What makes Georgia so unique

Location:
Just a bit smaller than Austria - 70000 sq. km.

Neighbors:
- Turkey
- Azerbaijan
- Armenia
- Russia

"Situated at the strategically important crossroads, where Europe meets Asia, Georgia has a unique and ancient cultural heritage."
REASONS TO TRAVEL TO GEORGIA

1. Cradle of Wine & Delicious Cuisine
2. Unparalleled Culture
3. Unique Alphabet
4. UNESCO Heritage Sites
5. Europe’s Highest Settlement (Ushguli)
6. First European Civilization
7. Flora & Fauna
8. A lot of Sun and Beach Resorts
9. Mountains and Trekking
10. Undiscovered New Destination
A YEAR-ROUND DESTINATION

Relaxation at different resorts – anytime!

Discovering natural wonders

Tasting Georgian wine and cuisine

Exploring Georgian culture
Georgia Ranks 42\textsuperscript{th} out of 137 countries in reliability of police service

World Economic Forum Competitiveness

7\textsuperscript{th} - World Bank- “Doing Business”

16\textsuperscript{th} - Heritage Foundation’s “Index of Economic Freedom”

Ranked 4\textsuperscript{th} is safest countries in the world

30\textsuperscript{rd} least amount of irregular payments and bribes

www.numbeo.com
TBILISI

“50 + Beautiful Cities Everyone Should Visit At Least Once”

Architecture and Design

Magnificent, newly restored buildings, refurbished museums and chic restaurants, Tbilisi is rapidly becoming a cultural hub

SKYLIFE
With a backdrop of mist-wrapped hills, Georgia’s summer holiday capital has sprouted new hotels and attractions.

Entertainment: Clubs, Bars, Delfinarium, Music, Film and Art Festivals, Opera, Theater, Restaurants, Casinos, Nightlife
Legend of Golden Fleece
Jason and the Argonauts

Home of Gelati Monastery, Bagrati Cathedral, Sataplia and Prometheus Cave

Kutaisi
GEORGIAN CULTURE

Georgian dances as well as polyphonic songs remain a major cultural attraction.

In 1977, the spacecraft Voyager carried the traditional Georgian song Chakrulo on board as a part of the world’s cultural heritage.

In 2001, UNESCO acknowledged Georgian polyphonic music as “a masterpiece of the world’s cultural heritage”
UNESCO WORLD HERITAGE SITES IN GEORGIA

TO BE WELL TRAVELED BUT THIS WAS EASILY ONE OF THE MOST BREATHTAKING SCENES THAT I HAVE EVER SEEN

CNN IREPORTER
WINE & "RTVELI"

Georgian way of winemaking
(in clay pots called Qvevri) belongs to UNESCO Intangible Heritage

20 appellations of origin of wines
525 indigenous grape varieties
Over 200 Maranis (wine cellar)

65-70% of all Georgian vineyards are cultivated in the ancient and unique winemaking Kakheti region

The world’s longest-running unbroken wine making tradition of underground fermentation in clay vessels

BBC
GEORGIAN CUISINE

The country’s dishes are imbued with an incredibly rich and unique use of herbs & spices... for bold, but balanced dishes.

Ranked 4th in Europe with the best food and drink

THRILLIST
ADVENTURE TOURISM

- Hiking and Trekking
- 4x4 Adventure
- Mountaineering
- Biking
- Rafting & Kayaking
- Caving
- Paragliding
- Bird Watching
- Hunting
- Eco - National Parks
- Horse Riding
GEORGIAN SEA RESORTS

Ajara:
- Batumi
- Kobuleti
- Chakvi
- Makhinjauri
- Tsikhisdziri
- Gonio
- Kvariati
- Sarpi

Samegrelo:
- Anaklia
- Ganmukhuri

Guria:
- Shekvetili
- Ureki
- Grigoleti
GEORGIAN SKI RESORTS

Duration of the Ski-Season: December-April (5 months)

Gudauri, Mtskheta-Mtianeti:
2000 m above sea level, 70 km of ski Runs
14 Ski lifts
Kobi
3 Ski Lifts
2900 m above sea level

Goderdzi, Ajara
2000m above sea level, 8 km of ski Runs
4 Ski lifts

Mestia, Svaneti
1500 m above Sea level
Hatsvali
4 Ski Lifts
7 km ski Runs

Tetnuldi
5 Ski Lifts
30 km ski Runs

Bakuriani, Samtskhe-Javakheti
1700 m above Sea level
Didveli
4 Ski Lifts
16 km ski Runs

