GEORGIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330 MN 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

GLOBAL DATA 2019

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

26.3% OF TOTAL ECONOMY 2019 Travel & Tourism GDP growth vs +5.5% real economy GDP growth

26.3% OF TOTAL ECONOMY +2.6%

vs +5.5%

real economy GDP growth

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

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%

INTERNATIONAL VISITOR IMPACT

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

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

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

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