



National Statistics Office of Georgia

INBOUND TOURISM STATISTICS IN GEORGIA **2019** IV QUARTER



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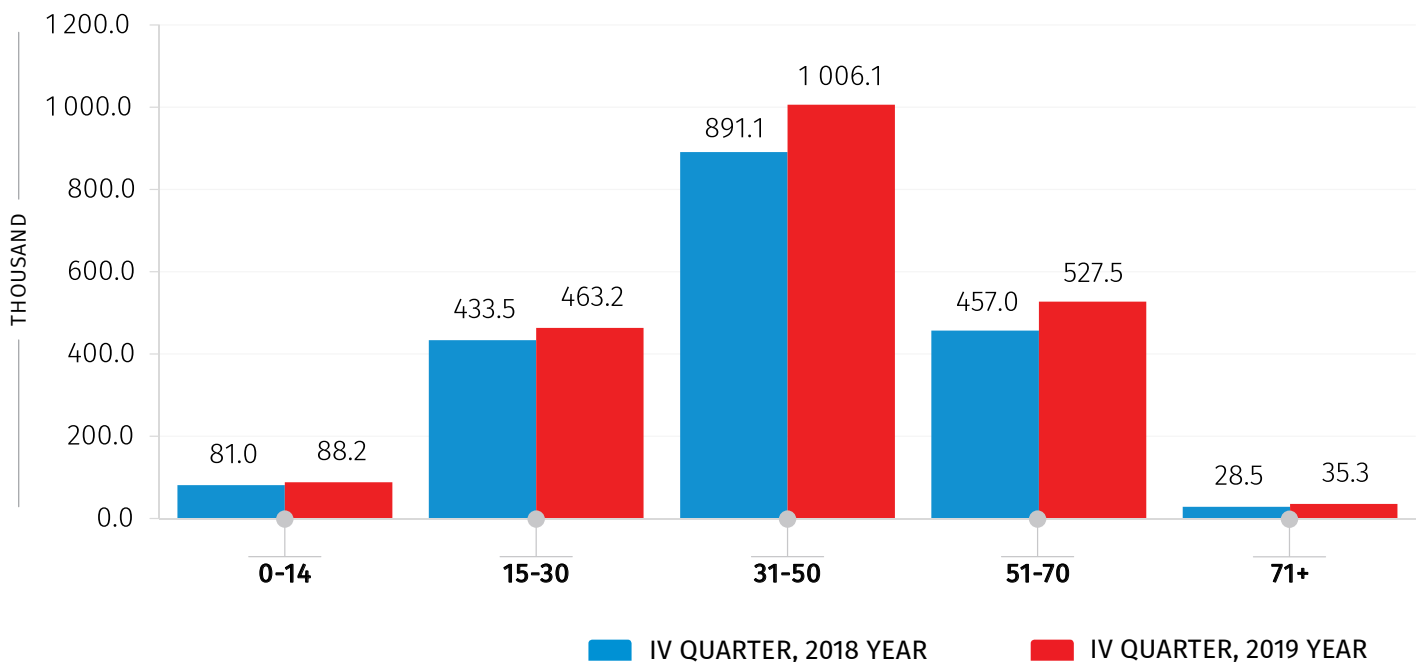
INBOUND TOURISM STATISTICS

(IV QUARTER, 2019 YEAR)

In the IV quarter of 2019, the number of arrivals of international non-resident travellers¹ in the territory of Georgia equaled 2.1 million, which is 12.1 percent higher compared to the previous year. Most of the incomes, 47.5 percent, were made by travellers of 31-50 age groups.

CHART №1

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



The number of visits² by international visitors³ from above-mentioned number made up 1.7 million, which is 12.0 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).

