

საქართველოს ეროვნული სტატისტიკის ეროვნული ადმინისტრაცია
Georgia 2017 წელი

შედეგი

შედეგად აქტიური წარმატება 2017 წელს საქართველოში განხორციელებული საერთაშორისო ვიზიტორების მიერ გამოხატული ინტერესის მნიშვნელოვანი ზრდასთან ერთად, რომელიც მიზეზდებოდა იმის სტატისტიკური კრიტერიუმების გამოყენების შედეგად, რომლებიც წარმოადგენს დადებითი და მომავალი პერიოდში დაგეგმილი ვიზიტების, ასევე მოსტურების განხორციელების კარგი დამატარებელი.

საერთაშორისო ტურისტების მნიშვნელობა

საერთაშორისო ტურისტების მნიშვნელობა წელიწადში მნიშვნელოვან კომპონენტს წარმოადგენს საქართველოს ეკონომიკის განვითარებაში. 2017 წელს აქტიური წარმატება კონტრინტენსიონალური ზრდით 1.6% ერთობლივად 187 დილარი შედგენს (2.2%) და ხელი შეუწყო 118 მილიონი აშშ დოლარი შექმნას. მისი ზრდასთან ერთად, ეკონომიკის მნიშვნელობა მნიშვნელოვნად აღინიშნა სტატისტიკის ეროვნული ადმინისტრაციის განხორციელებული კვლევების შედეგად. 4.9% ზრდით განხორციელებული ინვესტიციები და 4.9% ზრდით ზრდით ეკონომიკის.

საერთაშორისო მოსტურების ვიზიტების რიცხვი

2017 წელს საქართველოში მოსტურების რიცხვი 7,922,507 შეადგენს, რაც 1.6% ზრდით შეადგენს 17 მილიონ ვიზიტს.

ფიგურა 1. საქართველოს მოსტურების მიერ გამოხატული ინტერესის მნიშვნელობა

წელი	მნიშვნელობა
2016	4,376,000
2017	4,782,000
2018*	7,922,507

საერთაშორისო მოსტურების ვიზიტების რიცხვი მნიშვნელოვნად ზრდას შექმნის სტატისტიკის ეროვნული ადმინისტრაციის მიერ წარმოადგენს. მისი ზრდასთან ერთად, ეკონომიკის მნიშვნელობა მნიშვნელოვნად აღინიშნა სტატისტიკის ეროვნული ადმინისტრაციის განხორციელებული კვლევების შედეგად. 4.9% ზრდით განხორციელებული ინვესტიციები და 4.9% ზრდით ზრდით ეკონომიკის.

* Estimated based on ITISA and Tourism 2018, Annual Update, ITISA.
* მოსტურების რიცხვი ასევე მოიცავს საქართველოს ტერიტორიაზე მოსტურების რიცხვს.

