

TOURISM PANEL

MOLDOVA

URMĂTOAREA TA DESTINATIE

BE OUR GUEST

#GROWINMOLDOVA



MAIA SIDAMONIDZE
NEW TRENDS IN
TOURISM PROMOTION
THE SUCCESS MODEL
OF GEORGIA





New Trends in Tourism Promotion: The Success Model of Georgia

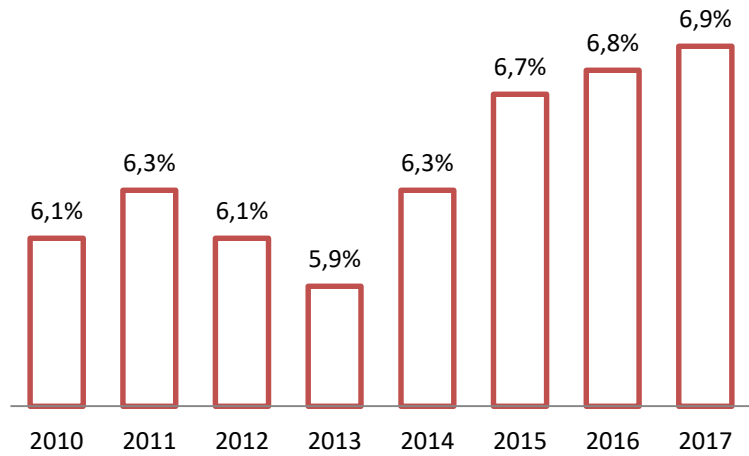
Global Tourism Outlook: Emerging Trends

Emerging Source Markets: The Asian tourism market is stronger than ever before. Rapid economic growth in the region, coupled with increased market openness, air connectivity and travel facilitation, has led to a surge in both inbound and outbound travel in Asia and the Pacific. High growth of the emerging countries will continue to shape the travel industry and drive solid and positive performance of the global economy in the following years too.

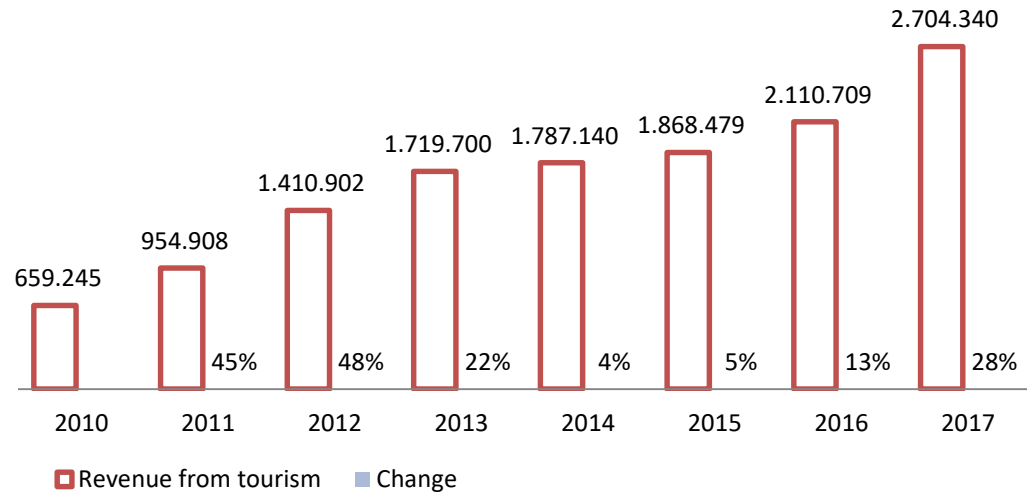
Air Connectivity and Travel Facilitation: Open skies and visa liberalization is chosen by many countries to open their borders to international visitors. It's becoming easier to get to every corner of the world. Many airlines are offering low-cost flights to local destinations, making weekend getaways to faraway lands more feasible for the average traveler. As travel becomes more convenient and affordable, there will be an increase in the total number of tourists traveling worldwide..**Traveler Geographic Preferences:** Most tourists visit destinations within their own region. According to UNWTO, the large majority of international travel takes place within travelers' own regions and neighbor countries. Statistically four out of five arrivals worldwide originate in the same geographic region.

