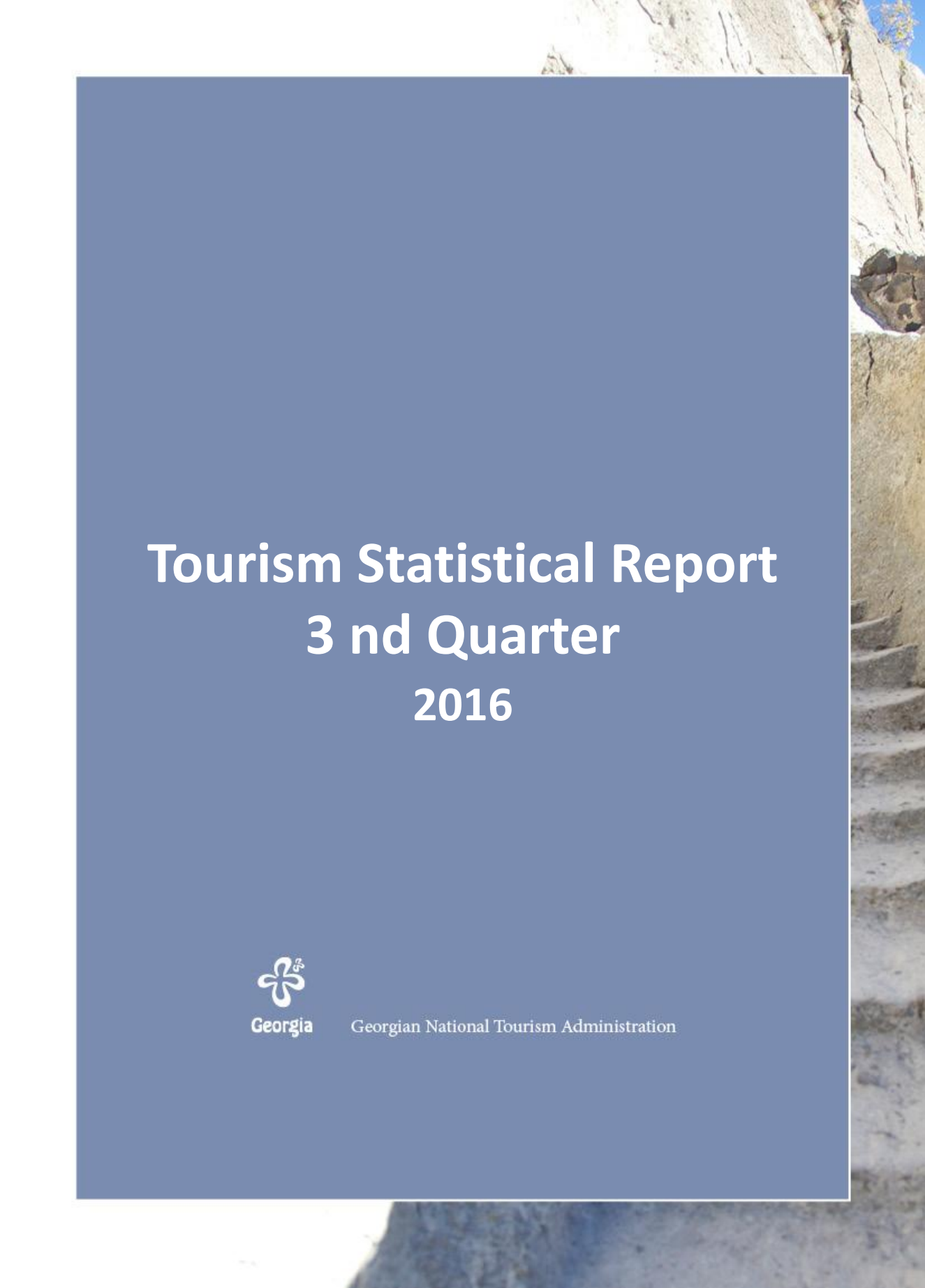


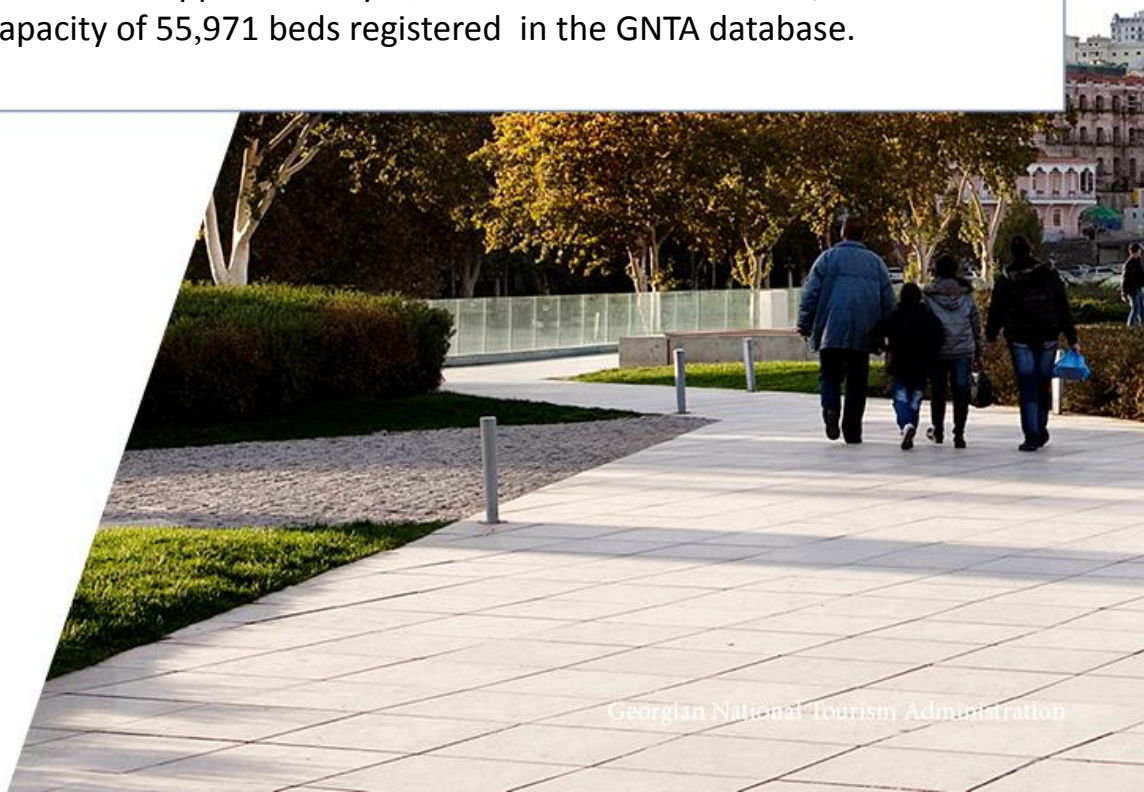
Tourism Statistical Report
3 nd Quarter
2016

Georgia

Georgian National Tourism Administration

SUMMARY (Third Quarter of 2016)

- The number of international arrivals in Georgia increased by +4%, 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.



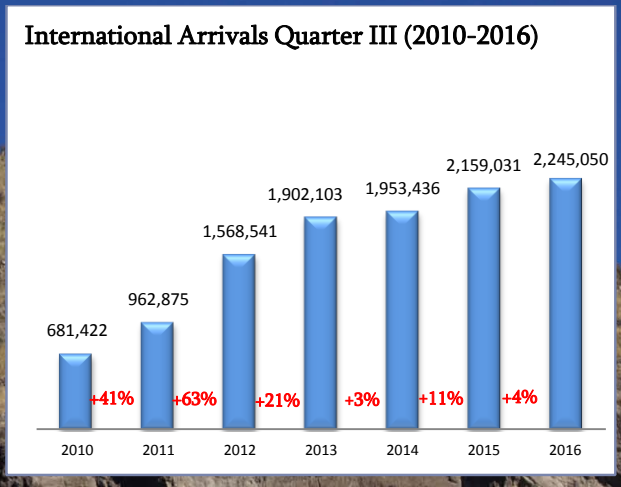
INTERNATIONAL ARRIVALS (Third Quarter of 2016)

