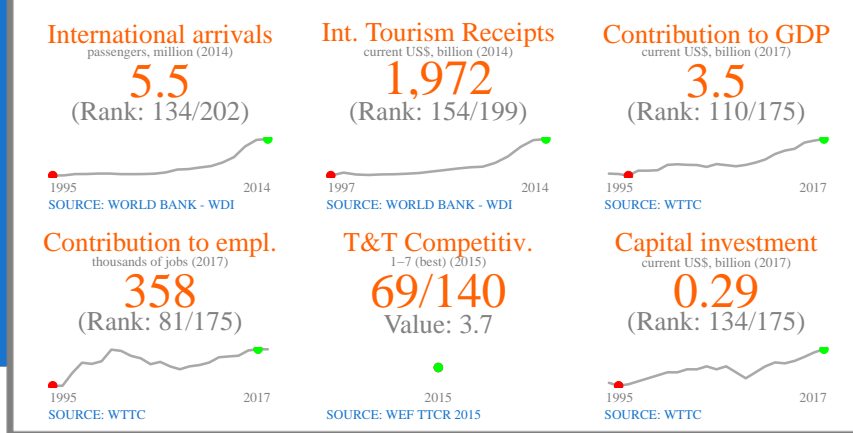


Tourism 360

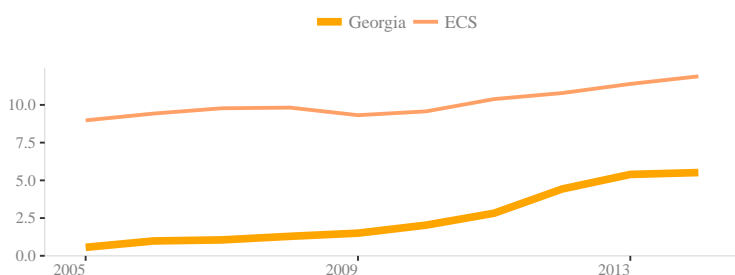
Georgia

Country Snapshot



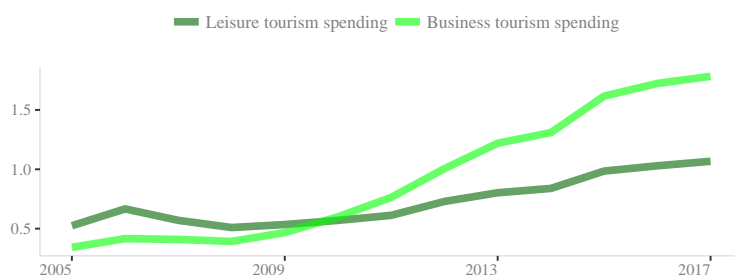
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. **52/140** Value: 4.7
1-7 (best) (2015)

Cultural resour. & business travel **75/139** Value: 1.5
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources **120/140** Value: 2.1
1-7 (best) (2015)

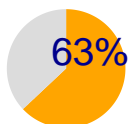
Natural and cultural res. subindex **108/140** Value: 1.8
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

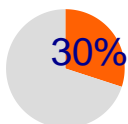
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Georgia (2015)

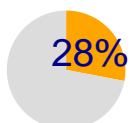


ECS (average, 2015)

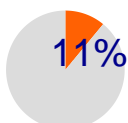


INTERNATIONAL TOURISM RECEIPTS, % of total exports

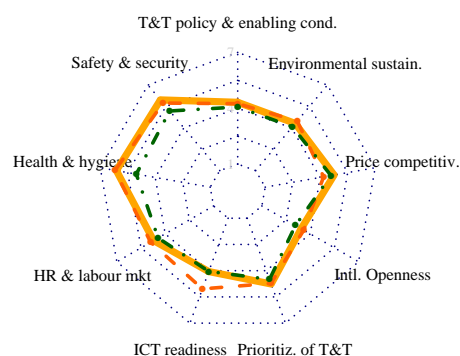
Georgia (2014)



ECS (average, 2014)



SOURCE: WORLD BANK - WDI

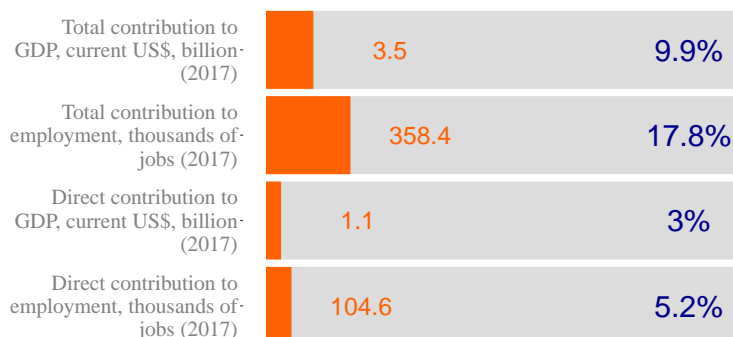


● Georgia ● ECS ● World

SOURCE: WEF TTCR 2015

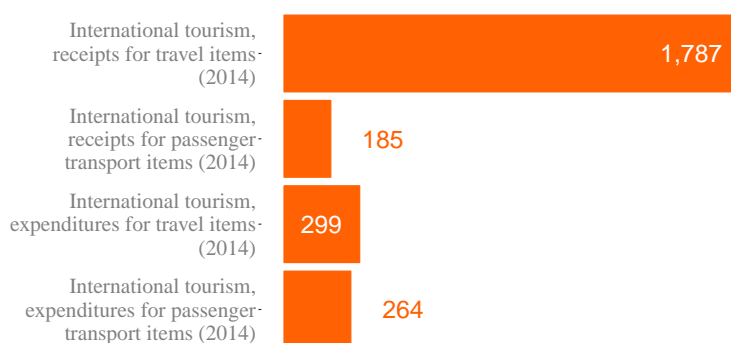
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 59/140 Value: 4.8
1-7 (best) (2015)

Business envmnt 32/139 Value: 4.9
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption 0.9 (Rank: 109/175)
(2017)

Domestic tourism spending 0.5 (Rank: 102/175)
(2017)

Capital investment 0.1 (Rank: 138/175)
(2017)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 94/139 Value: 2.2
1-7 (best) (2015)

Ground & port infrast. 65/140 Value: 3.5
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

Prioritiz. of T&T 51/139 Value: 4.8
1-7 (best) (2015)

HR & labour mkt 52/140 Value: 4.7
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.