

**Ministry of Economy and Sustainable Development of Georgia**



**Georgian National Tourism Administration**

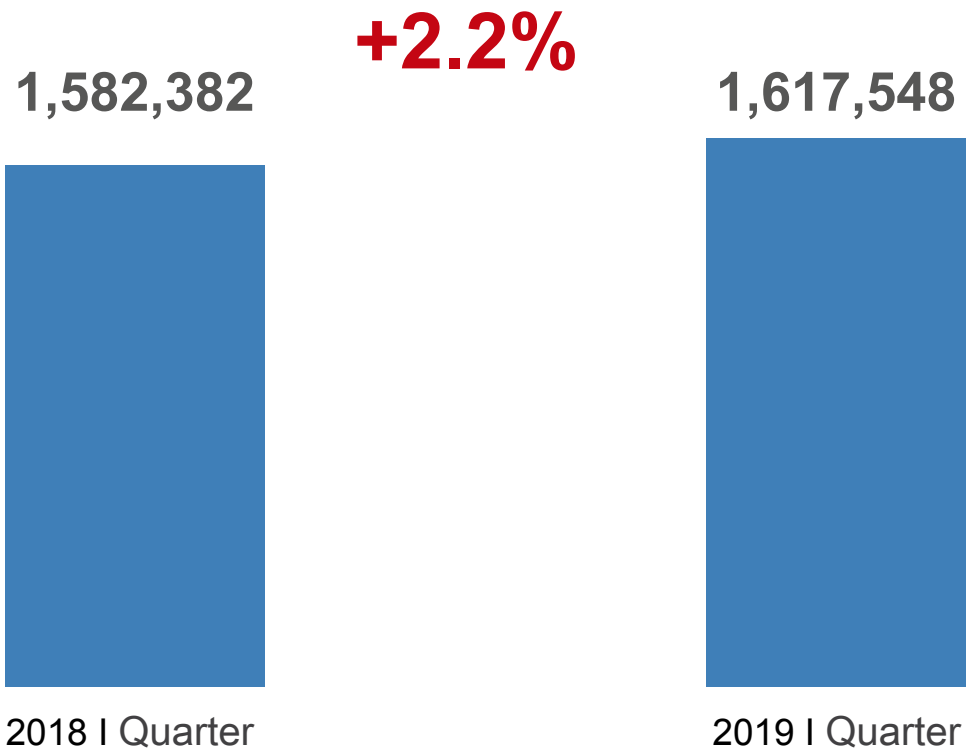
# Main Trends

The Structure of International Visitor Trips to Georgia is improving

- **Significant increase was registered in:**
  - Number of international visitor trips from EU
  - Number of international visitor trips conducted by air transport
  - Number of international tourist trips



# International Traveler Trips

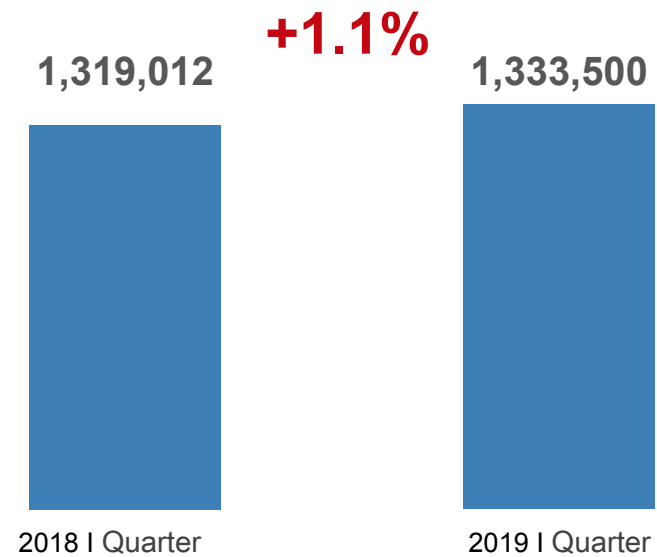


Source: Ministry of Internal Affairs of Georgia

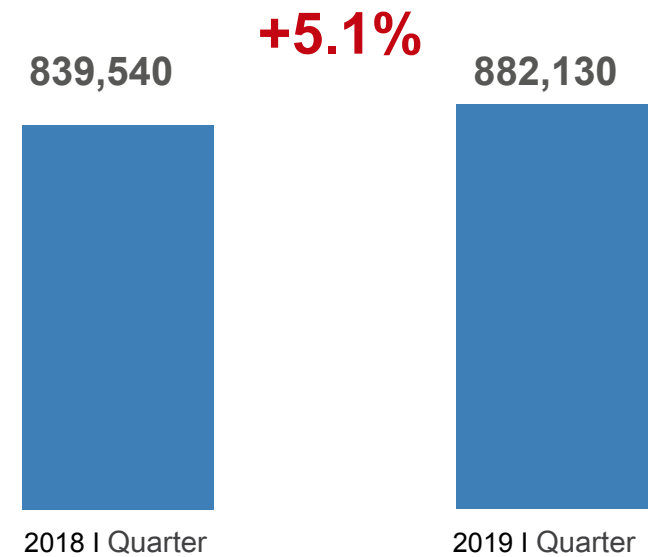




## International Visitor Trips



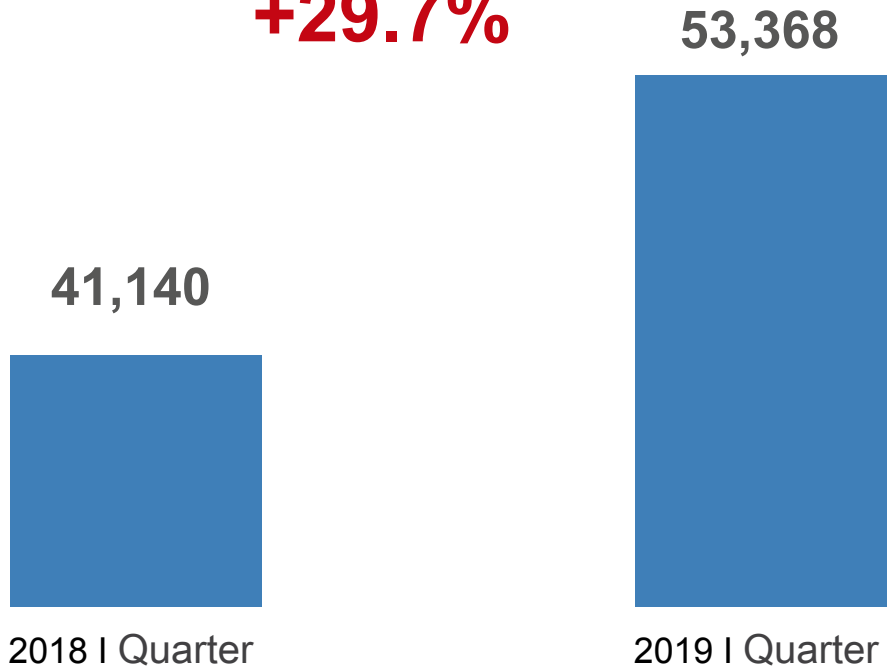
## Tourist Trips



# International Trips from EU



**+29.7%**



- **Latvia +84.5%**
- **Slovakia +81.8%**
- **Poland +79.1%**
- **Czech Republic +66.8%**
- **Lithuania +43.3%**
- **Germany +30.8%**

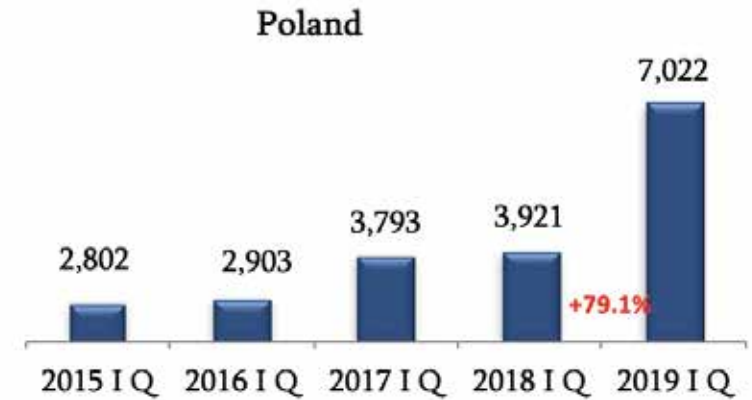
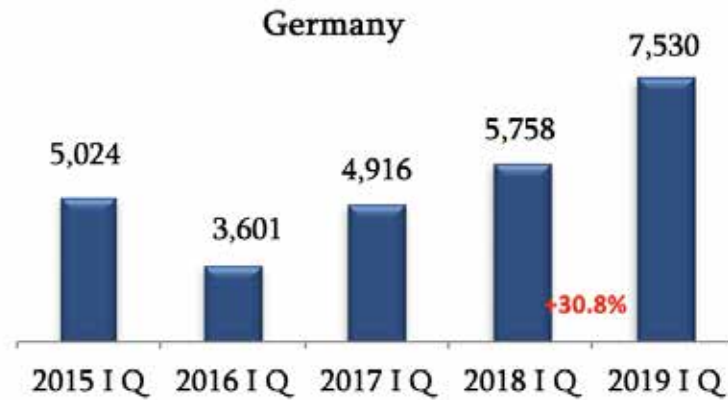
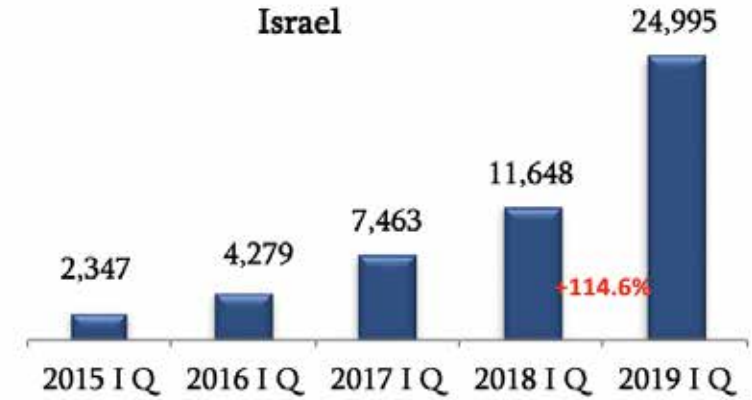
# International Trips Top 5

Country	2018 I Quarter	2019 I Quarter	% Change
Azerbaijan	284,251	292,902	+3.0%
Russia	208,803	254,077	+21.7%
Armenia	243,989	232,449	-4.7%
Turkey	238,524	201,192	-15.7%
Georgia (nonresident)	115,113	117,769	+2.3%
Ukraine	30,899	33,645	+8.9%
Iran	70,023	30,454	-56.5%
Israel	11,648	24,995	+114.6%
India	10,594	11,643	+9.9%
Kazakhstan	7,601	10,757	+41.5%
Philippines	7,222	8,546	+18.3%
Germany	5,758	7,530	+30.8%
Poland	3,921	7,022	+79.1%
Belarus	5,749	6,547	+13.9%
United States of America	5,270	5,974	+13.4%

