

# Inbound Tourism Survey

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<b>2. Metadata update</b>	
<b>2.1. Metadata last certified</b>	April 30, 2026
<b>2.2. Metadata last posted</b>	April 30, 2026
<b>2.3. Metadata last update</b>	April 30, 2026

<b>3. Statistical presentation</b>	
<b>3.1. Data description</b>	
The purpose of the Inbound Tourism Survey is to obtain reliable and scientifically substantiated data about inbound visitors of age 15 years and older, the number of visits they made and structure and amount of expenses incurred during visits.	
<b>3.2. Classification system</b>	
Not used.	
<b>3.3. Sector coverage</b>	
Inbound Tourism Survey covers non-resident visitors visiting Georgia. Visitors are surveyed at 8 borderpoints (5 land borderpoints and 3 airports) upon leaving the country. Visitors are interviewed randomly (every fifth one after the first selected respondent). 900 respondents are surveyed monthly in the first, second and fourth quarters, but in the third quarter, 1300 respondents are interviewed monthly.	
<b>3.4. Statistical concepts and definitions</b>	
<b>Traveler</b> is a person of any age who moves between different geographic locations, for any purpose and any duration; <b>Visitor</b> 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 dependents and persons who frequently cross borders); <b>Tourist</b> is a visitor whose trip includes an overnight stay in Georgia; <b>Excursionist (same-day visitor)</b> is a visitor whose trip does not include an overnight stay in Georgia; <b>Visit</b> is a movement of visitors.	
<b>3.5. Statistical unit</b>	
Visitor, visit.	
<b>3.6. Statistical population</b>	
The selection is made from the general population, recorded by MIA and includes border crossing data by border points and citizenship (distribution by residence is not available).	
<b>3.7. Reference area</b>	
Inbound Tourism Survey covers 8 border points of Georgia, which were identified based on the border crossing data from MIA (excluding border points on occupied territories).	
<b>3.8. Time coverage</b>	
Data is available from the third quarter of 2014.	
<b>3.9. Base period</b>	

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**4. Unit of measure**  
Thousand persons, thousand visits, thousand visitors, nights, GEL, million GEL.

**5. Reference period**  
Quarter, year.

**6. Institutional mandate**

**6.1. Legal acts and other agreements**  
The Law of Georgia on Official Statistics;  
<https://www.geostat.ge/media/56202/The-Law-of-Georgia-on-Official-Statistics.pdf>  
Statistical Work Programme (annual);  
<https://www.geostat.ge/en/modules/categories/307/statistical-work-programme>  
Charter of the National Statistics Office of Georgia.  
<https://www.geostat.ge/media/67749/New-Chapter-eng-upd.pdf>

**6.2. Data sharing**  
Tbilisi City Hall (based on the memorandum).

**7. Confidentiality**

**7.1. Confidentiality – policy**

1. The Law of Georgia on Official Statistics:

- According to the article 5 of the law Statistical confidentiality and exclusive use for statistical purposes – individual data collected or received by the producer of official statistics, relating to natural or legal persons, must be strictly confidential and used only for statistical purposes.
- According to the article 34 (Observing Confidentiality of Statistical Data) of the law 1. Data collected, processed, and stored to produce official statistics are confidential if they enable the direct or indirect identification of a statistical unit. In addition, aggregated data are subject to statistical confidentiality: a) Aggregates composed of 1 to 3 units, when the unit is a natural or legal person if one of these units could be identified indirectly, thereby disclosing individual data about this unit. Aggregates composed of more than 3 units may be declared confidential by the Executive Director if required to ensure statistical confidentiality; b) Information declares as a state secret on the basis of the „Law of Georgia on State Secrets“. 2. Confidential data shall be used exclusively for the purposes of producing statistics in accordance with this law. 3. Statistical data about the administrative body cannot be considered confidential information, except for the information determined by the Law of Georgia „On State Secrets“. 4. Individual data obtained from publicly available sources, which are defined as public information in accordance with the legislation of Georgia, shall not be considered confidential information. 5. Confidential (individual) data may be published if there is written consent from the statistical unit regarding the publication of such data. 6. It is not allowed to disseminate and distribute confidential data or use it for non-statistical purposes.
- According to the article 38 (Confidentiality commitments) of the law the confidential statistical data collected and processed for statistical purposes shall not be used or disseminated either for personal, academic, research or any other activities, by the employees of the producers of Official Statistics.  
<https://www.geostat.ge/media/56202/The-Law-of-Georgia-on-Official-Statistics.pdf>

