



PROMOTIONAL PLAN FOR GEORGIA'S WINE TOURISM SECTOR

FINAL

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ABSTRACT

To strengthen the capacity of the Georgian Wine Association (GWA) and promote the country's wine tourism potential, EPI contracted the GWA to research and analyze secondary data on Georgia's wine tourism sector, as well as international best practice examples, and develop a cost-effective promotional plan to attract tourists with the greatest propensity and interest to visit Georgia. The aim of giving the GWA the opportunity to undertake this work themselves, was to enable them to take ownership of the end result.

This document identifies source markets and the profiles of wine tourists from these markets, suitable channels for promotion, and then proposes a promotional plan, with timeframe and budget. Lists of wine tour operators and wine/tourism journalists is also provided.

ABBREVIATIONS

CIS	Commonwealth of Independent States
EPI	Economic Prosperity Initiative
GITOA	Georgian Incoming Tour Operators Association
GNTA	Georgian National Tourism Administration
GWA	Georgian Wine Association
MoA	Ministry of Agriculture
MoC	Ministry of Culture
SATW	Society of American Travel Writers
USAID	United States Agency for International Development
WTM	World Travel Market

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I. EXECUTIVE SUMMARY

This proposal, to coordinate the marketing of Georgia's wine tourism image and product in the international market, is submitted by a group of initiators from the Georgian Incoming Tour Operators Association & Georgian Wine Association.

Kakheti is emerging as Georgia's top wine tourism growing region, providing a unique wine experience for wine tourists. While the past 10 years has seen steady growth in the production of wine in Kakheti, the need to better understand the consumer, the Kakheti wine tourist and the wine experience is a crucial component to the future success of the industry.

The promotional plan will be implemented by a professional marketing team, well versed in travel industry structure, and by international partners, whose expertise lies in the promotion throughout target markets of niche and small-market destinations.

The plan will revolve around parallel tracks; firstly the dissemination of consistent messages to both consumers and trade reinforcing the desirability and depth of the Georgian product, and secondly, frequent contact with the appropriate group of small and medium-sized tour operators who would logically carry Georgian wine tour programs.

II. APPENDICES

- A. IDENTIFICATION OF SOURCE MARKETS**
- B. IDENTIFICATION OF SUITABLE CHANNELS FOR PROMOTION**
- C. PROMOTIONAL ACTIVITIES**
- D. SOCIAL MEDIA FOR WINE & TOURISM**
- E. LIST OF POTENTIAL TOUR OPERATORS AND WINE JOURNALISTS FOR FAMILIARIZATION TRIPS**
- F. KAKHETI INFORMATION**

A. IDENTIFICATION OF SOURCE MARKETS

Source Market	Profile of Wine Tourists	Wine Expenditures for wine tasting & during meals	Remarks	Information Source	Period
North America	Tourists for cultural & adventure tours; Participants of incentive travel, conferences & Events; Business travelers; Researchers & experts in general.	USD 25 - USD 55 per person	3% travel to Tusheti mountainous area via Kakheti, 1% visit wineries or family wine cellars to taste wine; expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; GNTA; Wineries & restaurants of Kakheti; National Agency for Cultural Preservation of Georgia.	2010-2011
Georgia	Tourists for cultural tours; Pilgrims; Wine buyers; Wine lovers; Visitors to relatives; Holiday & recreation; Weddings; Participants of conferences & seminars.	USD 5 - USD 15 per person	Georgian segment is different to other tourists. The majority drinks & buys bulk wines.	Georgian Incoming Tour Operators; GNTA; National Agency for Cultural Preservation of Georgia; Wineries of Kakheti; Tourism industry representatives (restaurants, hotels, guesthouses, etc.)	2010-2011
Japan	Tourists for cultural & adventure tours	USD 25 - USD 45 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti; National Agency for Cultural Preservation of Georgia.	2010-2011

UK	Tourists for wine, cultural & adventure tours; Participants of incentive travel and conferences; Business travelers.	USD 25 - USD 55 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti; National Agency for Cultural Preservation of Georgia.	2010-2011
EU	Tourists for wine, cultural & adventure tours; Participants of incentive travel, conferences & Events; Business travelers; Researchers & experts in general.	USD 25 - USD 50 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti; National Agency for Cultural Preservation of Georgia.	2010-2011
Israel	Tourists for wine, cultural & adventure tours; Participants of incentive travel.	USD 20 - USD 40 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti; National Agency for Cultural Preservation of Georgia.	2010-2011
Baltic Countries	Tourists for wine & adventure tours; Participants of incentive travel; Wine buyers.	USD 15 - USD 50 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as souvenir.	Georgian Incoming Tour Operators, wineries & restaurants of Kakheti	2010-2011
CIS countries (Ukraine, Russia, Kazakhstan, etc.)	Tourists for wine, cultural & adventure tours; Participants of incentive travel & conferences; Wine buyers.	USD 25 - USD 60 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries, restaurants & hotels of Kakheti.	2010-2011

Azerbaijan	Participants of conferences; Transit travelers; Wine buyers.	USD 10 - USD 25 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti	2010-2011
Armenia	Tourists for wine & cultural tours; Participants of conferences; Wine buyers.	USD 15 - USD 35 per person	Expenditures include expenses for wine tastings, drinking wine during meals & buying wine as a souvenir.	Georgian Incoming Tour Operators; Wineries & restaurants of Kakheti.	2010-2011

The analysis above was based on research and analyses undertaken by:

1. Nova Scotia Wine Tourism Research 2011, Understanding Visitor Experiences: Nova Scotia Wine Tourists – Canada
2. East Coast Wineries, Virginia Rising, Jim Trezise, President of the New York Wine & Grape Foundation – USA
3. David Scott – Wine Tourism. South African Wine Tourism Research and Development
4. http://www.winepsych.com/?category_name=book-reviews
5. Global Wine Tourism, Jack Carlsen & Stephen Charters. USA
6. Wine Tourism & Sustainable Development in Regional Australia. John G. Gammack

Note: Global statistics for wine tourists were not identified through the UN World Tourism Organization, wine tourism experts or marketing specialists.

B. IDENTIFICATION OF SUITABLE CHANNELS FOR PROMOTION

MARKETING PLAN: OVERVIEW

The primary target market will consist of tour operators from around the world, offering a series of “wine-adventure” tour programs, and maintaining a well-honed mailing list of dedicated travelers. Additionally, the opportunities for faith-based tourism are substantial, and this market offers another strong opportunity for Georgia, in addition to niche markets like culture, adventure, eco and MICE tourism.

