### GEORGIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### 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%

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

#### SECTOR CHARACTERISTICS (2019)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Leisure Spending</th>
<th>Business Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>38%</td>
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<tr>
<td>Domestic Spending</td>
<td></td>
<td>22%</td>
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<tr>
<td>International Spending</td>
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<td>78%</td>
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</tbody>
</table>

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

### 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 0%
- Automotive 5%
- Agriculture 10%
- Travel & Tourism 15%
- Retail 20%
- Financial Services 25%
- Others 10%

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