International Visitor Survey Presentation 2019



საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტრო

www.economy.ge

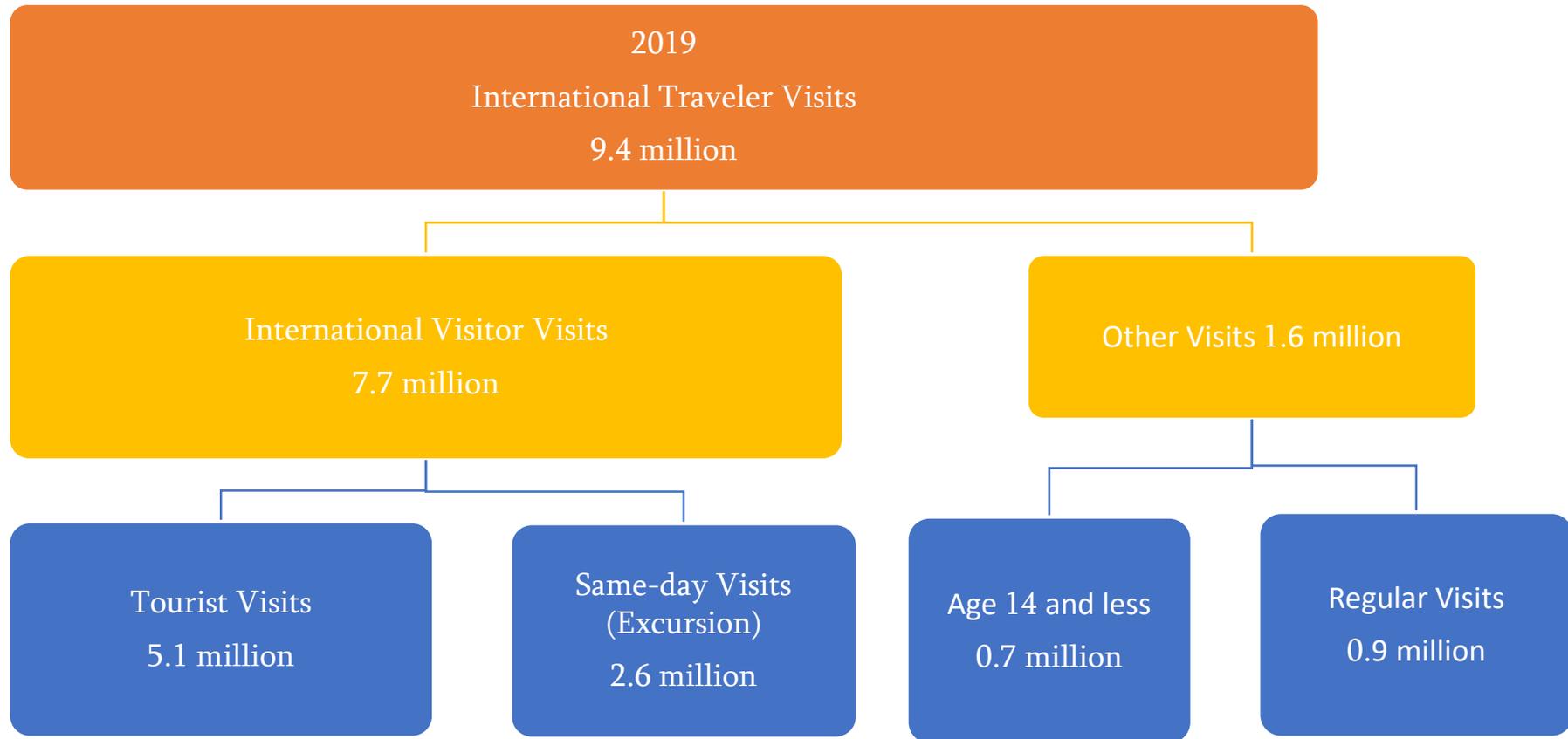


საქართველოს ტურიზმის ეროვნული ადმინისტრაციის კვლევებისა და დაგეგმვის სამმართველო

www.georgia.travel

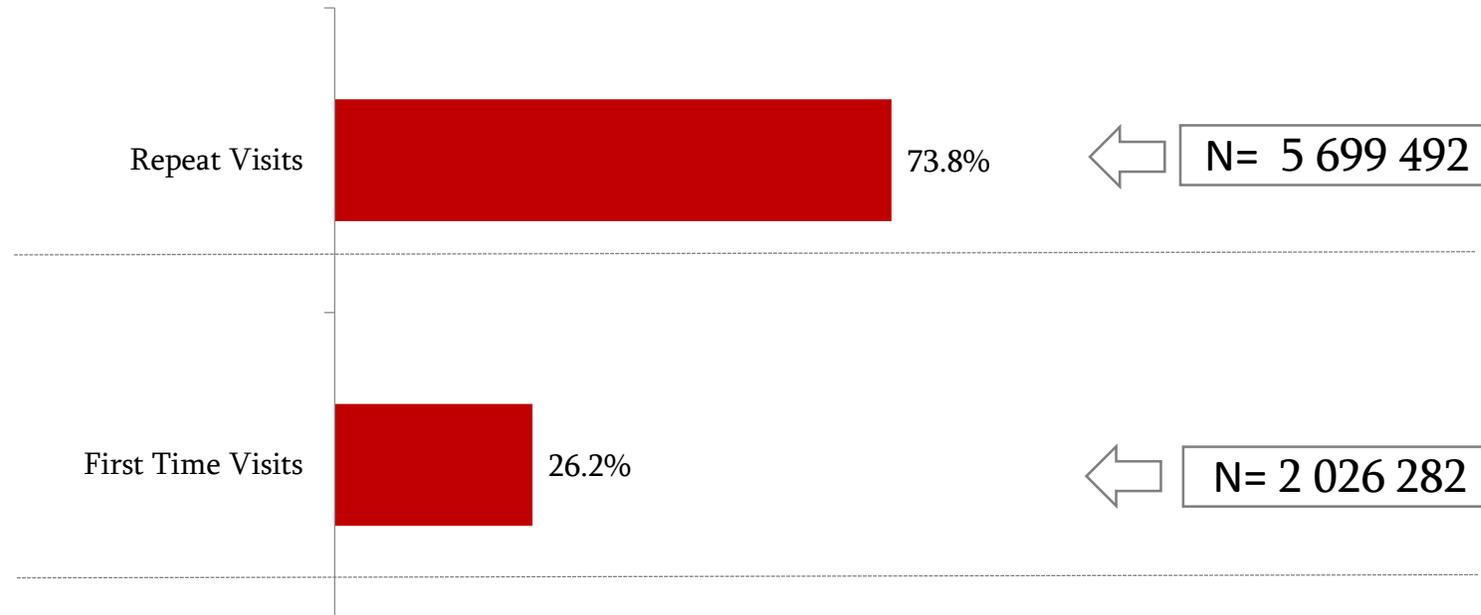
www.gnta.ge/statistics/

Classification of International Travel



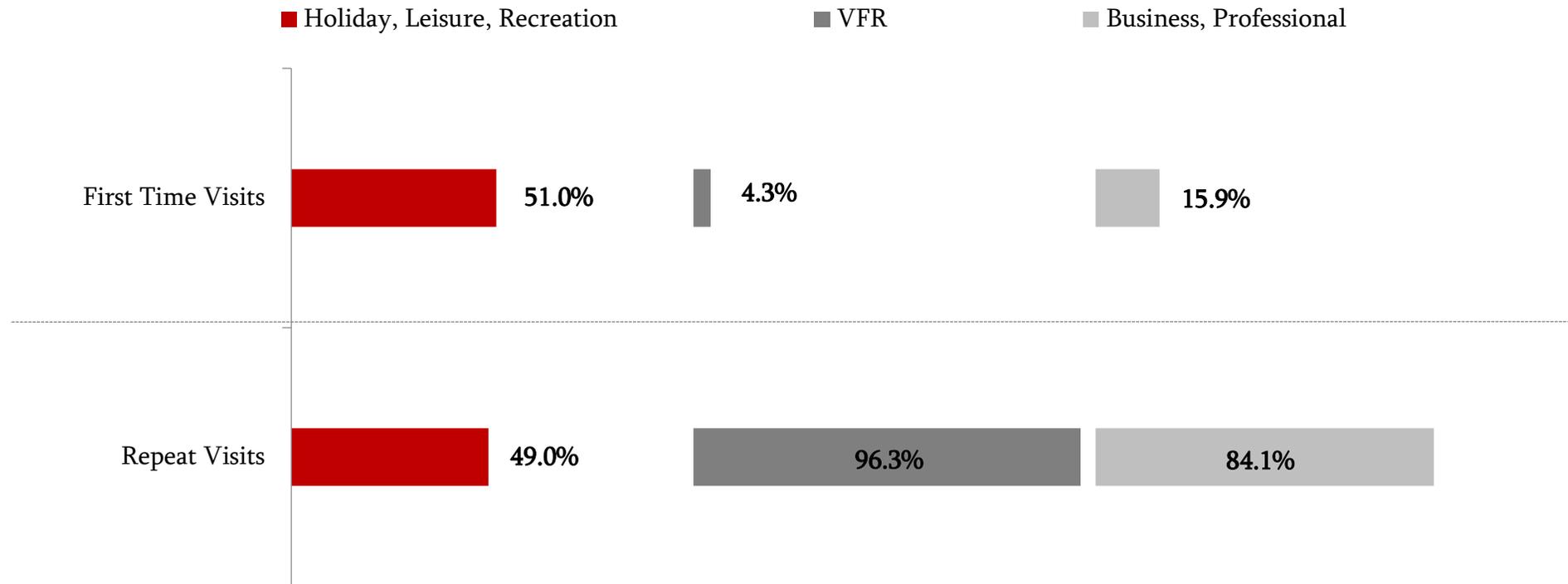
Visiting Practice/Total

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



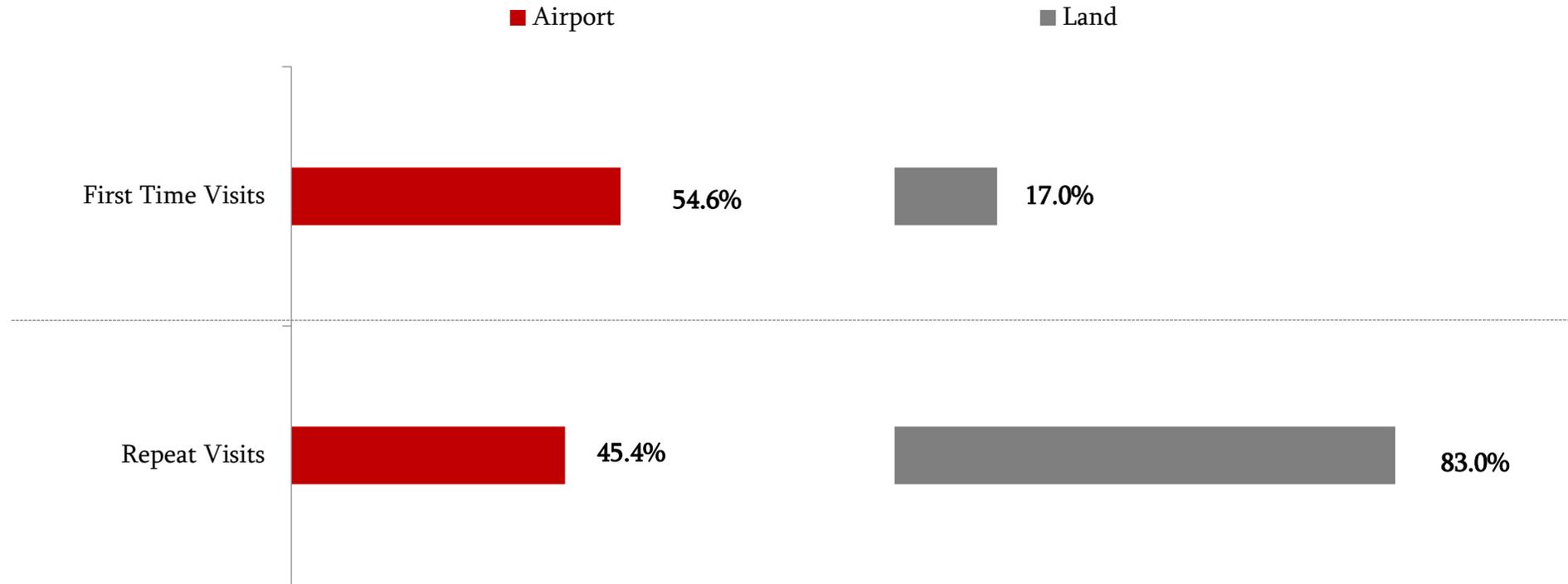
Visiting Practice/Purpose of Visit

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

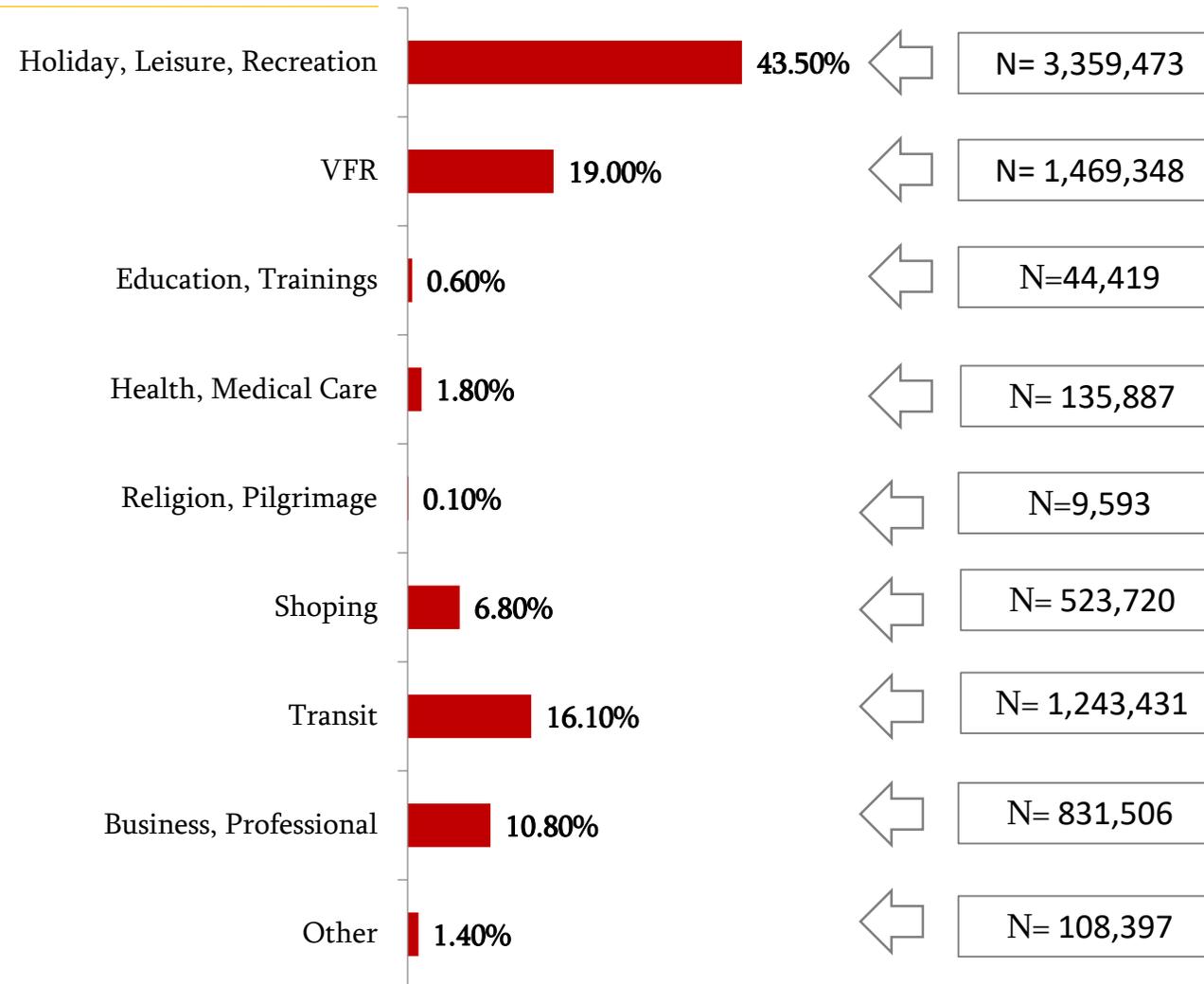
Please, tell me, is this your first visit to Georgia?

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
First Time Visits	5.4%	27.8%	28.2%	0.8%	54.3%	57.4%	71.1%
Repeat Visits	94.6%	72.2%	71.8%	99.2%	45.7%	42.6%	28.9%
Total	100%	100%	100%	100%	100%	100%	100%

	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries	Total
First Time Visits	4.7%	16.8%	23%	0.5%	16.3%	17.9%	20.8%	100%
Repeat Visits	28.9%	15.5%	20.8%	22.2%	4.9%	4.7%	3%	100%

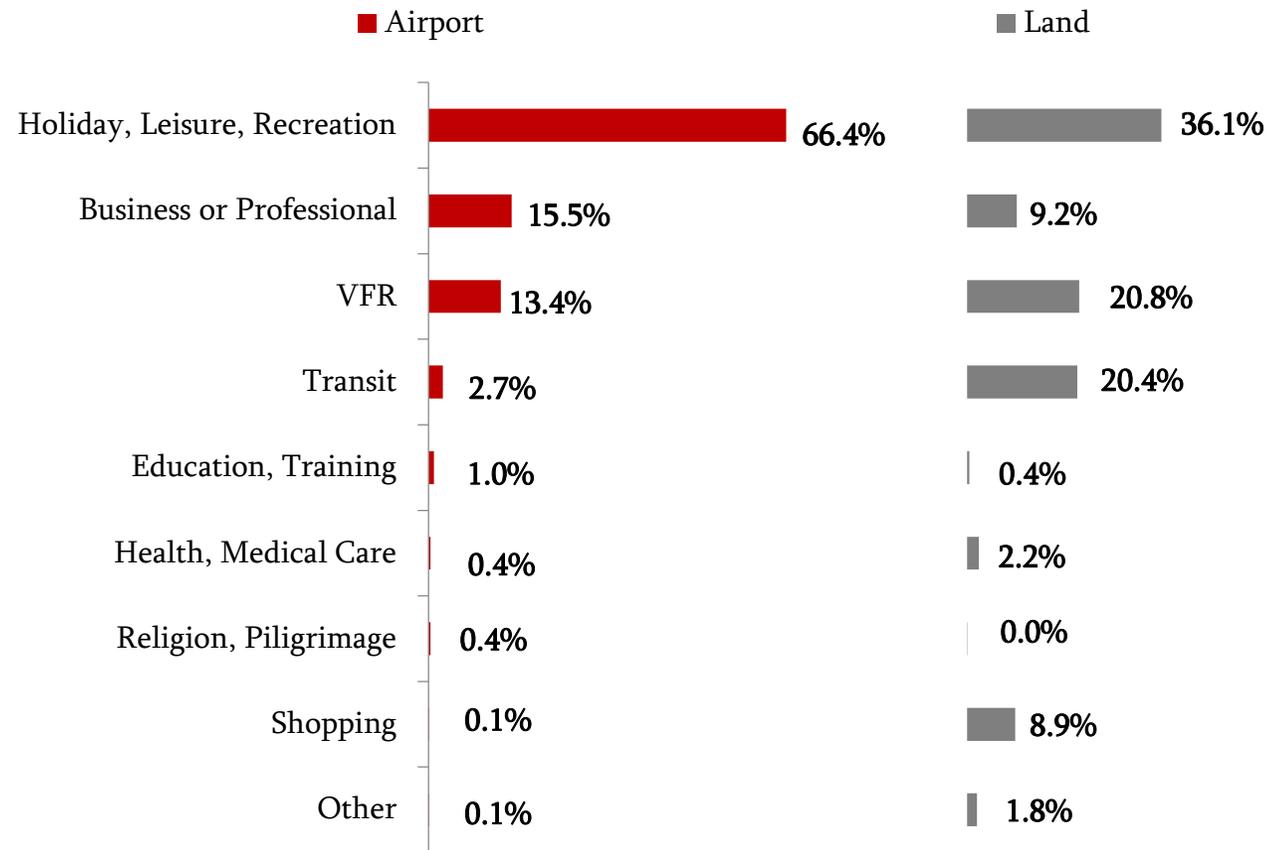
Main Purpose of Visit

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?



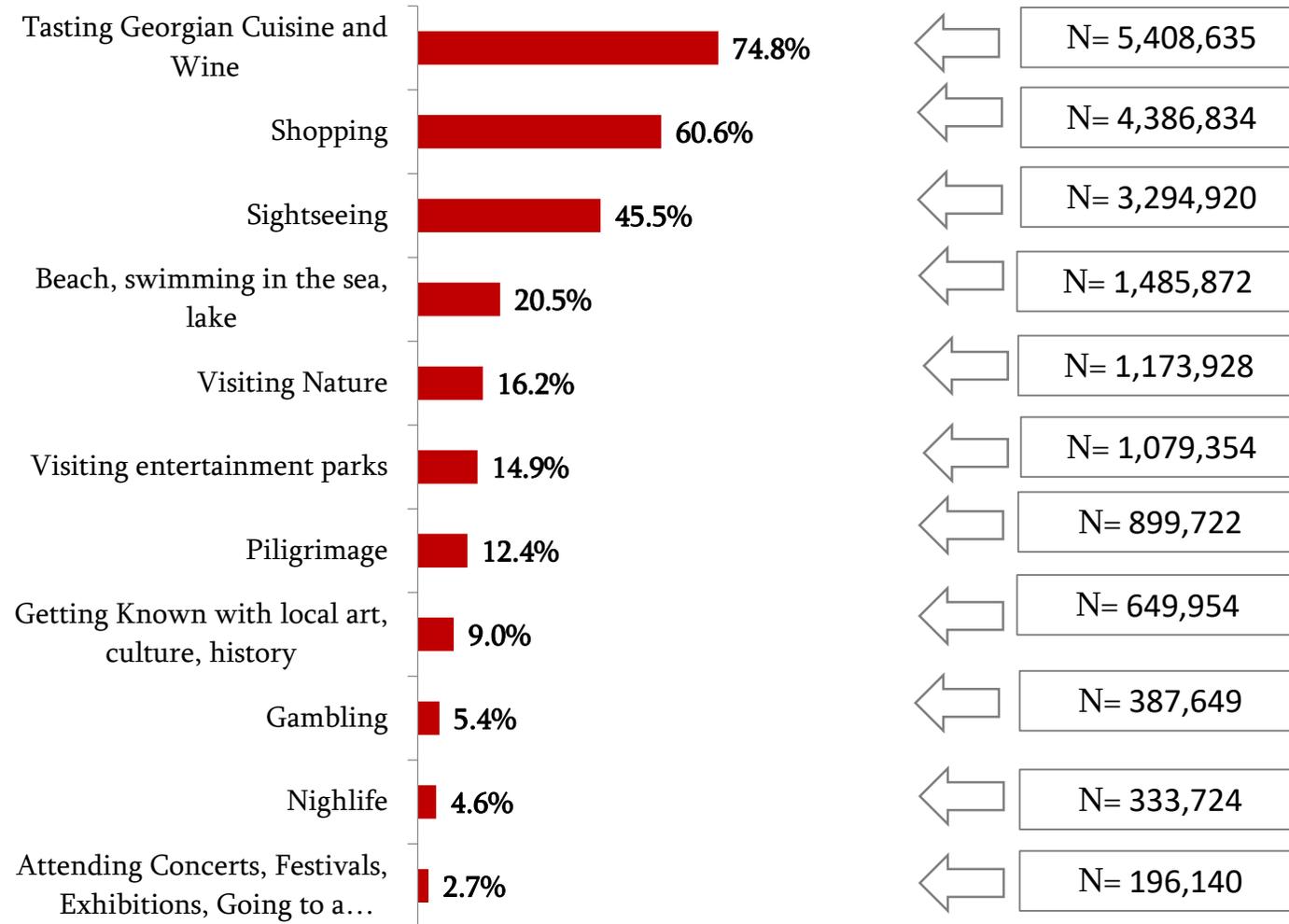
Main Purpose of Visit/Residency

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	0.8%	0.2%	0.3%	0.1%	0.4%	0.9%	1.9%
Shopping	8.9%	0.0%	1.5%	1.3%	0.7%	0.1%	0.2%
Business, Professional	1.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.2%
Health and Medical Care	12.2%	4.5%	0.6%	18.2%	0.2%	0.1%	0.4%
Education, Training	18.1%	8.4%	24.3%	30.5%	5.2%	1.0%	2.5%
Religion, Pilgrimage	3.2%	11.8%	4.4%	12.3%	14.6%	9.9%	15.7%
Other	5.0%	0.1%	0.4%	0.4%	0.0%	0.0%	0.1%

