

**WELCOME[®]
TO GEORGIA**



national tourism awards

Welcome to Georgia!
National Tourism Awards 2019

- **Annual Awards Ceremony**– is a unique Project in the field of Tourism and Hospitality for Georgian tourism and travel industries and a celebration of Georgian heritage, culture, traditions and modern achievements, whose history begins from 2015.
- **Welcome to Georgia! National Tourism Awards** is a transparent and motivating challenge for companies working in the field, that increases their creativity and experience in providing the best service.
- **During the 5** wonderful and successful years we are encouraging tourism and hospitality industry in Georgia and promoting the awareness of tourism business and brands!



- **The main mission** of the project is to promote country's tourism and hospitality industry in a new level and develop the tourism and hospitality progress of the country, it is a chance to celebrate the highest-achieving tourism businesses and brands that work towards creating a positive image of Georgia worldwide.



WTG! National Tourism Awards 2015-2018

Since 2015:

- We created **90** Categories for Tourism and Hospitality companies
- More than **5000** participants of hotels, restaurants, tour operators, travel agencies, wine companies and industry other main players were integrated to the project!
- We announced **8000** publications about our participants and promoted our winners!
- We awarded **90** Winners, opened new possibilities for them and spread information at local and international tourism market!
- We motivated companies to increase their creativity and experience in providing the best service.
- We Promoted Georgian heritage, culture, traditions and modern achievements.
- We created a positive image of Georgia Worldwide!
- Generally Introduced Georgian Tourism and hospitality market worldwide!

Media Outreach 2018



WELCOME TO GEORGIA NATIONAL TOURISM AWARDS SECOND OFFICIAL CEREMONY

On December 3, 2018, the National Tourism Awards Ceremony took place in the Grand Ballroom of the Sheraton Hotel in Tbilisi. The event was attended by over 200 guests, including representatives of the tourism industry, media, and government officials. The ceremony was hosted by the National Tourism Awards Jury, which consists of experts from various fields of tourism. The winners of the awards were announced during the ceremony, and the winners received their awards from the jury members. The ceremony was a success, and it was a great opportunity for the winners to showcase their achievements and for the organizers to promote the tourism industry in Georgia.

WELCOME TO GEORGIA



On December 2, 2018, the National Tourism Awards Ceremony took place in the Grand Ballroom of the Sheraton Hotel in Tbilisi. The event was attended by over 200 guests, including representatives of the tourism industry, media, and government officials. The ceremony was hosted by the National Tourism Awards Jury, which consists of experts from various fields of tourism. The winners of the awards were announced during the ceremony, and the winners received their awards from the jury members. The ceremony was a success, and it was a great opportunity for the winners to showcase their achievements and for the organizers to promote the tourism industry in Georgia.



MARKETING

HOLIDAY IN GEORGIA

Georgia is a small country situated at the crossroad of Europe and Asia, bordered by the Black Sea and the Caucasus Mountains. Beautiful and diverse nature, rich culture, centuries old history and traditions attract attention of tourists worldwide. The tradition of hospitality, as well as picturesque landscapes of mountains and valleys makes Georgia a great place for tourism and hospitality industry.

For tourists who are looking for a unique and unforgettable experience, Georgia is the perfect destination. The country offers a wide range of activities, from hiking and skiing to wine tasting and cultural tours. The hospitality industry in Georgia is well-developed, and visitors can enjoy the warm and friendly atmosphere of the Georgian people. The country's rich history and culture are reflected in its architecture, art, and traditions. Visitors can explore the ancient ruins of the Georgian Empire and experience the vibrant nightlife of the capital, Tbilisi. Georgia is a country that offers something for everyone, and it is a destination that is worth visiting.

SO THAT GEORGIA IS A COUNTRY THAT LOVES TRAVELERS AND FOUR SEASON PLACE TO SPEND YOUR BEST VACATION, THERE ARE SOME OUR RECOMMENDATIONS BELOW WHICH WILL GUIDE YOU TO ORGANIZE YOUR TRIP IN BEAUTIFUL GEORGIA.



