

INVEST IN GEORGIA

GEORGIA

A PLEASURE  
DOING BUSINESS

# Investment Opportunities In Hospitality And Real Estate



# Why Georgia



**Rich Natural Resources  
and Diversified types  
of tourism**



**Vibrant  
cultural life  
and diversity**



**6<sup>th</sup> in Taxation**

(World Bank's B-Ready 2024)



**1<sup>st</sup> in Business  
Location**

(World Bank's B-Ready 2024)

**Well connected  
and easily  
accessible  
location**



**19<sup>th</sup>**

**Safest Country in  
the World**

(Numbeo Crime Index 2025)

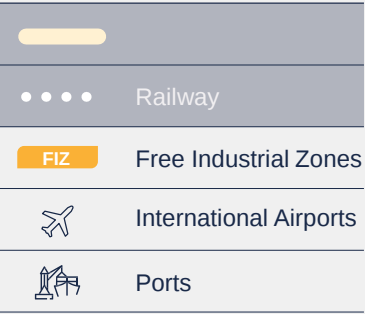
**98**

**Visa Free  
Regime with  
98 Countries**

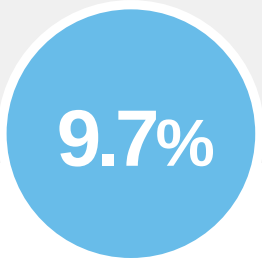
# The Country At A Glance



|                       |               |
|-----------------------|---------------|
| Region                | Europe        |
| Population            | 3.7 Million   |
| Capital               | Tbilisi       |
| Govt type             | Parliamentary |
| GDP Per Capita (2024) | 9,141 USD     |
| Inflation (2024)      | 1.1%          |
| Currency              | Georgian Lari |

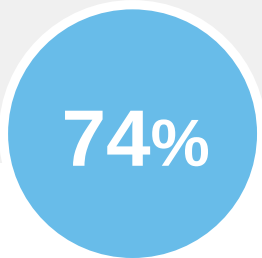


GDP in 2024



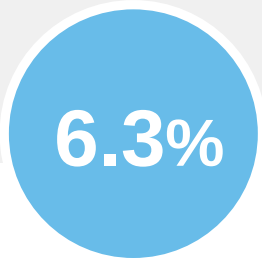
Real GDP  
Growth Rate

(2021 – 2024 average)



Share of  
Reinvestments

(2021-2024 average)



FDI to GDP  
Ratio

(2021-2024 average)



FDI inflow  
(2021-24 total)

# Georgia Standing Out



**B-Ready**  
Regulatory Framework pillar



**3<sup>rd</sup>**

**B-Ready**  
Operational Efficiency Pillar



**2<sup>nd</sup>**

**Safety Index 2025**



**19<sup>th</sup>**

Georgia ranks 9<sup>th</sup> in Europe

**Most Desirable Emerging  
Destination 2022**



Leading travel magazine, has named  
Georgia as the “Most Desirable Emerging  
Destination 2022

**WJP Rule of Law Index 2024**

Eastern Europe & Central Asia Region



**1<sup>st</sup>**

Georgia also ranks 7<sup>th</sup> in the group of Upper  
Middle Income countries

**Candidate Status**



Georgia has a Deep and Comprehensive Free  
Trade Area, an Association Agreement, and  
Visa-free travel regime with European Union

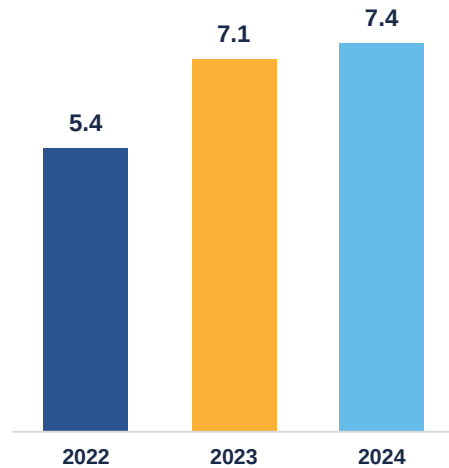
“Deep reforms in economic management and governance have earned [Georgia a reputation as star reformer](#)”

