

## Tourism Development

### Phase I

On April 25, 2019, the initial presentation and assessment of the Tourism Development Strategy took place. The strategy has been approved in 2018 and it includes the development plan of the sector until 2015.

According to the strategy, the following target indicators should be attained by 2015:

- Increasing the revenue of the tourism sector from the current amount (1.5 billion USD) to 6.6 billion USD;
- Increasing the direct contribution to the tourism sector in GDP to 7.9%;
- Increasing the average amount spent by a visitor from the current amount of 328 USD to 600 USD;
- Increasing the number of the people employed in the tourism sector by approximately 90% from the current number of 158 515 to 301 284;
- Increasing the duration of an average visit from 5 to 7 days;
- Increasing the foreign direct investment by 63%, from the current amount of 723 million USD to 1 178 million USD;
- Doubling the number of visitors from the high-paying markets of Western Europe, Asia and North America

Together with other stakeholders, the head of the National Tourism Agency, Mariam Kvrivishvili has also attended the discussions. A number of important opinions have been expressed. In particular:

- It is necessary to assess the efficiency of advertising channels. Concentrating on digital marketing can be more effective;
- It is desirable to create positive incentives in order to increase the overall quality;
- Namely, to create an objective assessment system in which the objects of the assessment will engage voluntarily;
- It is needed to simplify the existing bureaucracy in order to support building hotels in Old Tbilisi;
- It is needed to analyze the visitor types and categorize them into countries in order to plan the corresponding advertising activities;

# ReforMeter

Tracking Progress - One Reform at a Time

# Reform Overview

TOURISM STRATEGY

I Phase



**ISET**

# Official Documents

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**TOURISM  
STRATEGY  
Of GEORGIA**

**2025**

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**Action Plan**

**5 years**

## **Purpose of Strategy**

The purpose of Georgia Tourism 2025 is to create a road-map for increasing the value, profitability, and sustainability of Georgia's tourism industry

## **Where do we want to be in 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.

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.

## **Strategic Objectives**

50 priority actions

8 strategic objectives

1. Respect, preserve and enhance 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
5. Expand and enhance Georgia's ability to collect and analyze tourism data and measure industry performance

## **Strategic Objectives**

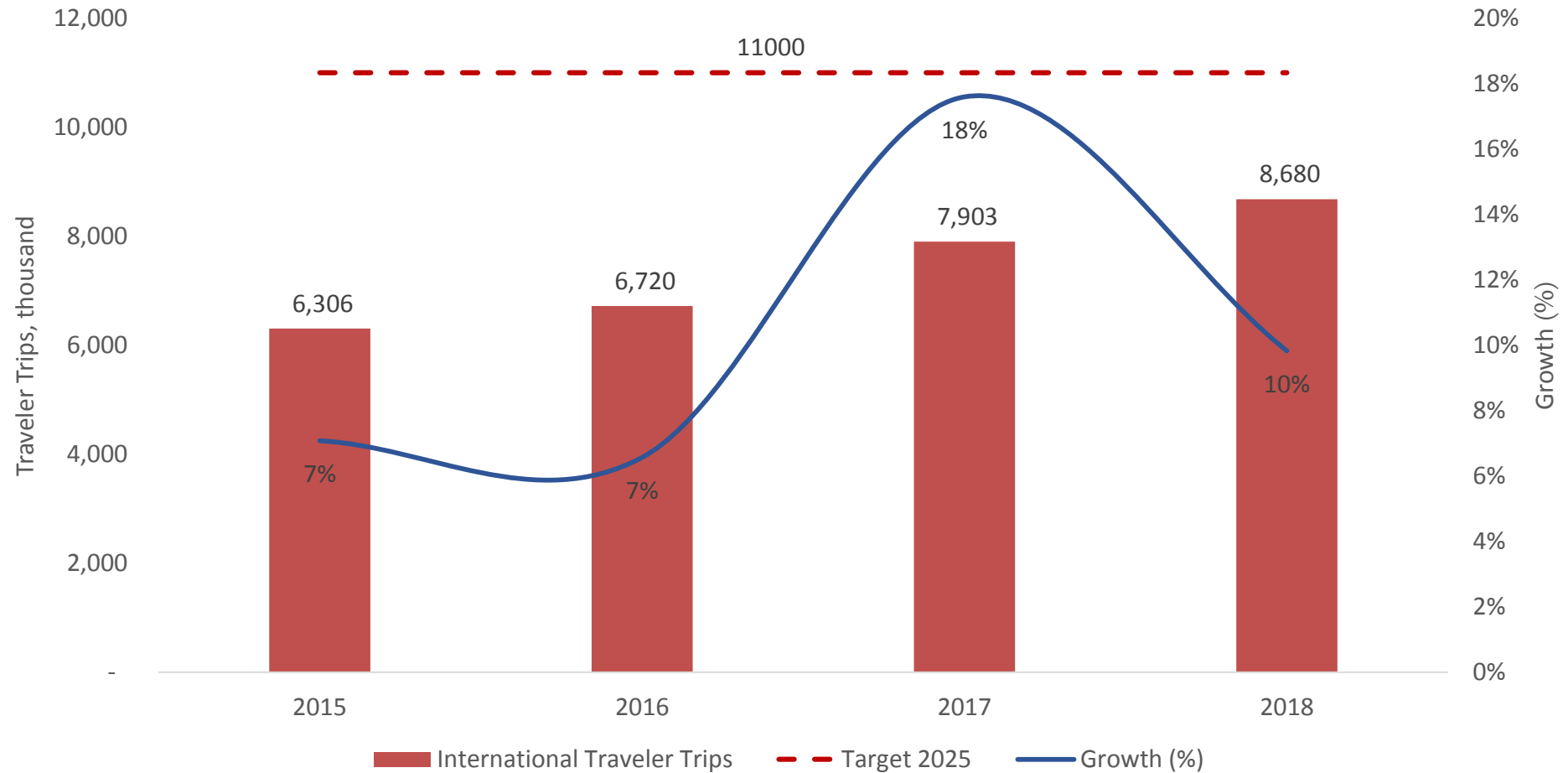
6. Enhance the business environment, to facilitate increased foreign and domestic investment
7. Expand public and private sector investment in tourism
8. Build partnerships between government, industry, non-governmental organizations and communities that will be needed to achieve all of the above

