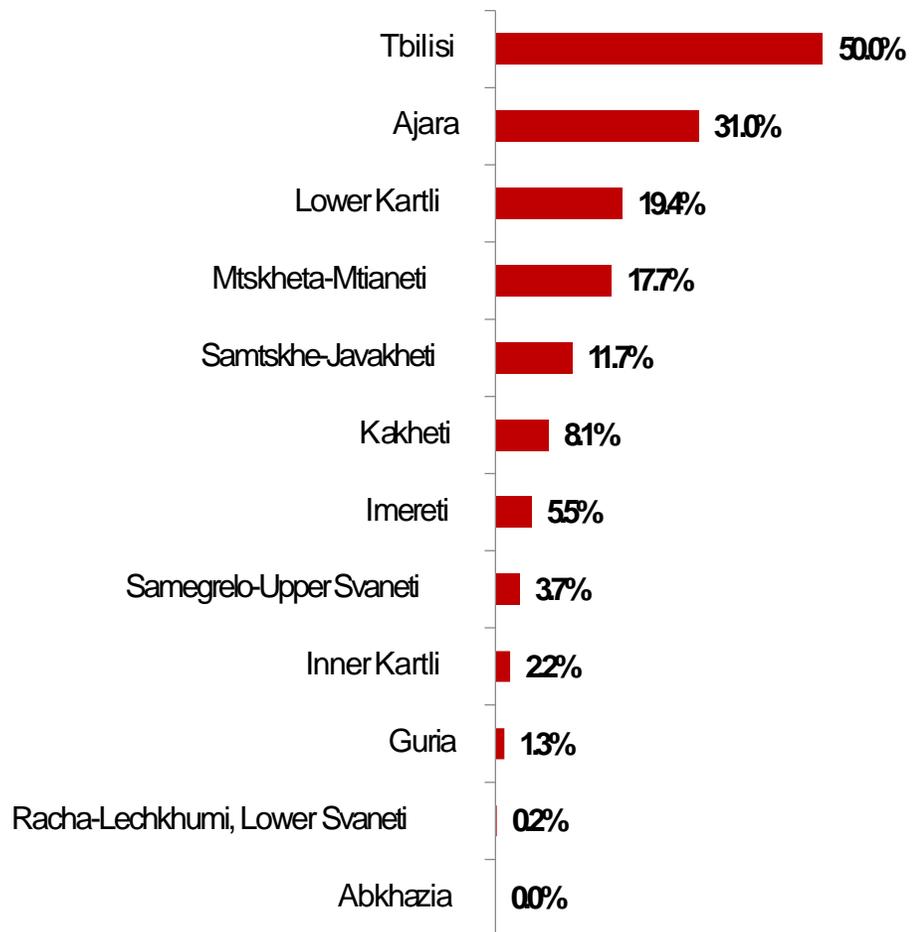
# Conducted Activities /Residency

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

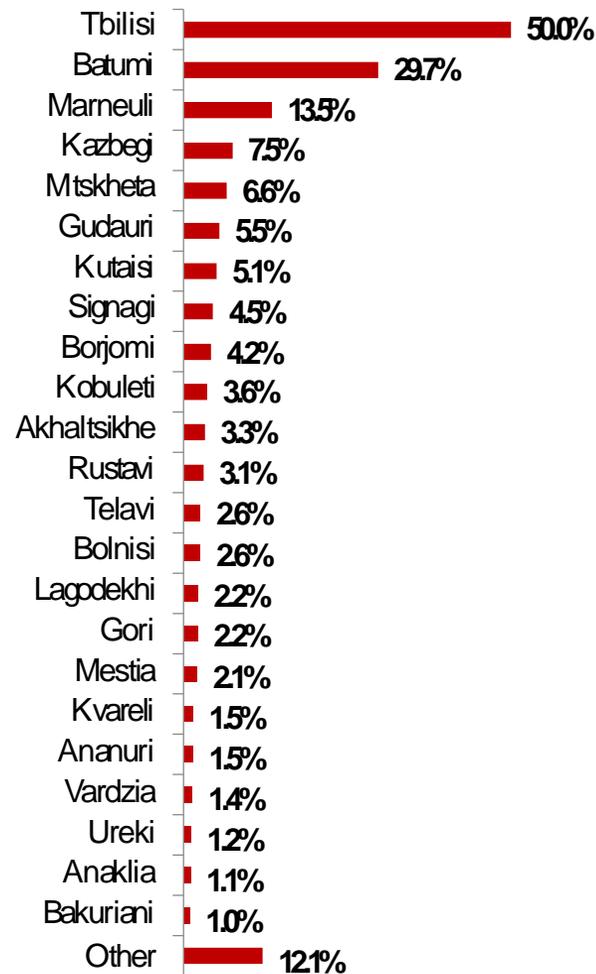
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Shopping	83.9%	62.8%	76.3%	77.7%	71.2%	63.7%	61.7%
Tasting Georgian Cuisine and Wine	62.2%	41.4%	84.6%	69.2%	89.4%	91.7%	84.1%
Sightseeing	13.6%	44.4%	45.4%	7.9%	68.4%	71.4%	79.8%
Visiting Nature	4.4%	27.2%	14.3%	17.2%	28.7%	40.5%	38.3%
Beach, swimming in the sea, lake	6.7%	10.7%	27.1%	7.0%	37.0%	22.4%	20.1%
Visiting entertainment parks	12.3%	6.0%	14.3%	10.0%	23.4%	28.0%	26.0%
Pilgrimage	7.4%	2.6%	17.2%	4.6%	20.3%	21.8%	10.5%
Nightlife	8.0%	12.7%	5.3%	1.8%	11.8%	10.1%	15.6%
Getting Known with local art, culture, history	0.4%	1.7%	7.2%	0.6%	26.2%	30.3%	22.4%
Gambling	2.3%	15.1%	1.7%	0.6%	2.6%	7.3%	6.4%
Other	8.5%	4.2%	12.4%	3.0%	37.6%	39.7%	27.6%

# Popular Regions and Locations/Total

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

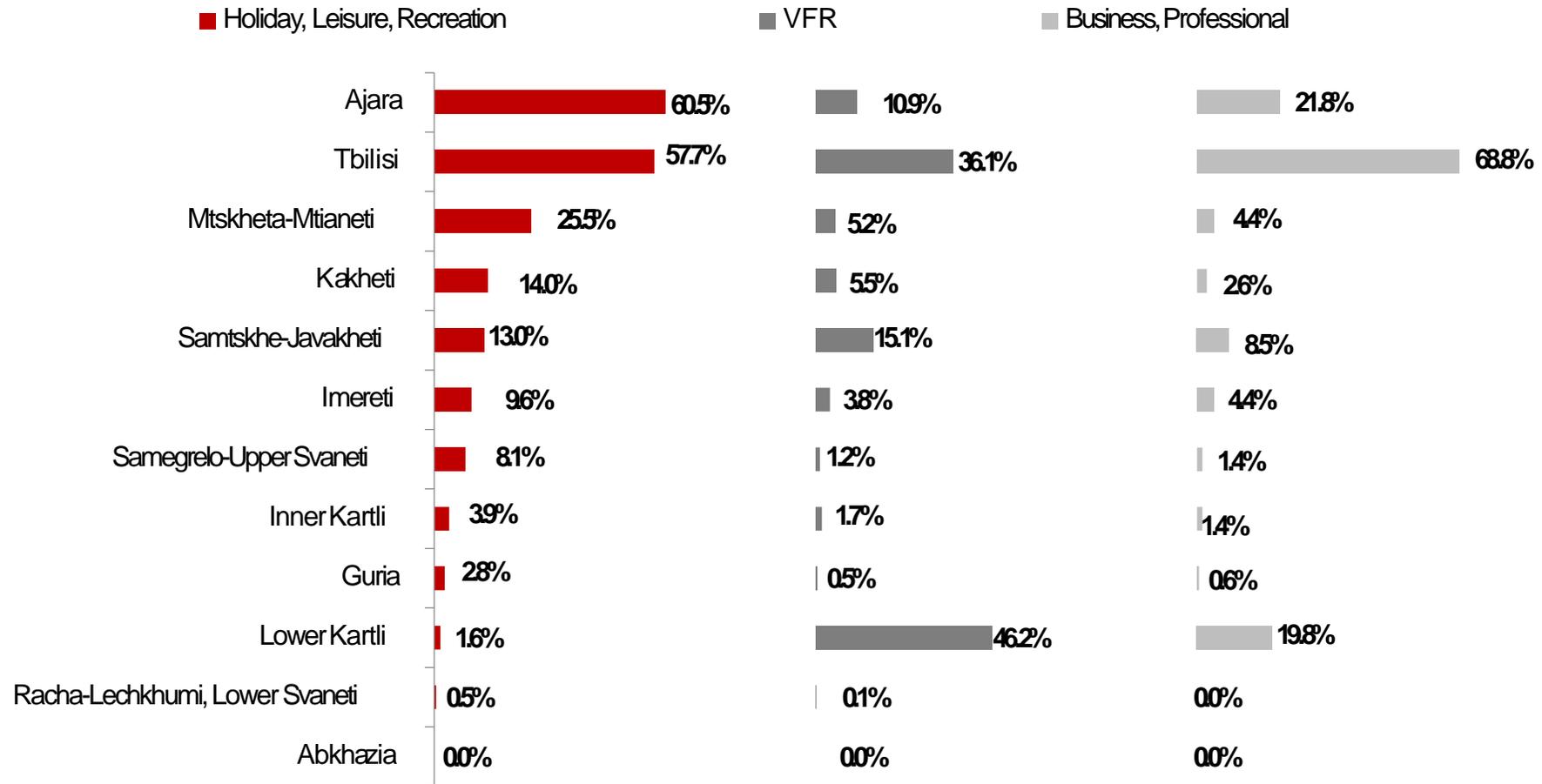


Please, tell me, which regions have you visited during this trip?