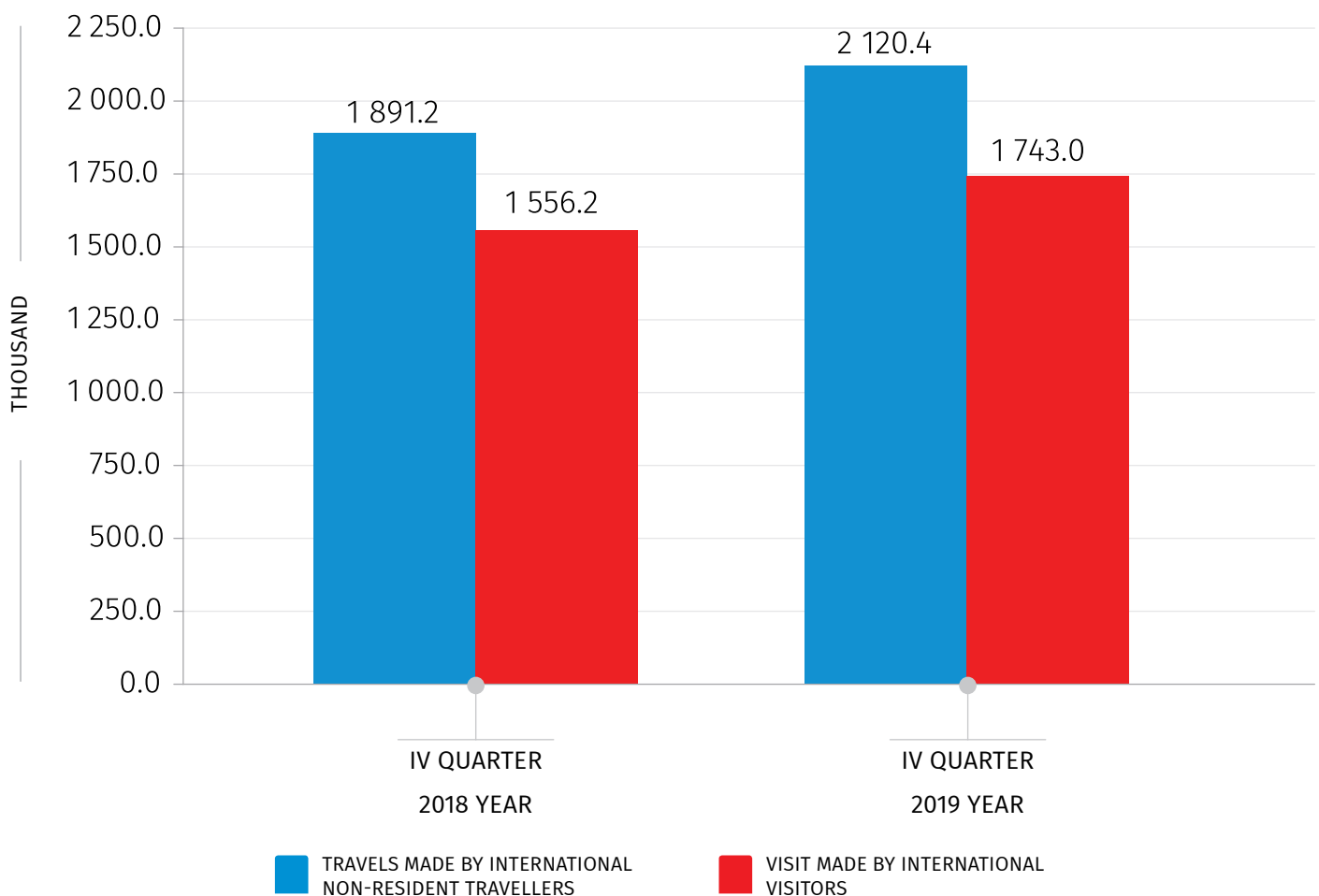
NATIONAL STATISTICS OFFICE OF GEORGIA

14.02.2020

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

CHART №2

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



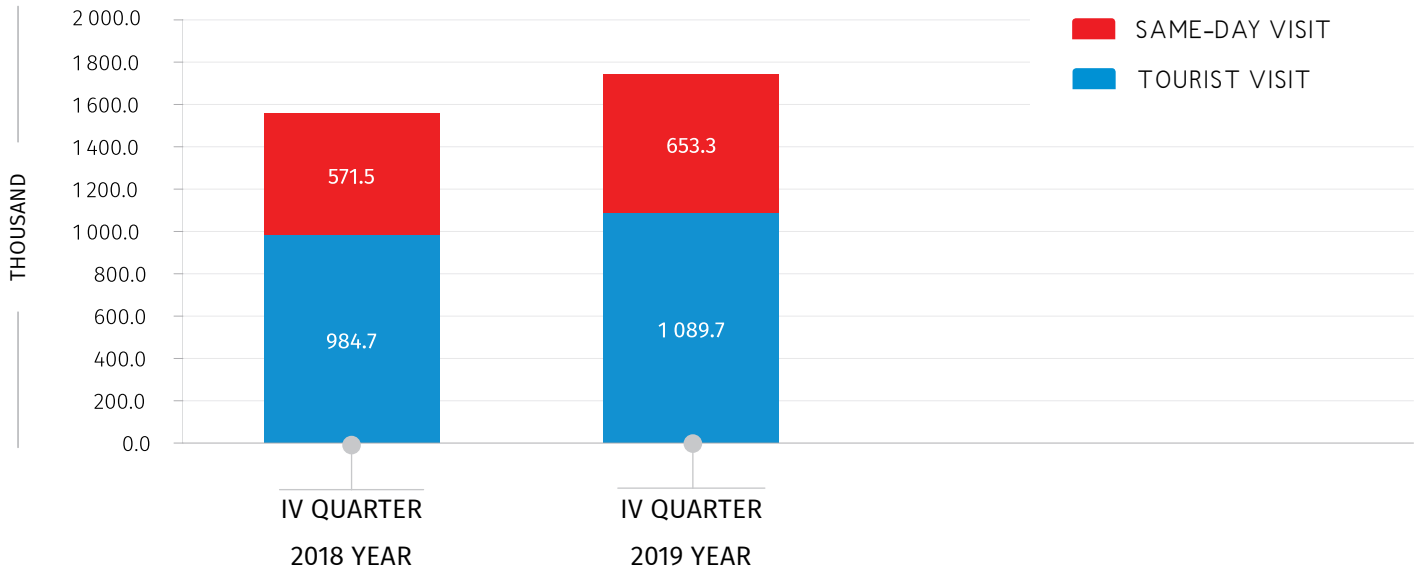
In the IV quarter of 2019 the number of international visitors equaled to 1.3 million that is 8.8 percent higher compared to the previous year.

International visitors have made 1.1 million tourist-type visits, which is 10.7 percent higher compared to the previous year. The chart below shows the distribution of visits made by international visitors by the type of visit.

14.02.2020

CHART №3

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



62.2 percent of international visitors were only tourists⁴. The share of excursionists⁵ amounted to 30.0 percent, while 7.8 percent of visitors were both tourists and same-day visitors.

(TABLE №1)

DISTRIBUTION OF INBOUND VISITORS BY THE TYPE OF VISITOR IN IV QUARTERS OF 2018-2019 YEARS, THOUSAND

| | IV QUARTER, 2018 YEAR | IV QUARTER, 2019 YEAR |
|-----------------------|-----------------------|-----------------------|
| Only Tourist | 774.9 | 816.7 |
| Only Same-day Visitor | 354.0 | 392.9 |
| Both | 76.8 | 101.7 |
| TOTAL | 1 205.7 | 1 311.3 |

In IV quarter of 2019 the largest number of visitors (260.0 thousand visitors) was from Azerbaijan, which amounts to 19.8 percent of total number of visitors and is 8.2 percent increase compared to IV quarter of 2018.

The largest number of visits (371.9 thousand) comes on the citizens of Armenia, that is 18.9 percent higher compared to IV quarter of 2018.

