

- In April 2019, compared to April 2018, the number of international travelers trips in Georgia increased by 4.6%, and among the international travelers, the proportion who stayed in Georgia for 24 hours or more (classified as tourists) increased by 4.2%, however the hotel prices in Georgia decreased by 1.8%, among them the prices of 3*, 4* and 5* hotels decreased by 2.9%, while the prices of guesthouses increased by 1.9%;
- In April 2019, in Georgia the hotel price index increased by 2.2% compared to March 2019. The 3-star, 4-star and 5-star hotel price index increased by 0.5%, while for guesthouses, the price index increased by 5%. It has to be noted that In April 2019, compared to March 2019, the number of international travelers trips in Georgia increased by 4.6%, while among the international travelers, the proportion who stayed in Georgia for 24 hours or more (classified as tourists) increased by 6.1%;
- In Georgia, in the first quarter of 2019, the expenditure spent by international travelers on accommodation amounted USD 101.8 mln, while the average expenditure per visit - 228.9 GEL. These are accordingly 1.5% and 2.6% lower compared to the first quarter of 2018;
- According to Airbnb, In April 2019, among the Black Sea Countries the lowest price for an apartment was recorded in the capital of Bulgaria, Sofia – 40 USD, while the highest price was recorded in Moscow – 100 USD.

Average Hotel Prices

In Georgia, the average cost of a room¹ in a 3-star hotel was 123 GEL per night in April 2019. While the average cost of a room in a 4-star hotel in Georgia was 215 GEL per night and the average cost of a room in a guesthouse² was 70 GEL per night.

The average cost of a room in a 5-star hotel in Georgia in April 2019 was 484 GEL per night. In Tbilisi, the average price was 525 GEL, followed by Adjara – 473 GEL, Samtskhe-Javakheti - 368 GEL, and Kakheti - 367 GEL.



Graph 1: In the graph, average prices for standard double rooms in 3 and 4-star hotels and guesthouses are given by region. 5-star hotel prices are provided above.

According to Airbnb, In April 2019, among the Black Sea Countries the lowest price for an apartment was recorded in the capital of Bulgaria, Sofia – 40 USD, while the highest price was recorded in Moscow – 100 USD. Among the capitals of other Black Sea countries the price distribution were the following: Tbilisi – 42 USD, Bucharest – 44 USD, Istanbul – 48 USD, and Kiev – 91 USD.

Hotel Price Index

In April 2019, in Georgia the hotel price index³ increased by 2.2% compared to March 2019. The 3-star, 4-star and 5-star hotel price index increased by 0.5%, while for guesthouses, the price index increased by 5%.

It has to be noted that In April 2019, compared to March 2019, the number of international travelers trips in Georgia increased by 4.6%, while among the international travelers, the proportion who stayed in Georgia for 24 hours or more (classified as tourists) increased by 6.1%⁴.

Regardless the fact that in April 2019, compared to April 2018, the number of international travelers trips in Georgia increased by 4.6%, and among the international travelers, the proportion who stayed in Georgia for 24 hours or more (classified as tourists) increased by 4.2%, the hotel prices in Georgia decreased by 1.8%.

This was mainly due to price decreases of 3*, 4* and 5* hotels. In Georgia in April 2019, compared to April 2018, the prices of 3*, 4* and 5* hotels decreased by 2.9%, while the prices of guesthouses increased by 1.9%.

