



**Table 1: International Visitor Trips Top 5 Countries**

Country	2013: III Q <sub>e</sub>	2014: III Q <sub>e</sub>	Change %
Azerbaijan	316,903	380,447	+20.1%
Armenia	383,870	362,656	-5.5%
Turkey	393,261	361,968	-8.0%
Russia	268,407	276,635	+3.1%
Georgia (nonresident)	137,565	130,769	-4.9%

The largest share of international visitor trips in Georgia, 1,461,634 (83.9%), were by land transport, followed by 239,437 (13.7%) by air transport. Trips by rail and sea were 28,694 (1.6%) and 13,229 (0.8%), respectively. The busiest border was Sarpi (the Turkish border), which saw 435,972 trips in third quarter of 2014, amounting to 25% of all trips to Georgia. This was followed by Tsiteli Khidi (the Azerbaijan border) at 18.3%, and Sadakhlo (the Armenia border) at 15.3%.

**Table 2: International Visitor Trips by Borders**

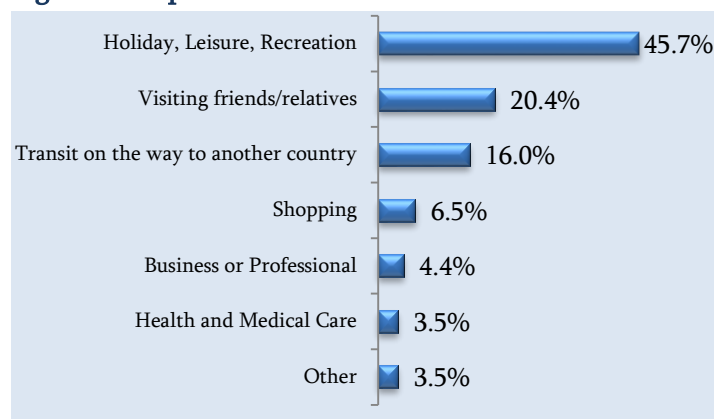
Border Type	2013: III Q <sub>e</sub>	2014: III Q <sub>e</sub>	Change %
Land	1,470,768	1,461,634	-0.6%
Air	218,329	239,437	9.7%
Railway	24,948	28,694	15.0%
Sea	14,559	13,229	-9.1%

A total of 62.7% (1,093,526) trips included at least one over-night stay, which by definition is a tourist trip. 37.3% were day trips (649,468).

### What are the main purposes of international visitors?

International visitors most often travel for holiday, leisure or recreation purposes (45.7%). Other frequently observed visiting purposes include visiting friends or relatives (20.4%), transit (16%), shopping (6.5%) and business/professional trips (4.4%). Only 3.5% of visitors reported other purposes (Figure 2).

**Figure 2: Purpose of Visit**

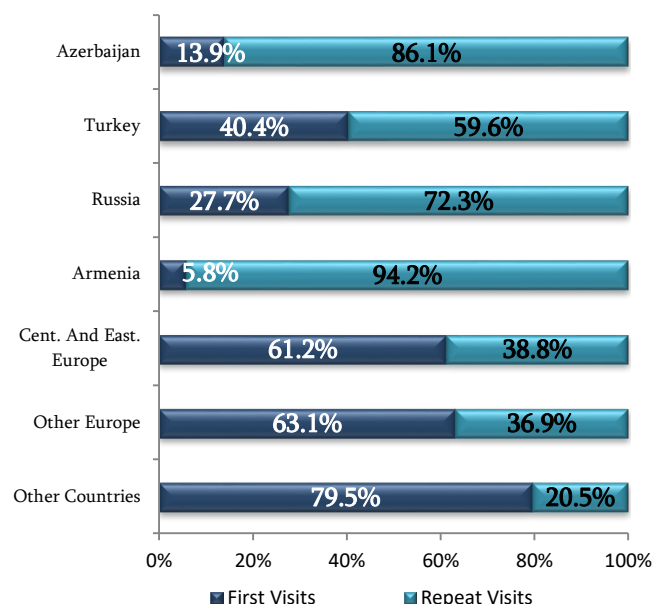


### What is the share of the first time visits?

Out of the total visits, 72.8% were repeat visits and 27.2% traveled to Georgia for the first time. Thus, Georgia had up to 474,105 new visits within the period covered.

Most of the neighboring country residents have traveled to Georgia before. The highest share of repeat visits was observed among the residents of Armenia (94.2%), Azerbaijan (86.1%), Russia (72.3%) and Turkey (59.6%). In contrast, for many Europeans or residents of other countries, it was their first visit to Georgia (Central and Eastern Europe – 61.2%; other Europe – 63.1%; other countries – 79.5%).