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

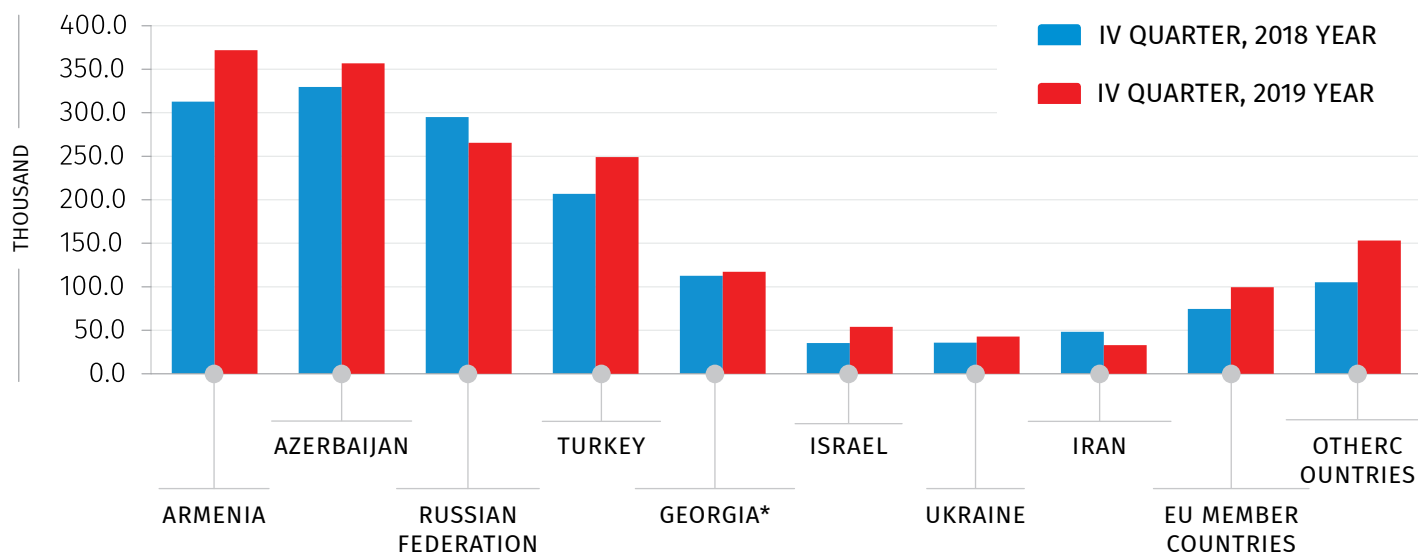
⁵Excursionist (same-day visitor) is a visitor whose trip does not include an overnight stay in Georgia.

NATIONAL STATISTICS OFFICE OF GEORGIA

14.02.2020

CHART №4

DISTRIBUTION OF VISITS BY THE INBOUND VISITOR'S COUNTRY OF CITIZENSHIP IN IV QUARTERS OF 2018-2019 YEARS

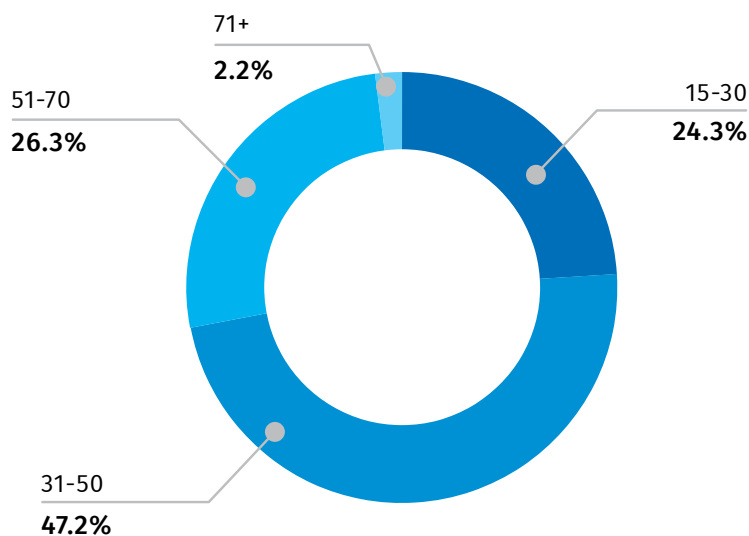


*Georgian citizens who remain the residents of other country

The majority of visitors (47.2 percent) belonged to the age group of 31-50 years. The number of women equaled to 33.9 percent of the total number of visitors.