2. Data Confidentiality Policy at Geostat  
[https://www.geostat.ge/media/20860/Data-Confidentiality-Policy-at-Geostat\\_En.pdf](https://www.geostat.ge/media/20860/Data-Confidentiality-Policy-at-Geostat_En.pdf)

3. Procedure for providing access to confidential data for research purposes  
<https://www.geostat.ge/media/61533/Rule-on-Access-to-Confidential-Data-for-Scientific-and-Research-Purposes....pdf>

4. The Law of Georgia on Personal Data Protection  
<https://matsne.gov.ge/en/document/view/1561437?publication=9>

**7.2. Confidentiality – data treatment**

- Confidentiality guidelines.
- Written undertakings by an employee of Geostat on ensuring confidentiality of gained/collected data as a result of official duties.

<b>8. Release policy</b>
<b>8.1. Release calendar</b>
Data dissemination dates are defined by the calendar developed on the basis of the Statistical Work Programme, which is published on the website of Geostat and is publicly available.
<b>8.2. Release calendar access</b>
<a href="https://www.geostat.ge/en/calendar">https://www.geostat.ge/en/calendar</a>
<b>8.3. User access</b>
All users have the equal access to the statistical data simultaneously.
<b>9. Frequency of dissemination</b>
Quarterly, annual.
<b>10. Accessibility and clarity</b>
<b>10.1. News release</b>
Press release is provided as annex on the survey results: <a href="https://www.geostat.ge/en/relationOfCategory/100/post">https://www.geostat.ge/en/relationOfCategory/100/post</a>
<b>10.2. Publications</b>
Statistical Yearbook of Georgia: <a href="https://www.geostat.ge/en/single-categories/95/statistical-yearbook">https://www.geostat.ge/en/single-categories/95/statistical-yearbook</a>
<b>10.3. On-line database</b>
The data is published on the Tourism Statistics Portal: <a href="https://tourism.geostat.ge/">https://tourism.geostat.ge/</a>
<b>10.4. Micro-data access</b>
Procedure for providing access to confidential data for research purposes is available on the Geostat website: <a href="https://www.geostat.ge/media/61533/Rule-on-Access-to-Confidential-Data-for-Scientific-and-Research-Purposes....pdf">https://www.geostat.ge/media/61533/Rule-on-Access-to-Confidential-Data-for-Scientific-and-Research-Purposes....pdf</a>
<b>10.5. Other</b>
According to the Law of Georgia on Official Statistics statistical data is public and upon an electronic form or written request, Geostat ensures delivery of the statistical data for all users.
<b>10.6. Documentation on methodology</b>
Documentation on methodology of Inbound Tourism Survey is available on the website of Geostat: <a href="https://www.geostat.ge/media/13394/SeriesM_83rev1e.pdf">https://www.geostat.ge/media/13394/SeriesM_83rev1e.pdf</a> <a href="https://www.geostat.ge/media/13395/KS-GQ-14-013-EN-N.pdf">https://www.geostat.ge/media/13395/KS-GQ-14-013-EN-N.pdf</a>
<b>10.7. Quality documentation</b>
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<b>11. Quality management</b>
<b>11.1. Quality assurance</b>
To ensure the quality of the statistical processes and products Geostat follows Chapter 10 – Quality of official statistics – of the Law of Georgia on Official Statistics, as well as the European Statistics Code of Practice, the UN Fundamental Principles of Official Statistics and Quality Assurance Framework of the European Statistical System (ESS QAF).
<b>11.2. Quality assessment</b>
Methodology and Quality Management Division of Geostat, along with the sectoral departments, is responsible for the quality of the produced statistical products and processes. The Division carries out quality audit, self-assessment of statistical processes and assesses the risks for the quality of statistical processes and products. Geostat has developed policy documents, guidelines and standard routine descriptions. These documents ensure the standardization of statistical processes and products and the establishment of a unified quality assurance system. Quality policy is available on the following link: <a href="https://www.geostat.ge/media/44380/QP_Geostat_EN.pdf">https://www.geostat.ge/media/44380/QP_Geostat_EN.pdf</a>
<b>12. Relevance</b>
<b>12.1. User needs</b>
The main stakeholders are: business sector representatives, researchers and students, international organizations,

governmental institutions, media, etc. They need these data to carry out different types of statistical analysis, to plan a marketing strategy or to evaluate and study the economic situation.
<b>12.2. User satisfaction</b>
In 2023 user satisfaction survey was conducted, the target of the survey was to analyze the assessment of quality of statistical data by users and explore ways to improve user services. The survey report is available on the website of Geostat: <a href="https://www.geostat.ge/en/page/customer-service">https://www.geostat.ge/en/page/customer-service</a>
<b>12.3. Completeness</b>
The data is relevant to an international standard.

<b>13. Accuracy and reliability</b>																																																		
<b>13.1. Overall accuracy</b>																																																		
Inbound Tourism Survey is based on a random sampling method. Generally, this process is attended by existence of statistical deviation (error). Therefore, during the calculation of survey results sampling standard deviation is taken into consideration.																																																		
<b>13.2. Sampling error</b>																																																		
In 2025 the sample size in Inbound Tourism Survey was 12 000 respondents. In I, II and IV quarters 900 respondents were interviewed monthly and 1300 respondents in III quarter. The table below represents standard errors, confidence intervals, coefficients of variation and design effects of indicators:																																																		
<table border="1"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">Standard Error</th> <th colspan="2">95% Confidence Interval</th> <th rowspan="2">The Coefficient of Variation, %</th> <th rowspan="2">Design Effect</th> </tr> <tr> <th>Lower Bound</th> <th>Upper Bound</th> </tr> </thead> <tbody> <tr> <td>Average expenditure during visits, GEL</td> <td>51</td> <td>2 088</td> <td>2 287</td> <td>2.3</td> <td>1.46</td> </tr> <tr> <td>Number of visits in Tbilisi</td> <td>0.6%</td> <td>53.7%</td> <td>56.2%</td> <td>1.2</td> <td>1.89</td> </tr> <tr> <td>Number of visits in Adjara A/R</td> <td>0.6%</td> <td>37.8%</td> <td>40.2%</td> <td>1.5</td> <td>1.77</td> </tr> <tr> <td>Number of visits in Mtskheta-Mtianeti</td> <td>0.5%</td> <td>15.7%</td> <td>17.8%</td> <td>3.2</td> <td>2.43</td> </tr> <tr> <td>Purpose of the visit – Holiday, Leisure, Recreation</td> <td>0.6%</td> <td>49.1%</td> <td>51.5%</td> <td>1.2</td> <td>1.81</td> </tr> <tr> <td>Purpose of the visit – Visiting friends and relatives</td> <td>0.6%</td> <td>22.8%</td> <td>25.1%</td> <td>2.4</td> <td>2.13</td> </tr> <tr> <td>Purpose of the visit – Transit</td> <td>0.5%</td> <td>12.0%</td> <td>13.9%</td> <td>3.8</td> <td>2.52</td> </tr> </tbody> </table>		Standard Error	95% Confidence Interval		The Coefficient of Variation, %	Design Effect	Lower Bound	Upper Bound	Average expenditure during visits, GEL	51	2 088	2 287	2.3	1.46	Number of visits in Tbilisi	0.6%	53.7%	56.2%	1.2	1.89	Number of visits in Adjara A/R	0.6%	37.8%	40.2%	1.5	1.77	Number of visits in Mtskheta-Mtianeti	0.5%	15.7%	17.8%	3.2	2.43	Purpose of the visit – Holiday, Leisure, Recreation	0.6%	49.1%	51.5%	1.2	1.81	Purpose of the visit – Visiting friends and relatives	0.6%	22.8%	25.1%	2.4	2.13	Purpose of the visit – Transit	0.5%	12.0%	13.9%	3.8	2.52
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Non-sampling error can be caused by non-response – respondent's refusal to provide information at all or providing incomplete information or another reason.																																																		

<b>14. Timeliness and punctuality</b>
<b>14.1. Timeliness</b>
The quarterly data of Inbound Tourism Survey are published on the 30-th day from the end of the reporting period (quarter).
<b>14.2. Punctuality</b>
The data is published according to the date specified in the statistical work program. There has not been any violation of publication dates.

