



## Introduction

This report presents the basic trends in domestic travel by Georgian residents for the period of fourth quarter of 2017. 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

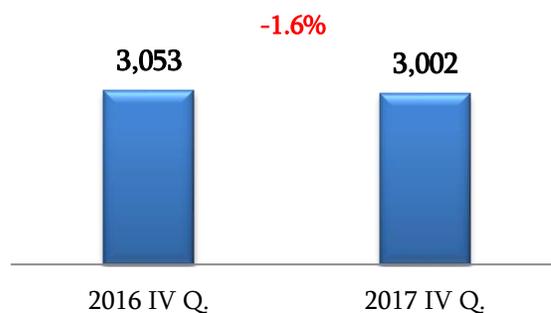
Domestic tourism generates significant economic activity and employment in the world, including in Georgia.

Domestic travel spending generated 71.8% of direct Travel & Tourism GDP in 2016, compared with 28.2% 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 3 million domestic trips in fourth quarter of 2017, representing 1.6% decrease over the same period of last year (Figure 1).

Figure 1: Domestic visits 2016-2017 (in thousands)



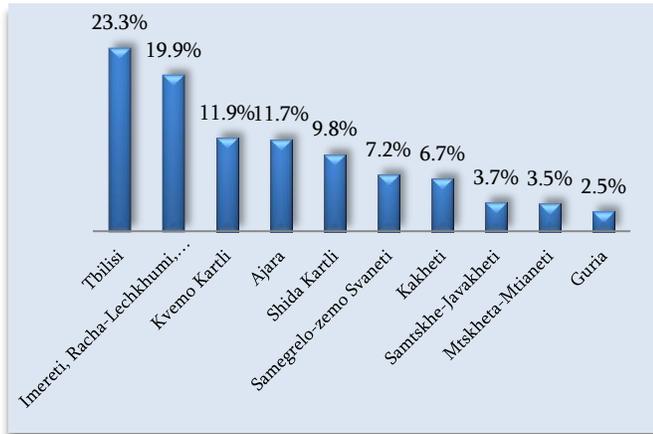
There was a difference in the number of domestic visits carried out by region. Residents of Tbilisi travelled the most, undertaking 23.3% of domestic visits (Figure 2).

### 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 (2015): "The Economic Impact of Travel & Tourism 2015".

**Figure 2: Domestic visits by region**

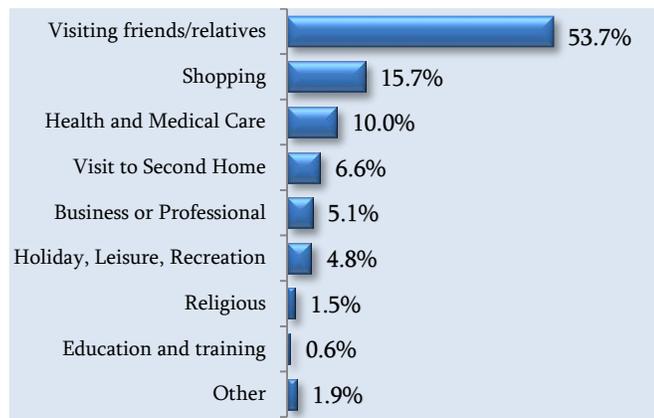


There are slight differences in the distribution of purpose of visit between the residents of Tbilisi and the rest of the country. 11.9% of visits from Tbilisi were carried out for holiday, leisure or recreation purposes, while visits for the same purpose were smaller (2.6%) from the rest of the country. 58% of visits from Tbilisi were made to visit friends and relatives, while the same indicator for the rest of the country was 52.4% (Figure 4).

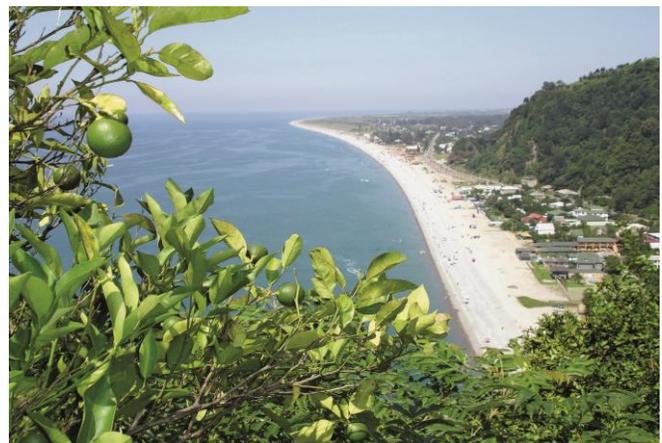
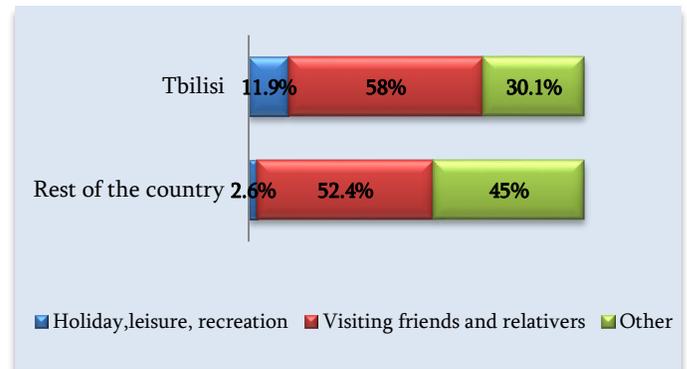
### What are the main purposes of domestic trips?

The majority of domestic visits were carried out for VFR (53.7%), followed by 15.7% for shopping, 10% of trips for health and medical care, while 4.8% were carried out for holiday, leisure and recreation (Figure 3).

**Figure 3: Purpose of visit**



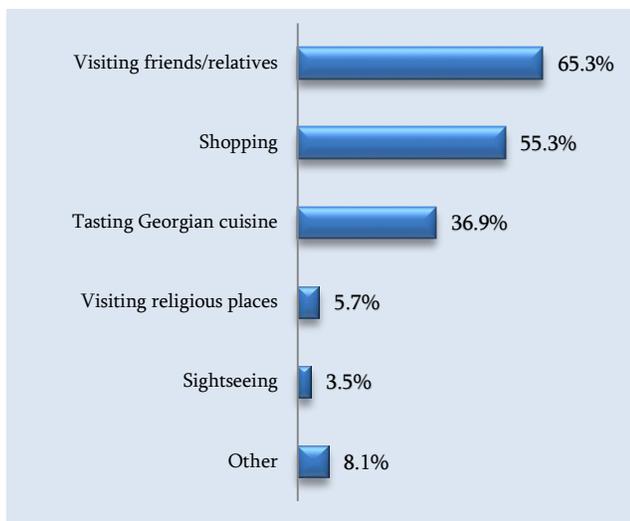
**Figure 4: Purpose of visit by place of residence**



### 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 (65.3%), shopping (55.3%) and tasting Georgian cuisine (36.9%) (Figure 5).

**Figure 5: Popular Activities**

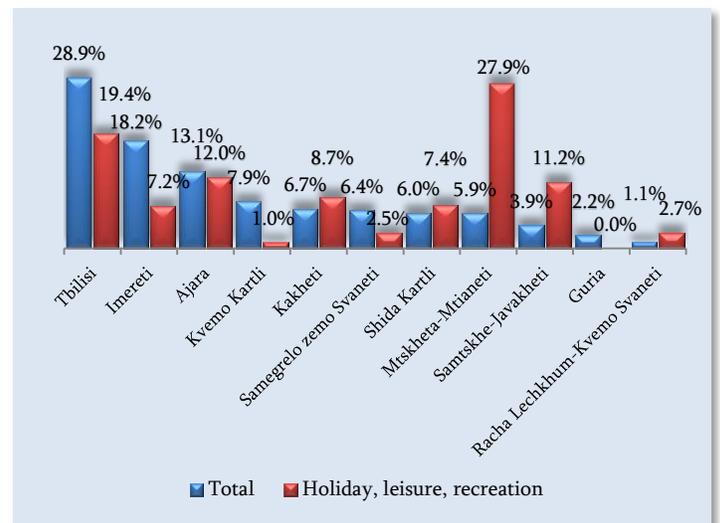


### What regions do domestic travelers visit?

In fourth quarter of 2017, 18.2% of domestic trips were taken to the Imereti region, followed by 13.1% of trips to Adjara, and 7.9% to Kvemo Kartli.

