10.5. Georgia

Tourism Statistics Division (TSD) in National Statistics Office of Georgia (Geostat) is responsible for data about domestic, inbound and outbound tourism and does all three above-mentioned surveys. However, representativeness is a problem for every survey, thus, surveys cannot provide information about all cities and settlements (in Georgia) due to the limited sample size. For this project, the data will be gathered from all three mobile network operators while the coverage will be the whole country – with the purpose to collect more information from more detailed levels than surveys can provide. MPD might be a good way to supplement the ongoing surveys, as they can provide better quality information and provide additional ways for validating data received from the ongoing surveys since there are no major sources for validating surveys on regional levels except data on border crossing by Ministry of Internal Affairs for inbound and outbound tourism surveys. As such, MPD can be used to validate data by comparing trends for major statistics from the surveys.

Additionally, it can solve the problem for representativeness of the survey data since sample surveys cannot often provide the information for all the levels of interest. MPD could help with this problem, given its sample size would be much greater than those of surveys.

Using MPD for tourism statistics in Georgia can provide an improvement of many issues. Firstly, validated data can be gathered from all three surveys, which is important for a small country like Georgia. Additionally, for the users of statistics, it will be easier to use Geostat’s data.

Geostat will be available to get information for more detailed levels than we are able now. The demand from citizens and government organisations shows that this is an important case, because we often get letters with demands of information that nowadays is not representative.

There are three MNOs in Georgia, and Georgian National Communication Commission (GNCC) is collecting CDR data from them. In addition, GNCC will process extracted data and finalize it and will send to Geostat the finalized tables that can be used in different calculations.

Up to this day, Geostat has a close cooperation with GNCC and Georgian National Tourism Administration (GNTA) to create a sound methodology for MPD in tourism. GNCC has just recently started to extract MPD from MNOs and therefore, there is still no time series to analyse the data. However, they have data for up to one year and we are using trial methodology for this period to generate some major ideas, syntaxes and rules for the Geostat’s purposes.

Several meetings have been conducted where methodological issues and future challenges and the ways to solve them are discussed. Also, TSD, GNTA and GNCC are working together on some specific methodological issues. GNCC has created a trial platform for internal use (for now) to be able to check how MPD is used for tourism purposes and what information collected from MPD.

GNCC conducted pilot processing of the roamers data for tourism and presented the preliminary results on the platform in the interactive format. The platform provides the user with the visualized data outputs, and possibility of filtering out the data according to the different variables.

Namely, GNCC processed and Call Detail Records (CDR) and Internet Protocol Detail Record (IPDR) data events from all the three MNOs:

- Distribution of the number of roamers on the territory of Georgia;
- Distribution of the number of visits on the territory of Georgia;
- Average staying period by the roamer’s country of origin (average length of staying is calculated based on the first and last connections);
- Roamers’ services by country of origin and type of connection;
- Distribution of the number of roamers by the municipalities and roamer’s country of origin;
- Roamers’ services per hour by the country of origin;
- Roamer profiles section, which gives an opportunity to compare roamer’s patterns by different parameters across countries;

Geostat has been recently granted an access to the above-mentioned platform.