



## Introduction

This report presents the basic trends in domestic travel by Georgian residents for the period of 2020. Figures include the results of a household survey conducted by the National Statistic 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

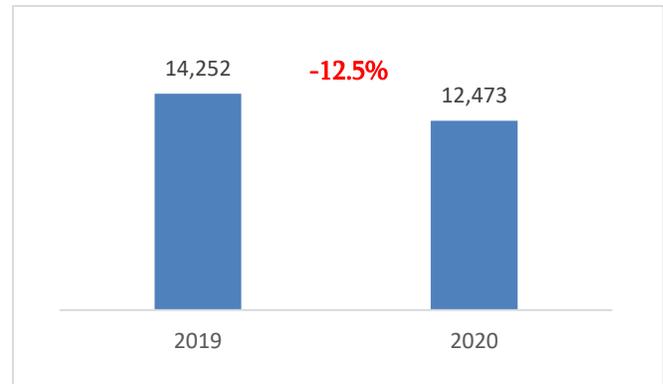
Domestic tourism generates significant economic activity and employment in the world, including in Georgia.

Domestic travel spending generated 71.2% of direct Travel & Tourism GDP in 2018, compared with 28.8% 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 12.5 million domestic trips in 2020, representing -12.5% decrease over last year (Figure 1).

Figure 1: Domestic visits 2019-2020 (in thousands)



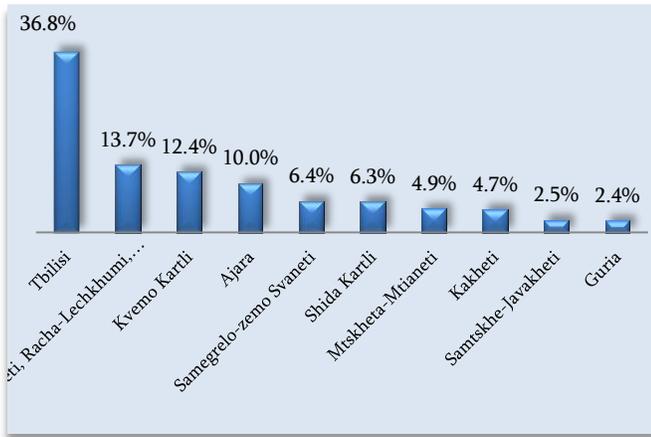
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi travelled the most, undertaking 36.8% of domestic visits (Figure 1).

## 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 (2018): "The Economic Impact of Travel & Tourism 2018".

Figure 2: Domestic visits by region



There are differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 43.4% of visits from Tbilisi were made to visit friends and relatives, 36.3% carried out for visit to second home, while 13% was for holiday, leisure or recreation purposes (Figure 4).

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

The majority of domestic visits were carried out for VFR (45.9%), followed by 15.8% of trips for second home, 14.4% were carried out for shopping, while 8.6% for health and medical care (Figure 3).

