

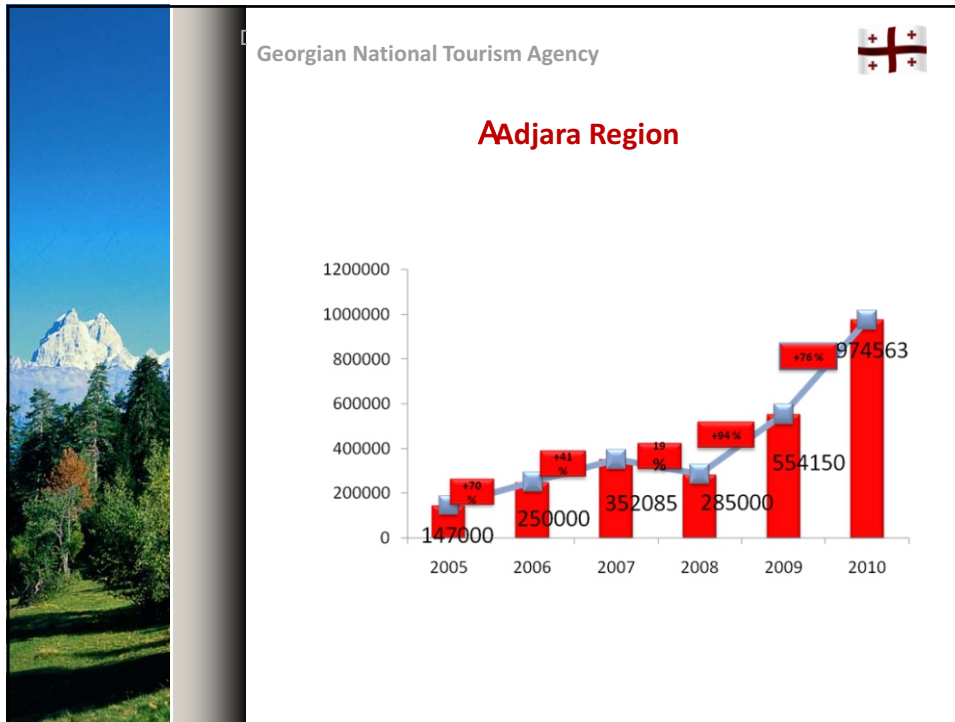
Maia SIDAMONIDZE

Key Speaker

Chairwoman of Georgian National Tourism Agency of Ministry of Economy and Sustainable Development of Georgia









- Georgian National Tourism Agency 
- ### Infrastructure and New Product Development
- 20 Tourism Information Centers
 - New Product Development
 - Basic Information Infrastructure
 - New Resorts and Destinations
 - Domestic Tourism and Regional Development



Georgian National Tourism Agency 

Georgia- New and Popular Destination on the World Tourist Map

- Rebranding
- Internet Marketing
- PR and Advertising Campaigns on Primary and Secondary Target Markets: Organization of over 17 FAM Trips and presence on 15 International Tourism Fairs YTD
- New Market Entry Strategies



Georgian National Tourism Agency 

Long-Term Sustainable Tourism Development

- EU Twinning Projects: Tourism Legislation and DMO's
- Long-term Tourism Strategy 2012-15
- South Caucasus Tourism Initiative with UNWTO
- Silk Road Project with UNWTO
- GUAM Tbilisi Declaration
- Education Quality and Standards
- Hospitality Service Quality
- Private Sector Development: Trainings and Consultation