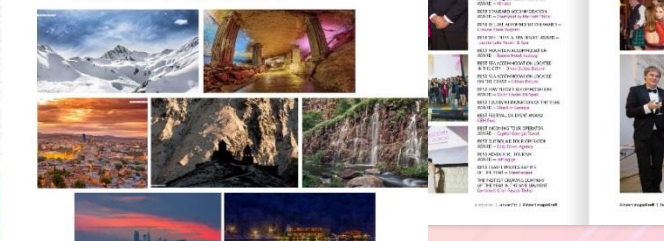
Грузія як нагорода

У Тбілісі відбувся Другий офіційний Національний турізмський конкурс «WELCOME TO GEORGIA» у категорії «Національний турізмський конкурс». У церемонії взяли участь представники туристичної галузі, журналісти та громадські діячі. Переможці були нагороджені дипломами та грамотами. Цей конкурс є важливою подією в туристичній сфері Грузії, який допомагає визначити кращі туристичні об'єкти та послуги. Він також є чудовою нагодою для представників туристичної галузі обмінятися досвідом та знаннями. Конкурс проводиться щорічно, і кожен раз він привертає велику увагу медіа та громадськості.

MARKETING

МІЖНАРОДНІ ВІСНОВКИ

Висновки міжнародних експертів щодо туристичного потенціалу Грузії. Експерти з різних країн світу взяли участь у конференції, щоб обговорити перспективи розвитку туризму в Грузії. Вони дійшли висновку, що Грузія має великий потенціал для розвитку туризму, особливо в сфері екологічного та культурного туризму. Експерти рекомендували вжити певних заходів для покращення туристичної інфраструктури та підвищення якості туристичних послуг. Вони також підкреслили важливість співпраці між туристичною галуззю Грузії та міжнародними організаціями. Ці висновки будуть корисними для прийняття рішень щодо розвитку туризму в Грузії.



- More than 65 Publications during 2018 about Project's Participants and Georgia in the leading International and Local Media



Media Outreach 2019

- More than 55 Publications during 2019 about Project's Participants and Georgia in the leading International and Local Media



WELCOME[®]
TO GEORGIA

national tourism awards

Social Media Campaign



We present you a series of "Meet the Winner"

We decided to get closer to the winners of the National Tourism Award! From now on we will publish an interview of one winner from different categories, which will tell us about his vision, how the project motivated and what are their future plans.

from of establishing a company / p

The main idea of the project and its service and warm communication entirely with ecological materials.

2. What is the feeling of being in the



with disabilities.

Guests can enjoy their breakfast at our café Tiziani, and on the rooftop "Grill Restaurant & Terrace", where many

We present you

We are proud to present you "C manager Salome Gvordava" who talked about the future plans of

1. Tell us about your company? Sirajkhana did come from?

The restaurant is unique in its Palace, where centuries ago Or

came from while we were building a Museum Hotel we realized that this historical Basement should from the opening day Sirajkhana offers international level of services and products. Reminds to G and for foreign visitors we do our best to share Georgian gastronomy and hospitality with exquisite hospitalities

2. What is the feeling of being the best in category? Please, remember the moment of the announcement of the winner and receiving award.

It's a feeling of pride, nervousness and delight at the same time when you think that your team was able to get the right position on the market and earned the title of the "Concept Restaurant", which makes it remarkable for both Georgian and foreign guests. Before joining the stage, you want to thank everyone for it, but the words are not enough to express your joy.

3. Tell us about your future plans!

Sirajkhana is developing and growing day by day, adding new services, dishes and new wine collections. The goal of the Sirajkhana is to make its contribution for marking Georgia on an honorable place on international gastro map, by promoting Sirajkhana and Georgia on all the international platforms and accepting international gastro challenges. Time by time we plan to extend our network, so far only in Tbilisi.

We present you a series of "Meet the Winner"

We are proud to present you "The Fastest Growing Company of the Year in the SME Segment 2017" – Hotel Best Western Kutaisi. General Manager, Ms. Shirena Uchaneishvili shared her experience of participation in the Project and talked about the future plans of the hotel.



We present you a series of "Meet the Winner"

We are presenting to you our interview with Mr. Apocalos Papatolias, the General Manager of the winner hotel of Welcome to Georgian National Tourism Awards 2017 – "Sheraton Batumi". Mr. Papatolias will tell us about the experience of participating in our project and will share future plans of the company.

