GEORGIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism grew significantly more at 3.5%

330 MN Jobs globally (1 in 10 jobs)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

26.3% OF TOTAL ECONOMY
Total T&T GDP = GEL12,099.9MN
(USD4,487.9MN)

1 in 4 net new jobs were created by Travel & Tourism
over the last five years

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

2019 Travel & Tourism GDP growth

GEORGIA 2019 KEY DATA

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)

1. LEISURE SPENDING 62%
2. BUSINESS SPENDING 38%
3. DOMESTIC SPENDING 22%
4. INTERNATIONAL SPENDING 78%

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