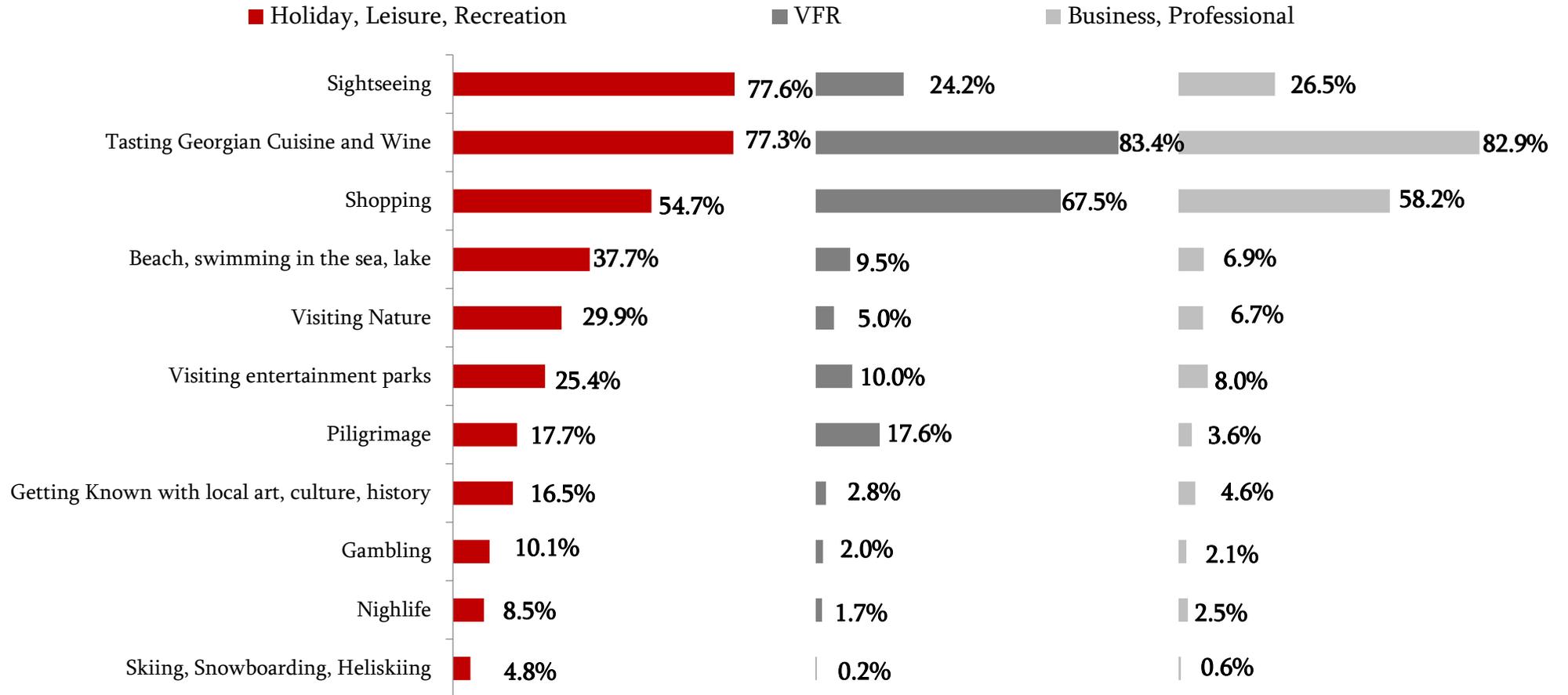
Conducted Activities/Total

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



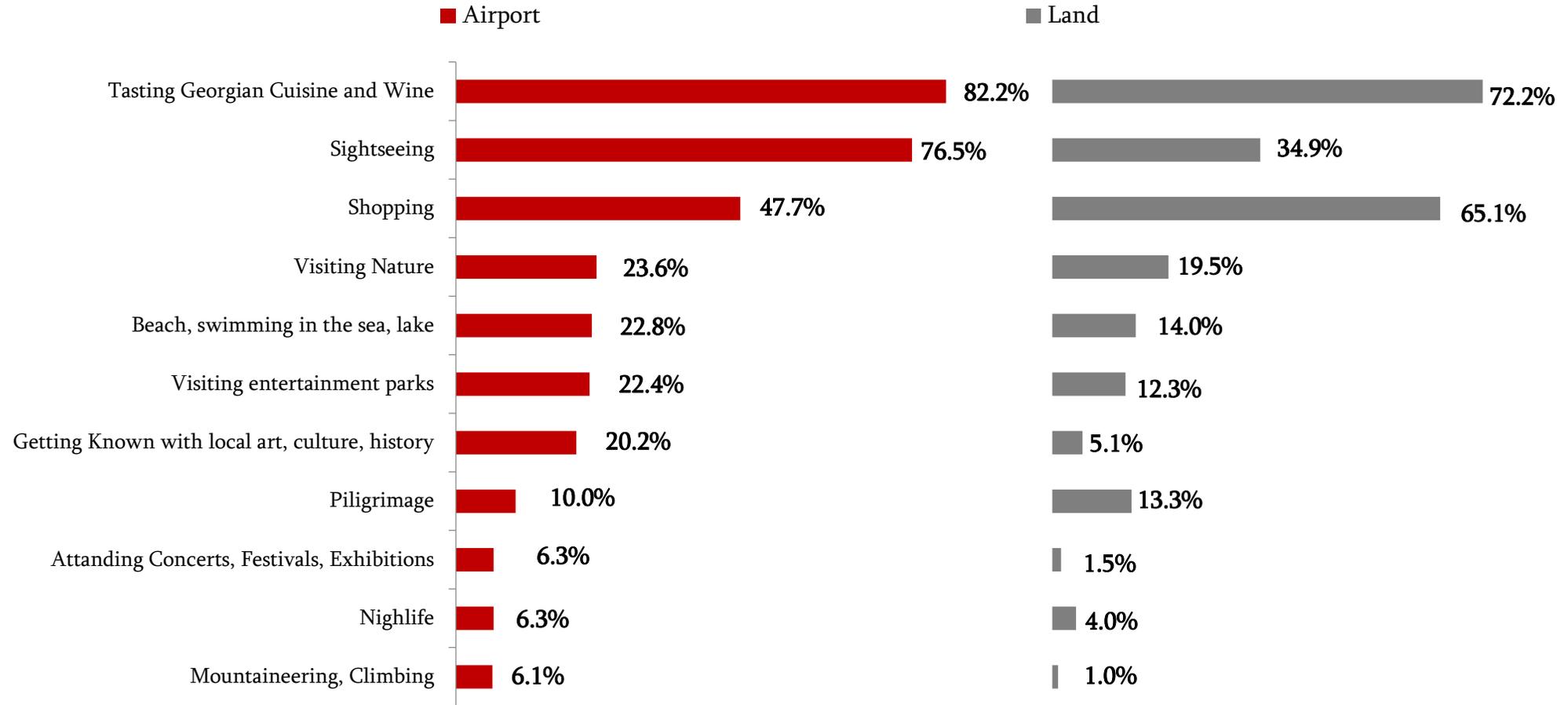
Conducted Activities /Main Purpose

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?



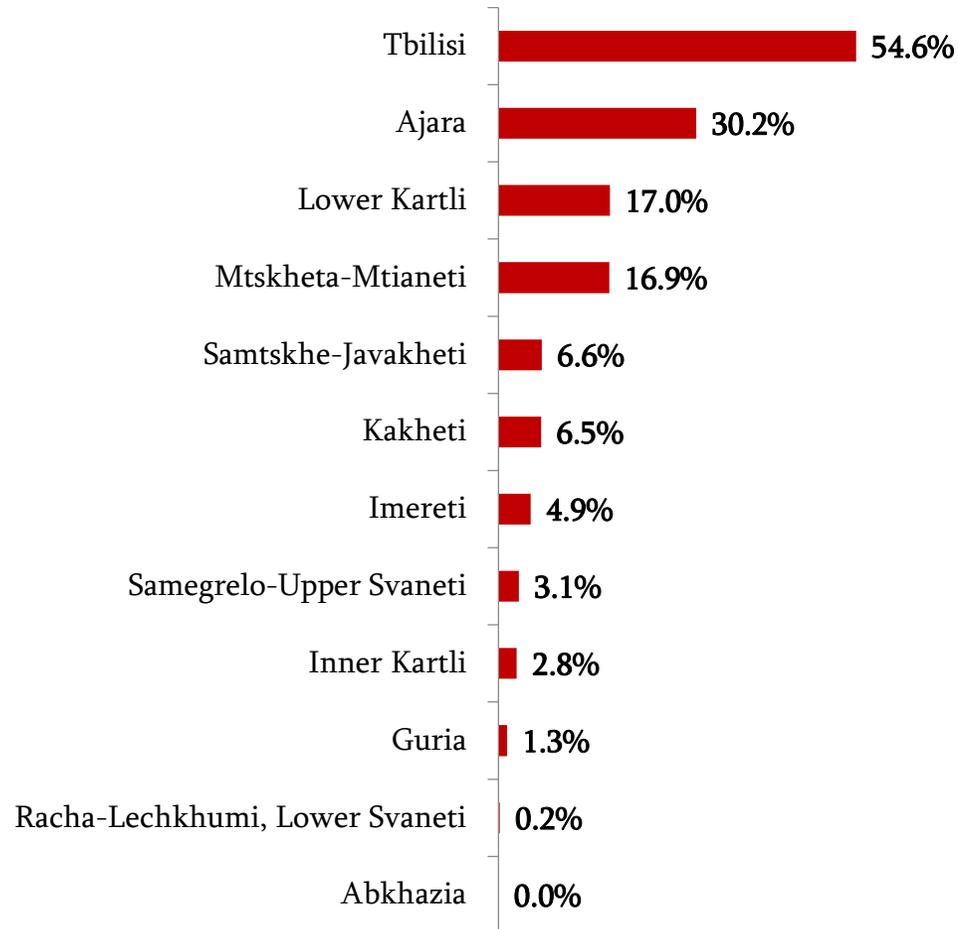
Conducted Activities /Residency

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

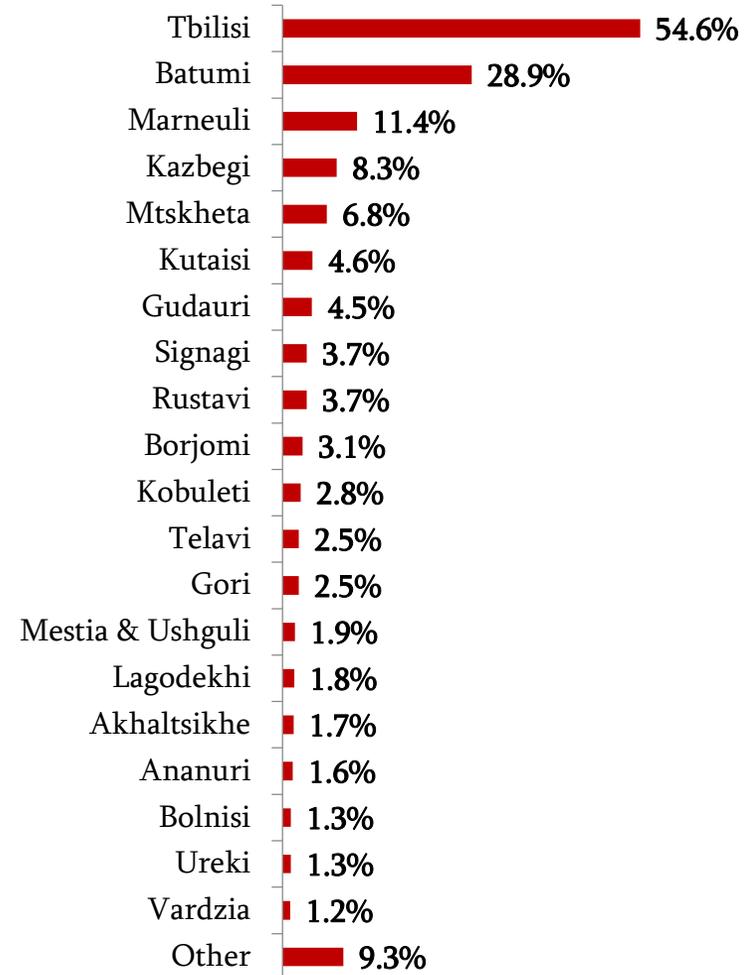
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Tasting Georgian Cuisine and Wine	68.2%	58.1%	88.1%	70.2%	86.1%	85.2%	77.3%
Shopping	58.8%	42.3%	66.8%	83.2%	55.9%	50.5%	55.8%
Sightseeing	28.9%	54.3%	49.8%	4.4%	72.1%	78.8%	81.3%
Visiting entertainment parks	14.2%	11.3%	15.4%	7.2%	19.7%	20.2%	28.1%
Beach, swimming in the sea, lake	12.9%	35.3%	19.2%	9.3%	35.8%	24.2%	17.6%
Visiting Nature	11.4%	17.5%	15.1%	2.3%	24.4%	30.6%	33.9%
Nightlife	4.4%	7.4%	1.7%	3.6%	5.5%	5.6%	7.4%
Pilgrimage	2.6%	11.7%	20.4%	10.4%	16.9%	17.6%	12.5%
Gambling	2.4%	23.0%	0.8%	0.1%	1.2%	5.8%	3.5%
Taking Part in Agricultural Activities	1.7%	0.1%	0.5%	0.0%	2.5%	1.7%	1.4%
Getting Known with local art, culture, history	1.5%	3.8%	8.6%	0.1%	17.9%	32.7%	23.7%

Popular Regions and Locations/Total

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

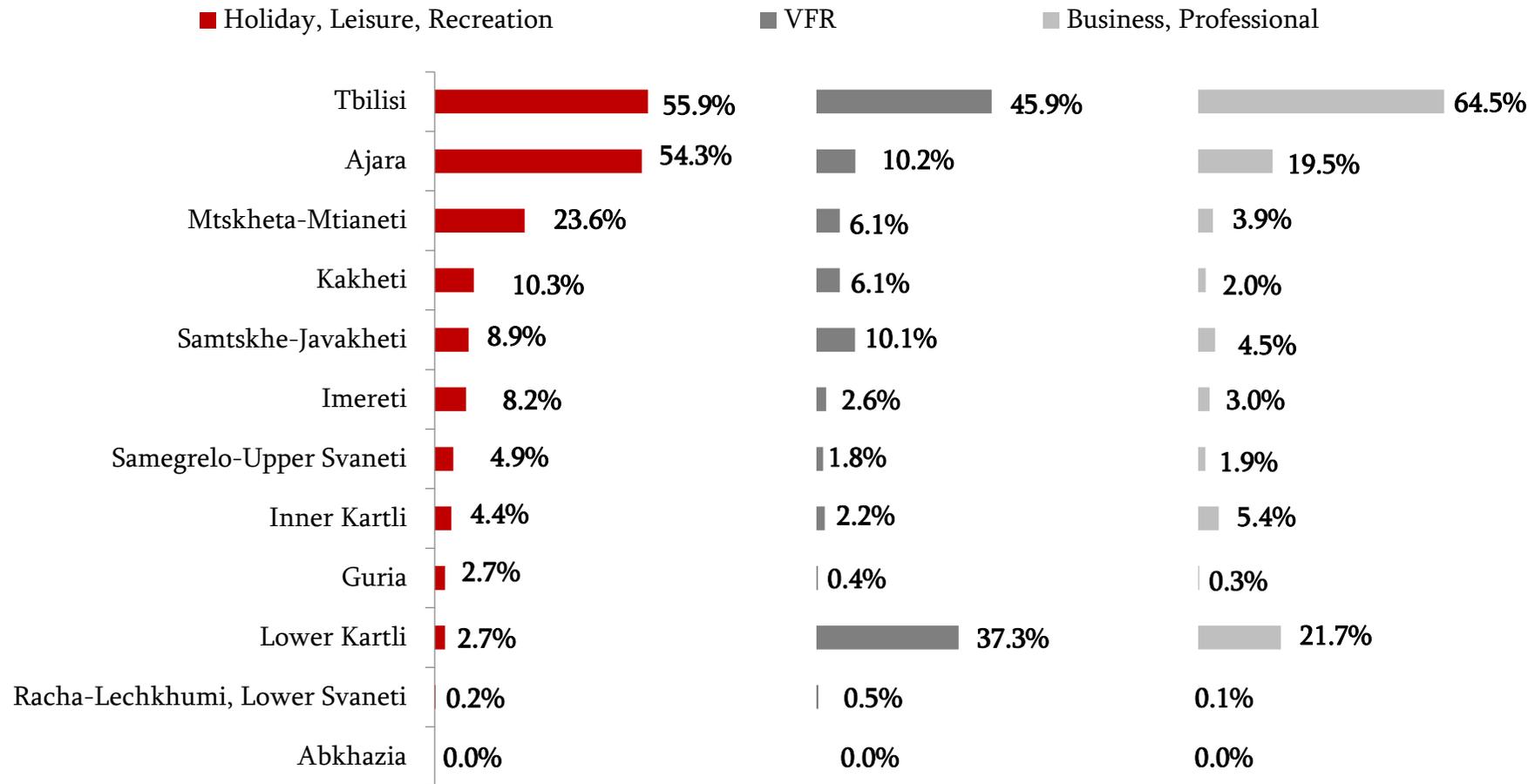


Please, tell me, which regions have you visited during this trip?



