



National Statistics Office of Georgia

INBOUND TOURISM STATISTICS  
IN GEORGIA  
**2018**  
IV Quarter



14.02.2019

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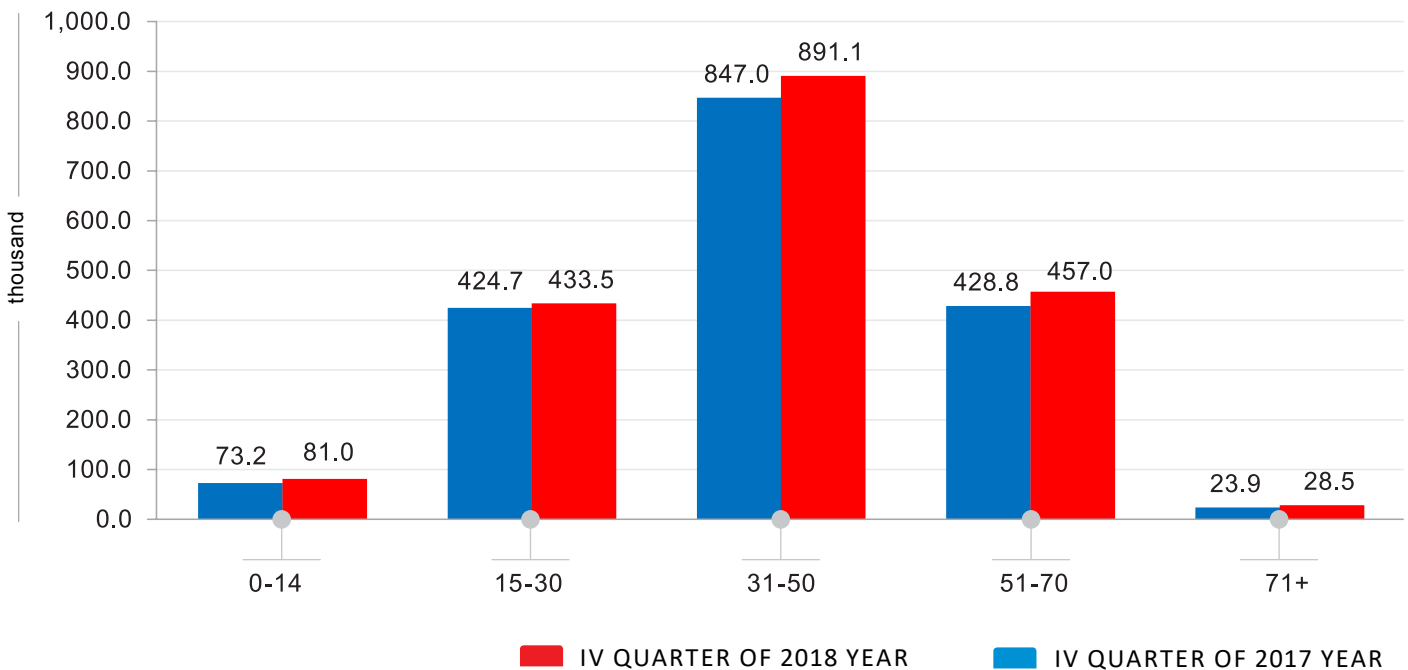
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## INBOUND TOURISM STATISTICS

(IV QUARTER, 2018 YEAR)

In the IV quarter of 2018, the number of arrivals of international non-resident travellers<sup>1</sup> in the territory of Georgia equaled 1.9 million, which is 5.2 percent higher compared to the previous year. Most of the incomes, 47.1 percent, were made by travelers of 31-50 age groups.

### DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS BY AGE GROUPS IN IV QUARTERS OF 2017-2018 YEARS



The number of visits<sup>2</sup> by international visitors<sup>3</sup> from above-mentioned number made up 1.6 million, which is 5.1 percent higher compared to 2017.

The chart below illustrates the number of travels made by international non-resident travelers and visits made by international visitors in the IV quarter of 2017-2018.