Source: Ministry of Internal Affairs of Georgia

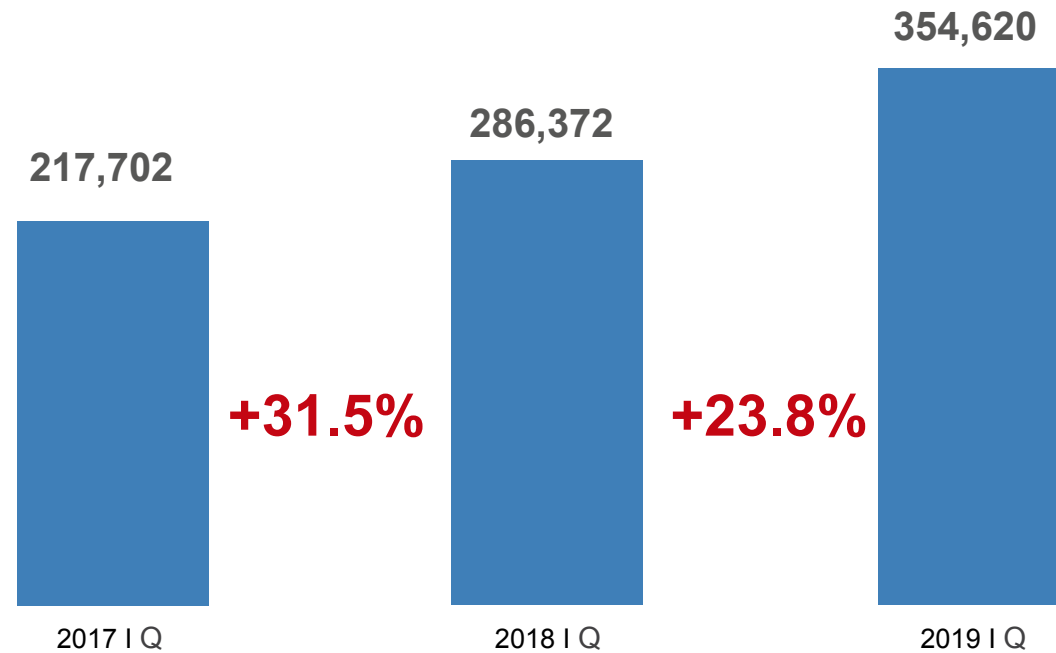


# International Trips Top 5



Source: Ministry of Internal Affairs of Georgia

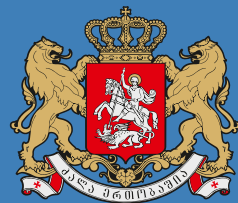
# International Trips Conducted by Air Transport