These programs will be marketed both through conventional and electronic means, and by building a strong network of twenty to thirty such businesses. The broad product offering will be well served by the on-going public relations campaign.

The development of an inventory of available Georgian products will be reinforced by the continuing public relations campaign aimed at the general media. This joint development of both supply and demand is designed to offer the impetus required to launch a sustainable North American, EU, CIS and UK business for Georgia.

WEB SITE DEVELOPMENT:

One of the initial tasks will be to develop and establish a joint portal for the Georgian Incoming Tour Operators Association & Georgian Wine Association; a web site and credentials for tour operators offering Georgian wine programs that will be highlighted throughout the marketing campaign, offering direct links to participating operators.

TRAVEL TRADE MANUAL:

The marketing plan's scope will allow participation by Georgian inbound operators wishing to develop wine tourism business, and to this end, a travel trade manual will be prepared offering contacts, sample itineraries and product suggestions tailored to those from North America, the UK and other countries. This, along with other collateral material should be made available for distribution, will be stored and distributed from Georgia and “Georgian Houses” abroad (Embassies, Georgian communities, other).

TRAVEL TRADE PRODUCT LAUNCH EVENTS:

Also recommended are a series of trade product launch events in primary US, Canadian, UK, CIS, EU and Asian cities, depending upon budgets. These product launches will introduce Georgia and its wine tour programs and information to tour operators, travel agents, trade media and other interested industry partners.

A product launch would take the form of a presentation, reception, lunch or dinner with wine tastings hosted by Georgians, co-hosted where appropriate by other tourism partners, air companies, embassies, and others, at which a presentation of new wine tourism information and programs would be made.

TRADE AND PRESS TRIPS:

Both travel trade and press trips to Georgia will be organized on an annual basis, in order to effectively position Georgian wine tourism in the travel market and compete with other destinations. These trips are extremely effective in producing favorable results – industry partners and media who actually experience Georgia's wine tourism offerings can have a significant impact in stimulating travelers to seek similar experiences.

HOSTING CONFERENCES, SYMPOSIUMS & EVENTS:

International and domestic wine tourism conferences, wine tourism-related symposiums and events will be organized on an annual basis, to effectively position Georgian wine tourism in the travel market and compete with other destinations. Potential sponsors, partners and supporters will be sought to bring famous wine tour operators, wine educators, wine makers and buyers, marketing specialists, wine journalists, bloggers and wine writers to attend annual meetings and conferences in Kakheti – the main wine producing and wine tourism region. Later, within 2-3 years the development of wine tourism in other regions of Georgia will be undertaken: Kartli, Imereti, Samtskhe & Javakheti, Racha & Lechkhumi, lower Svaneti, Guria, Samegrelo and Adjara.

CONSUMER CONTEST:

To stimulate interest and consumer participation, a contest should be established with two annual prizes of a wine trip to Georgia. By establishing some application filters, a substantial mailing list of clients can be built, expressing an interest in the destination, which can be offered to participating wine tour operators.

CHALLENGES AND SOLUTIONS:

This program, ambitious in its scope yet designed to take advantage of the myriad of economical marketing opportunities available, will succeed in raising public awareness of Georgia as a wine destination and building the availability of tour inventory in North America, the EU, the UK, CIS and Asia.

However, there are significant hurdles to overcome. The prevailing image of the region's stability is one, and the eponymously named American state is another. Perhaps the biggest challenge is that the "Republic of Georgia" is virtually unknown to most North American and Asian travelers.

But by a consistent marketing and public relations campaign, trade and press trips to the country and the growth of Georgia's wine products available, the image of the country will rise, and the number of tourists will increase substantially.

Tourism is, as is known, an industry that operates on long time frames. It is now the winter of 2012, and most 2012 products have been determined and committed. New programs should therefore be brought on-line in 2013 and 2014.

The program's success can be measured by polling. It is fair to say that at this moment the awareness of Georgia as a wine tourism destination in these markets is negligible at best. By the end of the two year campaign, two polls should be conducted, one for the public and one for the trade, thus gauging the awareness after two years of activity. These results will also act as a baseline for the future.

The successful promotion of a wine tourism destination such as Georgia is difficult. Marketing can be an expensive exercise, yet in a market like North America, the UK & EU, which are potentially lucrative but not yet a primary market for Georgia's tourism industry,

the objective must be to increase awareness first, and then meet this rising interest with a broad array of wine and wine tourism products aimed at the appropriate market.

This proposal, based as it is upon a balance of public relations and targeted travel trade promotion, balancing the growth of demand with an appropriate supply, can succeed at a relatively low cost. Expertise lies in knowing who in this vast market may be interested in the product and who can be brought to bear to promote it through the mass media.

TRAVEL TRADE PLAN: OVERVIEW

The travel trade in North America, the UK, EU, CIS, and Asia is diverse, fragmented, and in a state of distributive turmoil. As the dust settles in the new and old world, several themes are becoming apparent:

1. The growth of the internet for travel advice is accelerating and its position is dominant.
2. The growth of on-line booking is extremely high for simple or singular travel products, but less so for travel to unusual or more obscure destinations.
3. The market dominance of large "brand" companies is accelerating fast with many medium-sized businesses folding, but small, niche operators are growing from strength to strength.
4. While the majority of travelers are now using the internet to book some or all of their trips, the target market for niche products remain loyal to a small number of wine tour operators.

The travel trade plan will involve talking to all of these potential wine tour operators and defining their interests. They then need to be connected with appropriate inbound operators and wineries in Georgia to develop a core group of companies selling the program.

This process will involve considerable telephone and mail correspondence with a series of local meetings in key locations in North America and Europe. Additionally, and if required, a fulfillment center for consumer enquiries should be established or this work could be contracted to a specialist house.

By the end of the plan's implementation, a considerable number of qualified operators will have been identified, and relationships developed with a number of wine travel companies offering products or who are interested to do so.

In addition to personal calls, an ongoing advertisement will be placed in the travel trade media seeking new partners interested in developing wine tours to Georgia.

TRAVEL TRADE FAMILIARIZATION WINE TOURS

A vital part of the travel trade strategy is to ensure that suitably qualified operators have the opportunity to visit Georgia and experience wine tours (products) first-hand.

To this end budget will be sought for a series of individual and group familiarization wine tours; in general, airfares range (by season and availability) from \$1,200 to \$2,500 for an economy airfare between a US or Canadian city and Tbilisi, and business class airfares starting at around \$5,500.