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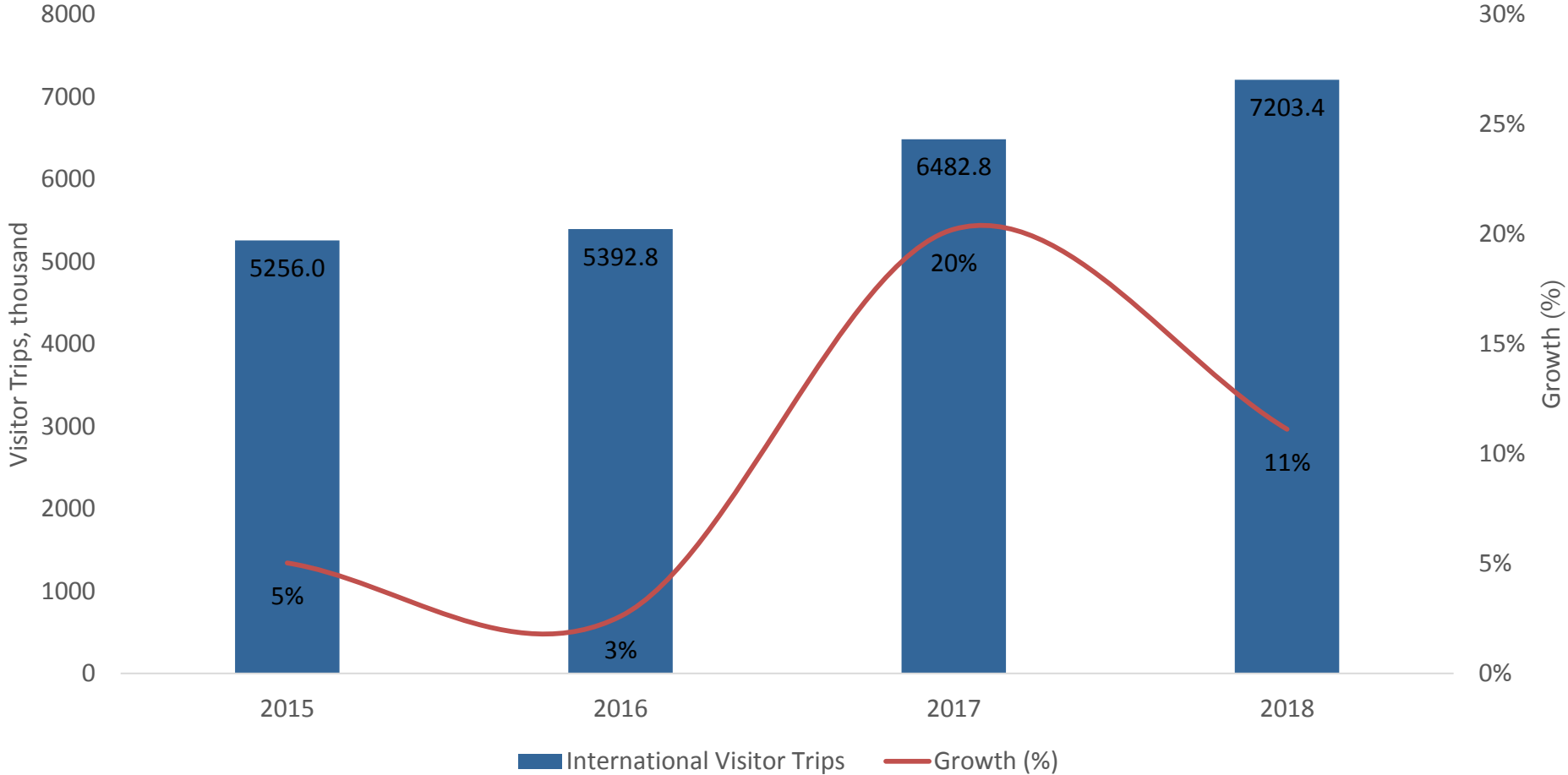
Tracking Progress - One Reform at a Time