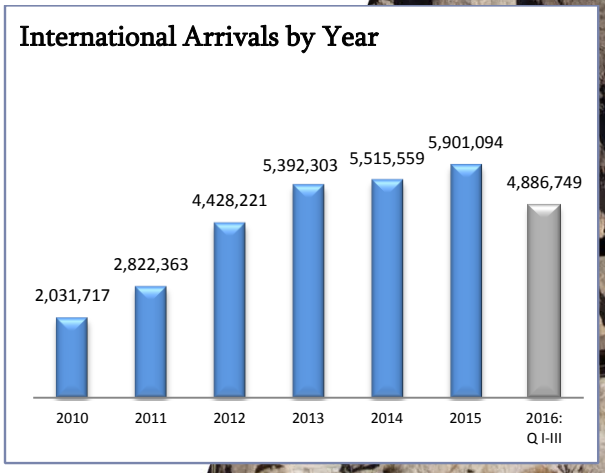
• A record 2,245,050 international travelers arrived in Georgia, representing a +4% increase over the same period in 2015. Furthermore, data of nine months showed 4,886,749 international arrivals in Georgia, with +8.6% growth rate.

• The highest number of arrivals, 848,381, was registered in August.

• According to Georgian border crossing statistics of the total number of visits lasted longer than 24 hours is increased by +21%, same day visitors by -11.4% and transit decreased by -6.8%.

Month	2015	2016	% Change
January	309,753	323,781	+4.5%
February	293,152	361,188	+23.2%
March	386,257	451,737	+17%
April	394,752	463,144	+17.3%
May	454,602	523,091	+15.1%
June	496,794	518,758	+4.4%
July	737,898	764,763	+3.6%
August	852,446	848,381	-0.5%
September	568,687	631,906	+11.1%
October			
November			
December			
Total	4,494,341	4,886,749	+8.7%





Types of visit	2015 Quarter III	2016 Quarter III	% Change	% Share
24 hours or more	947,708	1,146,568	+21%	51.1%
Transit	550,944	513,282	-6.8%	22.9%
Same-day visit	660,379	585,200	-11.4%	26.1%
Total	2,159,031	2,245,050	4%	

[1]**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 521,243 (-0.9%) international arrivals.
- A notable increase in arrivals were registered from Iran (+70,707; +582.5%), Russia (+43,877; +11.2%) and Ukraine (+12,239; +22.2%). 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 (+10,344; +33.9%,), due to a direct flights and a marketing campaign administered by GNTA.
- International arrivals from the European Union amounted to 107,077 representing a 5% share of total arrivals.

First Nine Month of 2016 Year Statistical Data:

- The largest number of international arrivals 1,170,861 was registered from Azerbaijan.
- A significant increase in arrivals was registered from Iran 120,204 (+513.3%), caused by the introduction new visa policy.
- The number of foreign travelers from neighboring countries reached 4,886,749 representing 83% of total arrivals.
- International arrivals from the European Union countries amounted to 211,216, representing a 4% share of total arrivals.

Top 15 Countries Quarter III

Country	2015 Quarter III	2016 Quarter III	% change
Armenia	525,795	521,243	-0.9%
Azerbaijan	472,897	484,286	+2.4%
Russia	391,272	435,149	+11.2%
Turkey	459,603	347,783	-24.3%
Iran	12,138	82,845	+582.5%
Ukraine	55,115	67,354	+22.2%
Israel	30,504	40,848	+33.9%
Kazakhstan	16,924	23,798	+40.6%
Poland	21,563	21,537	-0.1%
Belarus	15,669	19,276	+23%
Germany	15,046	16,868	+12.1%
Saudi Arabia	6,687	16,292	+143.6%
India	4,211	12,642	+200.2%
U S A	10,814	12,479	+15.4%
United Arab Emirates	8,385	9,217	+9.9%

Top 15 Countries Quarter I-III

Country	2015 Quarter I-III	2016 Quarter I-III	% change
Azerbaijan	1,053,903	1,170,861	+11.1%
Armenia	1,070,982	1,074,204	+0.3%
Turkey	1,065,013	979,226	-8.1%
Russia	734,713	832,883	+13.4%
Ukraine	110,450	138,139	+25.1%
Iran	19,601	120,204	+513.3%
Israel	47,522	74,101	+55.9%
Kazakhstan	30,540	41,081	+34.5%
Poland	36,855	38,048	+3.2%
Germany	30,240	31,947	+5.6%
Belarus	24,322	31,299	+28.7%
U S A	24,469	27,354	+11.8%
India	6,891	24,528	+255.9%
Saudi Arabia	8,775	19,242	+119.3%
United Arab Emirates	13,795	15,868	+15%