At this stage, there is unlikely to be an airline partner willing to offer complimentary seats. With good connections to Tbilisi in the future, airlines will be interested in participating in this venture. As a part of this process, all the carriers offering connections between North America, the EU and Tbilisi, will be contacted to start to build long-term relationships.

PUBLIC RELATIONS PLAN: OVERVIEW

Public relations are the most efficient and cost-effective way to promote a destination in the North American & EU marketplace, especially when considering the cost of space and broadcast advertising. It is an excellent method of optimizing limited marketing budgets.

North American & EU travel, trade and feature media must be introduced to Georgia and its diverse wine tour attractions. Georgia should focus on the relatively affluent, sophisticated traveler, who is seeking an exotic wine experience in a land that few of his or her contemporaries have visited. An important issue is that Georgia should be promoted as the country of origin of wine culture.

The country is full of attractions that can lure the sophisticated wine traveler. Georgia has a fascinating wine culture that combines aspects of Europe, the Middle East and Asia. It sits astride the ancient caravan route of the Silk Road, while at the same time it has long been at the periphery of Western civilization. Coupled with the country's conversion to Christianity in the 4th century AD, the country has a cultural legacy that is both European and exotic at the same time. Kakheti is a region of golden hills and an ancient center for wine production.

West Georgia is the legendary home of the Golden Fleece pursued by Jason and the Argonauts, as well as the UNESCO World Heritage sites of Bagrati Cathedral, Gelati Monastery and Svaneti architecture.

Racha is blessed with a mild climate and rare grape varieties. Batumi is one of the most popular Black Sea resort destinations. The capital, Tbilisi, boasts diverse architecture, a variety of restaurants and wines. Unlike most of Europe, accommodation and dining are relatively inexpensive in Tbilisi, Kakheti and other wine-related regions. This is an important component of the target group's vacation! In the north of the country, the Caucasus Mountains are mostly unspoiled with little commercial development, and offer wonderful mountaineering, hiking and horse riding – or just solitude.

The major challenge facing Georgia is to establish visibility and awareness of its history, wine culture, attractions and travel products in the North American and EU marketplace. Georgia must communicate its unique wine tourism messages effectively to its target audiences in order to compete in the tough and demanding travel arena. Here's how:

PUBLIC RELATIONS OBJECTIVES:

1. Generate frequent and favorable editorial coverage for Georgia and its wine tourism products in target media, which will:
2. Establish and maintain a high level of visibility and recognition for Georgia, its history, wine culture, attractions and travel products among sophisticated travelers.
3. Create destination and product positioning to distinguish Georgia and its products from the competition. Stress Georgia as a high-value, must-see destination for sophisticated wine travelers seeking exotic experiences.
4. As a result of all the above, establish a solid base for increasing Georgia's wine tourism business from the United States, Canada, EU, UK and CIS.

STRATEGY:

The North American, world travel and other feature media will be introduced to Georgia's diverse wine attractions. Each story idea given to journalists, each press trip organized, each release written, will feature a different aspect of Georgia's wine tourism message.

Existing strong relationships with US, EU and UK travel and feature media will be maintained and increased, and new relationships built with non-traditional media outlets such as cultural and educational media, food and wine publications, Internet and social media so that a strong, well-defined brand image for Georgia is developed in a wide variety of media outlets.

TACTICS:

Editorial Development

Target Media: See below

End product: Build and maintain relationships with key wine journalists;
introduce media to Georgia; plant wine story ideas

Time Frame: Short and long-term (immediate-3 years)

Expected Results: Impact on wine tourism results over several years

Ongoing contact with key wine media (as follows) to be maintained to increase the amount of publicity Georgia and its wine attractions and products receive. The principals of the team will continually participate in professional writers' conferences and call on wine and food journalists in major media centers. GWA/GITOA's 15 years in travel media relations, means that they are constantly called on by the press for story ideas, information and assistance. Wine journalists will be called and met to actively suggest story ideas, and supplied with needed information.

Consumer Media

- Newspaper travel and feature editors
- National and regional travel magazines
- Wine adventure travel publications
- Special interest publications (wine cultural/educational, archaeology/history, food & wine)
- General interest magazines with travel content
- Radio, broadcast TV and cable travel journalists
- Top freelance travel and feature wine writers
- Syndicated journalists and wire services
- Internet publications and bloggers for wine
- Documentaries & feature films about Georgian wine culture and wine making

Trade Media

- Travel trade publications
- Meeting/convention/incentive trades

- Fraternal, wine club, alumni and wine association publications

News Bureau Activity

<i>Themes:</i>	<i>Wine arts, wine culture and history; wine events & activities; food & wine pairing; other themes as developed</i>
<i>Target Media:</i>	<i>Consumer & trade media as outlined</i>
<i>End product:</i>	<i>Product coverage in targeted media</i>
<i>Time Frame:</i>	<i>Immediate and short-term (1 week-6 months)</i>
<i>Expected Results:</i>	<i>Start generating consumer queries for specific products right away</i>

A continuing series of press releases, story idea tip sheets and media advisories to the target media listed above will be researched, written and distributed. Releases will contain newsworthy information on specific programs, products, special offers, destinations, etc.

A media kit will be created, designed for use as a primary background reference for wine journalists. The media will be serviced with images and other background material tailored to their individual needs and specific audiences.

Georgia Travel Newswire

<i>Themes:</i>	<i>Wine arts, wine culture and history; wine events & activities; food & wine pairing; other themes as developed</i>
<i>Target Media:</i>	<i>Internet media and proprietary e-mail media list</i>
<i>End product:</i>	<i>Product coverage</i>
<i>Time Frame:</i>	<i>Short and long-term (2-16 months)</i>
<i>Expected Results:</i>	<i>Establish image of Georgia as offering varied wine tourism attractions and products. Generate immediate and ongoing consumer queries for specific products.</i>

To establish an image of Georgia as a wine destination with highly varied tourism products and to generate immediate and ongoing consumer queries for specific products, a frequent series of short travel news items will be produced and distributed via e-mail. This will be an excellent resource for informative, short news briefs -- the kind of items editors look for to fill out and enhance their sections. These smaller items will be issued via a proprietary e-mail link to more than 800 wine journalists. These newswire pieces have frequently resulted in "travel brief" stories that generate immediate customer enquiries.