Source: Ministry of Internal Affairs of Georgia

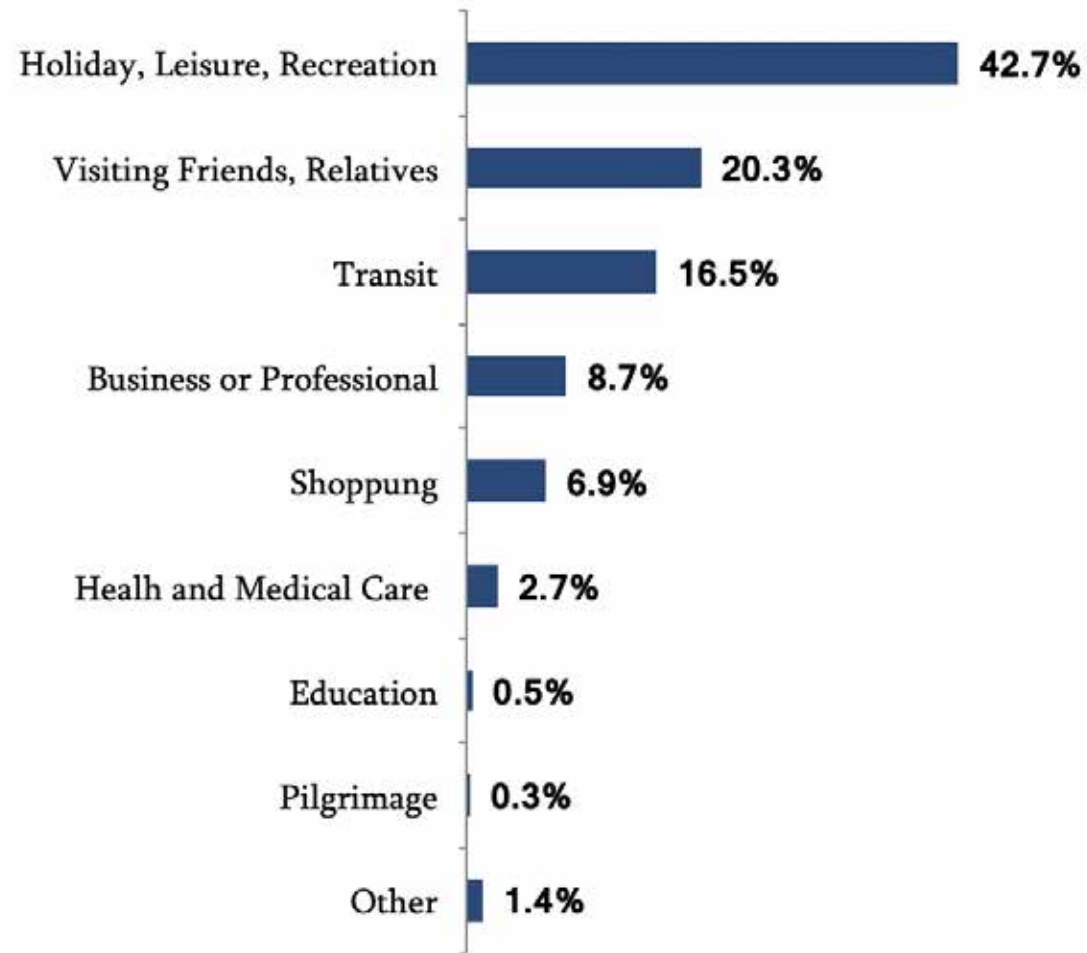


# International Visitor Survey 2018



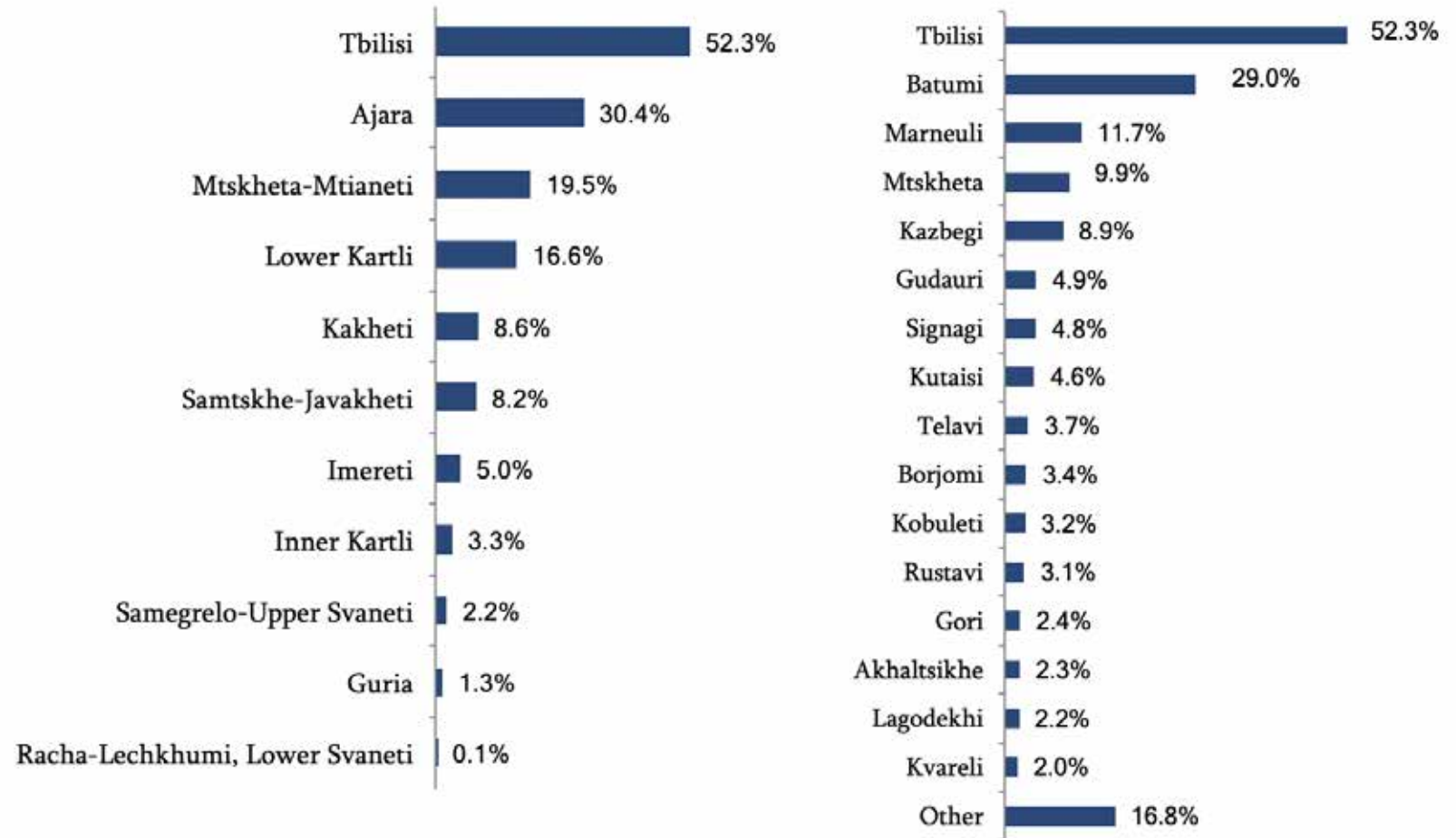


# Main Purpose of Trip



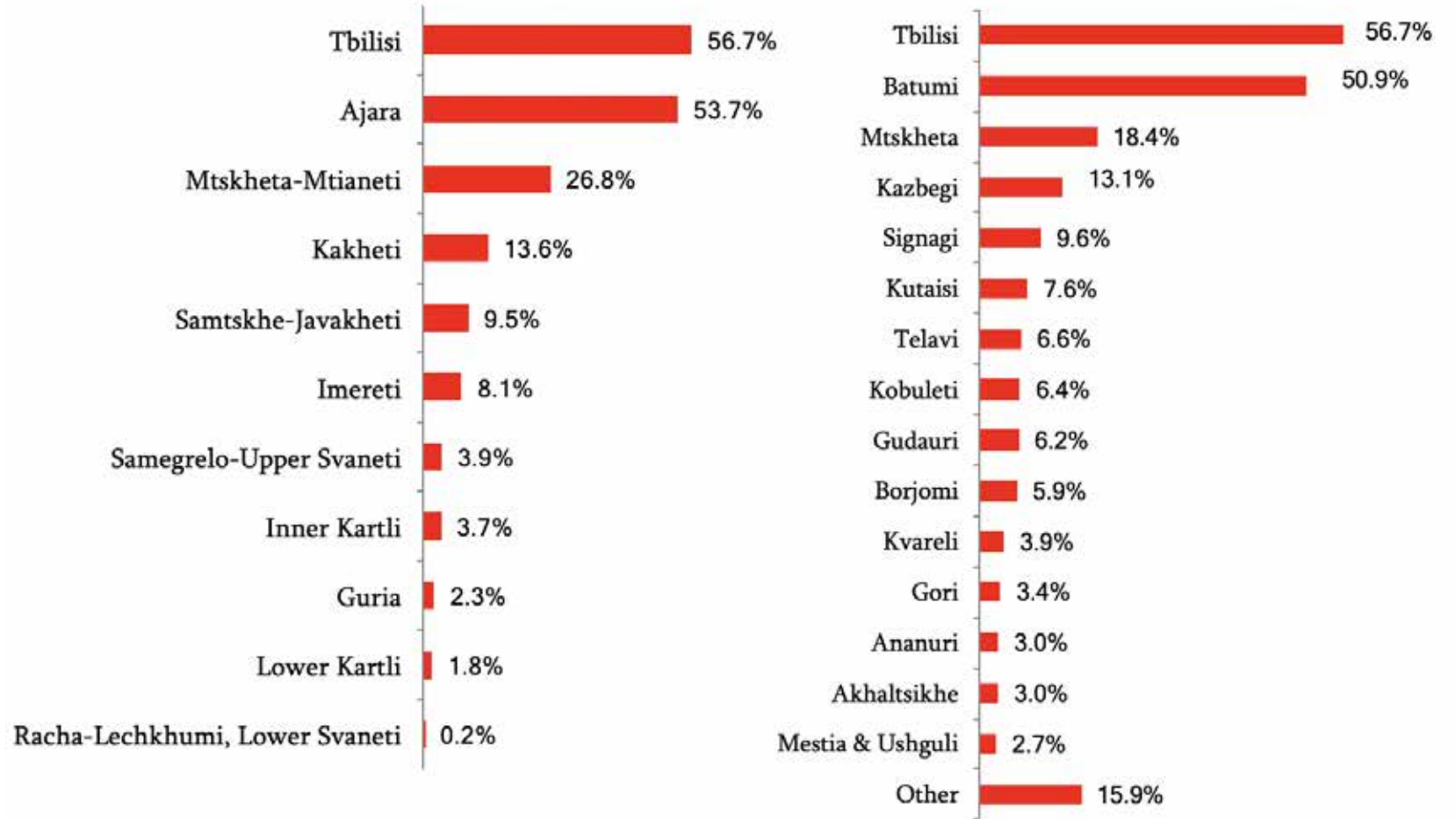
Source: Ministry of Internal Affairs of Georgia

# Popular Regions and Locations



Source: Ministry of Internal Affairs of Georgia

# Popular Regions and Locations (Holiday, Leisure, Recreation)



Source: National Statistics Office of Georgia

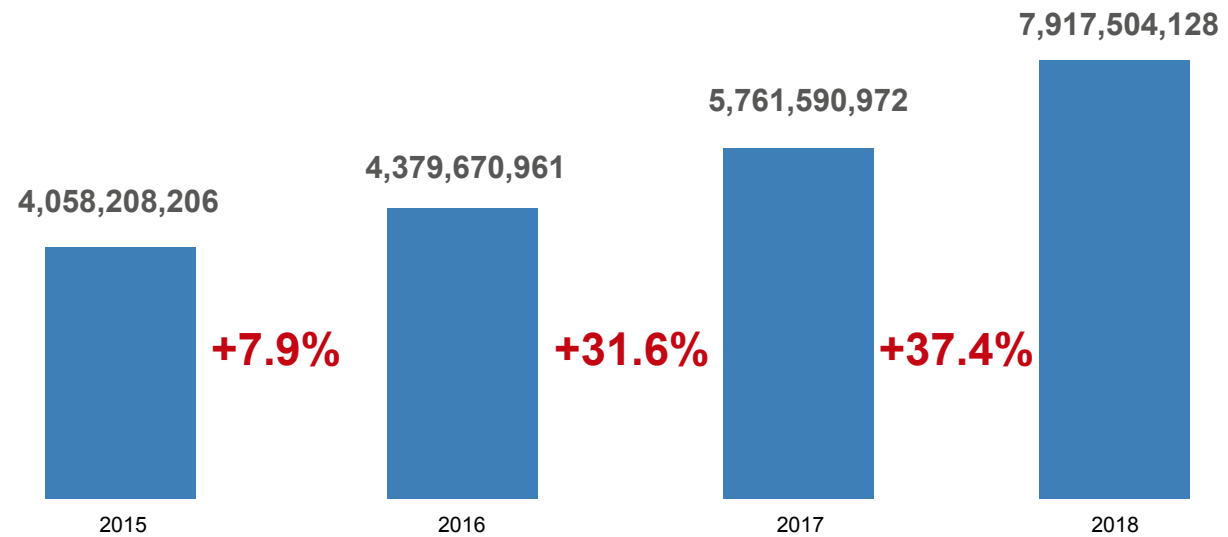
# International Visitor Expenditure

Average Expenditure Per Trip

1,099 GEL

Average Expenditure Per Tourist Trip

1,512 GEL



Source: National Statistics Office of Georgia

# Expenditure Structure

Components	Total Expenditure 2017	Total Expenditure 2018	% Change 2018	Share of Total Expenditure 2018
Served Food and Drinks	1,476,534,454 GEL	2,266,881,133 GEL	+53.5%	28.6%
Accommodation	1,326,904,450 GEL	1,854,514,224 GEL	+39.8%	23.4%
Cultural and Entertainment Services	1,065,961,653 GEL	1,434,705,232 GEL	+34.6%	18.1%
Shopping	789,717,384 GEL	1,074,094,320 GEL	+36.0%	13.6%
Local Transport	483,448,342 GEL	560,769,313 GEL	+16.0%	7.1%
Other Expenditures	619,024,690 GEL	726,539,907 GEL	+17.4%	9.2%

# Length of Stay and Average Expenditures by Countries

Total Number of Nights

30 183 344 Nights

Average Length of Stay

4.2 Nights

Country of Residence	Average Length of Stay (Nights)	Average Expenditure per Visit
Spain	6.5	3,541
United Kingdom	6.7	3,189
United States of America	7.8	3,047
Qatar	5.0	2,868
United Arab Emirates	6.1	2,719
Italy	11.9	2,504
Saudi Arabia	5.0	2,500
France	6.7	2,459
Israel	7.7	2,407
Poland	6.0	2,183
Iran	6.8	2,072
Greece	10.4	2,055
Germany	8.5	2,046
Kazakhstan	7.0	1,956
Ukraine	8.8	1,659