**Figure 3: Visit Practice**



### How long do they travel for?

Visitors' average duration of stay was 5.7 nights and varied by country of residence. Visitors from neighboring countries tended to stay for short periods except visitors from Russia, who spent on average 8.9 nights in Georgia (Table 3).

Duration of stay was high for visitors from Europe (Central and Eastern Europe - 10.2 nights, Other Europe 8.3 nights) and other country (13.4 nights) categories.

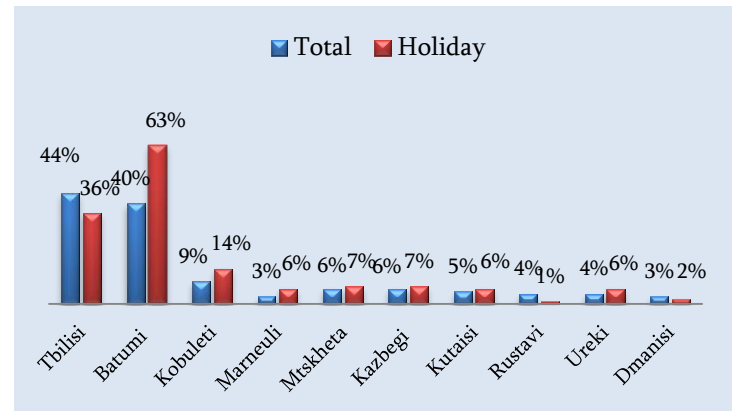
**Table 3: Duration of Stay**

Country of residence	Average Overnights
Azerbaijan	6
Turkey	2
Russia	8.9
Armenia	3.8
Cent. And East. Europe	10.2
Other Europe	8.3
Other Countries	13.4

### What cities and regions do international visitors visit?

43.8% of international trips were made to the capital city of Georgia, followed by 40.1% trips to Batumi. Other destinations were less visited. Among them Kobuleti was the most popular (9.2%). Some other widely visited destinations were the following: Marneuli (8%), Mtskheta (5.6%), Kazbegi (5.5%), Kutaisi (4.8%), Rustavi (3.7%), Ureki (3.7%) and Dmanisi (3.4%) (Figure 4).

**Figure 4: Most Visited Destinations**

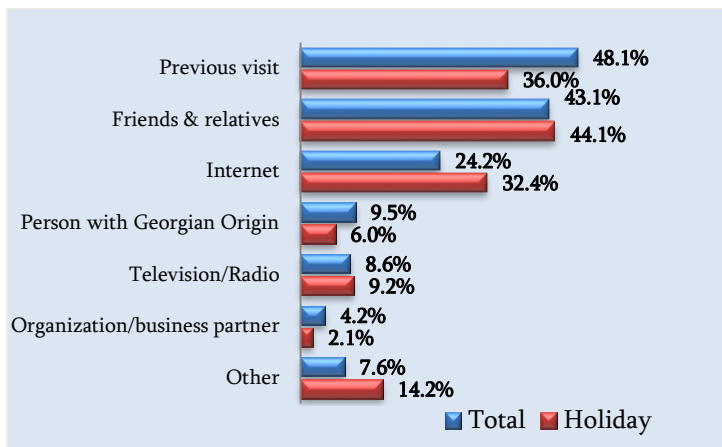


Most international trips on the regional level were made to the seaside region Adjara 44.3%, Lower Kartli was next with 18.2% and Mtskheta-Mtianeti 9.7%. Other regions with significant number of visits were Samtskhe-Javakheti 6.1%, Kakheti 6% and Imereti 5%.

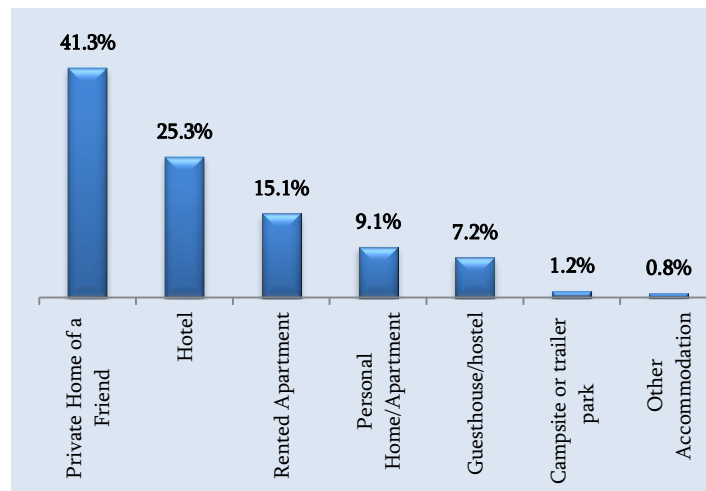
### What sources did international visitors use to find information?