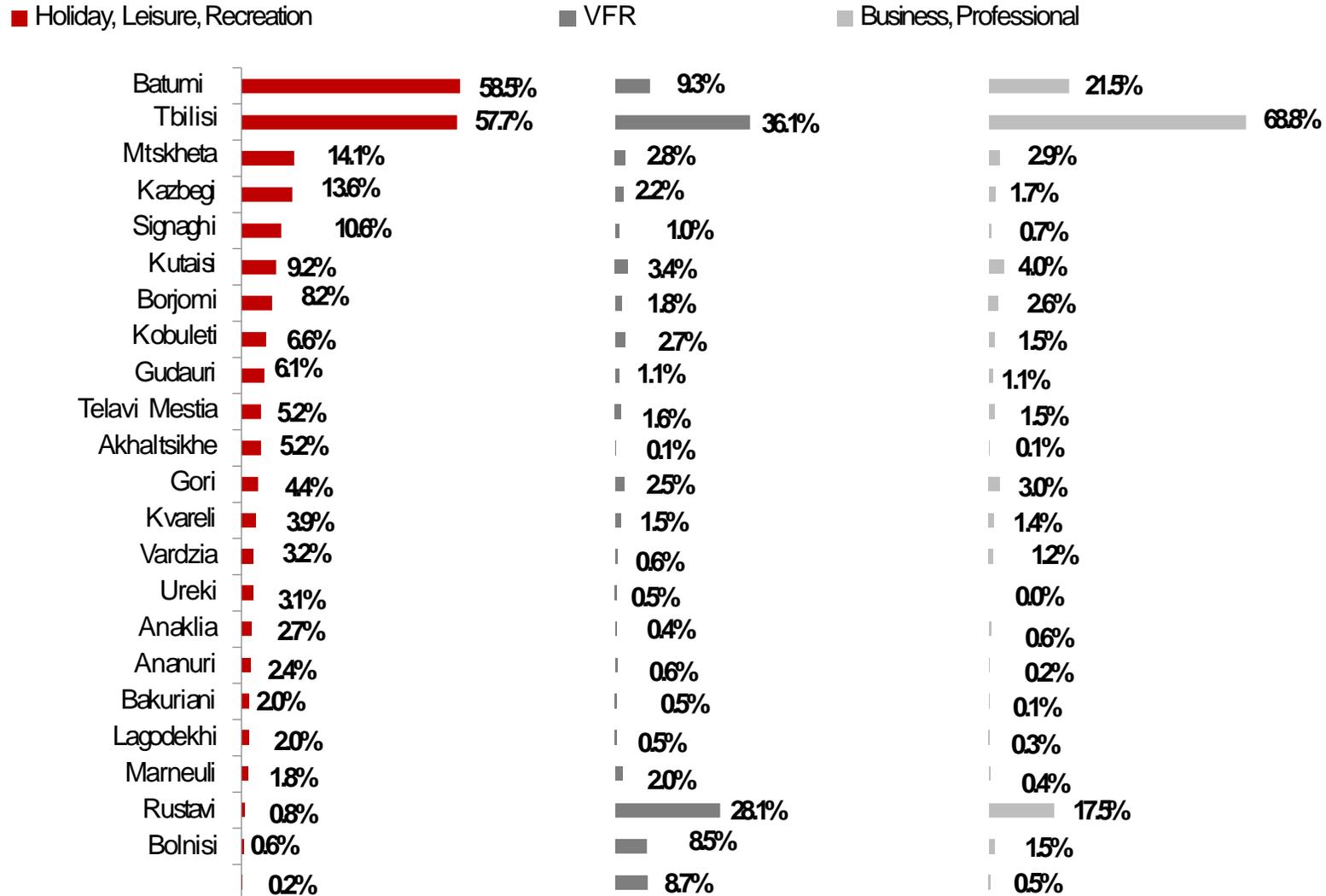
# Popular Regions and Locations/Main Purpose

