National System of Tourism Statistics

Georgian National Tourism Agency

SCBP For EUROPE
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Objectives

- Develop tourism related action plans and policies based on reliable statistics
- Improve tourism related private sector decision-making
- Using common classifications to provide better quality data
- Improving statistical methods
Main Bodies

- Georgian National Tourism Agency
- National Statistics Office of Georgia
- National Bank of Georgia
- Border Police of Georgia

Interagency working group

[Diagram showing the structure of the interagency working group with connections between the Georgian National Tourism Agency (NTA), National Statistics Office (NSO), Central Bank (CB), Ministry of Finance of Georgia, and Border Police of Georgia.]
Surveys

- NSO- Survey of Hotels
- NTA- Surveys of non-resident travelers at borders
- NTA-Survey of resident travelers at households

Current projects

- Prepare technical manual for survey estimation
- Create interactive web-portal for surveys
- Create regular publications of tourism statistics
Supply side statistics

- Directory of tourism industry
- Survey of hotels and similar establishments
  - Hotels by ownership type
  - Hotels by year of putting into operation
  - Number of rooms and beds
  - Number of visitors by purpose of arrival
  - Visitors by country of origin
  - Number of employees in hotels
  - Occupancy rates
  - Number of working days per year
  - Total Incomes (include VAT and Excise)
  - Average price

Demand side statistics

- Borders and households surveys
  - Number of travelers
  - Citizenship of travelers
  - Travelers by types of transport
  - Age, sex and incomes of travelers
  - Purpose of travel
  - Duration of stay
  - Accommodations used
  - Expenditures by inbound and domestic tourism
Use of statistics generated

- Public information
- Create short-term marketing strategies
- MACROECONOMIC INDICATORS

Thank you!

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