Press Trips

<i>Themes:</i>	<i>Wine arts, wine culture and history; wine events & activities; food & wine pairing; other themes as developed</i>
<i>Target Media:</i>	<i>Newspaper and magazine travel, feature editors; high-profile magazines; wine/food publications; key freelancers</i>
<i>End product:</i>	<i>Feature articles in key media</i>
<i>Time Frame:</i>	<i>Long-term (10 months-18 years)</i>
<i>Expected Results:</i>	<i>Impact on wine tourism results over several years</i>

Georgia should host individual and group press trips for leading wine, food and feature journalists of both print and broadcast media, in order to effectively position itself in the travel market and compete with other wine destinations. As mentioned above, journalists who actually experience Georgia's offerings will produce fresh, original wine and food stories that can have a significant impact in stimulating travelers to seek similar experiences. Key North American and European journalists will be recruited for press trips.

Media Product Launches

Target Media: Varies by city – newspaper and magazine travel (food and wine), feature editors; magazines and publications; Internet wine media; key wine freelancers

End product: Build and maintain relationships with key wine journalists; Introduce wine media to Georgia; plant wine and food story ideas

Time Frame: Short and long-term (6-24 months)

Expected Results: Impact on tourism results over several years

Another phase of the recommended program would be a media product launch in New York – the center for the national media. This product launch would introduce Georgia and its wine tour information to the press.

A New York media product launch would take the form of a press luncheon or reception hosted by Georgians - co-hosted, where appropriate, by other tourism partners -- at which a presentation of new wine tourism information and programs would be made. The event will be used to target high-yield media that are difficult to reach through more traditional methods.

Another national media center to consider for a product launch would be Washington DC (USA Today, Smithsonian Magazine, National Geographic, Wine and food, etc.).

Consideration should be given to making these events an annual occurrence.

Professional Wine and Travel Writers Organizations

Target Media: Members of writers' associations

End product: Build and maintain relationships with key wine journalists; introduce media to Georgia; plant wine story ideas

Time Frame: Short to long-term (6-24 months)

Expected Results: Impact on wine tourism results over several years

National and chapter conventions of the Society of American Travel Writers (SATW) will be attended, actively representing Georgia to this prestigious organization of the most influential travel communicators in North America. Story ideas will be provided to members, media coverage solicited and recruitment for press trips undertaken.

MARKETING AND PUBLIC RELATIONS CALENDAR

Clearly, the sooner that the project is started, the sooner the message will get to the market. A program operating along the following pattern should be commenced:

2012

September-October

- Submission of the marketing proposal
- Agreement
- Begin telephone/e-mail contact with key wine journalists. First press releases/story ideas developed and distributed to the consumer and trade media.
- The offices, phone numbers (if required), stationery and supplies to be in place, staff reallocated to this project.

November

- Participation at the European Wine bloggers' Conference and Grand Terroir Tasting in Izmir and organization of a Post Conference trip to Georgia
- (Potential) dinner or wine event in London during the World Travel Market (WTM) for North American attendees, possibly in conjunction with British wine journalists
- During the WTM London, the primary images and marketing messages will be finalized, and the two-year campaign's details addressed.
- The establishment of the Wine Tourism Georgia website with utility for three levels of participants: consumers, travel trade and media.
- The initial consumer e-mail pieces to commence.

December

- The compilation and dissemination of the Georgian travel trade manual and media press kit.
- Start developing individual and group press trips in coordination with key partners. Begin selection of key wine media.

Note that throughout the three-year period, the monthly activities will incorporate a comprehensive direct mail campaign, principally electronic, to the three primary market groups. The balance of this outline offers only the periodic elements to the program, and assumes this ongoing work.

2013

- The commencement of individual press trips for a number of high-profile and valuable journalists;
- Trade/media events in a number of cities: while the scope will be determined by budget, cities of primary, secondary and tertiary importance to the campaign will be offered. It is important that there be representation from Georgia, with both an inbound tour operator as well as representation from government;
- The opportunity to have high-level representation at this stage in the campaign will ensure wide media interest and very strong exposure;

- Participation in Travel fairs > Target markets, organize presentations, press conferences and wine tastings: USA, EU, CIS, UK;
- Wine tour operators' familiarization trip to Georgia, working with the best of the good weather! This should incorporate between eight and twelve of the operators offering the Georgian product and be an exposition for Georgian inbound tour companies to meet with North American and European marketers;
- Attend Society of American Travel Writers Meeting in USA, representing Georgian Tourism to over 50 key travel journalists;
- Group press trip to Georgia, focusing on the tourist product and regional safety. This will be a good opportunity to coordinate with other government departments wishing to have a North American media opportunity. Bringing a strong journalist corps to Georgia, who are predisposed to enjoy the country, is a very important opportunity for the country to disseminate other related messages;
- Attend Society of American Travel Writers National Conference in New Zealand?, representing Georgian Tourism to over 200 key travel journalists;
- From this point, the balance of the program will follow the pattern established in the initial twelve months, with the addition in the spring of 2013 of public and trade opinion/awareness polls.

The central objectives of the proposed campaign are to simultaneously build supply and demand. Initially, the number of tourists will be low, but will be extremely important as both a base for future growth and as the market-fillers that turn the financial results of Georgian inbound companies, hotels and the other elements of the tourist industry from good to great.

It is, at this juncture, illogical to embark on an advertising campaign that will cost substantially more than suggested. This program will, in two years achieve the following:

- Disseminate a regular, positive and interesting image of Georgia to the North American media;
- Introduce Georgia to a number of specialist wine tour operators;
- Identify pockets, geographical and otherwise, of the public interested in the destination;
- Develop a profile of potential visitors to allow increasingly targeted campaigns in the future;
- Offer the Georgian-based industry accurate and contemporary information about this market;
- Increase the number of tourists, and their corresponding spend, from North America and Europe to Georgia.

Tourism has, among all industries, the ability to create wealth through a broad-based selection of the community. It has the ability to put new money into small communities and offer options for long-term income among communities that are not readily suited to other economic-growth opportunities.

The North American market has the ability to supply Georgia with a steady and increasing number of tourists, injecting new and vital money into the economy.

We look forward to a response to this opportunity and to work closely in developing both the public and wine country image of Georgia in the USA and Canada, and to building the stream of tourists coming to explore this extraordinary country.