New Emerging Destinations: The lesser-known destinations generate increasing number of visitors. International travelers are looking for new emerging destinations to discover with unique culture and authentic experiences. **Experiential Travel:** More and more travelers are looking for unique, authentic and interactive experiences. **Millennials:** they are considered to be the largest generation in history beating out Baby Boomers. As the youngest generation with disposable income, they have secured their status as leaders in travel and tourism. They want to be able to research and book their trips and tours online. Millennials value the experience associated with travel, and prefer to invest in adventures. As the largest generation to date, this is a vital portion of clientele base. They will also be the largest market in travel in the next several years. **Digital Revolution:** Internet and technology has changed the way how travelers look for information and significantly affected their purchasing behavior. **Mobile Photography:** It shouldn't be surprising that tourists in 2017 are looking for ways to document their travels. Given the brilliance of modern mobile phone cameras, it's only natural that more and more travelers are using their devices to capture these notable moments. It's the perfect social media marketing tool as it helps to build up user-generated content. **Mobile travel bookings** are becoming significant globally, reaching double-digit shares of online sales for some key players in the online travel agency and hotel categories. Travel companies are increasingly using mobile channels to satisfy customers' needs before, during and after the trip. **Online travel agencies** are growing in importance. **Social media channels** are important to improving the customer experience, as seen with the emergence of the mobile concierge. **User-generated content:** Whether it's photos, video, text, fan art, or just another selfie, UGC can be a powerful and very affordable tool for big brands, small business, and anyone in between. **Personalization:** With more and more people becoming increasingly concerned with experiences, there is the need for unique experiences, rather than standard processes for everyone. With the desire for personalized experiences, big data is the key to allowing brands to offer customized offerings and gives them the ability to track customers' preferences. Advances in technology mean that products are able to read consumers and give them what they want – sometimes without even being asked.

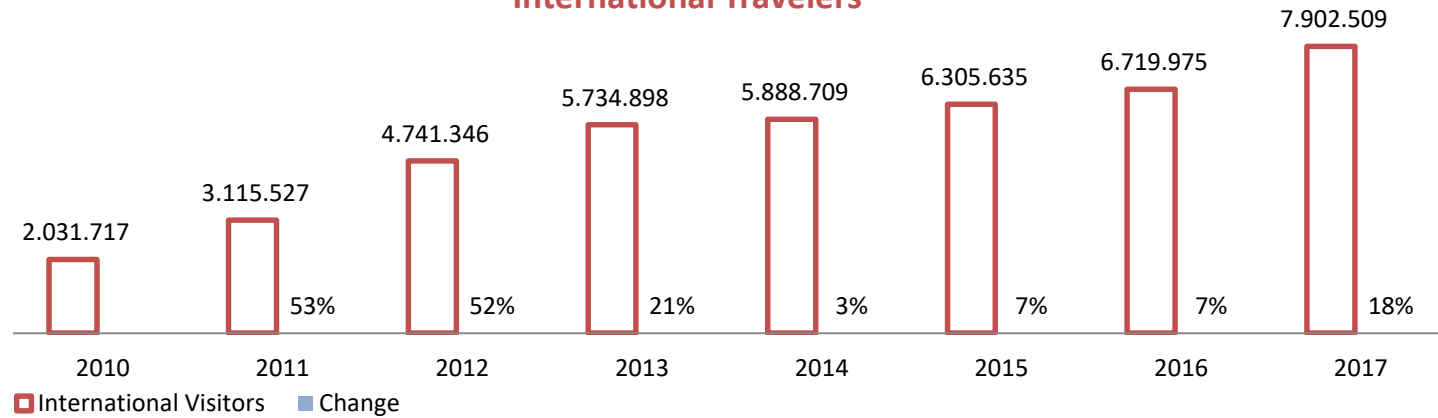
Tourism Share in Georgian GDP



Income From Tourism



International Travelers



Key Challenges

- Lack of country awareness;
- Absence on world's tourists map as a tourist destination;
- War with Russia in 2008;
- Poor infrastructure;
- Inexperienced and unqualified human capital;
- Non existent of service culture;



