## Global Data

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total GDP contribution:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$</td>
<td>10.4% USD 9,170 BN</td>
<td>5.5% USD 4,671 BN</td>
<td>-49.1% USD -4,498 BN</td>
</tr>
<tr>
<td><strong>Total Travel &amp; Tourism jobs:</strong></td>
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<td></td>
<td></td>
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<tr>
<td>2019</td>
<td>334 MN = 1 in 10 jobs</td>
<td>272 MN = 1 in 11 jobs</td>
<td>-61.6 MN -18.5%</td>
</tr>
</tbody>
</table>

**1 in 4 net new jobs were created by Travel & Tourism during 2014-2019**

**Georgia Key Data**

### Total contribution of Travel & Tourism to GDP:

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<tbody>
<tr>
<td><strong>10.4% of Total Economy</strong></td>
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<tr>
<td>Total T&amp;T GDP = GEL13,985.4MN (USD4,573.8MN)</td>
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<tr>
<td><strong>7.9% of Total Economy</strong></td>
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<tr>
<td>Total T&amp;T GDP = GEL3,900.1MN (USD1,275.5MN)</td>
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</table>

**-72.1%**

Change in Travel & Tourism GDP vs -5.6% real economy GDP change

### Total contribution of Travel & Tourism to Employment:

<table>
<thead>
<tr>
<th></th>
<th>2019 5.5%</th>
<th>2020 7.9%</th>
<th>Change</th>
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<tbody>
<tr>
<td>517.2 Jobs (000s) (29.3% of total employment)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>380.3 Jobs (000s) (21.8% of total employment)</td>
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</tbody>
</table>

**-26.5%**

Change in jobs

### Visitor Impact

#### International:

<table>
<thead>
<tr>
<th></th>
<th>2019 GEL 10,389.9 MN</th>
<th>2020 GEL 1,756.5 MN</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor spend 38.5% of total exports (USD3,398.0MN)</td>
<td></td>
<td></td>
<td>-83.1% USD 2,623.5 MN</td>
</tr>
</tbody>
</table>

**-83.1%**

Change in international visitor spend

#### Domestic:

<table>
<thead>
<tr>
<th></th>
<th>2019 GEL 4,174.8 MN</th>
<th>2020 GEL 2,266.2 MN</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor spend (USD 1,365.3MN)</td>
<td></td>
<td></td>
<td>-45.7% USD 624.2 MN</td>
</tr>
</tbody>
</table>

**-45.7%**

Change in domestic visitor spend
**Georgia Sector Characteristics**

**Domestic vs International Spending:**
- **2019**
  - Domestic Spending: USD 1,365.3MN (29%)
  - International Spending: USD 3,398.0MN (71%)
- **2020**
  - Domestic Spending: USD 741.2MN (56%)
  - International Spending: USD 574.5MN (44%)

**Leisure vs Business Spending:**
- **2019**
  - Leisure Spending: USD 2,807.2MN (59%)
  - Business Spending: USD 1,956.1MN (41%)
- **2020**
  - Leisure Spending: USD 609.8MN (46%)
  - Business Spending: USD 705.8MN (54%)

**Inbound Arrivals:**
- **2019**
  1. Azerbaijan 17%
  2. Russian Federation 16%
  3. Armenia 15%
  4. Turkey 13%
  5. Ukraine 4%
  Rest of world 35%
- **2020**
  1. Turkey 20%
  2. Azerbaijan 18%
  3. Armenia 15%
  4. Russian Federation 13%
  5. Ukraine 4%
  Rest of world 30%

**Outbound Departures:**
- **2019**
  1. Turkey 84%
  2. Russian Federation 5%
  3. Bulgaria 2%
  4. Ukraine 1%
  5. Iran 1%
  Rest of world 7%
- **2020**
  1. Turkey 85%
  2. Russian Federation 3%
  3. Azerbaijan 2%
  4. Bulgaria 2%
  5. Poland 1%
  Rest of world 7%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO