



National Statistics Office of Georgia

**INBOUND TOURISM STATISTICS
IN GEORGIA
2019**



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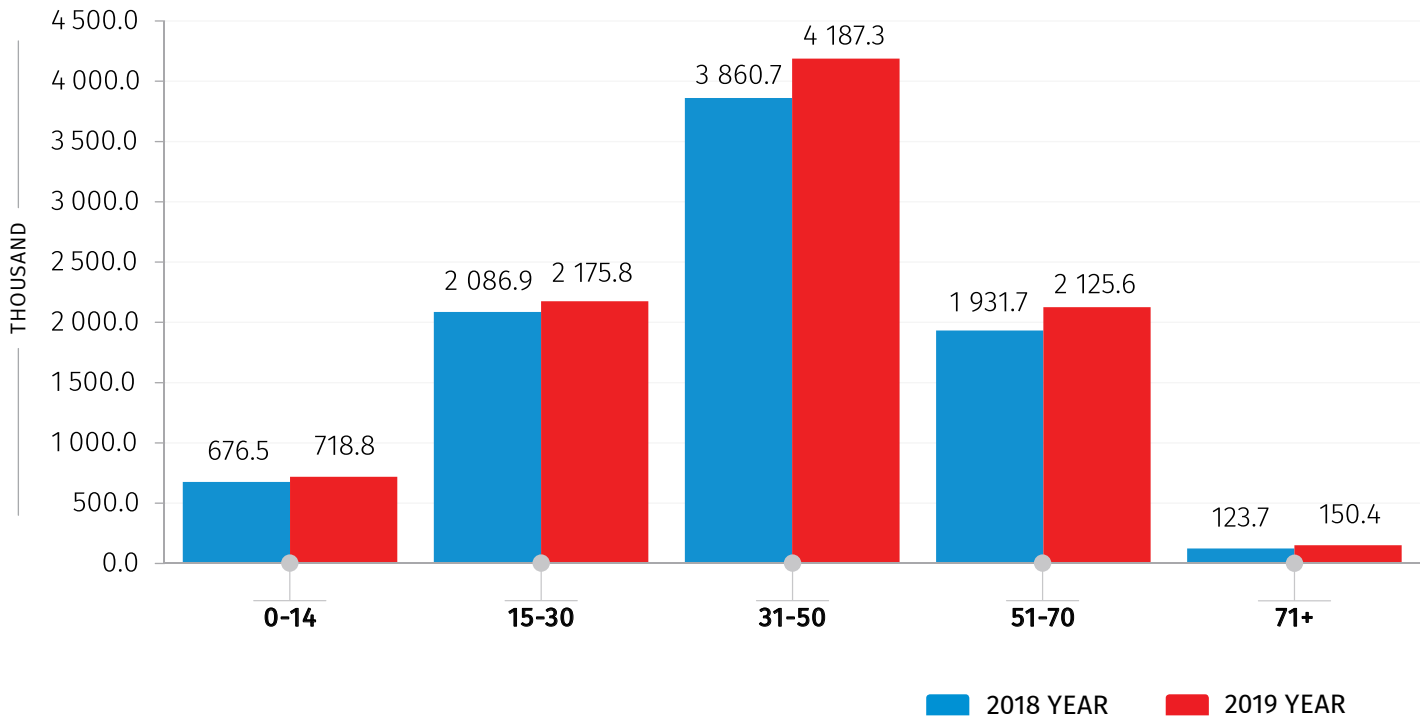
INBOUND TOURISM STATISTICS

(2019 YEAR)

In 2019, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 9.4 million, which is 7.8 percent higher compared to the previous year. Most of the incomes, 44.7 percent, were made by travellers of 31-50 age groups.

CHART №1

DISTRIBUTION OF ARRIVALS OF INTERNATIONAL NON-RESIDENT TRAVELLERS BY AGE GROUPS IN 2018-2019 YEARS



The number of visits² by international visitors³ from above-mentioned number made up 7.7 million, which is 7.3 percent higher compared to 2018.