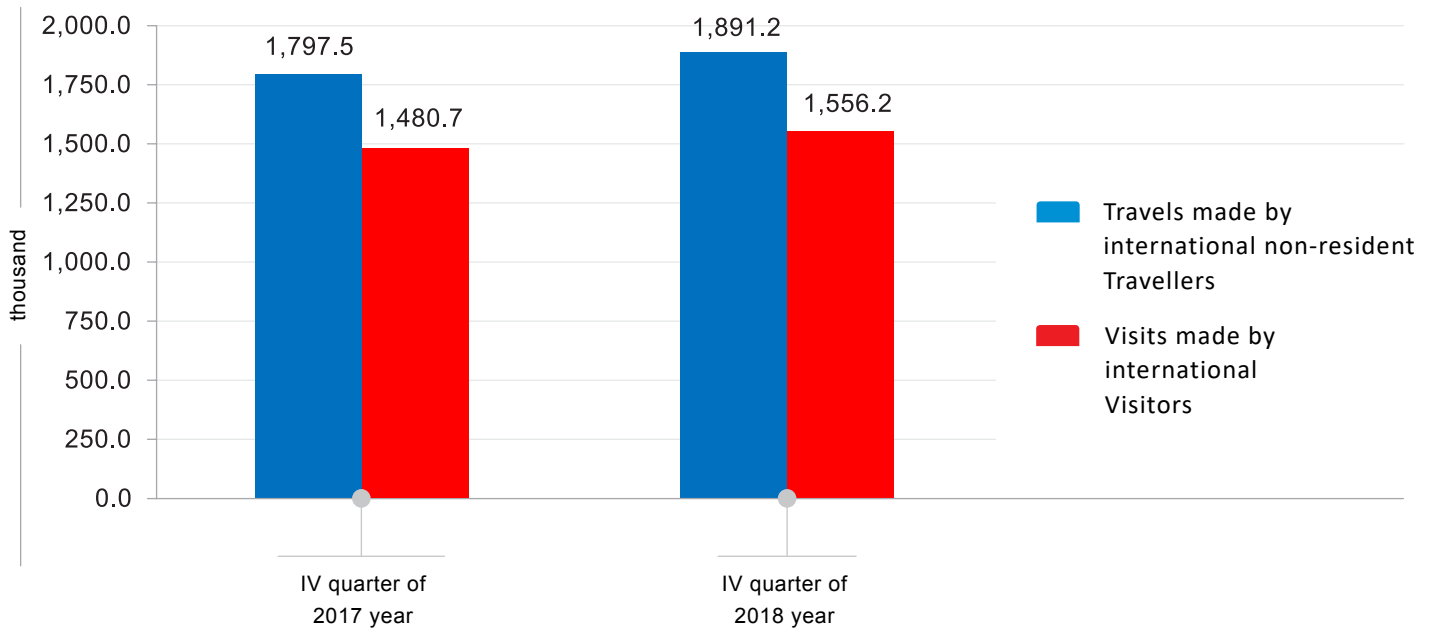
<sup>1</sup> According to the World Tourism Organization, a **traveller** is someone who moves between different geographic locations, for any purpose and any duration.

<sup>2</sup> **Visit** is a movement of visitors

<sup>3</sup> **Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who frequently cross borders).