Tell us about your company and the values it pursues! From where the idea of creating your company/project did come?

Marriott International, part of which "Sheraton Batumi" became in 2016, was established in 1937 in the United States by John Willard Marriott and his wife, Alice Sheets Marriott, when they opened 9-seated beer stand in Washington, D.C. Soon thereafter the successful

for family has begun. For today, the company owns 30 brands, manages more than 5700 hotels in almost 120 countries with 600 000 re beginning till this day, the core values of the company are unchanged. First and foremost, we value an individual, act in good faith, seek re the world and welcome changes. These values are the reasons of our success and of rightly-managed business.

It represents one of the brands of Marriott International – Sheraton. Hotel "Sheraton Batumi" opened its doors for guests in 2010 for the first

is fair to say that our hotel and the brand of Sheraton was the pioneer. Over these years, our company constantly cares for the technological advancements. Our aim is to ensure our guests with a quality product. Our slogan is "Gadaocharbe", meaning "to

when the name of your company has been declared from the

We present you a series of "Meet the Winner"

We are proud to present you the winner of nomination "The Best Travel Photographer" – Giorgi Liparteliani. He shared his experience of participation in the Project and talked about the future plans.

1. Tell us about yourself? What is your value? Where the idea of becoming photographer came from?



It's already 5 years that I am interested in photography. I am a lawyer by profession and my hobby is photography. This work has never been a profession for me and I think this will remain till the end, because in this case I feel more creative, being free, which is more important for me. Due to my current activities (I am making tours, organizing and working as mountain guide), I spend a lot of time in mountains and therefore the main theme of my creativity is landscape and nature, however you will find my other artwork in my work.

2. What is the feeling of being the best in category? Please, remember the moment of the announcement of the winner and receiving award.

For all, and of course for me, it's a very pleasant and wonderful moment when you are named as best in your category upon in crowded hall. This means that you have brought your creativity to others. At the time of each shot, my subconscious aims to show other people places, views, and so on, how beautiful I look at it. The victory in the competition is a sign of what I do with the right addressing. This gives me immense motivation to take more photos and bring the beauty of our world to other people.

- Social Media Campaign for the Participants of the Welcome to Georgia! National Tourism Awards 2018

Social Media Campaign

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
Is with Georgia Starts Here and 2 others.
Published by Mariam Tavartkiladze [?] · 8 December 2016 · 6

FINALISTS - BEST TOURISM INNOVATION OF THE YEAR AWARD!
#wtgawards #wtgawardsceremony #wtgfinalist2016
#ტურიზმისეროვნულიდაჯილდოება

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
Published by Mariam Tavartkiladze [?] · 15 December 2017 · 6

FINALISTS - THE BEST ADVENTURE AWARD
Awarding Partner - Keune Georgia
Rafting.ge; Raft in Georgia; Travel Agency HRG Georgia; Zeta Camping
ბანაკი ზეთა; Best and First Georgia; Lazica Travel - ლაზიკა ტრეველი...
See more

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
Published by Mariam Tavartkiladze [?] · 15 December 2017 · 6

FINALISTS - THE BEST MARKETING CAMPAIGN OF TOURISM DESTINATION AWARD
Awarding Partners - Altido LLC / თბილისი ბიზნეს ჰაბი • Tbilisi
! Company Georgian Holidays Ltd.; Caucasus Business V
e.ge; Tkemali Tour; Mouzenidis Travel Tbilisi; GeorgianD
more

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
added a new photo to the album NOMINEES 2017.
Published by Mariam Tavartkiladze [?] · 7 August 2017 · 6

#WTGNominee2017 "CONCEPT CAFE/RESTAURANT AWARD" & "THE FASTEST GROWING COMPANY OF THE YEAR IN THE SME SEGMENT AWARD" Zala Restaurant • ზალა რესტორანი
Zala Restaurant is a new lovely place for city residents and city guests! There can taste fusion Georgian cuisine!
Register till 1st September and be one of the Nominee 2017!
<https://cabinet.awards-tourism.com/register> ... See more