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

²**Visit** is a movement of visitors

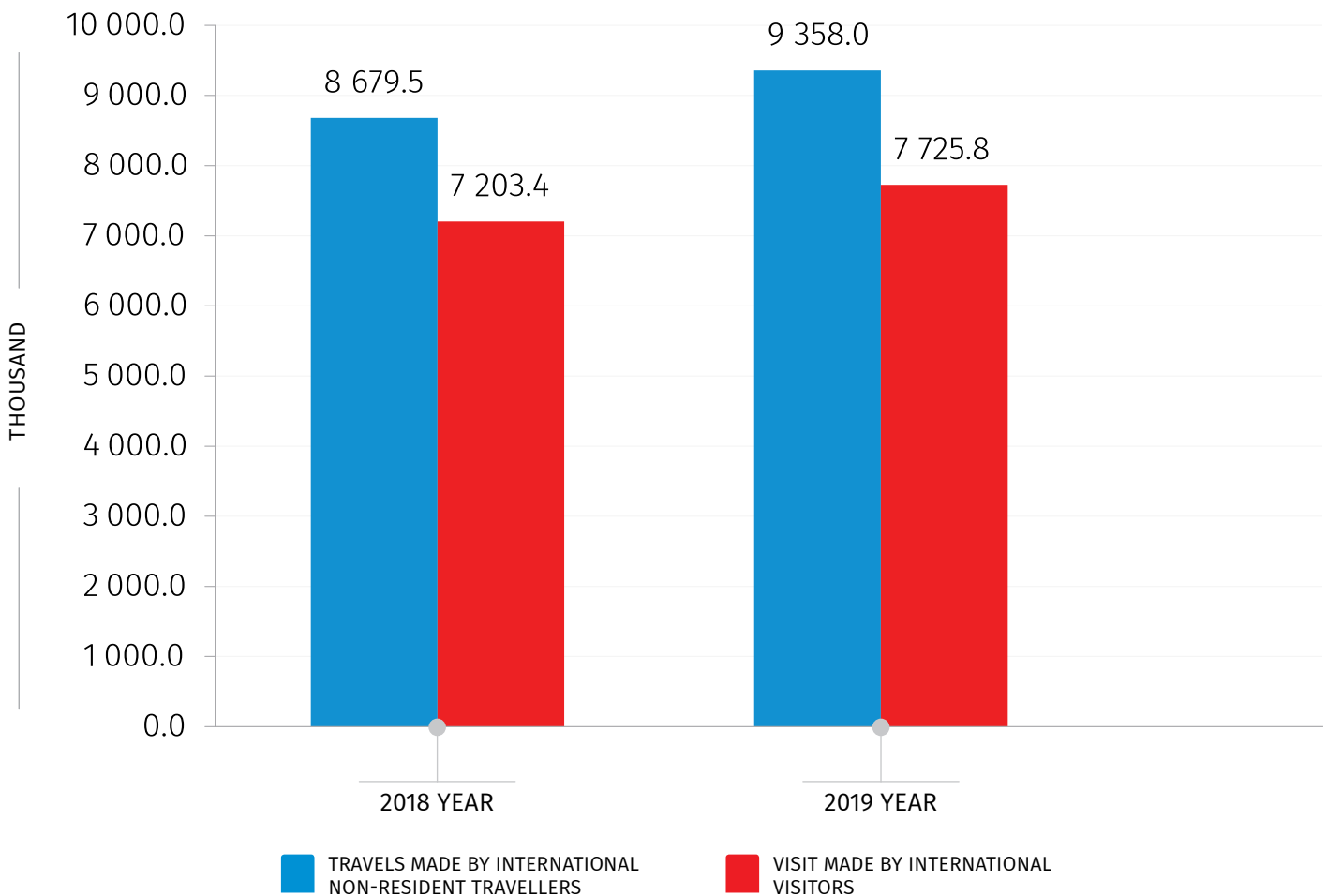
³**Visitor** is a traveler aged 15 or above, non-resident of Georgia, took a trip outside his/her usual environment to Georgia for less than a year (except following categories: employment, diplomatic or consular officers accredited to Georgia, Armed Forces servants and their dependants and persons who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

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The chart below illustrates the number of travels made by international non-resident travellers and visits made by international visitors in 2018-2019 years.

CHART №2

NUMBER OF TRAVELS MADE BY INTERNATIONAL NON-RESIDENT TRAVELLERS AND VISITS MADE BY INTERNATIONAL VISITORS IN 2018-2019 YEARS



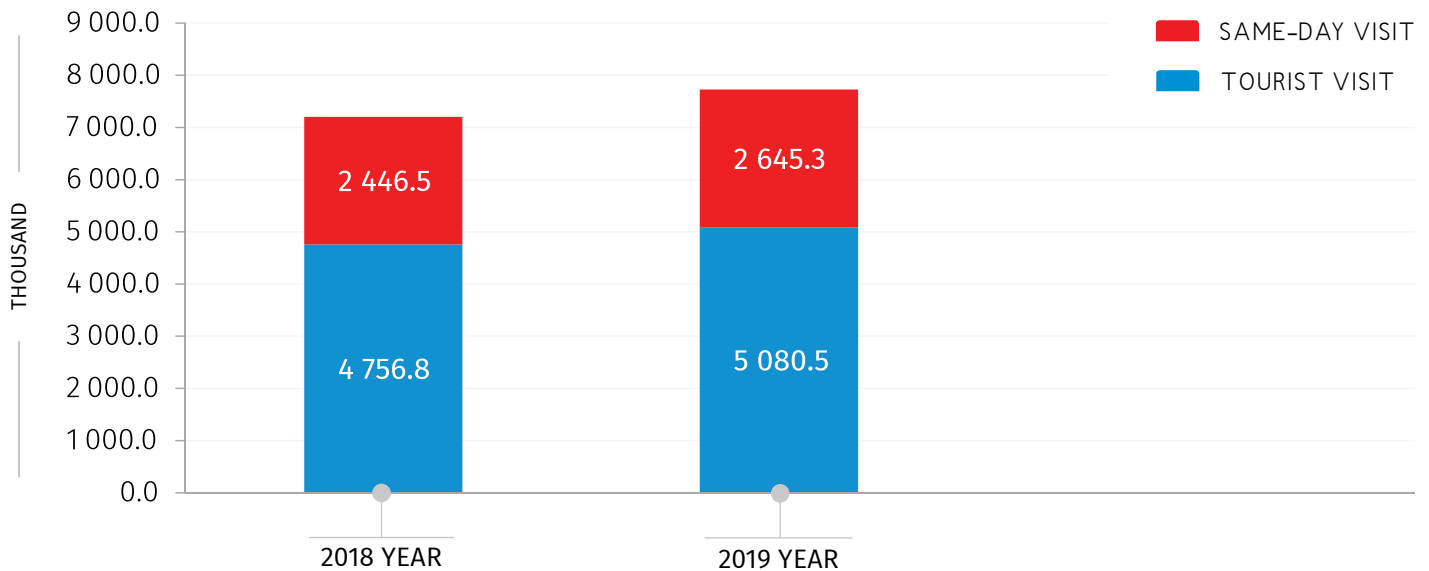
In 2019 the number of international visitors equaled to 6.1 million that is 5.6 percent higher compared to the previous year.

International visitors have made 5.1 million tourist-type visits, which is 6.8 percent higher compared to the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

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CHART №3

**DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE TYPE OF VISIT
IN 2018-2019 YEARS**



66.0 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 27.5 percent, while 6.5 percent of visitors were both tourists and same-day visitors.

(TABLE №1)

**DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY THE TYPE OF VISITOR
IN 2018-2019 YEARS, THOUSAND**

	2018 YEAR	2019 YEAR
Only Tourist	3 836.4	4 008.9
Only Same-day Visitor	1 577.1	1 667.9
Both	338.6	394.8
TOTAL	5 752.1	6 071.6

In 2019 the largest number of visitors (1.2 million) was from the Russian Federation, which amounts to 20.1 percent of total number of visitors and is 1.6 percent increase compared to 2018.