Prior to traveling to Georgia, international visitors used various sources for obtaining information. 43.1% learned about the country from their friends or relatives, while 24.2% obtained information from the internet. Almost half of the visitors (48.1%) obtained information about the country from their previous visits. As expected, first time visitors used more information sources prior to the trip. "Friends and relatives" was most frequently applied information source 50%, while 44.9% obtained information on Georgia from the internet (Figure 5).

**Figure 5: Information Sources**



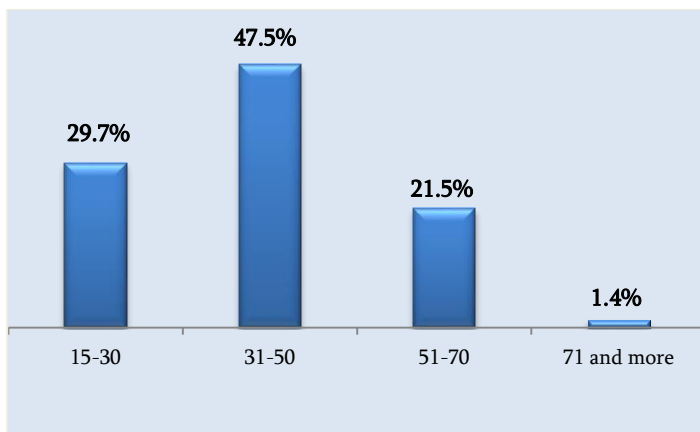
**Figure 7: Accommodation**



**What is the age and sex profile of international travelers?**

The majority of the visitors surveyed were male (male – 63.7%; female – 36.3%). Visitors between 31-50 years old were the largest age group (47.5%) (Figure 7).

**Figure 7: Age Groups**



**What accommodation types do they use?**

Total nights spent by international visitors were 9,989,677. The most nights were spent in friends and relatives house 41.3%, while 25.3% of the nights were spent in hotel. Other types of accommodation are less utilized by international visitors (Figure 7).

**How much do international travelers spend?**

Total expenditure by international visitors during the estimation period was over 1.8 billion GEL and the average expenditure per visit was GEL 1,044.3.

The largest shares of visitors’ expenditure go on served food and drinks (24.9% of total expenses) and accommodation (20.8% of total expenses). 12.8% of expenditure was made on Cultural and Entertainment Services and only 11.2% was spent on shopping. Detailed breakdown of expenditures is given below (Table 4).

**Table 4: Expenditures**

Expenditure Components	Total Expenditure GEL (Thousand GEL)	Share of Total Expenditure
Served Food and Drinks	453,345.8	24.9%
Accommodation	379,364	20.8%
Cultural and Entertainment Services	233,640.4	12.8%
Shopping	203,066.6	11.2%
Domestic Ground Transportation	127,673.5	7%
Other Expenditure	423,121.7	23.2%

Visitors from “Other Europe” had the highest spending pattern and spend on average 2,059.9 GEL, followed by residents from “Other Countries” 1,986.1. Among the neighboring countries, the residents of Armenia had the highest average expenditure (1,241 GEL), while residents of Azerbaijan spent only 625 GEL on average, which is the lowest indicator (Table 5).

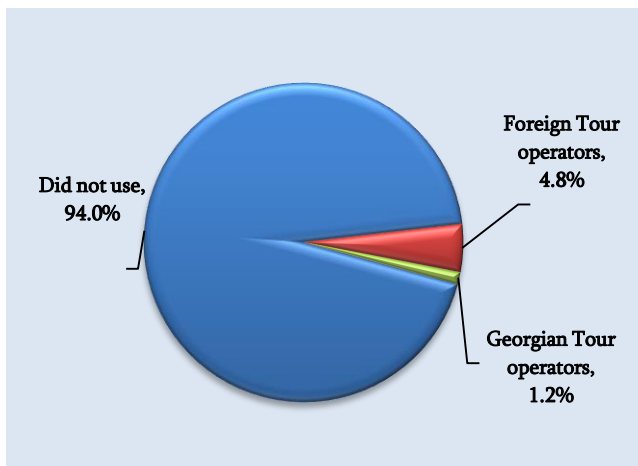
**Table 5: Average Expenditures by Countries**

Country Of Residence	Average Expenditure (GEL)
Azerbaijan	625
Turkey	833.9
Russia	1,171.5
Armenia	1,241
Central and Eastern Europe	1,349.7
Other Europe	2,059.9
Other Countries	1,986.1

**How many trips are part of tourist package?**

Majority of international trips (94.1%) were conducted without utilizing tourist package. In total 157.3 million Gel was spent on tourist package expenditures in third quarter of 2014 (Figure 8).

