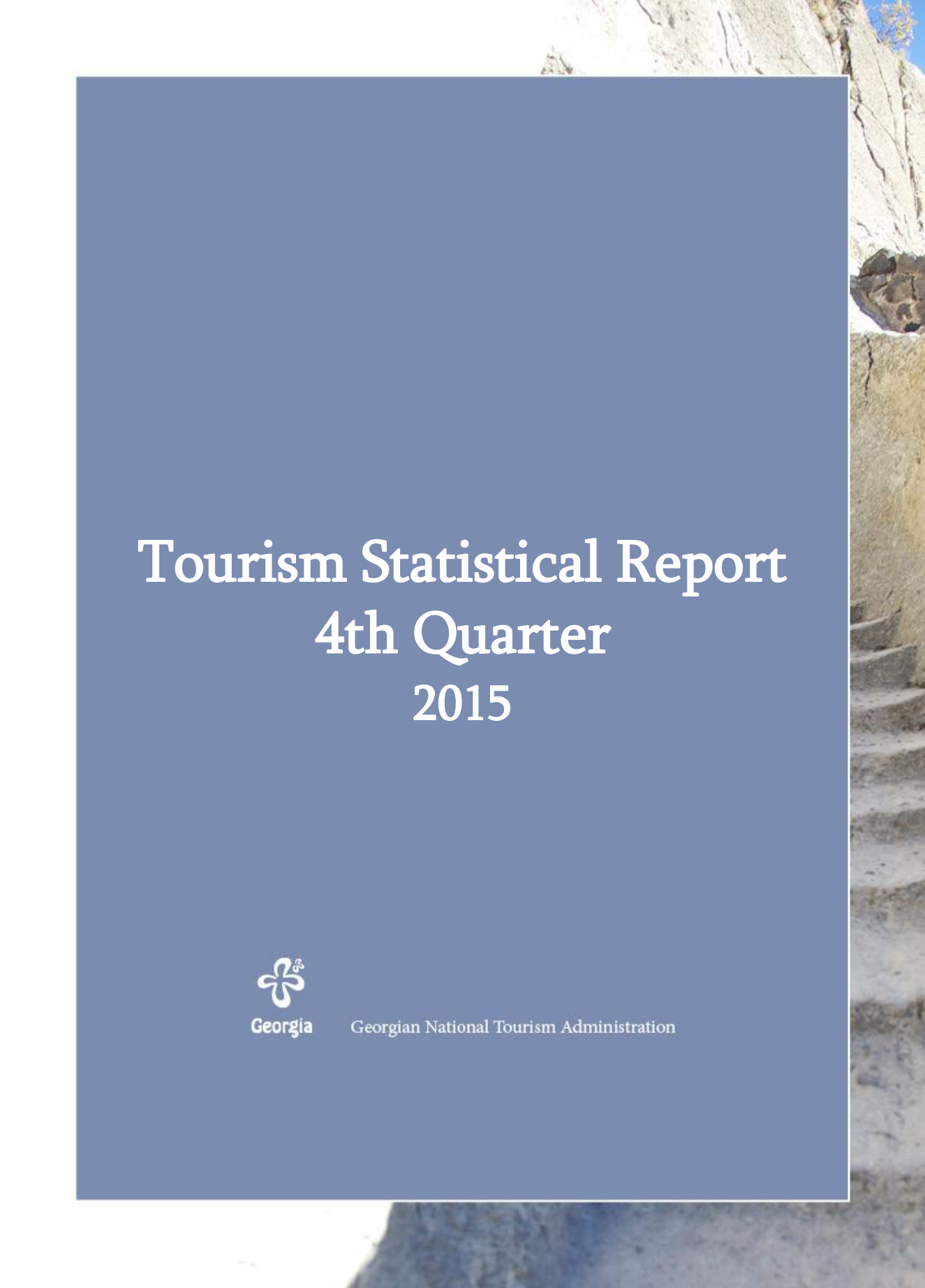


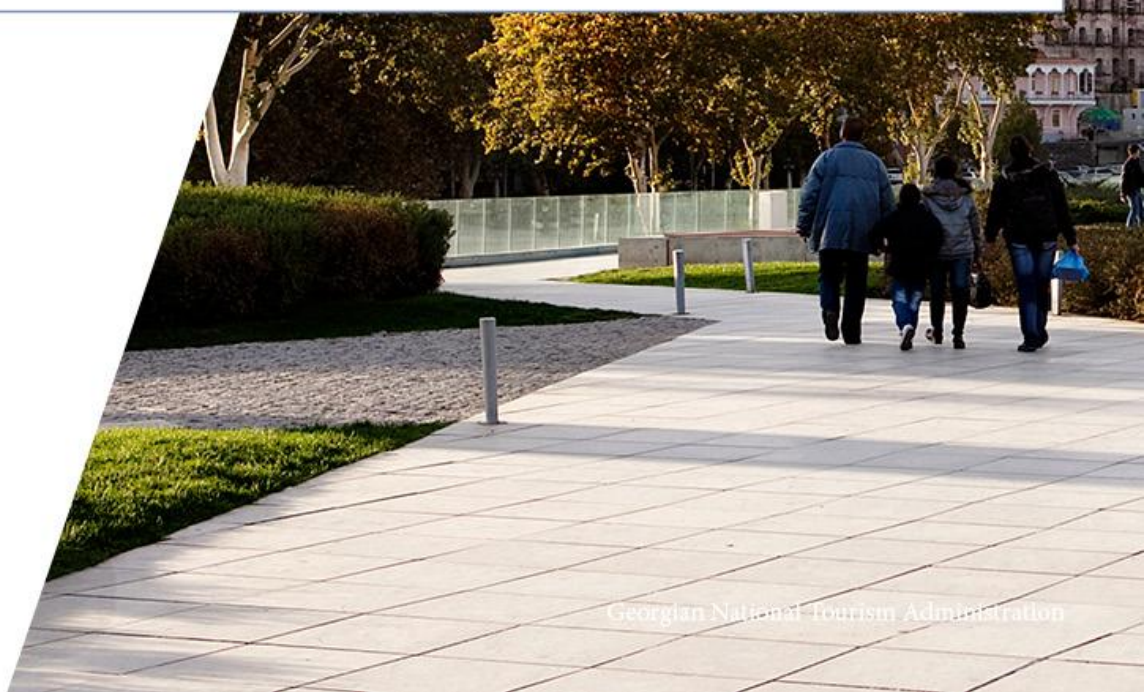
Tourism Statistical Report
4th Quarter
2015

Georgia

Georgian National Tourism Administration

SUMMARY (Fourth quarter of 2015)

- The number of international arrivals in Georgia increased by +7.6% in fourth quarter, compared to the same period of last year, while +7% growth was registered during 2015.
- The majority of foreign travelers (89%) were from neighboring countries
- The highest share of international travelers (87%) visited Georgia by land
- Around, 1,475 accommodation units with total capacity 51,381 beds are registered in the database of GNTA.



