



STATEWIDE INTERNATIONAL TRAVEL (2017)



INTERNATIONAL VISITOR ARRIVALS ¹	1.38 million (+3.7% YoY)
INTERNATIONAL VISITOR SPENDING ¹	\$2.02 billion (+7.6% YoY)
OVERSEAS* VISITOR PURPOSE OF TRIP ²	Vacation or Visit Friends & Family = 59.7% Business or Convention = 31.9% Study or Other = 8.4%
TOP 10 INTERNATIONAL MARKETS BY VISITOR ARRIVALS ¹	TOP 10 INTERNATIONAL MARKETS BY VISITOR SPENDING ¹
CANADA: 402,000 visitors (+2.3% YoY)	UK: \$197.06 million (+9.6% YoY)
GERMANY: 106,000 visitors (+7.4% YoY)	GERMANY: \$178.50 million (+9.9% YoY)
UK: 102,200 visitors (-1.3% YoY)	CANADA: \$147.04 million (+6.2% YoY)
CHINA: 56,700 visitors (+0.5% YoY)	CHINA: \$118.61 million (-4.1% YoY)
MEXICO: 53,600 visitors (-5.0% YoY)	BRAZIL: \$106.83 million (+26.6% YoY)
INDIA: 52,100 visitors (+14.3% YoY)	INDIA: \$89.81 million (+7.2% YoY)
BRAZIL: 39,200 visitors (-3.7% YoY)	SOUTH KOREA: \$80.92 million (+1.9% YoY)
FRANCE: 37,600 visitors (+8.2% YoY)	JAPAN: \$74.47 million (+0.3% YoY)
NETHERLANDS: 35,300 visitors (+3.5% YoY)	FRANCE: \$55.80 million (+11.4% YoY)
SOUTH KOREA: 32,200 visitors (+9.7% YoY)	NETHERLANDS: \$50.34 million (+13.5% YoY)
AVERAGE NIGHTS PER OVERSEAS* VISITOR ¹	11.2 (+2.8% YoY)
TOP 5 LEISURE ACTIVITIES FOR OVERSEAS* VISITORS ² (% participating)	Shopping (83.1%) Sightseeing (73.2%) Small towns/countryside (38.2%) National parks/monuments (36.9%) Historical locations (34.5%)

Source: ¹International States Travel Database (Tourism Economics), ²International Visitors to Georgia 2017 (Travel Market Insights), *Excludes arrivals from Canada and Mexico

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