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



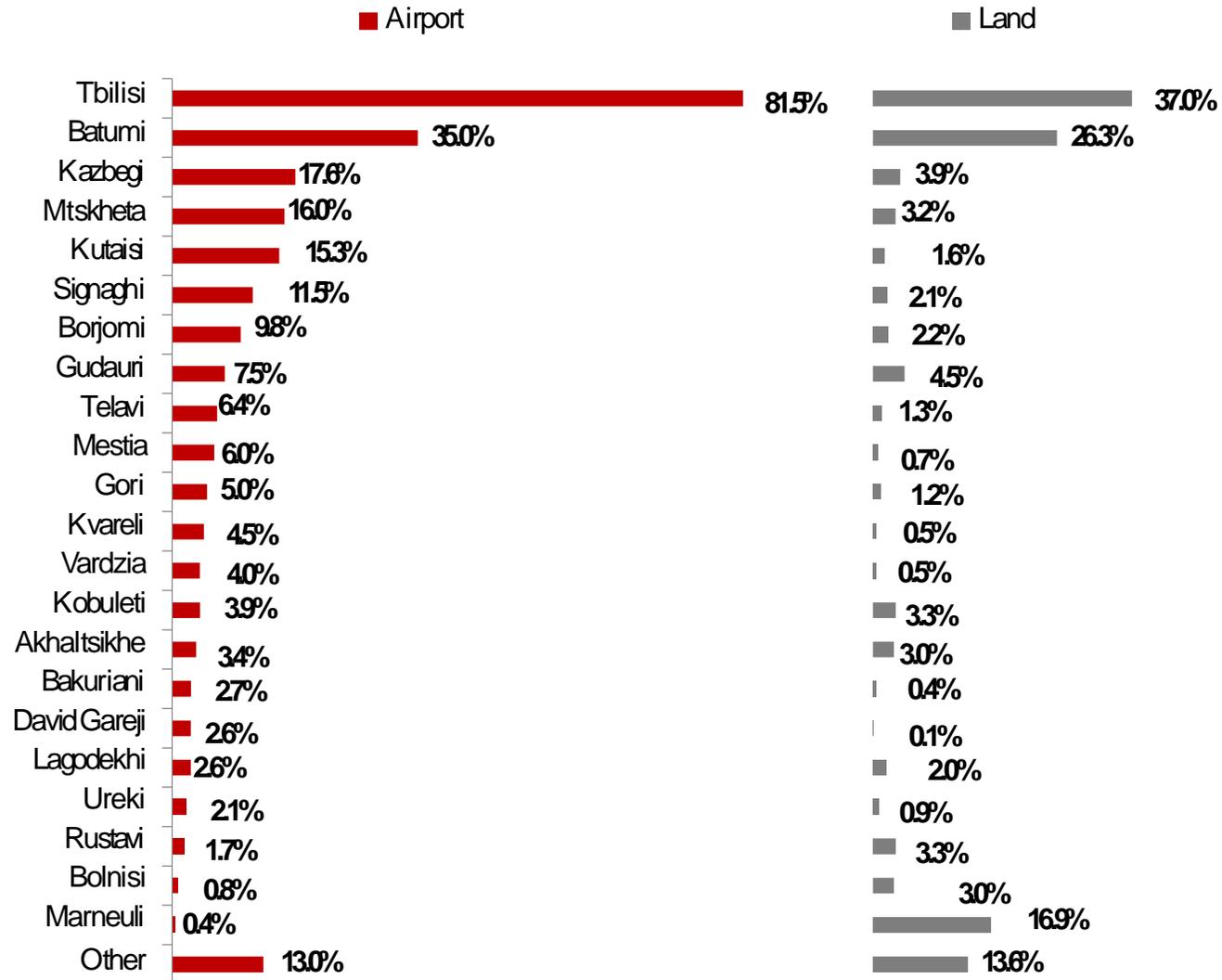
# Popular Locations/Main Purpose

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



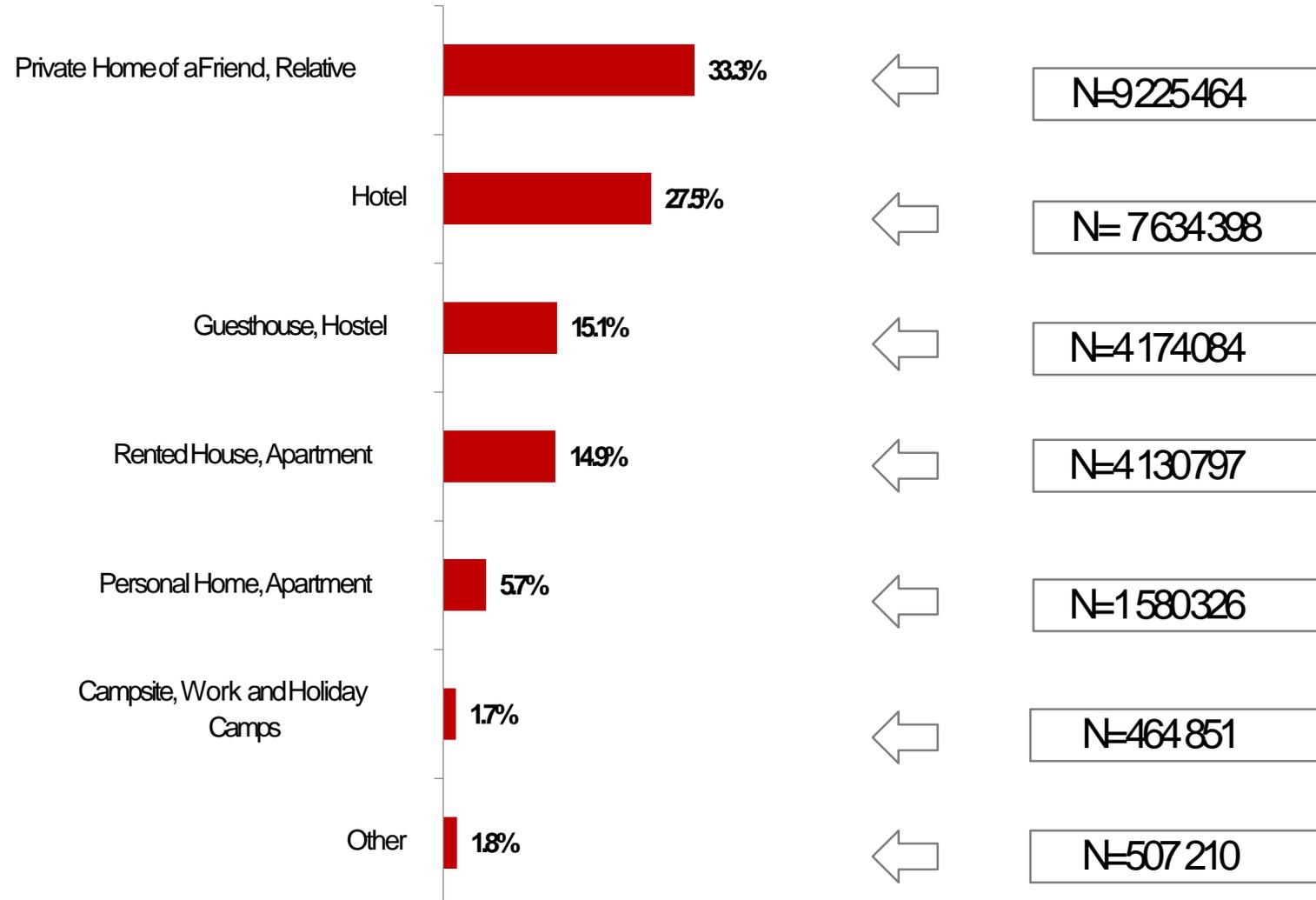
# Popular Locations/Border

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



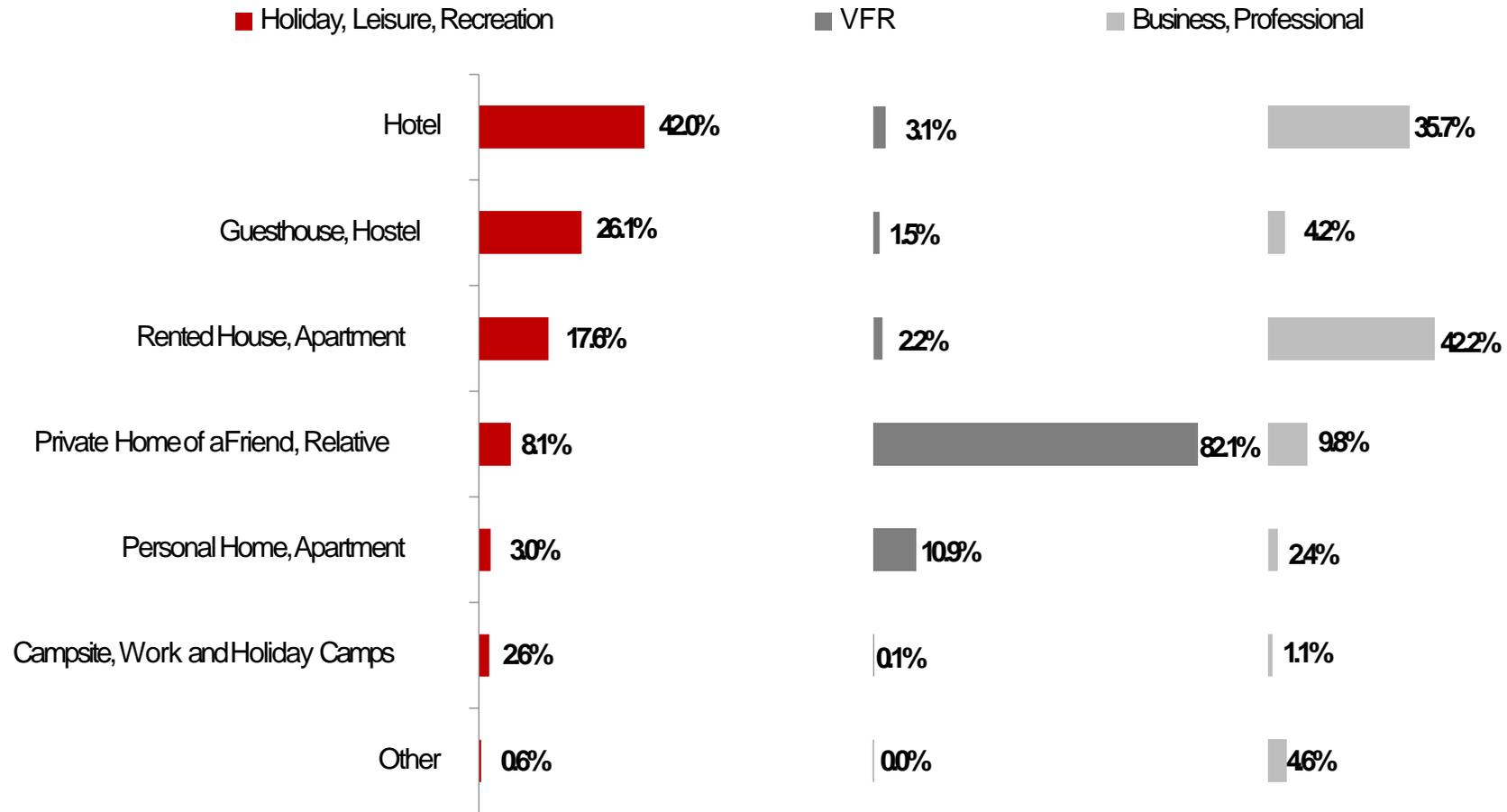
# Accommodation/Total

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



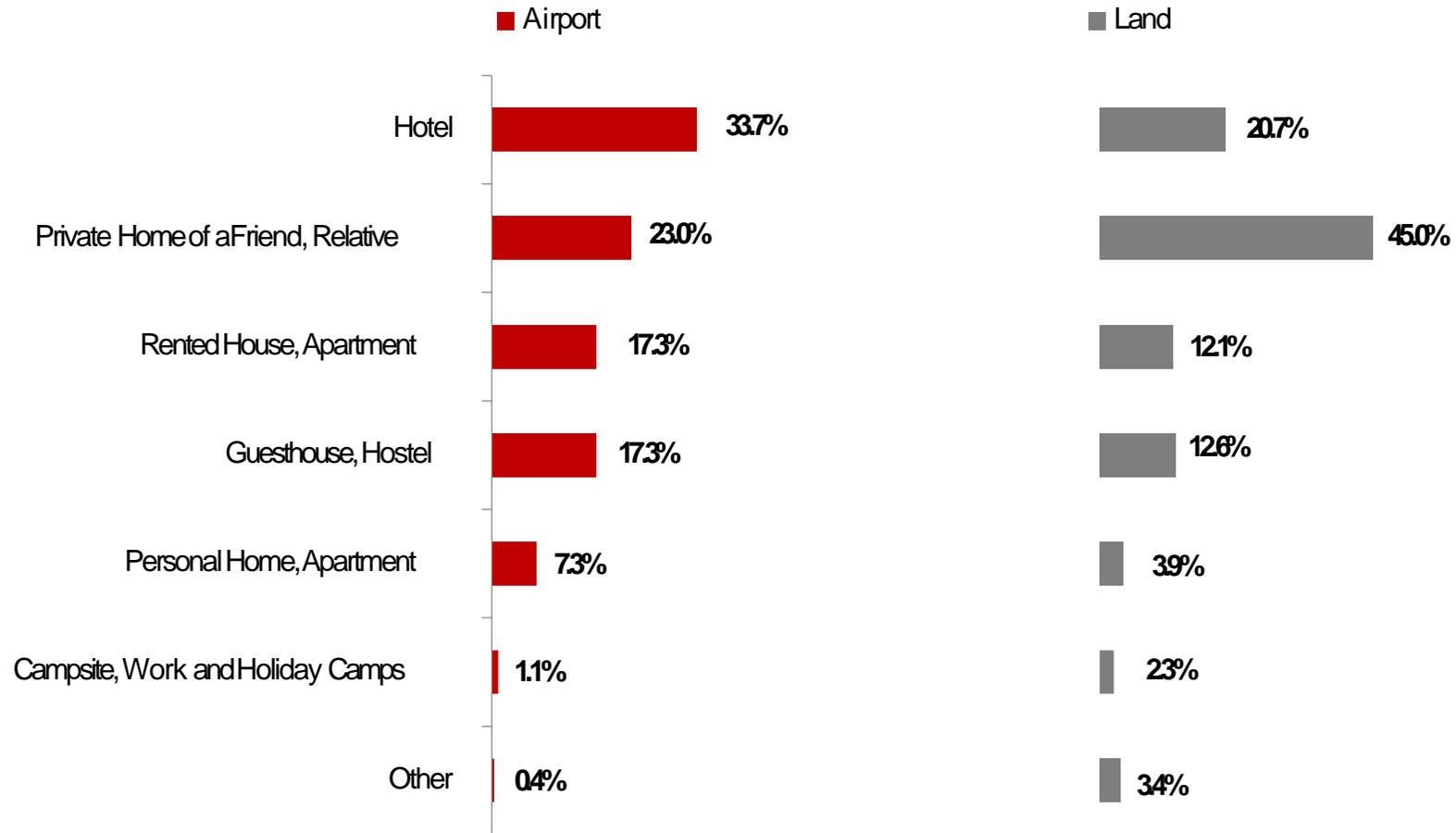
# Accommodation/Main Purpose

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



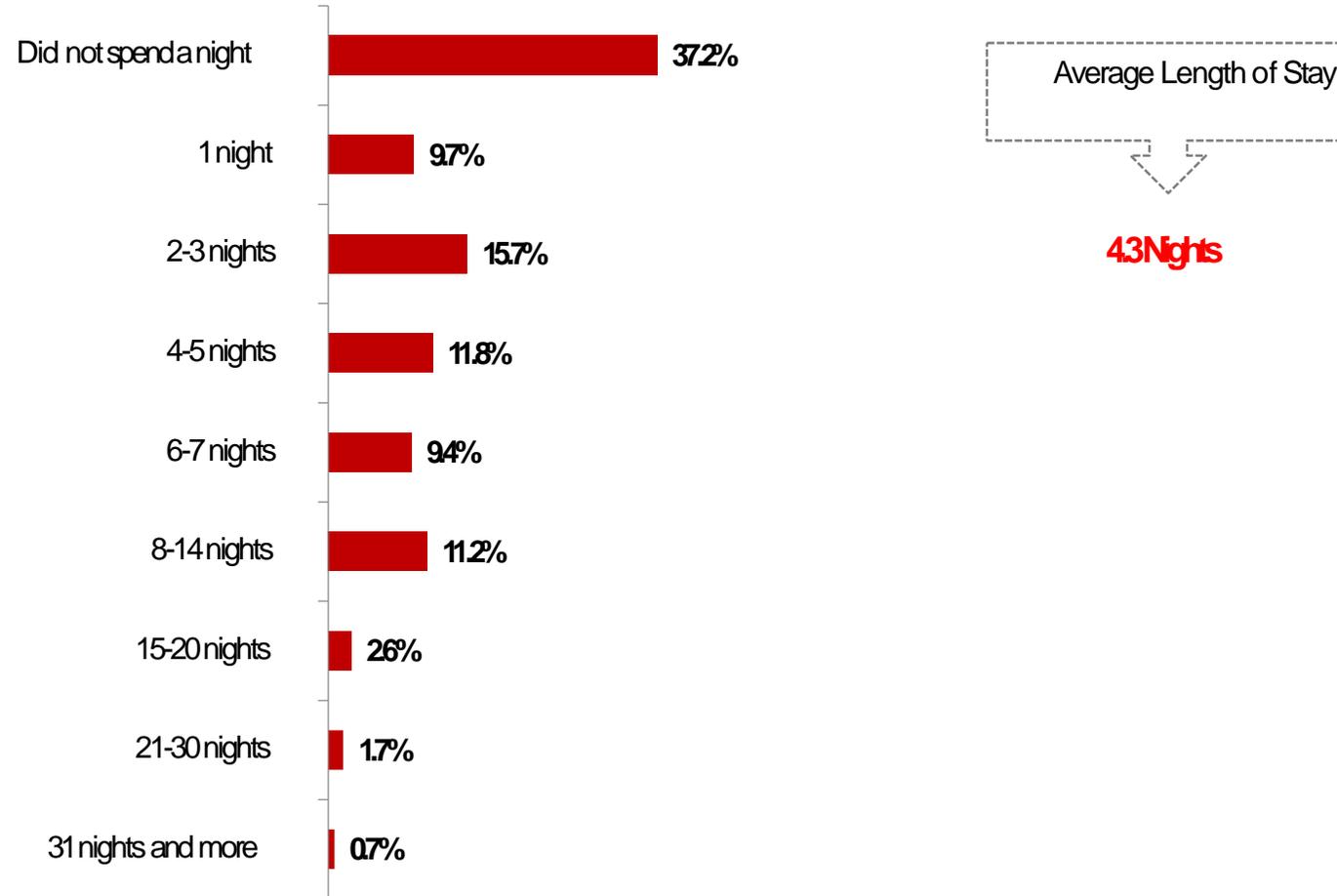
# Accommodation/Border

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



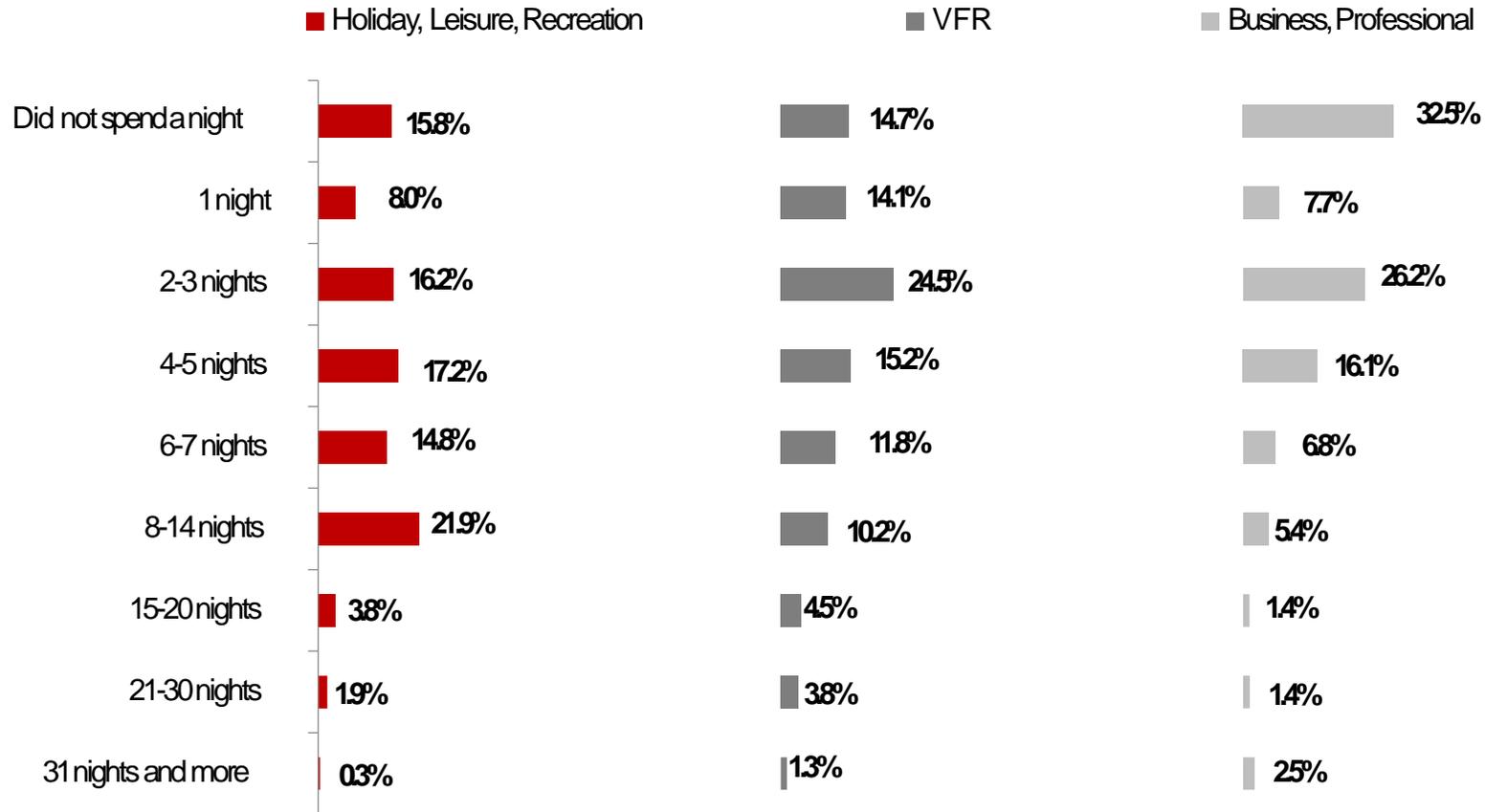
# Length of Stay/Total

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



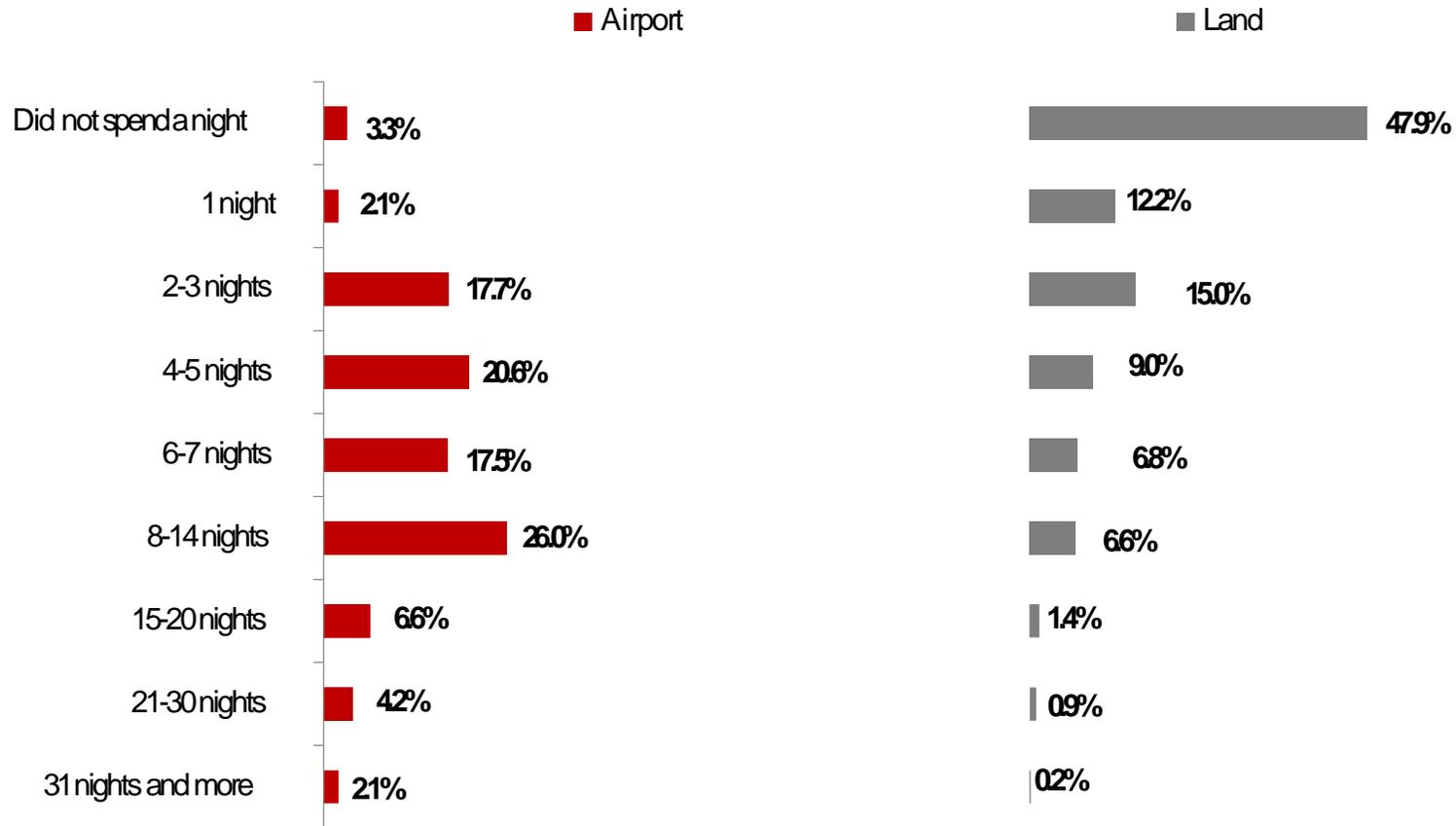
# Length of Stay/Main Purpose

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?



