



Georgian Tourism In Figures

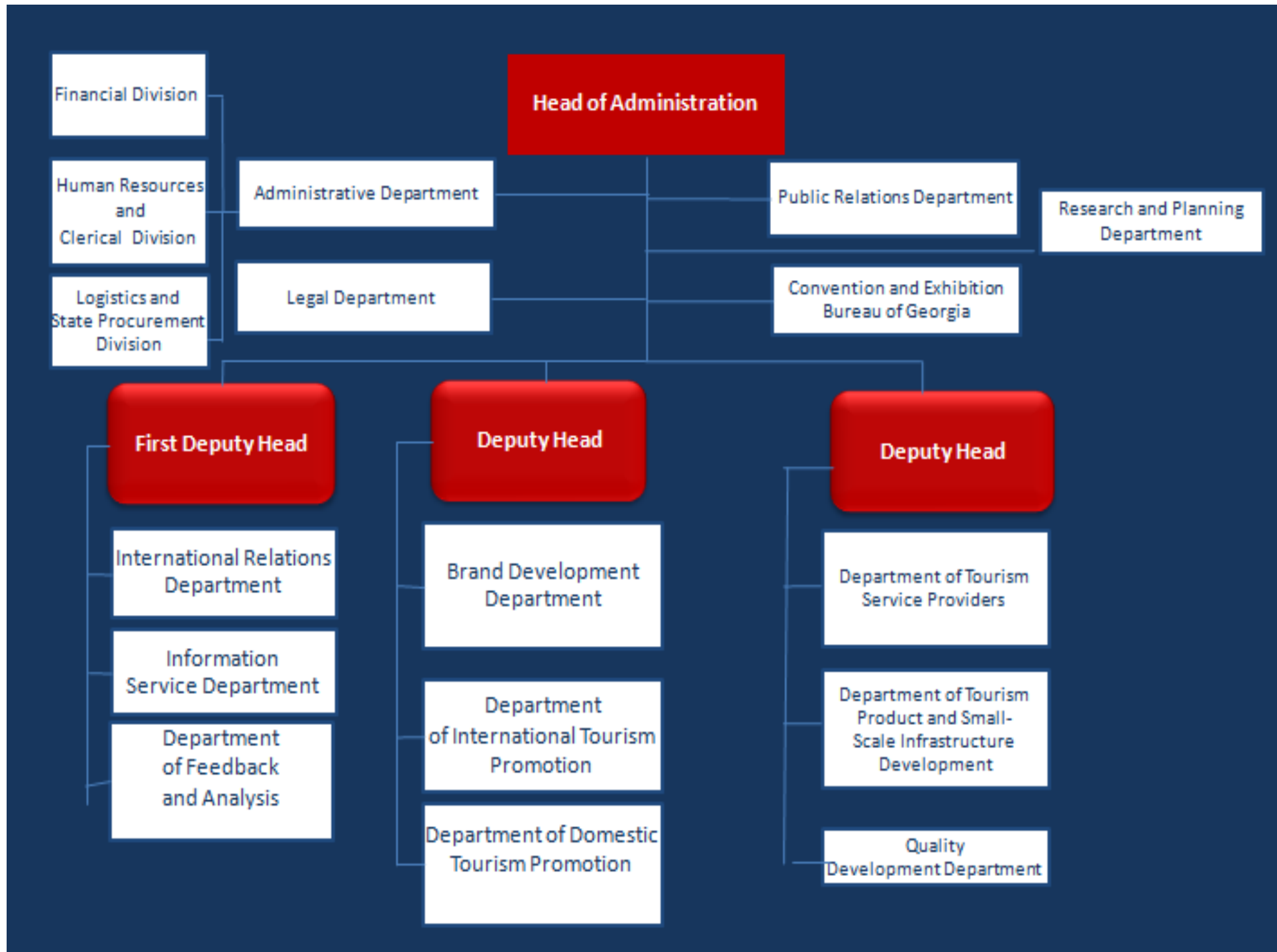


Georgia



Georgian National Tourism Administration

- Marketing and promoting Georgia around the world
- Collecting, analyzing and publishing statistical data, information about trends and economic indicators
- Supporting the private sector
- Emphasizing the needs of the sector and bringing expertise to the relevant government stakeholders
- Initiating development of the tourism strategy and vision in partnership with all stakeholders



Main Sources of Tourism Statistics:

- Ministry of Internal Affairs;
- National Statistics Office of Georgia;
- National Bank of Georgia;
- Georgian Civil Aviation Agency;
- Georgian National Tourism Administration

Main information sources:

Source	Survey/Administrative data	Main Indicators
Ministry of Internal Affairs	Border Crossings	The Number and the Types of Travelers by Nationality and Residence
National Statistics Office of Georgia	International Visitor Survey	Main Characteristics of International Visitors
	Domestic Visitor Survey	Main Characteristics of Domestic Visitors
	Accommodation Statistics	Number of Accommodation Units and Bed Places
National Bank of Georgia	Balance of Payment	Receipts from International Travellers
Georgian Civil Aviation Agency	Number of Passengers Served	Number of Passengers Served By Airports and Airlines
GNTA	Survey of Tourist Companies, STR Global, Winter Resorts Survey, Economic effects of events, Marketing survey, etc.	Occupancy rates, ADR, RevPar, etc.



