

Domestic Tourism Statistics

Georgian National Tourism Agency

SCBP For EUROPE
November, 2011

Sources

Demand Side

- NTA- Survey of resident travelers at households

Supply Side

- NSO- Survey of Hotels and similar establishments

Main variables



- Purpose of travel
 - Duration of trip
 - Accommodations used
 - Transportation
 - Expenditures
 - Destinations visited
 - Organized/non organized tourists
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Main gaps



- Survey frequency
 - Sample size
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Structure of expenditures

Total expenditure of January-June



98 627 733 GEL

Average expenditure per tourist



154 GEL

Expenditure type	Average expenditure GEL
Accommodation	211 GEL
Food/beverages	117 GEL
Souvenirs/gifts	53 GEL
Road passenger transport	43 GEL
Railway passenger transport	26 GEL
Rental of motor vehicles	46 GEL
Other important products	85 GEL

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Expenditures during travel in Georgia



Expenditure type	Has spent (%)	Has spent (N)	Total Expenditures GEL	Share in total Expenditures
Accommodation	8%	50158	10579416	11%
Food/beverages	33%	212538	24943467	25%
Souvenirs/gifts	17%	107709	5699914	6%
Cultural and entertainment Services	4%	26415	1958221	2%
Sports and recreation services	2%	11631	1059447	1%
Tour or travel package	1%	6635	296728	0.30%
Services of a travel guide	2%	14701	391588 GEL	0.40%
Road passenger transport	70%	446688	19105254	19%
Railway passenger transport	7%	44629	1166441	1%
Water passenger transport	0,5%	3124	154099	0%
Rental of motor vehicles	11%	72818	3416351	3%
Medical services	4%	24156	4880982	5%
Other important goods	45%	291503	24658816	25%
Other important services	1%	5281	317009	0.30%

Current improvements



- Prepare technical manual for survey estimation



Thank you!

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