


International Visitors In Georgia  
Georgian National Tourism Administration  
Georgia January – December 2018



**Introduction**

This report presents basic characteristics of international travel to Georgia for the period of year 2018. The data is provided by National Statistics Office of Georgia.

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


**Significance of International Travel**

International travel generates significant economic activity and employment in the world. Its direct contribution to World GDP and employment in 2017 was US\$ 2.6 trillion and it supported 118 million jobs. Taking account of its combined direct, indirect and induced impact, total economic contribution in 2017 was US\$ 8.3 trillion in GDP, 313 million in jobs, US\$ 882 billion in investment, and US\$ 1.5 trillion in exports. This total contribution represents 10.4% of World GDP in 2017, 1 in 10 jobs, 4.5% of total economy investment and 6.5% of world exports.<sup>1</sup>

**International Traveler Trips**

International traveler trips in Georgia have been growing rapidly in recent years. In 2018, they reached a record number of 8,679,544, representing an annual growth rate of 9.8%.

**Figure 1: International Traveler Trips by years**



Year	Number of Trips	Growth Rate (%)
2016	6,719,975	-
2017	7,962,509	+17.4%
2018	8,679,544	+8.8%

In 2018 the number of international visitor trips to Georgia amounted to 7,203,390. The majority of trips conducted by international visitors (excluding nonresident citizens of Georgia), 77.9% (5,196,806), were from neighboring countries. Only 22.7% (2,006,542) were from other countries. Azerbaijan was the leader in terms of international visitor trips – 1,424,610 (an increase of 9.5%), while Russia occupied first place in terms of growth (+201,790). The highest growth in the number of trips by Russian visitors was registered in September (+40,414) and October (+32,590).

<sup>1</sup> Economic Impact of Travel and Tourism 2018. Annual Update. World Travel and Tourism Council.

<sup>2</sup> International traveler is someone who moves between different geographic locations for any purpose and any duration. It includes foreign citizens who are Georgia residents and includes Georgian citizens who are foreign residents.

<sup>3</sup> 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 is his/her country of residence. It is defined as the geographical area within which an individual conducts his/her regular life routine. For defining the usual environment in Georgia, travelers conducting night or more trips are excluded from the data.

# International Visitor Survey Presentation 2018

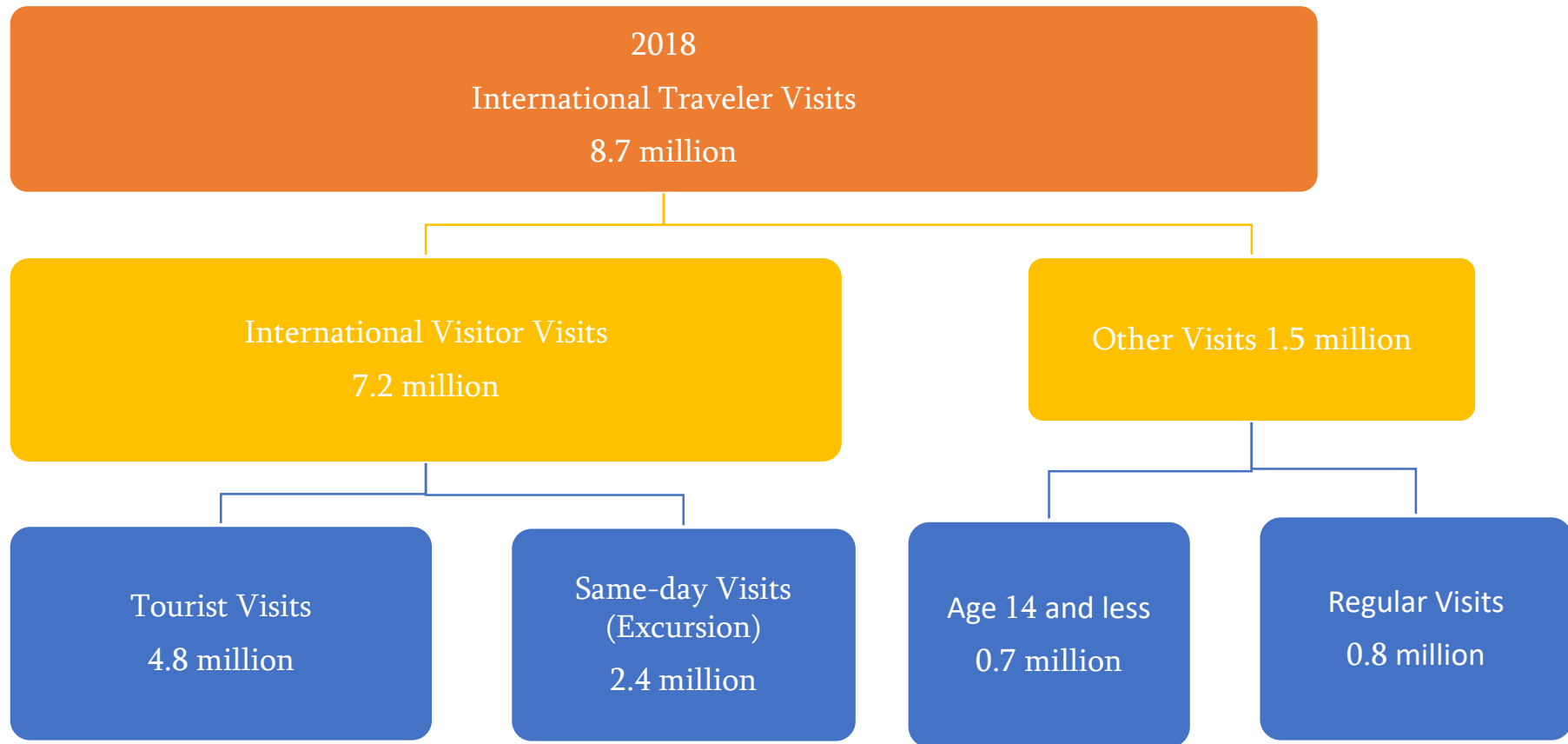


საქართველოს ეკონომიკისა და  
მდგრადი განვითარების სამინისტრო  
[www.economy.ge](http://www.economy.ge)



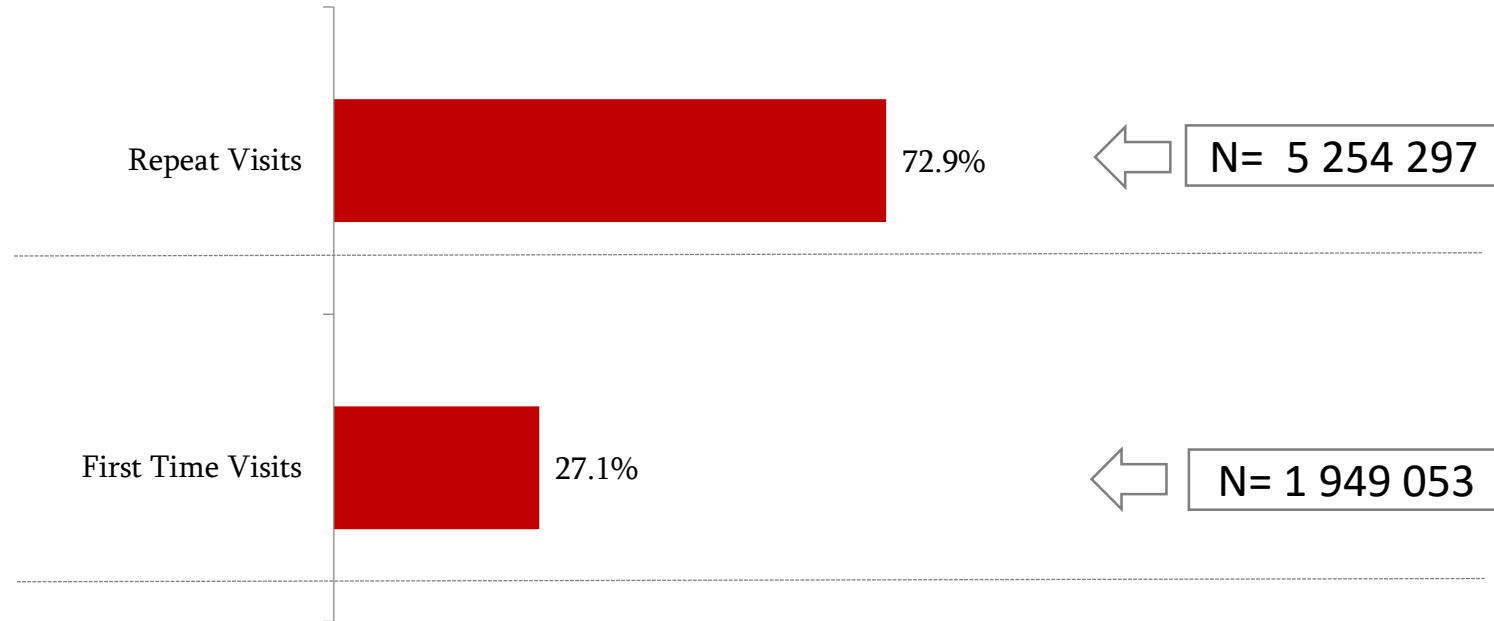
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კვლევებისა და დაგეგმვის სამმართველო  
[www.georgia.travel](http://www.georgia.travel)      [www.gnta.ge/statistics/](http://www.gnta.ge/statistics/)