14.02.2018

**NUMBER OF TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN IV QUARTERS OF 2017-2018 YEARS**

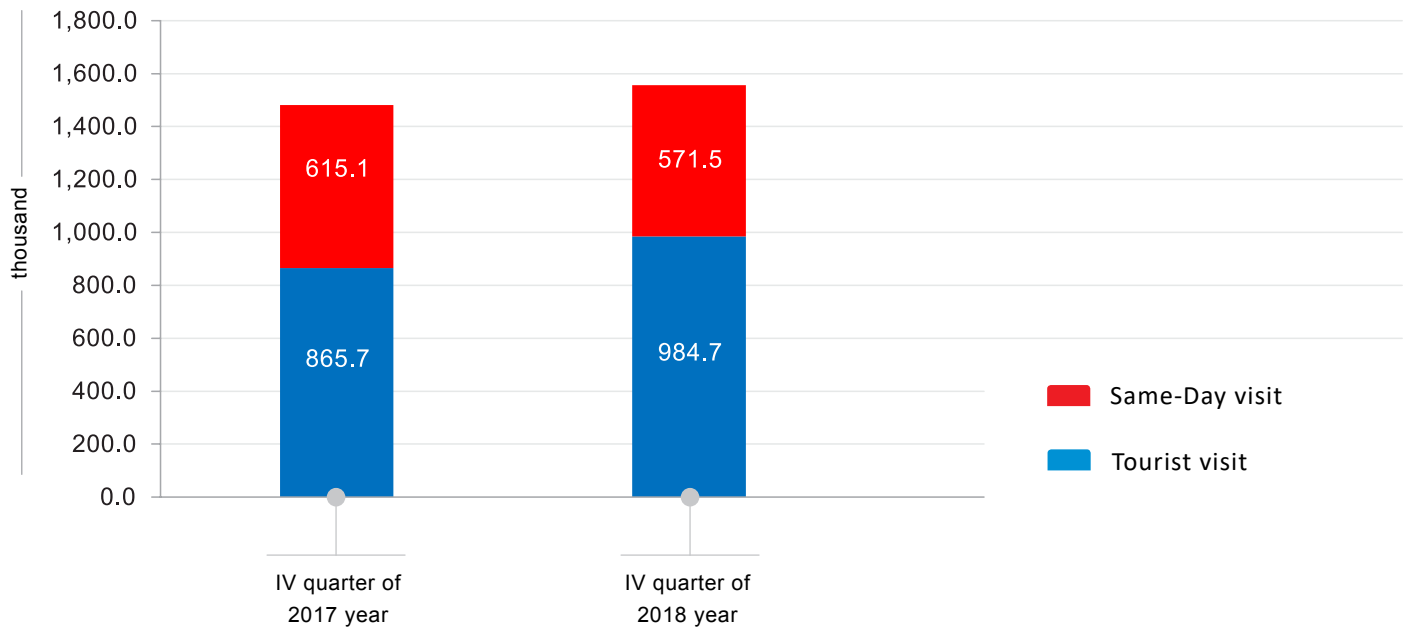


In the IV quarter of 2018 the number of international visitors equaled to 1.2 million that is 6.6 percent higher compared to the previous year.

International visitors have made 1 million tourist-type visits, which is 13.8 percent higher compared to the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

14.02.2018

### DISTRIBUTION OF VISITS BY THE TYPE OF VISIT IN IV QUARTERS OF 2017-2018 YEARS



64.3 percent of international visitors were only tourists<sup>4</sup>. The share of excursionists<sup>5</sup> amounted to 29.3 percent, while 6.4 percent of visitors were both tourists and travelers.

### DISTRIBUTION OF INBOUND VISITORS BY THE TYPE OF VISITOR, THOUSAND

	IV QUARTER, 2017 YEAR	IV QUARTER, 2018 YEAR
Only Tourist	668.8	774.9
Only Same-day Visitor	389.2	354.0
Both	73.4	76.7
<b>Total</b>	<b>1,131.4</b>	<b>1,205.7</b>

<sup>4</sup> **Tourist** is a visitor whose trip includes an overnight stay in Georgia

