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

Contributions:
- Mining: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 5%
- Financial Services: 10%

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%
- BUSINESS SPENDING 38%
- DOMESTIC SPENDING 22%
- INTERNATIONAL SPENDING 78%

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