Source: National Statistics Office of Georgia

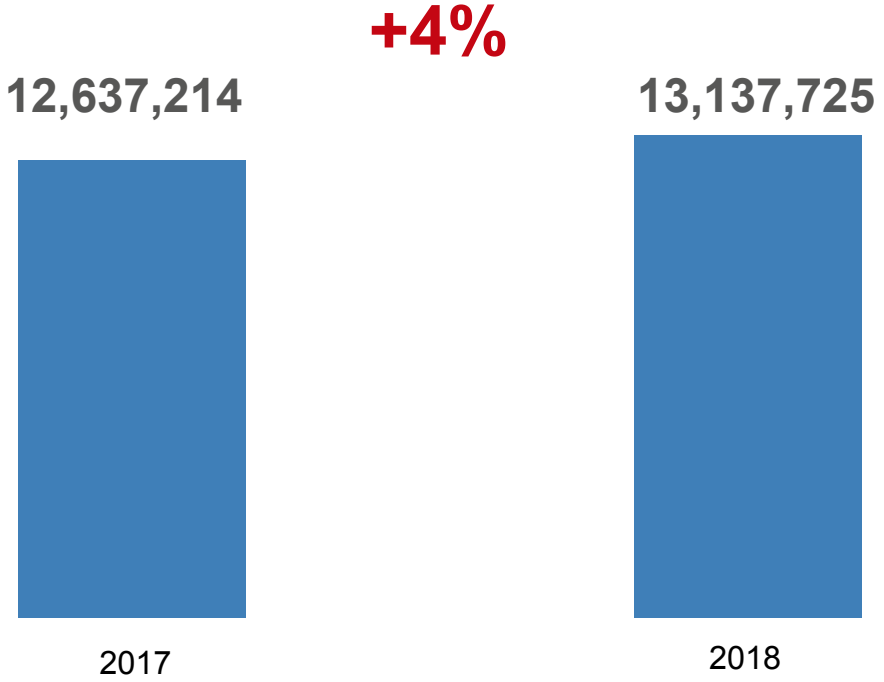


# Domestic Visitor Survey 2018





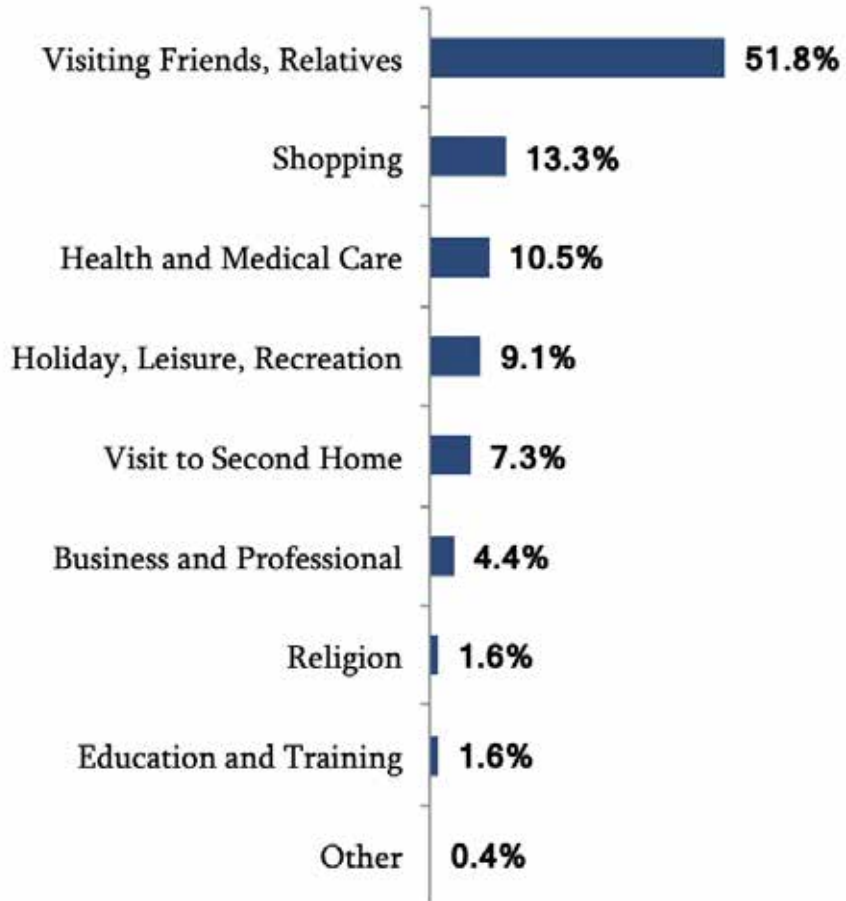