Figure 3: Purpose of visit

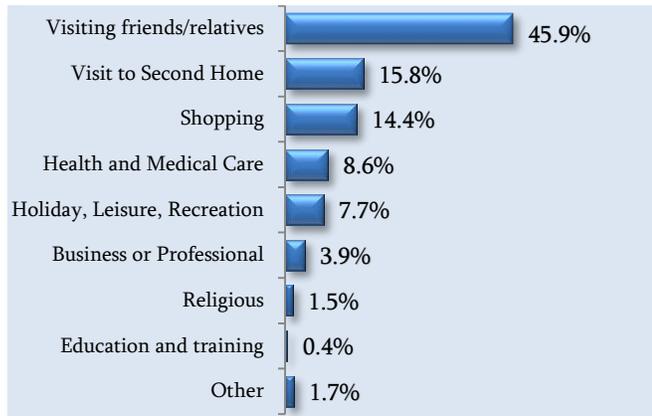
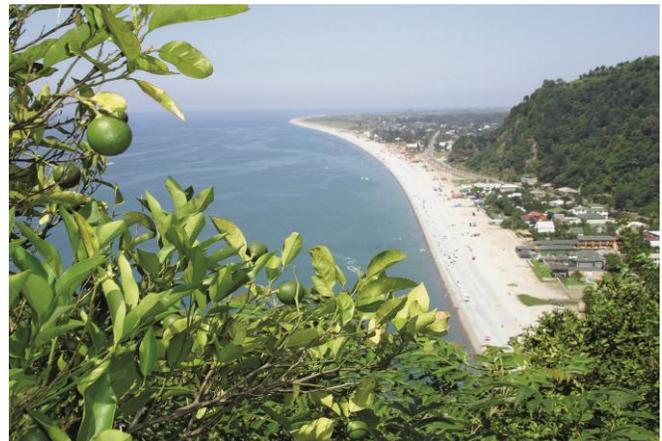
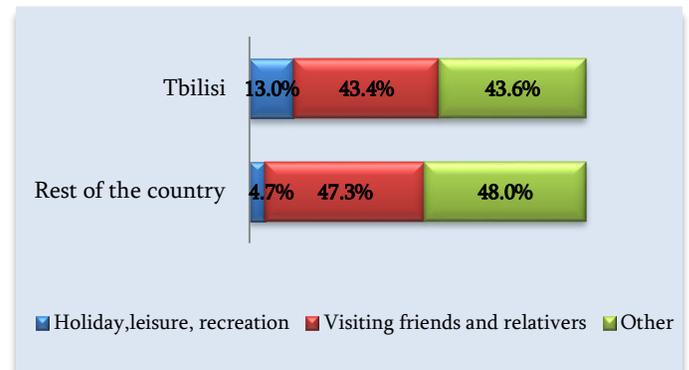


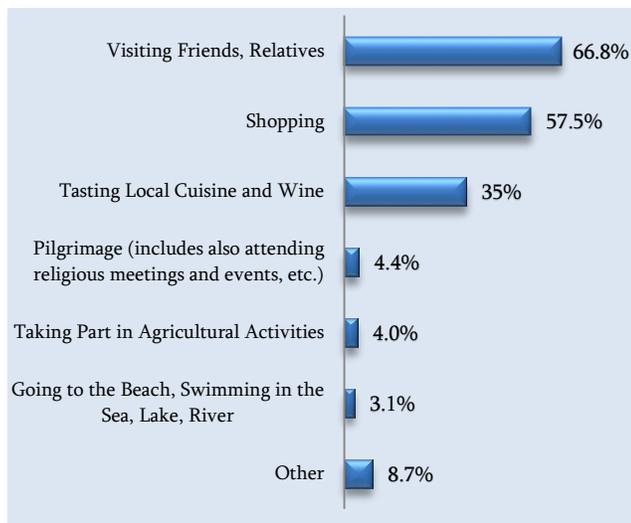
Figure 4: Purpose of visit by place of residence



### 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 (66.8%), shopping (57.5%) and tasting Georgian cuisine (35%) (Figure 5).

**Figure 5: Popular Activities**

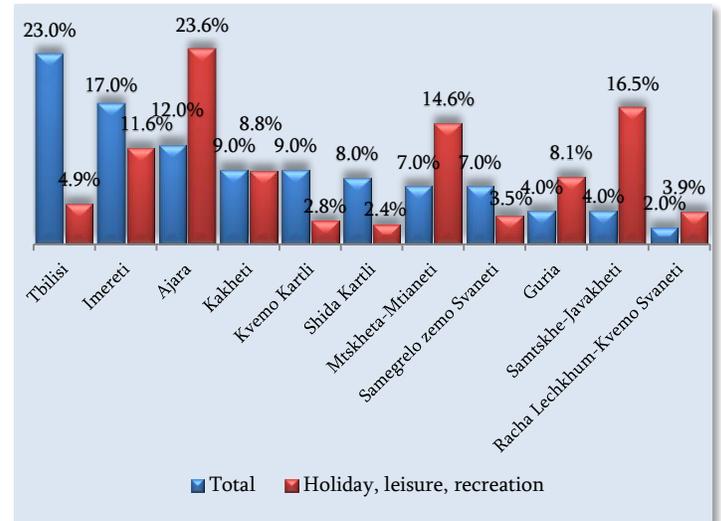


### What regions do domestic travelers visit?

In the year of 2020, 22.8% of domestic trips were taken to Tbilisi, followed by 17.3% of trips to Imereti and 11.9% Ajara.