# Classification of International Travel



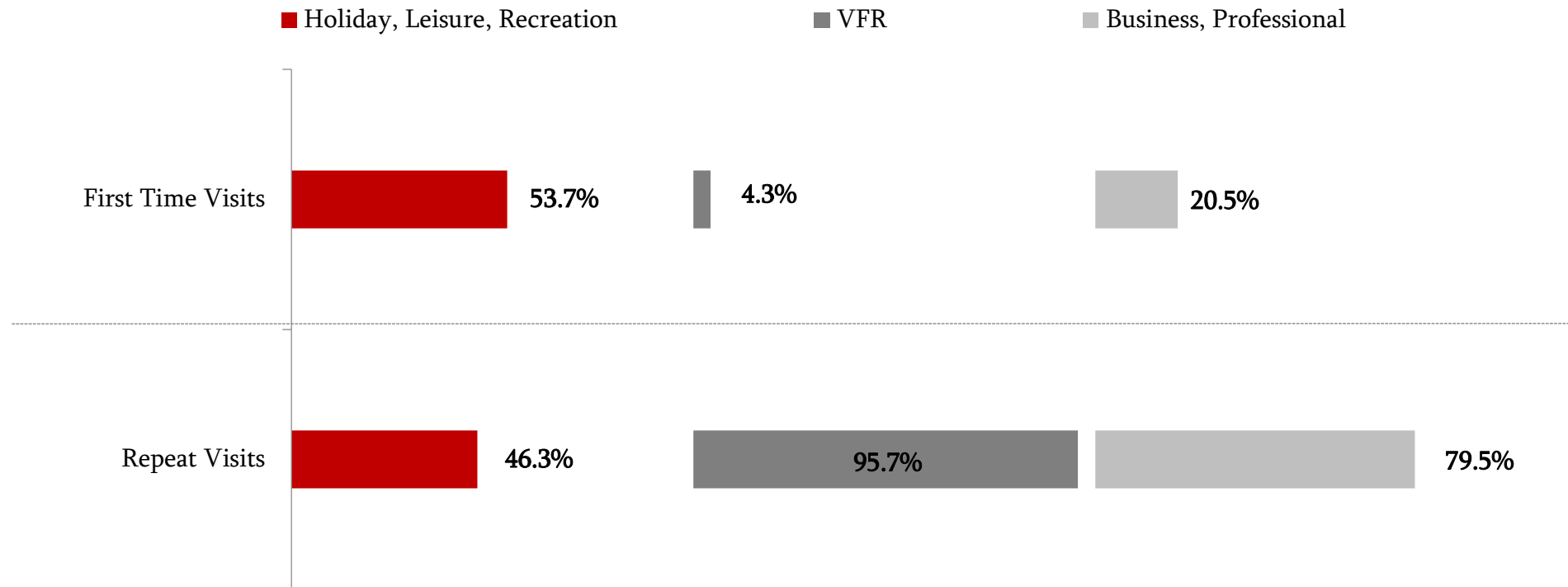
# Visiting Practice/Total

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



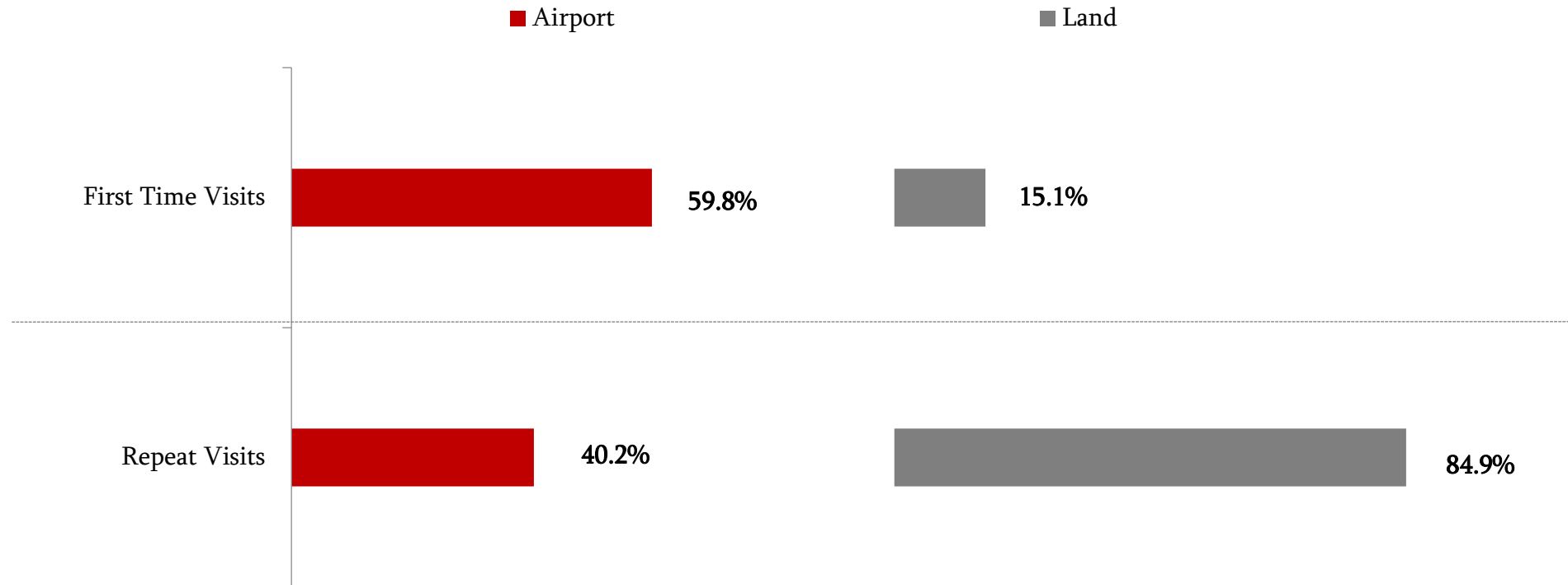
# Visiting Practice/Purpose of Visit

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

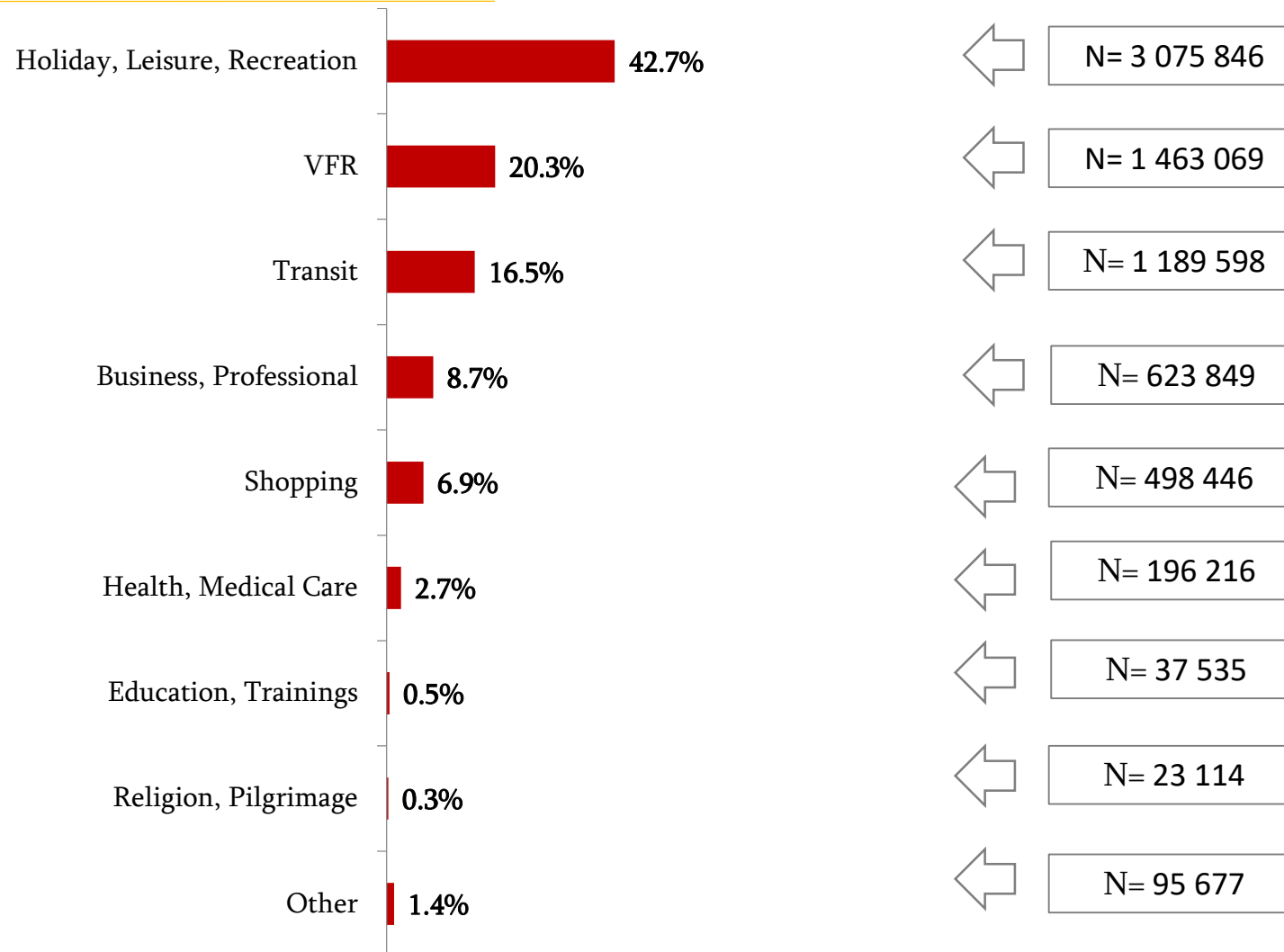
Please, tell me, is this your first visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
<b>First Time Visits</b>	4.4%	28.6%	34.0%	0.9%	58.7%	60.6%	71.4%
<b>Repeat Visits</b>	95.6%	71.4%	66.0%	99.1%	41.3%	39.4%	28.6%
<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%	17.3%	25.9%	0.5%	15%	17.6%	19.8%	100%
<b>Repeat Visits</b>	31.1%	16%	18.7%	23.2%	3.9%	4.2%	2.9%	100%

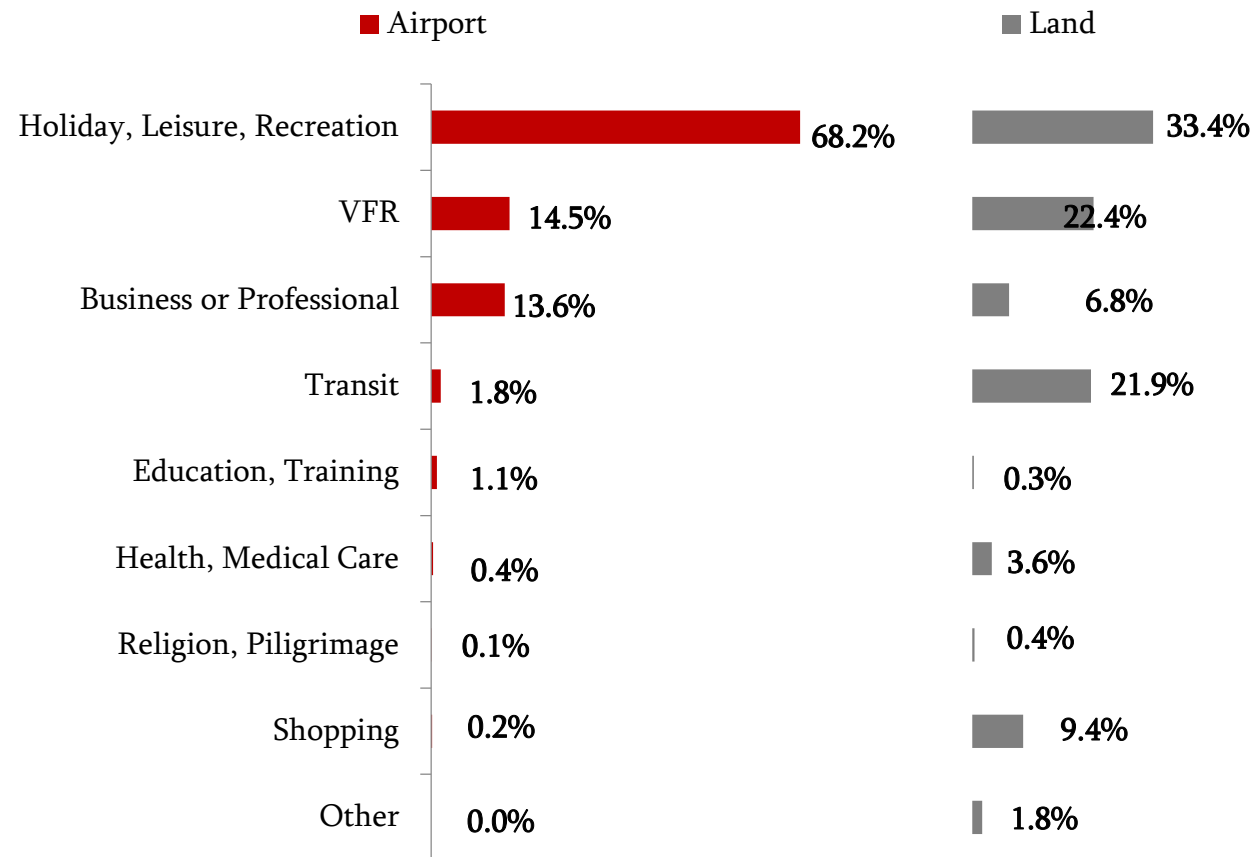
# Main Purpose of Visit

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?





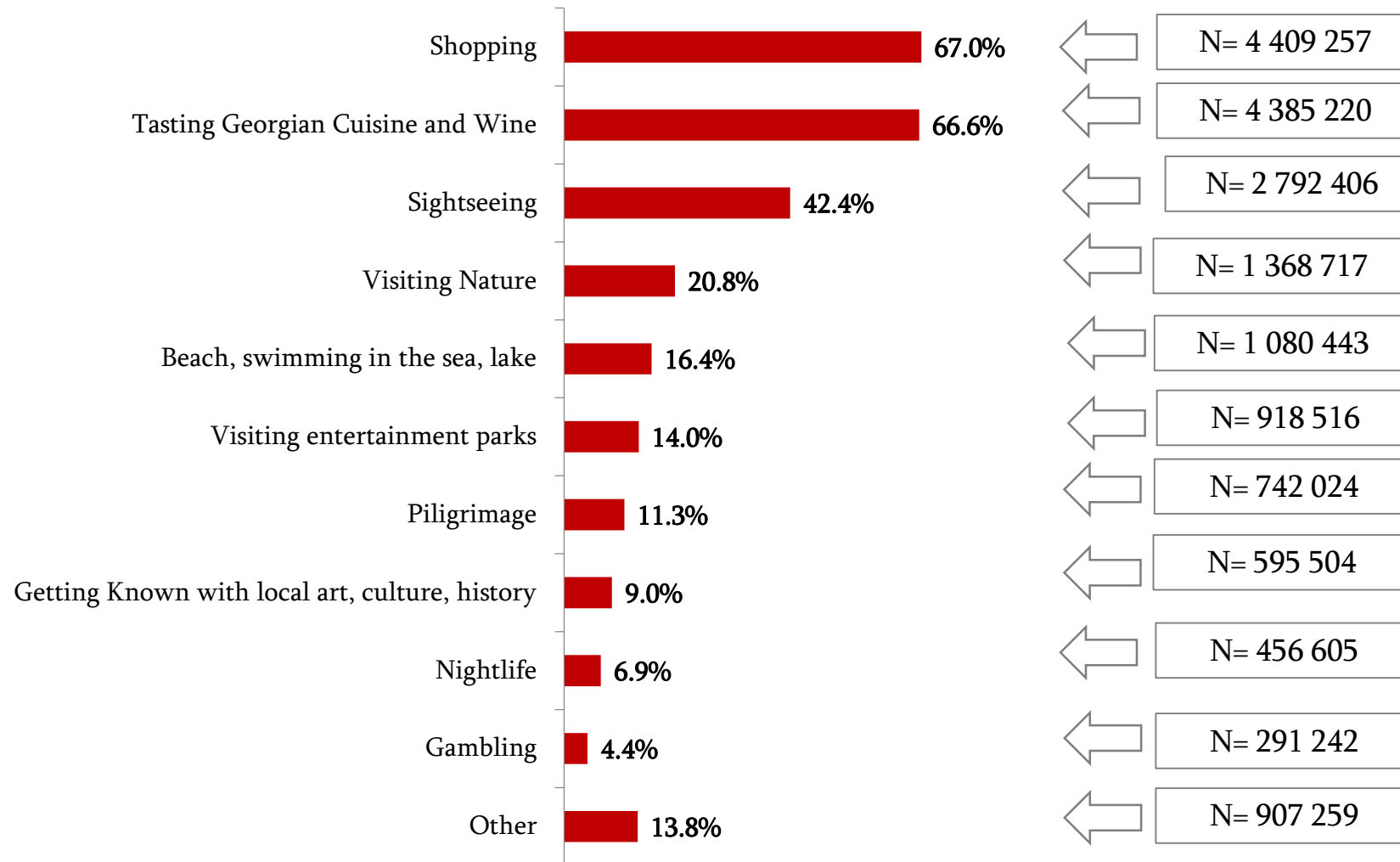
# Main Purpose of Visit/Residency

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	20.0%	65.9%	49.4%	8.8%	70.2%	64.4%	74.2%
VFR	30.8%	9.0%	18.9%	28.4%	8.6%	23.6%	4.8%
Transit	18.1%	8.4%	24.3%	30.5%	5.2%	1.0%	2.5%
Shopping	12.2%	4.5%	0.6%	18.2%	0.2%	0.1%	0.4%
Business, Professional	3.2%	11.8%	4.4%	12.3%	14.6%	9.9%	15.7%
Health and Medical Care	8.9%	0.0%	1.5%	1.3%	0.7%	0.1%	0.2%
Education, Training	0.8%	0.2%	0.3%	0.1%	0.4%	0.9%	1.9%
Religion, Pilgrimage	1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.2%
Other	5%	0.1%	0.4%	0.4%	0.0%	0.0%	0.1%

