

Tourism Statistical Report

2 nd Quarter

2016



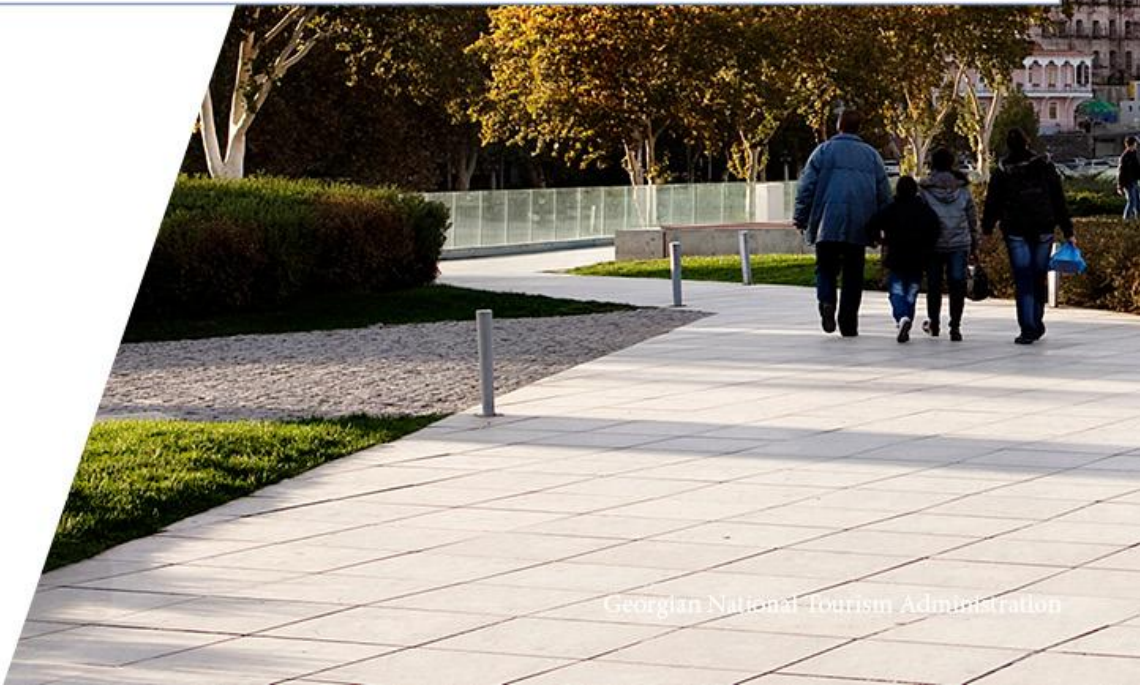
Georgia

Georgian National Tourism Administration



SUMMARY (Second Quarter of 2016)

- The number of international arrivals in Georgia increased by +11.8%, compared to the same period in 2015.
- The majority of foreign travelers (84%) were from neighboring countries.
- The highest share of international travelers (82%) visited Georgia by land.
- There are approximately 1,562 accommodation units, with a total capacity of 53,604 beds registered in the GNTA database.

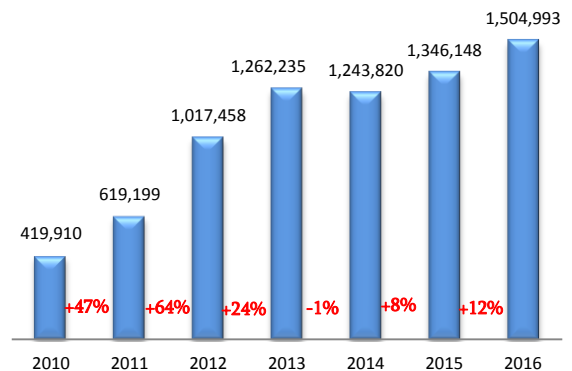


INTERNATIONAL ARRIVALS (Second Quarter of 2016)

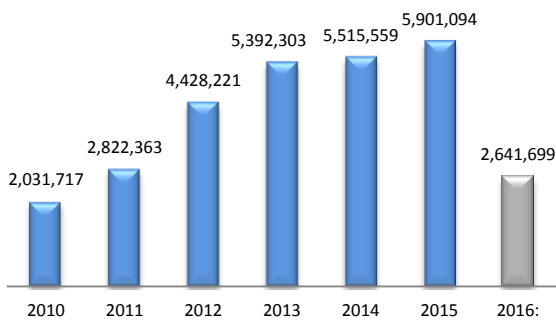
- A record 1,504,993 international travelers arrived in Georgia, representing a +11.8% increase over the same period in 2015. Furthermore, data of six months showed 2,641,699 international arrivals in Georgia, with +13.1% growth rate.
- The highest number of arrivals, 523,091, was registered in May.
- According to Georgian border crossing statistics of the total number of visits lasted longer than 24 hours is increased by +20%, same day visitors by +11.5% and transit decreased by -0.2%.