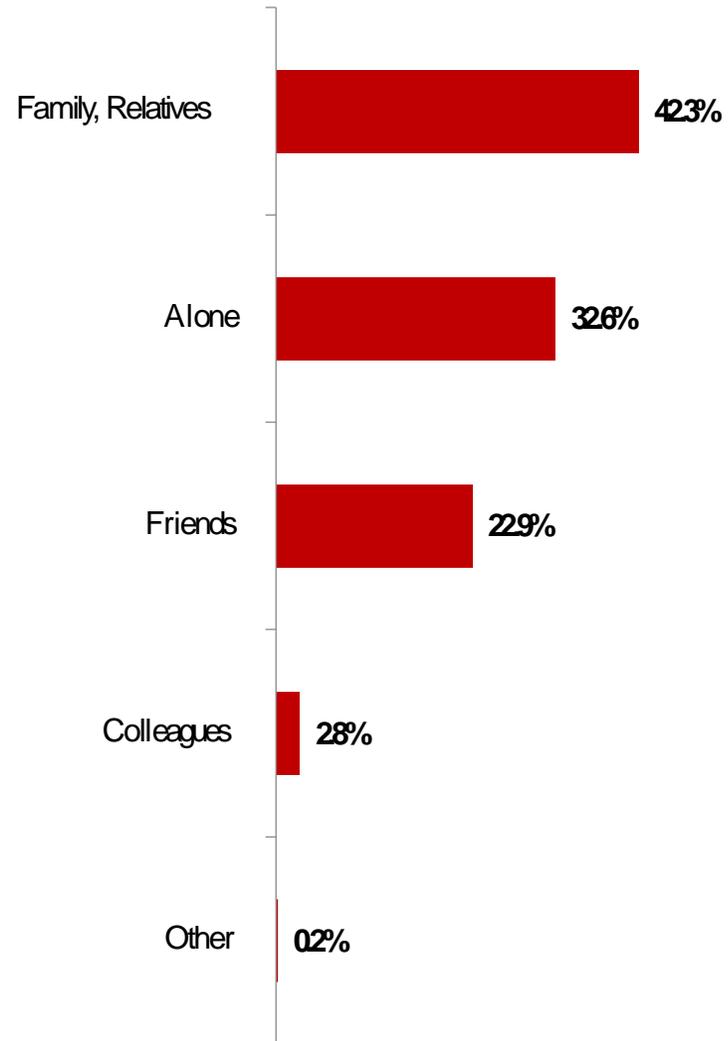
# Length of Stay/Residency

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	44.0%	46.5%	27.3%	63.9%	8.9%	2.7%	4.9%
1 night	13.2%	22.5%	2.7%	9.5%	1.2%	1.7%	3.3%
2-3 nights	20.5%	19.2%	12.6%	8.4%	12.5%	15.1%	21.9%
4-5 nights	9.7%	6.1%	13.1%	7.0%	18.4%	20.9%	27.1%
6-7 nights	6.7%	2.1%	14.9%	5.7%	18.5%	15.7%	16.4%
8-14 nights	4.1%	1.6%	21.6%	4.2%	24.8%	31.7%	17.6%
15-20 nights	0.8%	1.2%	4.3%	0.8%	10.6%	4.6%	3.5%
21-30 nights	1.0%	0.6%	2.8%	0.3%	3.5%	4.7%	3.6%
31 nights and more	0.1%	0.2%	0.6%	0.2%	1.5%	3.0%	1.8%
Average Length of Stay	24 nights	1.8 nights	6.1 nights	1.7 nights	9.0 nights	10.4 nights	8.4 nights

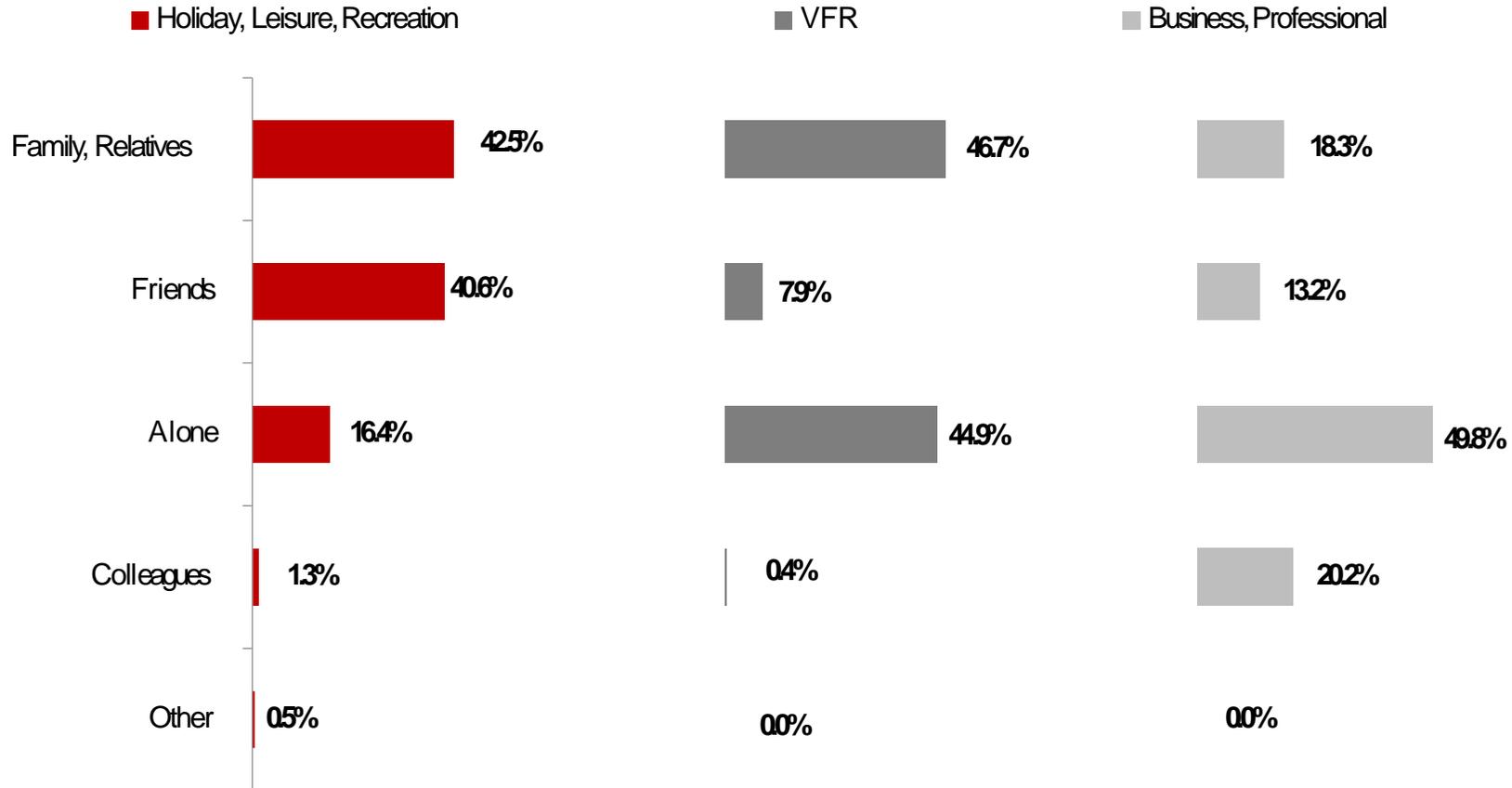
# Accompanying Persons/Total

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



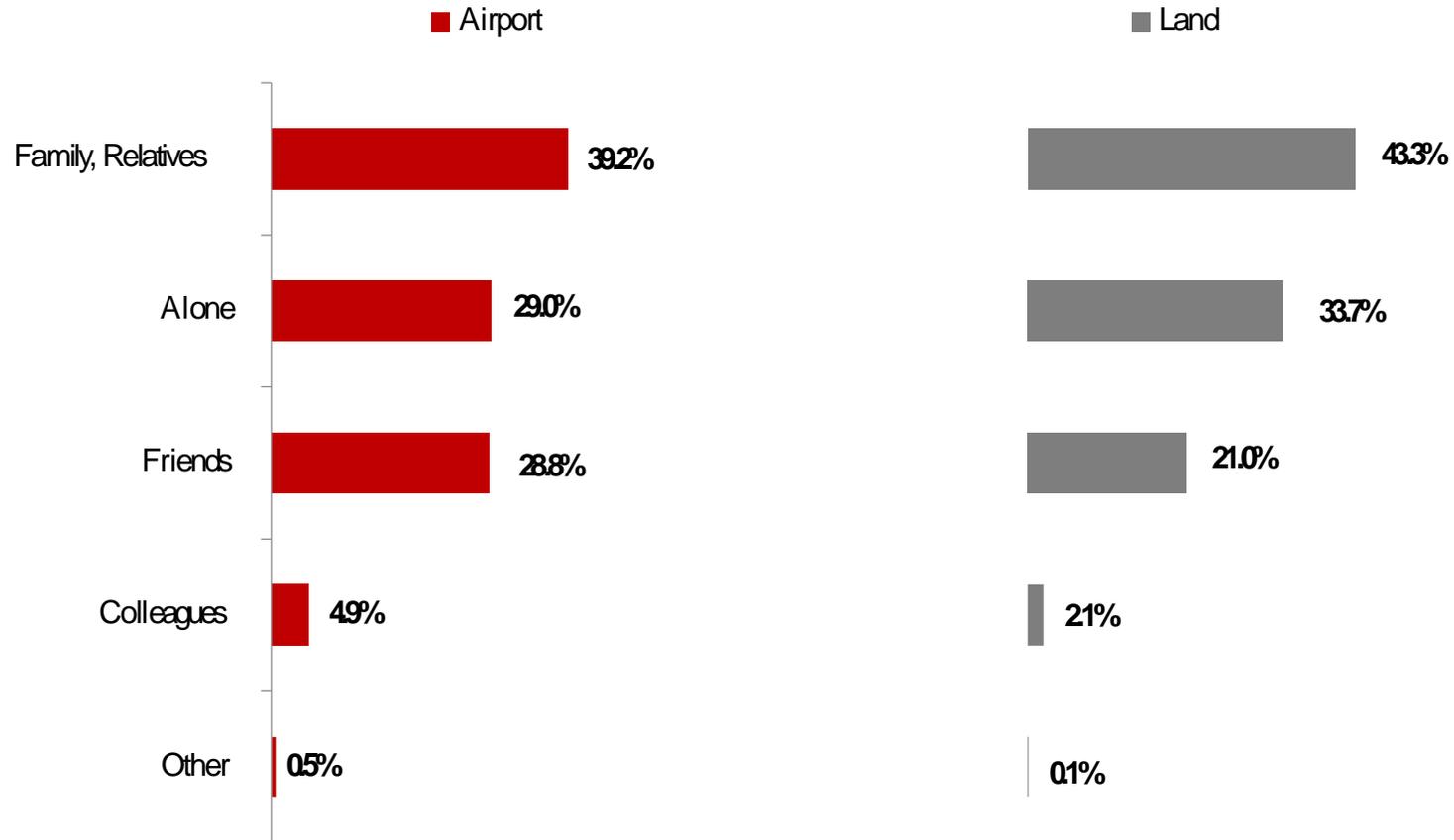
# Accompanying Persons/Main Purpose

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
Family, Relatives	41.9%	16.6%	51.8%	57.4%	42.1%	35.1%	42.8%
Alone	41.6%	45.4%	25.5%	24.6%	23.7%	28.5%	24.5%
Friends	14.9%	35.8%	22.6%	14.4%	30.3%	31.5%	30.8%
Colleagues	1.6%	2.4%	1.3%	3.6%	5.4%	5.4%	3.6%
Other	0.0%	0.4%	0.1%	0.0%	0.7%	1.0%	0.1%