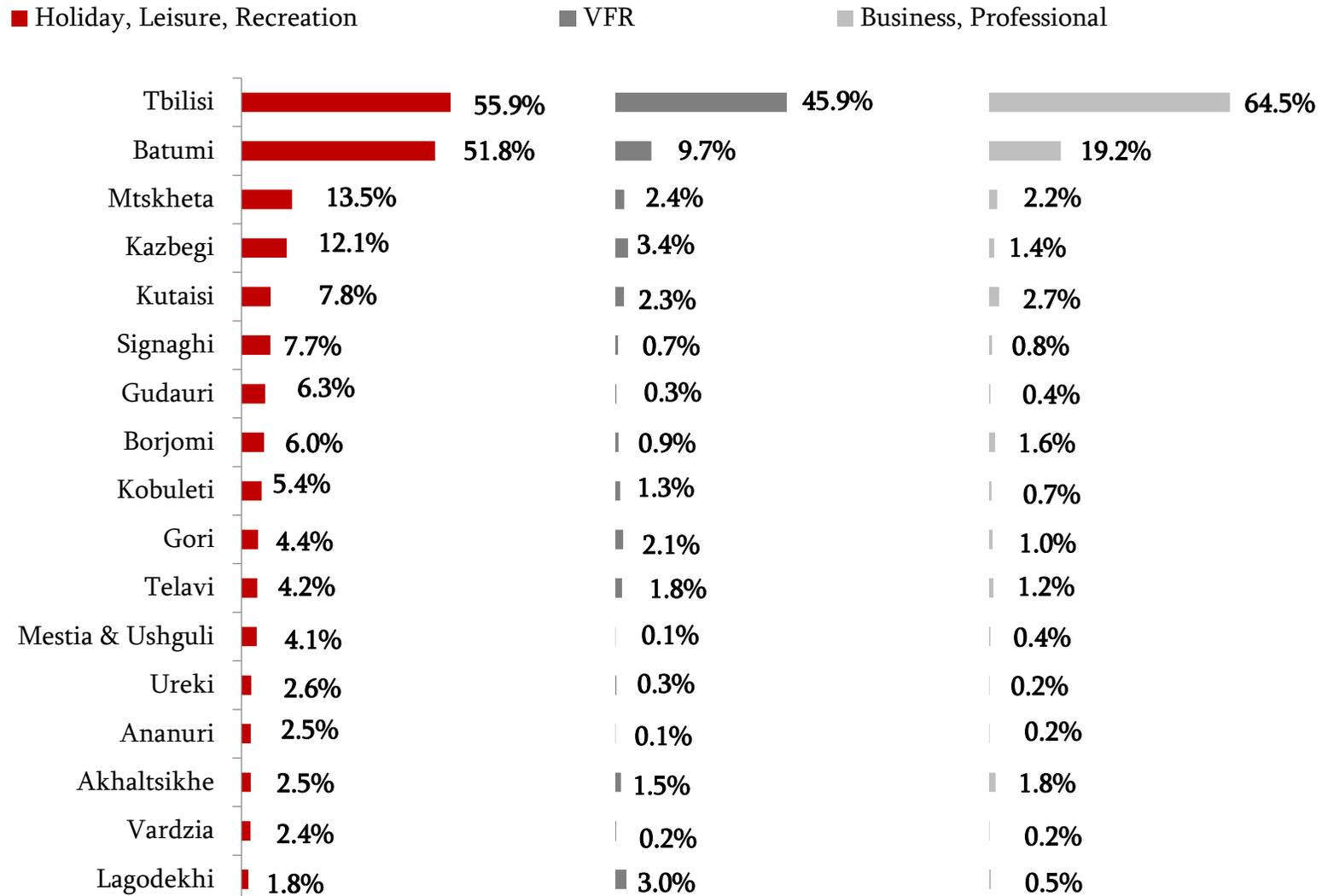
Popular Regions and Locations/Main Purpose

