

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Georgia Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

26.8% of Total Economy

Total T&T GDP = GEL13,985.4MN
(USD4,573.8MN)

7.9% of Total Economy

Total T&T GDP = GEL3,900.1MN
(USD1,275.5MN)

-72.1%

Change in Travel & Tourism GDP
vs -5.6% real economy GDP
change



Total contribution of Travel & Tourism to Employment:

517.2

Jobs (000s)
(29.3 % of total employment)

380.3

Jobs (000s)
(21.8 % of total employment)

Change in jobs²:

-26.5%

-136.9 (000s)



Visitor Impact
International:

GEL 10,389.9 MN

Visitor spend
38.5% of total exports (USD3,398.0MN)

GEL 1,756.5 MN

Visitor spend
6.8% of total exports (USD574.5MN)

Change in
international visitor
spend:

-83.1%

-USD 2,823.5 MN

Domestic:

GEL 4,174.8 MN

Visitor spend
(USD 1,365.3MN)

GEL 2,266.2 MN

Visitor spend
(USD 741.2MN)

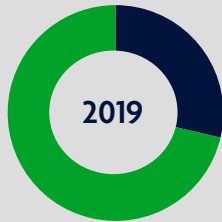
Change in domestic
visitor spend:

-45.7%

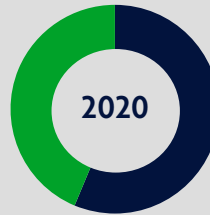
-USD 624.2 MN

Georgia Sector Characteristics

Domestic vs International Spending:

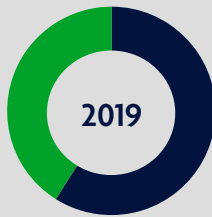


● Domestic Spending:
USD 1,365.3MN (29%)
● International Spending:
USD 3,398.0MN (71%)

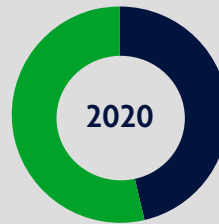


● Domestic Spending:
USD 741.2MN (56%)
● International Spending:
USD 574.5MN (44%)

Leisure vs Business Spending:



● Leisure Spending:
USD 2,807.2MN (59%)
● Business Spending:
USD 1,956.1MN (41%)



● Leisure Spending:
USD 609.8MN (46%)
● Business Spending:
USD 705.8MN (54%)

Inbound Arrivals³

2019	2020
1. Azerbaijan 17%	1. Turkey 20%
2. Russian Federation 16%	2. Azerbaijan 18%
3. Armenia 15%	3. Armenia 15%
4. Turkey 13%	4. Russian Federation 13%
5. Ukraine 4%	5. Ukraine 4%
Rest of world 35%	Rest of world 30%

Outbound Departures³

2019	2020
1. Turkey 84%	1. Turkey 85%
2. Russian Federation 5%	2. Russian Federation 3%
3. Bulgaria 2%	3. Azerbaijan 2%
4. Ukraine 1%	4. Bulgaria 2%
5. Iran 1%	5. Poland 1%
Rest of world 7%	Rest of world 7%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO