



MINISTRY OF ECONOMY AND  
SUSTAINABLE DEVELOPMENT  
OF GEORGIA



Georgian National Tourism  
administration

A circular inset image showing a rugged, snow-capped mountain peak, likely Mount Kazbegi, with mist or clouds at its base.

# Tourism Overview Georgia



# TOURISM IN FIGURES 2019



**8.4%**

SHARE OF TOURISM IN GDP  
IN 2019



IN 2019

**3.3 BLN. USD**

INTERNATIONAL RECEIPTS  
FROM TOURISM

**3.5 BLN. USD**

GROWTH - 8%  
2022



IN 2019

**9.4 MLN.**

NUMBER OF VISITORS

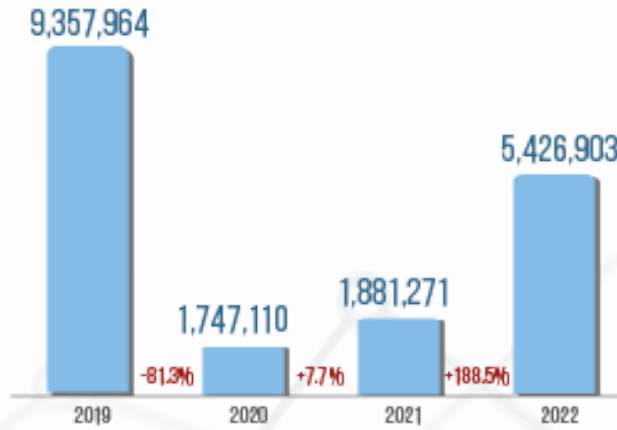
**5.5 BLN. USD**

RECOVERY - 58%  
2022

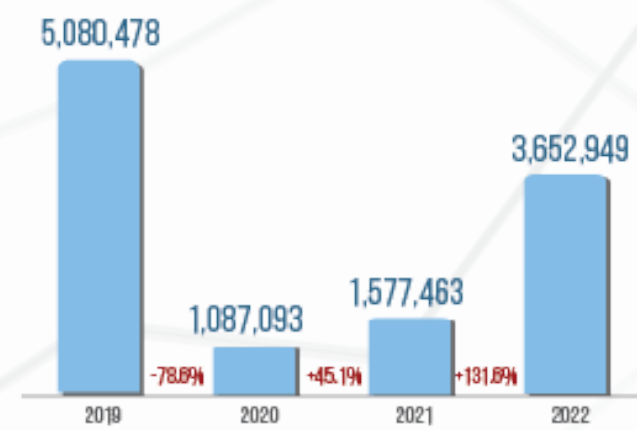


# GEORGIAN TOURISM IN FIGURES 2022

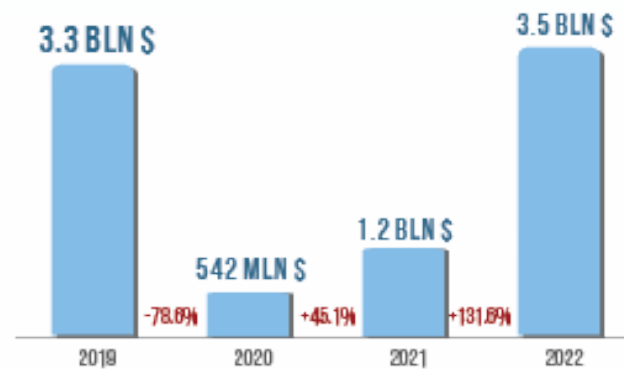
NUMBER OF INTERNATIONAL TRAVELER TRIPS  
RECOVERY TO 2019 – 58%