CHART №5

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



NATIONAL STATISTICS OFFICE OF GEORGIA

14.02.2020

(TABLE №2)

DISTRIBUTION OF INBOUND VISITORS IN GEORGIA BY GENDER IN IV QUARTER, 2019, THOUSAND

| | NUMBER OF VISITORS | % |
|--------------|--------------------|--------------|
| Male | 867.1 | 66.1 |
| Female | 444.2 | 33.9 |
| TOTAL | 1 311.3 | 100.0 |

In IV quarter of 2019, the purpose of the majority of visits (31.2 percent) was holiday, leisure and recreation.

(TABLE №3)

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

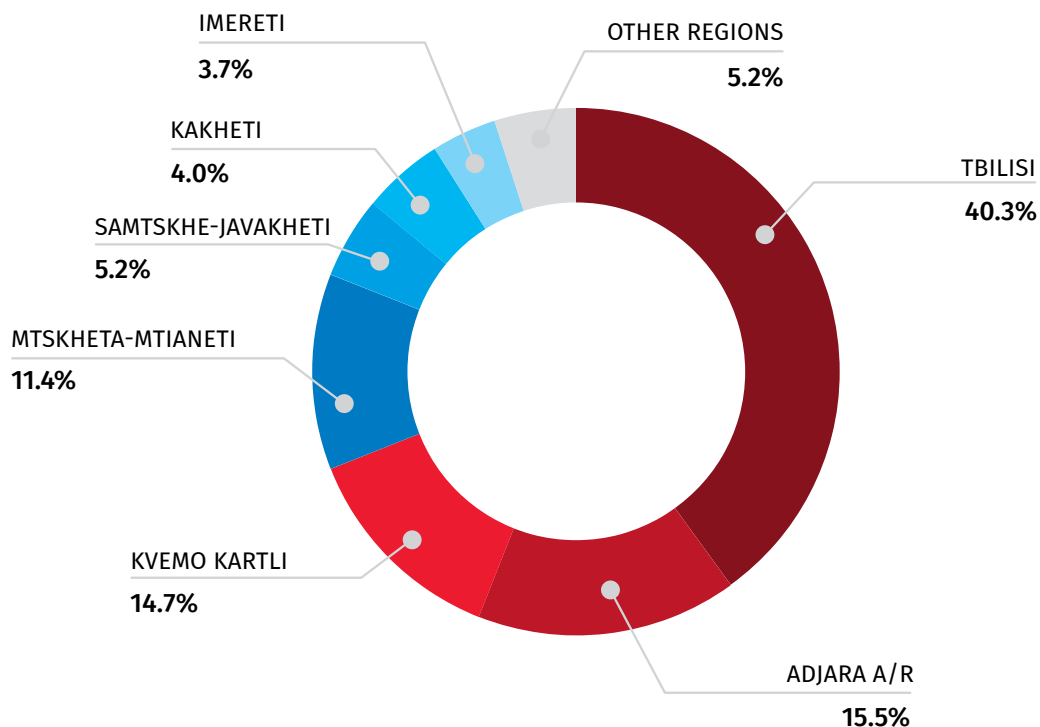
| | NUMBER OF VISITS | % |
|------------------------------|------------------|--------------|
| Holiday, Leisure, Recreation | 544.3 | 31.2 |
| Visiting friends/relatives | 409.3 | 23.5 |
| Transit to other country | 310.9 | 17.8 |
| Business or Professional | 258.5 | 14.8 |
| Shopping | 146.7 | 8.4 |
| Health and Medical Care | 25.3 | 1.5 |
| Other | 48.0 | 2.8 |
| TOTAL | 1 743.0 | 100.0 |

The majority of visits comes on Tbilisi and Adjara A/R, 965.3 thousands and 371.7 thousands accordingly. The chart below illustrates the distribution of visits by the visited regions.

