



TBILISI TOURISM



A wide-angle, high-altitude aerial photograph of Tbilisi, Georgia, at night. The city is illuminated by a dense network of warm yellow and orange lights from buildings and streets, contrasting with the dark night sky. The city's layout, including its winding roads and clusters of buildings, is visible across the frame.

TBILISI PROFILE

Population	1.1 Million
Average Monthly Salary	450 USD
Labour Force	440 100 prs.
Share of Labour Force in Population	40%
GDP Per Capita	5468 USD
Tbilisi Share in Country GDP	49 %

NUMBEO

13th safest city in the world

ECONOMIC DEVELOPMENT OFFICE

ეკონომიკური განვითარების
საქალაქო სამსახური

TBILISI CITY HALL
თბილისის მერია



Tourism Support & Promotion

Develops brand of the city on local & international level
Carries out activities to develop tourism infrastructure & new attractions

Investment Support & Promotion

Encourages investment activities throughout the city
Creates the investment portfolio for future reference

Research & Analytics

Creates urban-economic profile of the city
Collects and processes statistical data related to the economic development of the city

Business Development & Innovations Support

Develops and implements entrepreneurial projects to stimulate local economic development

TBILISI TOURISM 2018



8.7 million international visitors in Georgia
Out of which **50% visited Tbilisi** +10% y.o.y



Turnover 431 mln USD

Employees 23 000

ALOS 3 nights



International upscale brands enjoy
occupancy rate of 72% in Tbilisi” Colliers
International

Upcoming projects

Le MERIDIEN

PULLMAN
HOTELS AND RESORTS

RIXOS
HOTELS

RAMADA
eIncore

WYNDHAM
GARDEN

Kempinski
HOTELS & RESORTS

Hilton

swissôtel
Hotels & Resorts

COURTYARD
Marriott

Radisson
BLU

GOALS



STRATEGIES, PROGRAMS AND PROJECTS
creation & coordination

TBILISI TOURISM PROMOTION

TOURISM INFRASTRUCTURE
development

PRIVATE SECTOR
support & coordination

- **IDEA**

Tbilisi as a city break destination

- **TARGET MARKETS**

EU, ASIA, GCC

- **PRODUCTS**

**Gastronomy, Spa & Wellness, Medical,
Architecture, Culture & History, Leisure & Hiking,
Shopping, Urban regeneration, Night life**

INTERNATIONAL ASSOCIATIONS



WORLD TOURISM CITIES FEDERATION



EUROPEAN CITIES MARKETING



EUROPEAN BEST DESTINATIONS

INTERNATIONAL EXHIBITIONS



Internationale
Tourismus-Börse Berlin



World Travel Market



Incentive & Business
Travel & Meeting Barcelona



Arabian Travel Market

FAM & PRESS TRIPS



UP TO 30 TRAVEL INFLUENCERS

- More than 100 000 reach per post in social media
- Journalists, Podcasters & bloggers – more than 20 articles



CONTENT

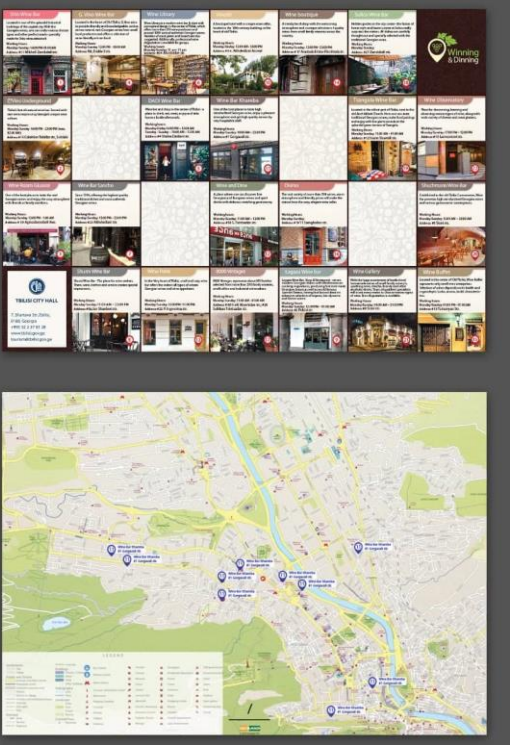
MAPS

Tbilisi touristic routes
wine, instagram, shopping & street art

BROCHURES

GUIDE BOOKS

NEWSLETTER



SUPPORTING PRIVATE SECTOR





HUMAN RESOURCE DEVELOPMENT



MORE THAN 500 PROFESSIONAL TRAINEES

- Service+
- Paring Georgian wine and Georgian dishes
- Tbilisi Guide
- Social media management for tourism
- New Technologies for tourism



INTERNATIONAL COOPERATION



GUIDEBOOKS

Online & Offline



RANKS

Best City Breaks 2019
Best Nightlife Cities 2019
Cultural Capital 2019



MEDIA COVERAGE

BBC
Wanderlust

UPCOMING INFRASTRUCTURE

Hiking & Family Tourism



- Creating development concept for eco-tourist trails
 - Turtle Lake – Udzo Monastery
 - Lisi Lake – village Tsodoreti – village Tabaruki – Tchili Lake
 - Vere Valley (Tbilisi – Betania Monastery)
- Marking trails & installing infrastructure - arranging thematic trails and camping areas

TOURISM RELATED INVESTMENT

HOSPITALITY

Spa & Wellness
Rehabilitation Centers
Resort Hotels



HEALTHCARE

Plastic Surgeries
Cosmetic Procedures
Hair Transplantation
Dentistry
In vitro Fertilization

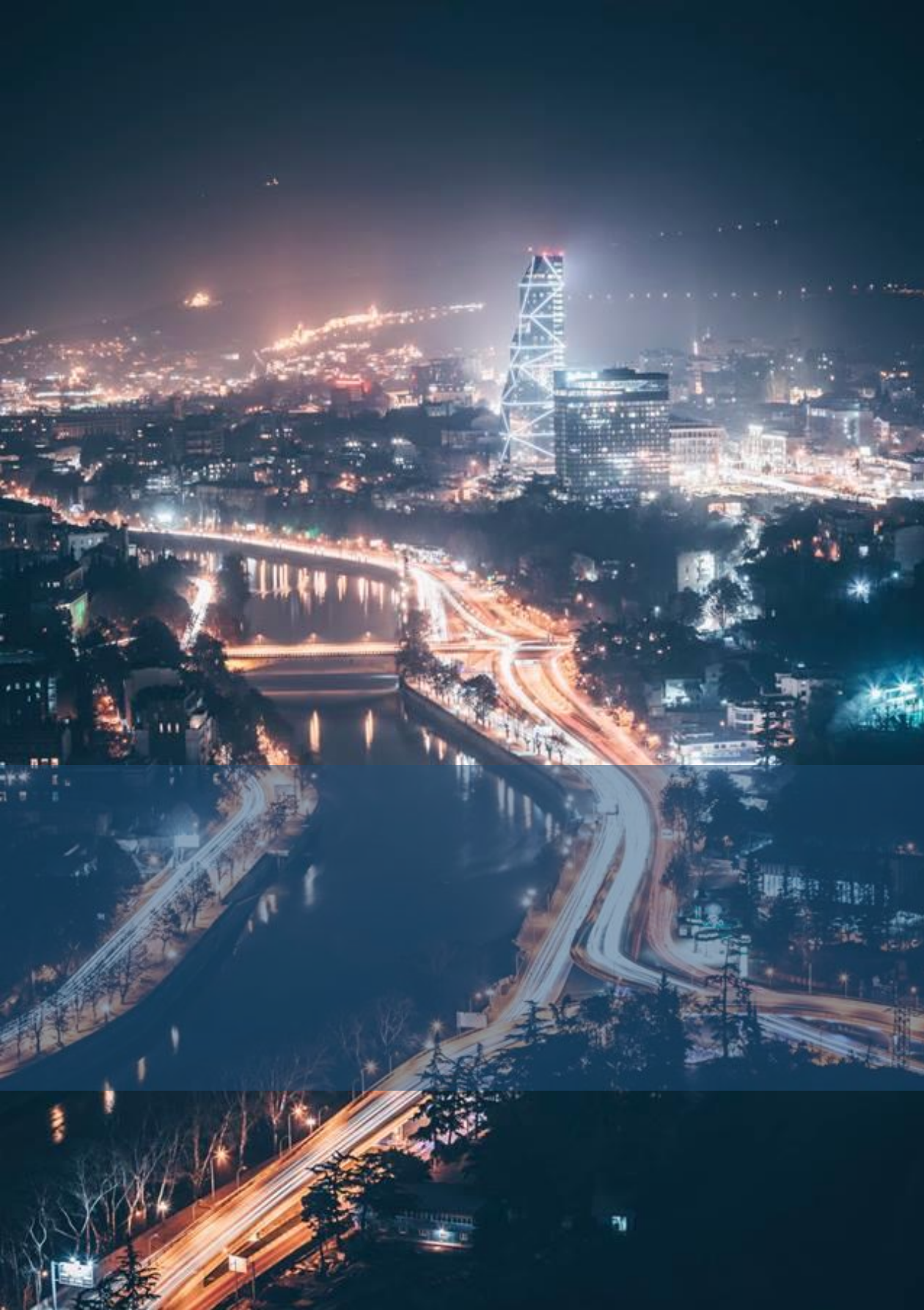


Deloitte.

ENTERTAINMENT & RETAIL

Family Entertainment





 tourism@tbilisi.gov.ge

www.tbilisi.gov.ge

 www.facebook.com/EconomicDevelopmentOffice/