World Bank Group Georgia

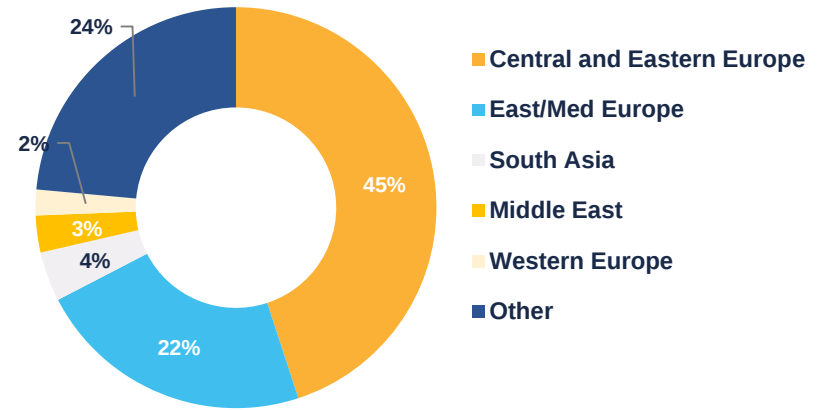


# A Track Record Of Success

International Traveler Trips (Mln)



Visitors by Region 2024



79%

Tourists arrivals  
recovery in 2024 was  
79% of 2019 numbers

7.1%

The tourism industry  
accounted for 7.4% of  
Georgia's economy in 2024

# A Track Record Of Success



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110  
destination

54  
Airlines

Number of Passengers by Airports 2024

Tbilisi 4,750,830

Kutaisi 1,722,809

Batumi 951,760

# A Track Record Of Success



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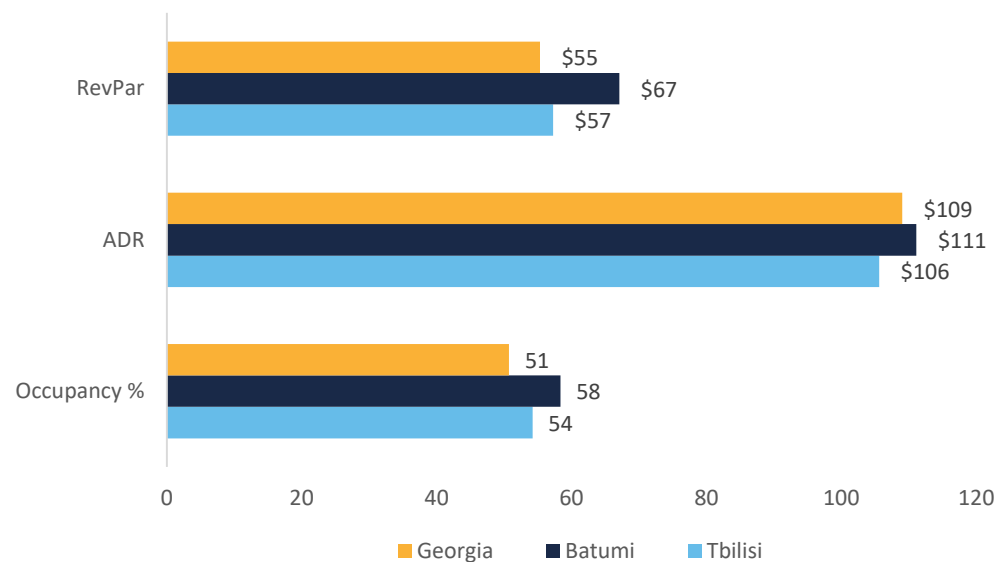


**International Hotel Brands in Georgia**

# A Track Record Of Success



## Performance Indicators of Hotels in Georgia



48,000

The hotel industry in Georgia comprises approximately 48,000 rooms

4.4

Billion USD

Tourism revenue in 2024 was 4.4 bln USD, significantly surpassing 2019 mark of 3.3 bln USD