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



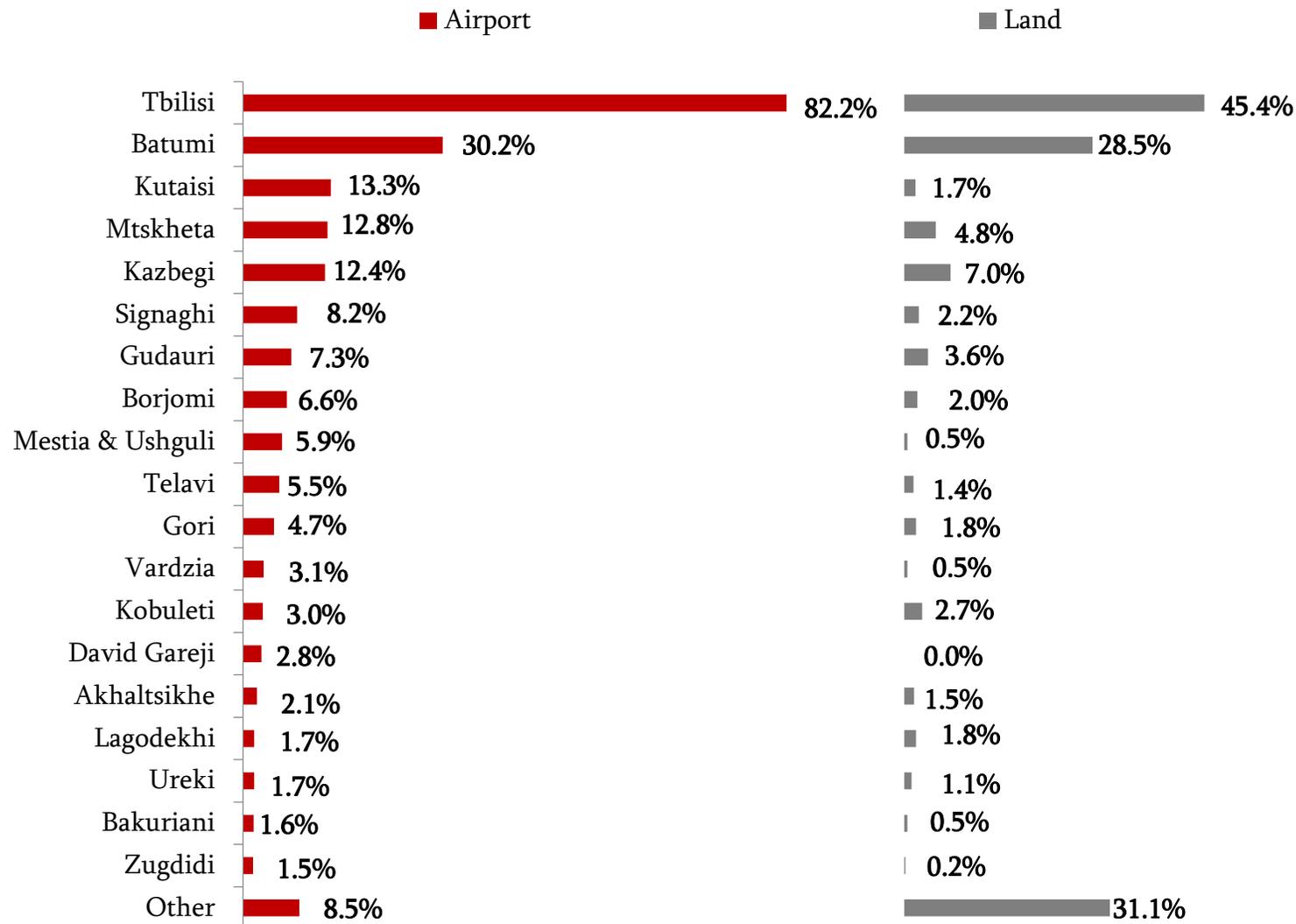
Popular Locations/Main Purpose

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



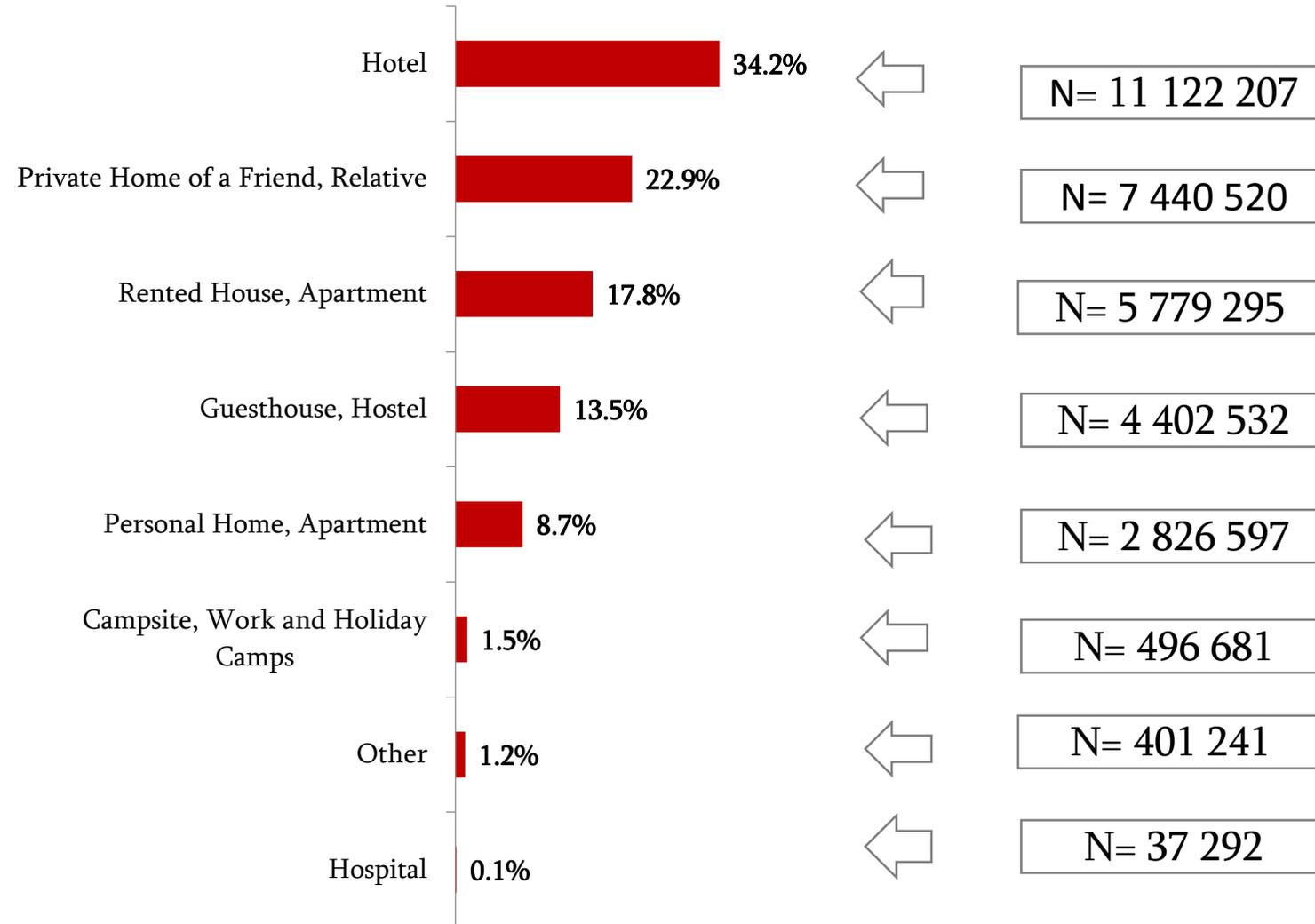
Popular Locations/ Border

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



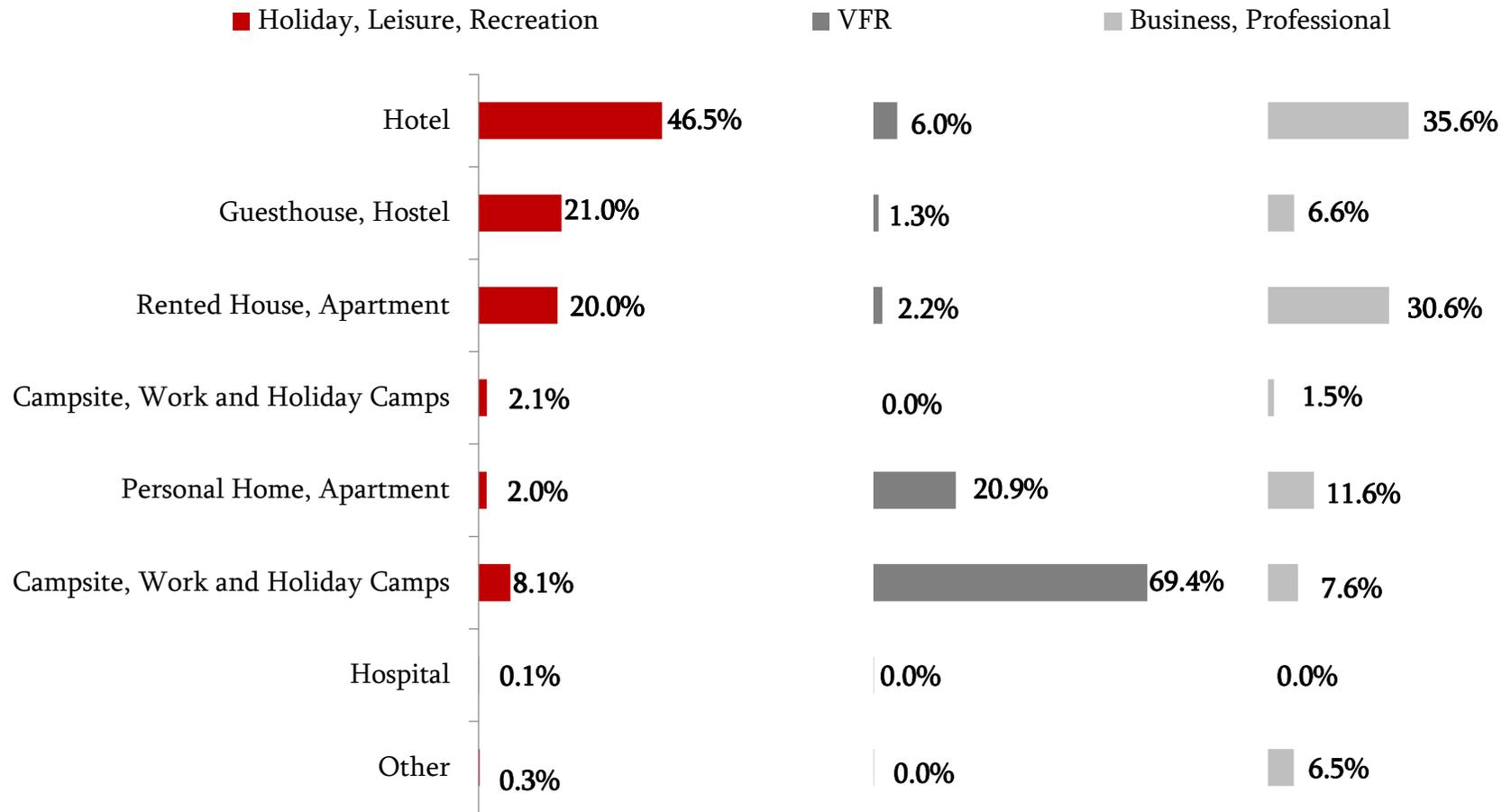
Accommodation/Total

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



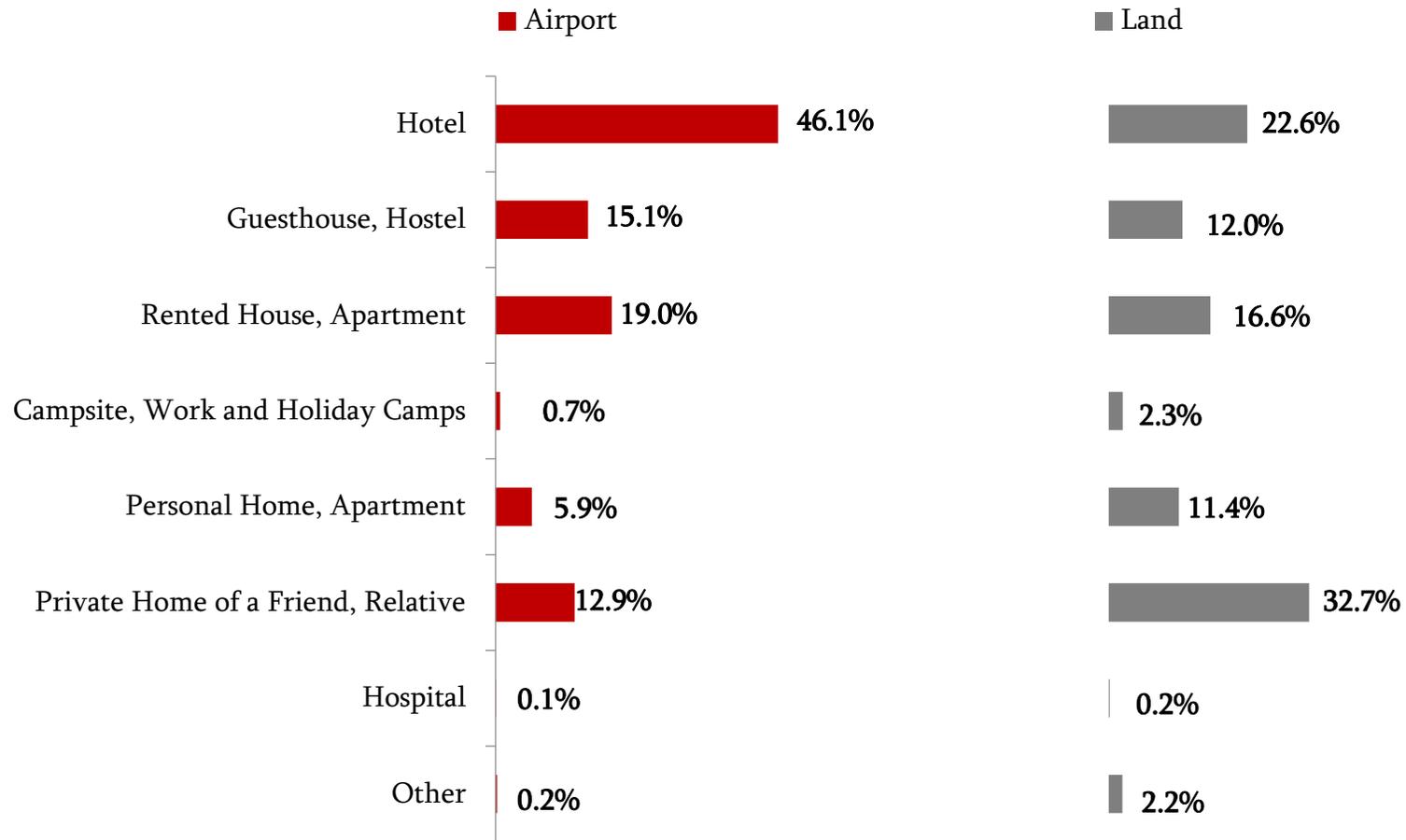
Accommodation/Main Purpose

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



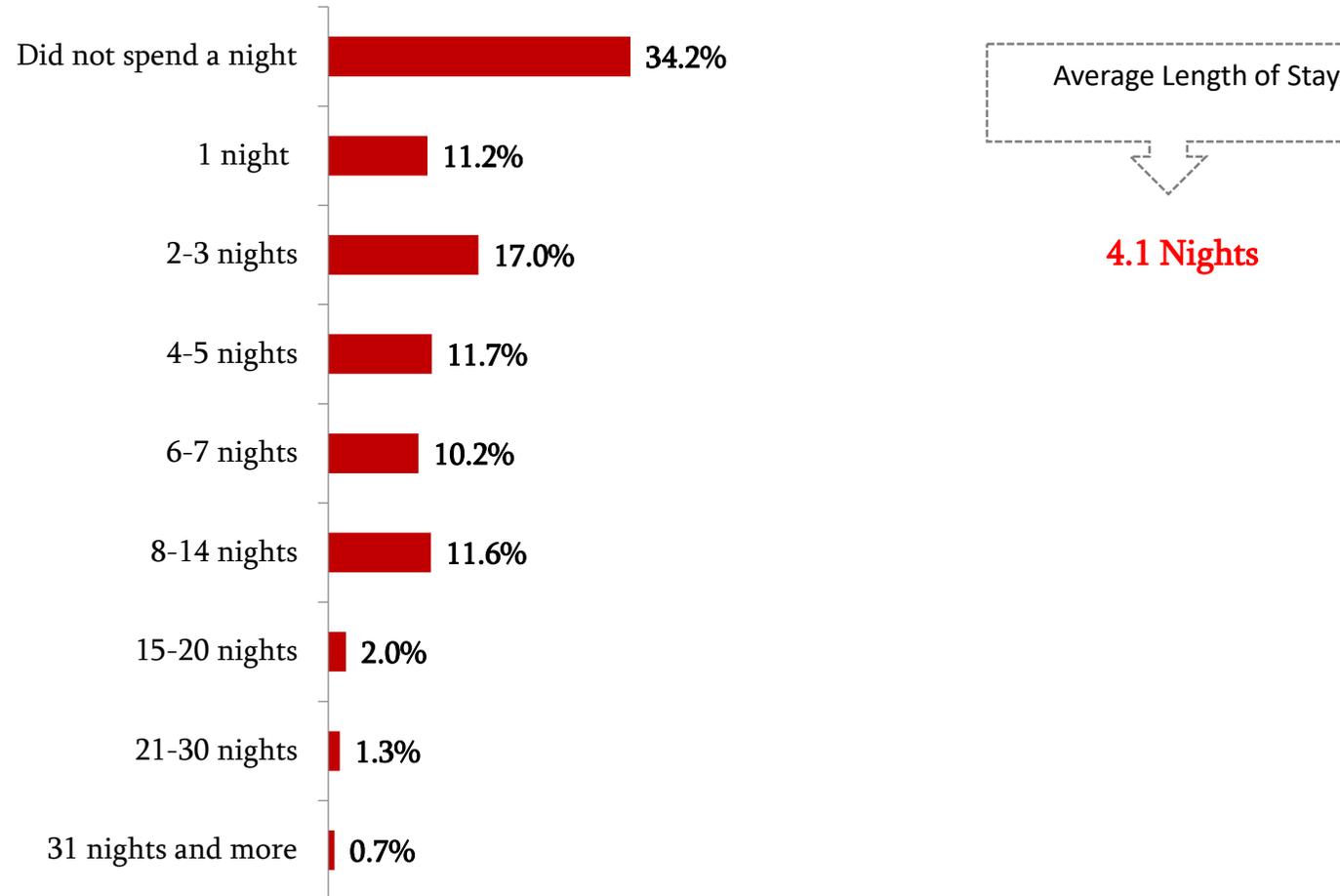
Accommodation/Border

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



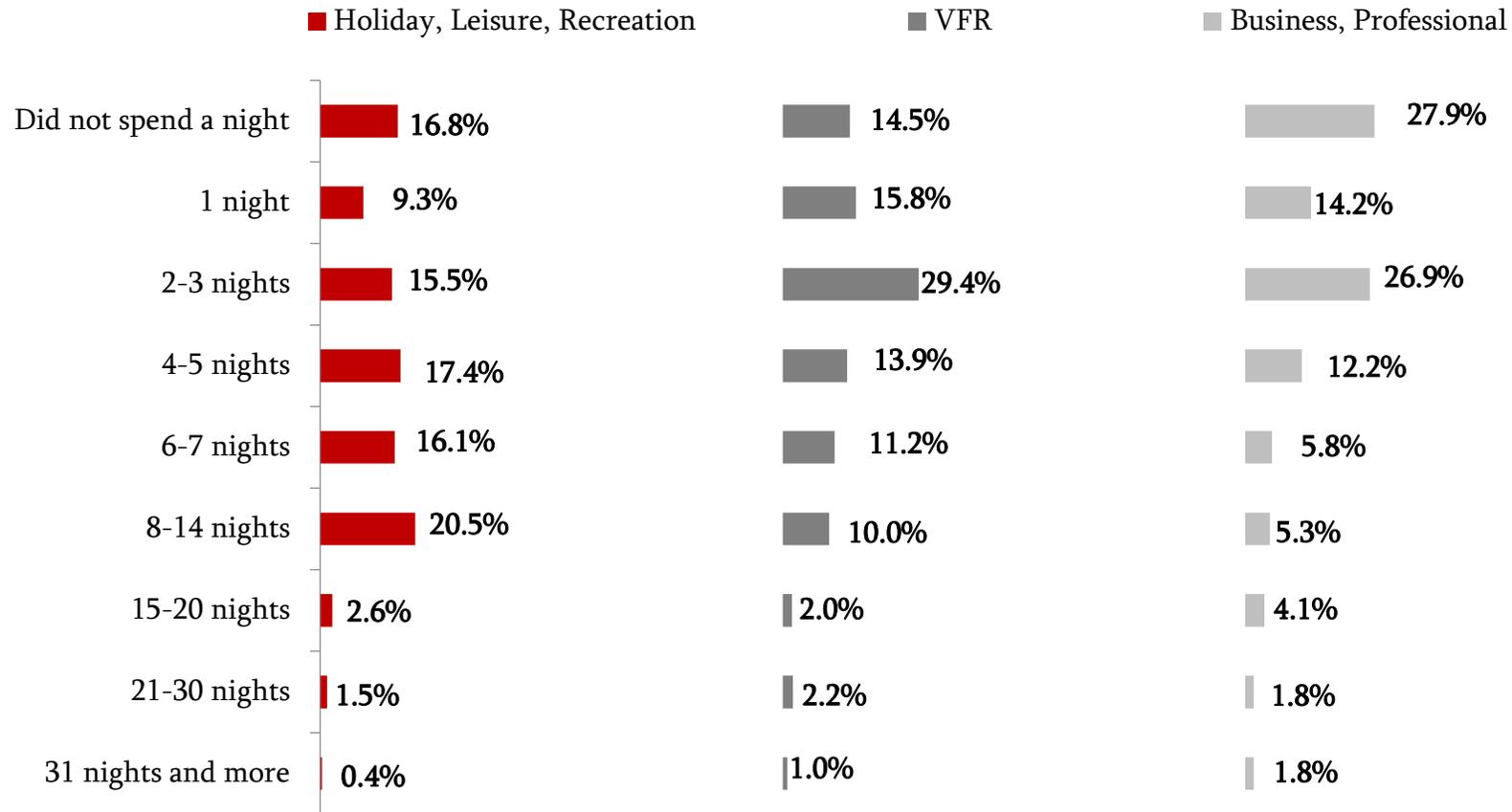
Length of Stay/Total

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



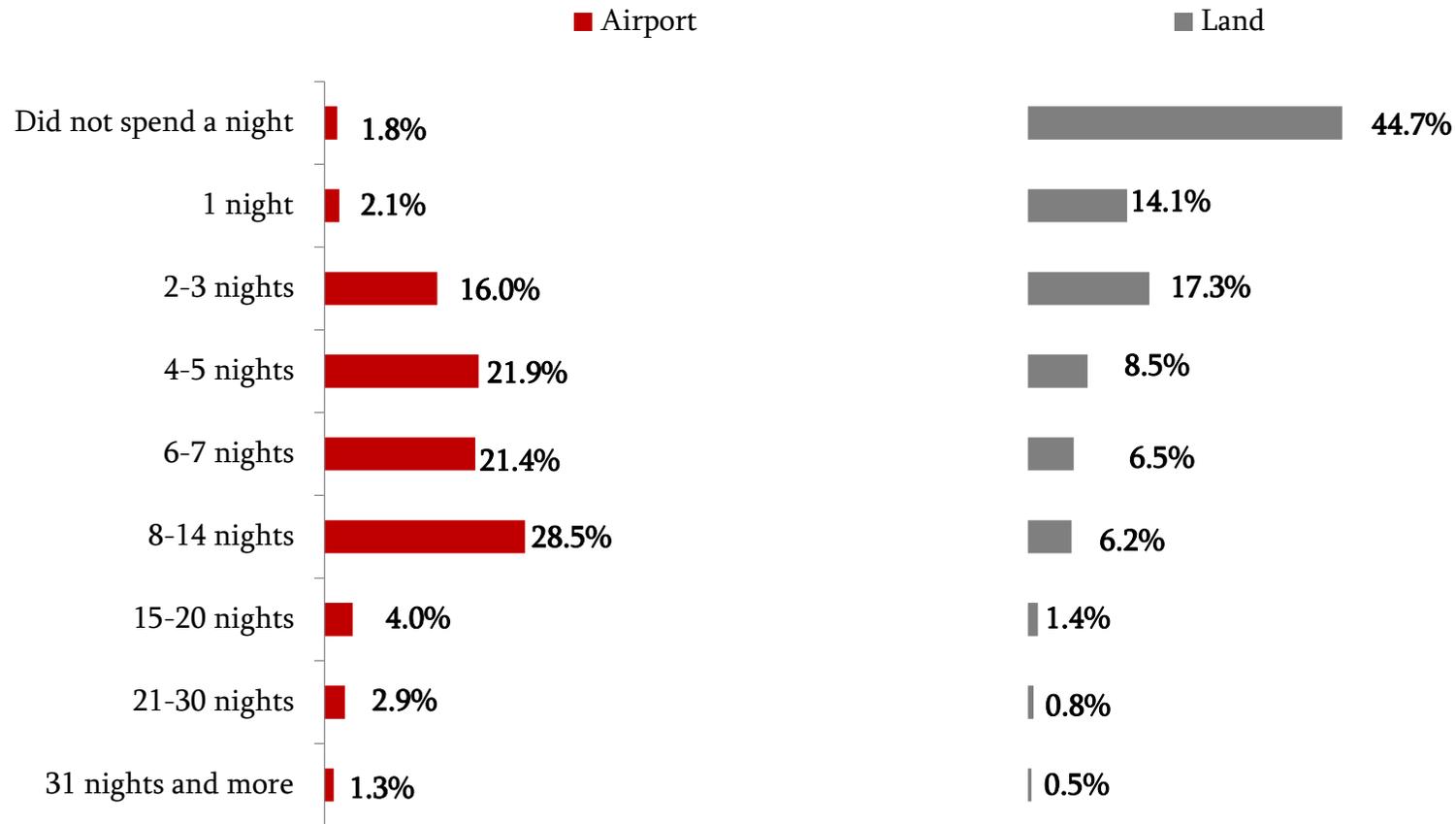
Length of Stay/Main Purpose

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?



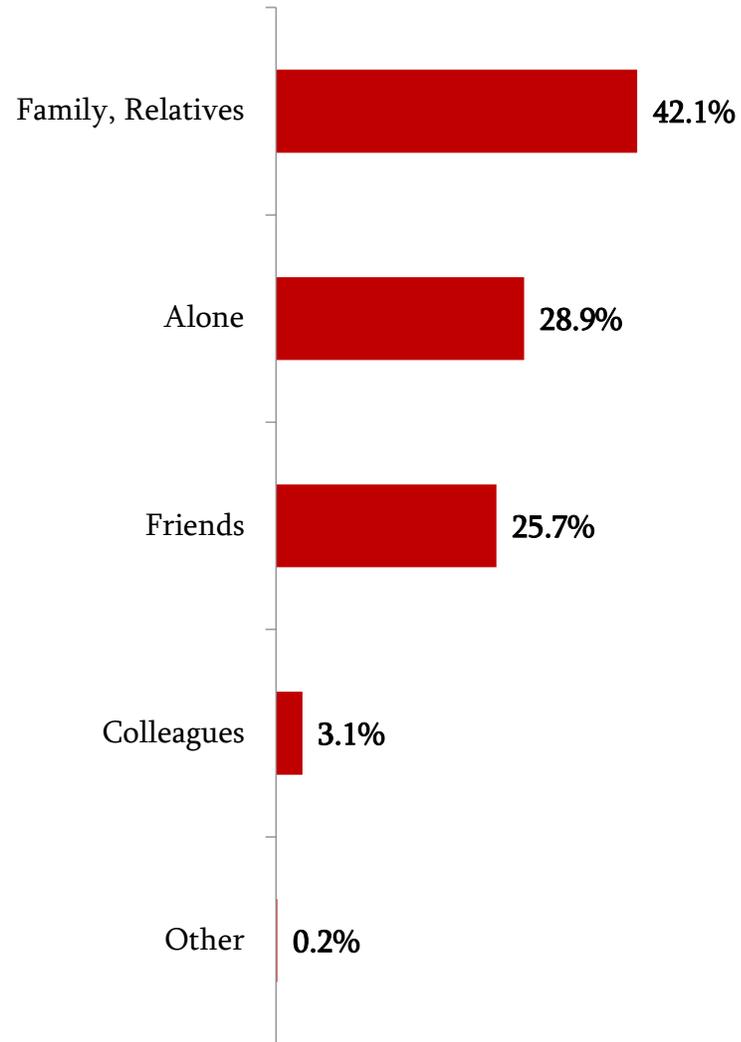
Length of Stay/Residency

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	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%	18.8%	11.8%	12.8%	15.7%	18.4%	24.8%
4-5 nights	12.4%	5.5%	16.2%	8.0%	18.6%	25.0%	23.7%
6-7 nights	5.0%	2.7%	14.4%	5.1%	20.6%	17.4%	17.5%
8-14 nights	4.7%	2.6%	21.7%	4.1%	25.4%	25.7%	17.3%
15-20 nights	0.7%	0.5%	3.5%	0.7%	4.7%	3.7%	3.2%
21-30 nights	0.5%	0.4%	2.9%	0.3%	3.8%	4.9%	1.9%
31 nights and more	0.6%	0.1%	0.9%	0.1%	1.3%	1.5%	2.4%
Average Length of Stay	1.8 nights	1.7 nights	5.9 nights	1.5 nights	7.9 nights	7.8 nights	8.5 nights

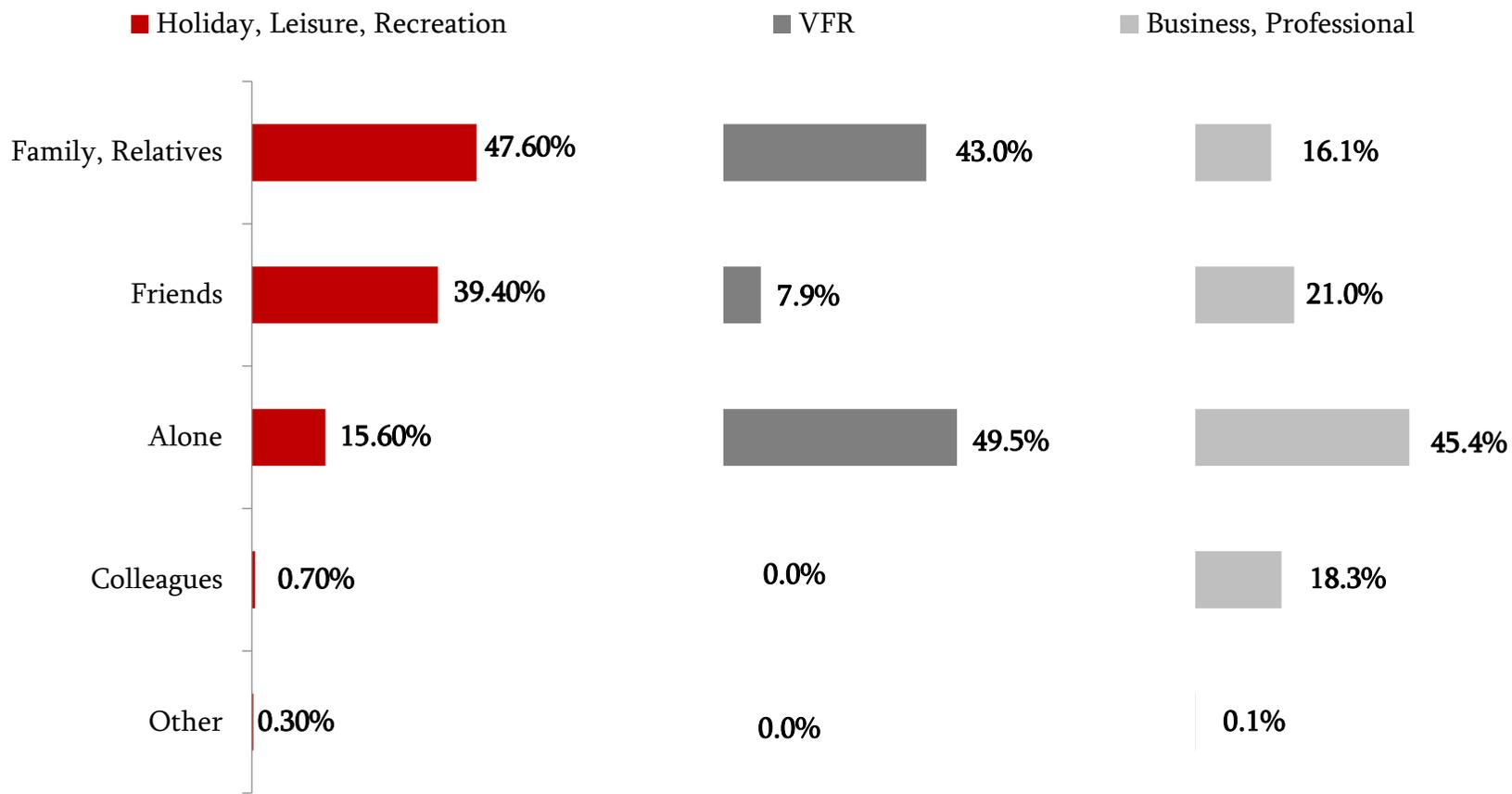
Accompanying Persons/Total

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



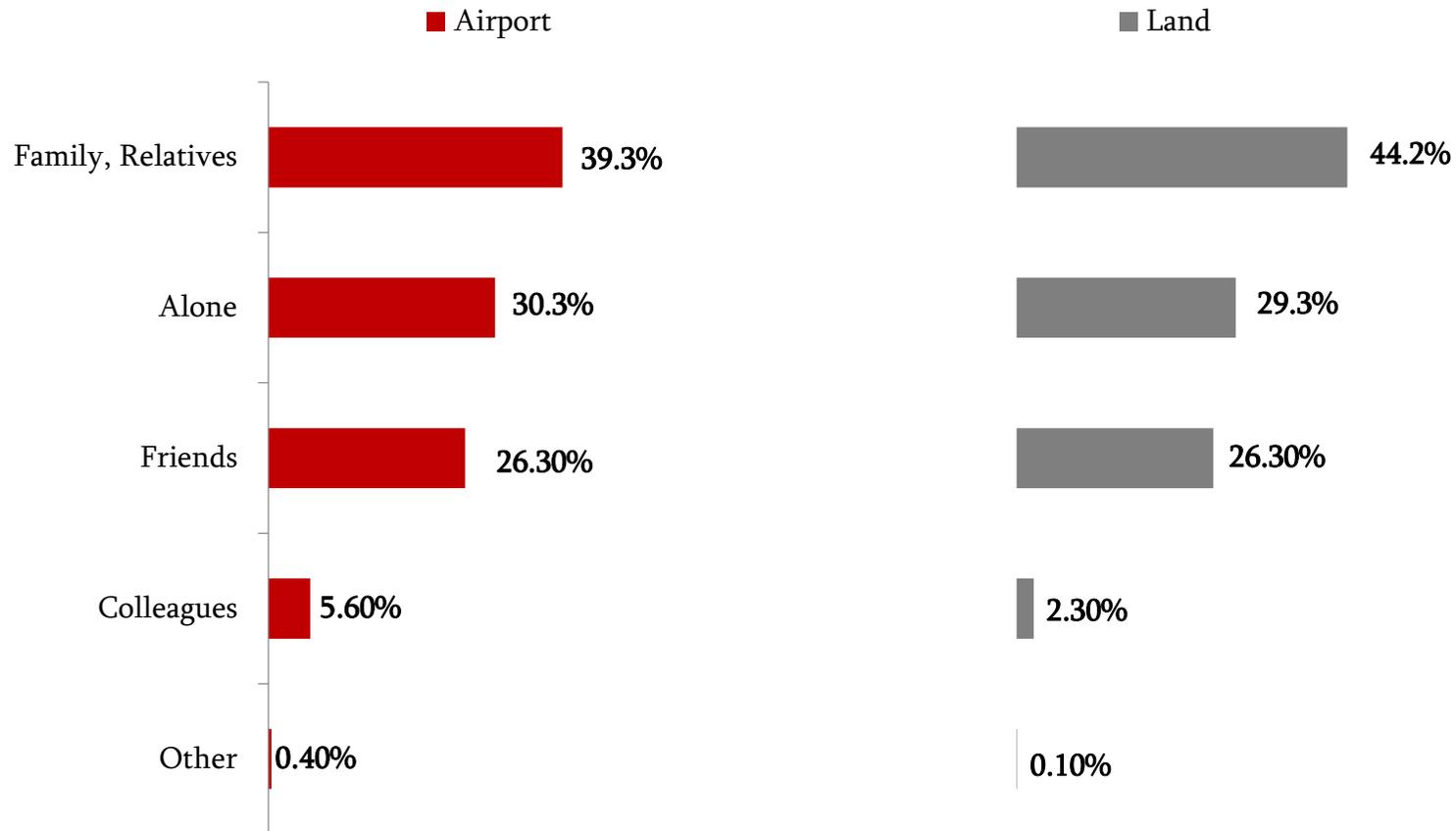
Accompanying Persons /Main Purpose

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	44.1%	37.4%	21.9%	15.2%	25.9%	31.6%	24.5%
Alone	37.5%	23.4%	54.0%	57.1%	42.0%	38.1%	44.9%
Friends	17.6%	37.6%	25.5%	23.7%	30.8%	29.7%	27.6%
Colleagues	1.4%	2.4%	1.4%	5.5%	5.0%	4.9%	5.9%
Other	0.1%	0.2%	0.0%	0.0%	0.2%	0.9%	0.2%

Expenditure Structure

Total Expenditure



8 511 534 927 GEL

Average Expenditure per Visit



1102 GEL

Expenditure Components	Total Expenditure GEL		Share in Total Expenditure	
Served Food and Drinks	2,343,421,279		27.5%	
Accommodation	2,021,228,953		23.7%	
Shopping	1,800,271,650		21.2%	
Cultural and Entertainment Services	1,528,705,888		18.0%	
Domestic Ground Transportation	644,544,830		7.6%	
Other Expenditure	173,362,328		2.0%	