Month	2015	2016	% Change
January	309,753	323,781	4.5%
February	293,152	361,188	23.2%
March	386,257	451,737	17.0%
April	394,752	463,144	17.3%
May	454,602	523,091	15.1%
June	496,794	518,758	4.4%
July			
August			
September			
October			
November			
December			
Total	2,335,310	2,641,699	+13.1%

International Arrivals Quarter II (2010-2016)



International Arrivals by Year



Types of visit	2015 Quarter II	2016 Quarter II	% Change	% Share
24 hours or more	505,046	606,295	+20%	40.3%
Transit	333,077	332,504	-0.2%	22.1%
Same-day visit	508,025	566,194	+11.5%	37.6%
Total	1,346,148	1,504,993	+11.8%	100.0%

¹International 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 (Second Quarter of 2016)

- The majority of foreign travelers (84%) were from neighboring countries. Turkey took a dominant position among them with 356,993 (+4%) international arrivals.
- A notable increase in arrivals were registered from Azerbaijan (+35,893; +12.1%), Russia (+33,406; +15.2%) and Iran (+16,417; +369.5%). 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 (+14,196, +97.9%), due to a direct flights and a marketing campaign administered by GNTA.
- International arrivals from the European Union amounted to 70,446, representing a 5% share of total arrivals.

First Six Month of 2016 Year Statistical Data:

- The largest number of international arrivals 686,575 was registered from Azerbaijan.
- A significant increase in arrivals was registered from Iran 707,85 (+400.6%), caused by the introduction new visa policy.
- The number of foreign travelers from neighboring countries reached 2,268,713 representing 86% of total arrivals.
- International arrivals from the European Union countries amounted to 104,139, representing a 4 % share of total arrivals.

Top 15 Countries Quarter II

Country	2015 Quarter II	2016 Quarter II	% change
Turkey	343,418	356,993	+4.0%
Azerbaijan	297,403	333,296	+12.1%
Armenia	315,534	323,828	+2.6%
Russia	219,393	252,799	+15.2%
Ukraine	31,669	42,110	+33.0%
Israel	14,494	28,690	+97.9%
Iran	4,443	20,860	+369.5%
Poland	12,099	13,130	+8.5%
Kazakhstan	8,651	10,992	+27.1%
Germany	9,089	10,486	+15.4%
U S A	8,922	9,647	+8.1%
Belarus	5,985	8,375	+39.9%
India	1,510	7,172	+375%
United Kingdom	5,151	4,995	-3.0%
Greece	4,303	4,362	+1.4%

Top 15 Countries Quarter I-II

Country	2015 Quarter I-II	2016 Quarter I-II	% change
Azerbaijan	581,006	686,575	18.2%
Turkey	605,410	631,443	4.3%
Armenia	545,187	552,961	1.4%
Russia	343,441	397,734	15.8%
Ukraine	55,335	70,785	27.9%
Iran	7,463	37,359	400.6%
Israel	17,018	33,253	95.4%
Kazakhstan	13,616	17,283	26.9%
Poland	15,292	16,511	8.0%
Germany	15,194	15,079	-0.8%
U S A	13,655	14,875	8.9%
Belarus	8,653	12,023	38.9%
India	2,680	11,886	343.5%
United Kingdom	7,933	8,142	2.6%
Philippines	2,262	7,585	235.3%

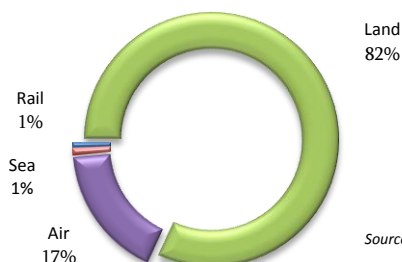
INTERNATIONAL ARRIVALS BY BORDERS

(Second Quarter of 2016)

- The largest share of visitors, 82% (1,231,390) arrived in Georgia by land transport, followed by air transport, 251,654.
- In Addition, during the first six months, 2,203,726 travelers arrived in Georgia by land, followed by air transport travelers - 396,972 .
- The busiest border crossing was Sarpi (Turkish border), which saw 345,708 crossings. The same border registered 609,065 international arrivals during the six month period.