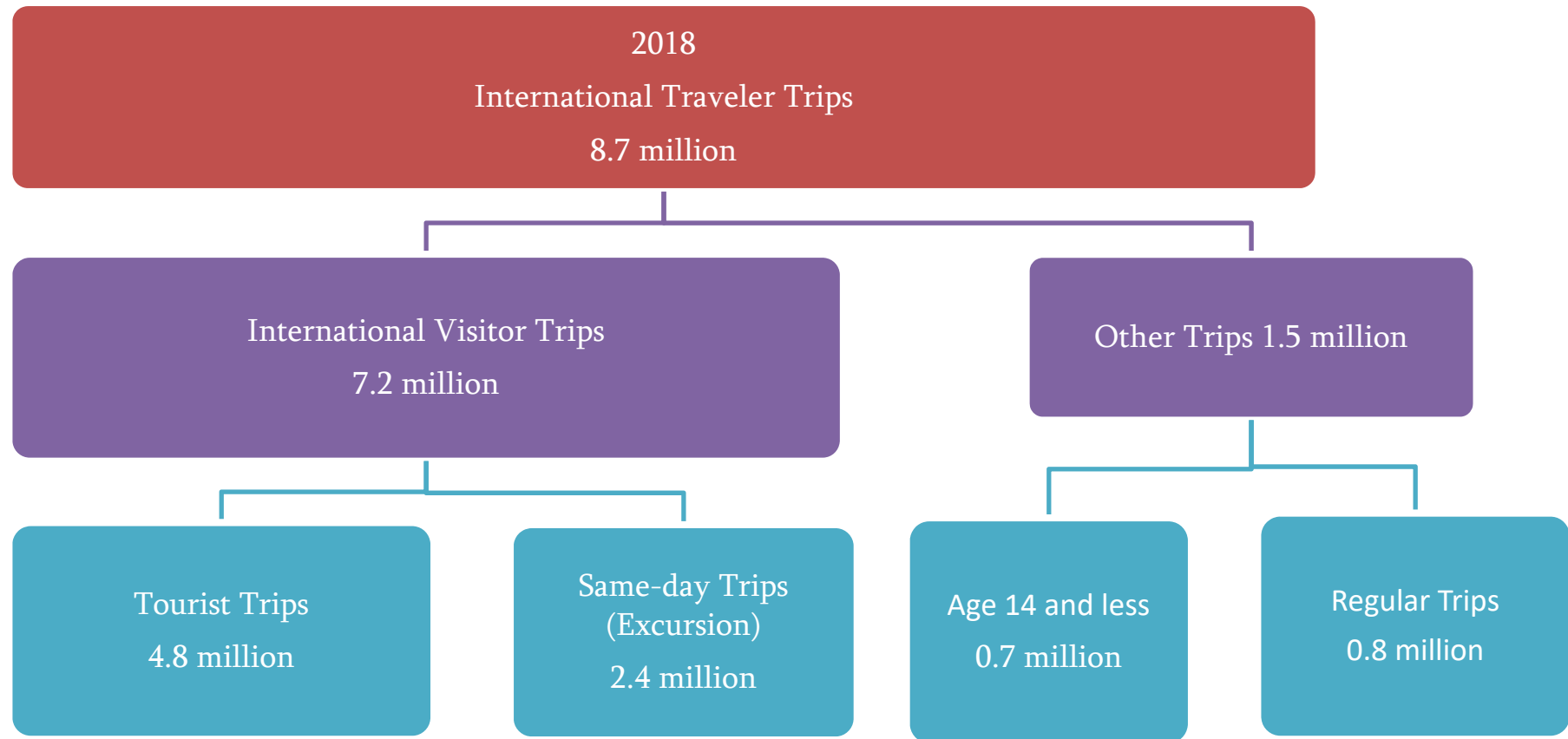
Ministry of Internal Affairs

Border Crossings:

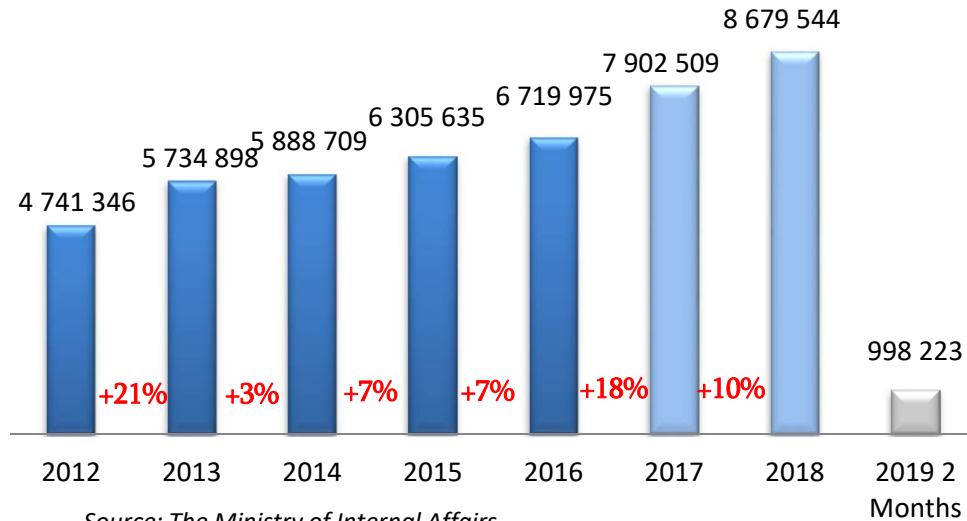
Methodology: International travel statistics describes the dynamics of inbound travelers registered at 21 border checkpoints.

Main Published Indicators: International Traveler, International Visitor, Tourist, same-day and other (non-tourist) visits.

Classification of International Travelers

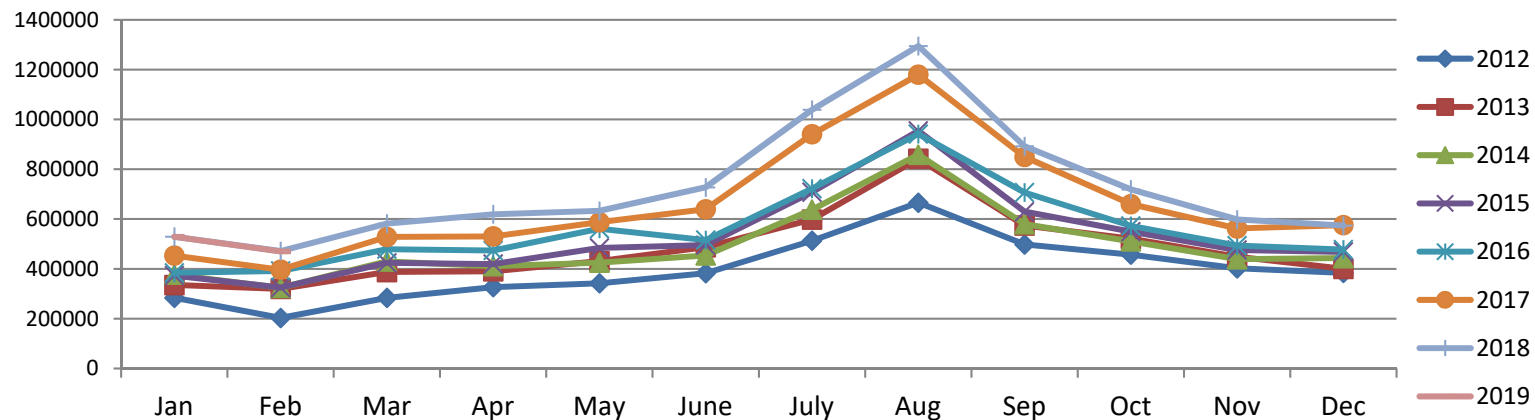


International Traveler Trips



country	2019 2 Months	2018-2019 %
Azerbaijan	175,852	-1.8%
Russia	155,597	+15.9%
Armenia	148,046	-7.8%
Turkey	125,943	-20.0%
Georgia (Nonresident)	79,351	+1.8%
Ukraine	20,575	+8.1%
Iran	15,973	-44.9%
Israel	14,370	+161.0%
India	6,357	+9.8%
Philippines	6,332	+19.4%

International Traveler Trips by Months





National Statistics Office of Georgia

International Visitor Survey

Methodology: Interviews are conducted with international visitors aged 15 years or older at the moment of leaving Georgia. The interviews take place at the ten biggest Checkpoints of Georgia (airport, land). The survey is a face-to-face format. A stratified systematic sample method is applied to selected respondents. Sample size varies across the quarters: I, II and IV quarters – 900 respondents monthly, III quarter – 1,300 respondents monthly.