INTERNATIONAL ARRIVALS (Fourth quarter of 2015)

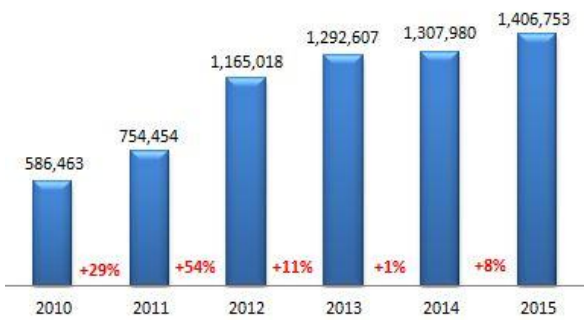
• A record 1,406,753 international travelers arrived to Georgia, representing +7.6% increase over the same period of last year. Furthermore, data of 2015 showed 5,901,094 international arrivals in Georgia, with +7% growth rate.

• The highest number of arrivals 852,446 was registered in August

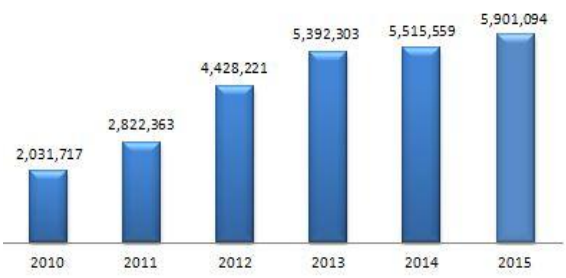
• According to the border crossing statistics in Georgia, out of the total number of visits, 38.7% lasted longer than 24 hours, 37.6% were same day visitors and 23.7% were for the purpose of transit.