Border name	Border with	2015: Q II	2016: Q II	% Change
Sarpi	Turkey	336,680	345,708	+2.7%
Sadakhlo	Armenia	248,192	263,184	+6.0%
Tsiteli Khidi	Azerbaijan	222,180	261,934	+17.9%
Kazbegi	Russia	202,339	226,434	+11.9%
Airport Tbilisi		153,370	196,781	+28.3%
Tsodna	Azerbaijan	48,773	43,444	-10.9%
Ninotsminda	Armenia	40,649	36,551	-10.1%
Airport Batumi		14,485	32,272	+122.8%
Vale	Turkey	24,163	28,036	+16.0%
Airport Kutaisi		16,618	22,601	+36.0%
Vakhtangisi	Armenia	12,538	12,408	-1.0%
Kartsakhi	Turkey	0	8,463	
Port Poti		3,312	6,196	+87.1%
Railway Gardabani	Azerbaijan	7,158	6,126	-14.4%
Port Batumi		5,120	5,474	+6.9%
Guguti	Armenia	5,933	5,040	-15.1%
Railway Sadakhlo	Armenia	3,694	3,550	-3.9%
Port Kulevi		790	603	-23.7%
Samtatskaro	Azerbaijan	85	106	+24.7%
Akhkerpi	Armenia	69	82	+18.8%

**Georgia International Arrivals
by Borders 2016: Quarter II**

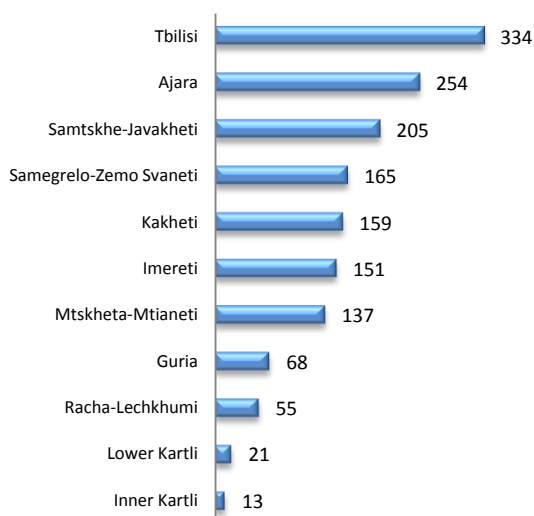


Source: Ministry of Internal Affairs of Georgia

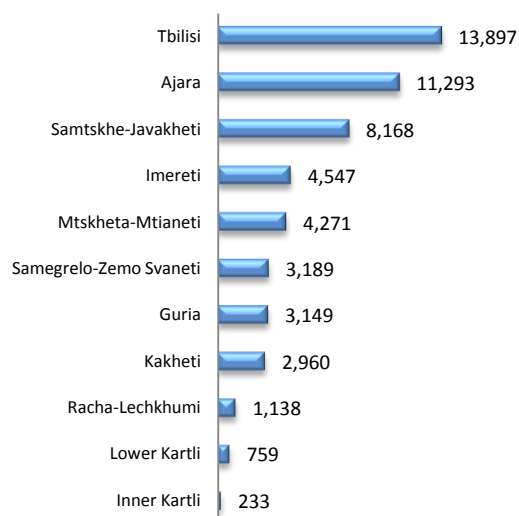
ACCOMMODATION SECTOR (Second Quarter of 2016)

- There are approximately 1,562 accommodation units, with a total capacity of 53,604 beds registered in the GNTA database.
- Hotels had the highest share of bed capacity (65%).
- The capital of Georgia, Tbilisi dominates the Georgian hotel market with the largest share (26%) of total number of beds.

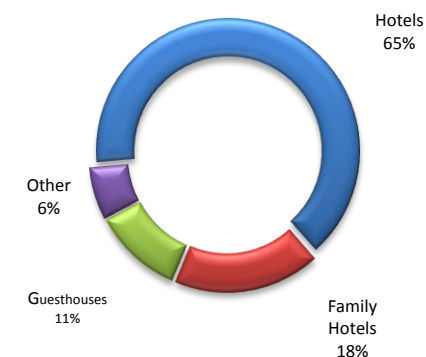
Distribution of Accommodation Units



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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