

# GEORGIA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



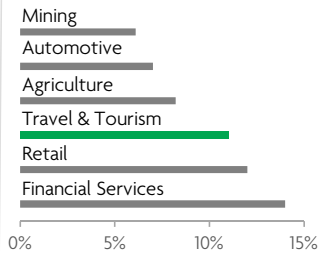
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**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



### 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)

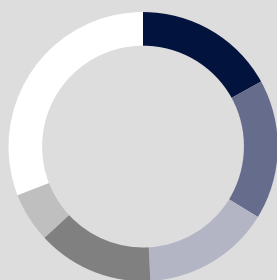


INTERNATIONAL VISITOR IMPACT

**GEL9,647.1<sub>MN</sub>**

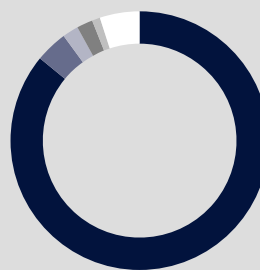
in visitor spend (**39.0%** of total exports)  
(USD3,578.1MN)

### INBOUND ARRIVALS



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

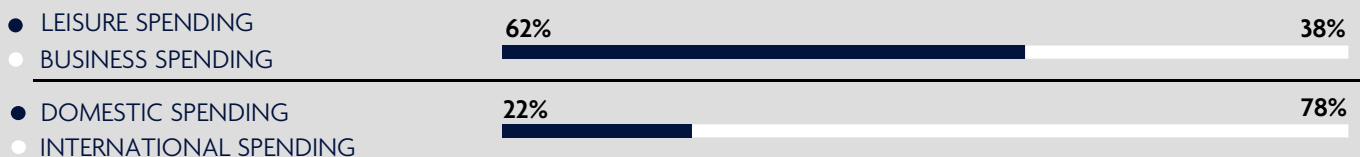
### OUTBOUND DEPARTURES



- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020