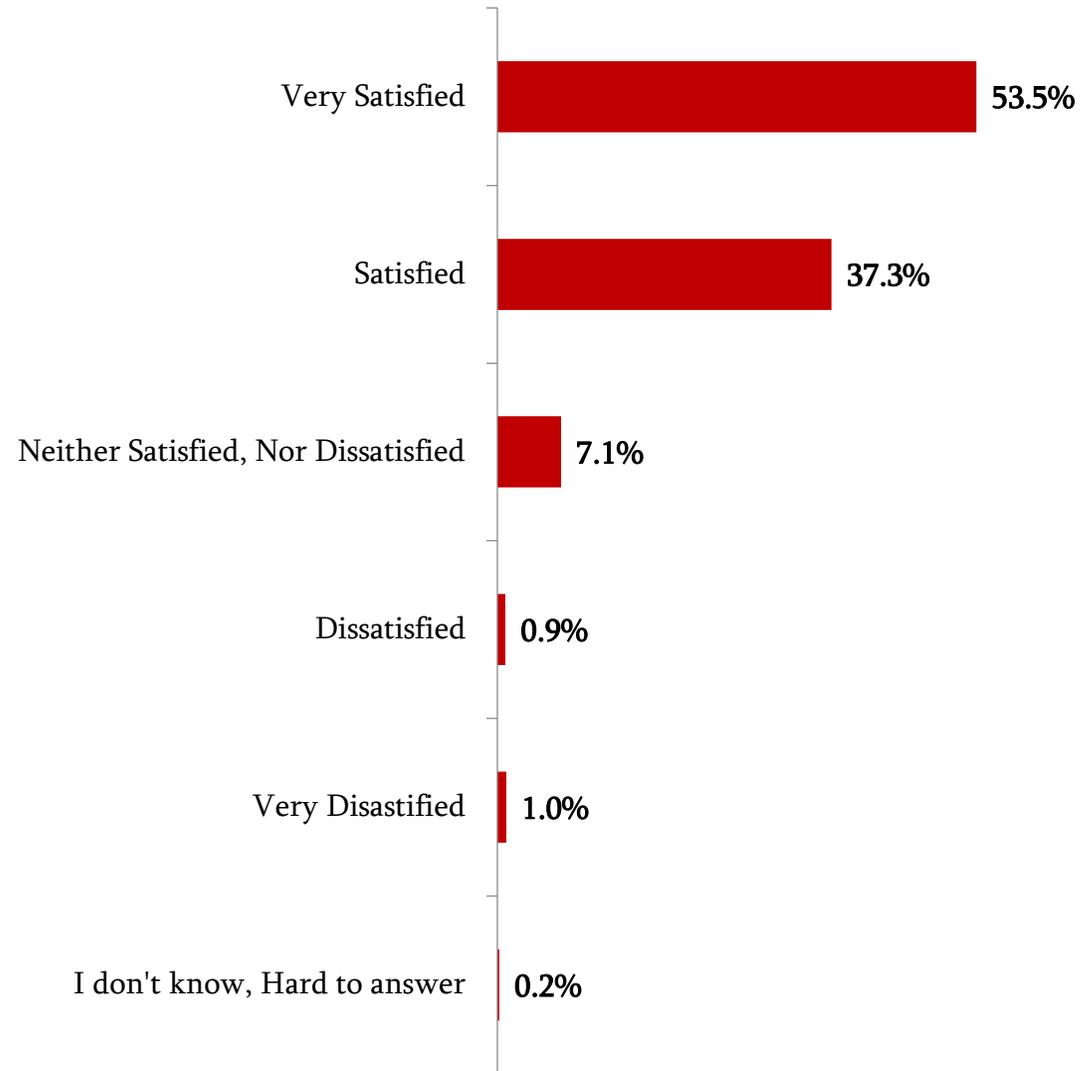
	Azerbaijan	Turkey	Russia	Armenia	Cent. and East. Europe	Other Europe	Other Countries
Total Expenditure	689,479,762 GEL	1,134,024,923 GEL	2,119,882,130 GEL	750,633,120 GEL	1,090,911,160 GEL	1,223,985,637 GEL	1,502,618,195 GEL
Average Expenditure per Visit	395 GEL	928 GEL	1282 GEL	589 GEL	1792 GEL	1938 GEL	2538 GEL

Expenditure Structure/High Spenders

N	Country of Residence	Average Expenditure per Visit	Total Expenditure	Sample
1	Russia	1,282	2,119,882,130	2,263
2	Turkey	928	1,134,024,923	3,121
3	Armenia	589	750,633,120	1,333
4	Azerbaijan	395	689,479,762	1,529
5	Ukraine	1,788	408,004,873	362
6	Israel	2,035	386,219,347	311
7	Germany	1,856	265,585,328	231
8	Saudi Arabia	3,632	234,530,691	117
9	USA	3,813	227,479,434	90
10	United Arab Emirates	2,453	207,284,589	179
11	Kazakhstan	1,818	199,533,666	140
12	Iran	2,092	160,669,028	137
13	Poland	1,781	137,996,096	144
14	China	1,908	104,155,953	70
15	Belarus	1,406	98,280,037	110
16	United Kingdom	2,438	94,746,557	79
17	France	2,101	68,380,957	63
18	Italy	1,481	57,485,148	61
19	Greece	1,026	56,589,599	52
20	Czech Republic	2,142	52,100,491	54

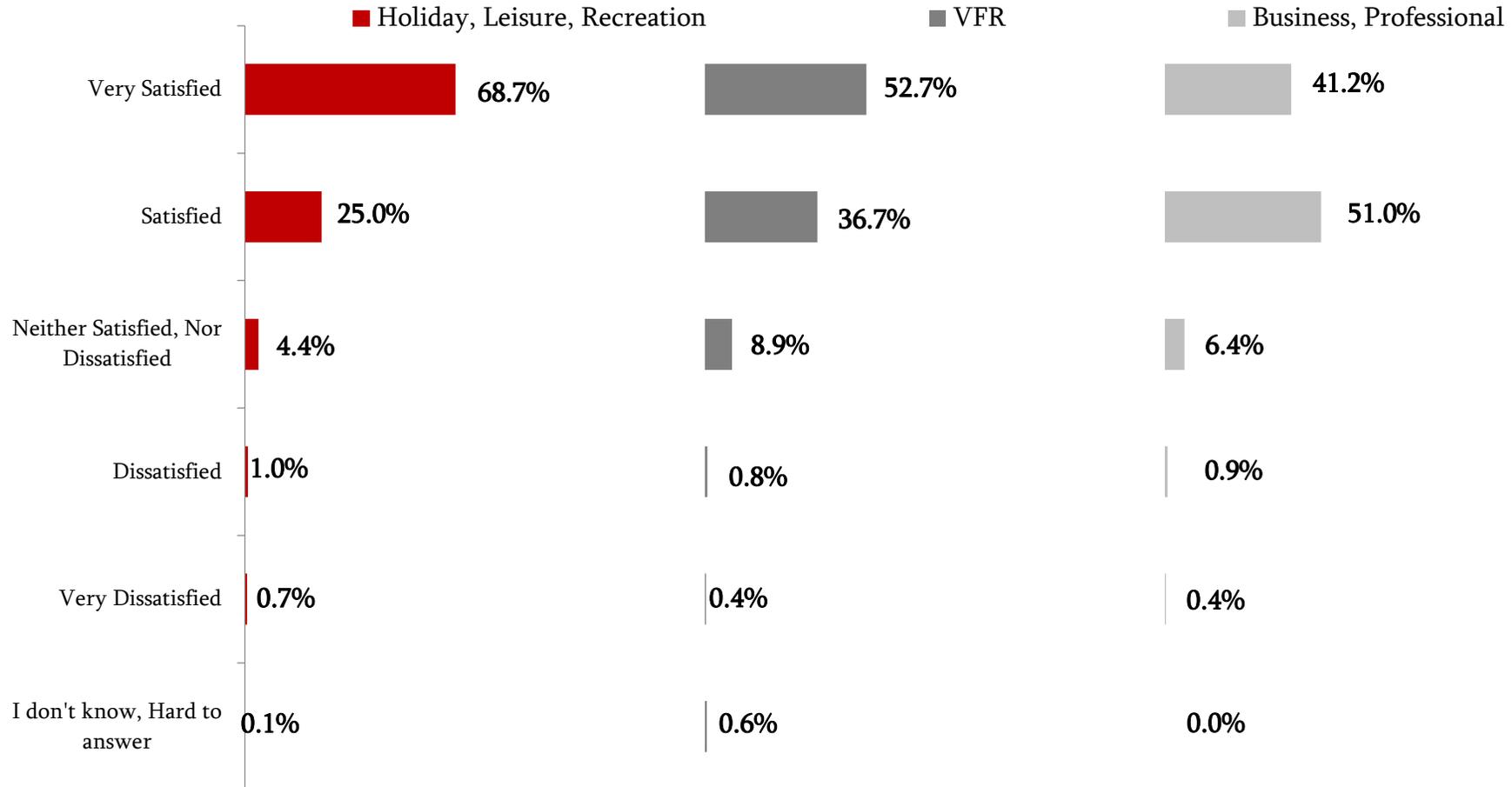
Overall Satisfaction/Total

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



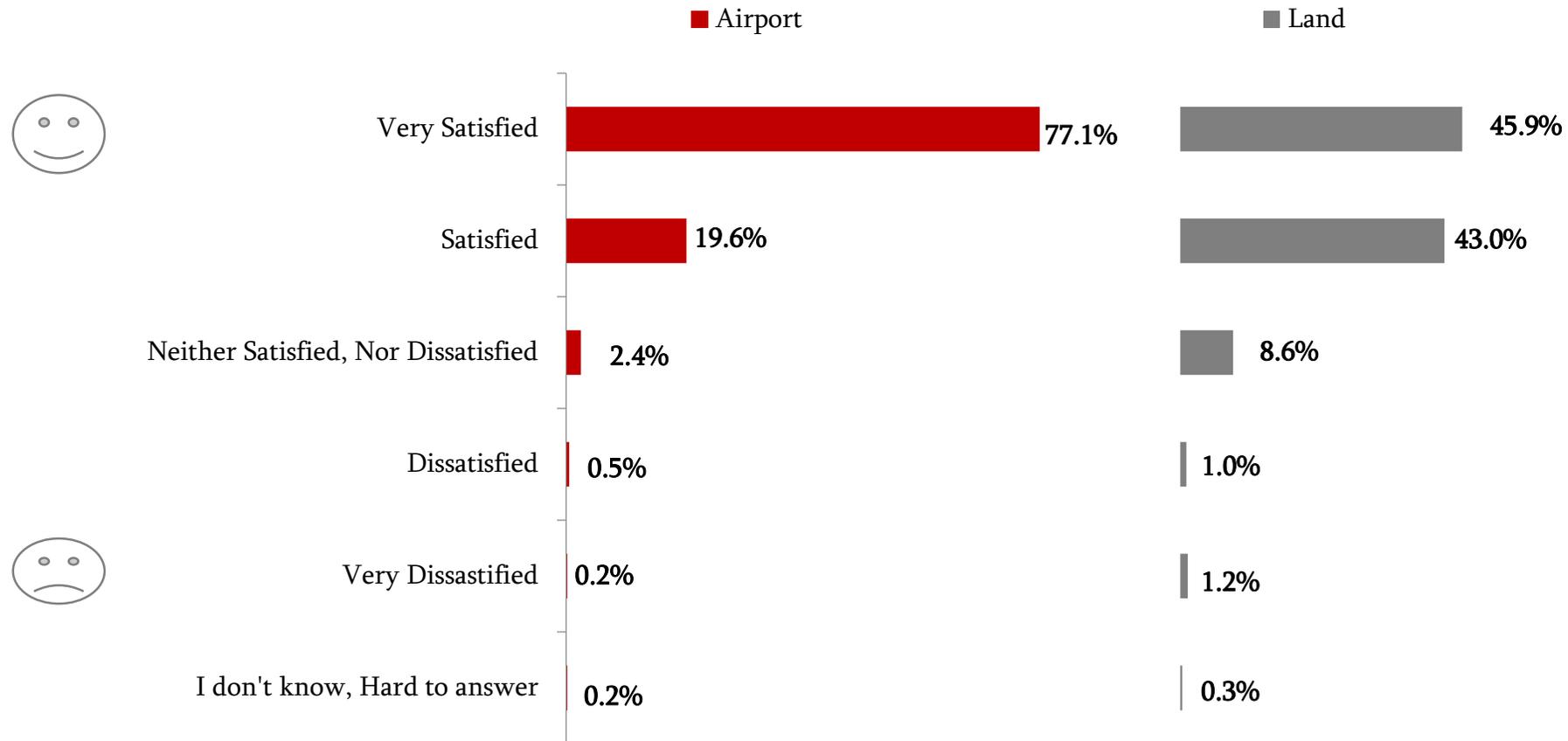
Overall Satisfaction/Main Purpose

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?