Month	2014	2015	Change %
January	320,005	309,753	-3.2%
February	295,434	293,152	-0.8%
March	394,884	386,257	-2.2%
April	393,209	394,752	+0.4%
May	396,264	454,602	+14.7%
June	454,347	496,794	+9.3%
July	673,552	737,898	+9.6%
August	774,982	852,446	+10.0%
September	504,902	568,687	+12.6%
October	470,160	504,468	+7.3%
November	402,374	436,300	+8.4%
December	435,446	465,985	+7.0%
Total	5,515,559	5,901,094	+7%

International Arrivals IV quarter (2010-2015)



International arrivals by years



Types of Visit	2014 IV quarter	2015 IV quarter	change %	share
24 hours and more	2,229,094	2,281,971	+2.4%	38.7%
Transit	1,114,036	1,400,835	+25.7%	23.7%
Same-day visit	2,172,429	2,218,288	+2.1%	37.6%
Total	5,515,559	5,901,094	+7.0%	100.0%

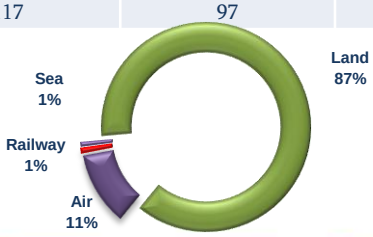
[1]**International visitors' survey conducted by Georgian National Tourism Administration showed share of tourists in total number of international visitors 61%. According to UNWTO "**Tourist is a visitor taking an overnight trip to a main destination outside his/her usual environment, for less than a year, for any purpose (business, leisure or personal) other than to be employed by a resident entity in the country or place visited".

INTERNATIONAL ARRIVALS BY BORDERS (Fourth quarter of 2015)

- The largest share of visitors, 87% (1,228,686) arrived in Georgia by land transport, followed by air transport, 156,480.
- In addition, in 2015 5,034,368 travelers arrived in Georgia by land, followed by air transport travelers – 764,588.
- The busiest border was Sarpi (Turkish border), which saw 314,586 crossings. The same border registered 1,406,998 international arrivals during the 2015.

Border name	Border with	2014: IV q	2015: IV q	Change %
Sarpi	Turkey	315,272	314,586	-0.2%
Sadakhlo	Armenia	268,485	274,897	+2.4%
Tsiteli Khidi	Azerbaijan	230,830	247,728	+7.3%
Kazbegi	Russia	193,719	234,906	+21.3%
Airport Tbilisi		104,975	134,483	+28.1%
Tsodna	Azerbaijan	56,438	55,293	-2.0%
Ninotsminda	Armenia	53,788	50,258	-6.6%
Vale	Turkey	17,913	18,194	+1.6%
Vakhtangisi	Armenia	13,234	17,474	+32.0%
Airport Batumi		7,573	12,784	+68.8%
Airport Kutaisi		12,519	9,213	-26.4%
Guguti	Armenia	9,014	8,777	-2.6%
Railway Gardabani	Azerbaijan	8,865	7,093	-20.0%
Port Batumi		6,794	6,972	+2.6%
Kartsakhi	Turkey	0	6,353	
Port Poti		4,877	3,758	-22.9%
Railway Sadakhlo	Armenia	3,385	2,942	-13.1%
Port Kulevi		65	822	+1164.6%
Akhkerpi	Armenia	117	123	5.1%
Samtatskaro	Azerbaijan	117	97	-17.1%

Georgia International Arrivals by Borders 2015: IV quarter



IMPORTANT TENDENCIES (Fourth quarter of 2015)

• The majority of foreign travelers (89%) were from neighboring countries. Armenia took a dominant position among them with 397,906 (+3/9%) international arrivals.
• A notable increase in arrivals was registered from Azerbaijan (+31,096, +10.1%), Russia (+20,858, +12.2%), India (+4,336, +448.8%), Israel (+4,006, +50.3%) and Philippines (+2,948,+271.2%). It was caused by the intensification of direct flights to Israel and the significant role played by the marketing campaigns administered by the GNTA.
• The introduction of direct flights to Georgia boosted number of arrivals from United Arab Emirates to +2,728 (+385.9%).
• A notable increase in arrivals was registered from Belarus (+1,251, +36.9%). It was caused by the marketing campaigns administered by the GNTA.
• International arrivals from European Union amounted to 42,661 representing 3% share of total arrivals.