# Domestic Trips



Source: National Statistics Office of Georgia

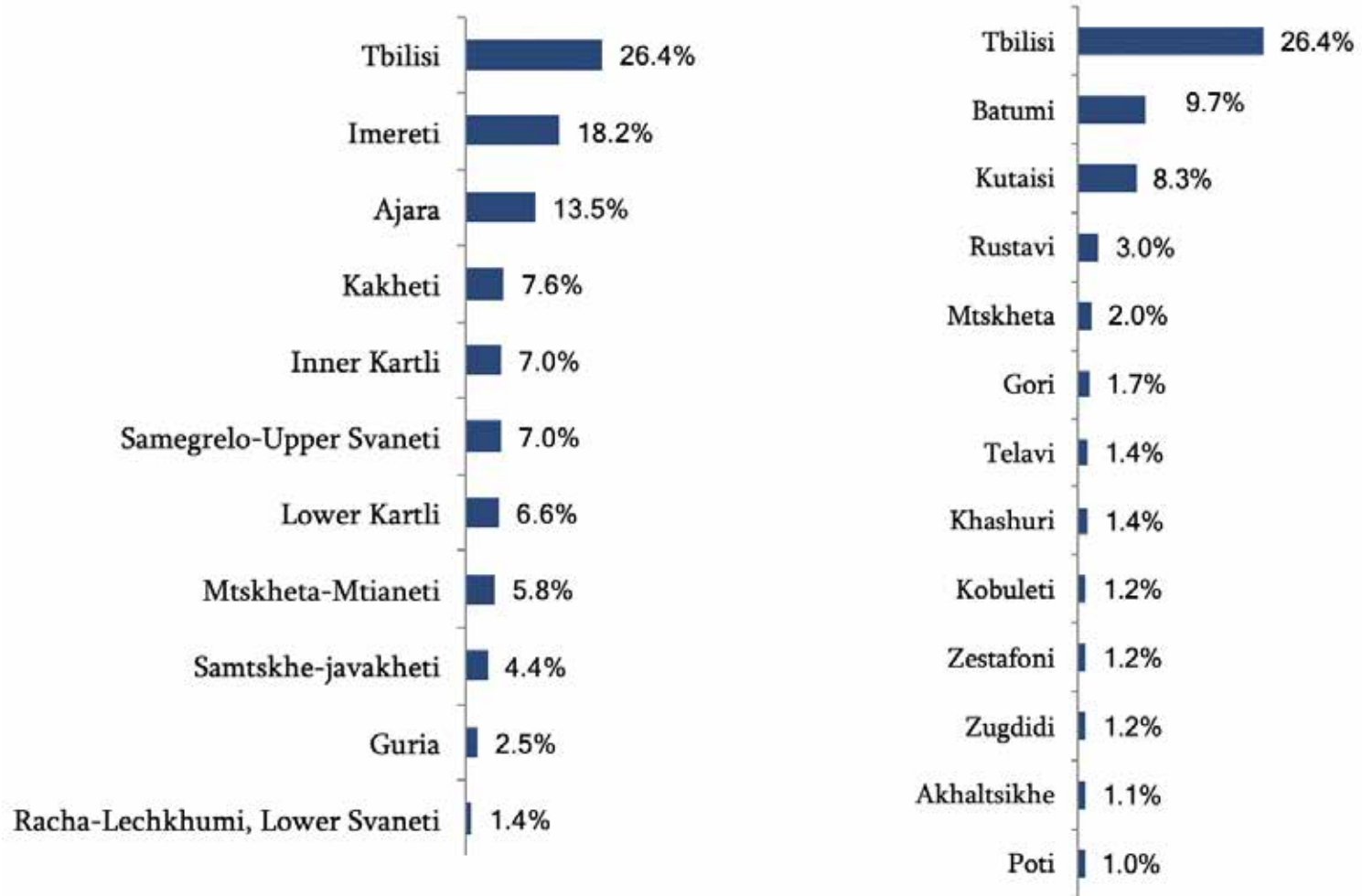


# Main Purpose of Trips



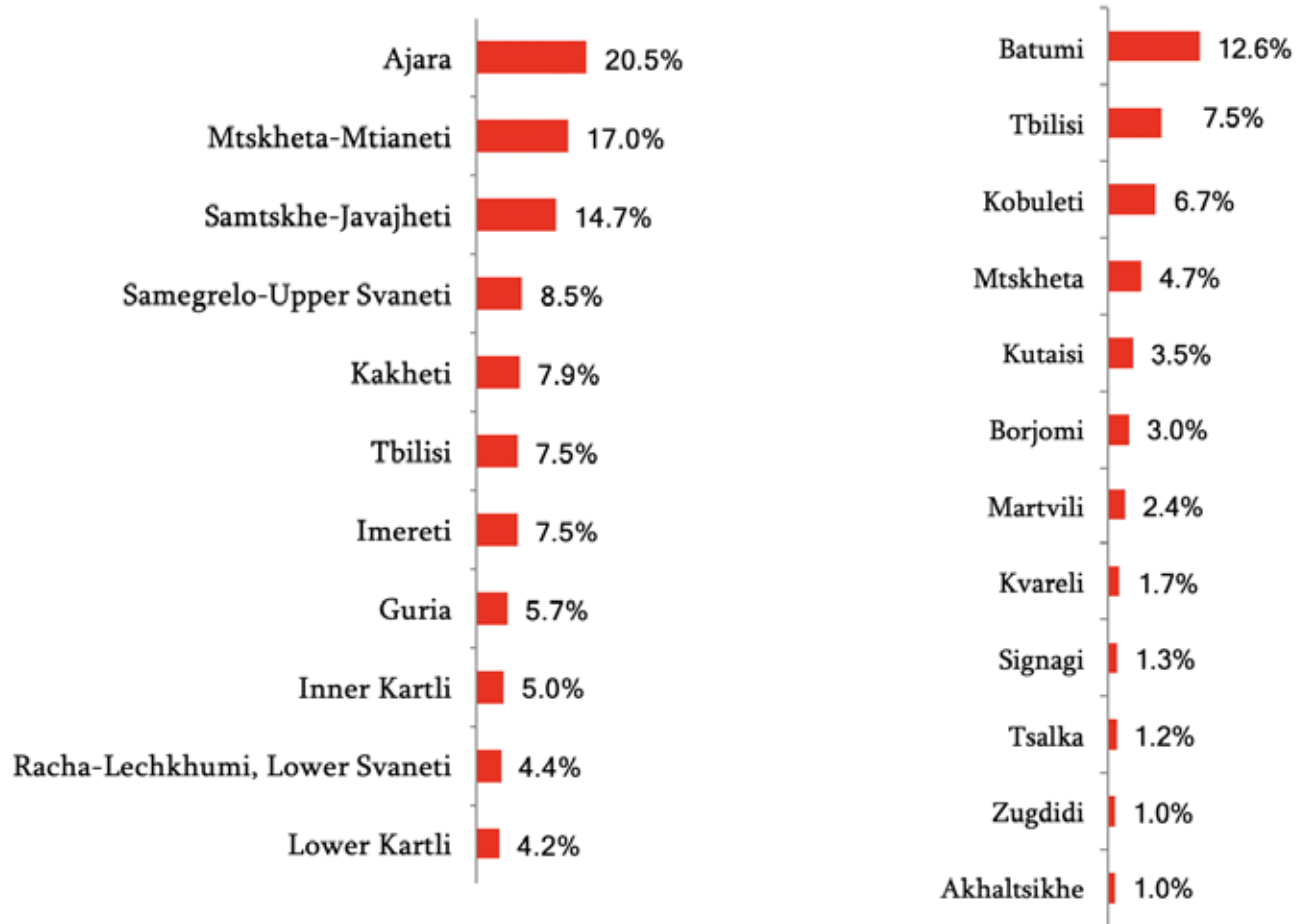
Source: National Statistics Office of Georgia