CONCLUSION

To make Wine Tourism Development projects successful and useful, research will be undertaken. Over the next three years, studies will be conducted in the following areas:

- Development of a thorough profile of wine tourists and their choices
- A rich understanding of consumer evaluations of experiences at wineries
- Features of websites that influence consumer choices with regard to wine tourism in Kakheti & Georgia
- Educational literature
- Educational films and presentations

C. PROMOTIONAL ACTIVITIES

List of important Events and activities in general, wine trade fairs, wine tourism conferences/workshops, tourism trade fairs, consumer wine & tourism events, events in Georgia for 2012

2012	Place	Dates	NOTE
Wine Trade Fairs			
London International Wine Fair. Press conference.	London	22-24 May	www.londonwinefair.com
Press trip for wine journalists & wine educators to Georgia.	Georgia	June / July	
Group of Georgian wine educators work for Wikipedia, el. Encyclopedia	Georgia	June-December	
London World Travel Market. Press conference.	London	November	
Design guidebook. Wine tours. Group of Georgian wine educators.	Georgia	June-December	
Wine Tourism conference/workshop.	Georgia, Kakheti	June	
Design book about wine culture (ethnology).	Georgia	August-November	
Deliver book about Georgian wine culture to world libraries.	Worldwide	December	
Wine Tourism Conferences/Workshops			
Atlantic Canada Wine Symposium	Canada	27-29 May	www.atlanticwinesymposium.ca
Wine Tourism Conference	Sonoma Country	14-15 November	winetourismconference.org
US Wine Bloggers Conference	Oregano	17-19 August	winebloggersconference.org
European Wine Bloggers Conference	Turkey	7-9 November	http://ewbc.vrazon.com/
Tourism Trade Fairs			
ITB Asia	Singapore	03-05 October	www.itb-asia.com
International Tourism & Travel Show	Montreal, Canada	19-21 October	www.biztradeshows.com/canada/montreal/
The Luxury Travel Fair	London, UK	01-04 November	www.luxurytravelfair.com
World Travel Market	London, UK	05-08 November	www.wtmlondon.com
The Travel & Adventure Show	Dallas, USA	10-11 November	www.adventureexpo.com
Consumer Wine & Tourism Events			
The South Africa Wine Tourism Show	South Africa, Cape Town	25-27 September	www.vindaba.com

Events in Georgia		
WinExpo	Tbilisi	7-9 June
EWBC Post Congress Tour	Georgia, Kakheti	November

List of important Events and activities in general, wine trade fairs, wine tourism conferences/workshops, tourism trade fairs, consumer wine & tourism events, events in Georgia for 2013

2013	Place	Dates	NOTE
Wine Trade Fairs			
ProWein	Germany	24-26 March	www.prowein.com
Georgian Evening at ProWein	Germany	24- 26 March	
Vinitaly	Italy	March	www.vinitaly.com
Vinexpo Bordeaux	France	June	www.vinexpo.com
London International Wine Fair. Press conference	London	May	www.londonwinefair.com
Press trip for wine journalists & wine educators to Georgia	Georgia	June	
Wine Tourism Conferences/Workshops			
5th Annual International Wine Tourism Conference & Workshop	Croatia	15-17 March	www.iwinetc.com
Wine Pleasures Workshops/ International Organic Workshops	Venue TBA	18-20 February	www.winepleasures.com
International Qvevri Wine Symposium	Georgia, Kakheti	Autumn	
Wine Tourism in Georgia	Georgia	February	
Tourism Trade Fairs			
The Travel & Adventure Show	Los Angeles, USA	12-13 January	www.adventureexpo.com
The Travel & Adventure Show	Chicago, USA	26-27 January	www.adventureexpo.com
Vacances	Geneva, Switzerland	January	www.tradechakra.com
The Travel & Adventure Show	Bay Area, Santa Clara, USA	16-17 February	www.adventureexpo.com
ITB Berlin	Berlin, Germany	06-10 March	www.itb.com
The Travel & Adventure Show	Washington DC, USA	09-10 March	www.adventureexpo.com
The ASI Show New York	NYC, USA	May	www.biztradeshows.com
Asia Luxury Travel Market	Shanghai, China	June	www.biztradeshows.com

Travel Expo 2013 - Cologne	Cologne, Germany	September	www.tradechakra.com
Salon de Paris	Paris	September	www.worldtourismdirectory.com
The Trade Show	USA	September	www.thetradeshow.org
World Travel Market	London, UK	November	www.wtmlondon.com
The Luxury Travel Fair	London, UK	November	www.luxurytravelfair.com
Consumer Wine & Tourism Events			
China Dalian International Wine & Dine Festival	China/Xinghai square	12-16 July	http://www.dalianwinefestival.com
Events in Georgia			
International Tourism Fair	Tbilisi	April	
International WinExpo	Tbilisi	June	
International Qvevri Wine Symposium	Georgia/Kakheti	Autumn	
Saperavi Week	Georgia	March	
Rkatsiteli Week	Georgia	March	
Sighnaghi Wine Festival	Sighnaghi, Georgia	April	

REMARKS:

- The ambitious goal for the future is to include Telavi, the capital of Kakheti in the Great Wine Capitals Network - <http://www.greatwinecapitals.com/>. Such activity will increase the awareness of Georgia and especially of Telavi, catch the attention of international wine & tourism experts and journalists and support the development of various wine & tourism project in Kakheti.
- 2014 top important event for Georgia: Wine Tourism Conference www.iwinetc.com
Details regarding funding and organization should be discussed between interested parties and stakeholders.
- Maps, videos, fliers, brochures, etc.
Developing maps, videos, fliers and brochures is important and urgent for the industry. Fundraising will be required to design and publish necessary maps, fliers and brochures, as well as make videos for Georgian Wine Tourism

INTERNATIONAL WINE CLUBS

- www.wineclubguide.com/international-wine-clubs
 - Affordable Wine Clubs
 - Cheap Wine Clubs

- Discount Wine Clubs
- Best Wine Clubs
- Premium Wine Clubs
- Cellar wine club
 - <http://www.cellarswineclub.com/WineClubs.aspx>
- California wine club
 - http://www.cawineclub.com/Premier-Club_MT1.html
- Uncorked Wine Exploration
 - <http://www.uncorkedventures.com/WineClubs>
- Virgin Wine
 - https://www.virginwines.com/jsp/offer/recre/us/vir/offer_temp2.jsp?offerId=52300021&promoCode=3458001&utm_source=rc_online&utm_medium=rc_affiliate&utm_campaign=3458001
- Cellars International
- Visit Wine Club
- Wall Street Journal
- Visit Wine Club
- California International
- Visit Wine Club
- Cellars World Wine Case
- Visit Wine Club
- Virgin Wines

