



Introduction

This report presents basic characteristics of outbound travel from Georgia for the period of 2019. The data is provided by National Statistics Office of Georgia.

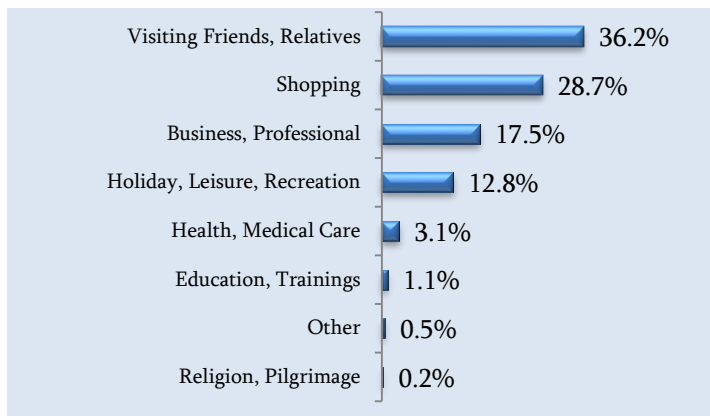
Significance of International Travel

International travel generates significant economic activity and employment in the world. Its direct contribution to World GDP and employment in 2018 was US\$ 2.8 trillion and it supported 123 million jobs. Taking account of its combined direct, indirect and induced impacts, total economic contribution in 2018 was US\$ 8.8 trillion in GDP, 319 million in jobs; US\$ 941 billion in investment; and US\$ 1.6 trillion in exports. This total contribution represents 10.4% of World GDP in 2018, 1 in 10 jobs, 4.4% of total economy investment and 6.5% of world exports.¹

What are the main purposes of outbound visitors?

Outbound visitors most often travel for visiting friends or relatives (36.2%). Other frequently observed visiting purposes include shopping (28.7%), business/professional trips (17.5%), holiday, leisure, recreation purposes (12.8%), health and medical care (3.1%) and education (1.1%). (Figure 1).

Figure 1: Purpose of Visit



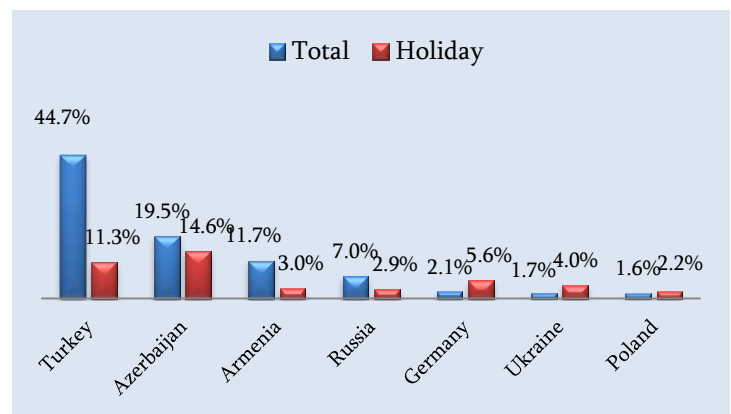
What is the share of the first time visits?

Out of the total visits, 94.4% were repeat visits and 5.6% traveled from Georgia for the first time. Thus, Georgia had up to 132,814 new visits within the period covered.

What cities and regions do international visitors visit?

44.7% of outbound trips were made to Turkey, followed by 19.5% trips to Azerbaijan. Other countries were less visited. Among them Armenia was the most popular (11.7%). Some other widely visited countries were the following: Russia (7%), Germany (2.1%), Ukraine (1.7%), Poland (1.6%) and Italy (1.1%) (Figure 2).

Figure 2: Most Visited Destinations



What sources did outbound visitors use to find information?