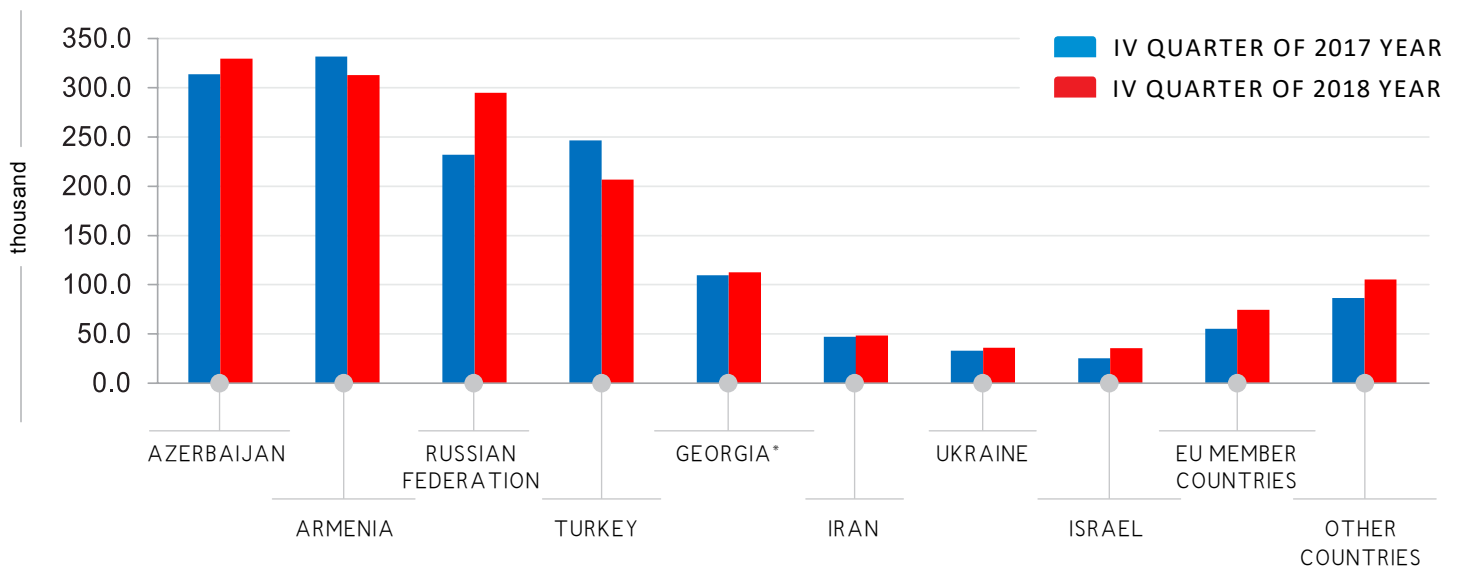
<sup>5</sup> **Excursionist** is a visitor whose trip does not include an overnight stay in Georgia

14.02.2018

In IV quarter of 2018 the largest number of visitors (253.3 thousand visitors) was from the Russian Federation, which amounts to 21 percent of total number of visitors and is 30.6 percent increase compared to 2017.

The largest share of visits (21.2 percent) comes on the citizens of Azerbaijan that is 5 percent higher compared to the previous year.

### DISTRIBUTION OF VISITS BY THE VISITORS' COUNTRY OF CITIZENSHIP

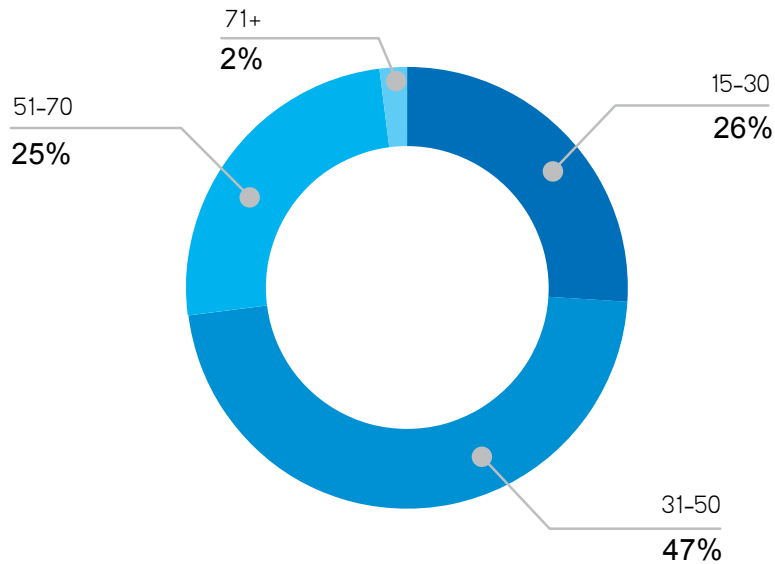


\*Georgian citizens who remain the residents of other country

The majority of visitors (47.3 percent) belonged to the age group of 31-50 years. The number of women equaled to 36.2 percent of the total number of visitors.

