



Inbound Tourism Statistics

Georgian National Tourism Administration

SCBP For EUROPE
November, 2012

Survey description



Survey of International travelers

- ▶ Survey frequency – quarterly
- ▶ Period Covered – May 2011 to April 2012
- ▶ Sample size – 5 000 respondents
- ▶ Survey technique – face to face interviews conducted at 10 border checkpoints

Key improvements



- ▶ Entire year covered
 - No gaps in data
- ▶ Quarterly frequency
 - Opportunity to compare indicators by seasons
- ▶ Larger sample size
 - Possibility to analyze data by various breakdowns

Main variables

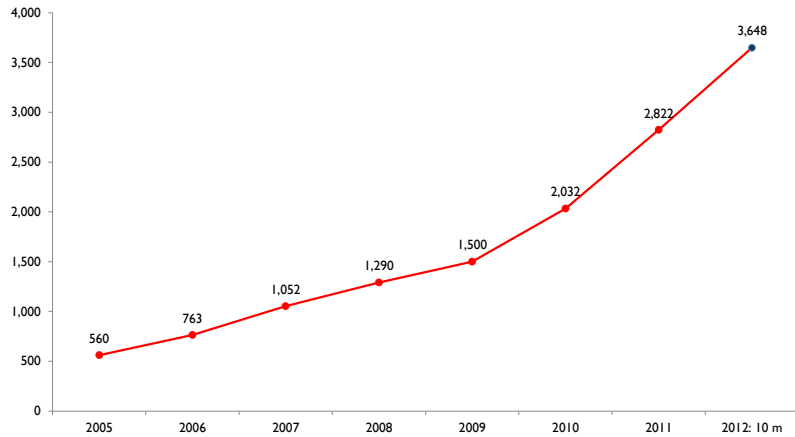


- Country of residence
- Purpose of visit
- Frequency of visits
- Duration of stay
- Accommodation units
- Transportation
- Expenditures
- Destinations visited
- Activities
- Information sources
- Demography

General trend



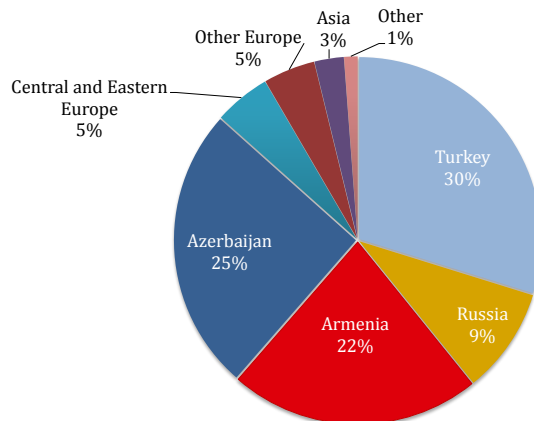
- ▶ Number of international travelers is increasing sharply



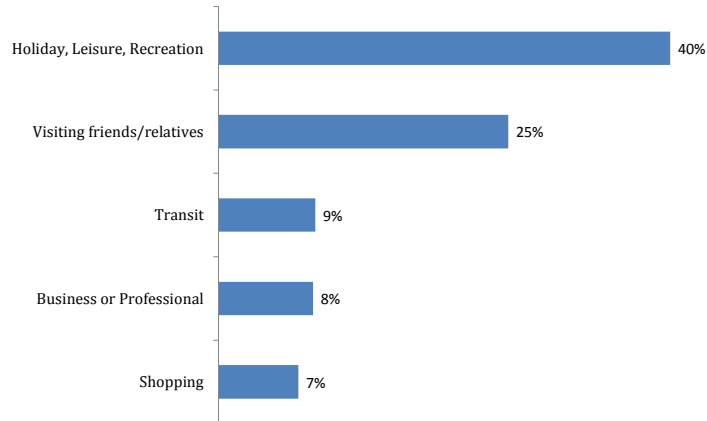
Visitors by countries



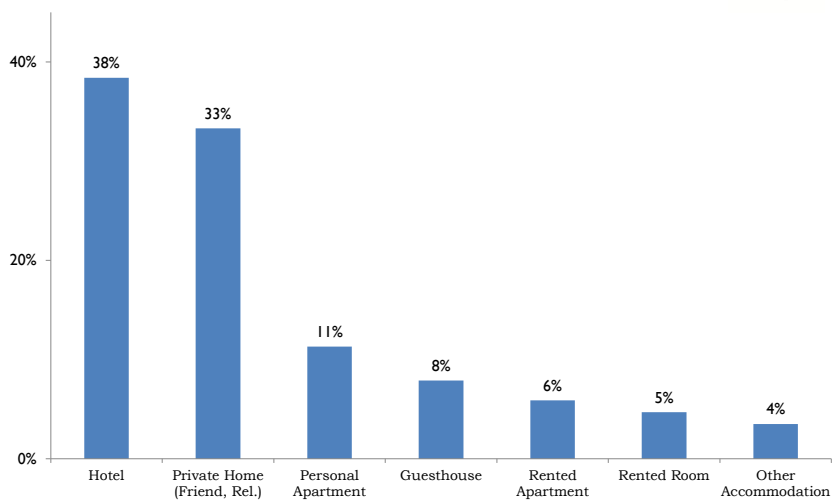
- ▶ In just 10 months of 2012, Georgia was visited by 3 648 274 international travelers



Visiting Purpose



Accommodation



Duration of Stay



Country of residence	Mean	Median
Turkey	4	2
Russia	26	11
Armenia	6	3
Azerbaijan	6	2
Central and Eastern Europe	13	7
Other Europe	18	8
Asia	15	5
Other	26	7
Total	9	2

Average Expenditure



Total expenditures



1 824 605 103 GEL

Average expenditure per visitor



546 GEL

Expenditures by countries	Average expenditure (GEL)
Turkey	482
Russia	790
Armenia	388
Azerbaijan	327
Central and Eastern Europe	879
Other Europe	1432
Asia	1288
Other	1382

Expenditure Types



Expenditure Type	Total Expenditures GEL	share in total Expenditures
Served Food and Drinks	420 209 753	23%
Shopping	317 922 382	18%
Accommodation	317 327 132	18%
Domestic Ground Transportation	129 889 605	7%
Cultural and Entertainment Services	97 011 171	5%
Sports and Recreational Services	58 712 907	3%
Tour Package	47 360 417	3%
Medical Services	27 479 108	2%

Further improvements



- Inbound surveys on monthly frequency
- Larger sample size
- Methodology enhancement



Thank you!

SCBP For EUROPE
November, 2012