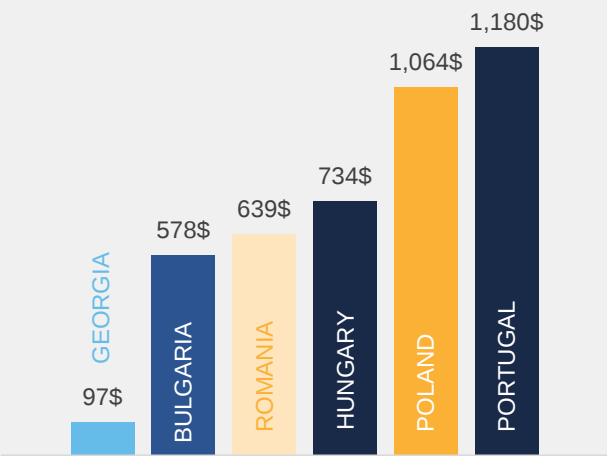


ADR in large branded hotels in Tbilisi is around 142\$

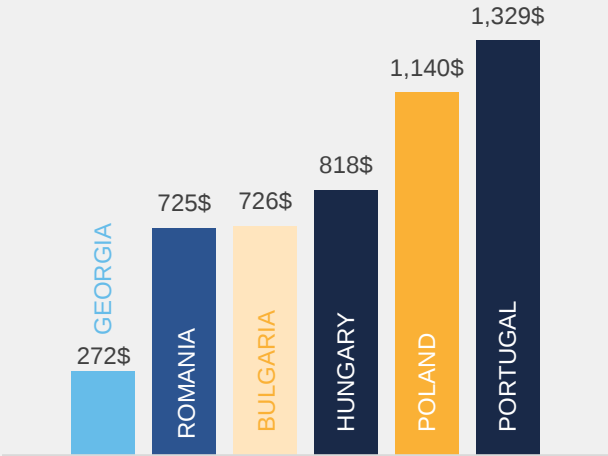
# Access Young, Skilled And Competitive Talent Pool



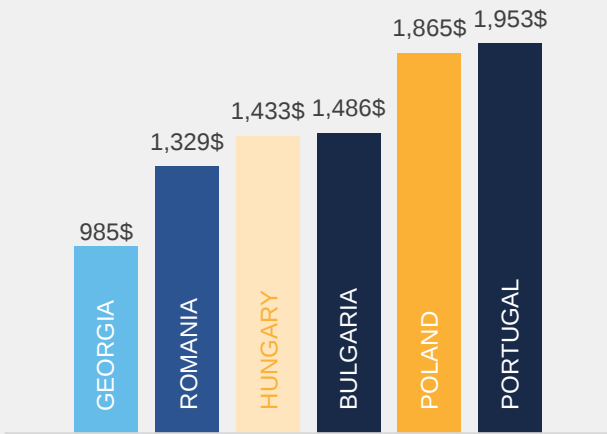
Source: fDi Benchmark from the Financial Times Ltd 2025



Average Monthly Salary  
for a Housekeeper  
(including social security)



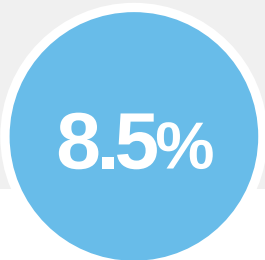
Average Monthly Salary  
for a Receptionist  
(including social security)



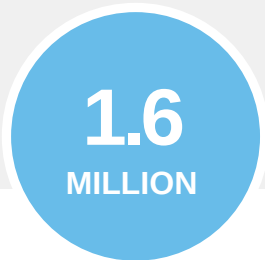
Average Monthly Salary  
for a Hotel Manager  
(including social security)



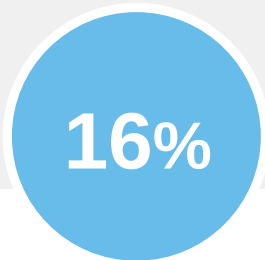
Georgia's rank in  
Labor Topic  
B-Ready by World  
Bank



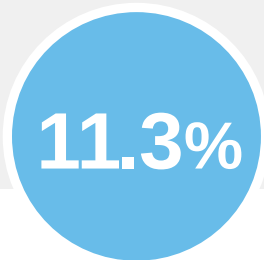
Labor Productivity  
Growth  
(ILOSTAT)