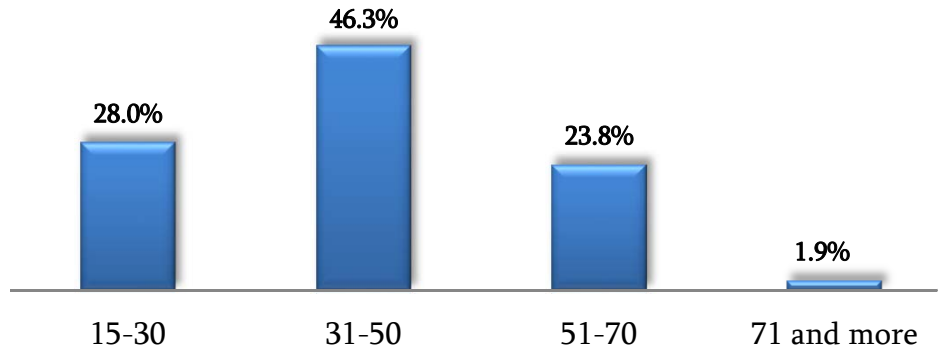
Main Published Indicators: Place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, source of information, accompanying person, Expenditures, means of transport, organization of a trip, popular activities and attractions, and satisfaction level.



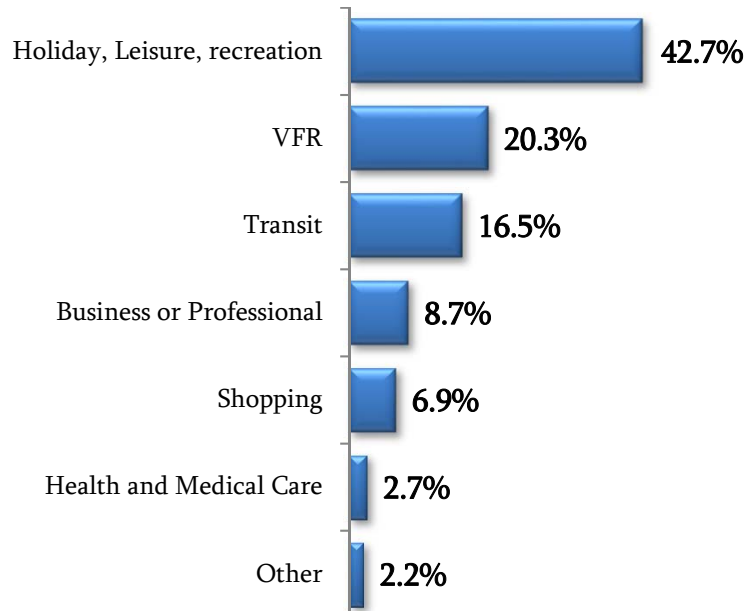
Georgia

International Visitor Survey (2018)

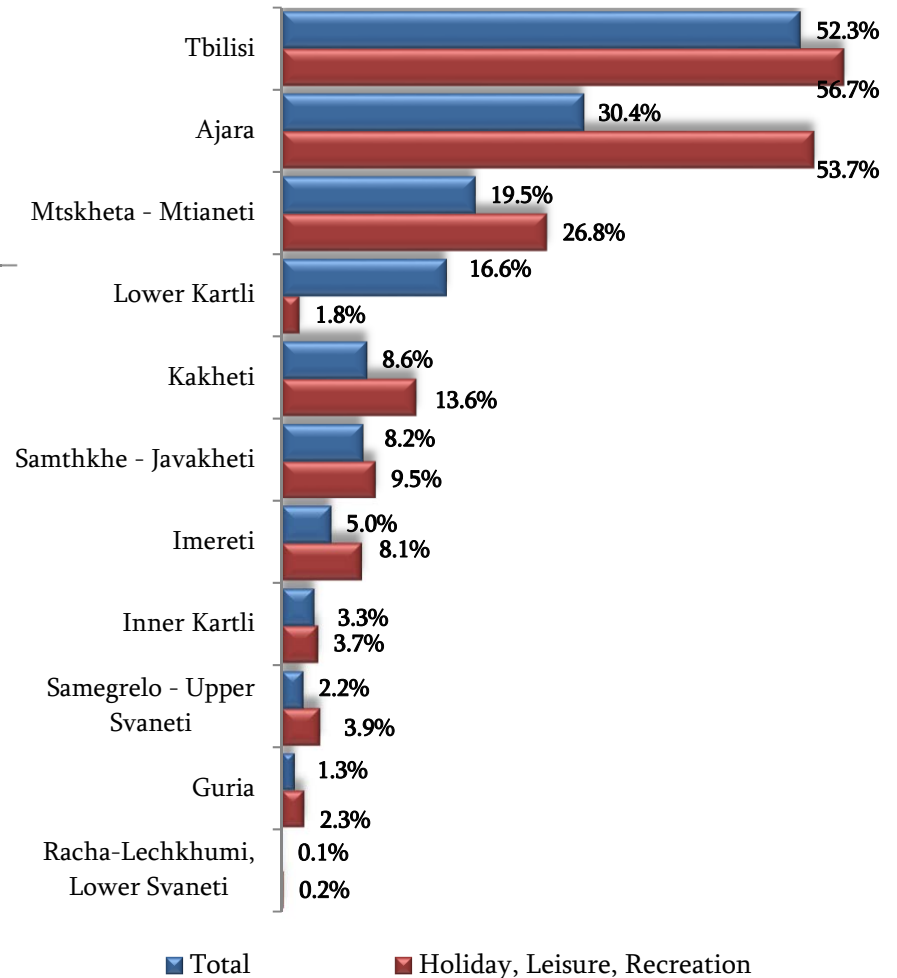
Age structure



Main Purpose of Trip



Most Visited Regions



Source: National Statistics Office of Georgia

International Visitor Survey (2018)

Total Expenditure



7 917 504 128 GEL

Average Expenditure per Visit



1 099 GEL

Expenditure Components	Total Expenditure GEL	Share in Total Expenditure
Served Food and Drinks	2,266,881,133 GEL	28.6%
Accommodation	1,854,514,224 GEL	23.4%
Cultural and Entertainment Services	1,434,705,232 GEL	18.1%
Shopping	1,074,094,320 GEL	13.6%
Domestic Ground Transportation	560,769,313 GEL	7.1%
Other Expenditure	726,539,907 GEL	9.2%



Georgia

International Visitor Survey (2018)