# International Traveler Trips

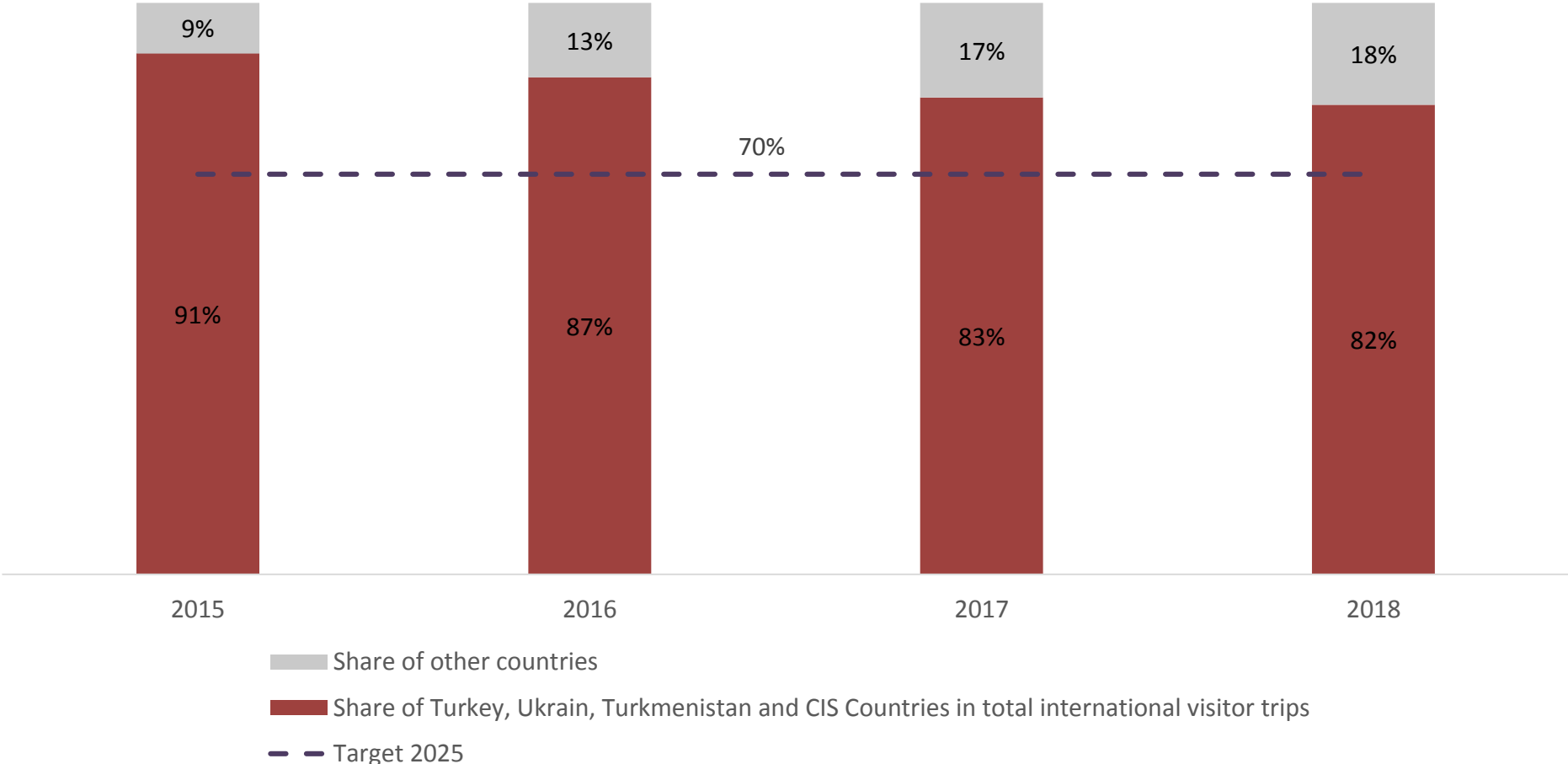


# International Visitor Trips



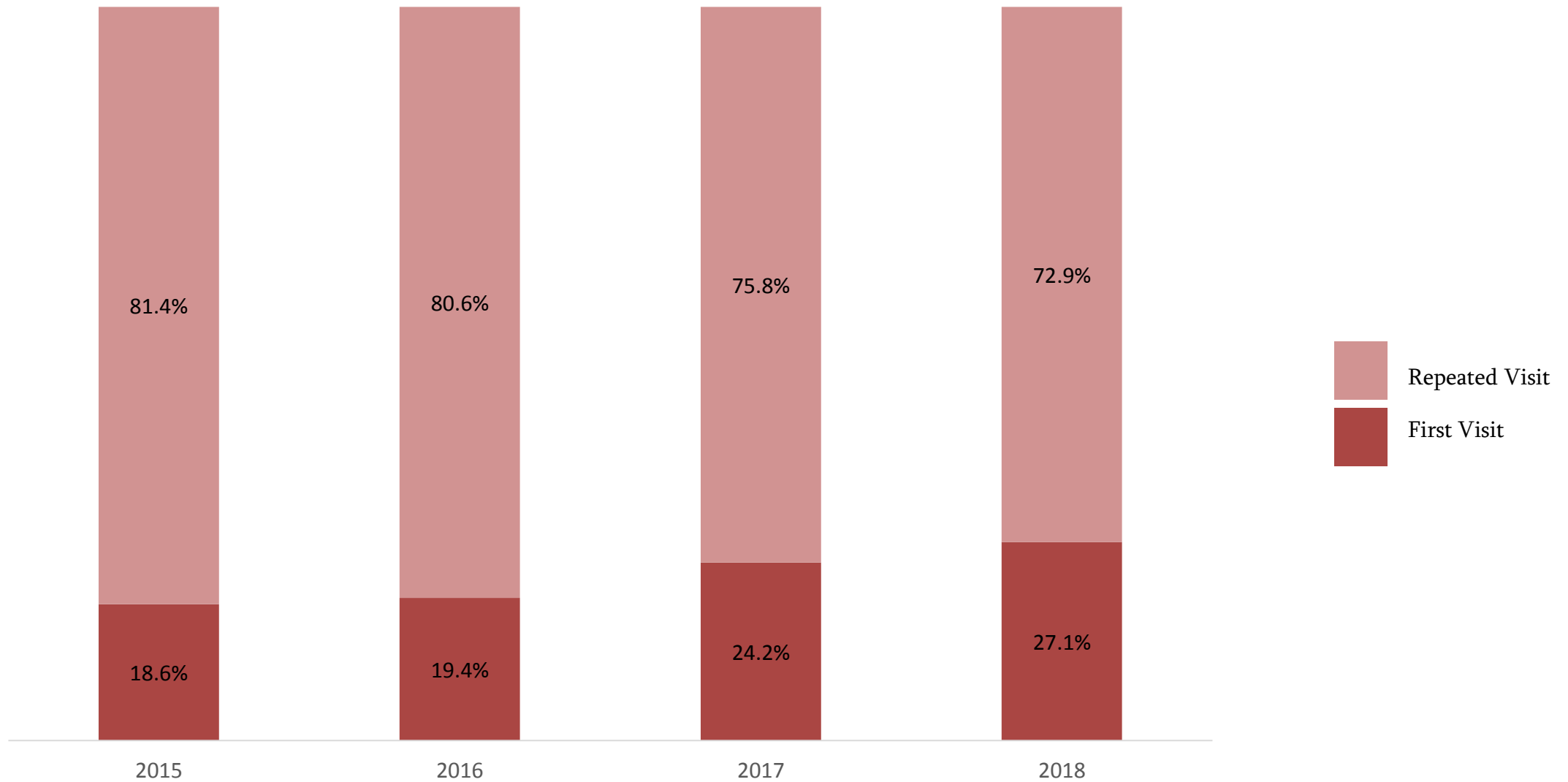
Source: Georgian National Tourism Administration

