REASONS TO TRAVEL TO GEORGIA

1. Cradle of Wine
2. Unparalleled Culture
3. Delicious Cuisine
4. Unique Alphabet
5. UNESCO Heritage Sites
6. Europe’s Highest Settlement (Ushguli)
7. First European Civilization
8. Flora & Fauna
9. Sea and Winter Resorts
10. Mountains and Trekking
International Arrivals

2016 Arrivals: 6,350,825

Record number of arrivals

International Tourism Receipts: 2 Billion USD

2017 Arrivals: 1,266,125

+11.4%

Projected to 2025: 11,000,000 Arrivals
855% increase in the number of visitors from 2011 to 2016, while 49% increase in 2016/2017 (December-January) compared to 2015/2016 (December-January) terms.
Internet Marketing Campaigns in 14 countries:

Russia, Ukraine, Kazakhstan, Azerbaijan, Armenia, Belarus, Turkey, UAE, Germany, Italy, Israel, Poland, Latvia, Lithuania

Google Partner on planning marketing campaigns

TV advertisements:

• Belarus
• Russia
• Ukraine
• Kazakhstan
Marketing Campaigns in 10 Countries

2017
- 800 Journalists from across the globe
- 400 Tour Operators
- 50 Documentaries, TV shows, episodes

2016
- 590
- 275
- 30

2017 – National Geographic Special issue on Georgia

tripadvisor®

Digital Marketing Conference

Touch

Digital Marketing Conference

National Geographic

GEORGIA IS LIKE THIS

NATIONAL GEOGRAPHIC

IS LIKE THIS

NATIONAL GEOGRAPHIC
Exhibitions and trade shows in 2017

Madrid, Spain – FITUR
Vilnius, Lithuania – LITEXPO
Istanbul, Turkiye – EMITT
Brussels, Belgium – HOLIDAY FAIR
Riga, Latvia – BALTTOUR
Tel Aviv, Israel – IMTM
Berlin, Germany – ITB
Beijing, China – COTTM
Kiev, Ukraine – UITT
Baku, Azerbaijan – AITF

Dubai, UAE – ATM
Frankfurt, Germany – IMEX
Seoul, Korea – KOTFA
Moscow, Russia – OTDYKH
Tokyo Japan – JATA
Rimini, Italy – TTG
London, UK – WTM
Warsaw, Poland – TT Warsaw
Barcelona, Spain – EIBTM
Almaty, Kazakhstan – KITF
DISCOVER GEORGIA

Project to stimulate domestic tourism with the involvement of media

Over 11 Press-tours in 9 regions of Georgia

DISCOUNT WEEK
Buying Business Travel Awards:
Best MICE destination abroad

VOGUE
Vogue:
10 Hottest Travel Destinations of 2017

CNN:
Top 16 up-and-coming destinations

NY Times:
The California of the Caucasus

National Geographic:
PLACES THAT DESERVE MORE TRAVELERS
EFFECTIVE MARKETING

96% OF THE INCREASE OF VISITORS WERE TOURISTS

91% OF VISITORS ORIGINATED FROM TARGET MARKET
THANK YOU