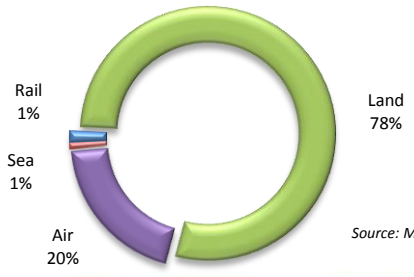
Source: Ministry of Internal Affairs of Georgia

INTERNATIONAL ARRIVALS BY BORDERS (Third Quarter of 2016)

- The largest share of visitors, 78% (1,759,398) arrived in Georgia by land transport, followed by air transport, 436,958.
- In addition, during the first nine months, 3,963,124 travelers arrived in Georgia by land, followed by air transport travelers – 833,930.
- The busiest border crossing was Sadakhlo (Armenian border), which saw 413,856 crossings. The Sarpi border crossing registered 1,000,763 international arrivals during the nine months period.

Border name	Border with	2015: Q.III	2016: Q.III	% Change
Sadakhlo	Armenia	393,801	413,856	+5.1%
Sarpi	Turkey	508,993	391,698	-23.0%
Kazbegi	Russia	356,073	370,904	+4.2%
Tsiteli Khidi	Azerbaijan	322,262	346,903	+7.6%
Airport Tbilisi		247,530	326,704	+32.0%
Airport Batumi		45,046	76,408	+69.6%
Ninotsminda	Armenia	80,877	70,787	-12.5%
Tsodna	Azerbaijan	75,578	69,907	-7.5%
Vale	Turkey	36,408	40,787	+12.0%
Airport Kutaisi		23,248	33,846	+45.6%
Vakhtangisi	Armenia	17,747	26,332	+48.4%
Railway Sadakhlo	Armenia	18,511	22,729	+22.8%
Kartsakhi	Turkey	0	17,508	
Guguti	Armenia	8,948	10,462	+16.9%
Railway Gardabani	Azerbaijan	13,558	9,969	-26.5%
Port Batumi		6,003	8,039	+33.9%
Port Poti		3,327	7,459	+124.2%
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

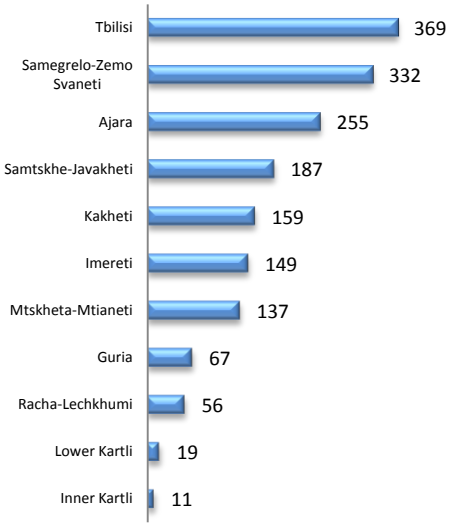


Source: Ministry of Internal Affairs of Georgia

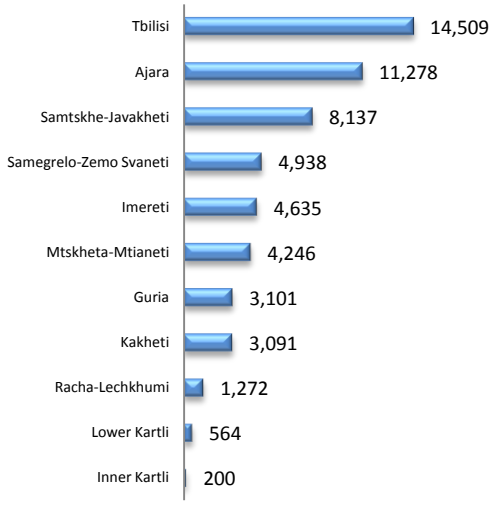
ACCOMMODATION SECTOR (Third Quarter of 2016)

- 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.

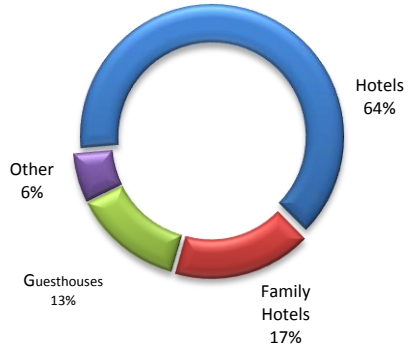
Distribution of Accommodation Units



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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