# Structure of International Visitor Trips by Country Groups

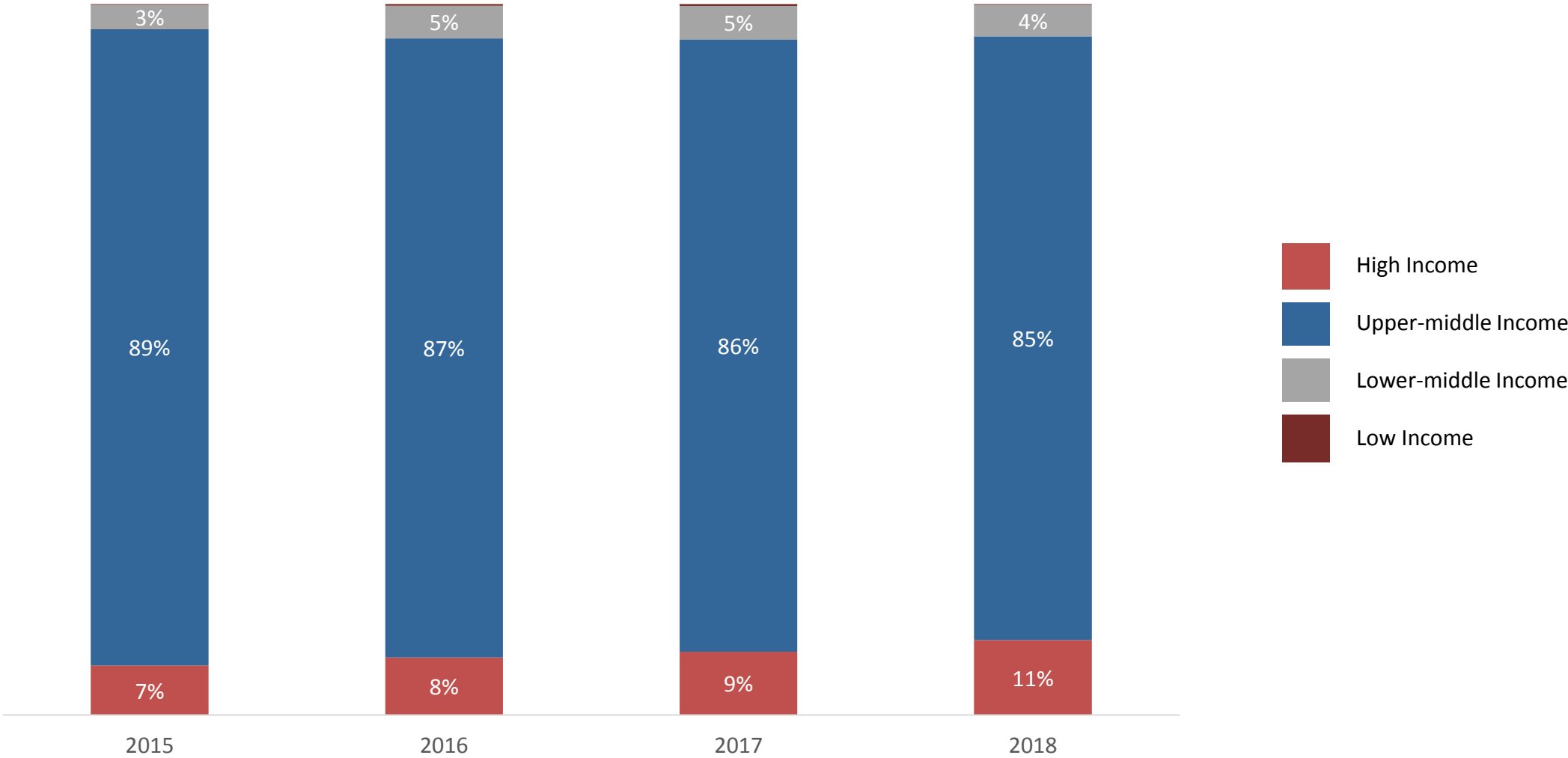


Source: Georgian National Tourism Administration

# International Visitor Trips by Order of Visit

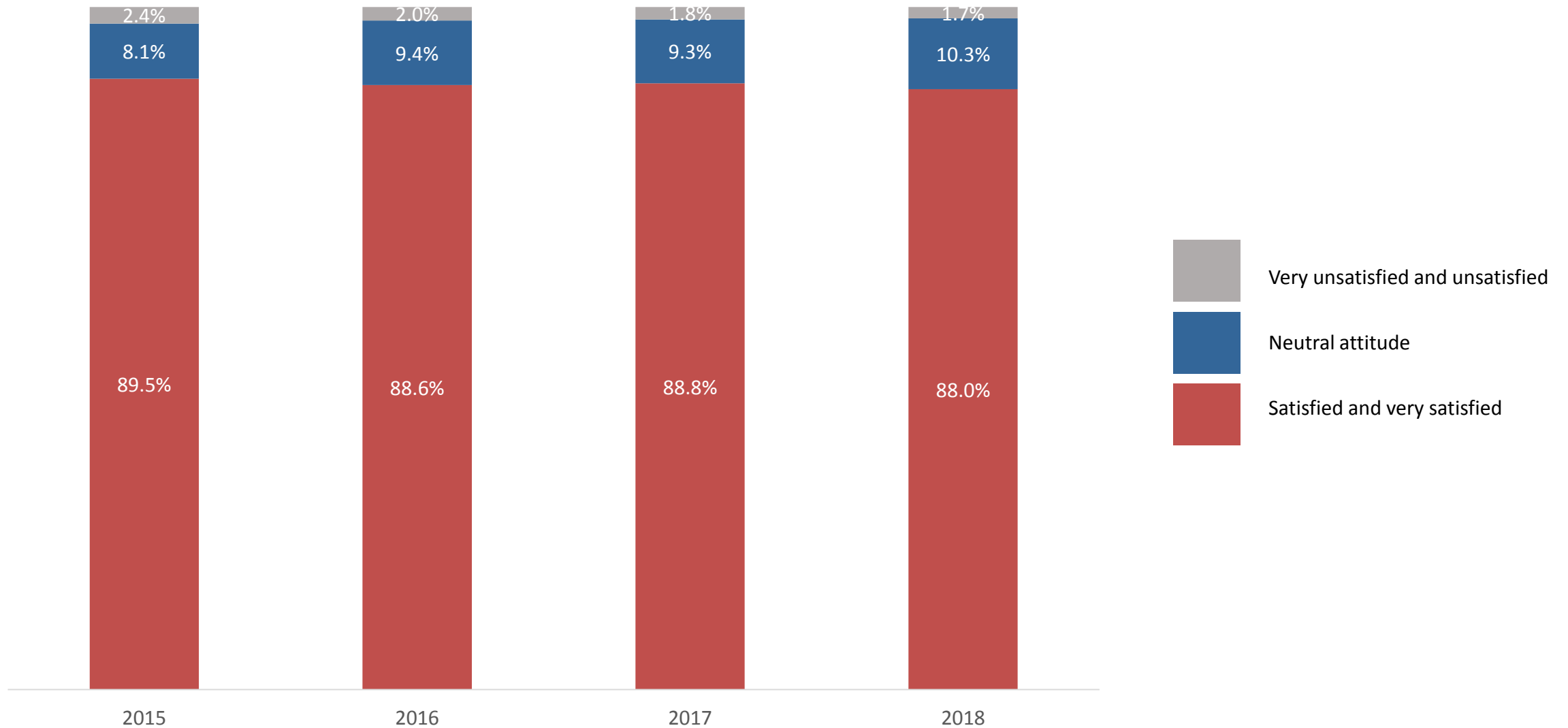


# International Visitor Trips by Income Categories

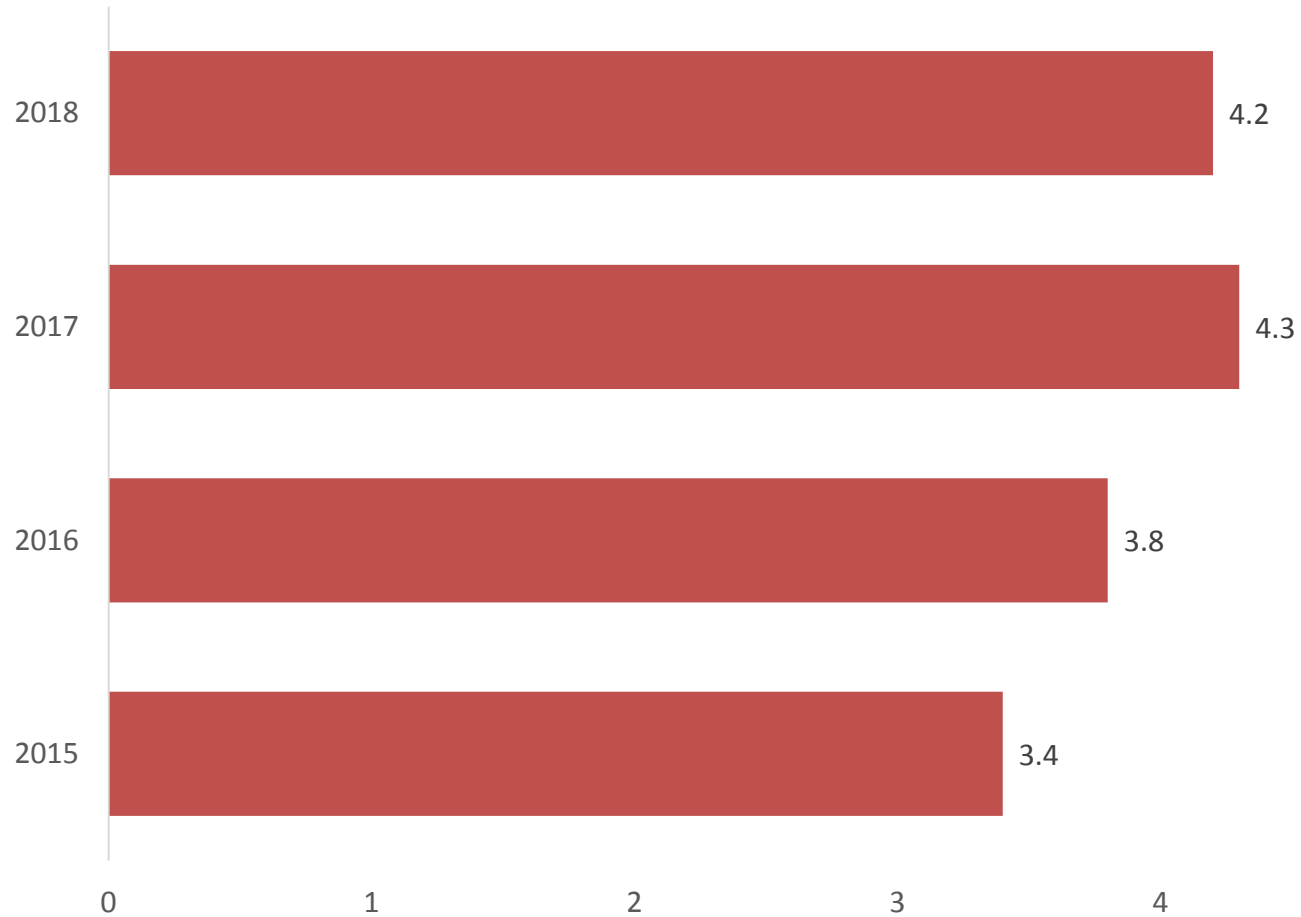


Source: Georgian National Tourism Administration;  
Country classification by income groups – World Bank

