



## Introduction

This report presents basic characteristics of international travel to Georgia in 2022. The data is provided by National Statistics Office of Georgia.

The sphere of the main interest of the report includes trips for holiday, business, visiting friends and relatives (VFR) purposes, expenditure during the trip and other reasons.

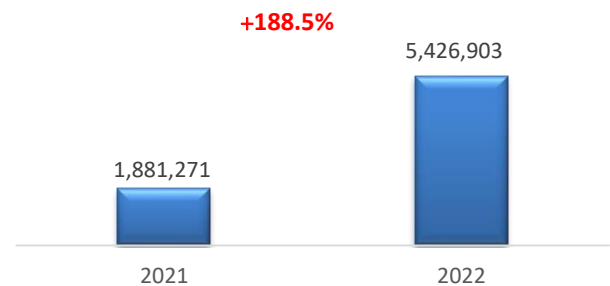
## Significance of International Travel

International travel generates significant economic activity and employment in the world. Its direct contribution to World GDP and employment in 2021 was US\$ 5.8 trillion (+21.7%) and it supported 289 million jobs. This total contribution represents 6.1% of World GDP, 1 in 11 jobs.<sup>1</sup>

## International Traveler Trips

International traveler<sup>2</sup> trips in Georgia have been growing rapidly in recent years. In 2022, they reached 5,426,903, which is 188.5% more than last year. (Figure 1)

Figure 1: International Traveler Trips by years



## International visitor trips

In 2022 the number of international visitor<sup>3</sup> trips to Georgia amounted to 4,703,945. The majority of trips conducted by international visitors (excluding nonresident citizens of Georgia), 68.8% were from neighboring countries. Russia was the leader in terms of international visitor trips - 1,087,257. It is followed by Turkey 925,561, Armenia with 742,593 and Israel with 210,178 visits. (Table 1)

<sup>1</sup> Economic Impact of Travel and Tourism 2021, Annual Update, WTTC

<sup>2</sup> International traveler is someone who moves between different geographic locations for any purpose and any duration. It excludes foreign citizens who are Georgian residents and includes Georgian citizens who are foreign residents.

<sup>3</sup> An international visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any purpose (business, leisure or

other personal purpose) other than to be employed by a resident entity in the country or place visited. The usual environment of an individual, a key concept in tourism, is defined as the geographical area within which an individual conducts his/her regular life routines. For defining the usual environment in Georgia, travelers conducting eight or more trips are excluded from the data.



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

Country	2021	2022	Change %
Russia	212,979	1,087,257	410.5%
Turkey	326,494	925,561	183.5%
Armenia	164,698	742,593	350.9%
Israel	100,686	210,178	108.7%
Ukraine	144,901	168,915	16.6%

The largest share of international visitor trips in Georgia, 3,123,238 (+278%), were by land transport. The busiest border was Sarpi (the Turkish border), which saw 1,059,151 (+317.2) visits. This was followed by Tbilisi Airport - 1,040,729 (+83.2%) and Kazbegi (the Russia border) 844,115 (+282.3%). (Table 2)

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

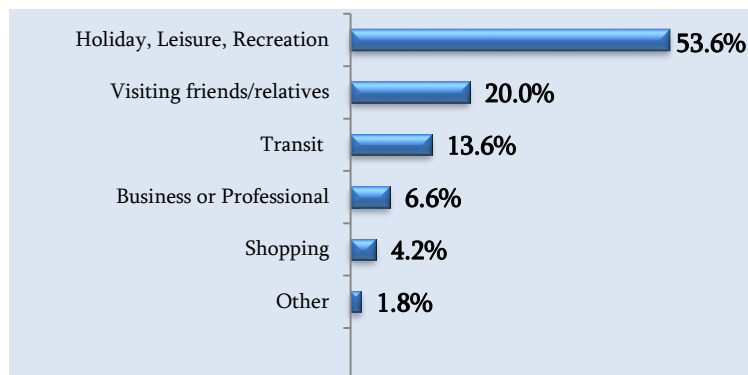
Border Type	2021	2022	Change %
Land	826,355	3,123,238	+278.0%
Air	877,158	1,536,316	+75.1%
Railway	10,879	26,355	+142.3%
Sea	6,850	18,036	+163.3%

A total of 77.7% (3,652,949) trips included at least one over-night stay, which by definition is a tourist trip. 22.3% were day trips (1,050,996).