14.02.2018

**DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY THE AGE GROUPS IN IV QUARTER, 2018, %**



**DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY GENDER IN IV QUARTER, 2018, THOUSAND**

	NUMBER OF VISITORS	%
Female	436.1	36.2
Male	769.6	63.8
Total	1,205.7	100.0

In IV quarter of 2018, the purpose of the majority of visits (34 percent) was holiday, leisure and recreation.



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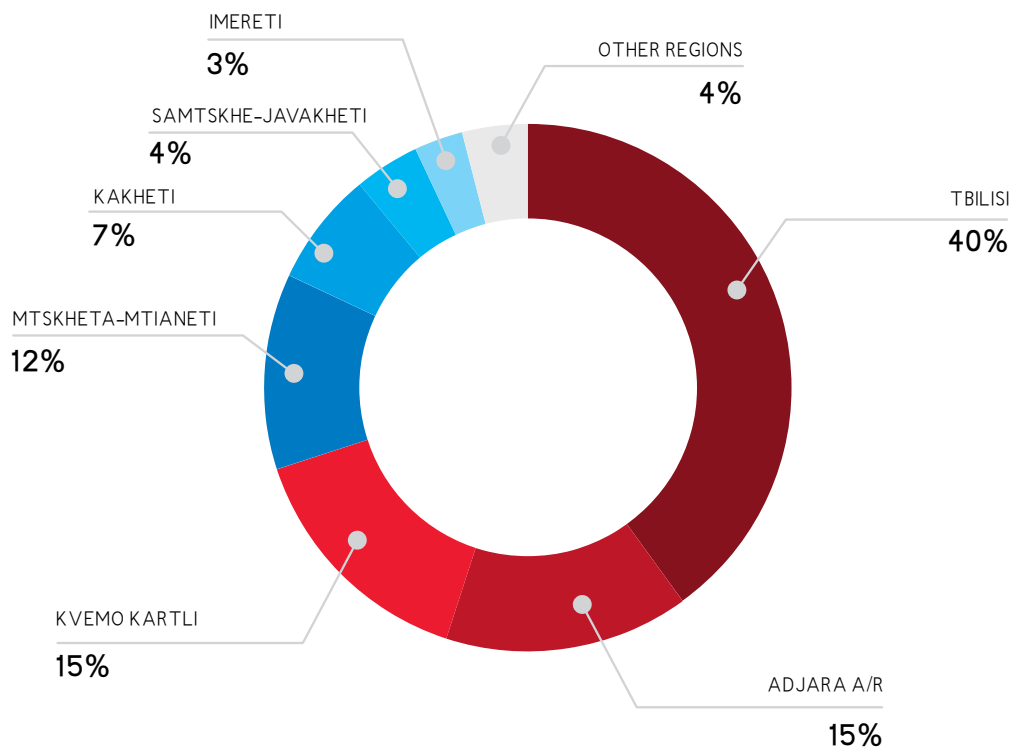
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### DISTRIBUTION OF VISITS BY THE MAIN PURPOSE OF THE VISIT IN IV QUARTER, 2018, THOUSAND

	NUMBER OF VISITS	%
Holiday, Leisure, Recreation	529.0	34.0
Visiting friends/relatives	347.3	22.3
Transit to other country	256.0	16.5
Business or Professional	194.8	12.5
Shopping	145.5	9.3
Health and Medical Care	47.3	3.0
Other	36.4	2.3
<b>Total</b>	<b>1,556.2</b>	<b>100.0</b>

The majority of visits comes on Tbilisi and Adjara, 835.4 thousands and 304.8 thousands accordingly. The chart below illustrates the distribution of visits by the visited regions.