# International Visitor Trips by Satisfaction Level

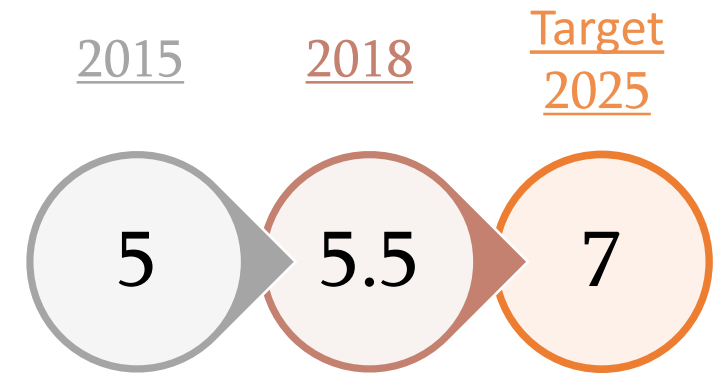


## Average Overnight by International Visitors



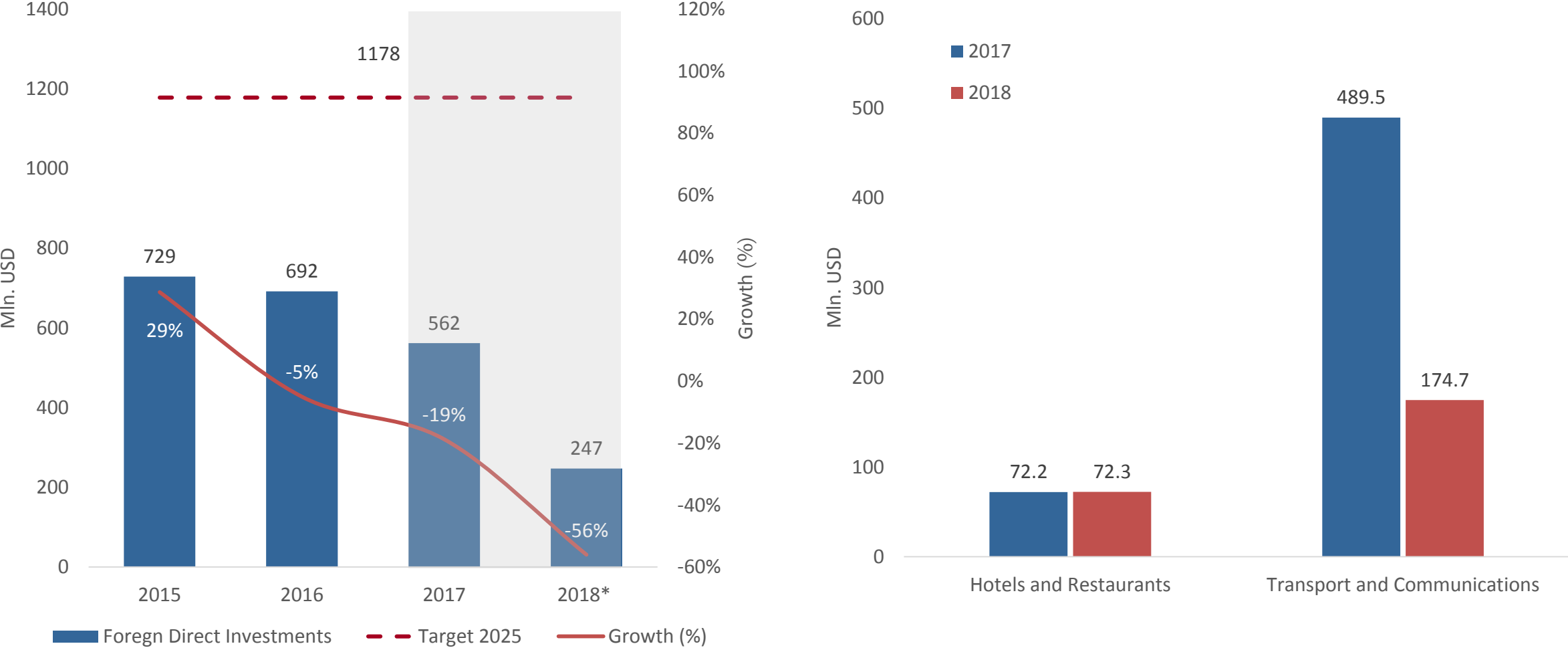
Source: National Statistics Office of Georgia

## Average Duration of Stay by Foreigners, based on Border Crossings



Source: Ministry of Internal Affairs

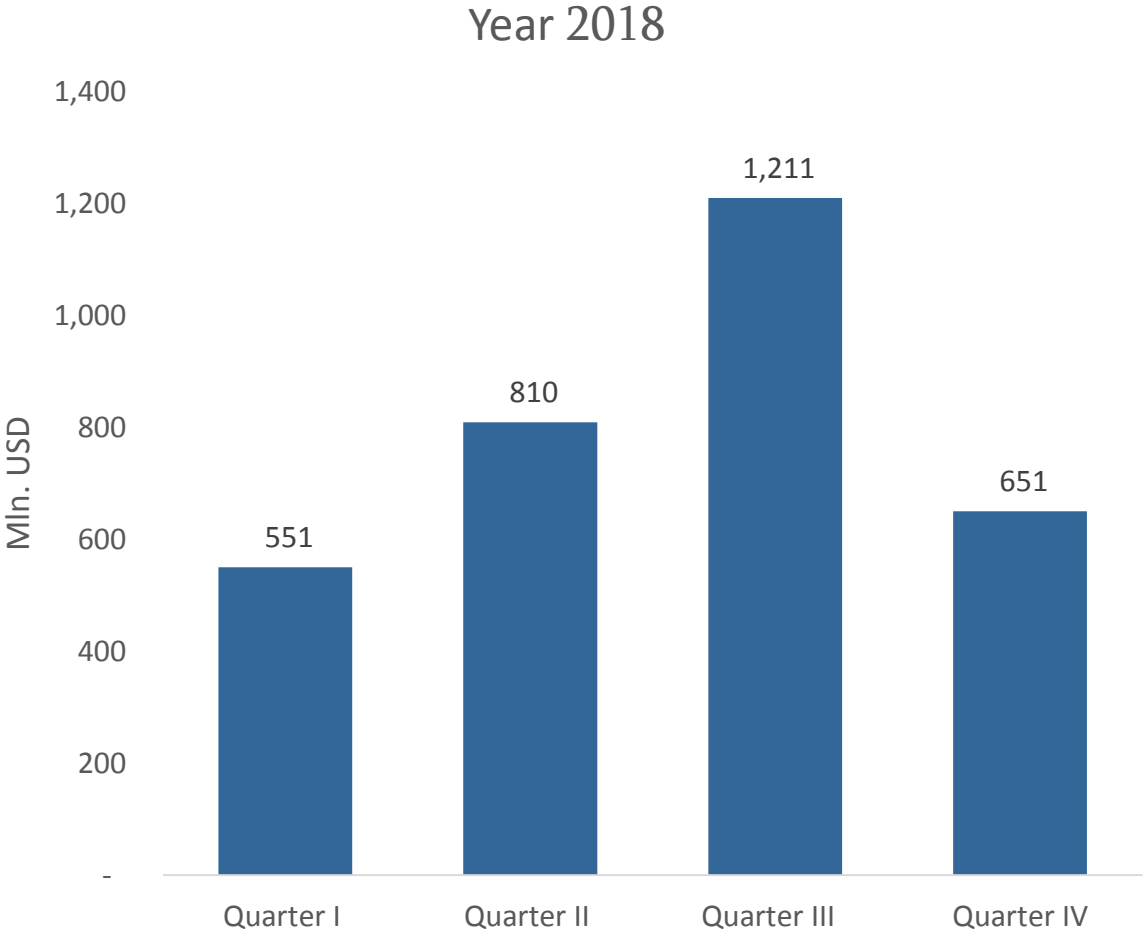
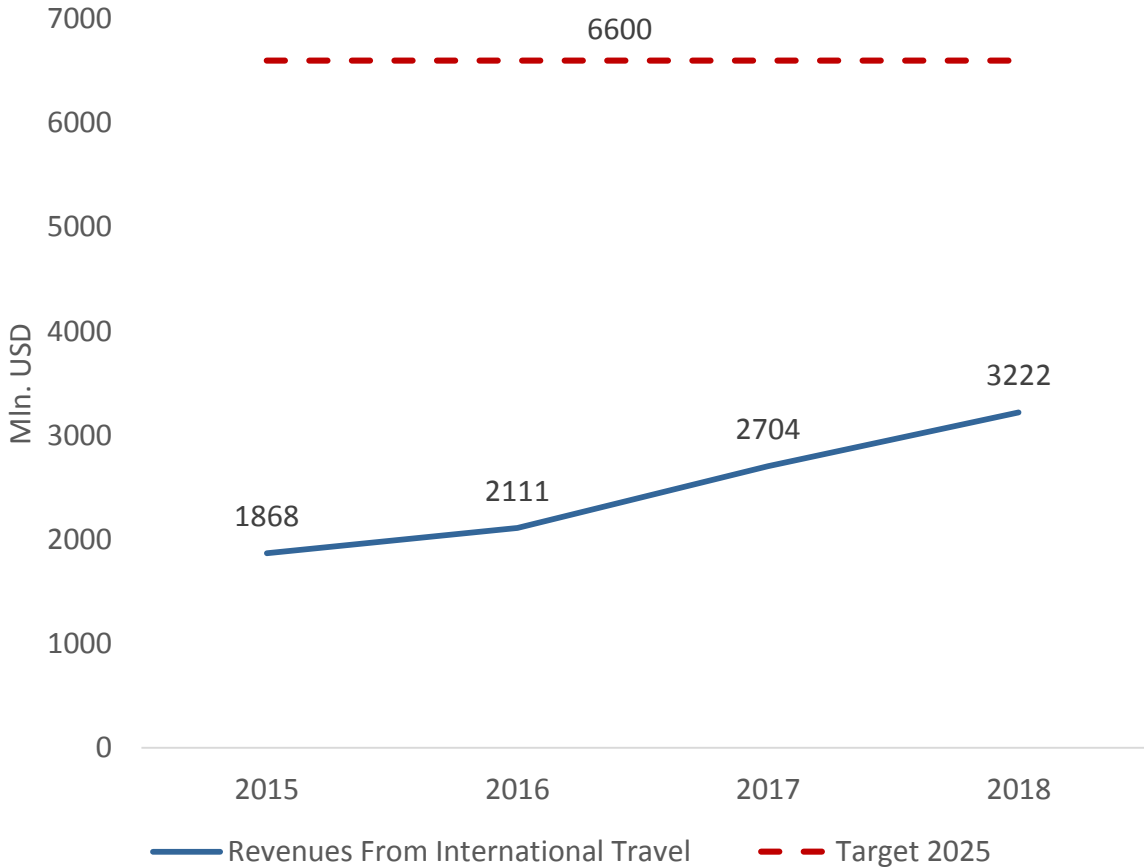
# Foreign Direct Investment (Hotels and Restaurants, Transport and Communications)



