**GEORGIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

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.

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

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**GEORGIA 2019 KEY DATA**

- **26.3% OF TOTAL ECONOMY**
  - Total T&T GDP = GEL12,099.9MN (USD4,487.9MN)
  - 2019 Travel & Tourism GDP growth vs +5.5% real economy GDP growth

- **+2.6%**

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

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

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**INBOUND ARRIVALS**

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

**OUTBOUND DEPARTURES**

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

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**SECTOR CHARACTERISTICS (2019)**

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

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