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
added a new photo to the album NOMINEES 2017.
Published by Mariam Tavartkiladze [?] · 30 August 2017 · 6

#WTGNominee2017 "THE BEST ADVENTURE TOURISM AWARD" Spirit of Georgia!
Spirit of Georgia is tour operator operating in Georgia. We want to make the whole world feel the love, that Georgia can offer, get to know the culture and the local traditions, see the historical places and nature's amazement.
Register till 1st September and be one of the Nominee 2017!
<https://cabinet.awards-tourism.com/register> ... See more

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
Published by Mariam Tavartkiladze [?] · 15 December 2017 · 6

FINALISTS - THE BEST WELLNESS & SPA RESORT AWARD
Awarding Partner - Sarajishvili
Sheraton Batumi Hotel; Lopota Lake Resort & Spa; Crowne Plaza Borjomi; Rixos Hotel Borjomi; Tskaltubo Plaza Hotel; Hotel Kabadoni... See more

Lopota Lake Resort & Spa

People have watched this video for a total of 50 minutes

190 Views

Like Comment Share

Svetlana Dupont, Hotel Pushkin 10 and 6 others

2 shares

Welcome to Georgia • ტურიზმის ეროვნული დაჯილდოება ***
added a new photo to the album NOMINEES 2017.
Published by Mariam Tavartkiladze [?] · 15 December 2017 · 6

FINALISTS - THE BEST MOUNTAIN GUDAURI INN
#WTGNominee2017 "THE BEST MOUNTAIN GUDAURI INN"
Hotel Gudauri Inn was opened on 15 February months. The hotel is successful and welcome with the help of the hotel industry development Georgia!
Register till 1st September and be one of the Nominee 2017!
<https://cabinet.awards-tourism.com/register> ... See more

4,032 people reached

Like Comment Share

Bega Lela, Inga Muriadze and 14 others

18 shares

Mata Davitaia გოლადაძე

Like Reply Message · 42w

1,152 people reached

Like Comment Share

Natalie Sokhadze, Yanina Barybina and 17 others

8 shares

- Social Media Campaign for the Participants of the Welcome to Georgia! National Tourism Awards 2018

Annual Report of WtG National Tourism Awards



- Annual Report of the Welcome to Georgia National Tourism Awards 2018 – TRAVEL GUIDE FOR TRAVEL LOVERS

- Circulation – 2'000
- Distribution – Airports, Airline Boards, Hotels and Restaurants - Georgia and Kiev

Categories of the Welcome to Georgia! National Tourism Awards 2019

The Best Value – Standard Accommodation 2019

The Best Value – Low Budget Accommodation 2019

The Best Value – Premium Accommodation 2019

The Best 4 Season Mountain Resort 2019 NEW

The Best Skiing Accommodation 2019 NEW

The Best Sea Accommodation Award 2019

The Best Concept Accommodation Award 2019

The Best Hotel of International Chain in Georgia 2019

Categories of the Welcome to Georgia National Tourism Awards 2019

The Best Adventure Tourism Award 2019

The Best Incoming Tour Operator Award 2019

The Best Niche and Experience Based Tourism Award 2019 **NEW**

The Best Festival or Event Award 2019

The Best MICE Tourism Award 2019

The Best Wine Tourism Award 2019

The Best Small Winery Award 2019 **NEW**

The Best Concept Café/Restaurant Award 2019

Categories of the Welcome to Georgia National Tourism Awards 2019

The Best Traditional Georgian Restaurant 2019

The Best Airline Company 2019 **NEW**

ICREATE – The Most Successful Georgian Brand in Tourism 2019

The Best Woman Entrepreneur in the Tourism Industry 2019

H2Otel Water Saving Award 2019 **NEW**

Best Traditional Craft Award 2019 **NEW**

The Best Rural Tourism Award 2019 Special Award **NEW**

Special Award: The Best Creative Work of the Year Khetsuriani Trophy

This is an audio-visual or any other form of creative work, which will deliver a message on Georgia effectively, with great taste, and at the highest creative level; it should exactly demonstrate the main value the country has and what the country itself represents.

The Award processes 2019

SAVE THE DATE!

The Registration opens TO DAY!
Our new WEB: www.wtgawards.com

WHO CAN PARTICIPATE?