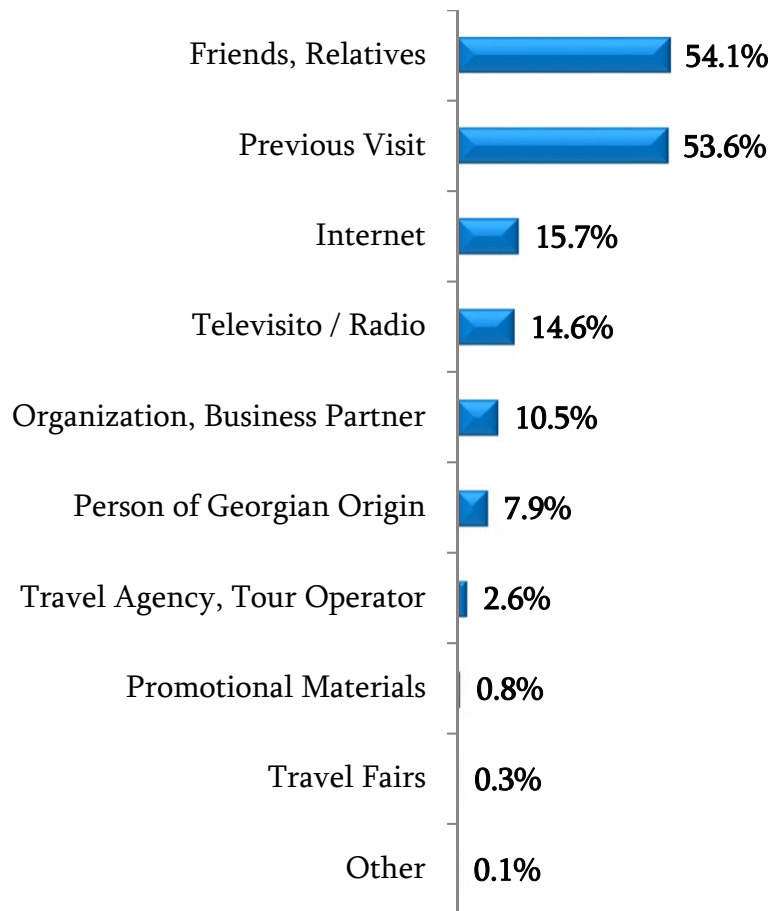
N	Country of Residence	Average Expenditure per Visit (GEL)	Total Expenditure (GEL)	Sample
1	Russia	1,326	1,972,427,681	2,622
2	Turkey	923	1,086,557,567	3,211
3	Armenia	540	662,999,650	1,468
4	Azerbaijan	385	657,894,675	1,550
5	Israel	2,407	376,194,931	251
6	Ukraine	1,659	341,854,303	360
7	Iran	2,072	306,179,769	267
8	Germany	2,046	301,916,579	220
9	United Arab Emirates	2,719	230,243,753	166
10	Kazakhstan	1,956	156,609,571	144
11	USA	3,047	126,292,922	80
12	United Kingdom	3,189	125,892,171	80
13	Poland	2,183	110,614,509	100
14	Belarus	1,262	94,424,799	99
15	Spain	3,541	94,140,271	40
16	Saudi Arabia	2,500	90,341,212	63
17	France	2,459	87,543,157	58
18	Italy	2,504	86,731,226	48
19	Qatar	2,868	78,800,688	57
20	Greece	2,055	74,204,572	42

Source: National Statistics Office of Georgia

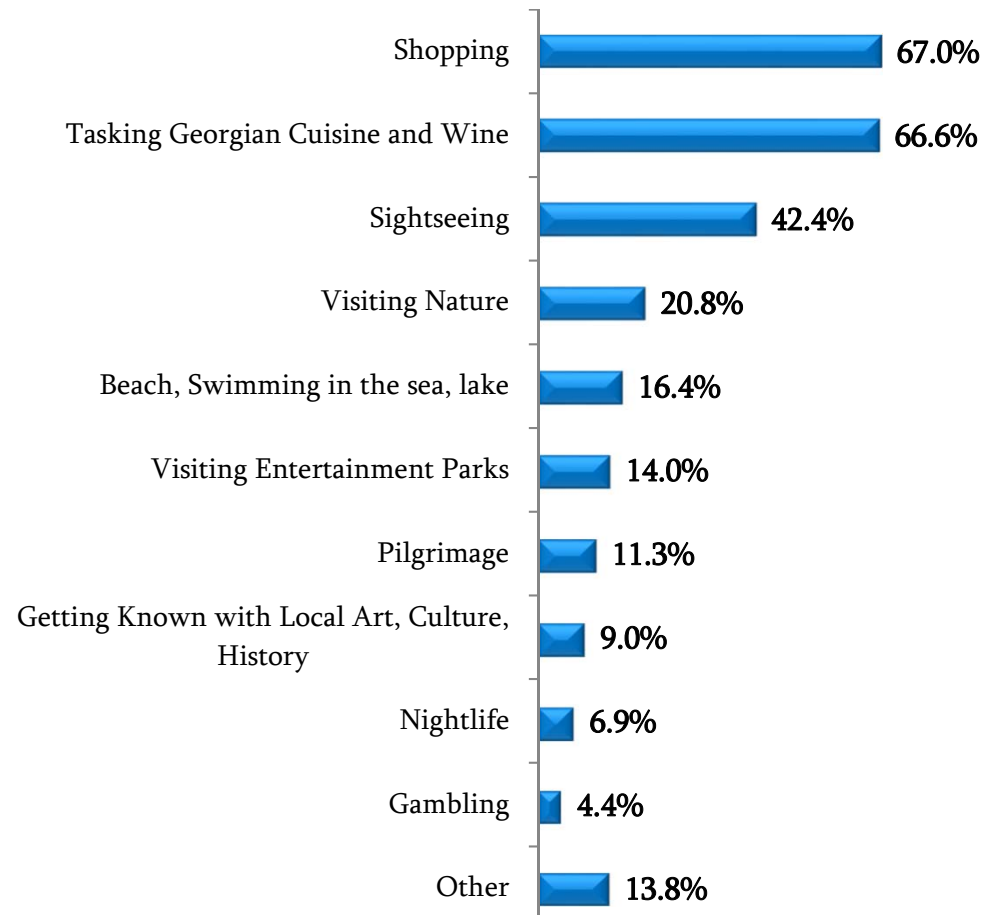


International Visitor Survey (2018)

Information Sources



Conducted Activities



Source: National Statistics Office of Georgia

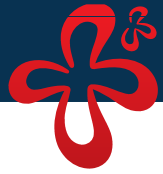


National Statistics Office of Georgia

Domestic Visitor Survey

Methodology: The results are based on in-person, face-to-face interviews with respondents living in households throughout the territory of Georgia. The survey is designed to collect information from representative sample of the resident population aged 15 and above who had a travel experience within the country in the last month.

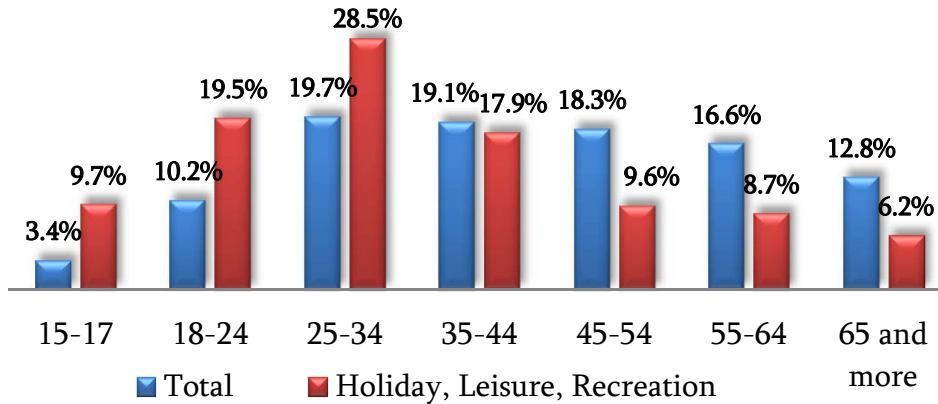
Main Published Indicators: Place of permanent residence, purpose of visit and frequency, length of stay, places visited, accommodation, source of information, accompanying person, means of transport, satisfaction level and expenditure.