# Expenditure Structure

Total Expenditure



5761 590 972 GEL

Average Expenditure per Visit



889 GEL

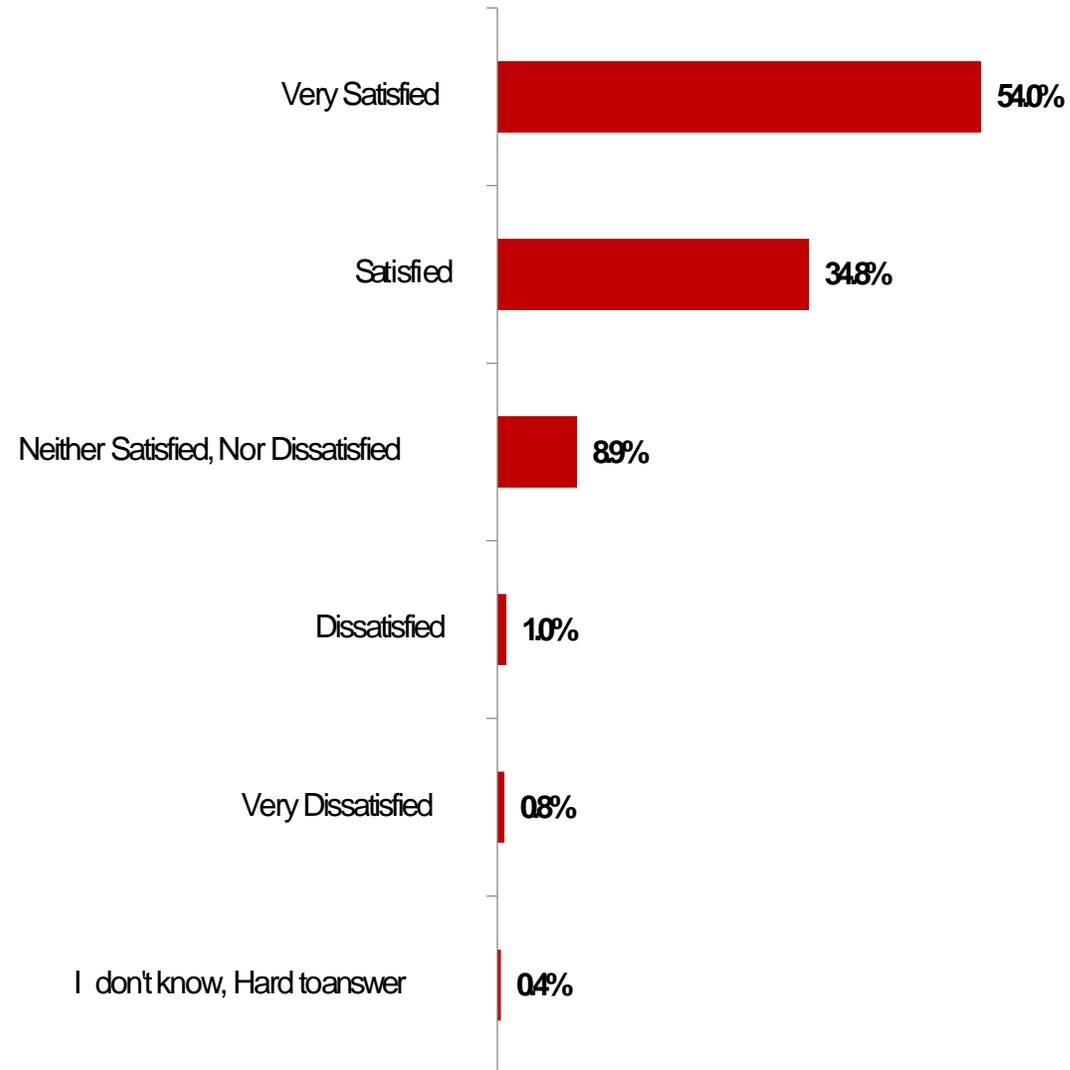
Expenditure Components	Total Expenditure GEL		Share in Total Expenditure				
Served Food and Drinks	1,476,534,454 GEL		26%				
Accommodation	1,326,904,450 GEL		23%				
Cultural and Entertainment Services	1,065,961,653 GEL		18%				
Shopping	789,717,384 GEL		14%				
Domestic Ground Transportation	483,448,342 GEL		8%				
Other Expenditure	619,024,690 GEL		11%				
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Average Expenditure per Visit	365 GEL	959 GEL	984 GEL	461 GEL	1,366 GEL	1,705 GEL	2,279 GEL

# Expenditure Structure/High Spenders

N	Country of Residence	Average Expenditure per Visit	Sample
1	Russia	984	1,673
2	Turkey	959	3,943
3	Azerbaijan	365	2,247
4	Armenia	461	1,690
5	Ukraine	1,212	264
6	Iran	1,812	171
7	United Arab Emirates	2,755	77
8	Israel	1,816	93
9	Kazakhstan	1,979	101
10	Saudi Arabia	2,879	64
11	USA	2,243	62
12	Germany	1,435	146
13	United Kingdom	1,964	59
14	India	2,883	45
15	Poland	1,201	101
16	Belarus	1,315	87
17	China	1,983	44
18	France	1,696	33
19	Italy	1,371	46
20	Greece	1,272	55