- Hotels; travel agencies and tour operators;
- Festivals and events;
- Restaurants, cafe and wineries;
- Tour Operators
- Companies who focusing towards the hospitality industry or tourism sector, who specialized tourism services

RULES FOR PARTICIPATION

- Choose a Category and Make a Registration
- Fill in online questionnaire via nominee's online cabinet
- Prepare the Presentation in PDF for Jury Expert Board
- Upload Presentation, 4 image and logo via nominee's online cabinet
- Celebrate your success

ASSESSMENT PROCESS

- Independence and impeccable reputation are the core values of the Award.
- Each nominee is assessed in accordance with internationally recognized methodology by the Professional Jury Board, consisted of experts of international and local travel, culture and hospitality markets.
- Jury Board is separated according to categories depending on the kind of their main professional activity
- The Jury Expert Board will give each nominee points based on the criteria relevant to each nomination.
- On each stage of the Awards Project Round Table with Jury Expert Board is held for discussion of all the relevant issues including Categories, Criteria, Assessment and etc.

Jury Expert Board 2018



MARIAM KVRIVISHVILI
HEAD OF NATIONAL GEORGIAN
TOURISM ADMINISTRATION



**ZURAB
POLOLIKASHVILI**
SECRETARY GENERAL AT
THE UNWTO



**GEORGE
CHOGOVADZE**
GENERAL DIRECTOR OF
UNITED AIRPORTS OF
GEORGIA

Jury Expert Board 2018



ANDRIA BASILAIA
HEAD OF ECONOMIC
DEVELOPMENT OFFICE,
TBILISI CITY HALL



GIORGI DANELIA
CHIEF INVESTMENT
OFFICER, PARTNERSHIP
FUND



IRAKLI LEKVINADZE
BUSINESS OMBUDSMAN
OF GEORGIA

Jury Expert Board 2019



ZURAB MASURASHVILI
HEAD OF SME BANKING
DEPARTMENT AT BANK
OF GEORGIA



KETEVAN BOCHORISHVILI
CEO ANAKLIA CITY



Jeanene Mitchell
Stakeholder Exchange
Expert
UNDP



ALEXANDRE ONOPRISHVILI
DIRECTOR OF MOUNTAIN
RESORTS DEVELOPMENT
COMPANY

Jury Expert Board 2019



MAIA TSERETELI
EXECUTIVE DIRECTOR
AT KEY MANAGEMENT
SOLUTIONS



IA TABAGARI
CHAIRWOMAN AT THE
GEORGIAN TOURISM
OPERATORS
ASSOCIATION



**NATALIA BAKHTADZE-
ENGLANDER**
CONSULTANT ON THE
MANAGEMENT LEVEL,
GEORGIAN ECOTOURISM
ASSOCIATION

Jury Expert Board 2019



**NICK
MANJGALADZE**
GENERAL MANAGER
TRAVELSHOP



**SHALVA
KHETSURIANI**
PRESIDENT OF THE
GEORGIAN SOMMELIER
ASSOCIATION



NATALI BARNABISHVILI
PRESIDENT OF GEORGIAN
WINE AND FOOD TOURISM
ASSOCIATION

Jury Expert Board 2019



ILIA OKROMELIDZE

CHAIRMAN OF
GEORGIAN
ECOTOURISM
ASSOCIATION)



**NATALIE
KVACHANTIRADZE**

CHAIRPERSON OF
GEORGIAN TOURISM
ASSOCIATION (GTA)



AKO AKHALAIA
CEO / FOUNDER AT
MARKETER.GE



MAIA SIDAMONIDZE
Managing Partner at
Protravel Georgia

Independent Auditor of the Awards Project

- As the guarantee of fairness and transparency of the Awards Project Independent Auditor “BDO Georgia” monitors all the processes.
- An Independent Auditor of the Award calculates the number of points awarded to each nominee by the Jury Expert Board and determines the finalists and the winner in each nomination.
- The Final Results and scores of all participants will be discussed by the Jury Expert Board at the round table before the Official Awards Ceremony to ensure the final results of the Award.



Welcome to Georgia National Tourism Awards

Team wishes you good luck

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