

# Hidden gem of the Caucasus

At the intersection of Eastern Europe and Western Asia, Georgia offers diverse landscapes and abundant cultural gems to please every kind of visitor

The so-called Hidden Gem of The Caucasus, Georgia, has been attracting more and more visitors lately. Offering diverse, breathtaking experiences, the country is on the bucket list for adventure seekers worldwide.

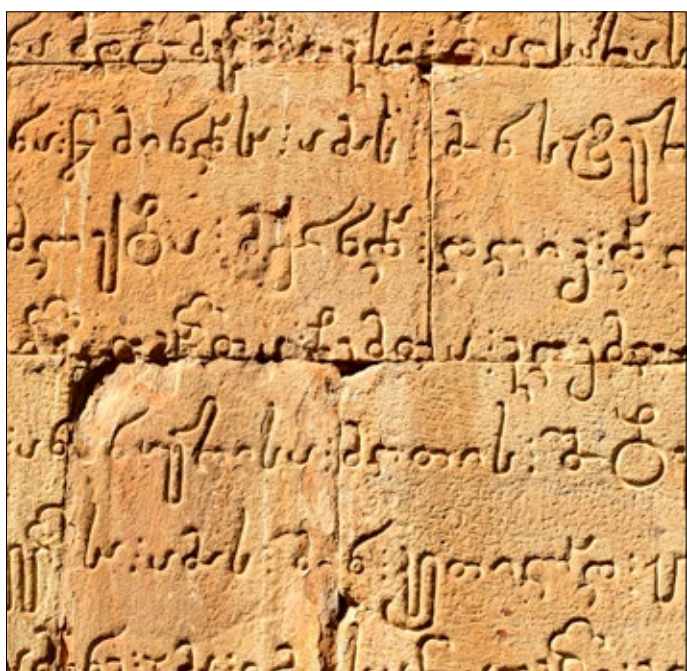
Georgia is located between Europe and Asia and brings a perfect marriage of both cultures. Due to its geographical location, the country has access to European, Middle East, and Asian countries within a four hour flight time.

## Tourism

Tourism is one of the fastest developing sectors of the Georgian economy. It's one of the main contributors to the increased well-being of the country and has a high potential for further development.

Over the past years, the sector had grown dynamically with record results in 2019, when the number of international travelers visiting Georgia was almost three times higher than the country's entire population – the number of international travelers reached 9,357,964 in 2019 while Georgia's population in 2019 was 3,723,500.

The increase in travelers was primarily determined by the entrance of new airlines – the introduction of direct flights to new destinations, drastic improvement of infrastructure, a liberal visa policy, marketing campaigns, and development initiatives.



**Above:** As of 2016, the Georgian scripts are included on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity

## Adventure

With the Caucasus mountains and tropical beaches, Georgia has diverse climates and feels like a paradise for every kind of traveler.

It's home to Europe's highest permanently inhabited settlements: Bochorna, Tusheti at 2,345 meters above sea level, and Ushguli, Svaneti at 2,119 meters above sea level; included in UNESCO's World Heritage List.

Being rich with snowy peaks and slopes, tropical beaches, captivating landscapes, lakes, and waterfalls, Georgia offers numerous adventures: Hiking, paragliding, rafting, climbing, horseriding, birdwatching, sky gazing, or just strolling through the magnificent forest, reconnecting with untouched nature.

## Culture

Georgia offers diversity not only in nature but also in its unique culture and centuries-old traditions which are still thriving today. The earliest European remains, dating back to 1.8 million years, were found in Dmanisi in the south of the country.

Georgia has its own language and alphabet. It's one of the oldest languages in the world and is the most widely spoken of the Kartvelian languages.

Georgia is home to four sites from UNESCO's World Heritage List; and four of the country's traditions are included in The Intangible Heritage List.

Georgian cuisine offers a wide variety of dishes, perfectly suitable for every type of feast. Local food is balanced, healthy, and diverse, flawlessly bringing together spices, nuts, meat, cheese, and vegetables.

Georgians use the centuries-old tradition of storing and aging.

The traditional cheese, Dambalkhacho, is unique, and is produced by a complex process of underground preparation methods. Making Dambalkhacho takes up to 6 months, but Georgian hosts are brilliant in preparing fast food as well; they're always ready for spreading a peerless "Supra."