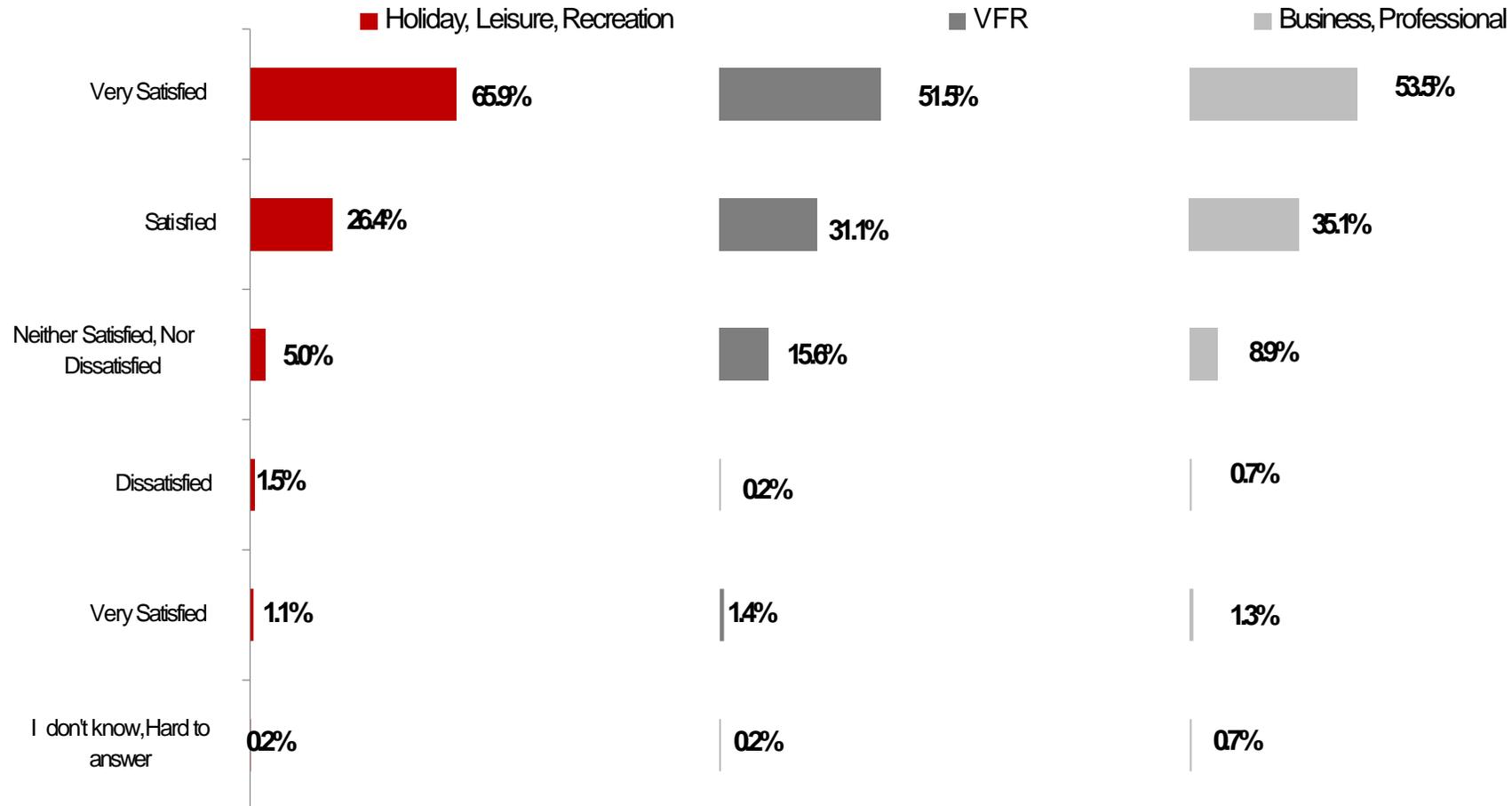
# Overall Satisfaction/Total

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



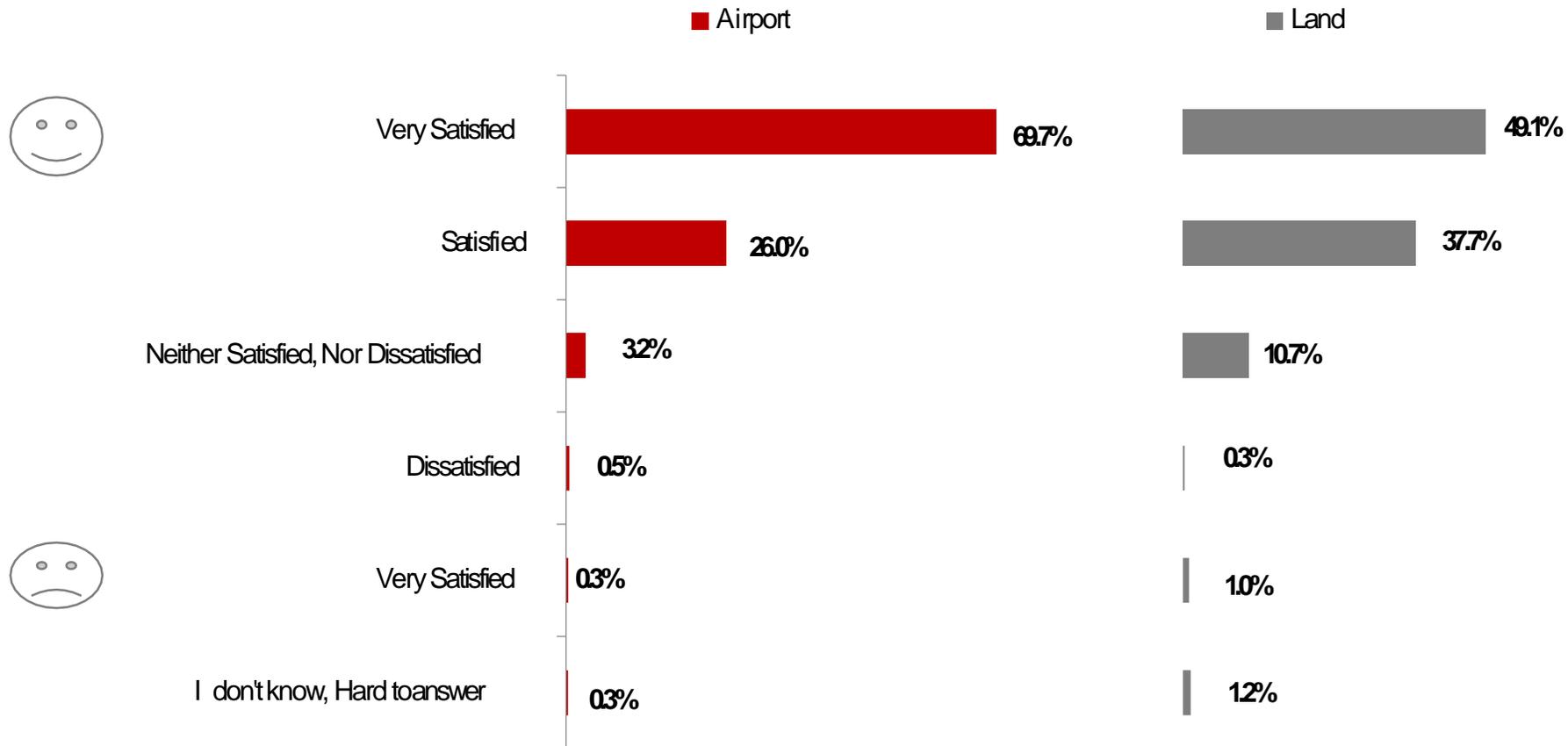
# Overall Satisfaction/Main Purpose

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?



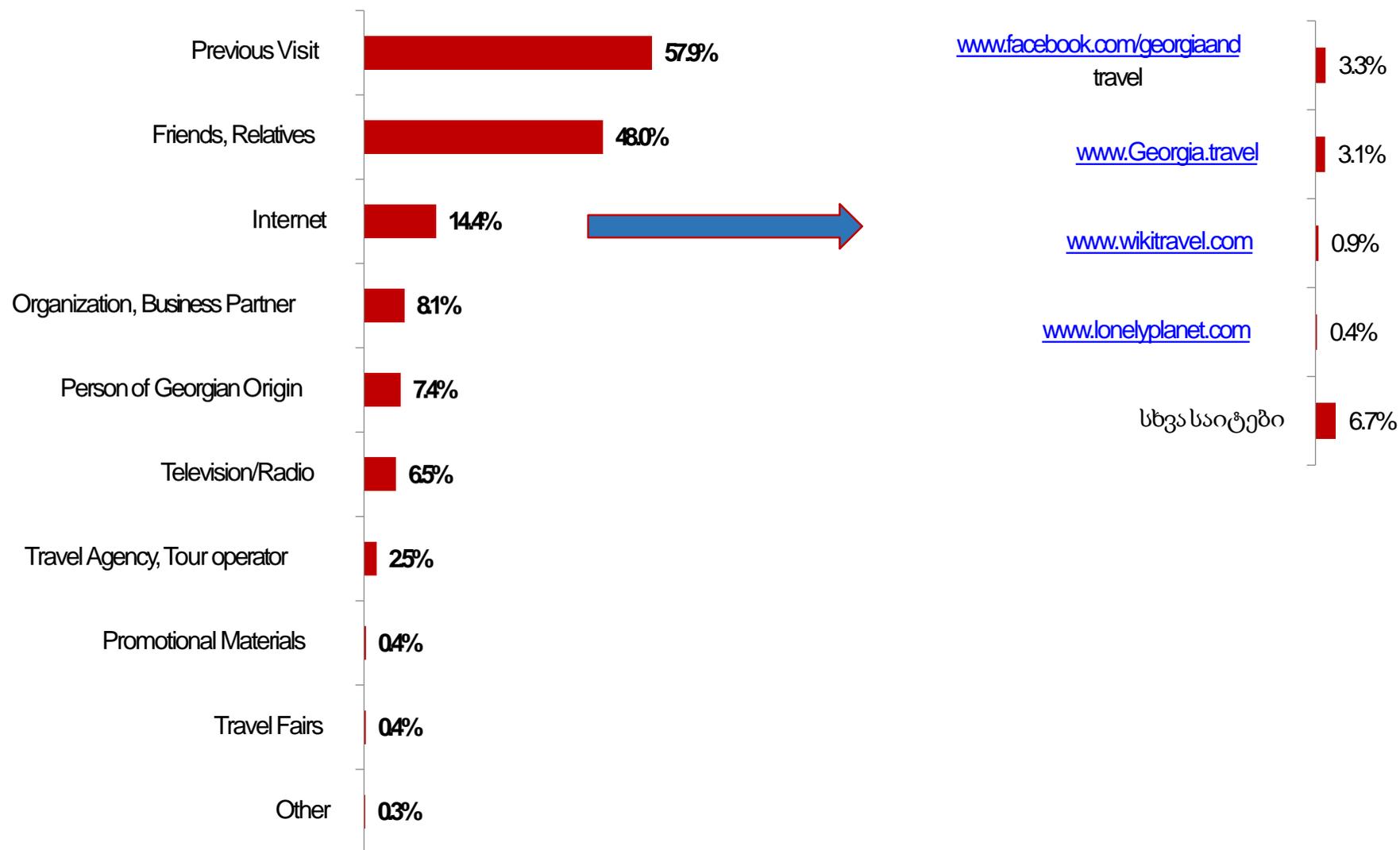
# Overall Satisfaction/Residency

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	52.8%	44.7%	62.3%	40.4%	70.7%	74.4%	59.4%
Satisfied	34.6%	33.6%	33.2%	45.5%	26.9%	21.6%	34.0%
Neither Satisfied, Nor Dissatisfied	10.3%	14.4%	3.6%	13.9%	1.7%	3.2%	4.5%
Very Dissatisfied	0.5%	3.7%	0.0%	0.0%	0.0%	0.0%	1.2%
Dissatisfied	1.5%	3.0%	0.2%	0.2%	0.1%	0.4%	0.6%
I don't know, Hard to answer	0.3%	0.5%	0.7%	0.0%	0.7%	0.4%	0.3%
Average Score (max 5)	4.4	4.1	4.6	4.3	4.7	4.7	4.5