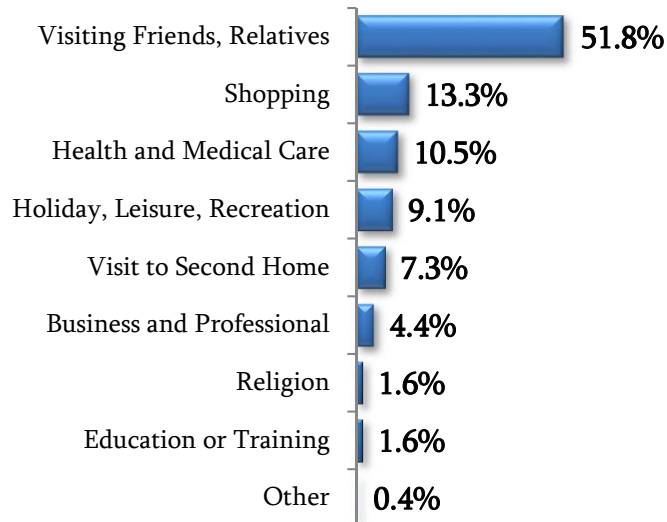
Georgia

Domestic Visitor Survey 2018

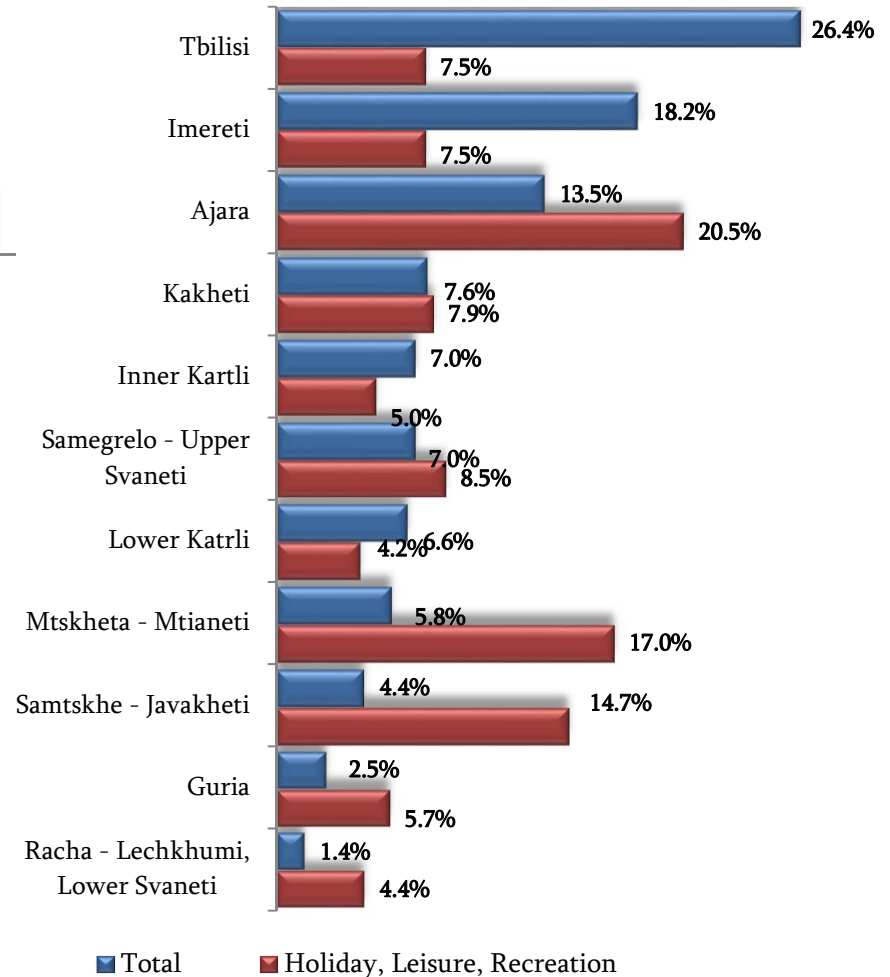
Age Structure



Main Purpose of Visit



Most Visited Regions



Source: National Statistics Office of Georgia



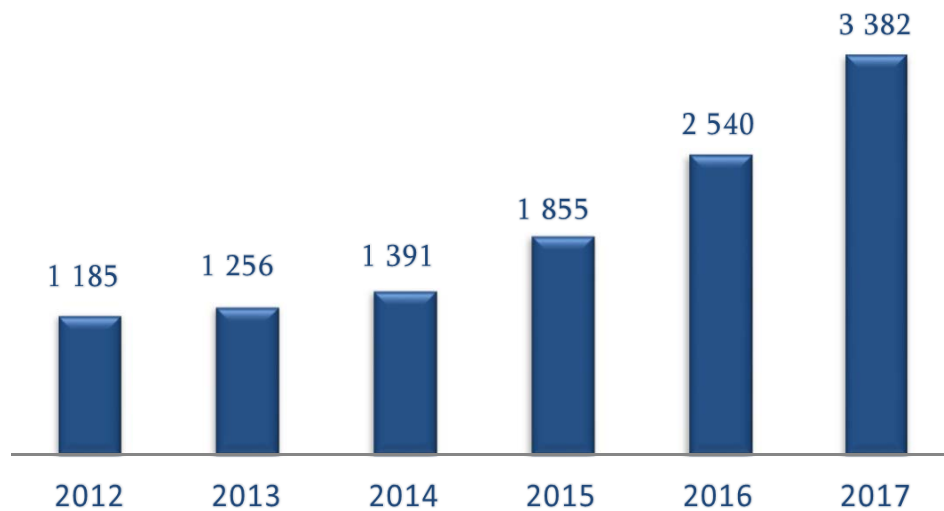
National Statistics Office of Georgia

Accommodation Units

Main Published Indicators: Number of Accommodation Units and Bed Places, Number of Guests, Nationality of Guests, Purpose of Visit.

Accommodation Units 2017

Number of guests (1,000)



Region	Quantity	Number of Beds
Ajara	392	19,336
Guria	84	5,190
Tbilisi	490	19,111
Imereti	134	5,402
Kakheti	120	2,836
Mtskheta-Mtianeti	88	3,735
Racha-Lechkhumi, Lower Svaneti	24	576
Samegrelo-Upper Svaneti	74	2,164
Samtskhe-Javakheti	133	6,434
Lower Kartli	33	1,440
Inner Kartli	23	730



National Bank of Georgia

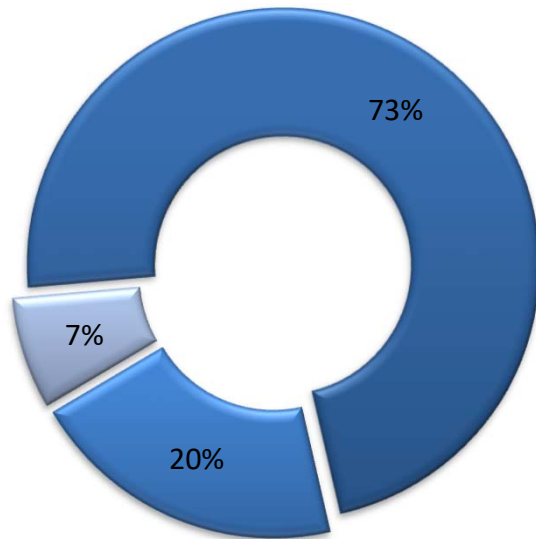
Balance of Payment

Methodology is based on “Balance of Payment and International Investment Position Manual Sixth Edition (BPM6)” (International Monetary Fund. Washington, 2009) and other publication of monetary fund related to balance of payment.

