

Tourism Statistical Report

3 nd Quarter

2016



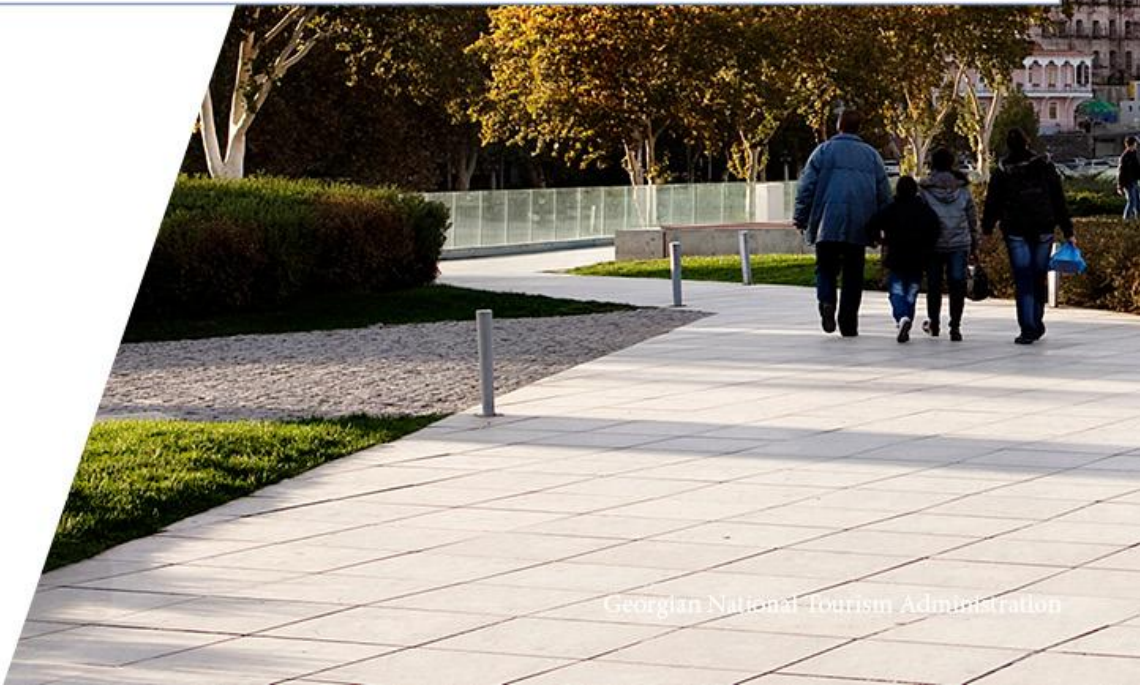
Georgia

Georgian National Tourism Administration



SUMMARY (Third Quarter of 2016)

- The number of international arrivals in Georgia increased by +3.9%, compared to the same period in 2015.
- The majority of foreign travelers (80%) were from neighboring countries.
- The highest share of international travelers (78%) visited Georgia by land.
- There are approximately 1,741 accommodation units, with a total capacity of 55,971 beds registered in the GNTA database.

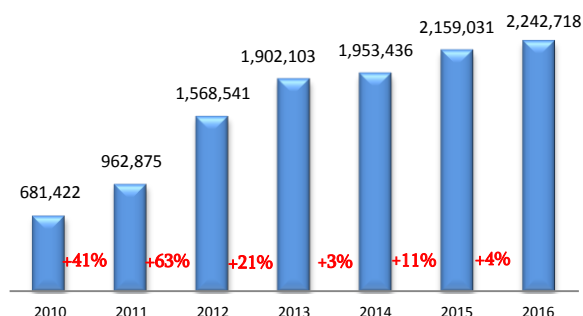


INTERNATIONAL ARRIVALS (Third Quarter of 2016)

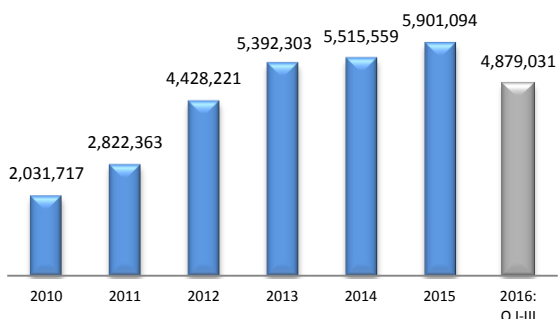
- A record 2,242,718 international travelers arrived in Georgia, representing a +3.9% increase over the same period in 2015. Furthermore, data of nine months showed 4,879,031 international arrivals in Georgia, with +8.6% growth rate.
- The highest number of arrivals, 847,394, was registered in August.
- According to Georgian border crossing statistics of the total number of visits lasted longer than 24 hours is increased by +20.8%, same day visitors by -11.5% and transit decreased by -6.8%.