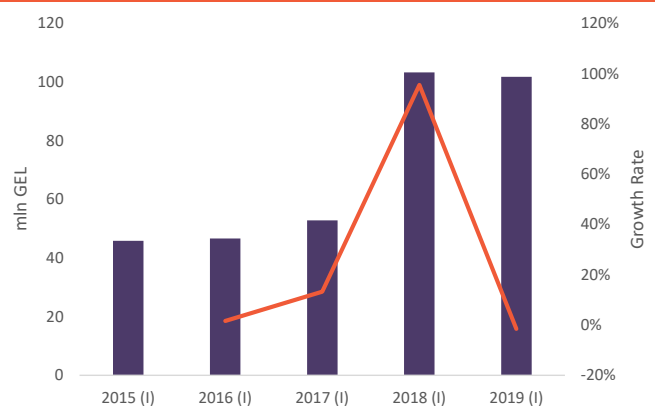
Region	Hotel		3*, 4*, 5*		Guesthouse	
	2019 Apr/ 2019 Mar	2019 Apr/ 2018 Apr	2019 Apr/ 2019 Mar	2019 Apr/ 2018 Apr	2019 Apr/ 2019 Mar	2019 Apr/ 2018 Apr
Shida Kartli	7.6%	-6.2%			7.6%	-6.2%
Adjara	6.9%	24.3%	4.6%	29.9%	10.7%	16.1%
Kakheti	5.0%	2.4%	-0.3%	-5.6%	6.6%	5.0%
Imereti	3.8%	4.8%	9.4%	-0.8%	0.0%	9.0%
Tbilisi	2.3%	-14.5%	1.4%	-17.0%	5.5%	-4.2%
Guria	1.5%	-11.4%	-2.3%	-17.9%	10.4%	0.7%
Racha	-1.4%	-12.8%			-1.4%	-12.8%
Kvemo Kartli	-2.1%	-22.3%	-1.3%	-1.7%	-2.6%	-43.3%
Mtskheta-Mtianeti	-3.5%	5.5%	-12.2%	3.4%	6.0%	7.3%
Samegrelo-Zemo Svaneti	-4.2%	0.2%	-12.8%	-11.6%	0.1%	7.1%
Samtskhe-Javakheti	-10.4%	-6.2%	-6.1%	-5.8%	-14.1%	-6.6%
Overall Price % Change	2.2%	-1.8%	0.5%	-2.9%	5.0%	1.9%

Table 1: Percentage change of prices in April 2019 over March 2019 and over April 2018.

International Travelers' Expenditure in Georgia

In Georgia, in the first quarter of 2019, the expenditure spent by international travelers on accommodation amounted USD 101.8 mln, while the average expenditure per visit amounted 228.9 GEL⁵. In the given period, the expenditure on accommodation amounted 25.7% of total expenditure spent by international travelers in Georgia. These indicators are accordingly 1.5% and 2.6% lower compared to the first quarter of 2018.

It has to be noted that in the first quarter of 2019, compared to the first quarter of 2018, the number of international travelers increased by 2.2%, while among the international travelers, the proportion who stayed in Georgia for 24 hours or more (classified as tourists) increased by 5.1%. Although international travelers from 20 high spender countries decreased by 0.5%⁶. The decreases were recorded from Iran, Qatar, Turkey, Armenia and United Arab Emirates accordingly by 56.5%, 18%, 15.7%, 4.8%.



Graph 2: Expenditures spent by international travelers in Georgia

Basic Economic Indicators										
	I 2017	II 2017	III 2017	IV 2017	2017	I 2018	II 2018	III 2018	IV 2018	2018
1	450	544.3	642.6	569.8	2206.7	522.9	642.5	781.9	734.5	2681.8
2	1378.1	1757	2969.9	1797.5	7902.5	1582.4	1979.6	3226.4	1891.1	8679.5
3	665	908.9	1629.9	865.7	4069.4	839.5	1094.2	1838.3	984.7	4756.8
4	425.7	629.9	1078.3	570.5	2704.3	550.7	810	1210.6	650.8	3222.1
5	81.4	109.5	152	120.7	463.6	105.9	126.4	149.9	142.4	524.7
6	7.1	25.1	29.7	10.3	72.2	25.4*	-5.4*	36*	16.1*	72.3*
1	Total Tourism Value Added (mln)			2 Number of International Travelers (thousand persons)			3 Number of Tourists (thousand persons)			
4	Revenue form International Tourism (mln USD)			5 The Expenditures of Georgian tourists Abroad (mln USD)			6 Foreign Direct Investment in Hotels and Restaurants Sector (mln USD)			

1 The results are based on the surveying of standard double hotel room prices of 3, 4, 5-star hotels and guesthouses in 10 regions of Georgia. Hotels were chosen arbitrarily according to random sampling principle. The study contains 71% (312) of all 3, 4 and 5-star hotels and 25% (456 guesthouses) of all guesthouses registered on www.booking.com The 3, 4 and 5-star hotel price data was collected by contacting hotels individ-

ually, while the prices of guesthouses were taken from booking.com. The average prices are arithmetic mean of standard double hotel room prices.
2 Guesthouse: a type of accommodation that is characterized by having a small number of rooms and services are usually offered by the resident family.
3 The calculation of the hotel price index is based on the recommendations given by the Interna-

tional Monetary Fund (IMF). The elementary aggregate price index is calculated by Jevons index (Consumer Price Index Manual-Theory and Practice (2004), Practical Guide to Producing Consumer Price Indices (2009)).
4 Source: GNTA
5 Source: GNTA
6 Source: Geostat
7 * Preliminary results