\* Preliminary Data

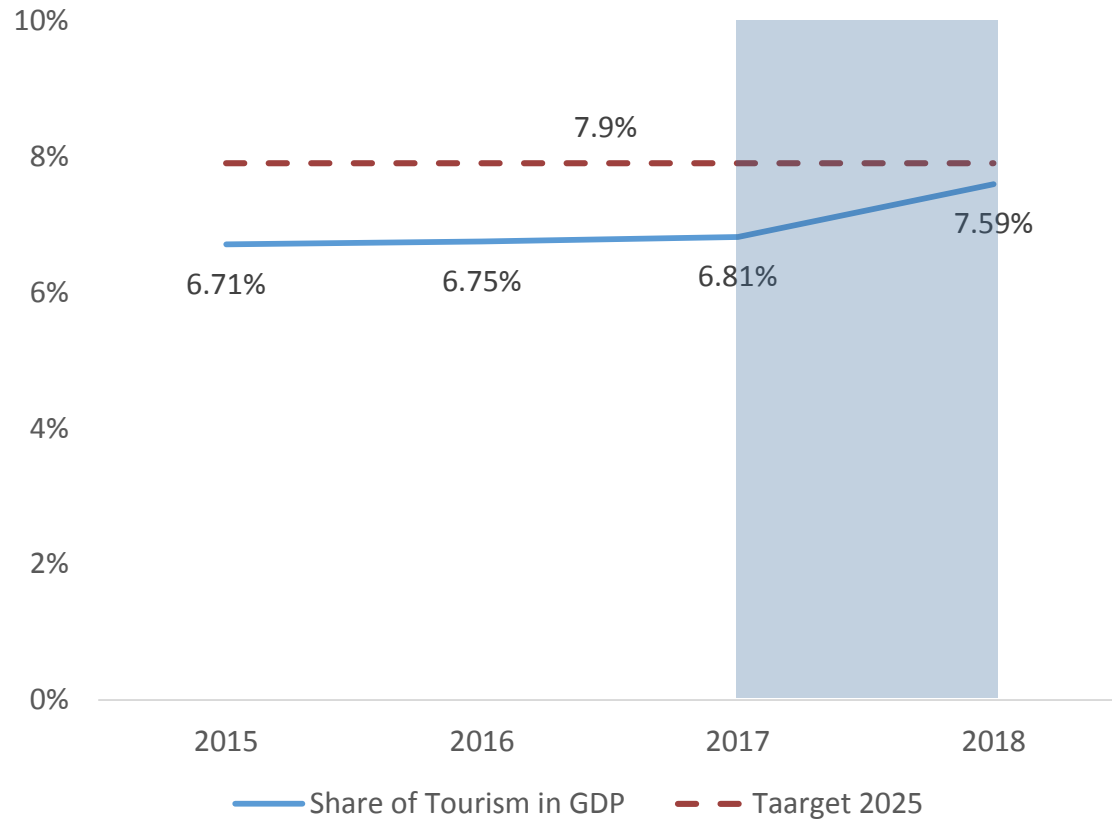


# Revenues From International Travel

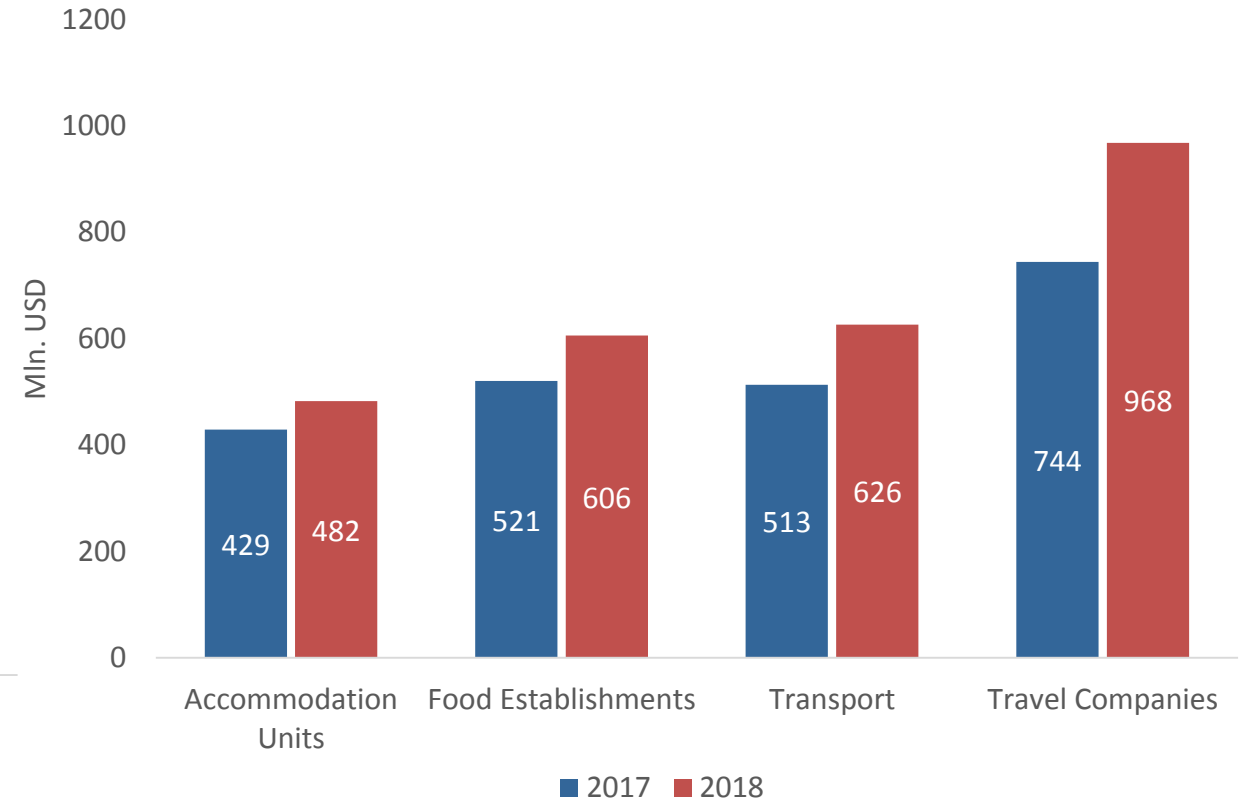


Source: Georgian National Tourism Administration

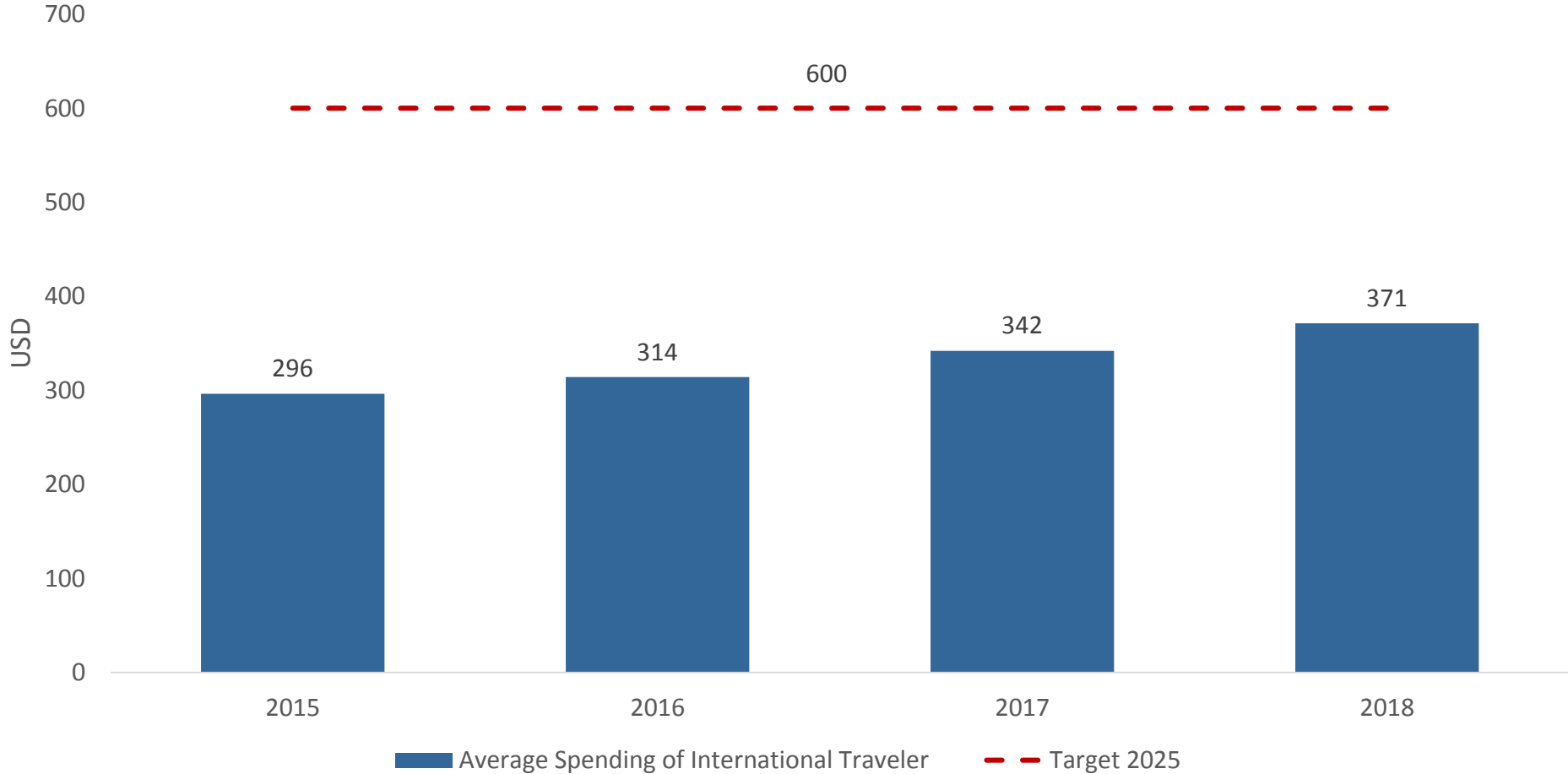
## Share of Tourism in GDP



## Tourism Value Added, by Sectors

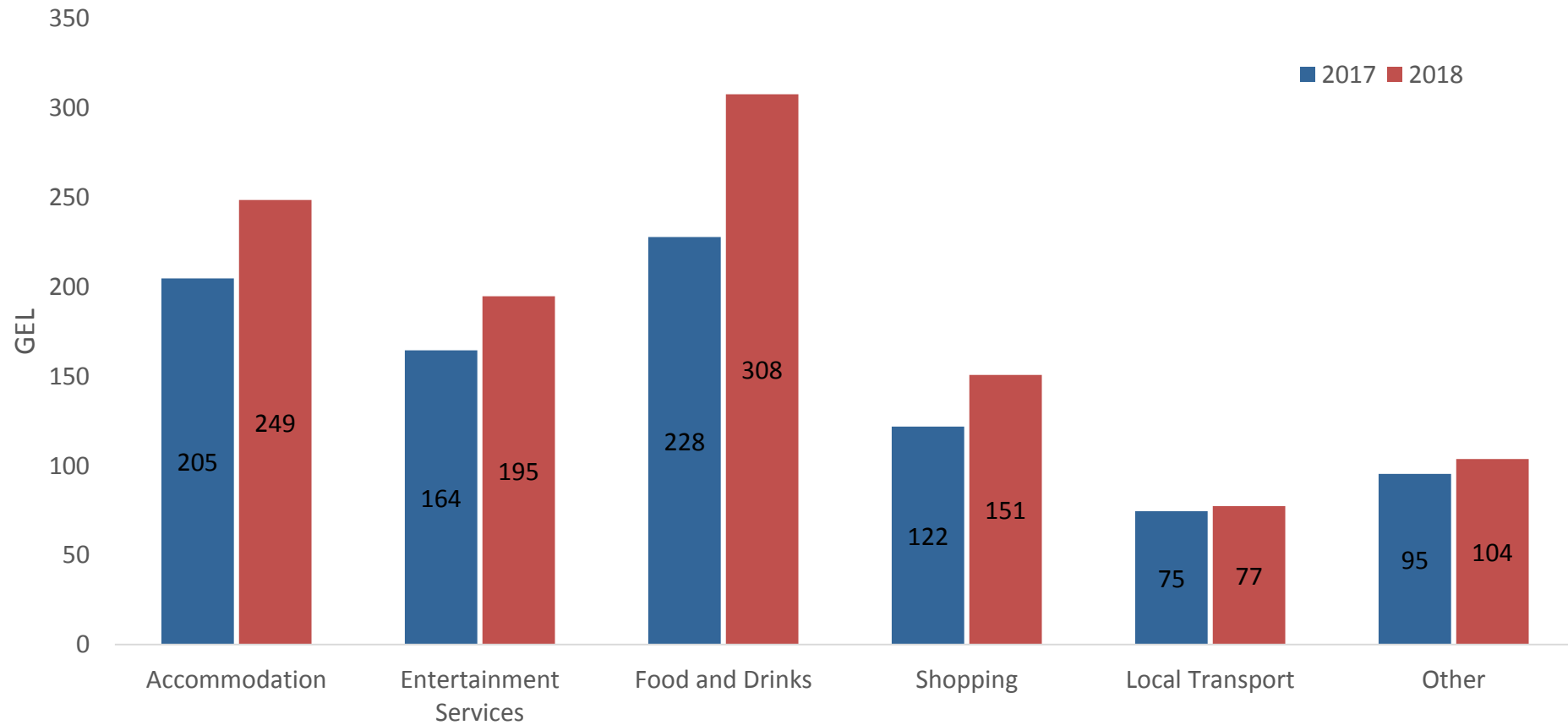