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

International visitors most often travel for holiday, leisure or recreation purposes (53.6). Other frequently observed visiting purposes include visiting friends or relatives (20%), transit (13.6%), business/professional trips (6.6%), shopping (4.2%). Only 2% of visitors reported other purposes (Figure 2).

**Figure 2 : Purpose of Visit**

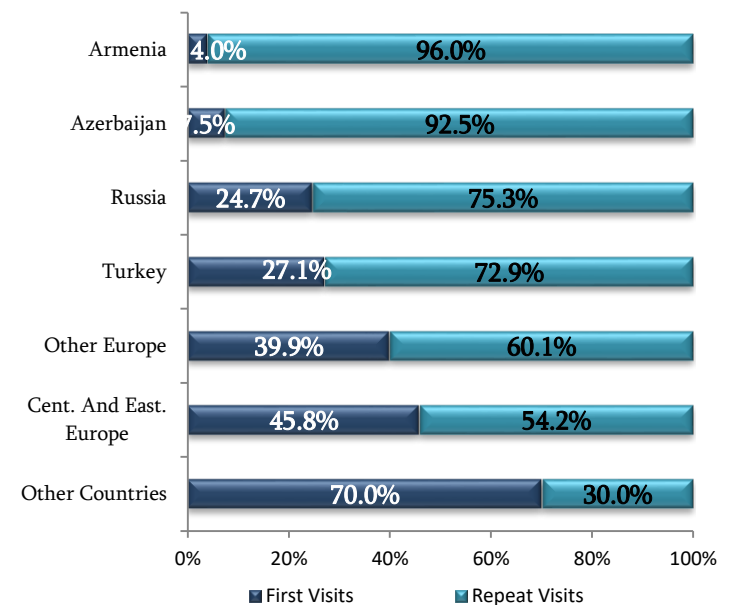


### What is the share of the first time visits?

Out of the total visits, 69.1% were repeat visits and 30.9% traveled to Georgia for the first time. Thus, in 2022 Georgia had up to 1,455,738 new visits.

Most of the neighboring country residents have traveled to Georgia before. The highest share of repeat visits was observed among the residents of Armenia, next places took Azerbaijan (92.5%), Russia (75.3) and Turkey (72.9). In contrast, for many Europeans or residents of other countries, it was their first visit to Georgia (Central and Eastern Europe – 45.8%; other Europe – 39.9%; other countries – 70%). (Figure 3)

**Figure 3: Visit Practice**





### How long do they travel for?

Visitors' average duration of stay was 6.2 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 8.6 nights in Georgia (Table 3).

Duration of stay was high for visitors from Europe (Central and Eastern E.uopen - 9.7 nights, Other Europe - 7.8 nights) and other country (8.5 nights) categories.

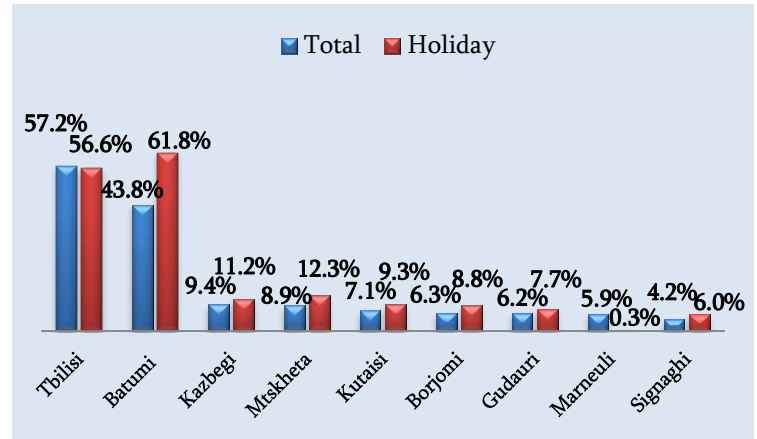
**Table 3: Duration of Stay**

Country of residence	Average Overnights
Russia	8.6
Azerbaijan	4.4
Turkey	2.4
Armenia	2.1
Cent. And East. Europe	9.7
Other Europe	7.8
Other Countries	8.5