The largest number of visits (1.5 million) comes on the citizens of Azerbaijan, that is 7.2 percent higher compared to 2018.

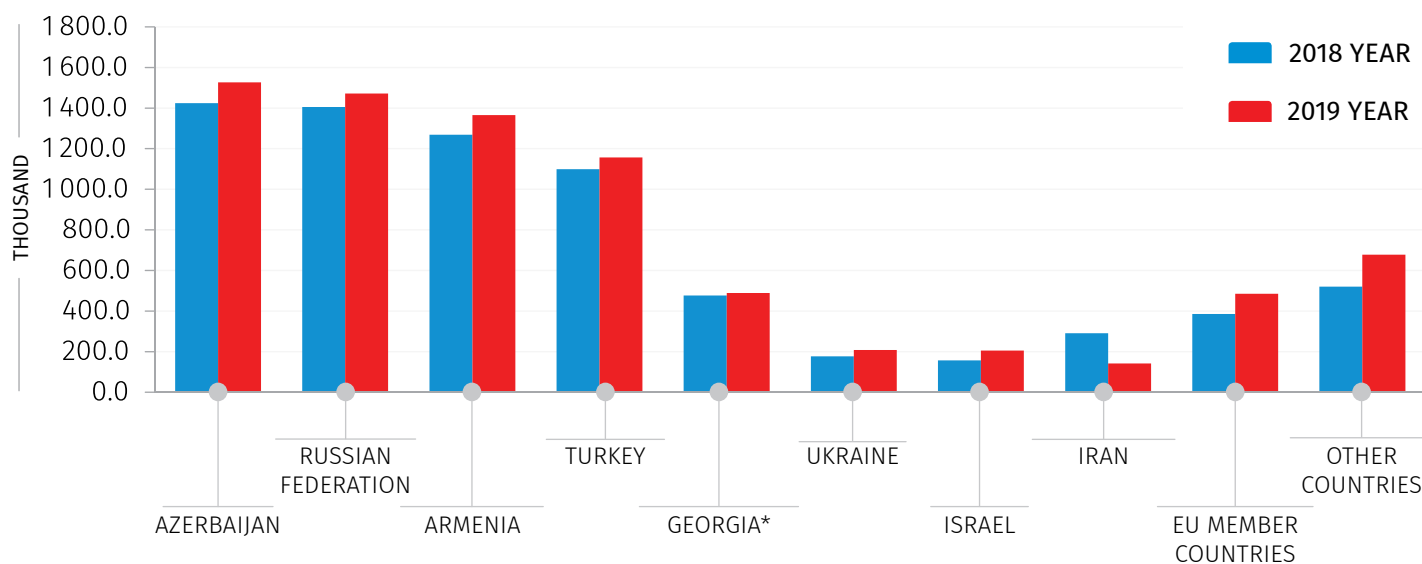
⁴Tourist is a visitor whose trip includes an overnight stay in Georgia.

⁵Excursionist (same-day visitor) is a visitor whose trip does not include an overnight stay in Georgia.