<b>15. Coherence and comparability</b>
<b>15.1. Comparability – geographical</b>
The same methodology and approaches for all regions of Georgia are used, that are consistent with international methodology.

<b>15.2. Comparability – over time</b>
The data is comparable over time.
<b>15.3. Coherence – cross domain</b>
The data is coherent.
<b>15.4. Coherence – internal</b>
The data is coherent.
<b>16. Cost and burden</b>
<ul style="list-style-type: none"> <li>• Number of interviewers – 21 persons in 8 border points;</li> <li>• Database is cleaned by 5 permanent staff members of division;</li> <li>• The monthly sample size before 2018 was 1000 respondents (3000 respondents per quarter). From 2018 the monthly sample size in I, II and IV quarters changed to 900 respondents (2700 respondents per quarter), in III quarter – 1300 respondents (3900 respondents per quarter);</li> <li>• Average duration of interviews is approximately 5-6 minutes;</li> <li>• From the third quarter of 2018 the survey is conducted using CAPI method (android tablets).</li> </ul>
<b>17. Data revision</b>
<b>17.1. Data revision – policy</b>
Statistical data revision policy is available on the website of Geostat: <a href="https://www.geostat.ge/media/59824/Data-Revision-Policy-and-Error-Correction-at-Geostat_Eng.pdf">https://www.geostat.ge/media/59824/Data-Revision-Policy-and-Error-Correction-at-Geostat_Eng.pdf</a>
<b>17.2. Data revision – practice</b>
There is no data planned revision. Unplanned revision (in order to specify the data) has not taken place in practice.
<b>18. Statistical processing</b>
<b>18.1. Source data</b>
<p>The main source of information about inbound visitors is Inbound Tourism Survey, which is conducted from the third quarter of 2014.</p> <p>Sample frame of the Inbound Tourism Survey is border crossing data by border points and citizenship (distribution by residence is not available), recorded by MIA. The survey is conducted at 8 border crossing points of Georgia, 5 of which is land border points and 3 airports (rail and sea border crossing points completely removed due to lack of respondents). During sampling for land border points, once the sampling specialist determines the number of questionnaires to be filled at each border point, the number of working days and the number of interviews per working day are selected randomly. As for airports, the percentage of the questionnaires to be filled is calculated by the flight directions and then the number of interviews for each flight is selected randomly (The number of questionnaires to be filled each day for each interviewer should not exceed eight and no more than four interviews should be conducted on each flight).</p>
<b>18.2. Frequency of data collection</b>
Monthly.
<b>18.3. Data collection</b>
<p>Interviewers interview respondents leaving the territory of Georgia at border crossing points and fill out an electronic survey questionnaire of Inbound Tourism Survey.</p> <p>See the print version of this questionnaire at the link:  <a href="https://www.geostat.ge/media/77670/Inbound-Tourism-Survey.pdf">https://www.geostat.ge/media/77670/Inbound-Tourism-Survey.pdf</a> </p>
<b>18.4. Data validation</b>
<p>During the fieldwork, after each working day specified in the Schedule, the interviewer synchronizes a special program to send the completed questionnaires, after which the completed questionnaires are displayed on the CAPI website. The registration of the received electronic questionnaires and the primary quality control is carried out by the staff of the Tourism Statistics Division. If there is an error in the questionnaire, the questionnaire is returned to the interviewer for correction.</p> <p>After the survey is completed, the database is edited using MS Access by staff of Tourism Statistics Division. Tourism Statistics Division staff edit and correct the database from the remaining mistakes and inconsistencies. Inconsistencies are identified in the following ways:</p> <ul style="list-style-type: none"> <li>• <b>By Software</b> – specifically created queries identifies those questionnaires, which include any type of logical/arithmetic mistake. After identifying inconsistent, wrong and/or suspicious data, Tourism Statistics</li> </ul>

Division staff corrects mistakes logically, by contacting interviewer to get the additional information from them to correct the mistake or by imputation method;

- **Manually** – after correcting the database by software, none of the questionnaires include any inconsistencies. Next step is manually identifying outliers, atypical and suspicious data manually and to check and correct them.

#### **18.5. Data compilation**

After finalizing the editing and correction of the database of reporting quarter, an aggregated database is formed and data is weighted. The final figures are calculated in MS Access, MS Excel and SPSS.

#### **18.6. Adjustment**

Not applied.

#### **19. Comment**

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