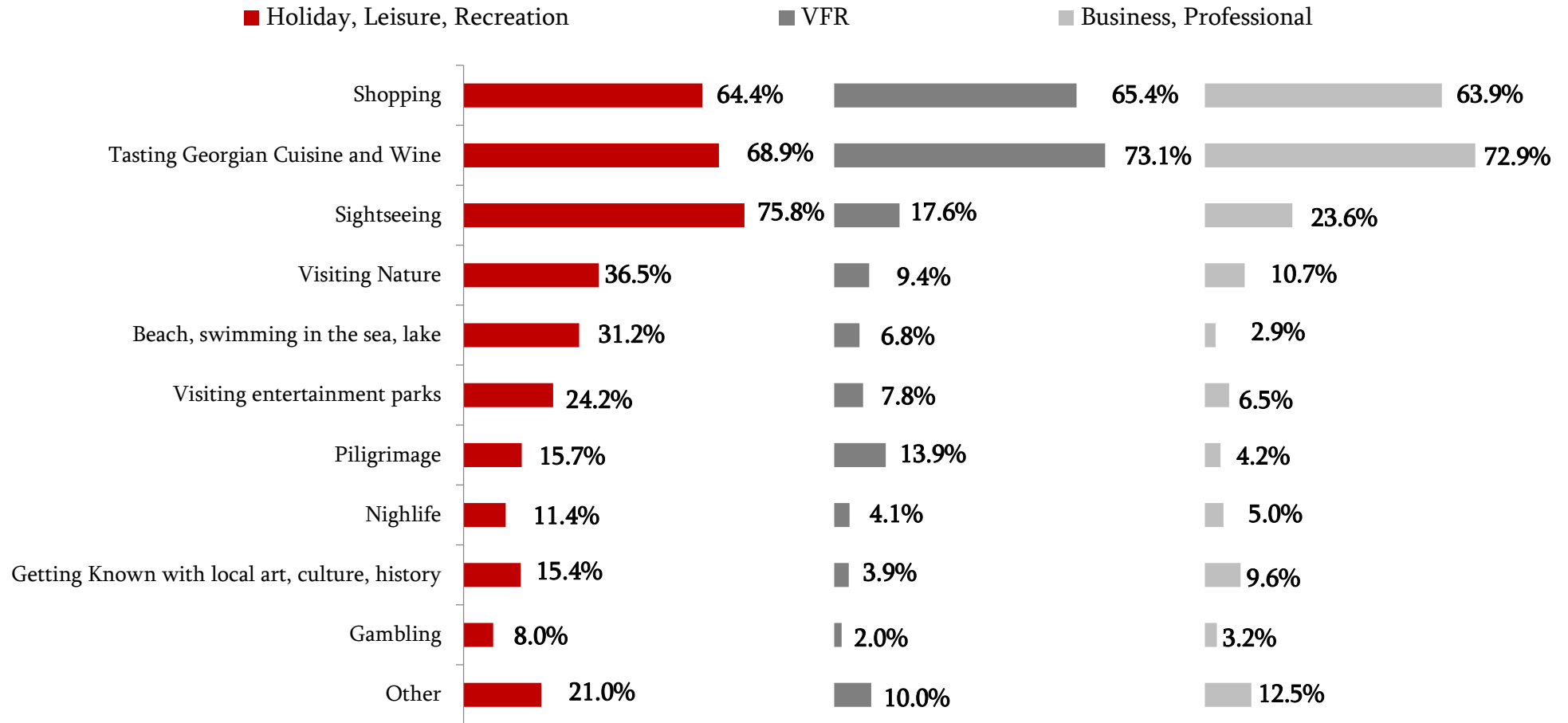
# Conducted Activities/Total

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



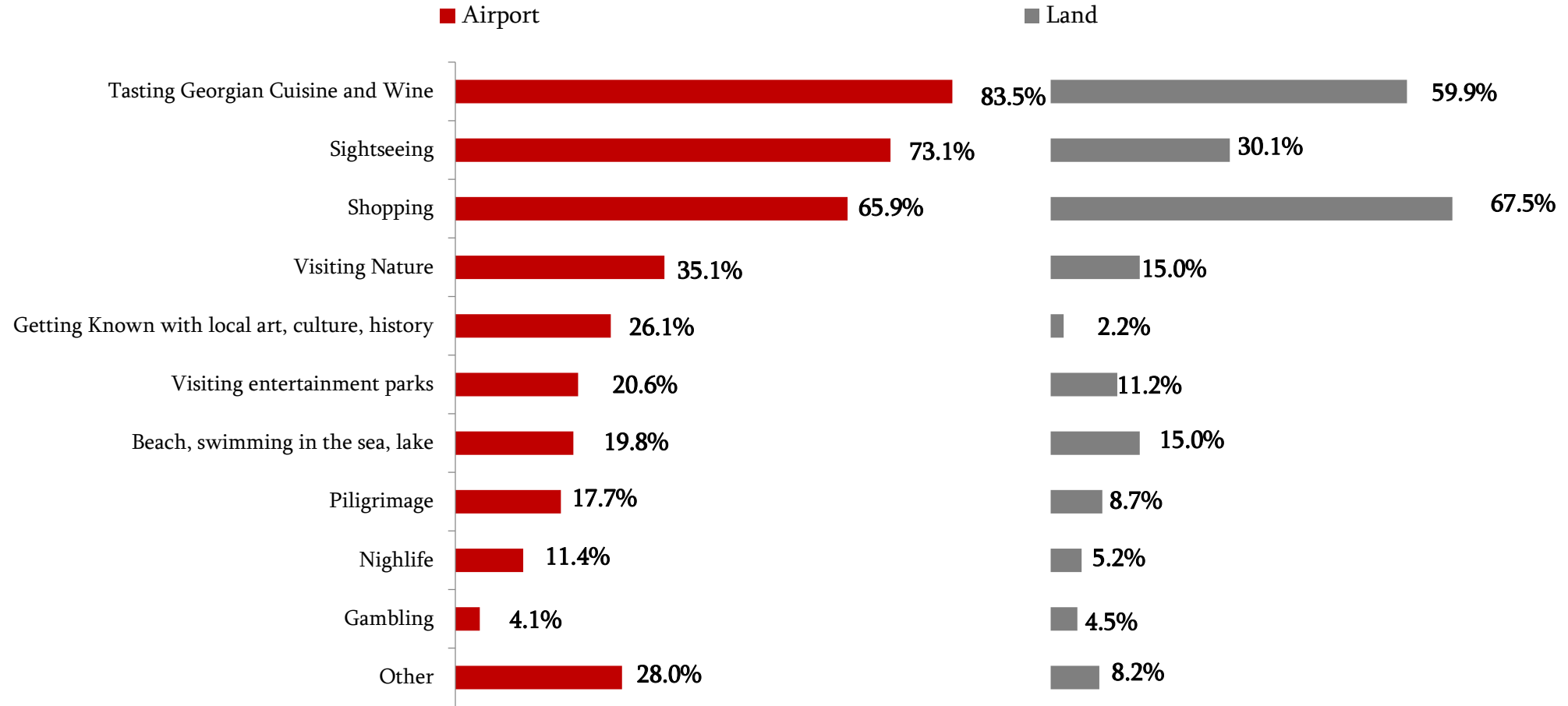
# Conducted Activities /Main Purpose

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?



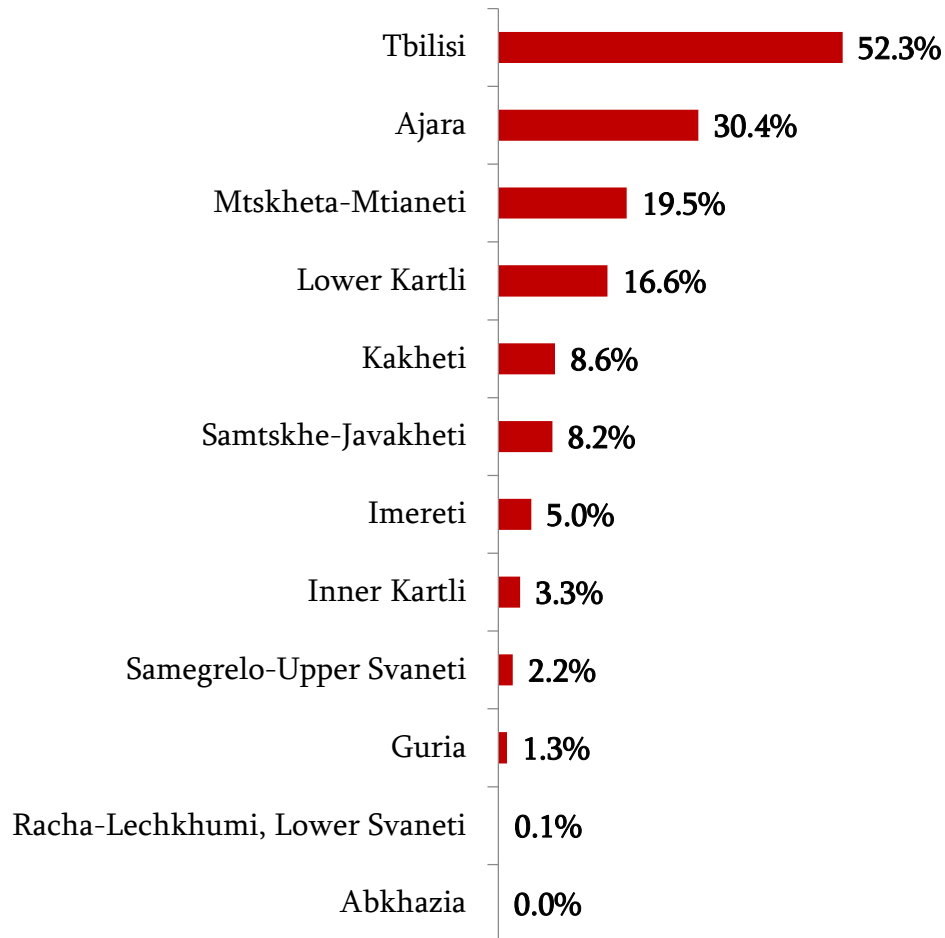
# Conducted Activities /Residency

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

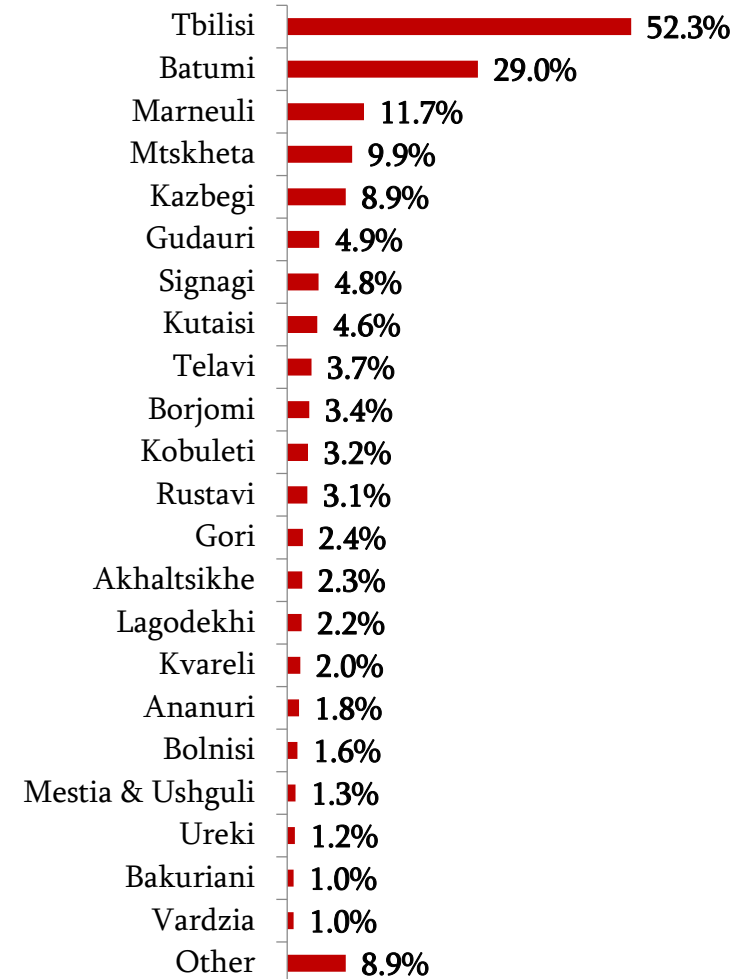
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Shopping	66.6%	53.1%	73.6%	73.8%	70.8%	62.0%	67.7%
Tasting Georgian Cuisine and Wine	52.7%	34.1%	88.7%	69.1%	85.8%	83.0%	74.5%
Sightseeing	23.0%	50.6%	48.9%	4.3%	78.3%	76.0%	70.7%
Visiting Nature	11.0%	25.8%	17.9%	8.0%	34.2%	37.1%	40.5%
Beach, swimming in the sea, lake	8.0%	21.2%	24.7%	6.4%	31.3%	16.6%	13.5%
Visiting entertainment parks	14.7%	8.4%	18.0%	3.7%	19.5%	18.3%	25.4%
Pilgrimage	3.5%	4.0%	20.1%	9.3%	16.0%	19.0%	15.5%
Nightlife	5.7%	9.8%	5.7%	1.6%	7.8%	9.3%	15.3%
Getting Known with local art, culture, history	1.8%	2.3%	9.6%	0.6%	22.9%	26.4%	27.6%
Gambling	1.4%	17.0%	1.3%	0.2%	1.8%	3.3%	5.9%
Other	9.4%	6.0%	18.2%	2.9%	26.4%	29.9%	24.6%

# Popular Regions and Locations/Total

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

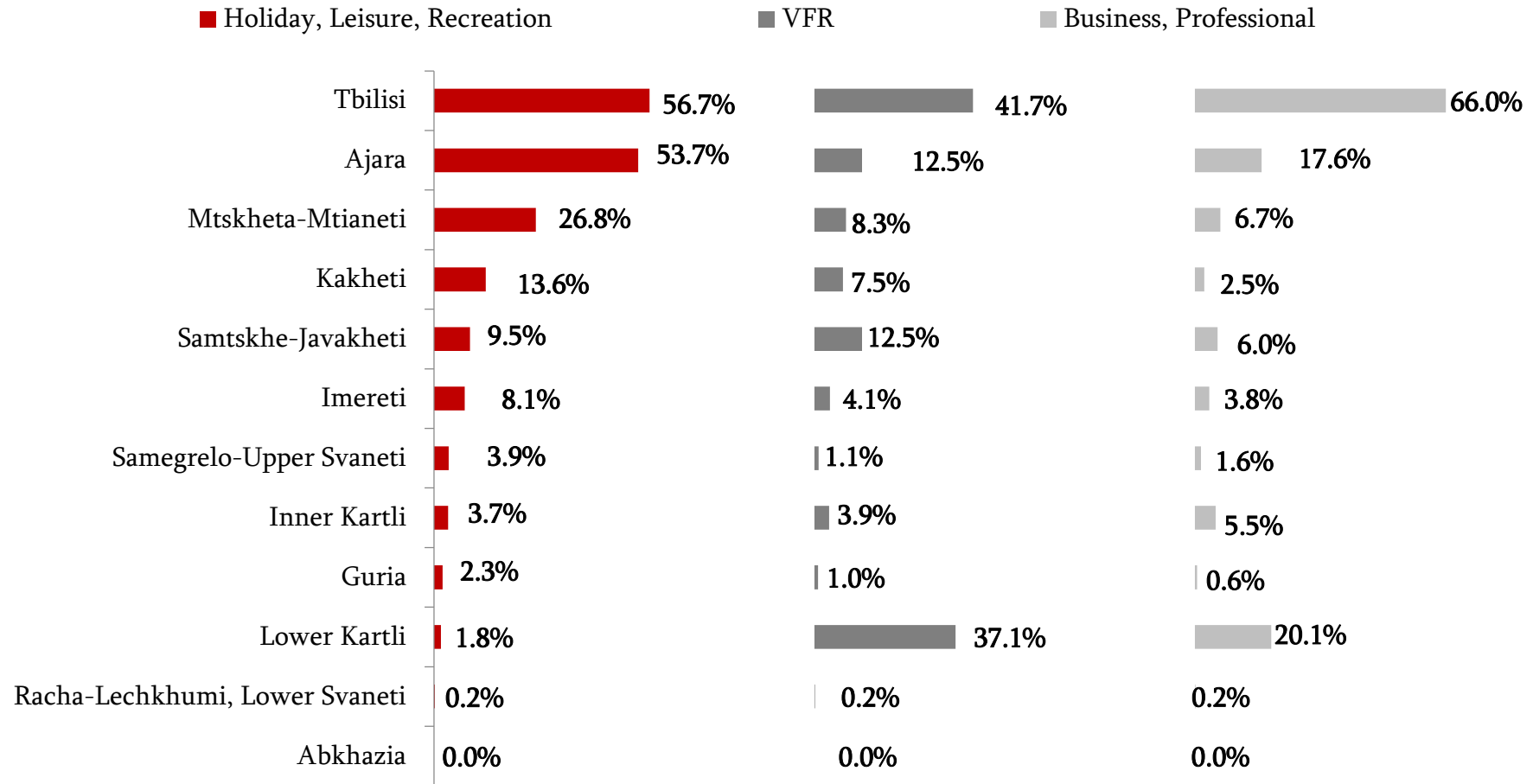


Please, tell me, which locations have you visited during this trip?



