

TOURISM DEVELOPMENT & PROMOTION TOOLS

Georgia





Kyiv

UKRAINE

KAZAKHSTAN

MOLDOVA

Chisinau

ROMANIA

Bucharest

SEA OF AZOV

RUSSIA

CASPIAN SEA

BLACK SEA

GEORGIA

Batumi

Tbilisi

Ankara

TURKEY

ARMENIA

Yerevan

AZERBAIJAN

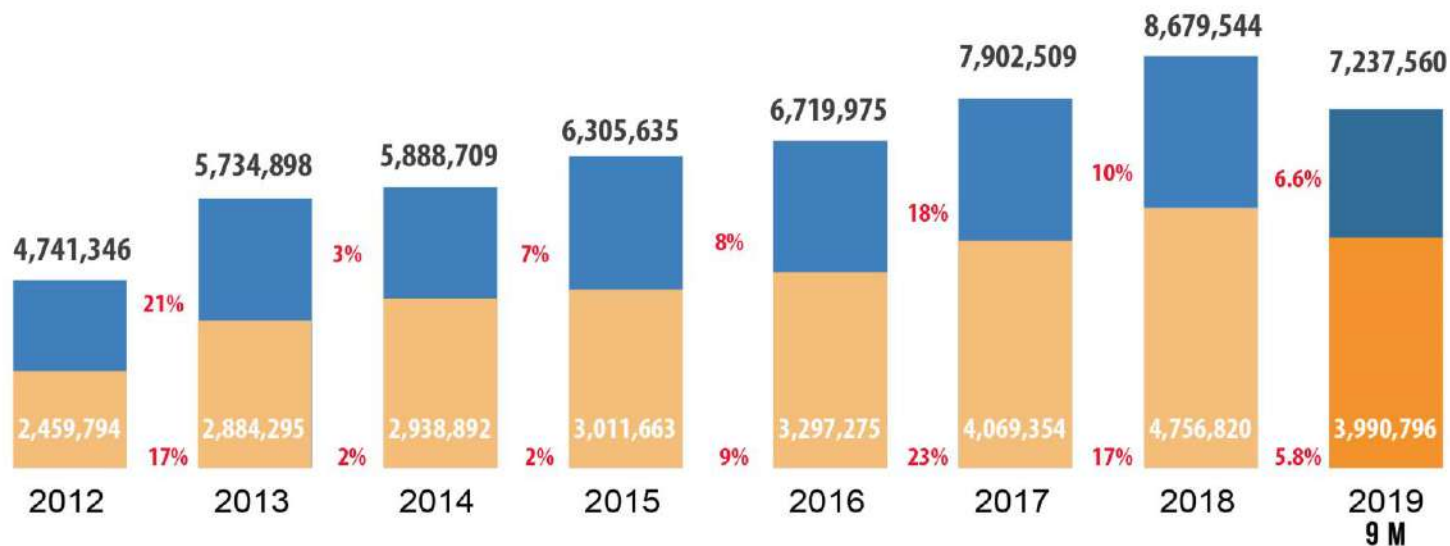
Baku

TOURISM

Trends in Georgia

2018

- International traveller trips: 8.7 million, +10 %
- International tourism receipts: USD 3.2 billion
- Share of tourism in GDP: 7.6%



■ International Traveller Trips ■ International Tourist Visits

EASILY ACCESSIBLE DESTINATION

- Visa-free for 95 nations and Resident Permit Holders of 50 countries, including GCC and European nations

HIGH LEVEL OF SAFETY

- Ranked 37th out of 148 countries in reliability of police services

TOP ECONOMIC RATINGS

- 7th in the world by “Ease of Doing Business”
- 16 position in the “Index of Economic Freedom”
- 30rd least amount of irregular payments and bribes

World Economic Forum Competitiveness

MODERN INFRASTRUCTURE AND UNIQUE VENUES

VALUE FOR MONEY

WHY GEORGIA?



TOURISM STRATEGY 2015-2025

BASELINE AND TARGET INDICATORS

INDICATOR	2015	2018	2025
INTERNATIONAL TRAVELER TRIPS	6,305,635	8,679,544	11,000,000
INTERNATIONAL TOURISM RECEIPTS	USD 1.9 Billion	USD 3.2 Billion	USD 6.6 Billion
TOURISM CONTRIBUTION TO GDP	6.7%	7.6 %	7.9%
AVERAGE SPENDING	300 USD	371 USD	600 USD
AVERAGE LENGTH OF STAY	3.4	4.2	5
% TRAVELER TRIPS FROM TURKEY, UKRAINE, TURKMENISTAN AND CIS COUNTRIES	91%	82.2%	70%
% TRAVELER TRIPS FROM OTHER COUNTRIES	9%	17.8%	30%

VISION

Quality over quantity

- Year-round destination
- High quality customer service
- Diversification of markets
- Increased contribution to the economy
- Strategic investment in infrastructure, education and marketing

STRATEGIC PRODUCTS

- **Nature and Adventure**
- **Cultural Heritage**
- **Wine and Food**
- **Health and Wellness**
- **Sun and Sea**
- **MICE**
- **City Breaks**

MARKETING 2019

- TV, Internet & Social Media Campaigns - Google, Bloomberg, National Geographic CNN, Conde Nast Traveller UK, Adara
- 23 International Travel Fairs
- Roadshows: Leisure & MICE
- 150 Press & Fam trips (700 journalists, 290 tour operators)
- Domestic tourism promotion





THANK YOU

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