Kokht-Mitarbi
4 Ski Lifts
13.1 km ski Runs
GEORGIAN HEALTH & WELLNESS RESORTS

Spa & Mineral Spring Resorts
Tbilisi, Borjomi, Tskaltubo, Sairme, Nunisi

Resorts with Magnetic Sands
Ureki, Grigoleti

103 Resorts and 182 Resort Areas
2400 Springs of Mineral Waters

Tbilisi, the capital of Georgia, is famous for its sulfur baths
Georgian underground scene is one of the fastest growing and most promising scenes in eastern Europe.
HOTELS & INFRASTRUCTURE

1,639 Accommodation Units
33,186 Rooms
72,621 Beds

Accommodation Units Statistics
Beds Units per year

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33,029</td>
<td>32,165</td>
<td>38,425</td>
<td>48,457</td>
<td>61,415</td>
<td>66,954</td>
<td>72,621</td>
<td>105,801</td>
</tr>
</tbody>
</table>

Source: National Statistics Office of Georgia
UPCOMING HOTELS 2019-2020

Courtyard by Marriott
Swissotel
Le Meridien
Interstate Hotels and Resorts
Pullman Hotels and Resorts
Wellness Resort & Spa on Mtsvane Kontskhi
Ramada Resorts
Metro Holding
Twin Tower
White Sails
Crystal Building Kobuleti
Hilton Garden Inn
Radisson Park Inn
Wyndham Grand
Hyatt Regency
Pullman Hotels & Resorts

Radisson BLU Telegraph
Ramada
Babillon Tower
Golden Tulip
Marriott Autograph
Collection-Panorama Freedom Square
Marriott Autograph
Collection-Panorama Sololaki
Holiday Inn Express
Hilton Tbilisi
Tabori Ridge Recreation & Golf Resort
NOVOTEL
Ramada Encore
Holiday Inn
Radisson Blu Gudauri
Rooms Hotel
MEETINGS & CONFERENCES

- Easily Accessible Destination
- Modern Infrastructure
- Value for Money
- High Level of Safety
10000 Seats

Black Sea Arena Located in Shekvetili is the largest open concert hall on the Caucasus every year Black Sea Arena hosts leading artists from around the worlds

Expo Georgia

- Trade fairs
- Congresses, Conferences and other events
- Indoor and outdoor exhibition space

georgia.travel
EASILY ACCESSIBLE DESTINATION
DIRECT FLIGHTS

AUSTRIA
Vienna

AZERBAIJAN
Baku

BELARUS
Minsk

CYPRUS
Larnaca

ARMENIA
Yerevan

IRAN
Tehran

GREECE
Athens, Thessaloniki

NETHERLANDS
Amsterdam, Eindhoven

BAHRAIN
Bahrain

LITHUANIA
Vilnius

UNITED KINGDOM
London

ESTONIA
Tallinn

CZECH REPUBLIC
Prague

ISRAEL
Tel-aviv

UKRAINE
Kyiv, Kharkiv

KUWAIT
Kuwait

AUSTRIA
Vienna

HUNGARY
Budapest

KAZAKHSTAN
Aktau, Almaty, Astana

LATVIA
Riga

SPAIN
Barcelona

FRANCE
Paris, Mulhouse, Marseille

BELGIUM
Brussels

POLAND
Warsaw, Katowice, Wroclaw

QATAR
Doha

CHINA
Urumqi, Beijing

TURKEY
Istanbul, Ankara

UAE
Dubai, Sharjah

EGYPT
Sharm El Sheikh

SAUDI ARABIA
Riyadh

DENMARK
Copenhagen

ROMANIA
Bucharest

POLAND
Krakow, Gdansk, Poznan

ITALY
Milan, Bologna, Rome, Bari

GERMANY
Munich, Berlin, Dortmund, Memmingen

UZBEKISTAN
Tashkent
AIRLINES
Georgia has a liberal visa regime: citizens of 98 nations and Resident Permit holders of 50 countries may enter Georgia without a visa.

E-Visa Portal (only passport and application required)

Valid Visa: United States, EU member states and several other countries, such as Japan, Korea, UAE, may enter Georgia without a visa.
2019 YEAR FOR GEORGIAN TOURISM

2,031,717
+39%
2010

2,822,363
+57%
2011

4,741,346
+21%
2012

5,734,898
+3%
2013

5,888,709
+7%
2014

6,305,635
+7%
2015

6,719,975
+18%
2016

7,902,509
+10%
2017

8,679,544
+7.8%
2018

9,357,964
+3%
2019
Between Europe and Asia, Georgia is at the intersection of turbulent cultural and historical forces.
“GEORGIA JUST MIGHT BE THE FASHION CAPITAL OF EASTERN EUROPE”
THANK YOU