# Popular Regions and Locations



Source: National Statistics Office of Georgia

# Popular Regions and Locations (Holiday, Leisure, Recreation)



Source: National Statistics Office of Georgia

# Average Expenditures and Length of Stay

Average Expenditure per Trip

132 Gel

Average Expenditure per Tourist Trip

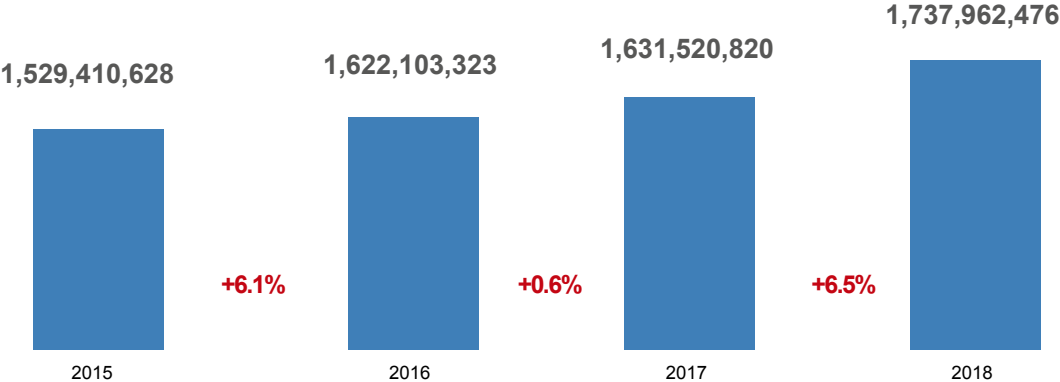
184 Gel

Total number of Nights

24 874 350 nights

Average Length of Stay

1.9 nights



Source: National Statistics Office of Georgia

# Expenditure Structure (Internal Tourism)

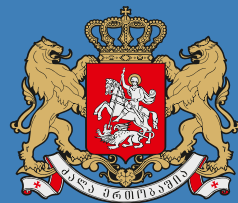
Total Expenditure

9,655,466,605 GEL

Components	Total Expenditure 2017	Total Expenditure 2018	% Change 2018	Share of Total Expenditure 2018
Served Food and Drinks	1,877,246,020 GEL	2,666,320,449 GEL	+42.0%	27.6%
Accommodation	1,393,530,916 GEL	1,941,390,563 GEL	+39.3%	20.1%
Shopping	1,292,854,686 GEL	1,656,914,336 GEL	+28.2%	17.2%
Cultural and Entertainment Services	1,087,013,123 GEL	1,460,401,611 GEL	+34.3%	15.1%
Local Transport	787,365,899 GEL	865,874,256 GEL	+10.0%	9.0%
Other Expenditures	955,101,149 GEL	1,064,565,390 GEL	+11.5%	11.0%

Source: National Statistics Office of Georgia

# Accommodation Market 2018





# Accommodation Units

Hotels Opened in 2018



**+125**

Accommodation Units



**+7,000**

Beds

Existing Accommodation Units



**2,361**

Accommodation Units



**+85,458**

Beds



**22,000**

Construction of Planned  
Accommodation Units 2019-2022



**+350**

Accommodation Units

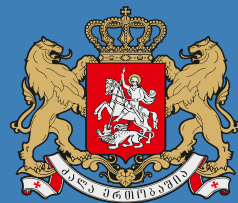


**+27,100**

Beds



# Economic Indicators 2018



# International Tourism Receipts 2017-2018

**+ 518** Mln USD

**+19.1%**

3.2 Bln USD

2.7 Bln USD



2017



2018

Source: National Bank of Georgia



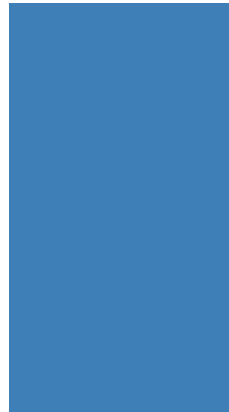


# International Tourism Receipts I Quarter

**+ 28** Mln USD

**+5%**

551 Bln USD



2018 I Q

578 Bln USD



2019 I Q

Remark: Preliminary Data

Source: National Bank of Georgia



# Tourism Value Added

Share in Total GDP - **7.6%**

**+21.5%**

2.2 Bln GEL



2017

2.7 Bln GEL



2018



# Thank You For Your Attention!



MINISTRY OF ECONOMY AND SUSTAINABLE  
DEVELOPMENT OF GEORGIA



Georgian National  
Tourism Administration

[georgia.travel](http://georgia.travel) [gnta.ge](http://gnta.ge)