2015 year statistical data:

• The largest number of international arrivals 1,468,888 was registered from Armenia
• A significant increase in arrivals was registered from United Arab Emirates +15,014 (+677.5%), caused by the introduction of direct flights and travel-fair administered by the GNTA
• The number of foreign travelers from neighboring countries reached 5,180,010 representing 88% of total arrivals
• International arrivals from European Union countries amounted to 242,172 representing 4% share of total arrivals.

Top 15 Countries IV quarter

Country	2014 IV quarter	2015 IV quarter	change %
Armenia	382,893	397,906	+3.9%
Azerbaijan	308,258	339,354	+10.1%
Turkey	327,375	326,708	-0.2%
Russia	170,573	191,431	+12.2%
Ukraine	29,422	31,284	+6.3%
Israel	7,959	11,965	+50.3%
U S A	5,797	6,678	+15.2%
Germany	6,405	6,586	+2.8%
Kazakhstan	5,539	6,237	+12.6%
Iran	2,957	5,672	+91.8%
India	887	5,223	+488.8%
Belarus	3,386	4,637	+36.9%
Poland	5,522	4,570	-17.2%
Philippines	1,087	4,035	+271.2%
Greece	4,363	4,035	-7.5%

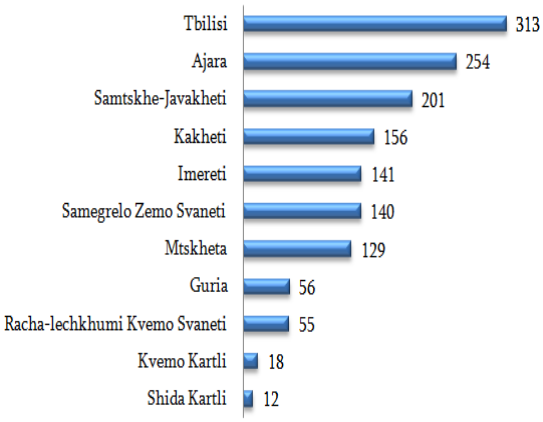
Top 15 Countries I-IV quarter

Country	2014	2015	change %
Armenia	1,325,635	1,468,888	+10.8%
Azerbaijan	1,283,214	1,393,257	+8.6%
Turkey	1,442,695	1,391,721	-3.5%
Russia	811,621	926,144	+14.1%
Ukraine	143,521	141,734	-1.2%
Israel	42,385	59,487	+40.3%
Poland	46,314	41,425	-10.6%
Germany	33,446	36,826	+10.1%
Kazakhstan	28,394	36,777	+29.5%
U S A	28,272	31,147	+10.2%
Belarus	19,148	28,959	+51.2%
Iran	47,929	25,273	-47.3%
United Kingdom	18,586	19,233	+3.5%
Greece	21,464	19,221	-10.5%
United Arab Emirates	2,216	17,230	+677.5%

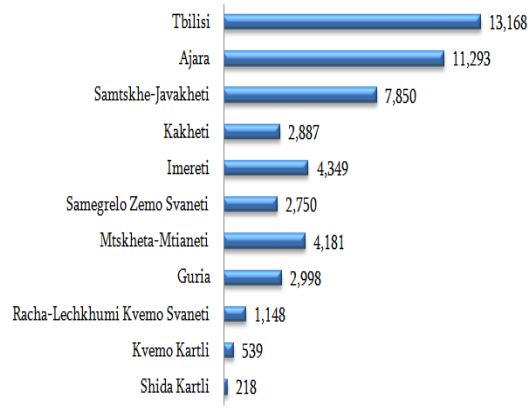
ACCOMMODATION SECTOR (Fourth quarter of 2015)

- There were around 1,475 accommodation units in Georgia, with a total capacity 51,381 beds
- Hotels had the highest share of the bed capacity (65%)
- The capital city, Tbilisi dominates the Georgian hotel market. It boasts the large share (26%) of total capacity of beds.

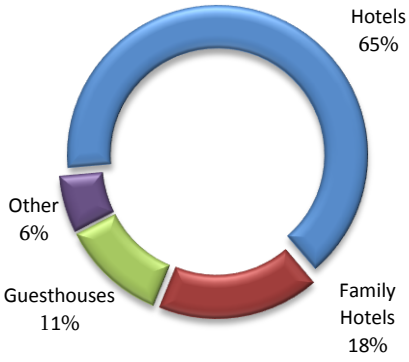
Distribution of Accommodation Units



Number of bed places by regions



Number of bed places by types



Report is provided by the Research and Planning Department of Georgian National Tourism Administration

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