Domestic Tourism Statistics

Georgian National Tourism Agency

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

- Village: 57%
- City: 19%
- Tbilisi: 24%
Purpose of visit

- 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%

Visited destinations

- Tbilisi: 27%
- Kutaisi: 9%
- Batumi: 7%
- Telavi: 3%
- Rustavi: 3%
- Zugdidi: 3%
- Gori: 3%
## Visiting purposes

<table>
<thead>
<tr>
<th>Visiting Purpose</th>
<th>Average expenditure GEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>44%</td>
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## Further improvements

- Monthly Surveys
- Larger sample size
- Expenditure estimation
Thank you!

SCBP For EUROPE
November, 2011