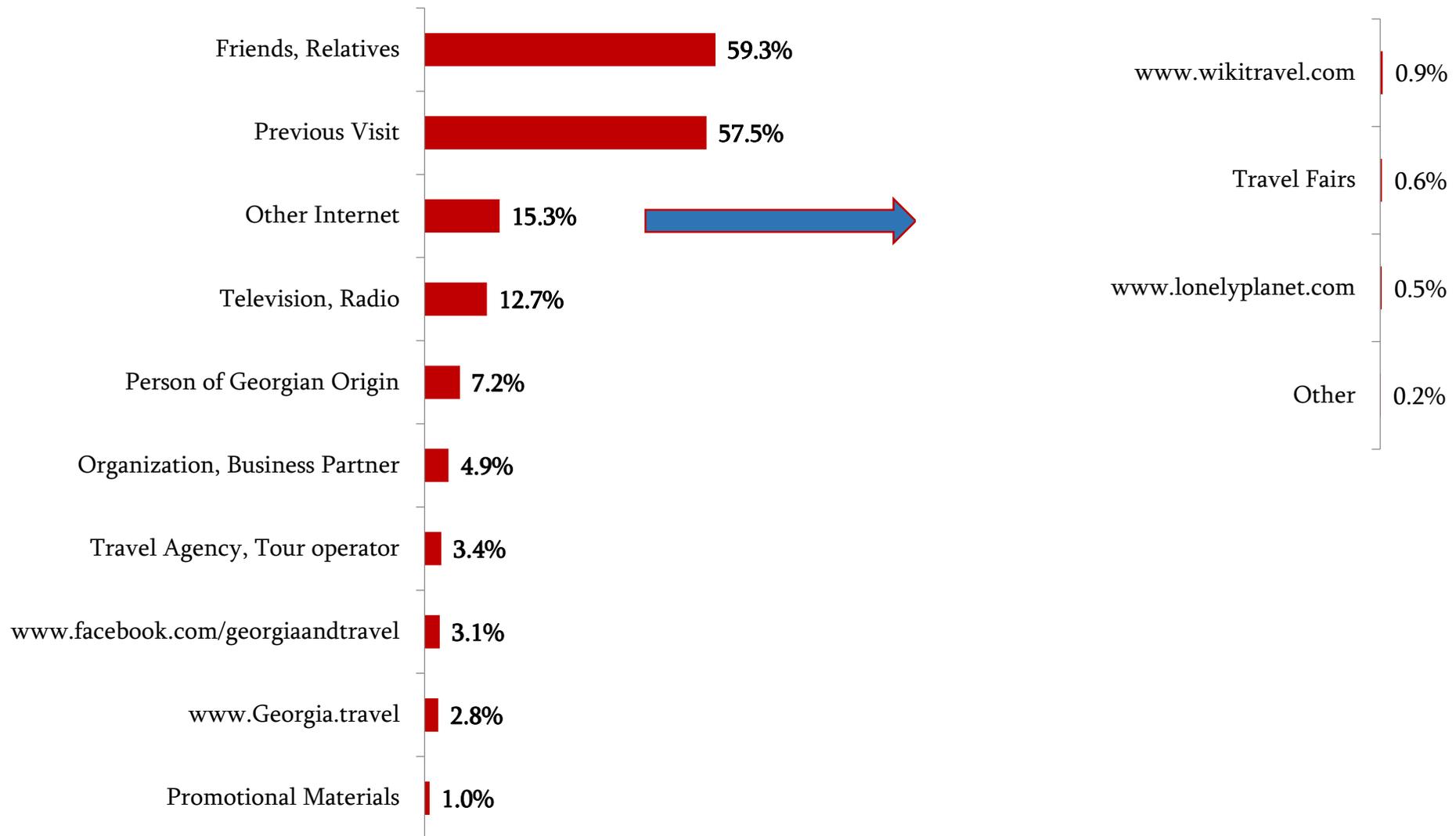
Overall Satisfaction/Residency

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	51.2%	45.8%	54.8%	34%	70%	79.3%	70.8%
Satisfied	37.0%	38.8%	37.7%	56.1%	26.7%	18.20%	24.1%
Neither Satisfied, Nor Dissatisfied	8.3%	11.1%	6.6%	9.1%	1.8%	2%	3.4%
Very Dissatisfied	0.5%	2.3%	0.5%	0.2%	1.4%	0.3%	1.2%
Dissatisfied	2.2%	1.9%	0.2%	0.7%	0.1%	0.1%	0.4%
I don't know, Hard to answer	0.8%	0.1%	0.1%	0%	0.1%	0.1%	0.2%
Average Score (max 5)	4.3	4.2	4.5	4.2	4.6	4.8	4.6

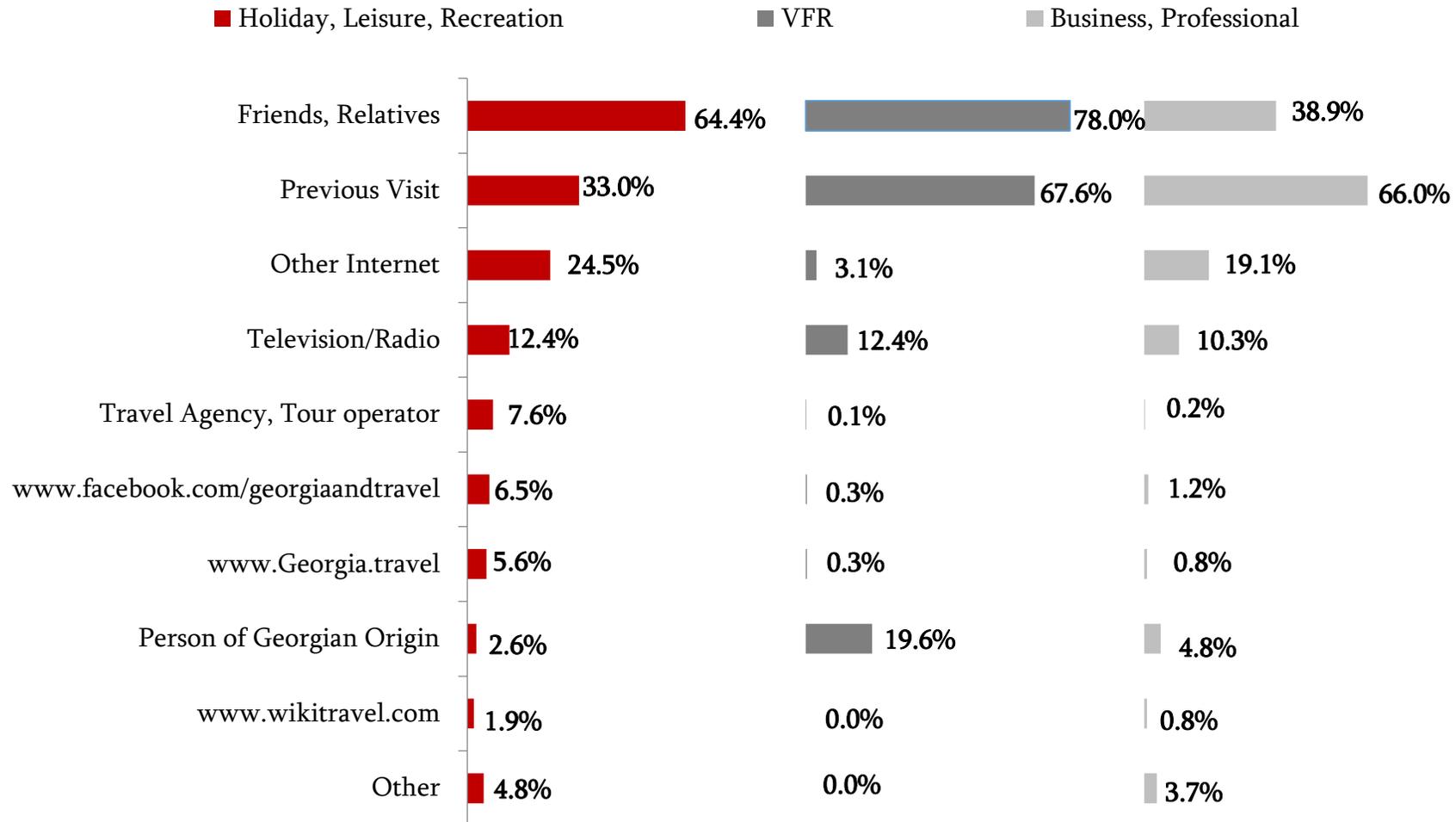
Information Sources/Total

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



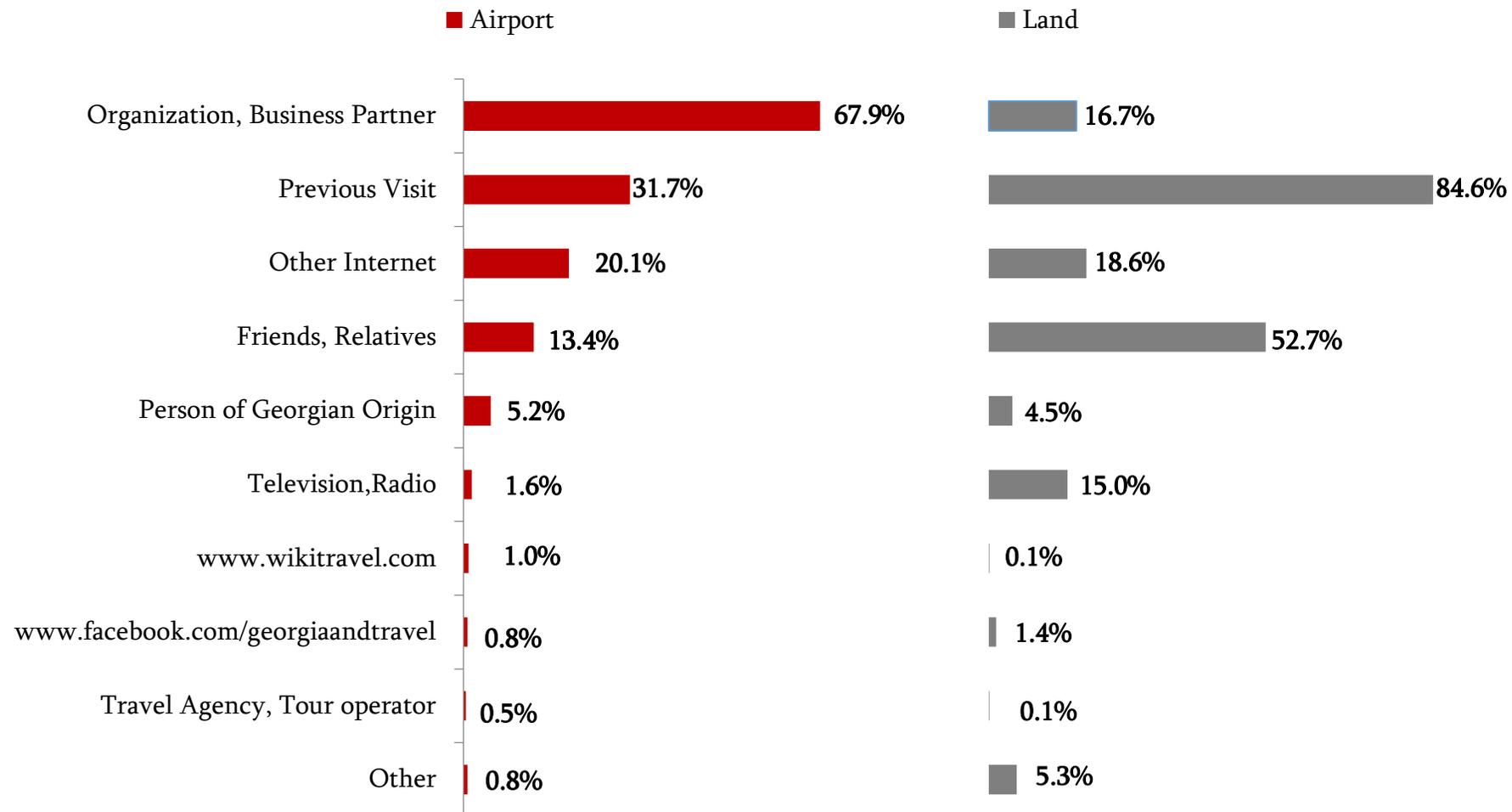
Information Sources/Main Purpose

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

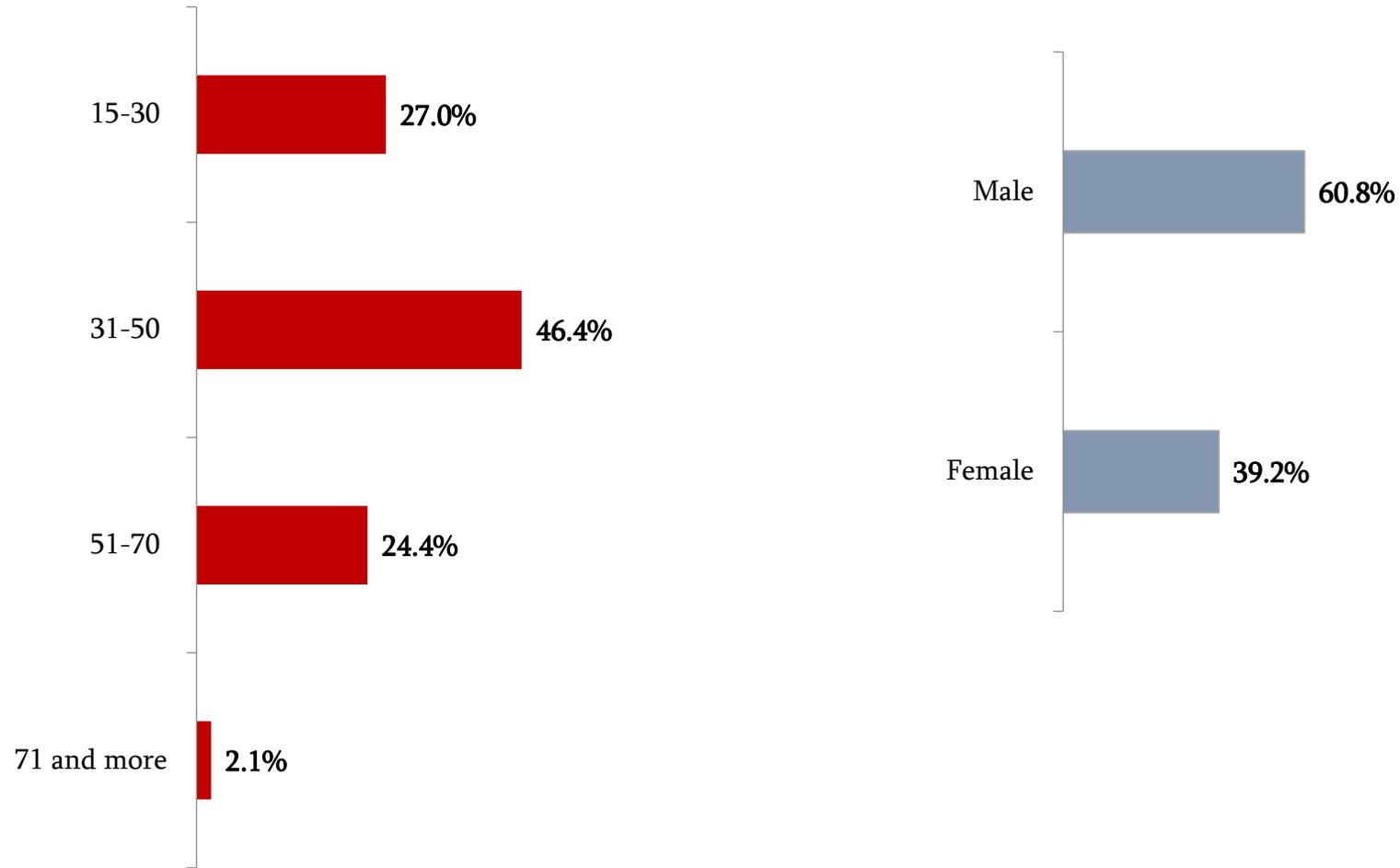


Information Sources/Border

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



Gender and Age



Methodology

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