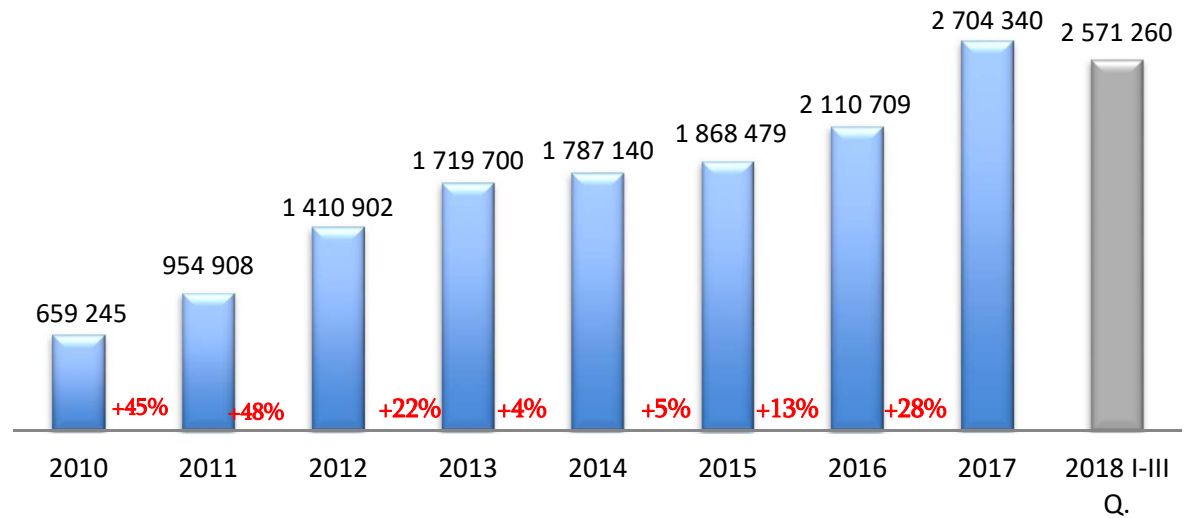
Balance of Payment

Share of Tourism in Service Export (2018)

■ Tourism ■ Transportation ■ Other



International Tourism receipts (X1000 USD)



Source: National Bank of Georgia



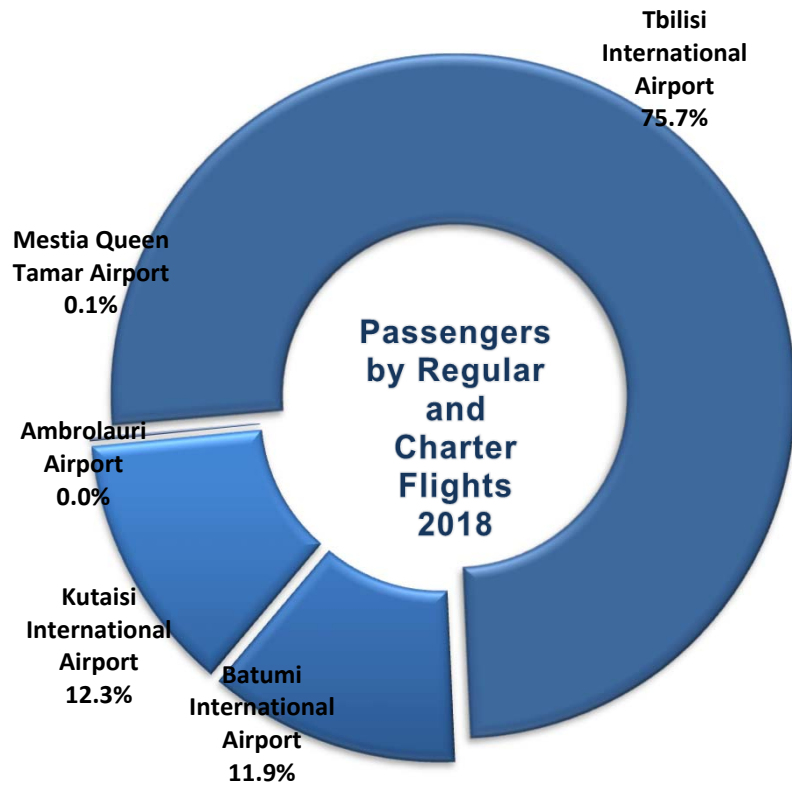
Georgian Civil Aviation Agency

The Number of Passengers Served

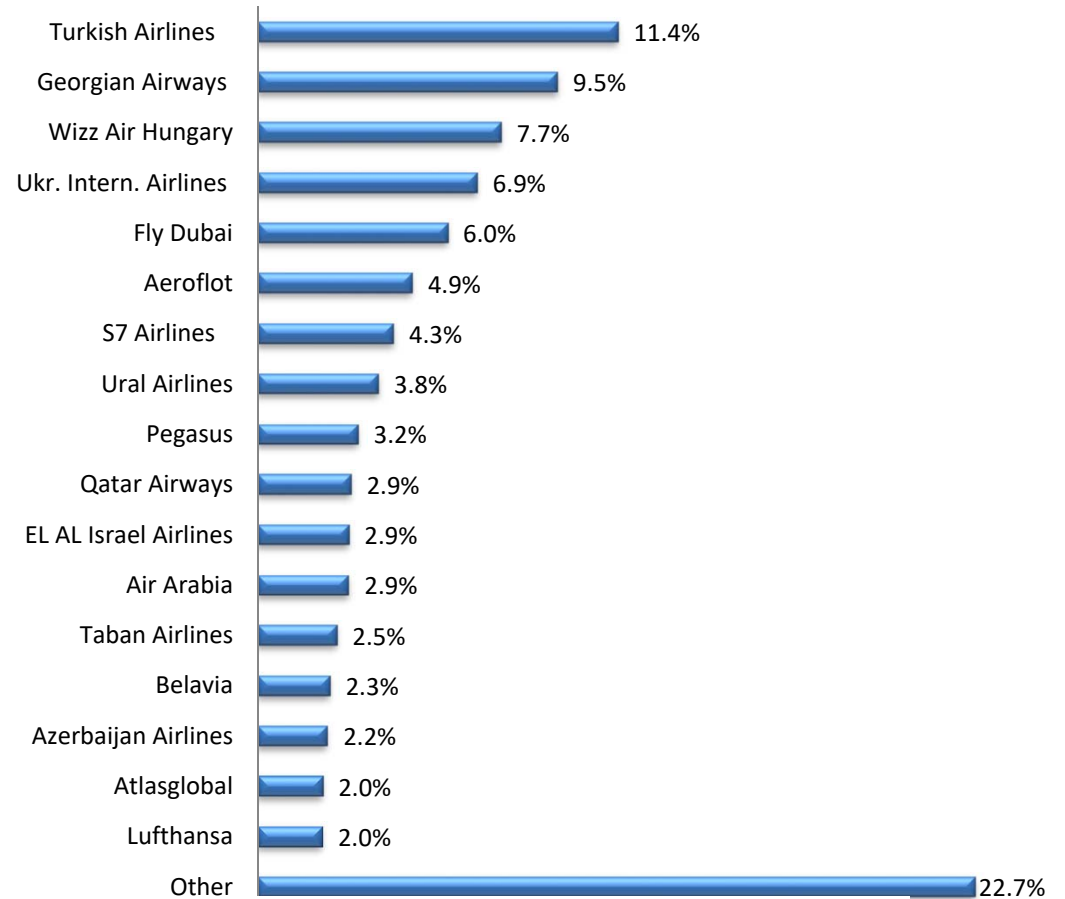
Methodology: The number of passengers served in airports of Georgia.