### DISTRIBUTION OF VISITS BY THE VISITED REGIONS IN IV QUARTER, 2018, %

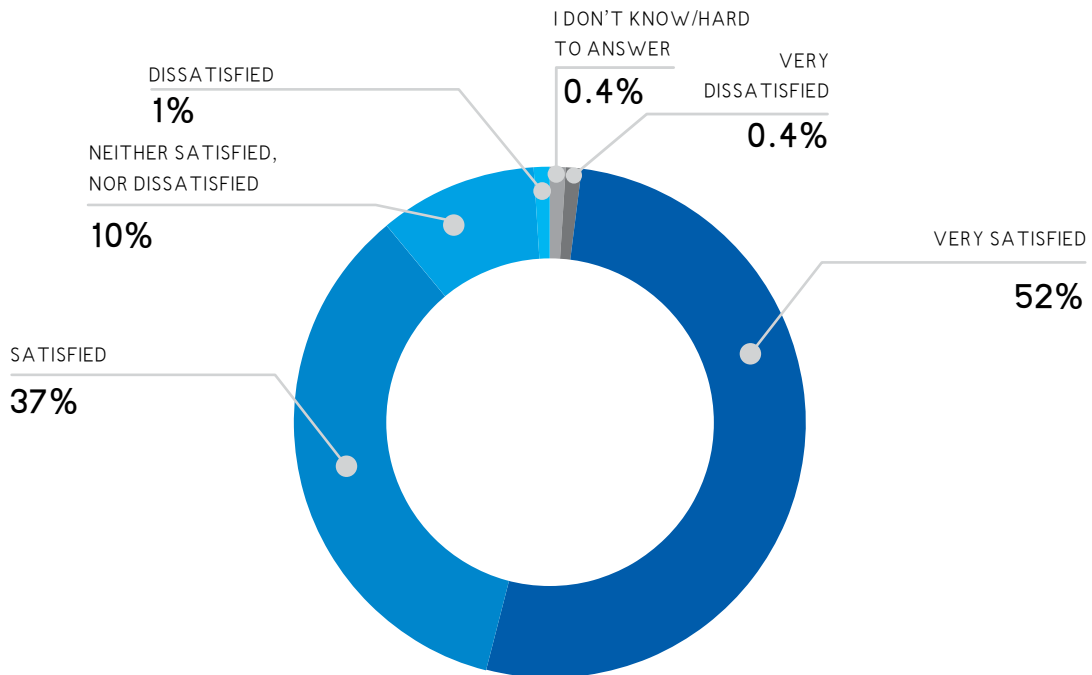


14.02.2018

In IV quarter of 2018 the average number of nights spent during the visits equaled to 3.6 nights, which is 2.7 percent higher than the figure indicated in IV quarter of 2017 (3.5 nights).

78.9 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in IV quarter of 2018.

**DISTRIBUTION OF VISITS BY THE LEVEL OF SATISFACTION  
IN IV QUARTER, 2018 ,%**





## NATIONAL STATISTICS OFFICE OF GEORGIA

14.02.2018

The expenditures during the visits made in IV quarter of 2018 equaled to 1.5 billion GEL, which is 18 percent higher compared to the previous year. Average expenditure on the visit increased by 12.2 percent compared to the previous year and amounted to 947.6 GEL.

### DISTRIBUTION OF INBOUND VISITORS' EXPENDITURE BY THE EXPENDITURE CATEGORIES IN IV QUARTER, 2018

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Accommodation	315.3	21.4	202.6
Holiday, leisure, recreation, cultural and sporting activities	238.1	16.1	153.0
Foods and drinks	393.8	26.7	253.1
Shopping	256.5	17.4	164.8
Local transport	122.9	8.3	79.0
Consumer durable goods	108.2	7.3	69.5
Valuable goods	7.0	0.5	4.5
Other expenditure	32.9	2.2	21.1
<b>Total expenditure</b>	<b>1,474.6</b>	<b>100.0</b>	<b>947.6</b>

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