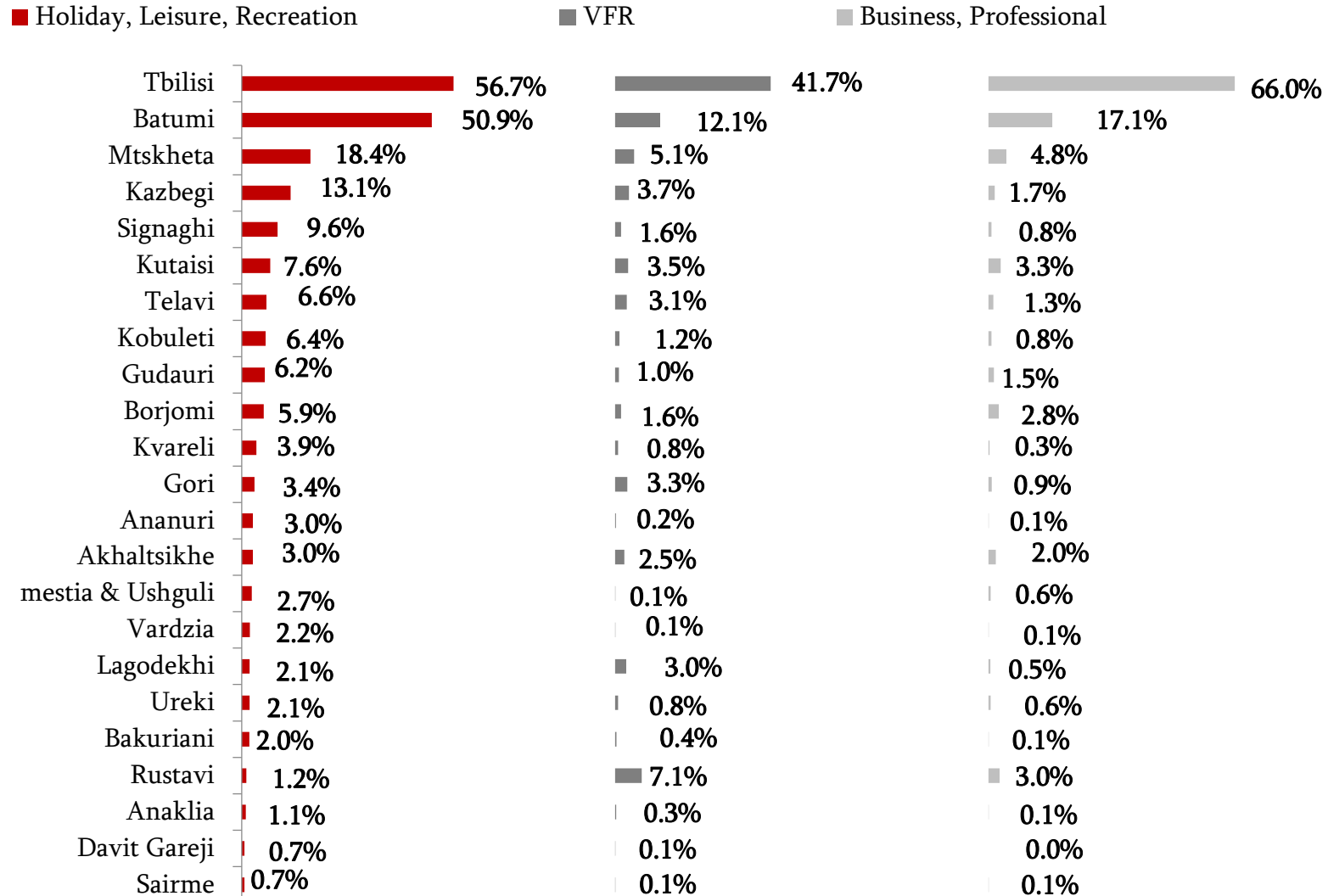
# Popular Regions and Locations/Main Purpose

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



# Popular Locations/Main Purpose

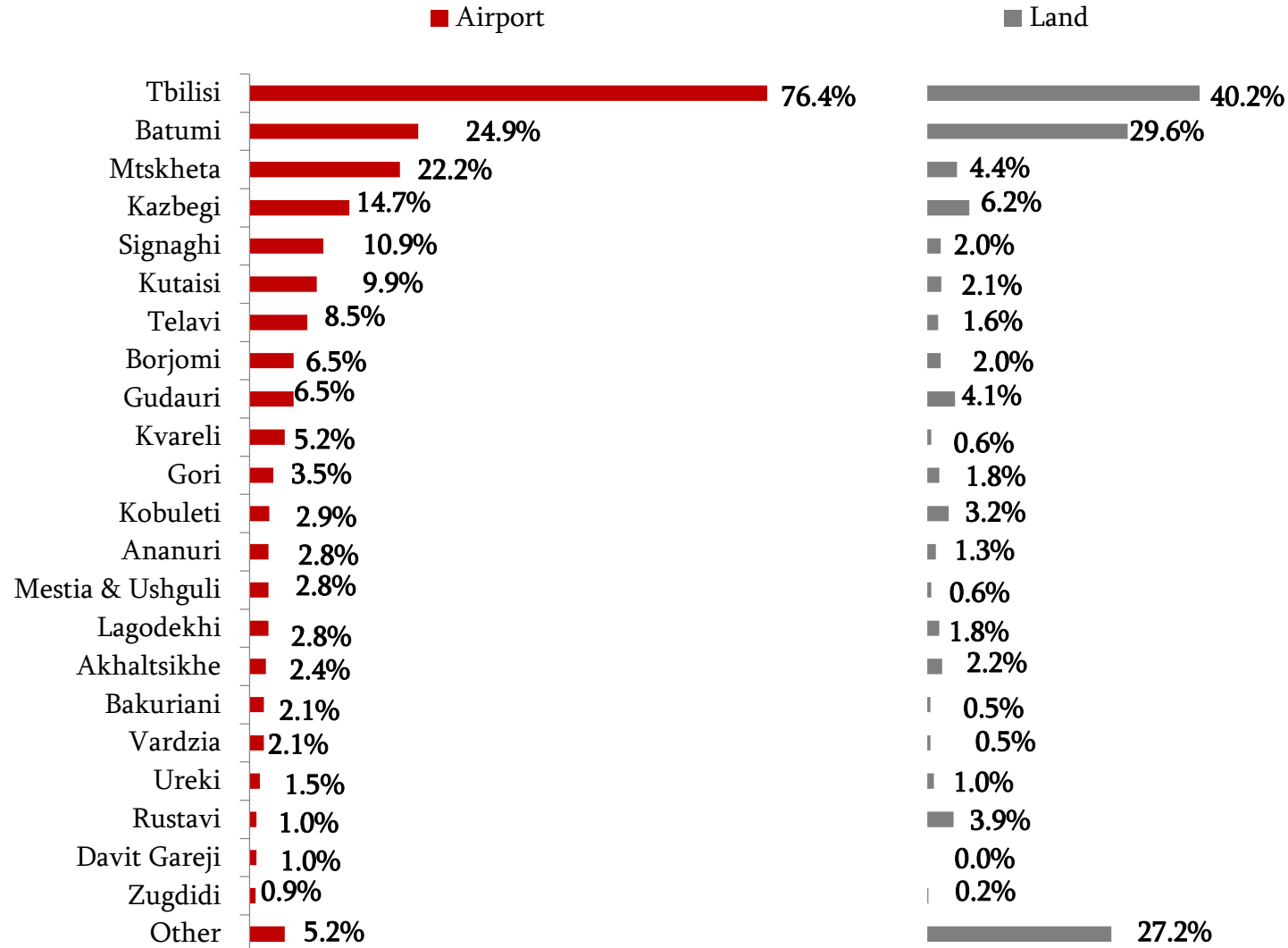
Please, tell me, which locations have you visited during this trip?