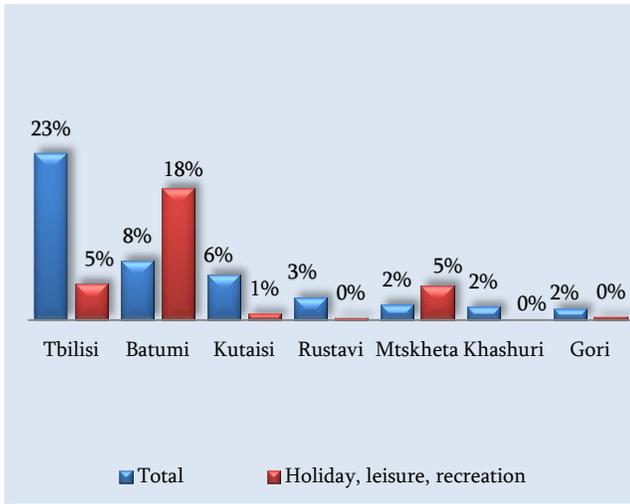
The most popular regions to visit for holiday, leisure and recreation purposes were the following: Ajara (23.6%), Samtskhe-Javakheti (16.5%) and Mtskheta-Mtianeti (14.6%) (Figure 6).

**Figure 6: Most visited Regions**



Most domestic trips were made to Tbilisi (22.7%), followed by Batumi 8.1% and Kutaisi 6.2% (Figure 7).

**Figure 7: Most visited destinations**



**Table 1: Duration of Stay**

Place of residence	Average length of the trip
Tbilisi	1.5
Ajara	2.1
Guria	3.8
Imereti	2.1
Kakheti	2.8
Mtskheta - Mtianeti	1.5
Racha - Lechkhumi, Lower Svaneti	6.8
Samegrelo - Upper Svaneti	2.8
Samtskhe - Javakheti	3.7
Lower Kartli	1.7

Average length of trips to visit second home was 4.6 nights, while average length for holiday trips was 3.5 nigh

### How long do they travel?

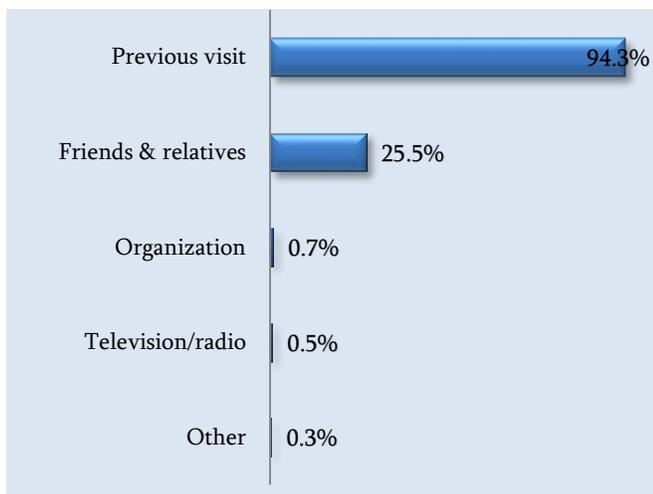
In 2020, the total number of overnight stays was 27.3 mln, while the average trip length was 2.2 nights (Table 1).



### 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. 94.3% of visitors obtained information from their previous visit, while 25.5% - from their friends or relatives (Figure 8).