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CHART №4

DISTRIBUTION OF VISITS BY THE INBOUND VISITORS' COUNTRY OF CITIZENSHIP IN 2018-2019 YEARS

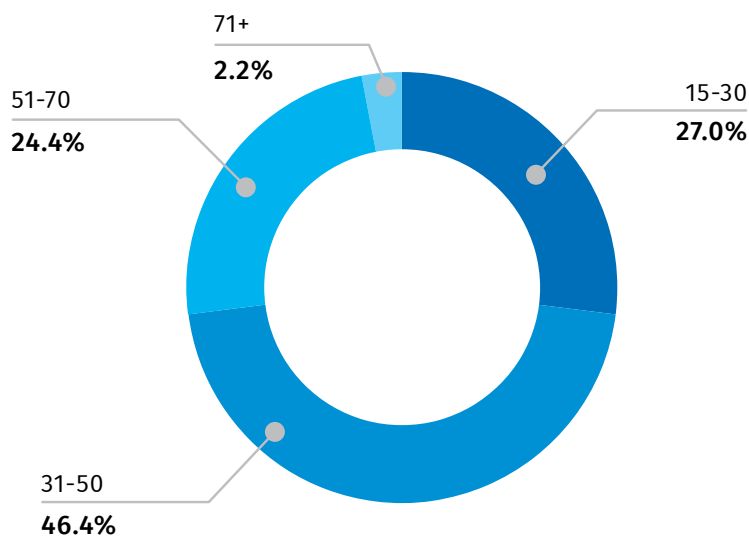


*Georgian citizens who remain the residents of other country

The majority of visitors (46.4 percent) belonged to the age group of 31-50 years. The number of women equaled to 39.2 percent of the total number of visitors.

CHART №5

DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY THE AGE GROUPS IN 2019 YEAR, %



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(TABLE №2)

DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY GENDER IN 2019 YEAR, THOUSAND

	NUMBER OF VISITORS	%
Male	3 693.4	60.8
Female	2 378.2	39.2
TOTAL	6 071.6	100.0

In 2019, the purpose of the majority of visits (43.5 percent) was holiday, leisure and recreation.

(TABLE №3)

DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE MAIN PURPOSE OF THE VISIT IN 2019 YEAR, THOUSAND

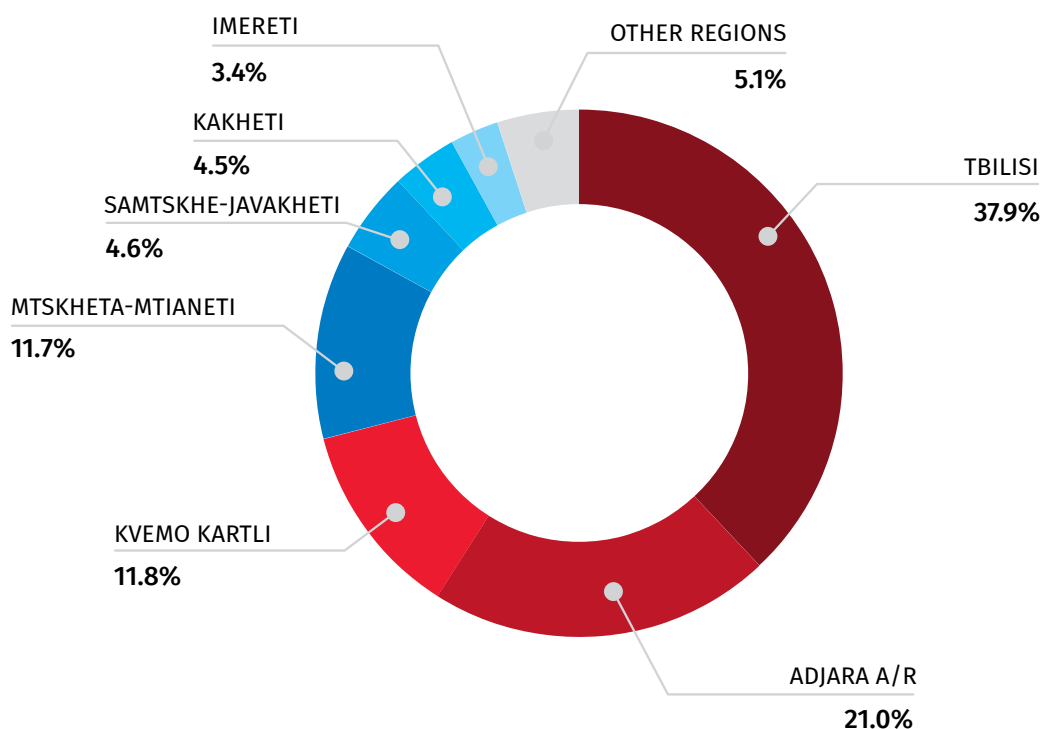
	NUMBER OF VISITORS	%
Holiday, Leisure, Recreation	3 359.6	43.5
Visiting friends/relatives	1 469.3	19.0
Transit to other country	1 243.4	16.1
Business or Professional	831.5	10.8
Shopping	523.7	6.8
Health and Medical Care	135.9	1.8
Other	162.4	2.0
TOTAL	7 725.8	100.0

The majority of visits comes on Tbilisi and Adjara A/R, 4.1 million and 2.3 million accordingly. The chart below illustrates the distribution of visits by the visited regions.