Month	2015	2016	% Change
January	309,753	323,159	+4.3%
February	293,152	360,402	+22.9%
March	386,257	450,875	+16.7%
April	394,752	462,480	+17.2%
May	454,602	522,359	+14.9%
June	496,794	517,038	+4.1%
July	737,898	764,022	+3.5%
August	852,446	847,394	-0.6%
September	568,687	631,302	+11.0%
October			
November			
December			
Total	4,494,341	4,879,031	+8.6%

International Arrivals Quarter III (2010-2016)



International Arrivals by Year



Types of visit	2015 Quarter III	2016 Quarter III	% Change	% Share
24 hours or more	947,708	1,145,051	+20.8%	51.1%
Transit	550,944	513,261	-6.8%	22.9%
Same-day visit	660,379	584,406	-11.5%	26.1%
Total	2,159,031	2,242,718	+3.9%	

'International visitors' survey conducted by Georgian National Tourism Administration showed the share of tourists from total number of international visitors to be 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".

IMPORTANT TENDENCIES (Third Quarter of 2016)

- The majority of foreign travelers (80%) were from neighboring countries. Armenia took a dominant position among them with 521,218 (-0.9%) international arrivals.
- A notable increase in arrivals were registered from Iran (+70,709; +582.5%), Russia (+43,605; +11.1%) and Ukraine (+11,546; +20.9%). Likely due to the new visa policy with Iran. Marketing campaigns administered by the Georgian National Tourism Administration also played a significant role.
- A notable increase was registered from Israel (+10,343; +33.9%), due to a direct flights and a marketing campaign administered by GNTA.
- International arrivals from the European Union amounted to 106,623 representing a 5% share of total arrivals.

First Nine Month of 2016 Year Statistical Data:

- The largest number of international arrivals 1,170,301 was registered from Azerbaijan.
- A significant increase in arrivals was registered from Iran 120,182 (+513.1%), caused by the introduction new visa policy.
- The number of foreign travelers from neighboring countries reached 4,053,352 representing 83% of total arrivals.
- International arrivals from the European Union countries amounted to 210,194, representing a 4% share of total arrivals.

Top 15 Countries Quarter III

Country	2015 Quarter III	2016 Quarter III	% change
Armenia	525,795	521,218	-0.9%
Azerbaijan	472,897	484,199	+2.4%
Russia	391,272	434,877	+11.1%
Turkey	459,603	347,321	-24.4%
Iran	12,138	82,847	+582.5%
Ukraine	55,115	66,661	+20.9%
Israel	30,504	40,847	+33.9%
Kazakhstan	16,924	23,781	+40.5%
Poland	21,563	21,528	-0.2%
Belarus	15,669	19,273	+23.0%
Germany	15,046	16,856	+12.0%
Saudi Arabia	6,687	16,296	+143.7%
India	4,211	12,589	+199.0%
U S A	10,814	12,475	+15.4%
United Arab Emirates	8,385	9,216	+9.9%

Top 15 Countries Quarter I-III

Country	2015 Quarter I-III	2016 Quarter I-III	% change
Azerbaijan	1,053,903	1,170,301	+11.0%
Armenia	1,070,982	1,074,024	+0.3%
Turkey	1,065,013	977,075	-8.3%
Russia	734,713	831,952	+13.2%
Ukraine	110,450	136,573	+23.7%
Iran	19,601	120,182	+513.1%
Israel	47,522	74,099	+55.9%
Kazakhstan	30,540	41,055	+34.4%
Poland	36,855	38,008	+3.1%
Germany	30,240	31,925	+5.6%
Belarus	24,322	31,292	+28.7%
U S A	24,469	27,343	+11.7%
India	6,891	24,383	+253.8%
Saudi Arabia	8,775	19,247	+119.3%
United Arab Emirates	13,795	15,867	+15.0%

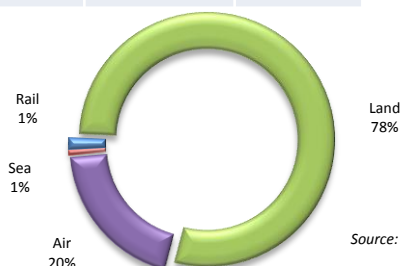
INTERNATIONAL ARRIVALS BY BORDERS

(Third Quarter of 2016)

- The largest share of visitors, 78% (1,759,359) arrived in Georgia by land transport, followed by air transport, 436,972.
- In addition, during the first nine months, 3,962,031 travelers arrived in Georgia by land, followed by air transport travelers – 833,709.
- The busiest border crossing was Sadakhlo (Armenian border), which saw 413,857 crossings. The Sarpi border crossing registered 1,000,325 international arrivals during the nine months period.

