GEORGIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

GEORGIA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

26.3% OF TOTAL ECONOMY
Total T&T GDP = GEL12,099.9MN (USD4,487.9MN)

+2.6%
2019 Travel & Tourism GDP growth vs +5.5% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

488.2 JOBS (000's)
(27.7% of total employment)

INTERNATIONAL VISITOR IMPACT

GEL9,647.1MN
in visitor spend (39.0% of total exports)
(USD3,578.1MN)

INBOUND ARRIVALS

1. AZERBAIJAN 17%
2. ARMENIA 17%
3. RUSSIAN FEDERATION 15%
4. TURKEY 14%
5. IRAN 6%
REST OF WORLD 31%

OUTBOUND DEPARTURES

1. TURKEY 86%
2. RUSSIAN FEDERATION 4%
3. UKRAINE 2%
4. AZERBAIJAN 2%
5. BULGARIA 1%
REST OF WORLD 5%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 62% 38%
BUSINESS SPENDING
DOMESTIC SPENDING 22% 78%
INTERNATIONAL SPENDING

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020