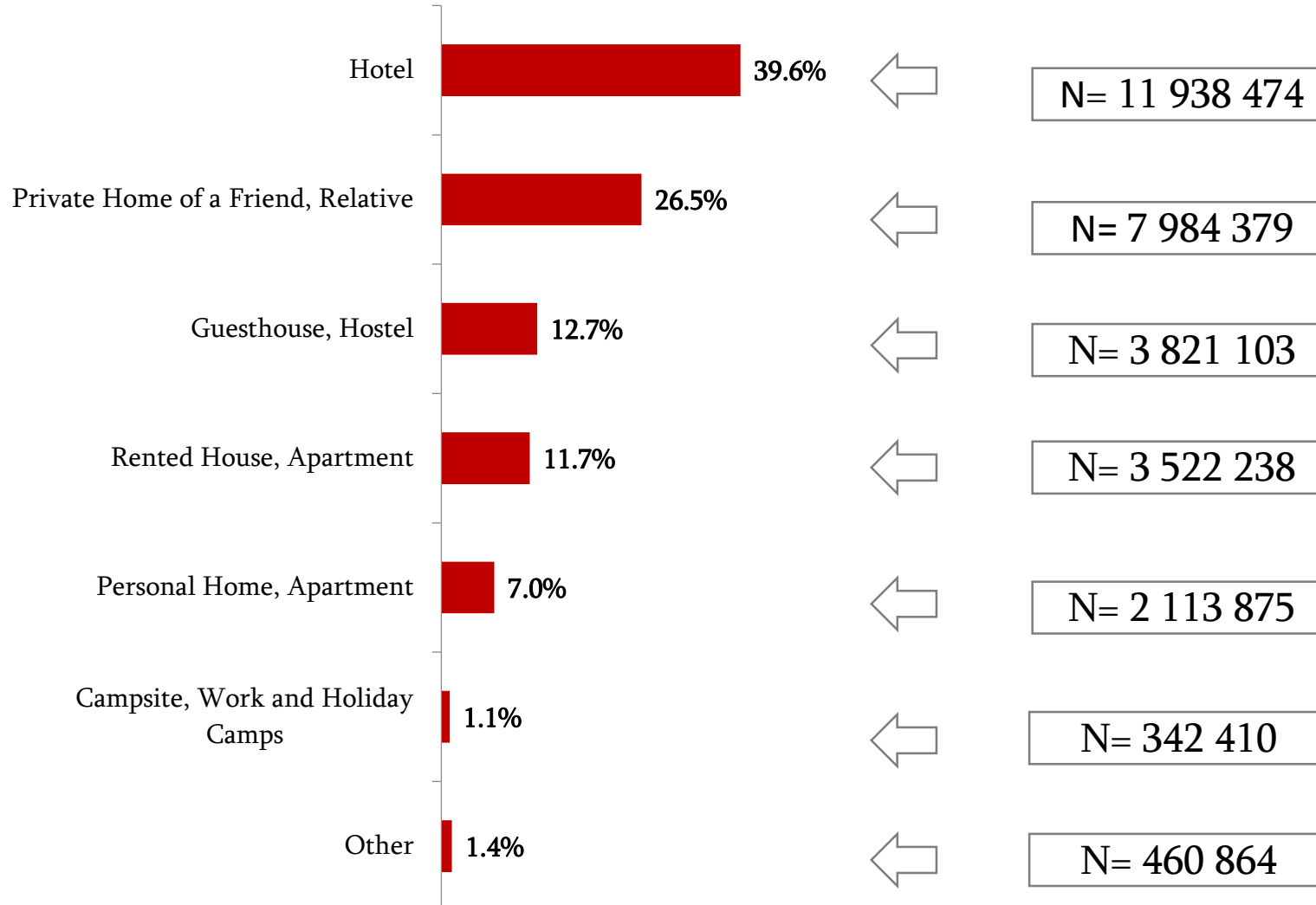
# Popular Locations/ Border

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



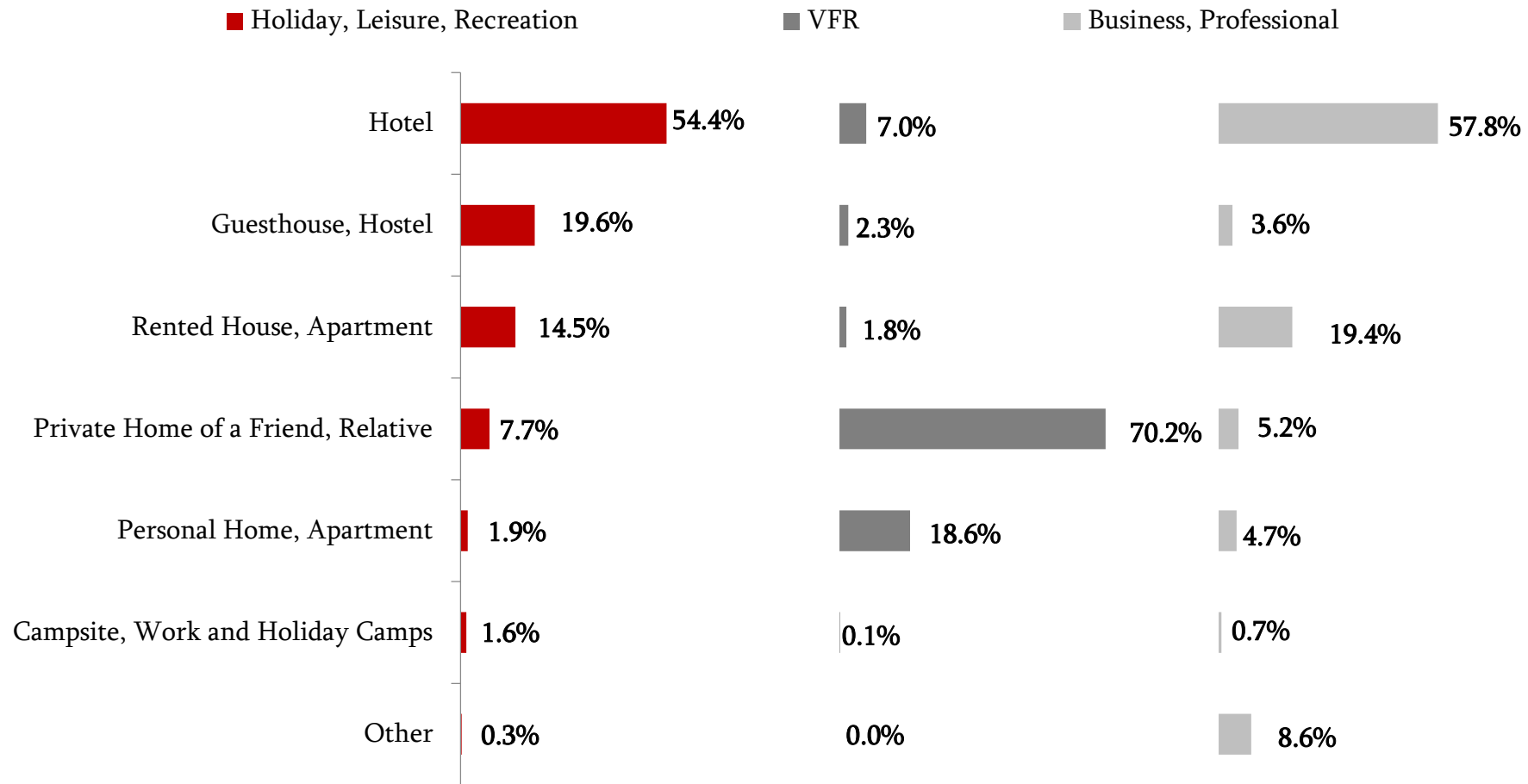
# Accommodation/Total

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



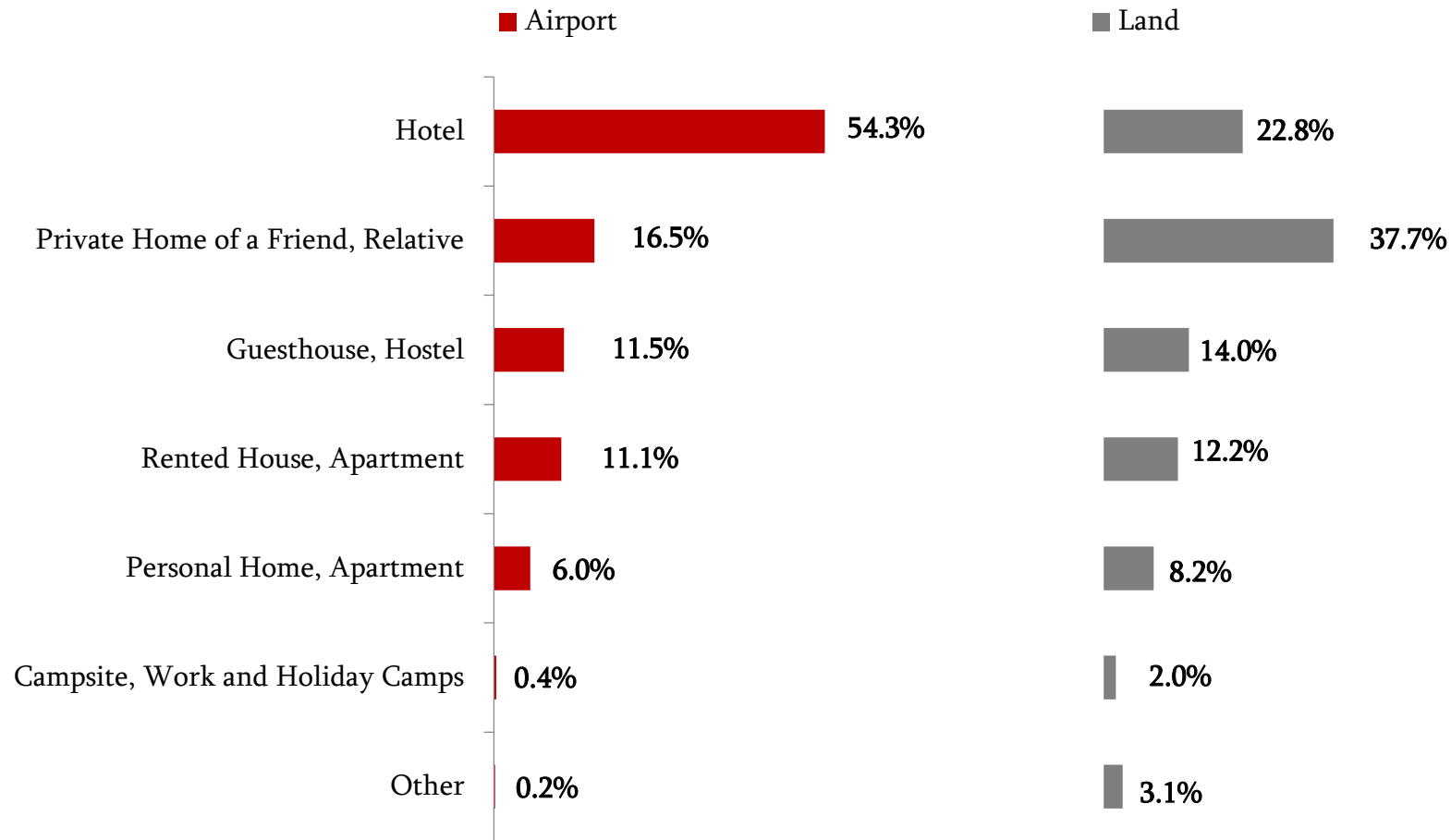
# Accommodation/Main Purpose

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



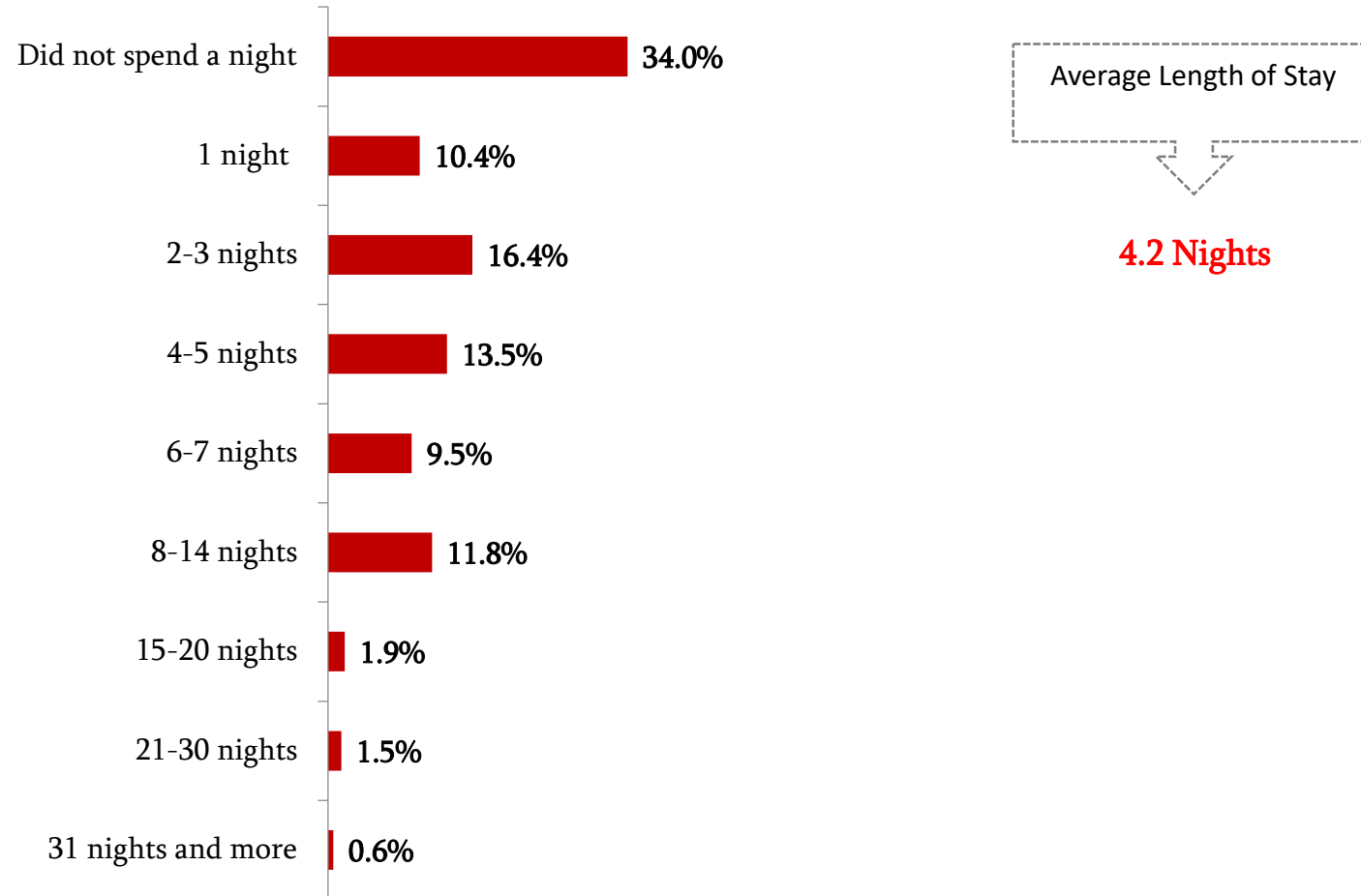
# Accommodation/Border

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



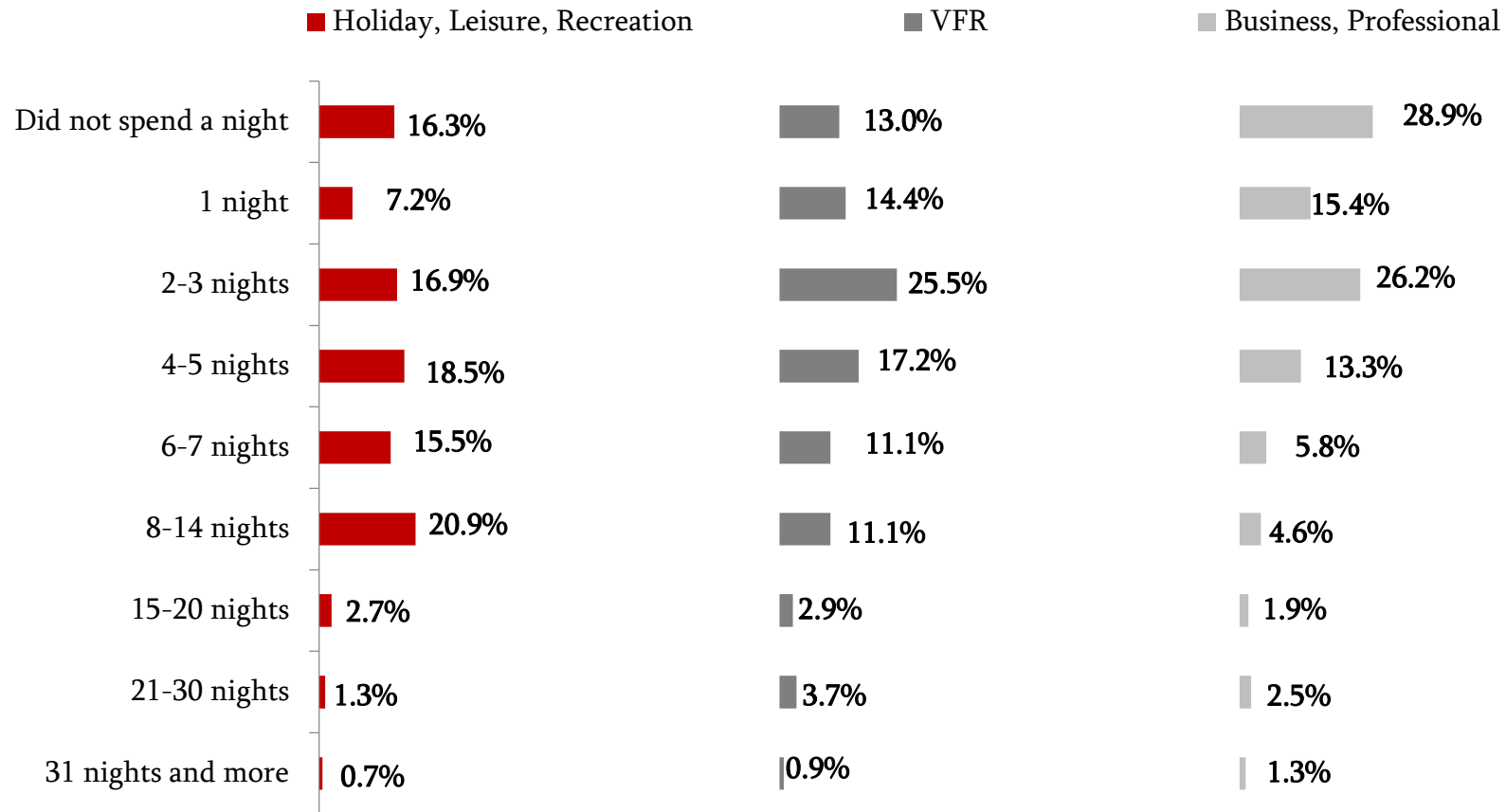
# Length of Stay/Total

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



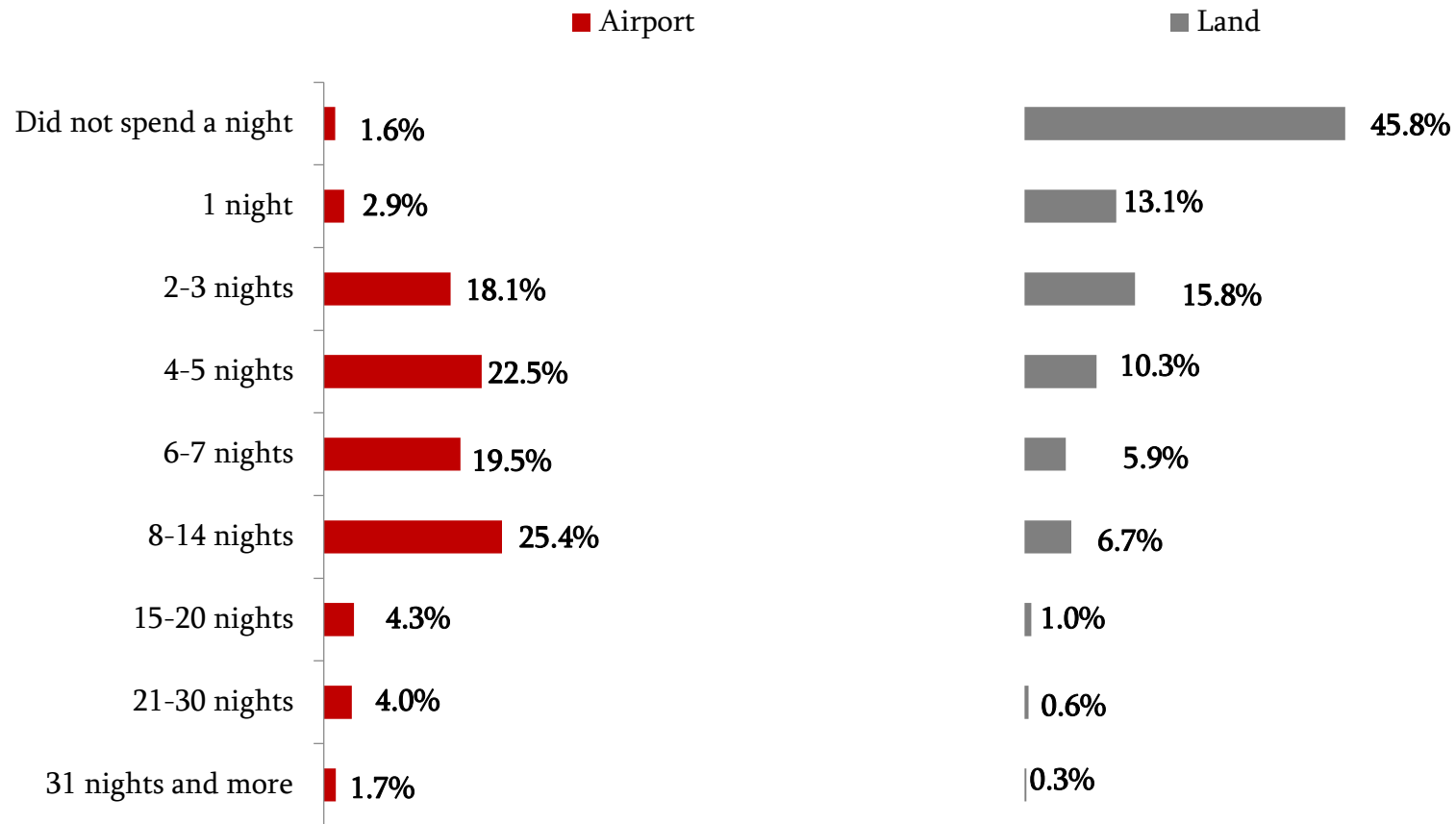
# Length of Stay/Main Purpose

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

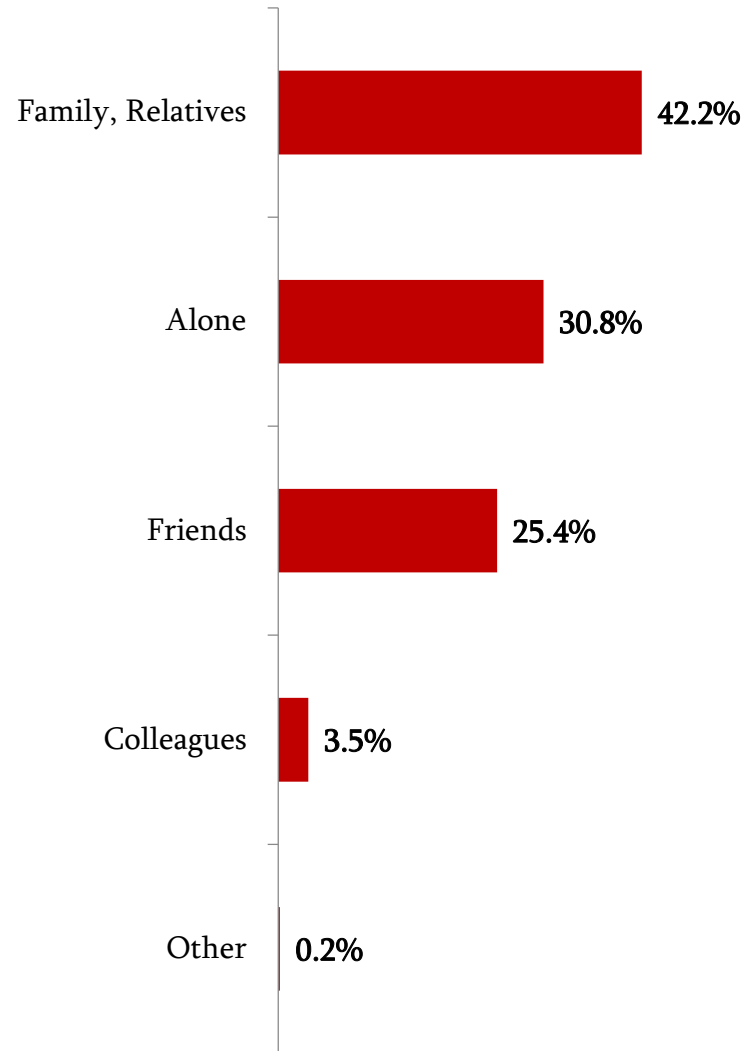
Concerning this current trip, how many nights did you spend in Georgia in total?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Did not spend a night	41.7%	48.1%	25.2%	59.6%	4.6%	1.2%	6.3%
1 night	16.0%	21.2%	3.5%	9.5%	5.5%	2.3%	3.0%