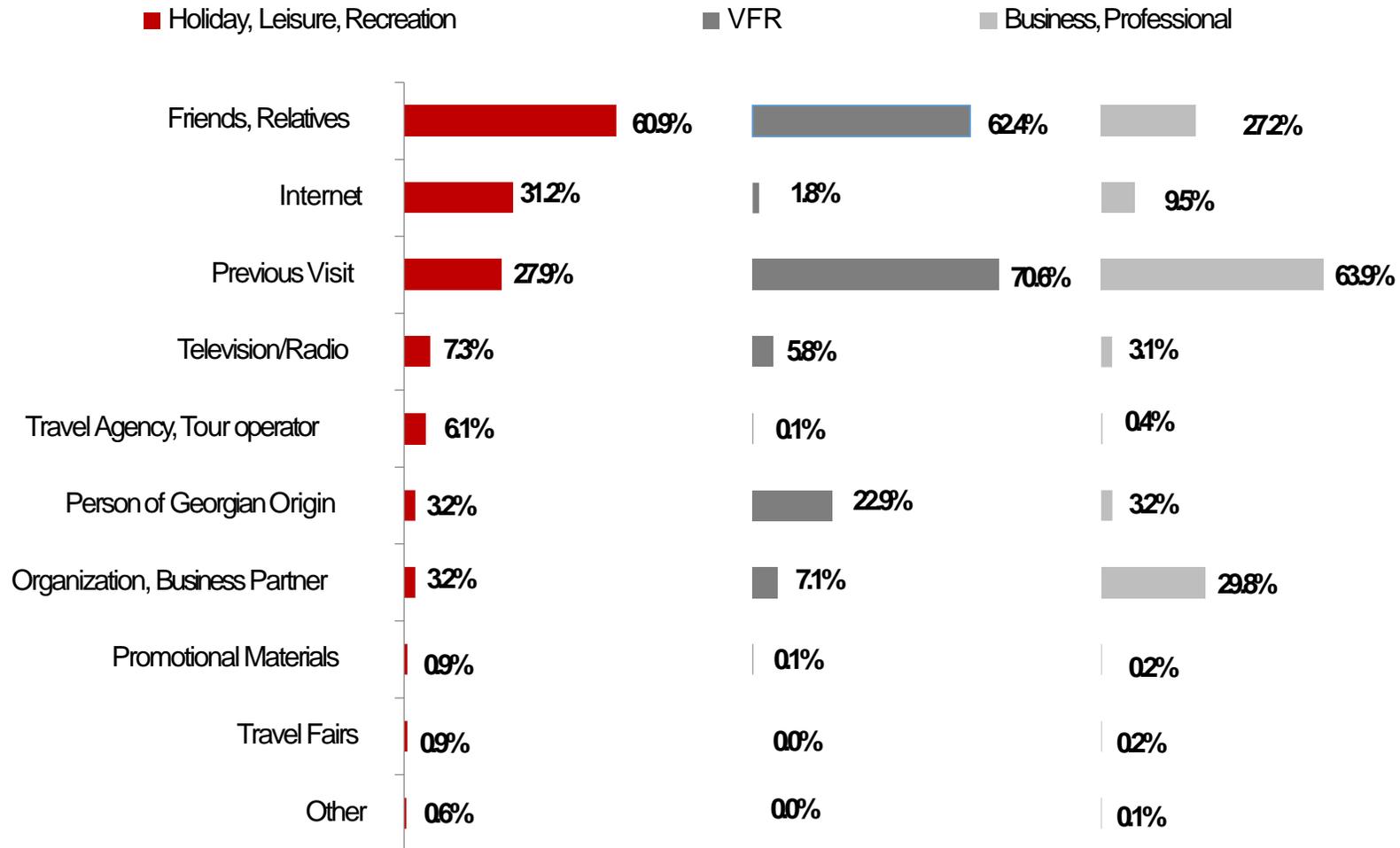
# Information Sources/Total

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



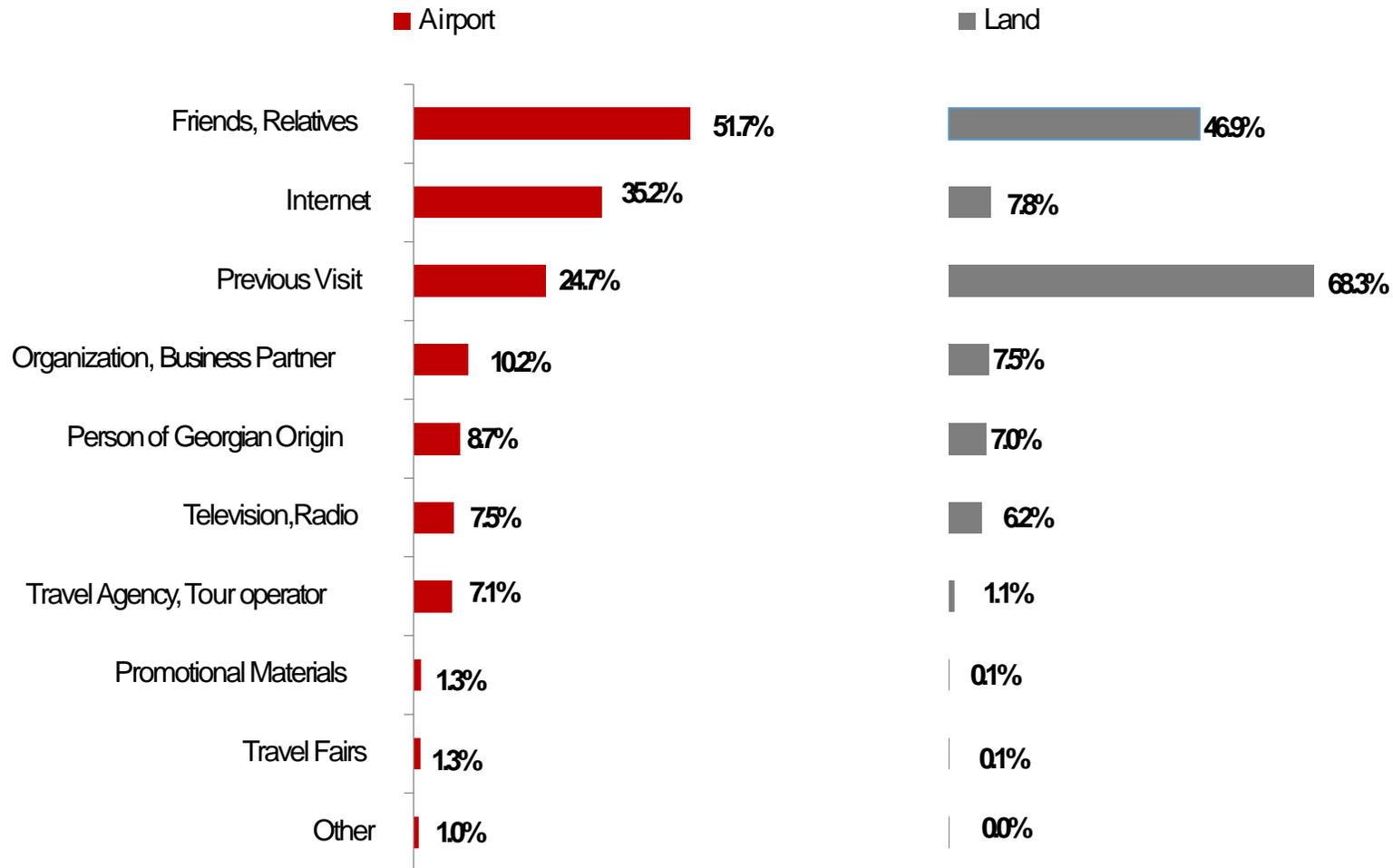
# Information Sources/Main Purpose

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

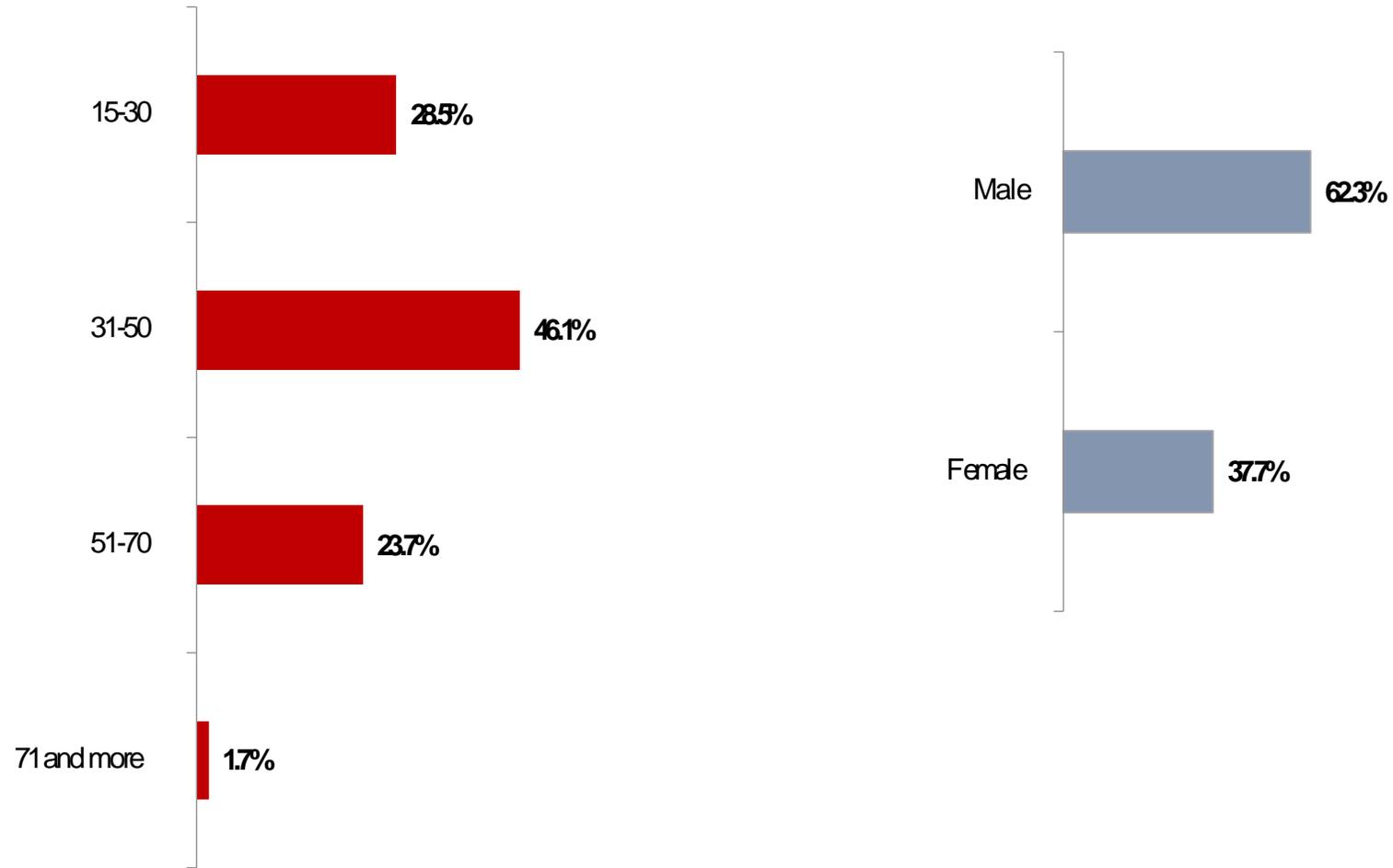


# Information Sources/Border

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



# Gender and Age



# Methodology

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

Country Categories	
Central and Eastern Europe	Belarus, Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Slovakia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.
Other Europe	Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, Malta, Norway, Netherlands, Spain, Sweden, Switzerland and the United Kingdom.
Other Countries	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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Presentation is uploaded on the website: [www.gnta.ge](http://www.gnta.ge)

