



Domestic Tourism Statistics

Georgian National Tourism Agency

SCBP For EUROPE
November, 2012



Survey description

- ▶ Survey frequency – semi-annual
- ▶ Period Covered – May 2011 to April 2012
- ▶ Sample size – 2 000 respondents
- ▶ Survey technique – face to face interviews conducted at households

Key improvements

- ▶ Entire year covered
 - No gaps in data
- ▶ Survey in all major cities and villages
 - More representative sample

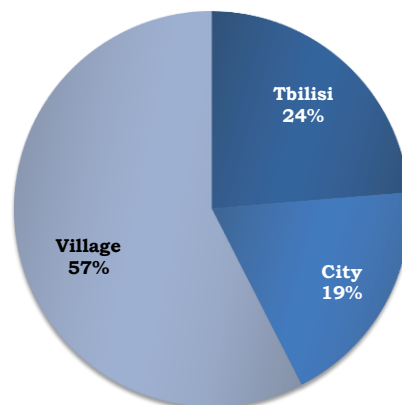
Main variables

- Place of residence
- Purpose of visit
- Duration of stay
- Accommodations used
- Transportation
- Activities undertaken
- Expenditures
- Information sources
- Demography

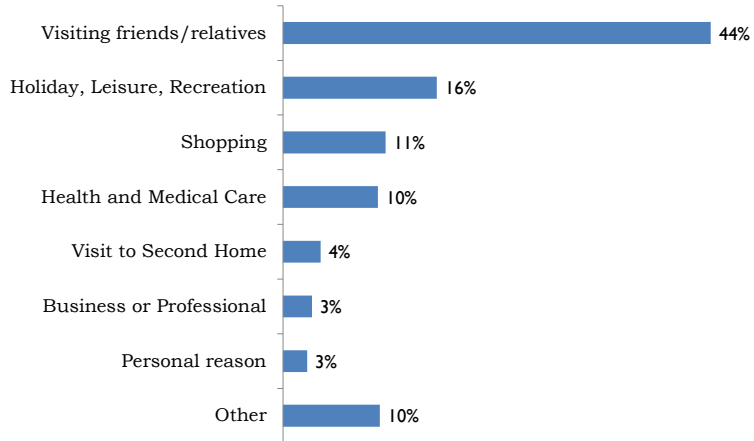
Main gaps

- ▶ Survey frequency
- ▶ Sample size
- ▶ Expenditure estimation

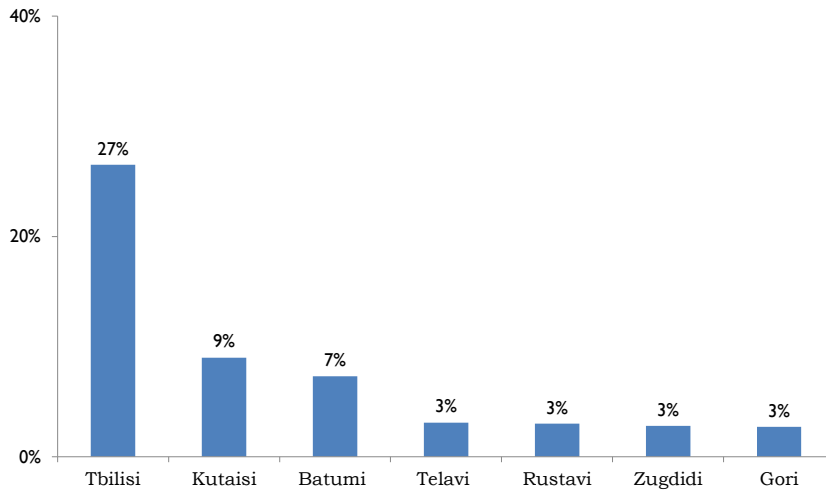
Visitors by residence type



Purpose of visit



Visited destinations



Visiting purposes



Visiting Purpose	Average expenditure GEL
Visiting friends/relatives	44%
Holiday, Leisure, Recreation	16%
Shopping	11%
Health and Medical Care	10%
Visit to Second Home	4%
Business or Professional	3%
Personal reason	3%
Other	10%

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Further improvements



- Monthly Surveys
- Larger sample size
- Expenditure estimation



Thank you!

SCBP For EUROPE
November, 2011