# Average Spending of International Traveler

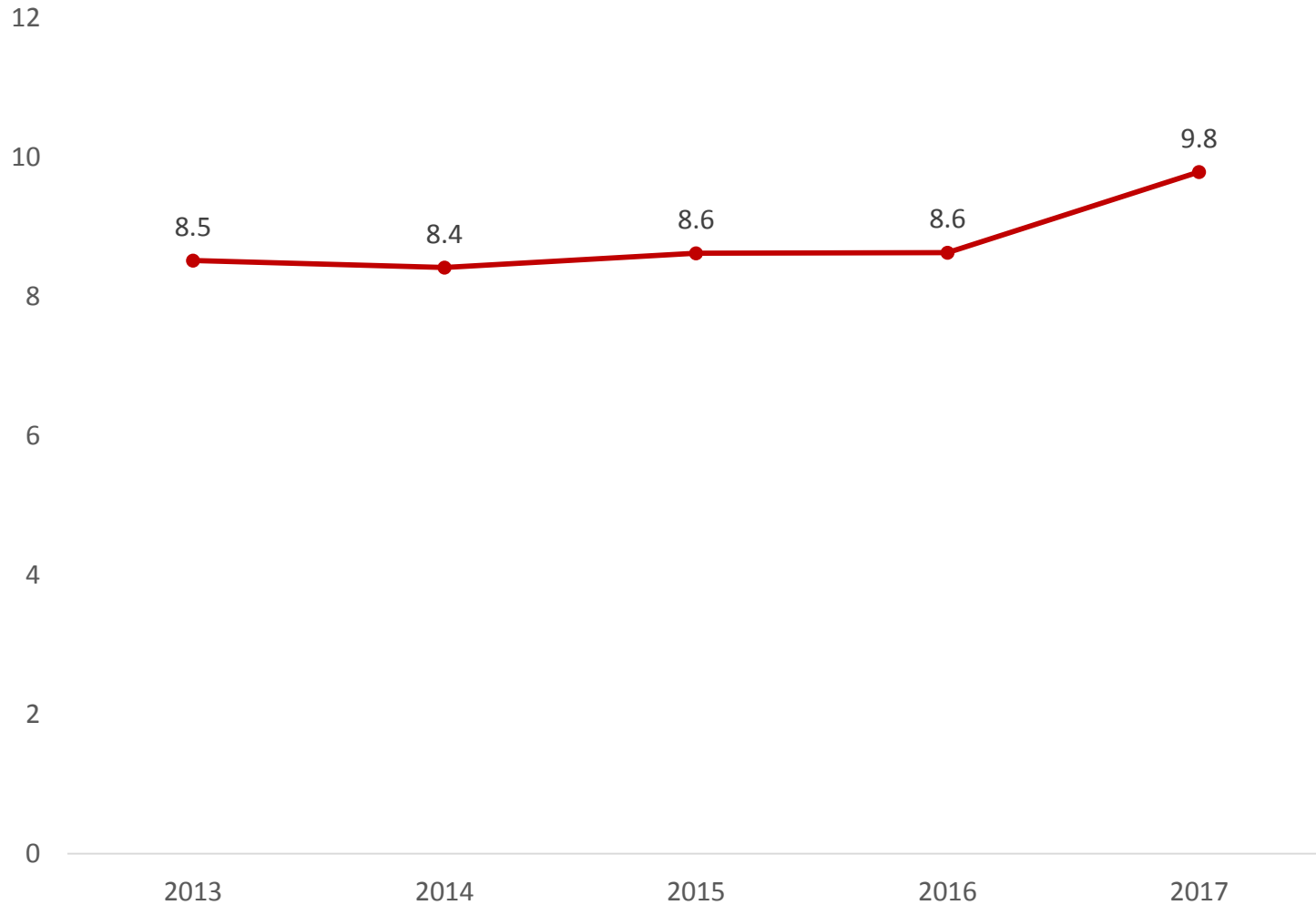


Source: Georgian National Tourism Administration

# Average Spending Per Visit by International Visitors, by Categories



# International Tourism in Georgia, Per Capita



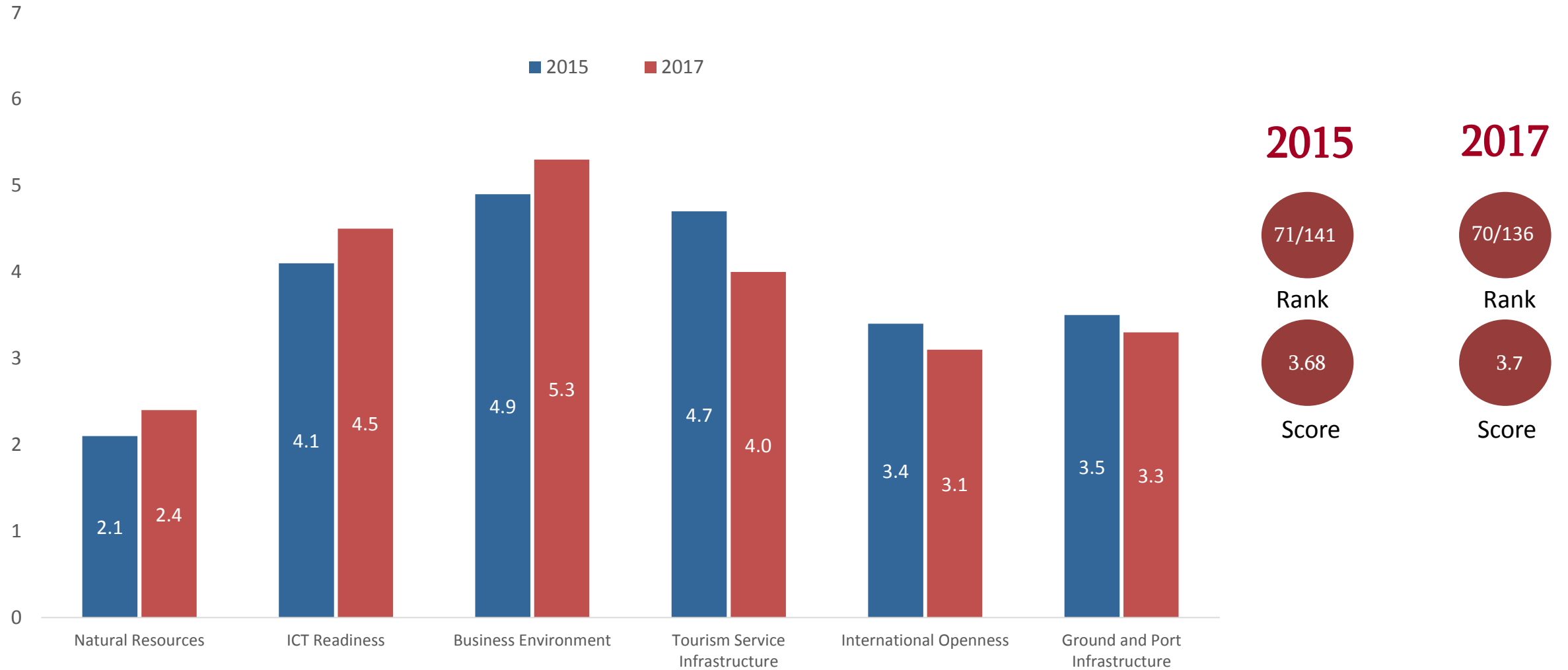
**Year 2017**

**1.74** Number of tourists per capita, Georgia

**0.18** Number of tourists per capita, World

- Number of tourists per capita in Georgia is 9.8 times higher than number of tourists per capita in the world.

# Tourism and Travel Competitiveness Index



# Mode Visitor