Strategic Directions

- Accessibility, Connectivity and Openness: open sky policy & visa facilitation;
- Destination Attractiveness and Distinctiveness: infrastructure and tourism product development, value for money and price competitiveness, tourism supply;
- Destination Awareness: target market diversification and promotion;
- Service Quality and Human Capital: labor skills and productivity, institutional structure & regulatory framework;
- Domestic Tourism;

Marketing & Promotion Approach

- Increase the number of international arrivals by diversifying and expanding target source market portfolio;
- Raise awareness of the country as a tourism destination;
- Position the country in the tourism generating markets as a preferred destination;
- Grow tourism receipts;
- Boost domestic travel and expenditures;
- Increase share of the global tourism market;

FROM? is about the target markets identified to generate tourism volume and value. These source markets are usually from domestic, regional and international geographic areas. The potential of each market should be measured in order to choose the profitable ones.

TO? is about prioritizing promotion of destinations within the country to attract domestic and international visitors. It is vital to concentrate and choose the destinations within certain clusters or circuits where tourism infrastructure is already developed and ready to accept travelers.

WHAT? is about focusing on specific tourism product offers, experiences and activities that differentiate the country from competitors.

WHO? is about identifying specific target audience segments. Research and analysis of visitor profiles, their travel behavior and motivations are necessary in answering this question.

WHY? is about purpose of travel. Should it be for business, for leisure or for visiting friends and relatives, knowing the reasons for visitation is important for targeting the right segments.

HOW? is about choosing the right promotion mix for maximum results. Marketing approach should be customized rather than standardized. Digital marketing might be more powerful on certain markets but integrated marketing approach may be better on others. Therefore, answering the question on how to market and promote in a competitive way is critical.



Source Markets and Products

Identified target source markets into the following categories:

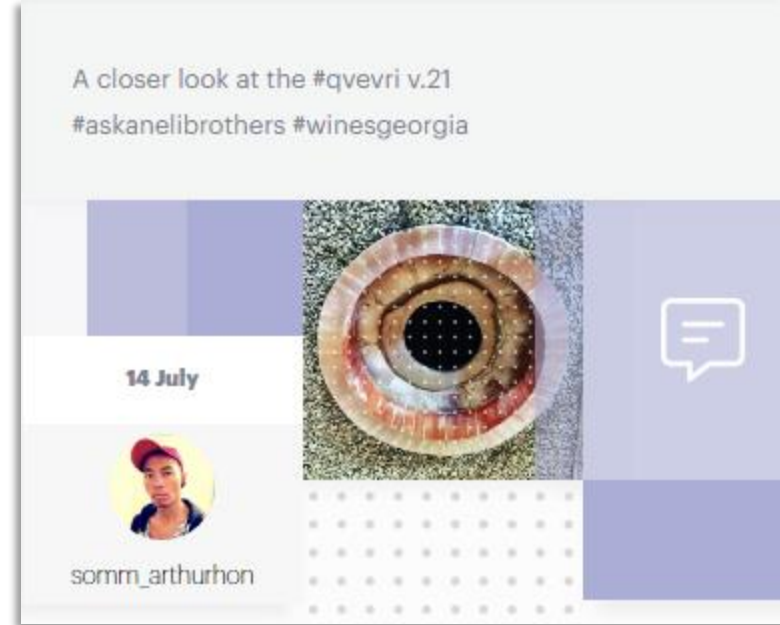
- Primary Core Markets
- Secondary Potential Markets
- Emerging Markets

Identified products into the following categories:

