

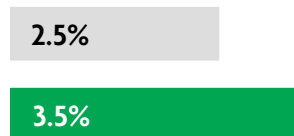
GEORGIA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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)

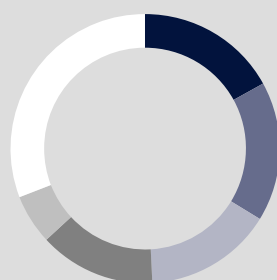


INTERNATIONAL VISITOR IMPACT

GEL9,647.1MN

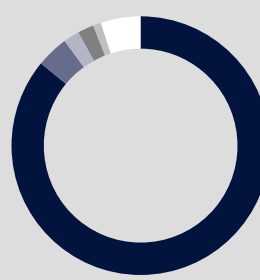
in visitor spend (**39.0%** of total exports)
(USD3,578.1MN)

INBOUND ARRIVALS



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

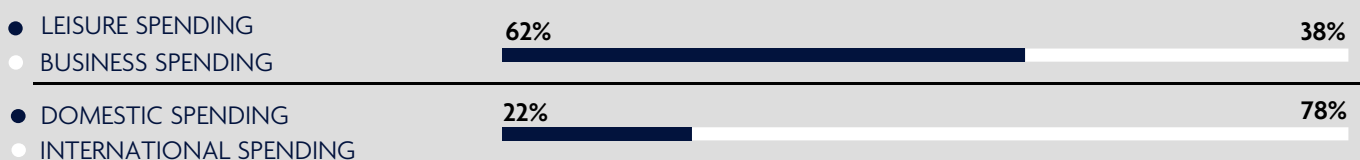
OUTBOUND DEPARTURES



- 1. TURKEY **86%**
- 2. RUSSIAN FEDERATION **4%**
- 3. UKRAINE **2%**
- 4. AZERBAIJAN **2%**
- 5. BULGARIA **1%**
- REST OF WORLD **5%**

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020