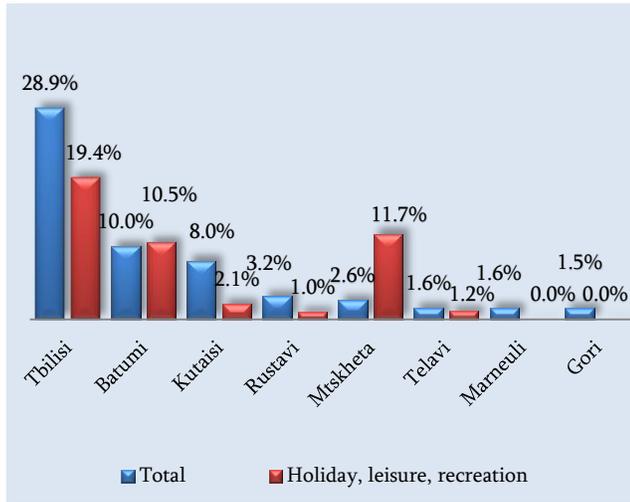
The most popular regions to visit for holiday, leisure and recreation purposes were the following: Mtskheta-Mtianeti (27.9%), Tbilisi (19.4%) and Ajara (12%) (Figure 6).

**Figure 6: Most visited Regions**



Most domestic trips were made to Tbilisi (28.9%), followed by Batumi 10% and Kutaisi 8% (Figure 7).

**Figure 7: Most visited destinations**



### How long do they travel?

In the fourth quarter of 2017, the total number of overnight stays was 4.2 million, while the average trip length was 1.4 nights. 42% of domestic trips included at least one overnight stay (Table 1).

**Table 1: Duration of Stay**

| Place of residence                      | Average length of the trip |
|---|----------------------------|
| Tbilisi                                 | 2.2                        |
| Guria                                   | 2.1                        |
| Imereti, Racha-Lechkhumi, Lower Svaneti | 1.4                        |
| Samegrelo-zemo Svaneti                  | 1.4                        |
| Kakheti                                 | 1.2                        |
| Samtskhe-Javakheti                      | 1.1                        |
| Shida Kartli                            | 1                          |
| Ajara                                   | 1                          |
| Kvemo Kartli                            | 0.9                        |
| Mtskheta-Mtianeti                       | 0.4                        |

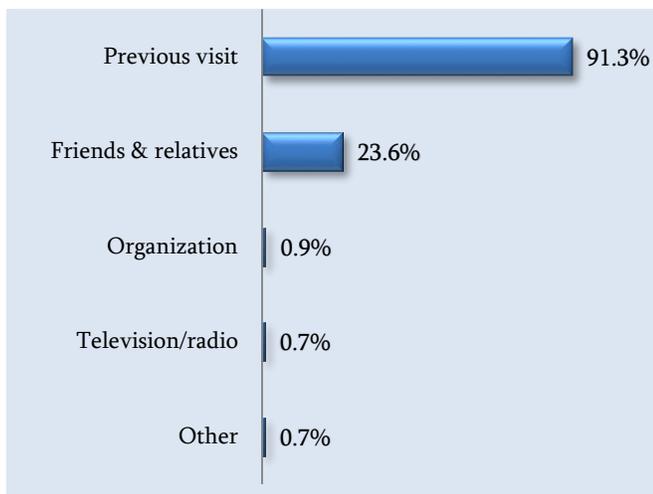
Average length of trips to visit second home was 3.1 nights, while average length for trips visiting friends and relatives was 1.6 night.



### 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. 91.3% of visitors obtained information from their previous visit, while 23.6% - from their friends or relatives (Figure 8).

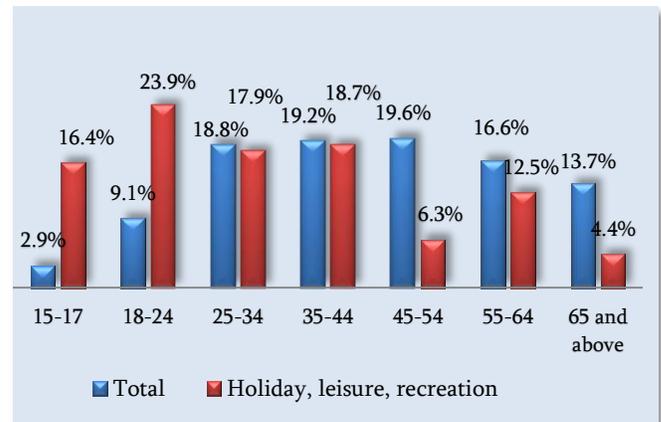
**Figure 8: Information sources**



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

The majority of Georgians taking a domestic trip were female (53%), while 47% were male. 19.6% of Georgians taking a domestic trip were 45-54 years old. This was followed by 19.2% ages 35 to 44 and 18.8% ages 25-34 (Figure 9).