INTERNATIONAL TOURISM VISITS  
RECOVERY TO 2019 – 71.9%



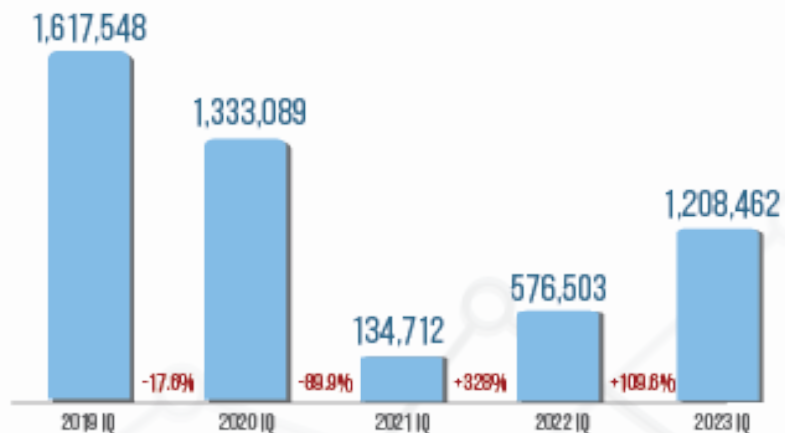
INTERNATIONAL TOURISM RECEIPTS  
RECOVERY TO 2019 – 107.6%



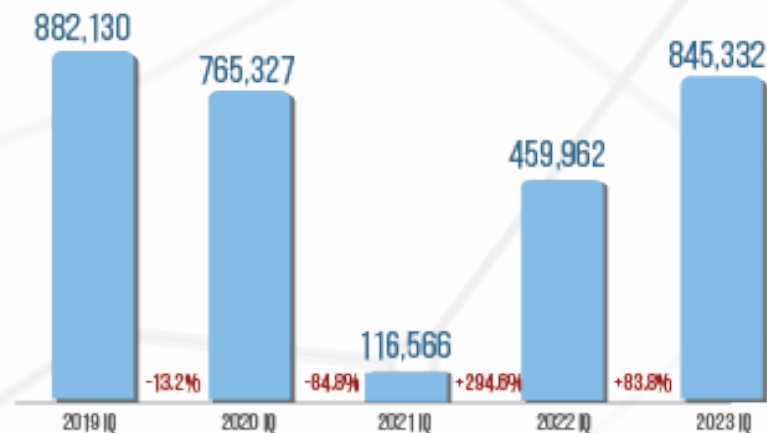


# GEORGIAN TOURISM IN FIGURES 2023 - 1ST QUARTER

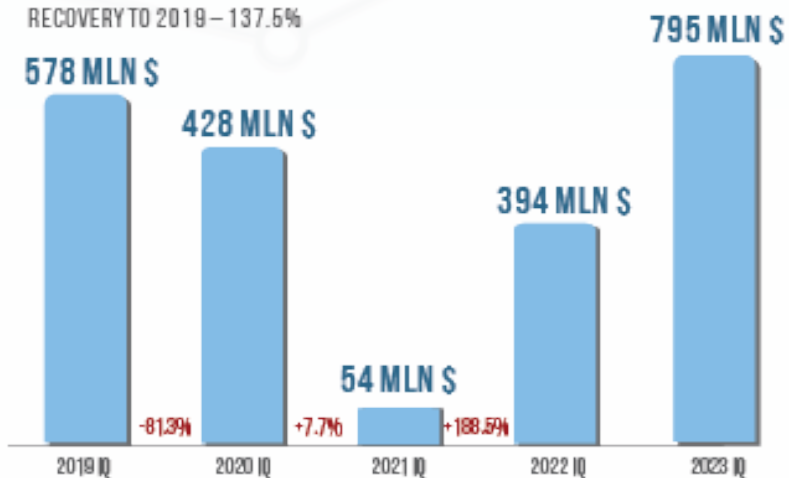
NUMBER OF INTERNATIONAL TRAVELER TRIPS  
RECOVERY TO 2019 – 74.7%



INTERNATIONAL TOURISM VISITS  
RECOVERY TO 2019 – 95.8%



INTERNATIONAL TOURISM RECEIPTS  
RECOVERY TO 2019 – 137.5%





# SUPPORT MEASURES AMID COVID-19

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- Timely introduction of safety regulations implemented in all directions of the tourism industry;
- Introduction of the quarantine project to ensure the safety of the local population and for foreigners visiting Georgia under special circumstances;
- Project “Remotely from Georgia” aimed at attracting freelancers and the self-employed to live and work in Georgia as a way to stimulate the economy;
- Measures and specific initiatives aimed at addressing the needs of the tourism businesses, along with the stimulus packages, job retention, and employment support schemes;
- Introduction of a “large-scale renewal” Governmental program for Georgia’s regions, involving multiple infrastructure projects;
- Supporting the development of the newly demanded tourism products: eco, agro, and adventure tourism;
- Development of multi-dimensional capacity building and training programs aimed at adjusting to the new normal for a more resilient and inclusive sector.