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

57.2% of international trips were made to the capital city of Georgia, followed by 43.8% trips to Batumi. Other destinations were less visited. Among them Kazbegi was the most popular (9.4%). Some other widely visited destinations were the following: Mtskheta (8.9%), Kutaisi (7.1%), Borjomi (6.3%), Gudauri (6.2%), Maneuli (5.9), Signaghi (4.2%). (Figure 4)

**Figure 4: Most Visited Destinations**



Most international trips on the regional level were made in Tbilisi 57.2%, Adjara was next with 45.1% and Mtskheta-Mtianeti 19%. Other regions with significant number of visits were Lower Kartli 7.9%, Samtskhe Javakheti 6.6%, Imereti 7.5% and Kakheti 5.8%.

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

Prior to traveling to Georgia, international visitors used various sources for obtaining information. 56.2% learned about the country from their friends or relatives, while 25.5% obtained information from the internet and 11% from the television and radio. More than a half of the visitors (52.3%) 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 77.2%, while 42.8% obtained information on Georgia from the internet and 6.8% find information by tourist organization.(Figure 5)



Figure 5: Information Sources

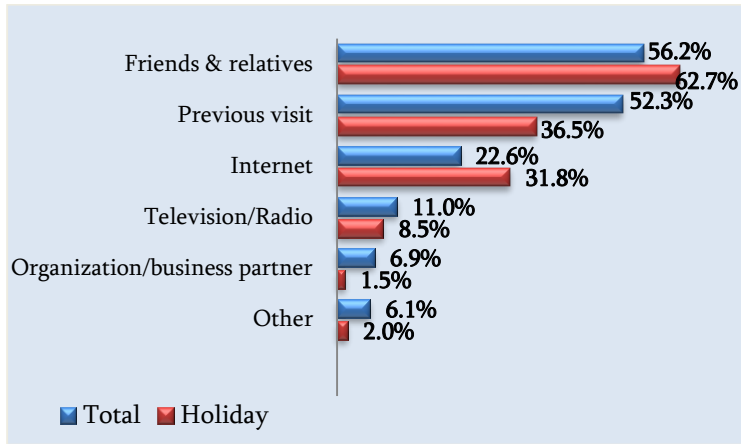
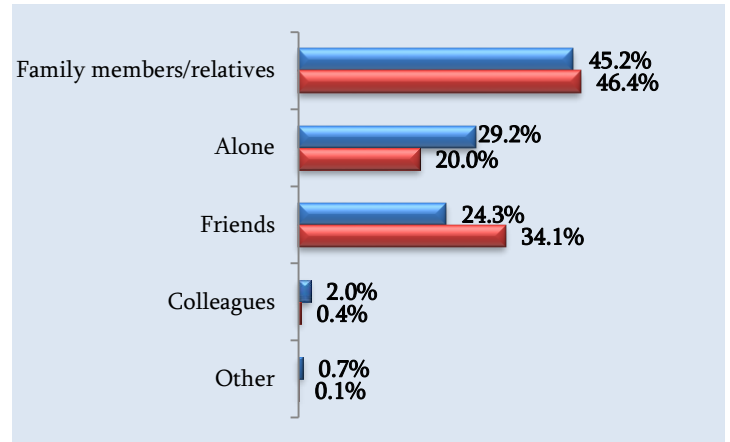


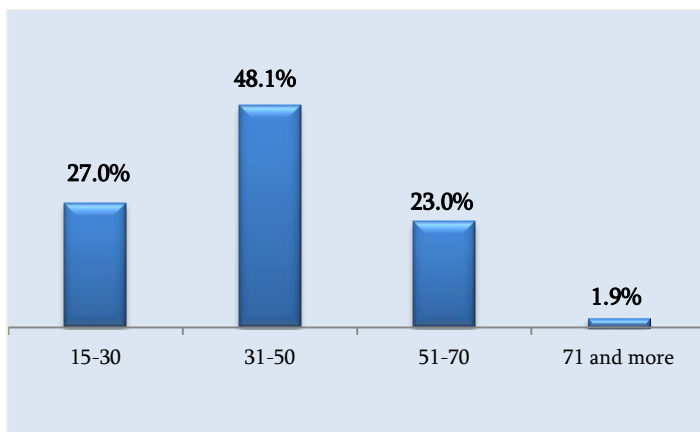
Figure 7: Persons Accompanying on Trip



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

The majority of the visitors surveyed were male (male – 50.9%; female – 49.1%). Visitors between 31-50 years old were the largest age group (41.8%) (Figure 6).

