GEORGIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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%

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% 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.