14.02.2020

CHART №6

**DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE VISITED REGIONS
IN IV QUARTER, 2019, %**



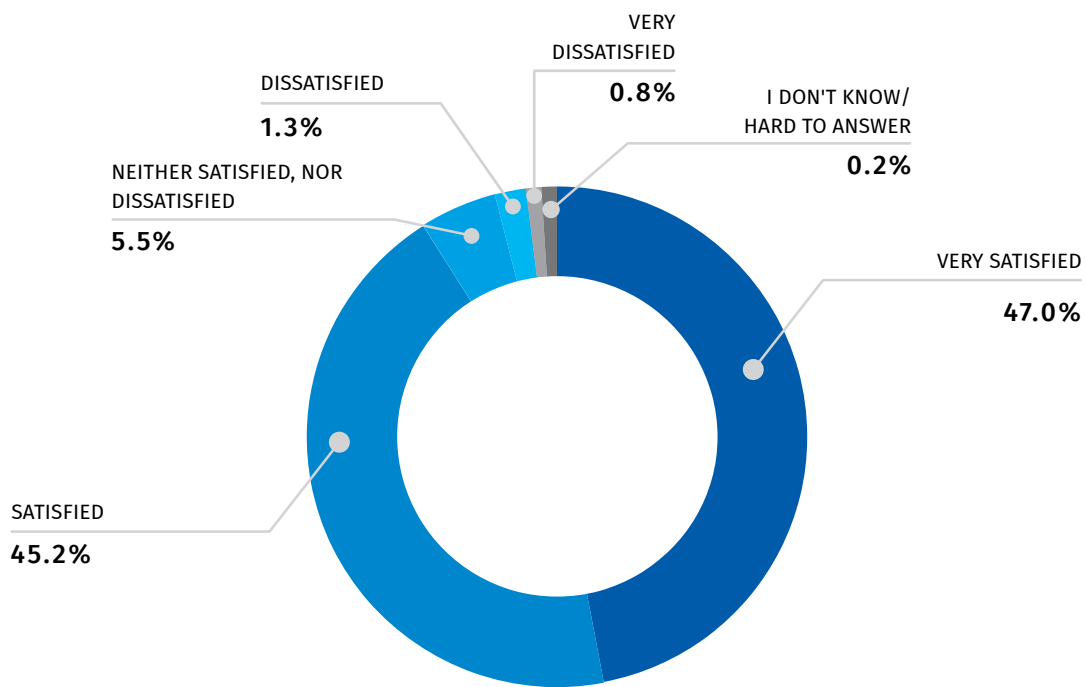
In IV quarter of 2019 the average number of nights spent during the visits equaled to 3.5 nights, which is 3.0 percent lower than the figure indicated in IV quarter of 2018 (3.6 nights).

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

14.02.2020

CHART N°7

**DISTRIBUTION OF VISITS MADE BY INBOUND VISITORS BY THE LEVEL OF SATISFACTION
IN IV QUARTER, 2019, %**



The expenditures during the visits made in IV quarter of 2019 equaled to 1.7 billion GEL, which is 13.9 percent increase compared to the previous year. Average expenditure on the visit increased by 1.7 percent compared to IV quarter of 2018 year and amounted to 963.7 GEL.

NATIONAL STATISTICS OFFICE OF GEORGIA

14.02.2020

(TABLE №4)

DISTRIBUTION OF INBOUND VISITORS' EXPENDITURE BY THE EXPENDITURE CATEGORIES IN IV QUARTER, 2019

| | EXPENDITURE (MLN. GEL) | % | AVERAGE EXPENDITURE PER VISIT (GEL) |
|--|---------------------------|--------------|--|
| Shopping | 436.5 | 26.0 | 250.4 |
| Foods and drinks | 435.5 | 25.9 | 249.9 |
| Accommodation | 324.7 | 19.3 | 186.3 |
| Holiday, leisure, recreation, cultural and sporting activities | 284.8 | 17.0 | 163.4 |
| Local transport | 143.6 | 8.5 | 82.4 |
| Other expenditure | 54.6 | 3.3 | 31.3 |
| TOTAL EXPENDITURE | 1 679.7 | 100.0 | 963.7 |

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