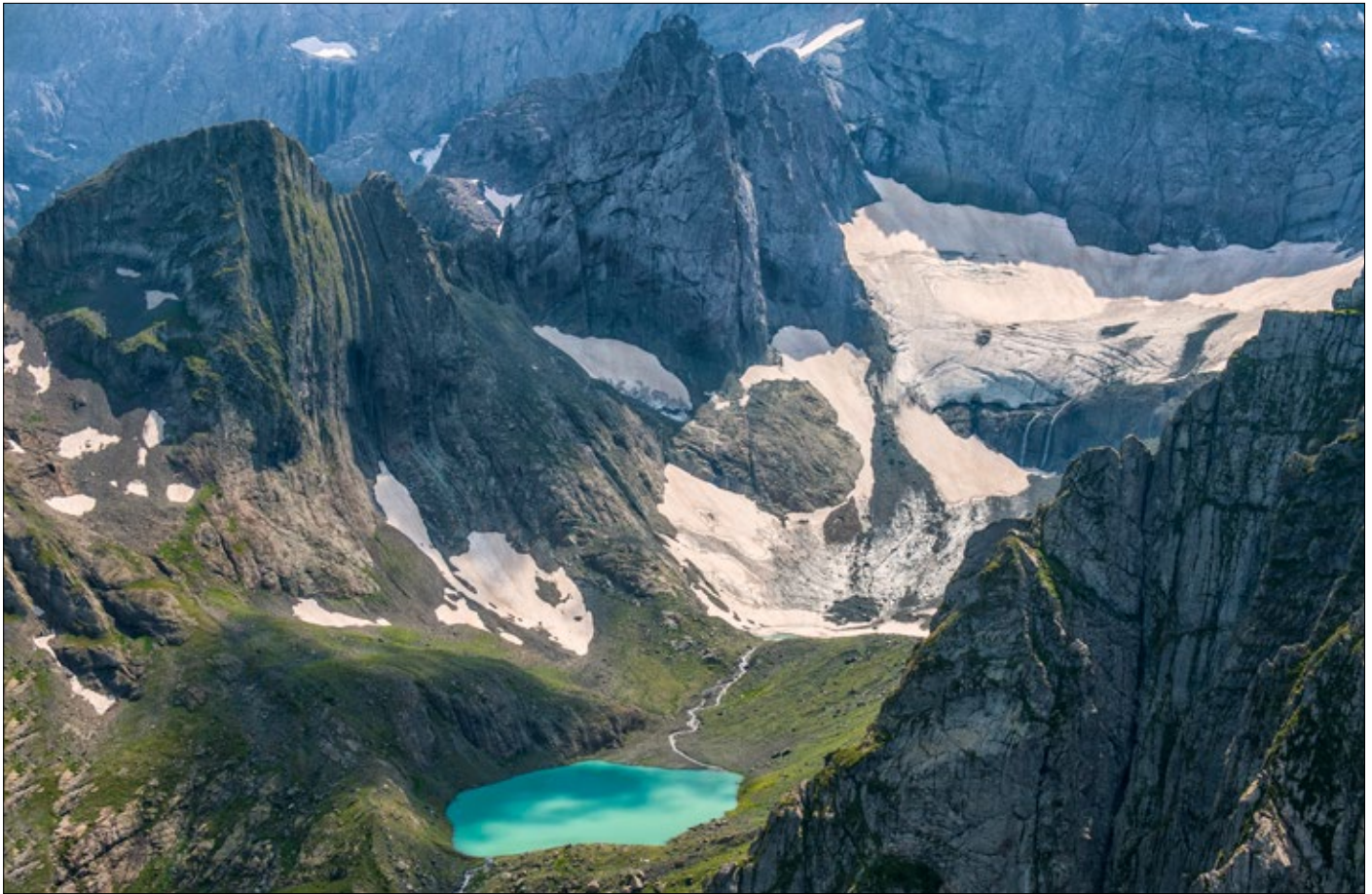
"A guest is a gift from God." The famous Georgian saying perfectly describes the extremely welcoming spirit of locals. Almost every family has its own house wine, ready for eager guests.

The country has successively preserved its unique wine-making traditions for over 8,000 years. The ancient Qvevri wine-making method, which incorporates fermentation and storage of wine in clay vessels, is part of UNESCO's intangible cultural heritage.

The traditional "Supra" can't be imagined without the spectacular sound and vision of the world-renowned polyphonic singing and traditional dancing. In 1977, the Georgian song "Chakrulo" was sent into space as a part of NASA's message to the universe.

No wonder National Geographic listed Georgia among its rising destinations for 2021. The warmest emotions await you in Georgia.

For more information visit [www.georgiatravel.ge](http://www.georgiatravel.ge)



**Above:** The Egrisi mountain range is home to beautiful lakes and rivers, and is a popular trekking area for intrepid adventurers



**Above:** Khachapuri is a popular traditional Georgian cheese bread, both in restaurants and as a street food



**Above:** Batumi Botanical Garden is located above the Black Sea, 9km from Batumi city centre, and boasts a wide variety of flora