Figure 6: Age Groups



### Who do international visitors travel with?

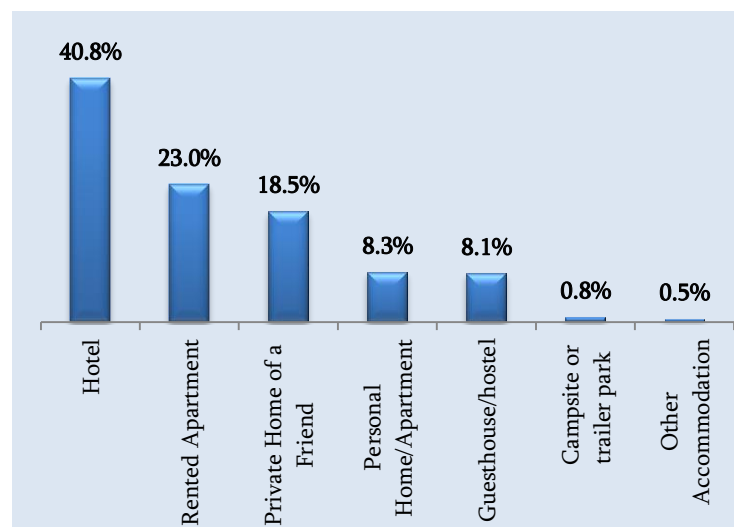
29.2% of the international trips were made alone to Georgia, while others had at least one companion during the trip. A typical companion is a family member/relative (45.2%). Up to 24.3% of visitors were accompanied by friends (Figure 7).

Males traveled alone more often (32.4%) than females (23.7%). More than half of the visits (57.2) are made by women with friends or relatives, a similar figure for men is 38.3%.

### What accommodation types do they use?

In 2022, total nights spent by international visitors were 29,380,748. The most nights were spent in hotel 40.8%, about 23% in a rented apartment and 18.5% of the nights were spent in friends and relatives house. Other types of accommodation are less popular among visitors (8.3% of overnight stays were in their own house and 8.1% were spent in guest house/hostel). (Figure 8).

Figure 8: Accommodation





## How much do international travelers spend?

Total expenditure by international visitors during the estimation period was over 10.8 billion GEL and the average expenditure per visit was GEL 2,298 .

The largest shares of visitors' expenditure go on served food and drinks (33.2% of total expenses) and accommodation (31% of total expenses). Spending on shopping was also significant share (15.4%) and only 10.8% of expenditure was made on Cultural and Entertainment. 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	3,591,866,587	33.2%
Accommodation	3,351,528,371	31.0%
Shopping	1,669,671,696	15.4%
Cultural and Entertainment Services	1,164,520,897	10.8%
Domestic Ground Transportation	858,748,757	7.9%
Other Expenditure	171,734,061	1.6%

Visitors from Russia had the highest spending pattern and spend on average 2,240.7 GEL, followed by residents from Turkey 1,636.4 GEL, Azerbaijan 1,447.2 GEL and Armenia 757.1. (Table 5).