2-3 nights	18.4%	18.9%	11.7%	12.7%	15.5%	18.4%	24.9%
4-5 nights	12.4%	5.5%	16.1%	7.9%	18.6%	25.0%	23.7%
6-7 nights	4.9%	2.7%	14.4%	5.0%	20.5%	20.8%	17.5%
8-14 nights	4.8%	2.5%	21.8%	4.1%	25.4%	25.7%	17.3%
15-20 nights	0.7%	0.5%	3.5%	0.7%	4.7%	3.6%	3.2%
21-30 nights	0.5%	0.3%	2.9%	0.3%	3.7%	4.9%	1.8%
31 nights and more	0.6%	0.1%	0.9%	0.1%	1.3%	1.5%	2.4%
<b>Average Length of Stay</b>	<b>2.5 nights</b>	<b>1.6 nights</b>	<b>6.3 nights</b>	<b>1.8 nights</b>	<b>7.7 nights</b>	<b>8.3 nights</b>	<b>7.2 nights</b>



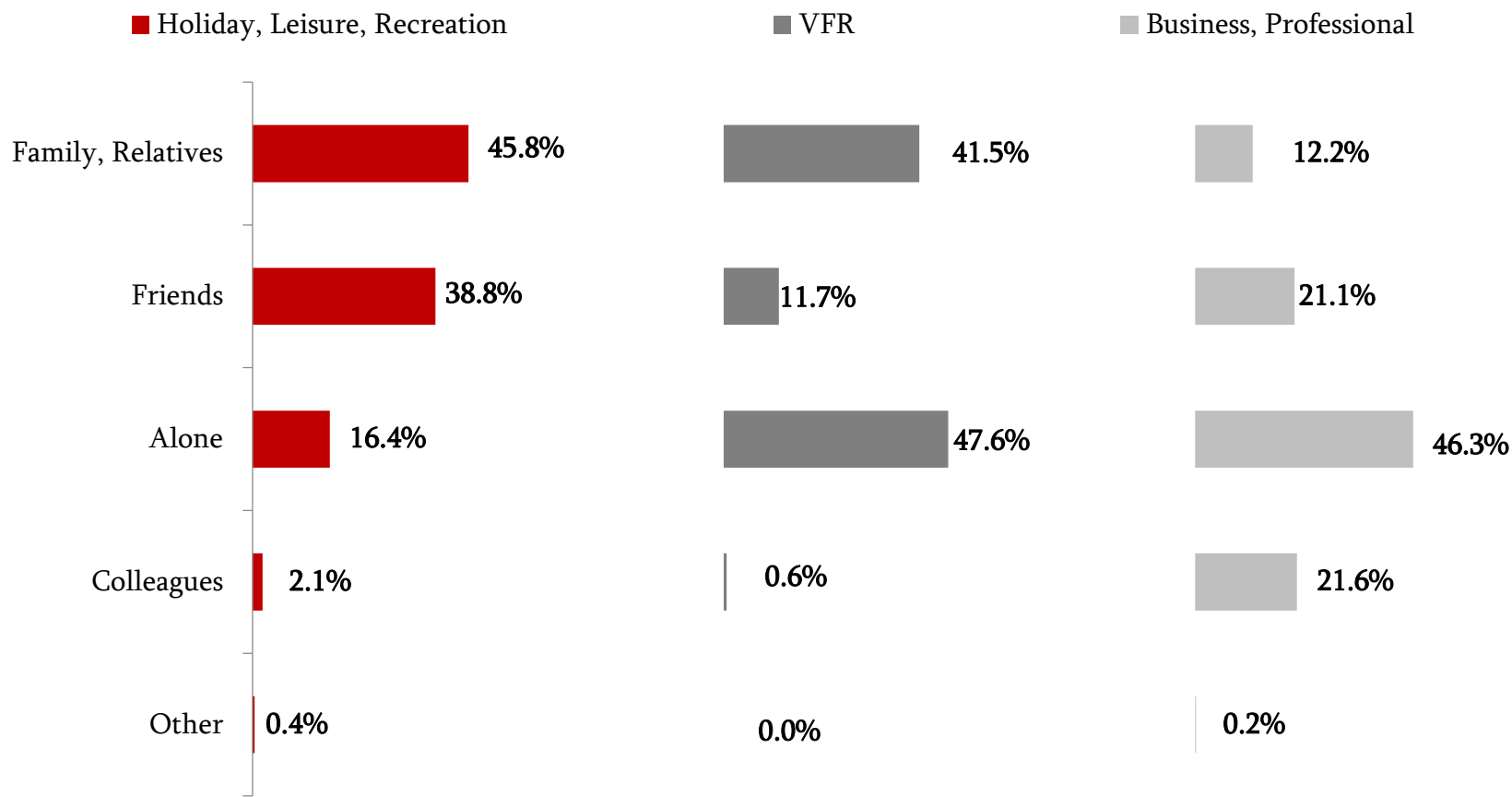
# Accompanying Persons/Total

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



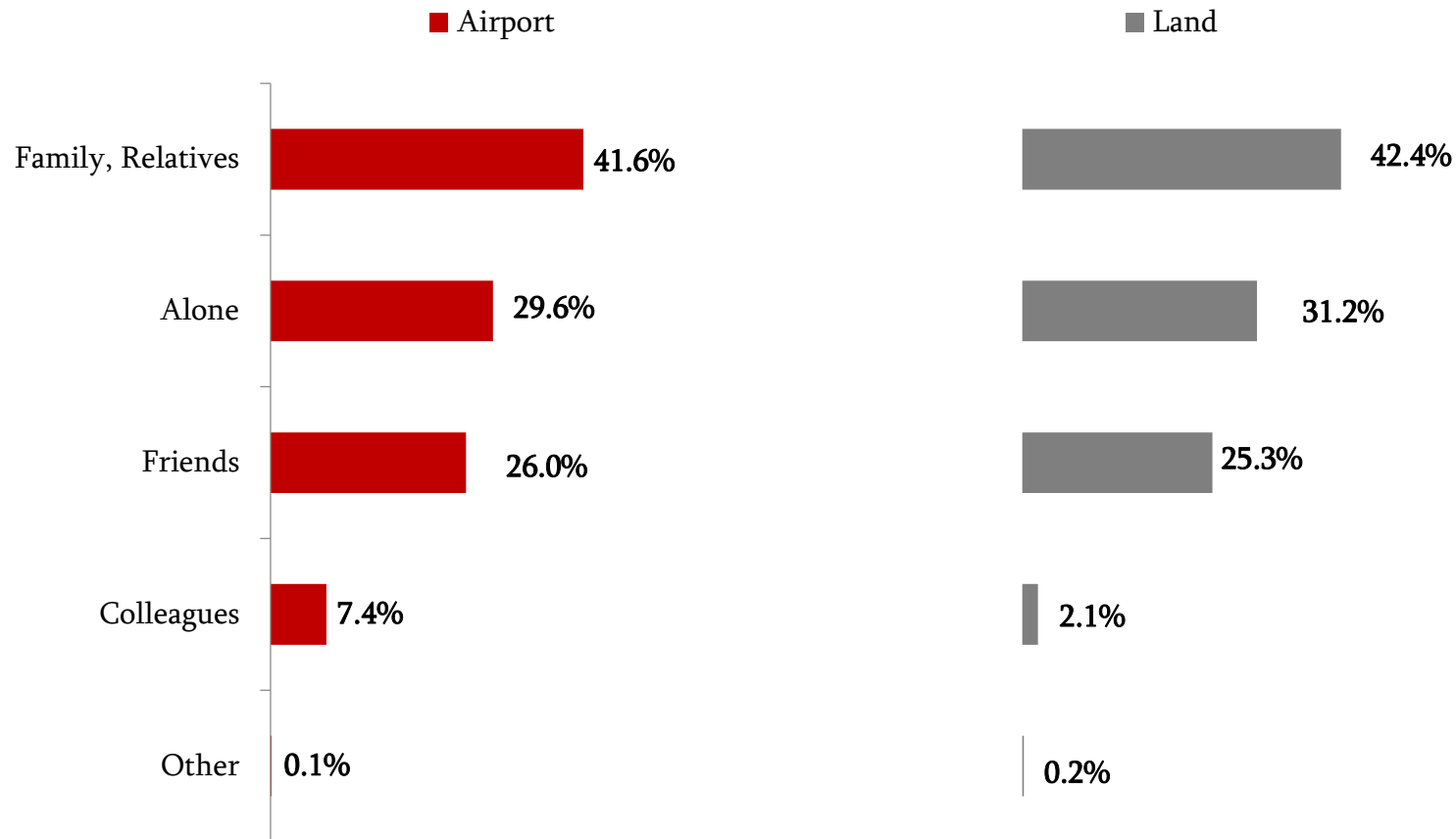
# Accompanying Persons /Main Purpose

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	40.1%	19.6%	54.9%	54.9%	40.6%	35.4%	42.5%
Alone	43.7%	37.0%	21.3%	20.6%	24.3%	36.9%	26.0%
Friends	14.5%	39.8%	24.2%	23.6%	31.7%	27.6%	28.4%
Colleagues	1.8%	3.9%	2.8%	2.0%	6.9%	5.6%	8.0%
Other	0.1%	0.7%	0.0%	0.0%	0.0%	0.5%	0.0%