**Figure 9: By age group**

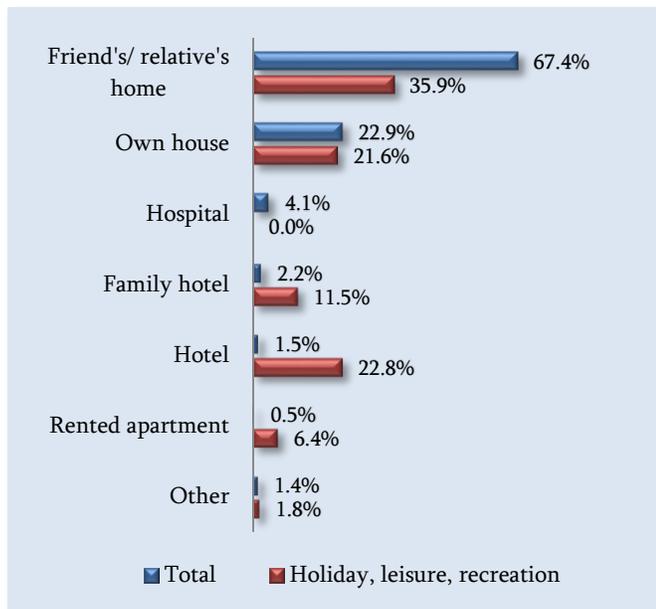


### What accommodation types do they use?

Domestic visitors preferred to stay at friend's or relative's homes (67.4% of total overnight stays). "Own house" took second place with 22.9% of total overnight stays and a family hotel took third place (2.2%). For holiday visits specifically, 35.9% of total overnight stays included stays at friend's or relative's homes, while 22.8% used hotels and 21.6% used own house 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                           | 129,859                       | 36.7%                      |
| Transportation                     | 68,761                        | 19.4%                      |
| Food and Drinks                    | 66,462                        | 18.8%                      |
| Accommodation                      | 4,619                         | 1.3%                       |
| Cultural and Entertainment Service | 2,537                         | 0.7%                       |
| Other                              | 81,399                        | 23.0%                      |

### How much do domestic travelers spend?

Total expenditures made by domestic visitors during the estimated period of fourth quarter, 2017 was 353.6 million GEL and the average expenditure per visit was around GEL 118.

Most expenditures were spent on shopping (over 129 million GEL, 36.7% of total expenses), followed by transportation (more than 68 million GEL, 19.4%), food and drinks (more than 66 million GEL, 18.8%), and Accommodation (over 4.6 million GEL, 1.3%) (Table 2).

### How satisfied are domestic visitors?

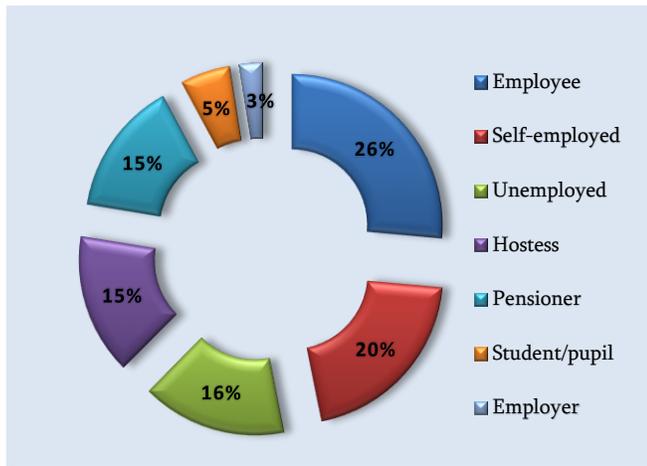
52.3% of domestic visitors were satisfied with their trips, 32.6%-highly satisfied, while 0.4% did not answer the question. On a 5 point scale, average satisfaction of domestic visitors was estimated at the rate of 4.16.



### Who are the domestic travelers?

The majority of domestic trips were carried out by people currently employed (26%), followed by self-employed (20%) and unemployed persons (16%) (Figure 11).

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



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