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CHART №6

DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE VISITED REGIONS IN 2019 YEAR, %



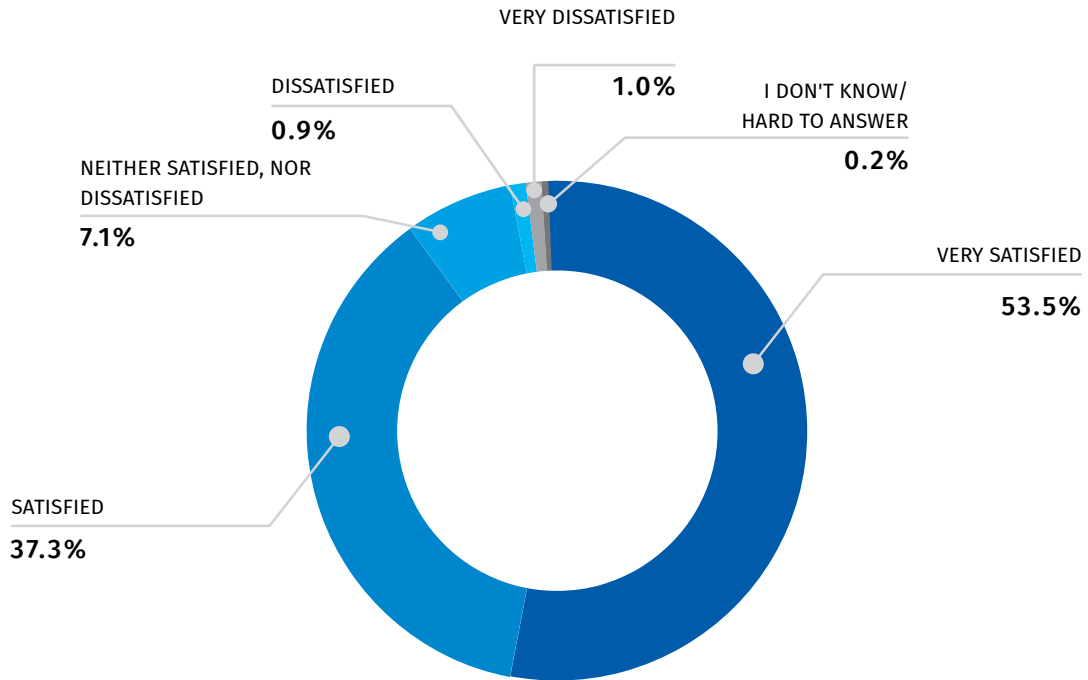
In 2019 the average number of nights spent during the visits equaled to 4.1 nights, which is 1.9 percent lower than the figure indicated in 2018 (4.2 nights).

73.8 percent of visits was repeating visit. The chart below shows the distribution of visits by the level of satisfaction in 2019.

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CHART №7

DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE LEVEL OF SATISFACTION IN 2019 YEAR, %



The expenditures during the visits made in 2019 year equaled to 8.5 billion GEL, which is 7.5 percent increase compared to the previous year. Average expenditure on the visit decreased by 8.6 GEL compared to 2018 year and amounted to 1 074.2 GEL.

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(TABLE №4)

DISTRIBUTION OF INBOUND VISITORS' EXPENDITURE BY THE EXPENDITURE CATEGORIES IN 2019 YEAR

	EXPENDITURE (MLN. GEL)	%	AVERAGE EXPENDITURE PER VISIT (GEL)
Foods and drinks	2 343.4	27.5	289.7
Accommodation	2 021.2	23.7	254.4
Shopping	1 800.3	21.2	228.5
Holiday, leisure, recreation, cultural and sporting activities	1 528.7	18.0	198.1
Local transport	644.5	7.6	81.1
Other expenditure	173.4	2.0	22.4
TOTAL EXPENDITURE	8 511.5	100.0	1 074.2

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