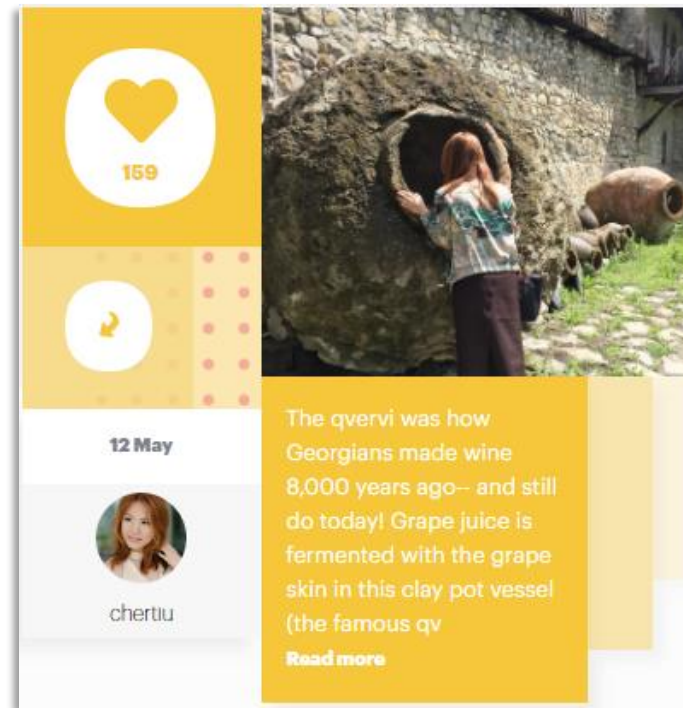
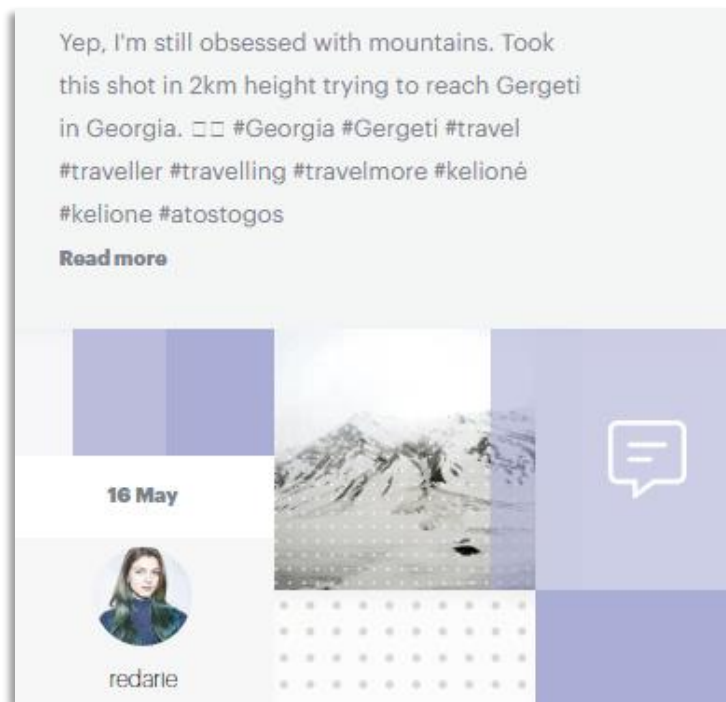
- Nature and Adventure;
- Wine and Gastronomy;
- Culture and Cultural Heritage;

Target Source Market Categories	Geographic Regions	Characteristics
Primary Core Markets	CIS, Central Asia, South Caucasus	Inbound tourism generating countries where Georgia has an awareness but is not preferred tourist destination
Secondary Potential Markets	Europe, United States, Middle East	Potential source markets where Georgia lacks an awareness
Emerging Markets	Asia and Pacific	Countries with largest population and outbound tourism in the world





www.emotionsaregeorgia.com



Emotions are Georgia



<https://bit.ly/2TvhS6R>

A large, abstract graphic on the left side of the slide. It consists of multiple thick, colorful lines in shades of green, yellow, orange, red, and blue. These lines branch out and connect to various icons: a Wi-Fi symbol, a trophy, a game controller, a social media hashtag, and a four-leaf clover. The background is a solid dark blue.

THANK YOU

MAIA SIDAMONIDZE,

TRAVEL&TOURISM

INTERNATIONAL CHAMBER OF COMMERCE

GEORGIA

#GROWINMOLDOVA