GEORGIAN NATIONAL TOURISM ADMINISTRATION
• Initiate development of the tourism strategy and vision in partnership with all stakeholders

• Collecting, analyzing and publishing statistical data, information about trends and economic indicators

• Marketing and promoting Georgia around the world

• Supporting the private sector

• Emphasizing the needs of the sector and bringing expertise to the relevant government stakeholders
Statistics

Number of International Travelers

Source: The Ministry of Internal Affairs

<table>
<thead>
<tr>
<th>country</th>
<th>2018: 3 months</th>
<th>2017-2018 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azerbaijan</td>
<td>353,932</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Armenia</td>
<td>305,789</td>
<td>+15.8%</td>
</tr>
<tr>
<td>Turkey</td>
<td>287,914</td>
<td>+21.8%</td>
</tr>
<tr>
<td>Russia</td>
<td>233,100</td>
<td>+25.5%</td>
</tr>
<tr>
<td>Iran</td>
<td>91,094</td>
<td>+63.9%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>34,308</td>
<td>+1.7%</td>
</tr>
<tr>
<td>India</td>
<td>16,924</td>
<td>+42.7%</td>
</tr>
<tr>
<td>Israel</td>
<td>14,561</td>
<td>+76.9%</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>8,674</td>
<td>+15.1%</td>
</tr>
<tr>
<td>Philippines</td>
<td>7,456</td>
<td>+20.5%</td>
</tr>
</tbody>
</table>
International Tourism receipts (X1000 USD)

Source: National Bank of Georgia

Share of Tourism in GDP

Source: National Statistics Office of Georgia
The actions taken by GNTA to increase the number of travelers to the country are:

- Developing tourism infrastructure;
- Improving the quality of service;
- Increasing awareness about Georgia, implementing marketing activities on domestic and international markets;
- Developing tourist products.
Where are we now?

National & Global Tourism Trends

Where do we want to go?

Our Goals

Georgian National Tourism Strategy
Strategy Stakeholders and Responsibilities

- **MESD**: Intuitional responsibility
- **GNTA**: Preparation and execution/monitoring
- **World Bank**: Technical support
- **GNTA Advisory Board**: Guidance and industry advice
- **Thematic consultation groups**: Knowledge sharing and sectorial advice
- **Participants of broad-based consultation workshops**: Information sharing and support vision elaboration
Vision

• By 2025, Georgia will be well known as a premier, year-round, high quality tourism destination, centered on its unique cultural and natural heritage, world-class customer service, and timeless tradition of hospitality.

• Georgia will be at the forefront of tourism competitiveness, through strategic investments in infrastructure, education, marketing, and the development of unique Georgian visitor experiences that appeal to high-value markets around the globe.

• Tourism will significantly increase its contribution to Georgian economic growth and development, through increases in visitor spending. The focus will be on the quality and diversity of visitor arrivals, not total number of visitors.
Results of the Consultations

8 Strategic Objectives

50 Priority Actions

110 Activities
Strategic Objectives

1. Respect, enhance, and protect Georgia’s natural and cultural heritage

2. Create unique and authentic visitor experiences centered on those natural and cultural assets

3. Enhance competitiveness, through delivery of world-class visitor services

4. Attract higher spending markets, through increased and more effective marketing and promotion
Strategic Objectives

5. Expand and enhance Georgia’s ability to collect and analyze tourism data and measure industry performance

6. Enhance the business environment, to facilitate increased foreign and domestic investment

7. Expand public and private sector investment in the tourism sector

8. Build partnerships between government, industry, non-governmental organizations, and communities that will be needed to achieve all of the above
### Where do we want to go?

<table>
<thead>
<tr>
<th>Component</th>
<th>2015</th>
<th>2025 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>International visitor arrivals</td>
<td>5.9 million</td>
<td>11 million</td>
</tr>
<tr>
<td>International tourism receipts</td>
<td>US$1.9 billion</td>
<td>$5.5 billion</td>
</tr>
<tr>
<td>Tourism contribution to GDP</td>
<td>6.7%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Average annual number of People Employed in Tourism</td>
<td>158,515</td>
<td>310,284</td>
</tr>
<tr>
<td>Average Spending Per Visitor</td>
<td>USD 328</td>
<td>USD 500</td>
</tr>
<tr>
<td>Average Length of Stay</td>
<td>5.1 days</td>
<td>6.9 days</td>
</tr>
<tr>
<td>Foreign Direct Investment in Tourism</td>
<td>$655 million</td>
<td>$1,097 million</td>
</tr>
<tr>
<td>% Arrivals from Turkey, Ukraine, Turkmenistan and CIS Countries</td>
<td>92%</td>
<td>70%</td>
</tr>
<tr>
<td>% Arrivals from other source markets</td>
<td>8%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Tourism development - should be market-driven and industry led, in partnership with government and civil society.
Guiding Principals During Implementation

Prioritizing Markets – development and marketing strategy for Georgia focused on targeting, attracting and serving markets that will yield the highest return on investment.
Guiding Principals During Implementation

**Whole of Government Approach:** Successful tourism development requires the involvement of all parts of Government, at the local and national level, from immigration to education, infrastructure, and public safety.
Focused on Sustainability – Centered on the National Geographic Society concept of “Geotourism” – travel that sustains and enhances the geographical character of a place, including its environment, culture, aesthetics, heritage and the well-being of its residents.
Guiding Principals During Implementation

Extending Georgia’s Culture of Hospitality to the Business of Hospitality – Through training, education, capacity building, and greater awareness of the importance of tourism to the national economy.
Sector Outlook

Marketing Expenses:

18,650,000 GEL

Revenue from International Tourism

2.75 Bln USD

- Winter marketing campaign on 19 target markets;
- Summer marketing campaign on 14 target markets;

CHECK IN GEORGIA:

121 Cultural and Sport Events

tripadvisor®

Expedia

Discovery

23 International Tourism Fairs

683 journalists

239 Tour Operator

The New York Times

NATIONAL GEOGRAPHIC

euronews.

Cnn
Sector Outlook

- **Winter online marketing campaign on 19 target markets:**

  Germany; United Kingdom; Italy; Israel; Ukraine; Poland; Belarus; Azerbaijan; Kazakhstan; Russia; Turkey; Armenia; Lithuania; Latvia; Estonia; Kuwait; Bahrain; Saudi Arabia; United Arab Emirates

- **Summer online marketing campaign on 14 target markets:**

  Germany; Italy; Israel; Ukraine; Poland; Belarus; Azerbaijan; Kazakhstan; Russia; Turkey; Armenia; Lithuania; Latvia; United Arab Emirates

  Sweden, Norway, Denmark, Germany, Israel, Italy, Poland, Turkey, Russia and Ukraine.

  USA, United Kingdom and Germany.
Convention and Exhibition Bureau of Georgia

Convention and Exhibition Bureau of Georgia is a newly formed division of the Georgian National Tourism Administration. The Bureau focuses on attracting MICE tourism (Meetings, Incentives, Conferences and Events) to the country.
Events in 2017:

- 3rd Euro-Asian Mountain resorts Conference;
- National Geographic “Georgia Is Like This” Special Issue;
- Project Check in Georgia;
- Junior Eurovision.

Planned Events:

- Check-in Georgia;
Thank you!

www.georgia.travel  www.fb.com/GeorglaAndTravel