Exclusively designed for companies operating in the tourism industry and interested in expanding to new markets.

Invited travel companies will be given an opportunity to meet face to face with key Caucasian tourism suppliers, develop new markets, and expand their business.

Georgian Tourism Fair organizers are offering selected international buyers the opportunity to participate in the GTF Hosted Buyer Program taking place on March 13-14, 2020 in Tbilisi, Georgia.

You will attend as the guest of the show, enjoy special benefits that include free travel and accommodations, and participate in a program of pre-arranged and targeted one-on-one meetings with selected exhibitors from the Caucasus region.

Organized in cooperation with the Georgian National Tourism Administration, Convention and Exhibition Bureau of Georgia, Georgian Business Tourism Association, Georgian Tourism Association, Tbilisi City Hall, USAID, Georgian Airways, Air Arabia, Air Astana and Myway Airlines, this exclusive program is offered to a group of top-level travel companies from selected countries.

THE GEORGIAN NATIONAL TOURISM ADMINISTRATION, CONVENTION AND EXHIBITION BUREAU OF GEORGIA, GEORGIAN BUSINESS TOURISM ASSOCIATION, GEORGIAN TOURISM ASSOCIATION, TBILISI CITY HALL, USAID, GEORGIAN AIRWAYS, AIR ARABIA, AIR ASTANA, MYWAY AIRLINES
ABOUT GEORGIAN TOURISM FAIR 2020

The 22nd annual Georgian Tourism Fair is a 2-day event that will be held on March 13-14, 2020, at the Exhibition Center ExpoGeorgia in Tbilisi, Georgia. The event will provide a platform for the industry to encourage the development of domestic, regional, and outgoing tourism in the Caucasus region.

The Tourism Fair will offer an opportunity for companies to promote and market their products and services within the industry as well as to the general public. It will be a place to explore tourism investment opportunities in Georgia and gain direct access to the suppliers of products and services from Georgia and all over the world.

THE WHOLE CAUCASUS REGION UNDER ONE ROOF!

- Tour operators
- Travel agencies
- Hotels and restaurants
- Resorts and spas
- Airlines
- Transport companies
- Museums Protected areas, and national parks
- Travel associations
- Governmental organizations
- Venues and catering
- Event companies
- Other touristic products

COMPANIES’ SELECTION CRITERIA

Established major Professional conference organizers (PCO), Destination Management companies (DMC), Travel Agents, Professional events organizers (PEO), International associations, meeting planners and more, interested in developing business relations with companies from the Caucasus region (Georgia, Armenia, and Azerbaijan).

Top management directly in charge of purchasing, buying, and negotiating.

All applicants must be approved by show management by January 20, 2020.

BENEFITS OF THE APPROVED HOSTED BUYER

- Economy airfares to Tbilisi
- Transfers from Tbilisi airport to hotels
- Hotel accommodation for two nights including breakfast at 3-4* hotels in Tbilisi
- Access to Why Georgia Talks* (Georgian tourism through real stories, real experiences from real people)
- Up to 17 pre-scheduled appointments with highly relevant industry suppliers
- Free entry to all conferences, sessions, and special events
- Hosted Buyer and Exhibitor networking evening event: Friday, March 13 | 2020
- Closing dinner on March 14 | 2020

Access to Why Georgia Talks*

Georgian tourism through real stories, real experiences from real people
In the framework of the exhibition inspirational talks about Georgian tourism potential, touristic products and domestic travel destinations will be organized. Specially invited speakers (field experts) will talk about products and services that are unique sales proposition of Georgia to the rest of the world. Talks about food and wine, adventure, cultural and recreational tourism, Tbilisi as the emerging bohemian destination.
SECTOR OUTLOOK

- One of the fastest growing sectors in Georgia
- Steady growth despite volatility in international and regional economy
- Georgian National Tourism Administration’s marketing campaigns in Eastern and Western Europe and China attract more high-spending visitors from those regions
- Tourism will remain a significant contributor to Georgia’s external financing inflows
- Georgia’s tourism policy is aimed at attracting more high-yield visitors

2018 HIGHLIGHTS

International traveler trips in Georgia have been growing rapidly in recent years. In 2018, they reached a record number of 8,679,544 representing an annual growth rate of 9.8%.

In 2018, 385,181 trips were conducted by EU visitors (36% more than the previous year) in Georgia, which is 5.7% of total trips (excluding nonresident citizens of Georgia).

The aviation market in Georgia has demonstrated considerable growth in recent years. Three international and two domestic airports currently operate in Georgia, all of which fully comply with International Civil Aviation Organization standards. Georgia’s aviation market is primarily international, with the majority of flights being served by Tbilisi International Airport.

The number of international brand hotels is increasing substantially, especially in the regions. In 2018, six new brand hotels began functioning on the market, and three of them are located in the regions. In Shekvetili, Paragraph Resorts & Spa Shekvetili, Autograph Collection joined the list of existing hotel brands. Best Western expanded its hotel chain in Georgia by introducing new hotels in Kutaisi, Batumi, and Tbilisi. More brand hotels are projected to open in different regional cities in 2019-2020, including: Batumi, Mtsvane Kontskhi, Goderdzi, Gudauri, Bakuriani, Tsinandali, Telavi, and Kutaisi.