WINE TOURISM PROMOTIONAL BUDGET

Activity	Tentative Budget	Proposed Dates	Organizers
Marketing Plan - Kakheti	USD 25,000	2012	GWA, GNTA, GITOA, EPI
Website development	USD 25,000	2012	GWA, GITOA, EPI
Travel Trade Manual	USD 5,000	2012	GWA, GNTA, GITOA, EPI
Travel Trade Product Launch Events (4-5 events)	USD 85,000	2013	GWA, GNTA, GITOA, EPI
Trade and Press Trips (5-6)	USD 30,000	2012/2013	GWA, GNTA, GITOA, EPI
Hosting Conferences, Symposiums & Events (3)	USD 90,000	2012/2013/2014	GWA, GNTA, GITOA, EPI, WB

Consumer Contest	USD 10,000	2012/2013	GWA, GNTA, GITOA, EPI
Travel Trade Familiarization Wine Tours (3-4)	USD 15,000	2012/2013	GWA, GNTA, GITOA, EPI
Public Relations	USD 6,000	2012/2013	GWA, GNTA, GITOA, EPI
Strategy & Promotional Plan (detailed)	USD 25,000	2012	GWA, GNTA, GITOA, EPI
Editorial Development	USD 30,000	2012/2013/2014	GWA, GNTA, GITOA, EPI, WB, MoA
Newswire Activities	USD 20,000	2012/2013	GWA, GNTA, GITOA, EPI, WB, MoA, MoC
Hosting Press Trips (5-6)	USD 60,000	2012/2013	GWA, GNTA, GITOA, EPI, WB, MoA
Developing Videos & Documentaries (3)	USD 70,000	2012/2013/2014	GWA, GNTA, GITOA, EPI, WB, MoA, Geo Film Production, others
Membership of Professional Wine and Travel Writers Organizations (5-6)	USD 10,000	2012/2013	GWA, GITOA, EPI
Marketing and Public Relations Calendar Development	USD 10,000	2012/2013	GWA, GNTA, GITOA, EPI, MoA

D. SOCIAL MEDIA FOR WINE & TOURISM

INTERNET SITES

- <http://www.decanter.com/>
- <http://www.winespectator.com>
- <http://www.thewinedoctor.com>
- <http://www.snooth.com>
- <http://www.winesandvines.com/>
- <http://www.wine-pages.com/>
- <http://www.wineloverspage.com/>
- <https://www.erobertparker.com/entrance.asp>
- <http://www.winezap.com/>
- <http://www.drvin.com/>
- <http://www.vinography.com/>
- <http://www.jancisrobinson.com/>
- <http://palatepress.com/>
- <http://www.graperadio.com/>
- <http://goodgrape.com/>
- <http://www.thewinehub.com/>
- <http://www.wineeducation.com/>
- <http://www.wine-compass.com/winecompass/DesktopDefault.aspx>
- <http://www.wineweekly.com/>
- <http://www.wineoftheweek.com/>
- <http://agoodtimewithwine.com/>
- <http://www.flyingwinewriter.com/>
- <http://www.redwinebuzz.com/>
- <http://www.classicwines.com/>
- <http://www.winewriting.com/>
- <http://www.purelydomesticwinereport.com/>
- <http://www.champagneguide.net/>

WINE & TOURISM MAGAZINES

- Best of Wine Tourism
- Tourism Review, Global Tourism Industry Views & Online communication
<http://www.tourism-review.com/travel-tourism-magazine-tourism-review-online-magazine-march2012issue-65>
- Traveler
- National Geographic
- Food & Travel
- The Sunday Times - Travel
- Budget Travel
- Travel & Leisure
- Lonely Planet
- Destinations. Travel Magazine.com
- Saveur
- Wine Enthusiast Magazine
- Voyage
- Officiel Voyage
- Gourmet Traveler

SOCIAL MEDIA NETWORK & PAGES

- <http://wino-sapien.blogspot.com/>
- <http://miseenbouteille.blogspot.com/>
- <http://bkwineblog.blogspot.com/>
- <http://winesweden.blogspot.com/>
- <http://www.wine-blog.org/>
- <http://www.tonyaspler.com/pub/home.asp>
- <http://tokyodrinkingglass.blogspot.com/>
- <http://www.winebrandsblog.com/>
- <http://wine.woot.com/Blog/>
- <http://soyouwanttobeasommelier.blogspot.com/>
- <http://blog.wblakegray.com/>
- <http://www.foodandwine.com/blogs/tasting-room>
- <http://89project.blogspot.com/>
- <http://www.anotherwineblog.com/>
- <http://blog.cellarer.com/>
- <http://www.whywineblog.com/>
- <http://writeforwine.com/wineblog/>

E. LIST OF POTENTIAL TOUR OPERATORS AND WINE JOURNALISTS FOR FAMILIARIZATION TRIPS

TOUR OPERATORS

Company Name	Country (Market)	Website
Cox & Kings Wine Tours	UK	www.coxandkings.co.uk
Regent Holidays	UK	www.regent-holidays.co.uk
Arblaster & Clarke	UK	www.winetours.co.uk/alabaster
Gourmet on Tour	UK	www.gourmetontour.com
Grape Escapes	UK	www.grapeescapes.net
Tour Dust	UK	www.tourdust.com
Wine Trails	UK	www.winetrails.co.uk
Hedonistic Hiking	UK	www.hedonistichiking.co.uk
Wine Drive	UK	www.winedrive.com
BK Wine Tours	France	www.bkwine.com
Food & Wine Travel	Australia	www.foodandwinetravel.com.au
Abercrombie & Kent	USA	www.abercrombiekent.com
Cultural Folk Tours	USA	www.culturalfolktours.com
Grand Circle Tours	USA	www.gct.com
World Traveller	USA	www.generaltours.com
Mir Corporation	USA	www.mircorp.com
Geographic Expeditions	USA	www.geoex.com
Worldwide Wine Tours	USA	www.worldwidewinetours.com

WINE JOURNALISTS & WINE WRITERS

Name	Country (Market)	Remark
Jancis Robinson	UK	World-renowned wine authority, wine writer and Master of Wine
Hugh Johnson	UK	World's best-selling wine writer, expert on wine
Alice Feiring	USA	Wine writer for New York Times, Newsweek, San Francisco Chronicle, LA Times, Forbes Traveler and others. Blog "the Feiring Line" among America's leading wine blogs
Tony Aspler	Canada	Leading wine writer. Writes for a number of international wine magazines, including <i>Wine Spectator</i> , <i>Meininger's Wine Business International</i> , <i>Tidings</i> , <i>Post City Magazines</i> , <i>L'expert</i> and <i>decanter.com</i> . Canadian contributor to Tom Stevenson's annual <i>Wine Report</i> and Oz Clarke's annual <i>Pocket Wine Guide</i>
Luiz Alberto	USA	President and owner of thewinehub.com (USA) and "Wine and Tours" travel Agency (Italy).
Joel Butler	USA	MW, wine educator, wine writer, wine judge
Dr. Patrick Farrell	USA	MW, one of few Masters of Wine in North America, renowned wine educator, wine judge
Lisa Granik	USA	MW, renowned wine educator, owner of company "Tastingworks"
Peter Koff	USA	MW, renowned wine educator
Karen Shimizu	USA	Editor, <i>Saveur Magazine</i> , New York
Diane Letulle	USA	Wine writer and journalist, writes the <i>Wine Travel Examiner</i> for <i>examiner.com</i> , contributes to <i>snooth.com</i> – one of the world's most widely used social media sites and <i>catavino.net</i> wine blog (Spain), member of travel bloggers exchange
Rebecca Murphy	USA	Wine writer for <i>The Dallas Morning News</i> and founder and producer of <i>TexSom</i> wine competition. Contributed to editions of <i>The Oxford Companion to Wine</i> and <i>The World Atlas of Wine</i>
Shelley Boettcher	Canada	Executive Editor of <i>Wine Access Magazine</i>
Mary Baily	Canada	Wine, food and travel writer, the <i>Tomato Food & Drink Magazine</i>
Isabelle Legeron	UK	MW, UK Travel Channel, co-founder of a natural wine fair, runs one of the leading wine blogs – <i>That Crazy French Woman</i>
Corie Brown	UK	Wine writer
Carl Reinholdtson Belfrage	Sweden	Wine writer and food Critic
Mattias Kroon	Sweden	Food and Wine writer, editor of <i>Mat&Vanner</i> , leading food magazine
Jorgen Andersson	Sweden	Leading Swedish writer and blogger. Writes travel articles.
Heidi Jakslund Kvermo	Norway	Leading Norwegian wine writer, blogger and educator
Claudia de Bishop	Belgium	MW, freelance journalist (German-French), Jury member at international wine competitions

F. KAKHETI INFORMATION

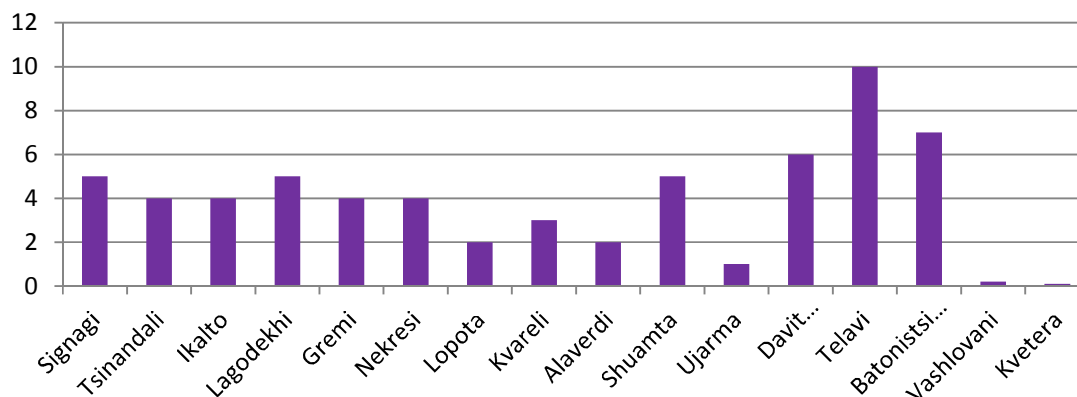
TOURIST FLOW OVERALL – KAKHETI

Kakheti is one of the most popular and attractive regions of Georgia for tourists. Among tourists visiting Kakheti, foreign and national (Georgian) visitors are interested for different forms of tourism:

- Cultural tourism: visiting historical, architectural, religious sites.
- Wine tourism: visiting wine related sites including wineries, families running wine cellars, cultural attractions (wine lovers, gourmands)
- Adventure tourism/National Parks: visiting Davit Gareja, Lagodekhi, Tusheti and Vashlovani Protected Areas
- Holiday, Recreation, Leisure: weekends and tours when tourists spend minimum 1 night at Kvareli Lake, Lopota, Signaghi or other sites.
- Visiting Friends and Relatives: those visitors who combine visiting relatives and highlights of the region within 2-3 days
- Business and Professional: different fields (wine professionals, engineers, building companies)
- Transit: mainly transit passengers traveling to or from Azerbaijan
- Conferences, Education, Training: small and medium companies organizing short seminars and trainings
- Events, Festivals, Concerts: large segment of people attending corporate events, civil and folk festivals, different concerts
- Shopping: Georgians going to Kakheti to buy wine and agricultural products at local bazaars
- Employment: Georgians seeking employment at vineyards during harvest period
- Other: scientists & researchers (archeologists, ethnologists, art historians, photographers, journalists, investors)

Below is shown a table of the most often visited sites of Kakheti, based upon statistics from 10 leading Georgian incoming tour operators and the National Agency for Cultural Heritage Preservation of Georgia. Some of the statistics are based only on organized tours and don't include general visits by independent travelers.

Most Visited Sites In Kakheti:



The most popular sites offered by Georgian tour operators to national and international tourists are:

Entire Kakheti

- The explanation for why they normally offer Kakheti is that parts of Telavi, Signaghi, Gurdjaani and Kvareli are appropriate for all kind of tourists despite limitations of age and travel comfort.

Davit Gareja

- Tour operators answer that Davit Gareja is very special, attractive, diverse, interesting, but complicated because of the wilderness and non-existent elementary tourism infrastructure: toilets, food, water supply and safety.

Tusheti

- According to tour operators, demand is quite high, but season is short, road is in extremely poor condition, service at most of the guesthouses is below average, health and safety in case of accidents is not guaranteed and available transport is more than 10 years old.

Detailed or exact statistics for the whole region of Kakheti don't exist. Therefore, some of the statistics are based on data gathered by GITO, GNTA and the National Agency for Cultural Preservation of Georgia.

Among the most popular monuments in Kakheti districts, according to tour operators are:

- Gremi and Nekresi Architectural Complexes
- Alaverdi and Shuamta Monasteries
- Bodbe Monastery & Signaghi
- Davit Gareja: Lavra and Udabno Monasteries
- Tsinandali Museum, the wine-cellar and park
- Ikalto Church and Academy Ruins
- Batonis Tsikhe in Telavi

ATTRACTIONS IN KAKHETI

The attractions of Kakheti are numerous and compelling. From historic, scenic and cultural sites, to recreational, wine, food, sporting and health-giving activities, Kakheti has as many tourism magnets as most international tourism destinations. Promoting the attractions in a way that will inspire prospective international and national tourists to visit Kakheti is the responsibility of both government and private sector professionals, who, working with international tour operators, must prioritize infrastructure improvements and craft itineraries showcasing the most desirable (and easily accessible) attractions for short term tourism development.

