



# Tourism Satellite Account

Georgian National Tourism Administration

SCBP For EUROPE  
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## Objectives

- ▶ GNTA aims to measure tourism impact on national economy
  - Tourism contribution to the national economy
  - Total tax revenue from tourism activities
  - Number of jobs created by tourism
  - Balance of supply and demand

## Tourism Satellite Account Statistics

- ▶ 5 out of 10 TSA statistical tables are being produced in Georgia (# 1, 2, 4, 5, 7); *not published officially*
- ▶ Methodology is based on UNWTO recommendations
- ▶ Sources:
  - Survey of International Travelers by Border Type
  - Survey of Domestic Travelers via Household Survey
  - Quarterly Household Survey (conducted by NSO)

## Tables Produced

- ✓ **Table 1** – Inbound tourism expenditure by products and classes of visitors
  - ▶ Source: Survey of International Travelers by Border Type
- ✓ **Table 2** – Domestic tourism expenditure by products, classes of visitors and types of trips
  - ▶ Source: Survey of Domestic travelers
- ✓ **Table 4** – Internal tourism consumption by products
  - ▶ Source: International traveler survey; domestic traveler survey
- ✓ **Table 5** – Production accounts of tourism industries and other industries
  - ▶ Source: Survey of International Travelers ; Survey of Domestic travelers
- ✓ **Table 7** – Employment in the tourism industry
  - ▶ Sources: Quarterly Household Survey-Employment and Income section (conducted by NSO)

## Further improvements

- Improvements in 2013:
  - ❑ Outbound tourism survey
  - ❑ Enhancement of methodology of existing surveys
  
- Expected results:
  - ❑ Table 3 – Outbound tourism expenditure by products and classes of visitors
  - ❑ Table 10 – Non monetary indicators

**Thank you!**