Main Indicators: The number of passengers served by airports and airlines, direct flights and frequency.

The Number of Passengers Served



Share of Airlines



Source: Georgian Civil Aviation Agency

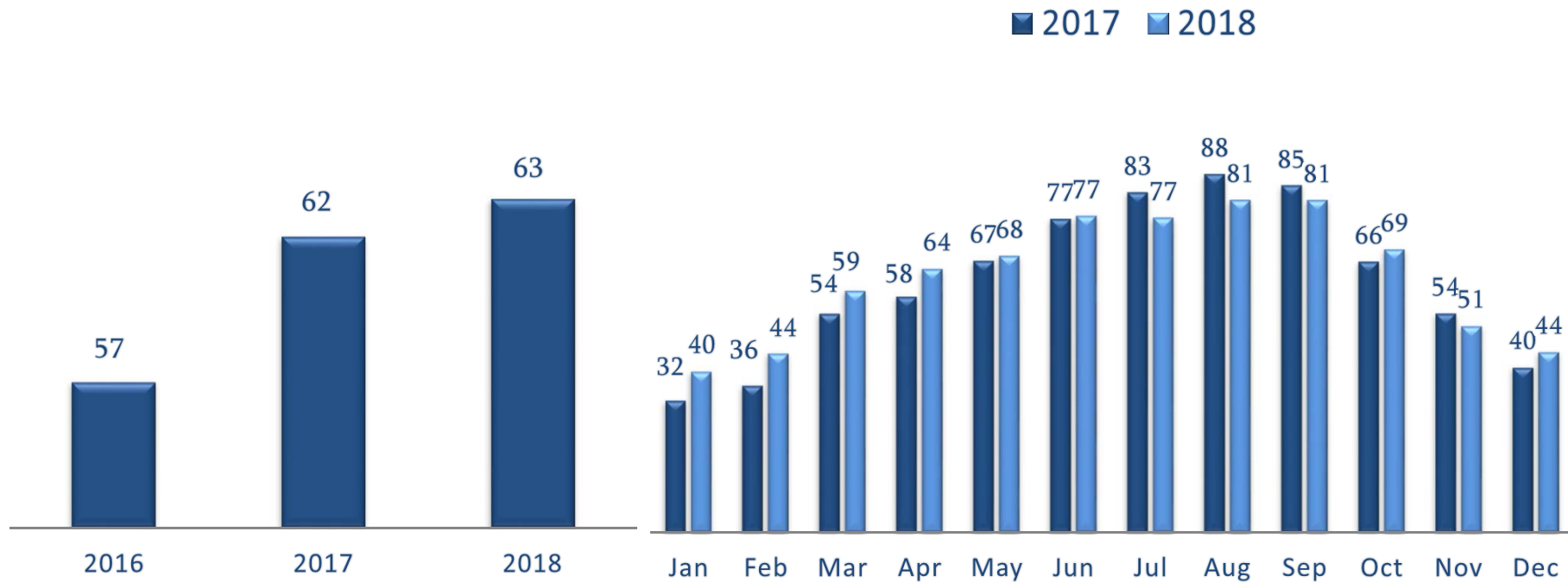


Georgian National Tourism Administration

Accommodation Units

Main Indicators: Occupancy rate of brand Hotels (STR Global), Number of Accommodation Units and Bed Places (administrative data), Number and Characteristics of Tourist Companies, Economic Effects of Events (survey based)

Occupancy Rates of Brand Hotels %



Source: STR

tourism is a human activity that leaves multiple traces, as a digital footprint or captured by sensors

https://en.wikipedia.org/wiki/Prague_astronomical_clock

Passed a few traffic loops

Switching on smartphone

Viewing "Old Town Square" wikipedia page

Used payment card in souvenir shop

Switched on the heating in smart meter equipped apartment

Making a call

Facebook status update

Booked a room using Tripadvisor

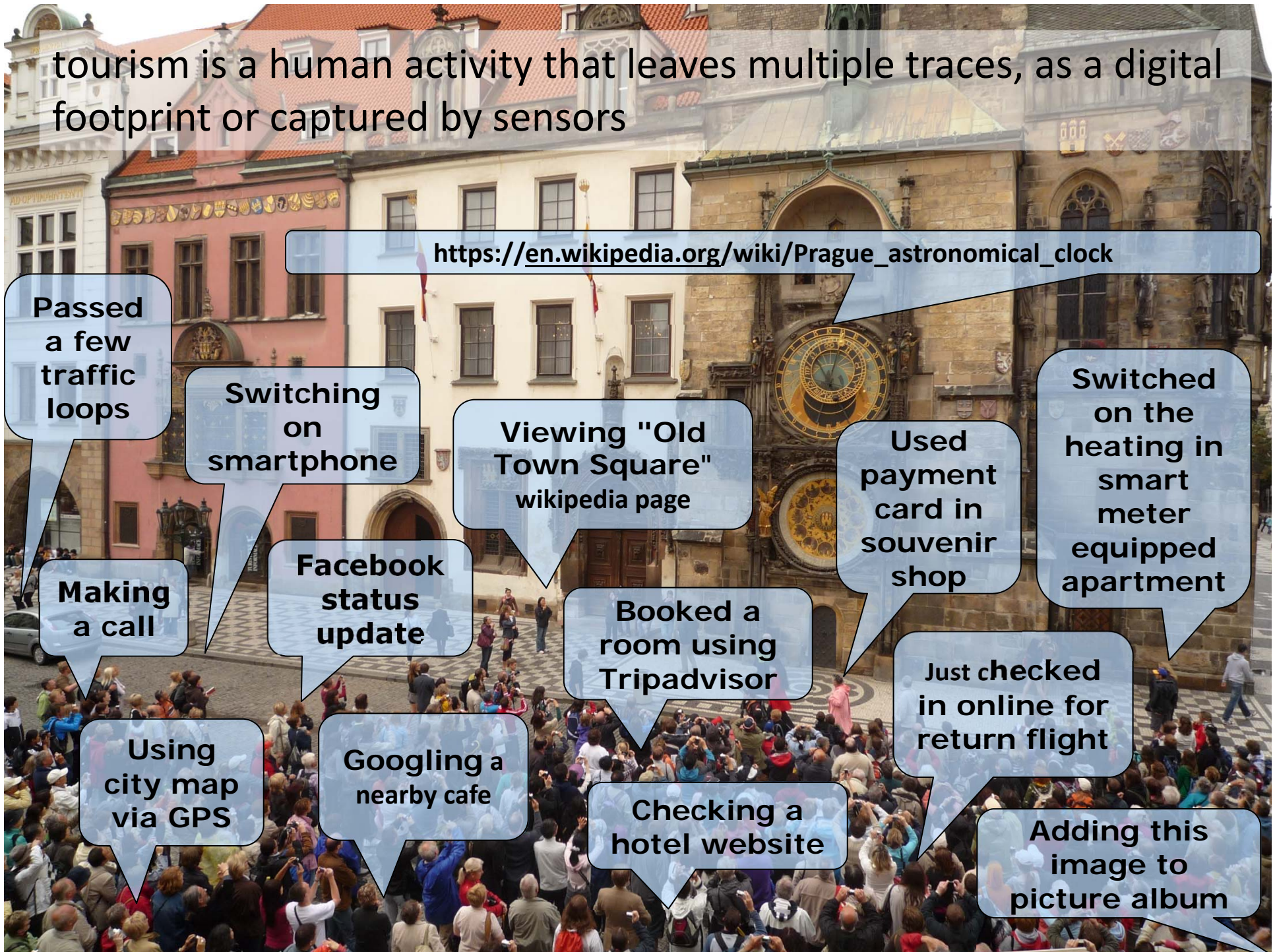
Just checked in online for return flight