# Expenditure Structure

Total Expenditure



7 917 504 128 GEL

Average Expenditure per Visit



1 099 GEL

Expenditure Components	Total Expenditure GEL	Share in Total Expenditure
Served Food and Drinks	2,266,881,133 GEL	28.6%
Accommodation	1,854,514,224 GEL	23.4%
Cultural and Entertainment Services	1,434,705,232 GEL	18.1%
Shopping	1,074,094,320 GEL	13.6%
Domestic Ground Transportation	560,769,313 GEL	7.1%
Other Expenditure	726,539,907 GEL	9.2%

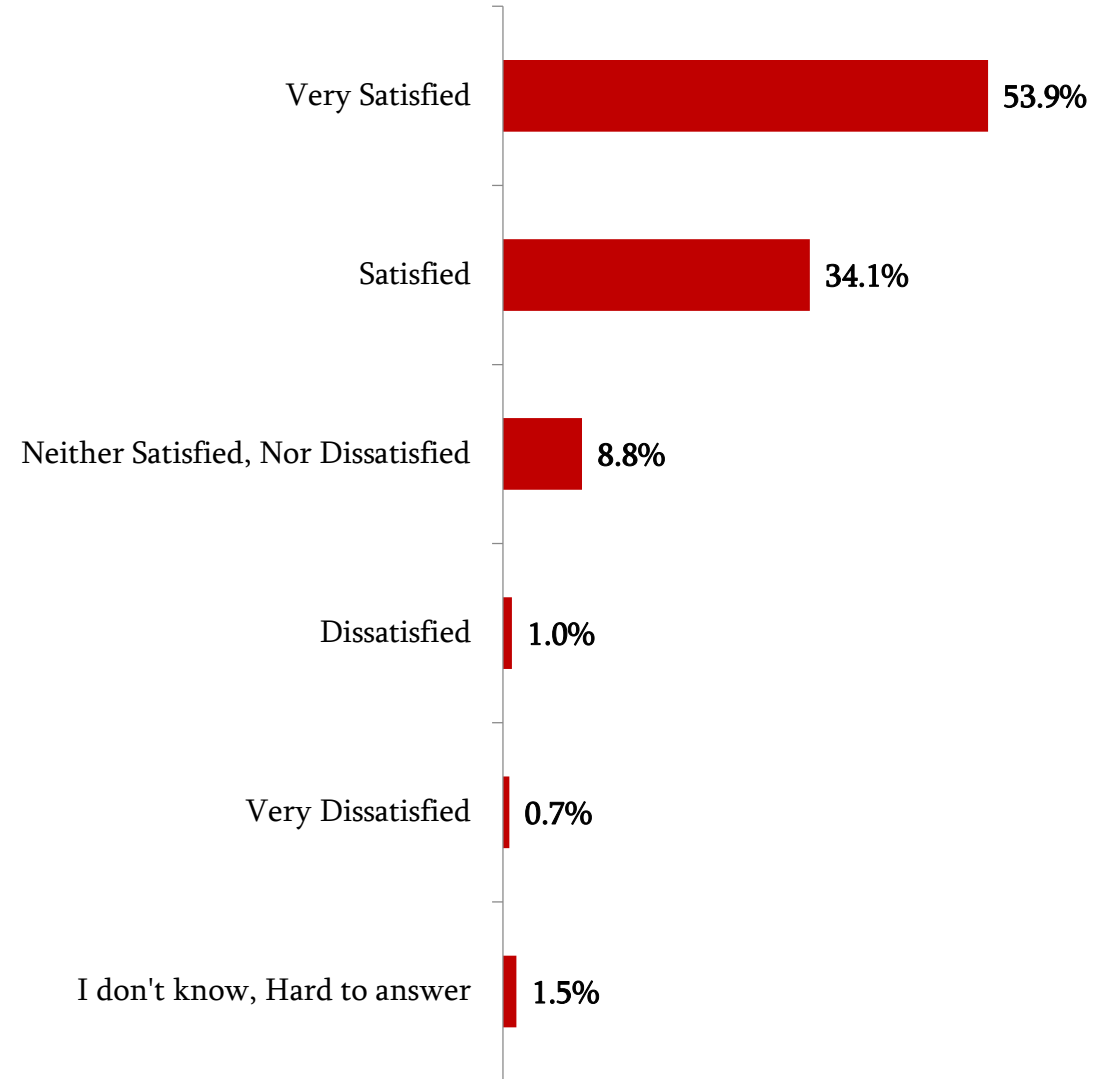
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Average Expenditure per Visit	385 GEL	923 GEL	1,326 GEL	540 GEL	1,888 GEL	2,337 GEL	2,357 GEL

# Expenditure Structure/High Spenders

N	Country of Residence	Average Expenditure per Visit	Sample
1	Russia	1,326	2,622
2	Turkey	923	3,211
3	Armenia	540	1,468
4	Azerbaijan	385	1,550
5	Israel	2,407	251
6	Ukraine	1,659	360
7	Iran	2,072	267
8	Germany	2,046	220
9	United Arab Emirates	2,719	166
10	Kazakhstan	1,956	144
11	USA	3,047	80
12	United Kingdom	3,189	80
13	Poland	2,183	100
14	Belarus	1,262	99
15	Spain	3,541	40
16	Saudi Arabia	2,500	63
17	France	2,459	58
18	Italy	2,504	48
19	Qatar	2,868	57
20	Greece	2,055	42

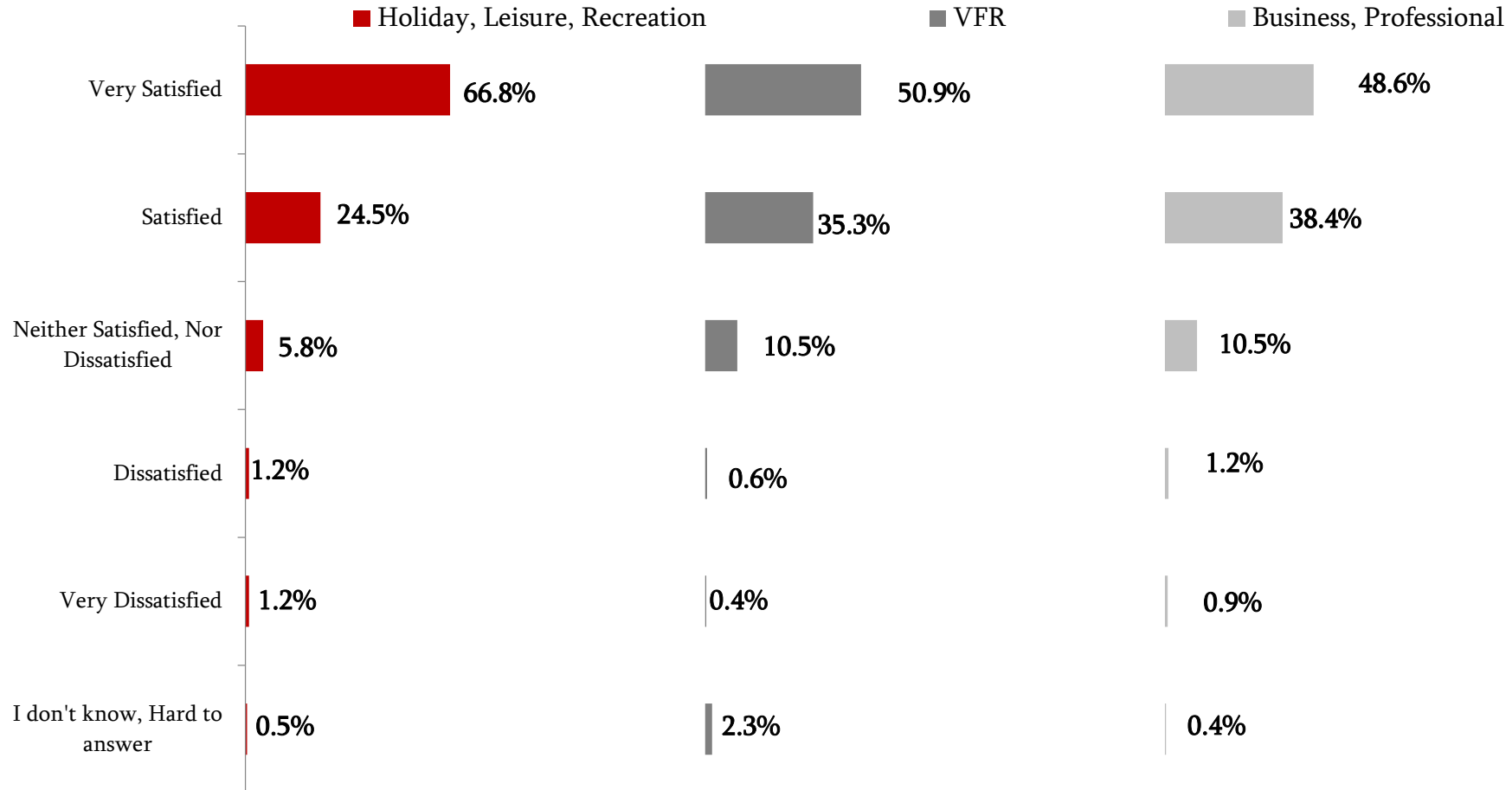
# Overall Satisfaction/Total

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



# Overall Satisfaction/Main Purpose

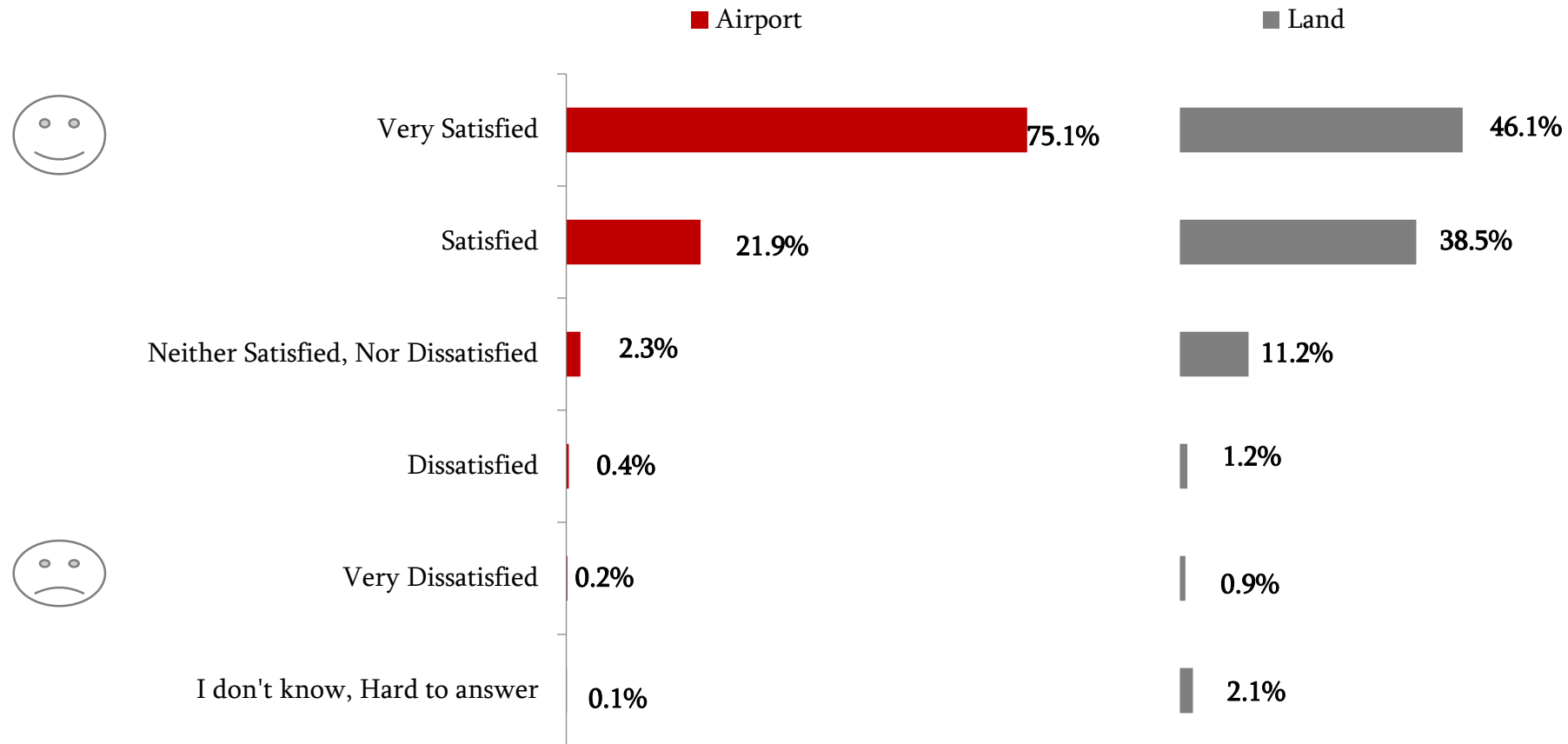
Please tell me, overall, how satisfied you are with your visit to Georgia?