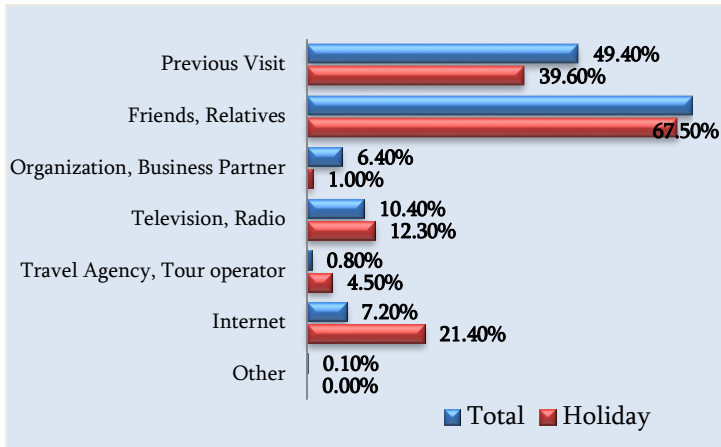
Prior to traveling, outbound visitors used various sources for obtaining information. 70.3% learned about the country from their friends or relatives, while 49.4% obtained information from their previous visits. 10.4% of the visitors obtained information about the country from television/radio. As expected, first time visitors used more information sources prior to the trip. "friends and relatives" was most frequently applied information source 83.8%, while 14.7%

¹ Economic Impact of Travel and Tourism 2019. Annual Update. World Travel and Tourism Council



obtained information from Internet (Figure 3).

Figure 3: Information Sources



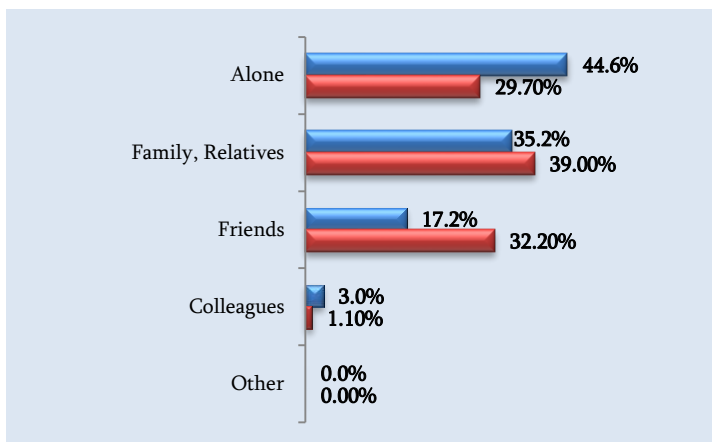
What is the sex profile of outbound travelers?

The majority of the visitors surveyed were male (male – 58.7%; female – 41.3%).

Who do international visitors travel with?

44.6% of the outbound trips were made alone to Georgia, while others had at least one companion during the trip. A typical companion is a family member/relative (35.2%). Up to 17.2% of visitors were accompanied by friends (Figure 4).

Figure 4: Persons Accompanying on Trip

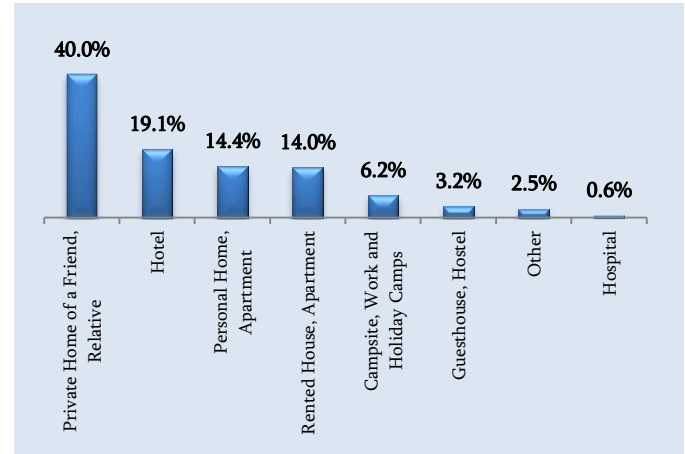


How long do they travel for and what accommodation types do they use?

Visitors' average duration of stay was 4 nights.

Total nights spent by outbound visitors were 9,313,690. The most nights were spent in friends and relatives house 42.6%, while 21.6% of the nights were spent in hotel. Other types of accommodation are less utilized by international visitors (Figure 5).