Using city map via GPS

Googling a nearby cafe

Checking a hotel website

Adding this image to picture album

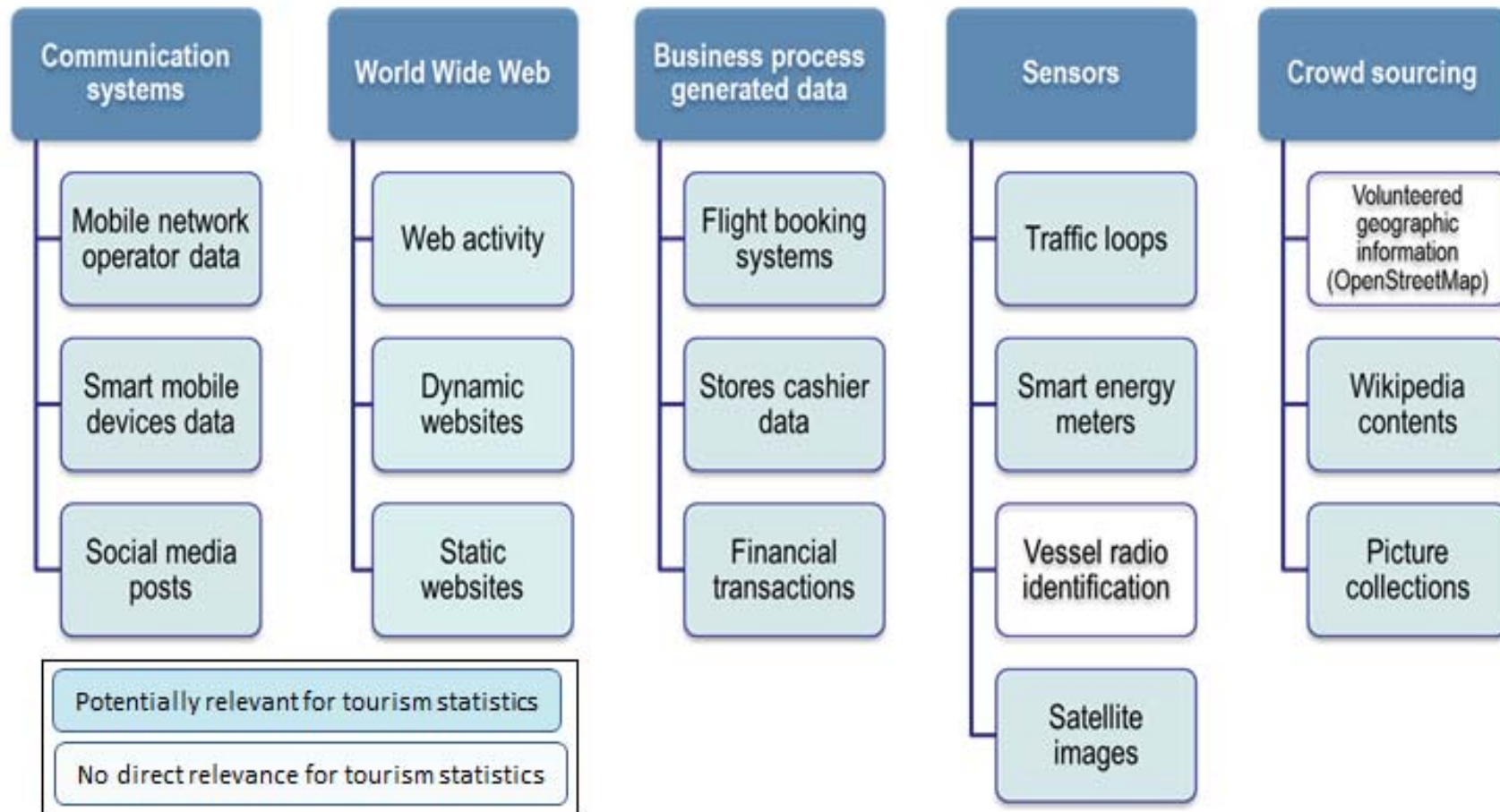


Tourism statistics: early adopters of big data?

⇒ Eurostat paper (2017)



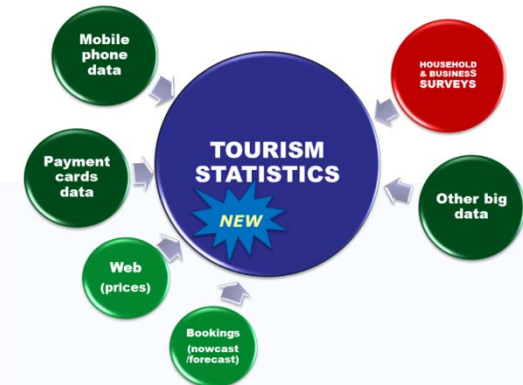
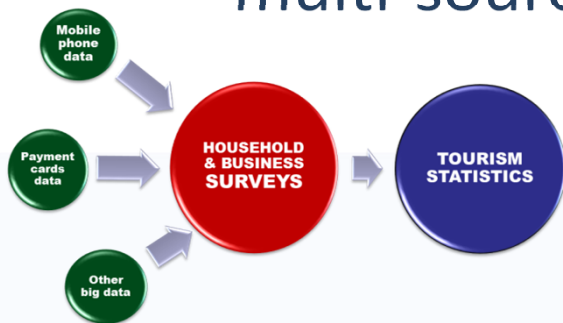
Taxonomy of big data sources (Eurostat, 2017)



Meeting the user needs ...

Need to re-think our system of tourism statistics?

- ⇒ **Now: we answer user needs bound by the constraints of the methods of the previous century**
- ⇒ **Future: integrate many sources (MNO, smart surveys,...) and better answer the user needs ; multi-source & multi-purpose**



Possible Use of Mobile Positioning Data in Georgian Tourism Statistics

- Estimating the statistics on inbound, domestic and outbound visitors; Duration of Trips; (Short term: Supplement, Long term: replacement)
 - More detailed tourist data on regions: Weekends vs Working days.
 - Smaller high quality cost efficient surveys
 - Mixed mode data collection: BOP Travel Item, TSA Compilation, Expenditure, purpose of the trip, means of transport etc.
- Sport and Cultural Events;
 - Mixed mode data collection: Expenditure (survey), share of foreigners (Mobile phone data)



Thank you!

www.georgla.travel  [www.fb.com/GeorglaAndTravel](https://www.facebook.com/GeorglaAndTravel)