Border name	Border with	2015: Q III	2016: Q III	% Change
Sadakhlo	Armenia	393,801	413,857	+5.1%
Sarpi	Turkey	508,993	391,689	-23.0%
Kazbegi	Russia	356,073	370,893	+4.2%
Tsiteli Khidi	Azerbaijan	322,262	346,904	+7.6%
Airport Tbilisi		247,530	326,722	+32.0%
Airport Batumi		45,046	76,404	+69.6%
Ninotsminda	Armenia	80,877	70,778	-12.5%
Tsodna	Azerbaijan	75,578	69,909	-7.5%
Vale	Turkey	36,408	40,786	+12.0%
Airport Kutaisi		23,248	33,846	+45.6%
Vakhtangisi	Armenia	17,747	26,324	+48.3%
Railway Sadakhlo	Armenia	18,511	22,729	+22.8%
Kartsakhi	Turkey	0	17,509	N/A
Guguti	Armenia	8,948	10,456	+16.9%
Railway Gardabani	Azerbaijan	13,558	9,969	-26.5%
Port Batumi		6,003	8,039	+33.9%
Port Poti		3,327	5,152	+54.9%
Port Kulevi		881	498	-43.5%
Akhkerpi	Armenia	144	143	-0.7%
Samtatskaro	Azerbaijan	96	111	+15.6%

Georgia International Arrivals by Borders 2016: Quarter III

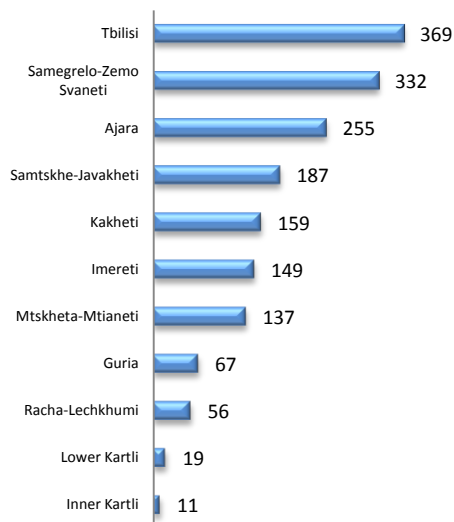


Source: Ministry of Internal Affairs of Georgia

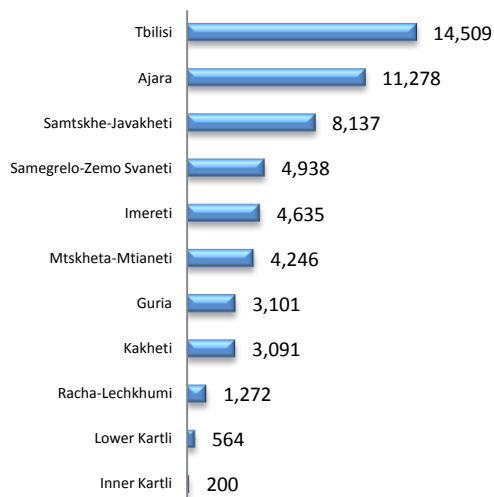
ACCOMMODATION SECTOR (Third Quarter of 2016)

- There are approximately 1,741 accommodation units, with a total capacity of 55,971 beds registered in the GNTA database.
- Hotels had the highest share of bed capacity (64%).
- The capital of Georgia, Tbilisi dominates the Georgian hotel market with the largest share (26%) of total number of beds.

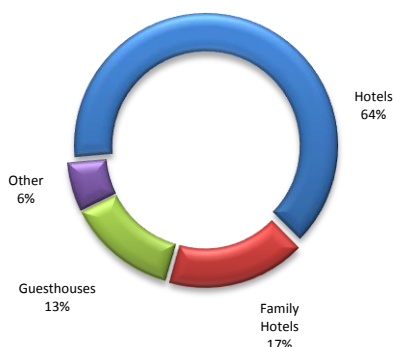
Distribution of Accommodation Units



Number of Bed Places by Region



Number of Bed Places by Type



Source: GNTA

This report is provided by the Research and Planning department of Georgian National Tourism Administration

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