Figure 5: Accommodation



How much do international travelers spend?

Total expenditure by outbound visitors during the estimation period was over 2 billion GEL and the average expenditure per visit was GEL 877.

The largest share of visitors' expenditure accounted for served food and drinks (32.6% of total expenses), and shopping (31.4% of total expenses). 18.3% of expenditure was made on accommodation and only 7.2% was spent on Cultural and Entertainment Services. Detailed breakdown of expenditures is given below (Table 1).

Table 1: Expenditures

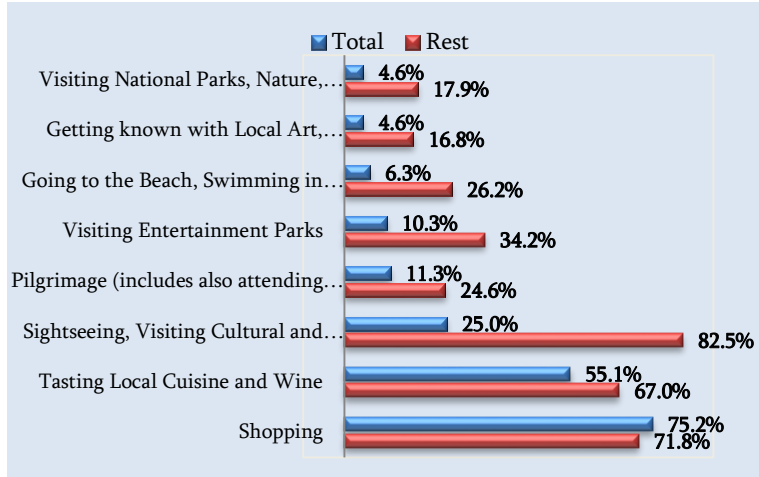
Expenditure Components	Total Expenditure GEL (Thousand GEL)	Share of Total Expenditure
Served Food and Drinks	679,472	32.6%
Shopping	653,523	31.4%
Accommodation	380,488	18.3%
Cultural and Entertainment Service	150,942	7.2%
Other Expenditure	113,294	5.4%
Domestic Ground Transportation	104,370	5.0%



What are the popular activities and attractions?

Among the activities undertaken by outbound visitors were: shopping (75%), tasting cuisine and wine (55%) and sightseeing, visiting cultural and historical heritage, museums (25%) (Figure 7).

Figure 7: Activities



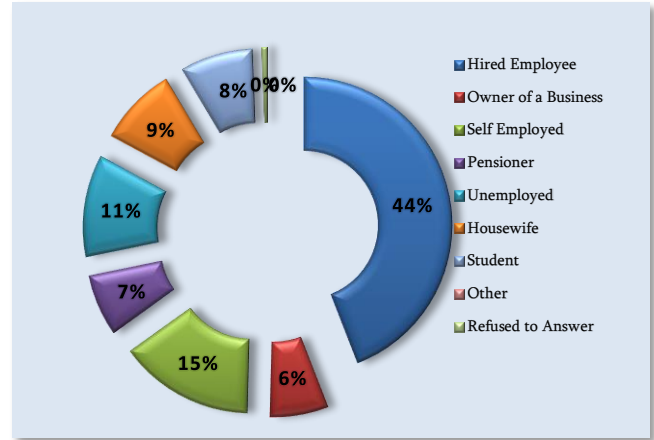
How satisfied are outbound visitors?

With regard to general satisfaction, 43.4% was very satisfied with the visit, 37.4% was satisfied and only 0.5% did not answer the question. The average level of satisfaction was 4.2 (out of 5)

Who are outbound visitors by occupation?

Majority of outbound trips were conducted by hired employees (44.1%), followed by self-employed (without employed persons) visitors 14.7% and unemployed category 11.1% (Figure 8).

Figure 8: International Visits by Occupation



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

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Report is uploaded on the website of Georgian National Tourism Administration: www.gnta.ge