As more countrywide infrastructure improvements are realized, the itineraries can be modified to meet the demand for more unique Georgian experiences in Kakheti. Initial focus must be on the venues in proximity to the international spots of entry – Tbilisi and Lagodekhi, because it is in these areas that the most tourism-friendly improvements have already been realized or are immediately forthcoming. Attempting to position Kakheti attractions located two or more hours outside of Tbilisi at this time in Georgian tourism development would not be an exercise that would bear substantial fruit, nor would it likely

appear on the radar of a global tour operator's business plan. The renovation of the remote village of Dartlo, for example, is an interesting attempt at fashioning new international tourism destinations but focus in the short term on day trips from the cities to nearby cultural /historical sites would inspire more tour planner results. Domestically, the places' restoration undoubtedly will become a source of pride and inspire domestic visitation. The amount of disposable income available to the majority of Georgian residents is currently below the level needed to affordably compensate hoteliers/restaurateurs/paid attractions in Kakheti. But it is important to note, that the expenditure approximately of 10% of Georgian residents is quite high, and will support the incomes of the region during all four seasons.

Georgia is the birthplace of wine, and important physical evidence to support that claim has been discovered recently. Regardless, there are few outlets in the major cities for visiting wine enthusiasts to learn more about the unique Georgian appellations and understand the affluent history of wine in Georgia, the distinction the Georgian grape has from varieties in other lands and, most importantly, from where it can be acquired in western markets. A tour of wineries in the production sites of Kakheti combined with cultural sites and other attractions will take a few days. The new infrastructure at popular places in Kakheti will motivate investors to add appropriate venues to the roadway to Telavi, along which few services are available.

Apart from cultural and wine tourism forms, there are other attractive, less developed forms of tourism in the Kakheti region. These are excellent opportunities for future developments, to increase visits and income: Rural tourism in the villages of Kakheti and Tusheti; Ecotourism in the villages and national parks of Kakheti and Tusheti; MICE tourism for Telavi, Kvareli and Signaghi.

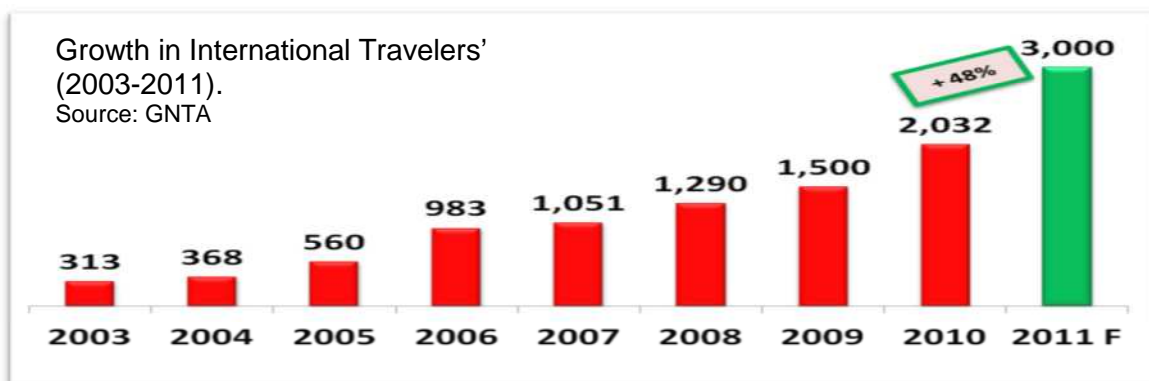
Archeological sites are important additions to other Kakheti attractions, if even basic infrastructure (road, parking, pavilion, exposition, etc.) were to be constructed.

FORECASTS

Current and future infrastructural works and programs by the Georgian government, World Bank, USAID, public, private and other international donor organizations will definitely increase the number of visitors to the Kakheti region in the nearest future (1-3 years). After implementing all projects it is vital to make sure tourism is sustainable.

Current and future infrastructural development will change Itineraries dramatically and make destinations in Kakheti more diverse, loaded with attractions and, most importantly – make the tourist season longer than ever.

According to GNTA and the private sector, a 27% growth in tourism is expected for the 2012-2013 seasons.



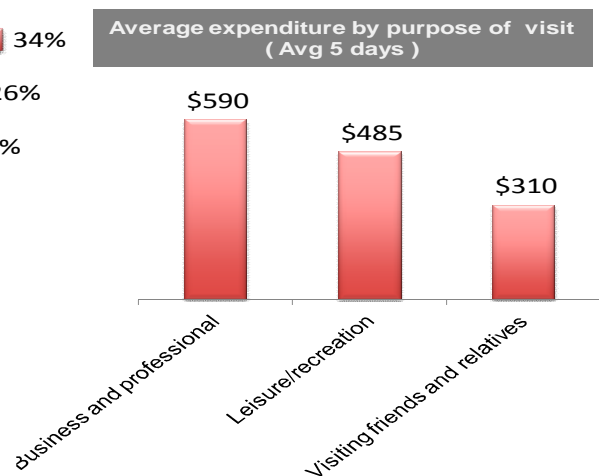
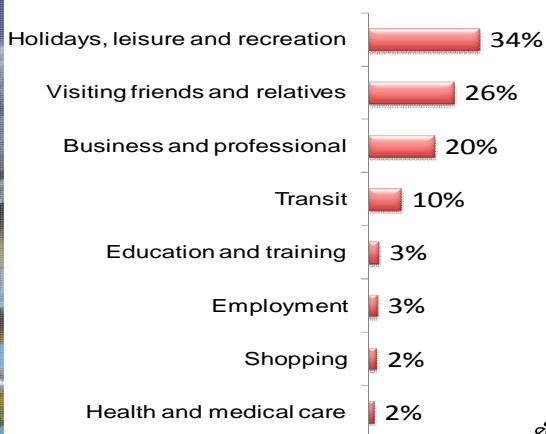
International Travelers' Forecast for 2012 (Source: GNTA)

Year	Arrivals	Forecasted Quantity	Increase Compared to 2011
2009	1,500,049	1,265,000	11%
2010	2,032,586	1,666,000	43%
2011	2,820,185	2,565,000	39%
2012	-----	3,567,000	27%

Expenditures by Purpose of Travel in Georgia (Source: GNTA)



Purpose of Travel and Expenditures



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