# Overall Satisfaction/Border

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



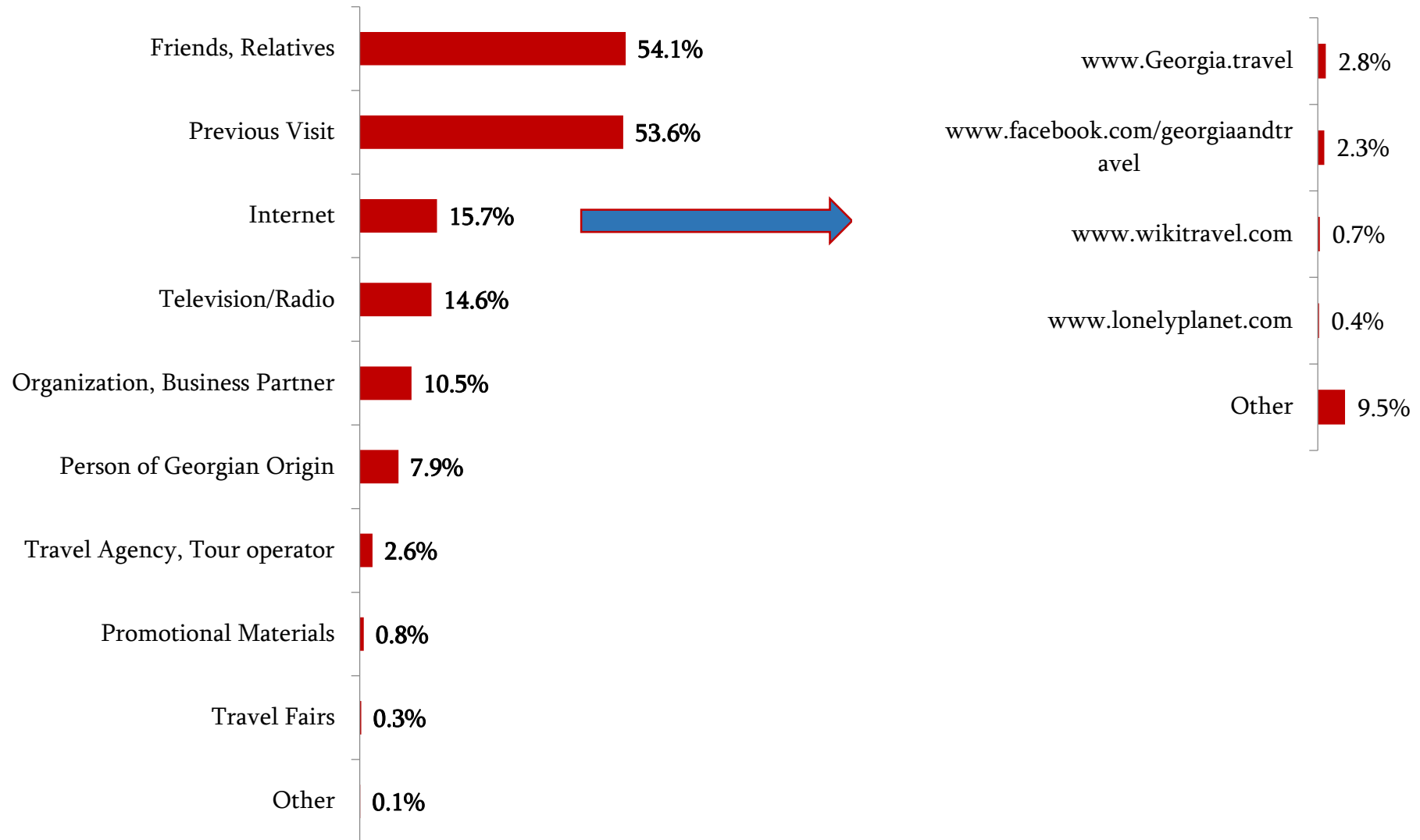
# Overall Satisfaction/Residency

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	51.1%	42.1%	60.0%	36.5%	75.3%	76.5%	68.3%
Satisfied	35.9%	35.4%	32.3%	47.1%	22.0%	20.3%	26.1%
Neither Satisfied, Nor Dissatisfied	7.6%	14.8%	6.1%	15.8%	1.8%	2.0%	5.1%
Dissatisfied	0.4%	3.9%	0.4%	0.4%	0.4%	0.6%	0.3%
Very Dissatisfied	0.2%	3.3%	0.1%	0.2%	0.1%	0.4%	0.3%
I don't know, Hard to answer	4.9%	0.5%	1.1%	0.1%	0.5%	0.2%	0.0%
Average Score (max 5)	4.4	4.1	4.5	4.2	4.7	4.7	4.6

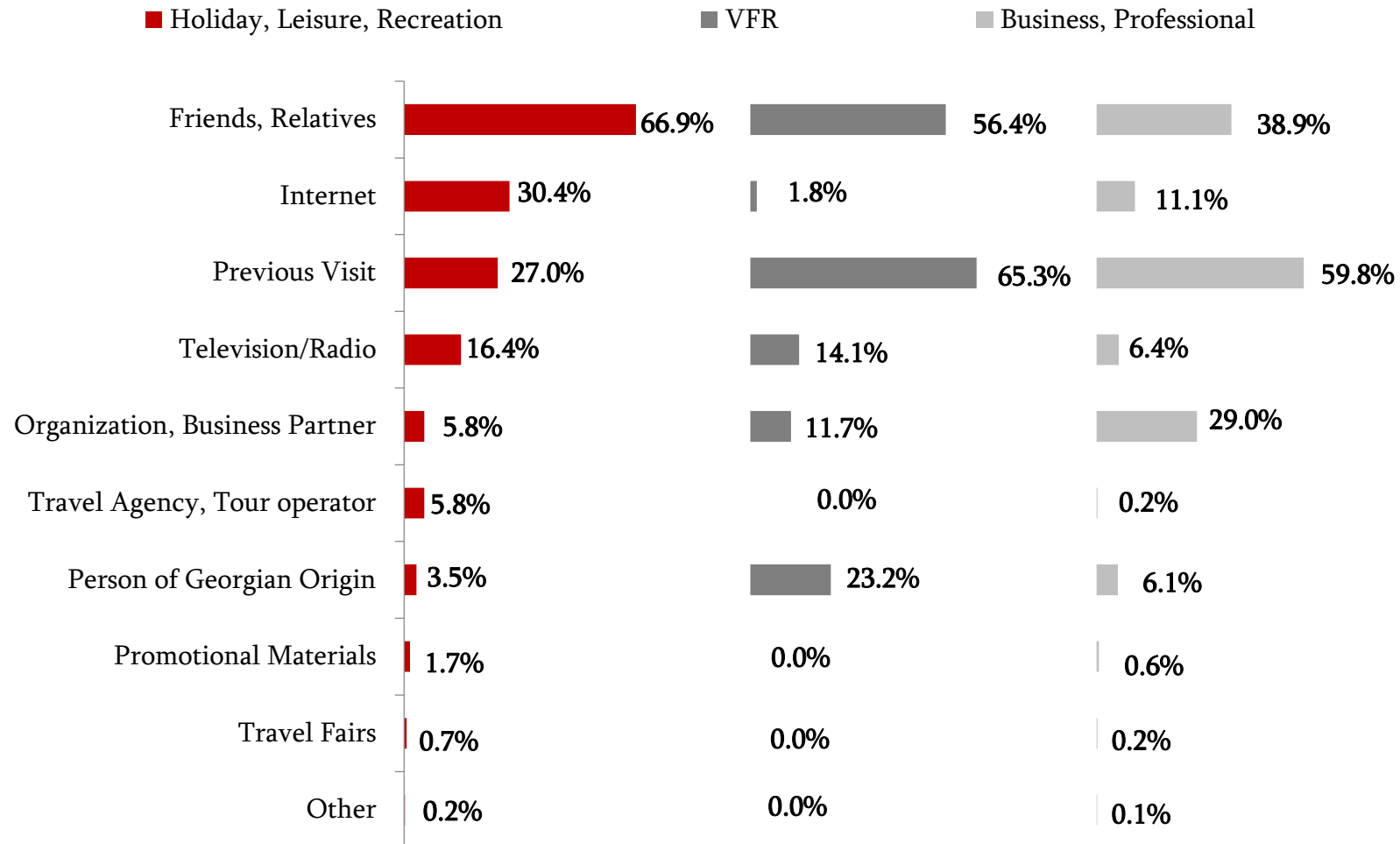
# Information Sources/Total

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



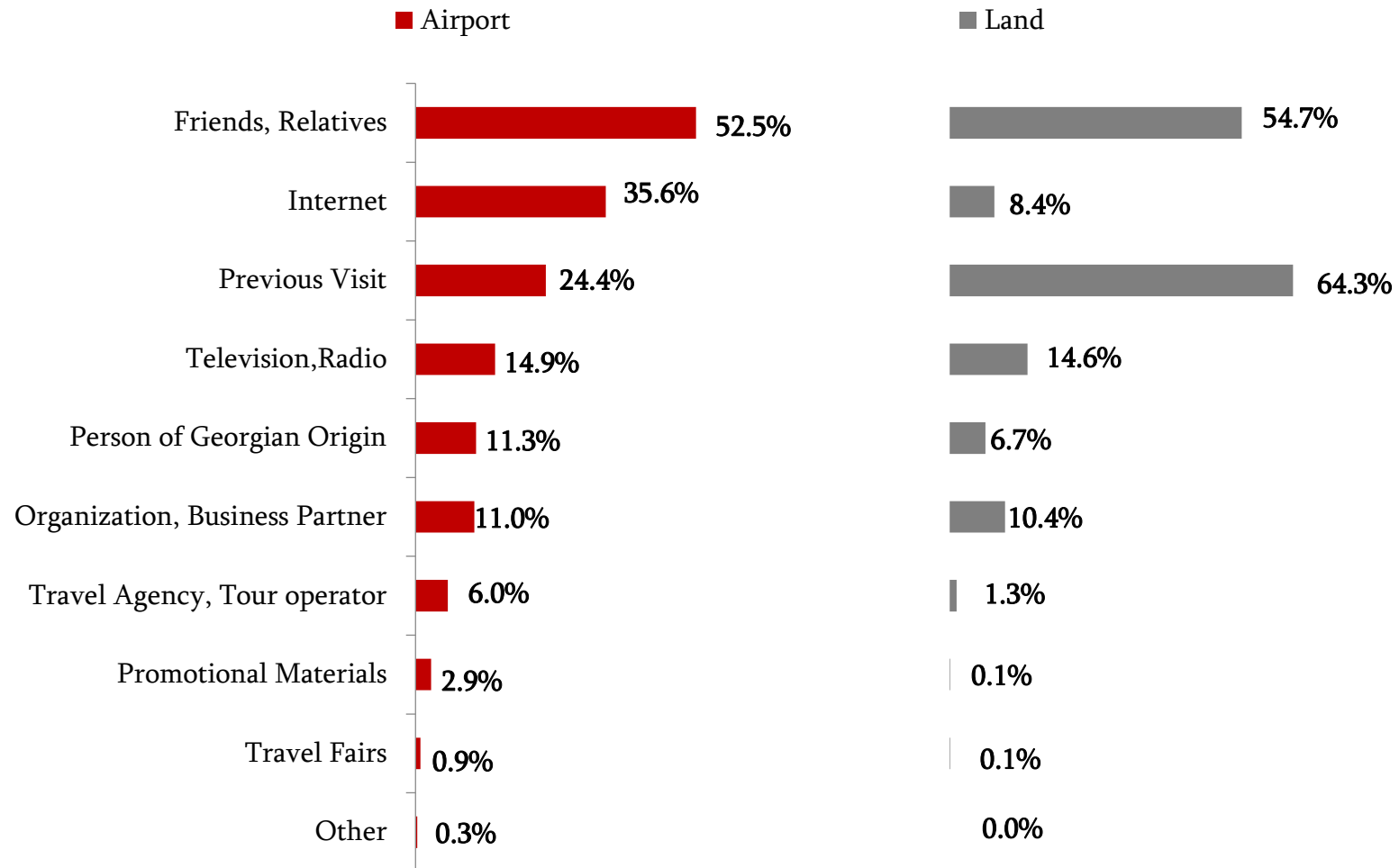
# Information Sources/Main Purpose

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

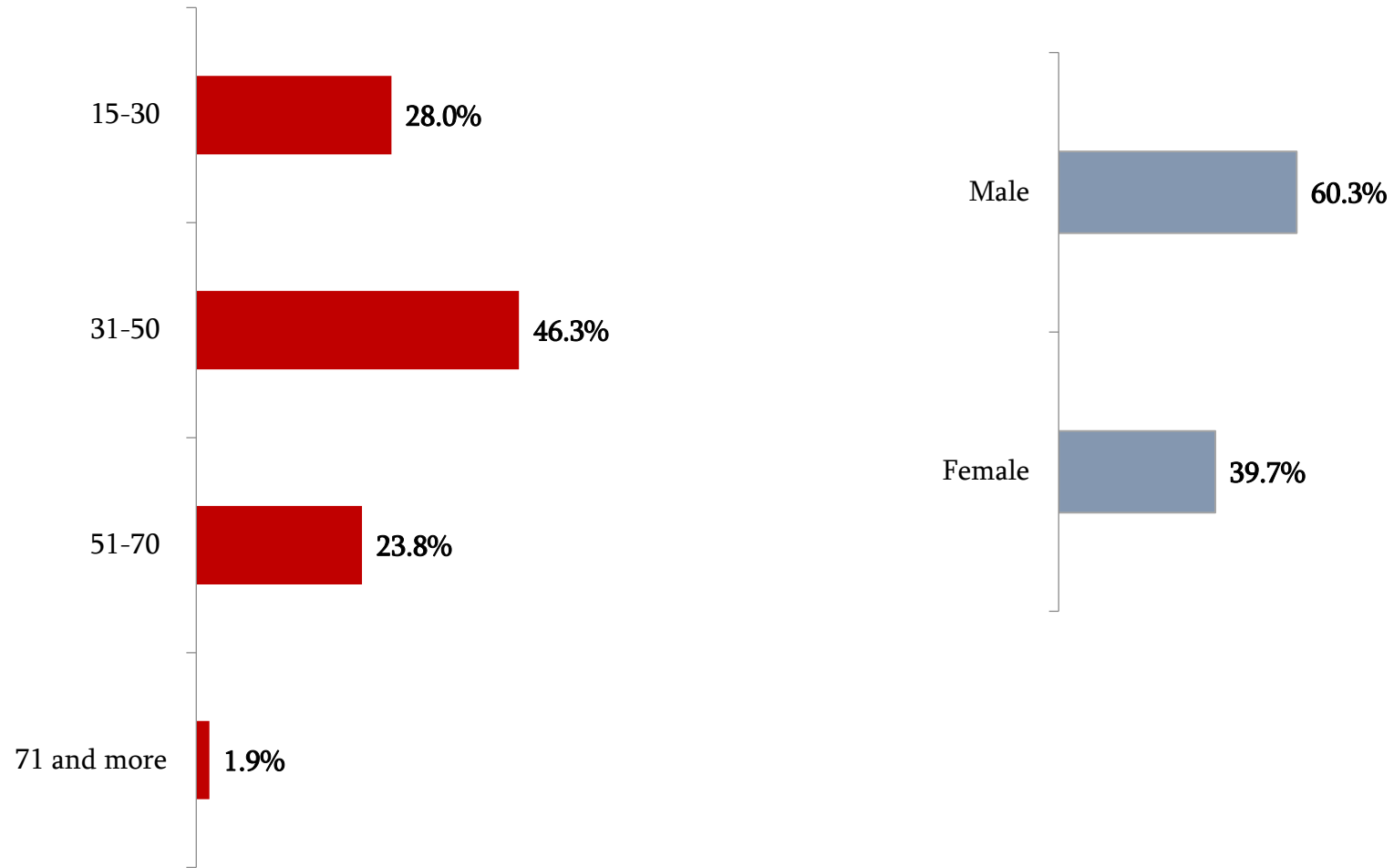


# Information Sources/Border

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