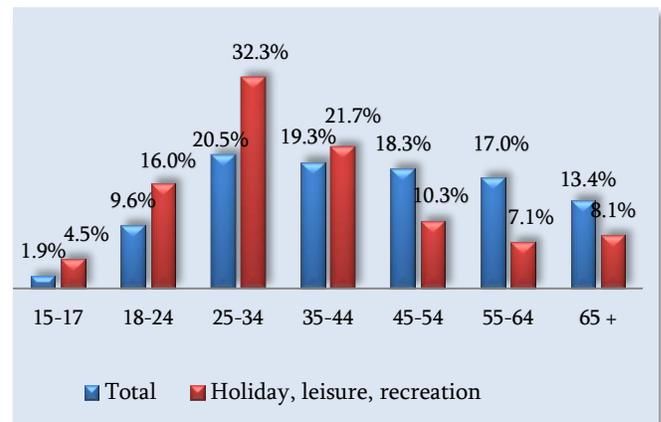
**Figure 8: Information sources**



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

The majority of Georgians taking a domestic trip were female (53.2%), while 46.8% were male. 20.5% of Georgians taking a domestic trip were 25-34 years old. This was followed by 19.3% ages 35 to 44 and 18.3% ages 45-54 (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 (46.5% of total overnight stays). "Own house" took second place with 41.6% of total overnight stays, hotel took third place 3.2%, followed by hostel with 3%. For holiday visits specifically, 34.8% of total overnight stays included stays at own house, while 21.8% at friend's or relative's homes and 15% used hotel as a form of accommodation (Figure 10).



Figure 10: Accommodation (overnight stays)

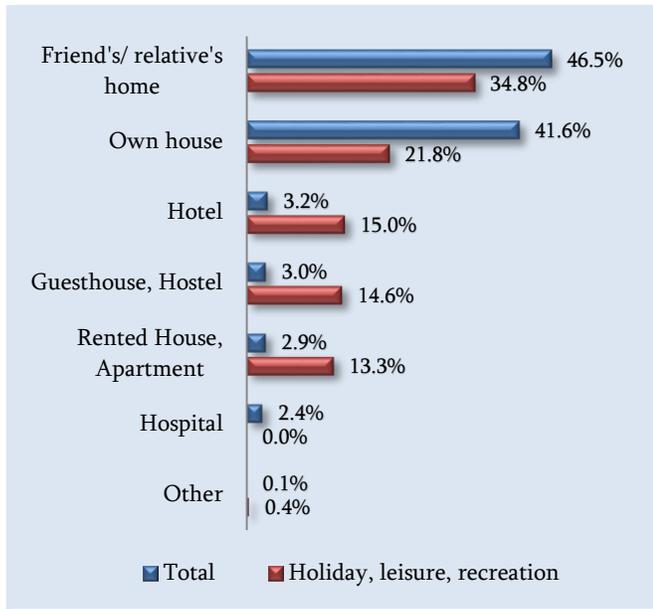


Table 2: Expenditures

Expenditure components	Total Expenditure GEL (x1000)	Share of Total Expenditure
Shopping	646,388	36.6%
Food and Drinks	427,107	24.2%
Transportation	329,425	18.7%
Accommodation	83,773	4.7%
Cultural and Entertainment Service	15,500	0.9%
Other	263,576	14.9%

### How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of 2019 was more than 1.8 billion GEL and the average expenditure per visit was around GEL 141.6.

Most expenditures were spend on shopping (more than 646 million GEL, 36.6% of total expenses), followed by food and drinks (more than 427 million GEL, 24.2%), Transportation (18.7%) and Accommodation (over 84 million GEL, 4.7%) (Table 2).

### How satisfied are domestic visitors?

55.4% of domestic visitors were satisfied with their trips, 30.7%-highly satisfied, while 0.3% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.4.



### Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (37.5%), followed by self-employed persons (16.7%) and unemployed (12.5%) (Figure 11).

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

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