# TOURISM PRODUCTS

- NATURE AND ADVENTURE
- CULTURAL HERITAGE
- WINE AND FOOD
- HEALTH AND WELLNESS
- SUN AND SEA
- MICE
- CITY BREAKS



**STRATEGIC  
PRODUCTS:**



# Flights to Georgia:

## Direct Flights:

Tbilisi 24 Countries; 38 Cities;

Kutaisi 17 Countries; 33 Cities;

Batumi 13 Countries; 15 Cities.

KUTAISI  
AIRPORT



BATUMI  
AIRPORT



TBILISI  
AIRPORT



● Domestic Airports

On call helicopter services available to Orzali, Gudauri, Bakhamro etc.

# TARGET COUNTRIES

## EUROPEAN MARKETS/ISRAEL

- ✈ GERMANY
- ✈ POLAND
- ✈ AUSTRIA
- ✈ UNITED KINGDOM
- ✈ FRANCE
- ✈ ITALY
- ✈ NETHERLANDS
- ✈ BALTIC COUNTRIES
- ✈ NORDIC COUNTRIES
- ✈ ISRAEL

## GULF MARKETS

- ✈ SAUDI ARABIA
- ✈ UNITED ARAB EMIRATES

## SECONDARY MARKETS

- USA
- ✈ CHINA
- JAPAN
- INDIA
- SOUTH KOREA

WIZZAIR'S THIRD BASE IN KUTAISI – MAY, 2023  
BRUSSELS – MADRID, FRANKFURT- HAMBURG-POZNAN



NEW FLIGHT DIRECTIONS FROM KUTAISI: AZERBAIJAN, UZBEKISTAN, ISRAEL

DIRECT FLIGHTS WITH USA – PROJECT (CAA)







# PLANNED ACTIVITIES:

## M&I GEORGIA

- UP TO 60 LEADING TOUR OPERATORS
- PROMOTING OF PRIVATE AND BUSINESS TOURISM DEVELOPMENT
- UNWTO WORLD FORUM ON GASTRONOMY TOURISM (2024)
- COUNTRY BRANDING
- TOURISM LAW



## DOMESTIC TOURISM AND PRODUCT DEVELOPMENT:

- „GEMO FEST“ – 3 REGIONS 
- MOUNTAIN HIKING TRAILS – 150 KM – IMERETI, MTSKHETA-MTIANETI, SAMEGRELO-ZEMO SVANETI, RACHA-LECHKHUMI, KVEMO SVANETI

## IMPROVEMENT OF SERVICE QUALITY - UP TO 2,000 RETRAINED

## NEW RESEARCHES AND REPORTING SYSTEM (MASTERCARD, VISA, IN COOPERATION)

## NEW TOURISM DESTINATIONS (RDA)

- 33 RESORTS OF GEORGIA
- PROJECT RESEARCH AND INVESTMENT PROPOSALS

## DIGITALIZATION OF TOURISM PRODUCT AND DEVELOPMENT OF INNOVATIVE SERVICES



# TOURISM ACTIVITIES

- **PRODUCT DIVERSIFICATION**

- Small scale tourism infrastructure, product development strategies

- **DOMESTIC TOURISM PROMOTION**

- Festivals, thematic events, info-tours

- **SERVICE QUALITY IMPROVEMENT**

- Qualification enhancement thematic trainings for the representatives of the industry

- **MICE TOURISM DEVELOPMENT**

- Support of MICE tourism development in Georgia
- attraction of International Conventions to Georgia

- **INTERNATIONAL COOPERATION**

- Successfully implemented projects/programs in cooperation with International Donor Organizations





# FORECAST INDICATORS OF 2023

		2022	2023
INTERNATIONAL TRAVELER TRIPS	NUMBER	5,426,903	6,557,257
	RECOVERY	58.0%	70.1%
TOURIST TRIPS	NUMBER	3,652,949	4,287,229
	RECOVERY	71.9%	84.4%
AVERAGE LENGTH OF STAY	(NIGHTS)	6.6	6.8
AVERAGE EXPENDITURE VISIT	(USD)	648.0	670.6
INTERNATIONAL TRAVEL RECEIPTS	NUMBER	3,516,634,479	4,397,525,494
	RECOVERY	107.6%	134.5%



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**THANK YOU**