**Figure 8: Utilization of a Tourist Package**



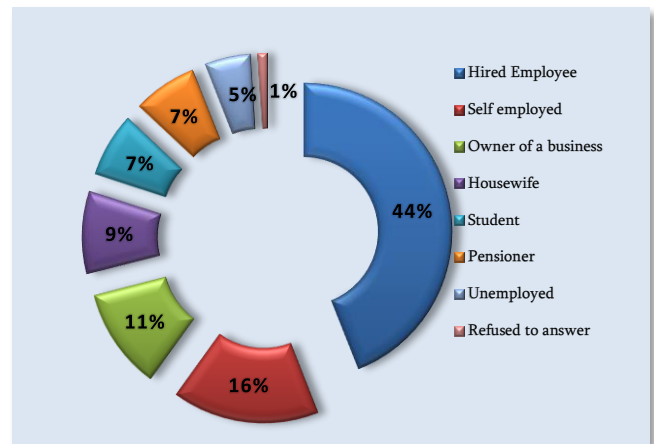
**How satisfied are international visitors?**

With regard to general satisfaction, 60.6% was very satisfied with the visit, 33.2% was satisfied and only 1.5% did not answer the question.

**Who are international visitors by occupation?**

Majority of international trips were conducted by hired employees (44%), followed by self-employed (without employed persons) 16.4% and Owners of a business (which employs others) visitors 11% (Figure 9).

**Figure 12: International Visits by Occupation**





## Methodology

This report is based on the survey data provided by National Statistics Office of Georgia. The data was gathered via a survey using quantitative research techniques based on the recommendations of the United Nations World Tourism Organization.

Interviews were conducted with international visitors aged 15 years or older who were leaving Georgia. The interviews took place at the checkpoints of each type of border (land, airport, railway and port).

**Table 6: Sample Size by Borders**

Type	Border	Sample Size
Airport	Airport Tbilisi	1572
Airport	Airport Batumi	240
Airport	Airport Kutaisi	300
Land	Sarpi	4392
Land	Vale	252
Land	Ninotsminda	432
Land	Sadakhlo	1488
Land	Tsiteli Khidi	1752
Land	Tsodna	504
Land	Kazbegi	1068

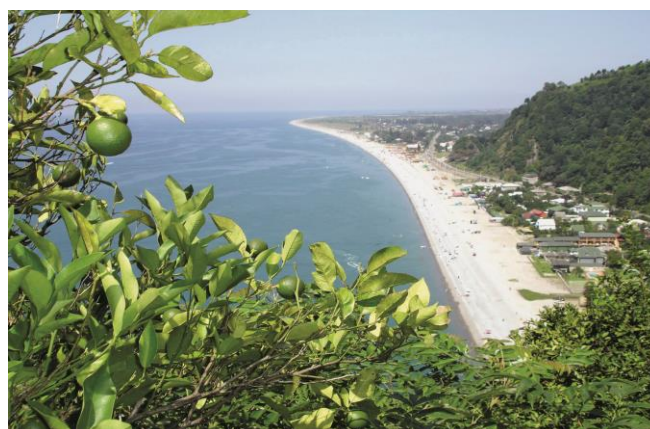
The document reports statistics of data gathered through 12,000 interviews. A stratified systematic sample method was applied to select respondents. The border checkpoint type was taken as a stratification variable. Data of border checkpoints was provided by ministry of internal affairs, information-analytical department. The final sampling unit was a resident of a foreign country aged 15 years and over. A brief description of the methodology is summarized below:

**Table 7: Description of Survey Methodology**

Survey method	Quantitative research
Survey technique	Face to face interviews
Survey areal	Georgia
Target group	International visitors aged 15 years or older
Sample size	12,000 respondents
Duration of interview	10-12 minutes

The data according to the country of residence is analyzed separately for neighboring countries – Turkey, Russia, Azerbaijan and Armenia. Other countries are grouped in three categories – Central and Eastern Europe, Other Europe and Other Countries.

In the category “Central and Eastern Europe” are grouped the following countries: Belarus, Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Slovakia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.



In the category “Other Europe” the following countries are grouped: Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, Malta, Norway, Netherlands, Spain, Sweden, Switzerland and the United Kingdom.

Those counties that were not placed in any of the above mentioned groups, due to small samples, were consequently grouped as “Other” Countries.

*This report was prepared by the Research and Planning Department of Georgian National Tourism Administration.*

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