**Table 5: Average Expenditures by Countries**

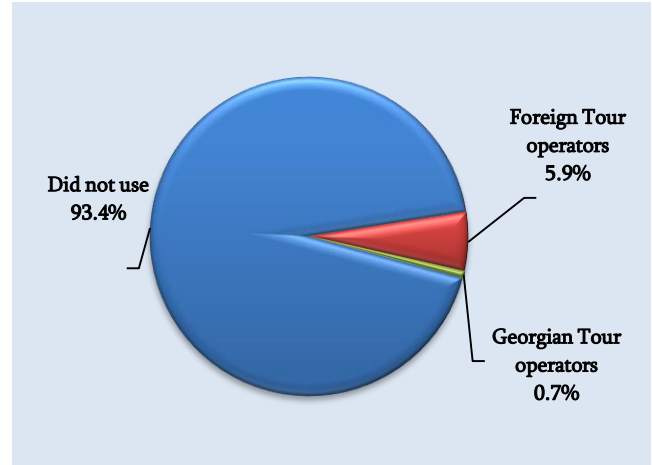
Country Of Residence	Average Expenditure (GEL)
Armenia	757.1
Azerbaijan	1,447.2
Turkey	1,636.4
Russia	2,240.7
Central and Eastern Europe	2,965.6
Other Europe	3,359.7
Other Countries	4,144.4

## How many trips are part of tourist package?

Majority of international trips (93.4%) were conducted without utilizing tourist package. The distribution of foreign and Georgian tour operators in the visits made with the purchased tourist package

was 5.9% and 0.7% respectively. In total 899 million GEL was spent on tourist package expenditures in 2022 (Figure 9).

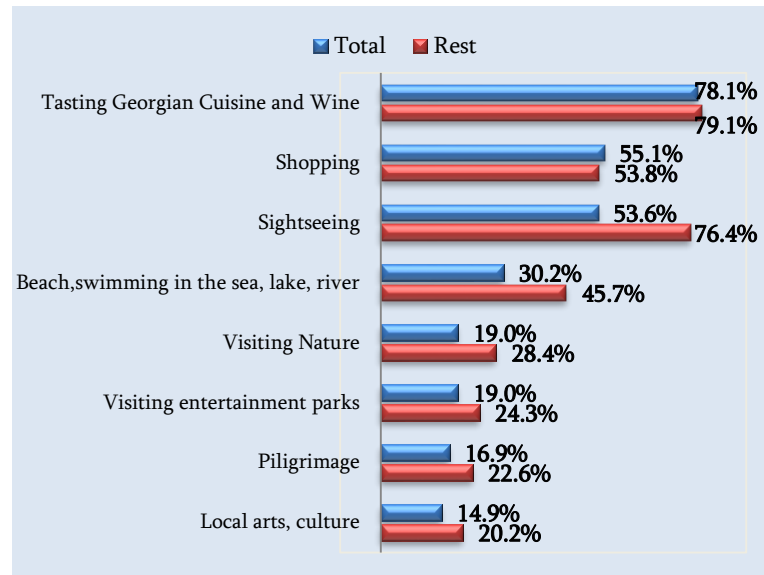
**Figure 9: Utilization of a Tourist Package**



## What are the popular activities and attractions?

Among the activities undertaken by visitors were: tasting Georgian cuisine and wine (78.1%), Shopping (55.1%) and sightseeing, visiting cultural and historical heritage, museums (53.6%) (Figure 10).

**Figure 10: Activities**





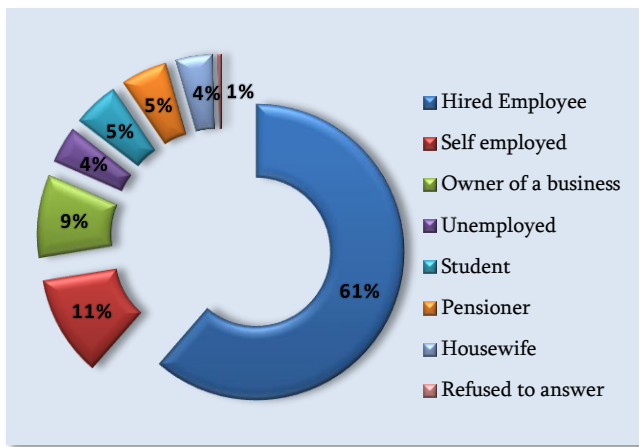
### How satisfied are international visitors?

With regard to general satisfaction, 57.2% was very satisfied with the visit, 35.1% was satisfied and only 0.3% did not answer the question. The overall satisfaction level was 4.5 (out of 5).

### Who are international visitors by occupation?

Majority of international trips were conducted by hired employees (60.6%), followed by self-employed (without employed persons) visitors 11.2% and employed 7.8% (Figure 11).

Figure 11: 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).

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.

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