Total  
Workforce



Unemployment



Unemployment with  
advanced education

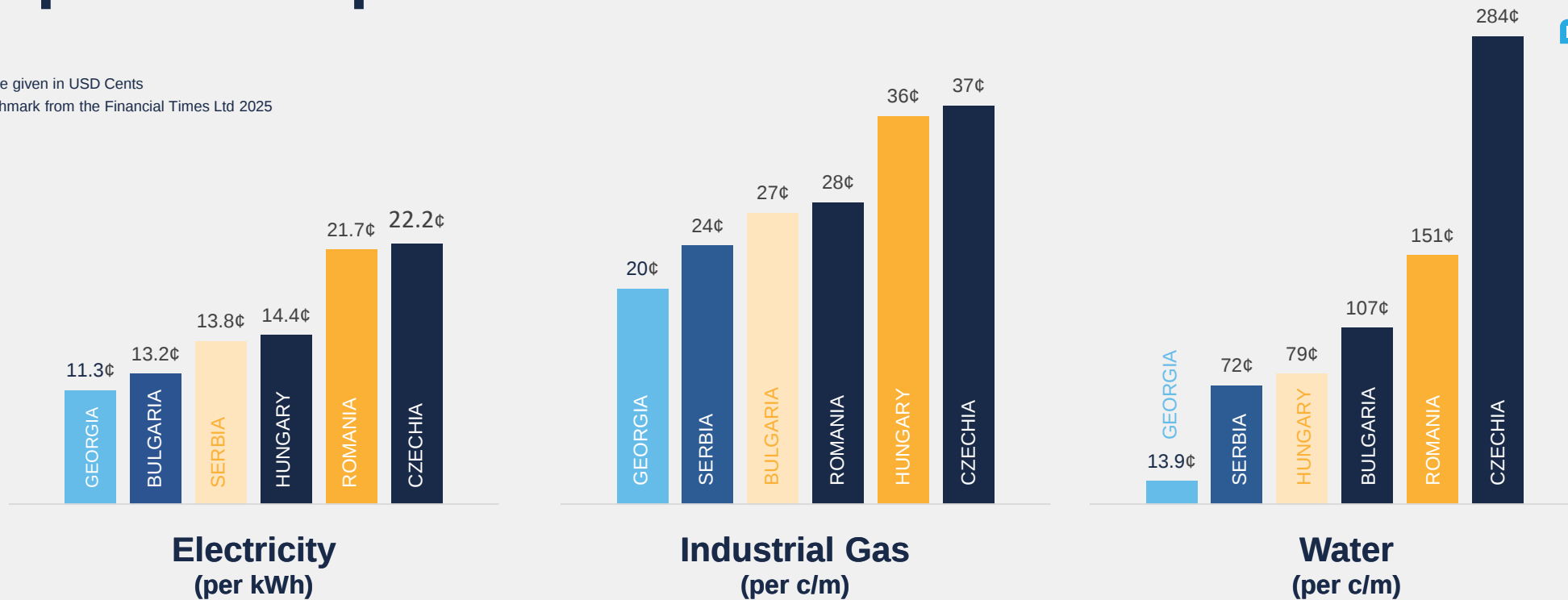
# Competitive Operational Costs

\*all utility costs are given in USD Cents

Source: fDi Benchmark from the Financial Times Ltd 2025



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**Green Energy**  
70% of generation  
form renewables



**Corporate PPAs**  
All consumers  
(ex. Household) can find  
direct supplier

# Benefit From The Most Attractive Tax System



## Taxation System

**0% or  
15%**

Corporate Profit  
Tax\*

**20%**

Personal Income  
Tax

**18%**

Value Added  
Tax

**<1%**

Property  
Tax

**0%, 5%,  
or 12%**

Import  
Tax  
(depending on  
goods imported)

**5%**

Dividend Tax

- Pension contribution\*\* – 2% paid by Employer, 2% paid by Employee
- Personal Income taxes for interest and royalties are 5%
- Double Taxation avoidance Treaties with 58 countries

\*\*up to 2% paid by Government until savings reach 60,000 GEL

**0%**

Tax on Retained and  
Reinvested Profit

**6<sup>th</sup>**

Taxation  
World Bank's  
B-Ready 2024

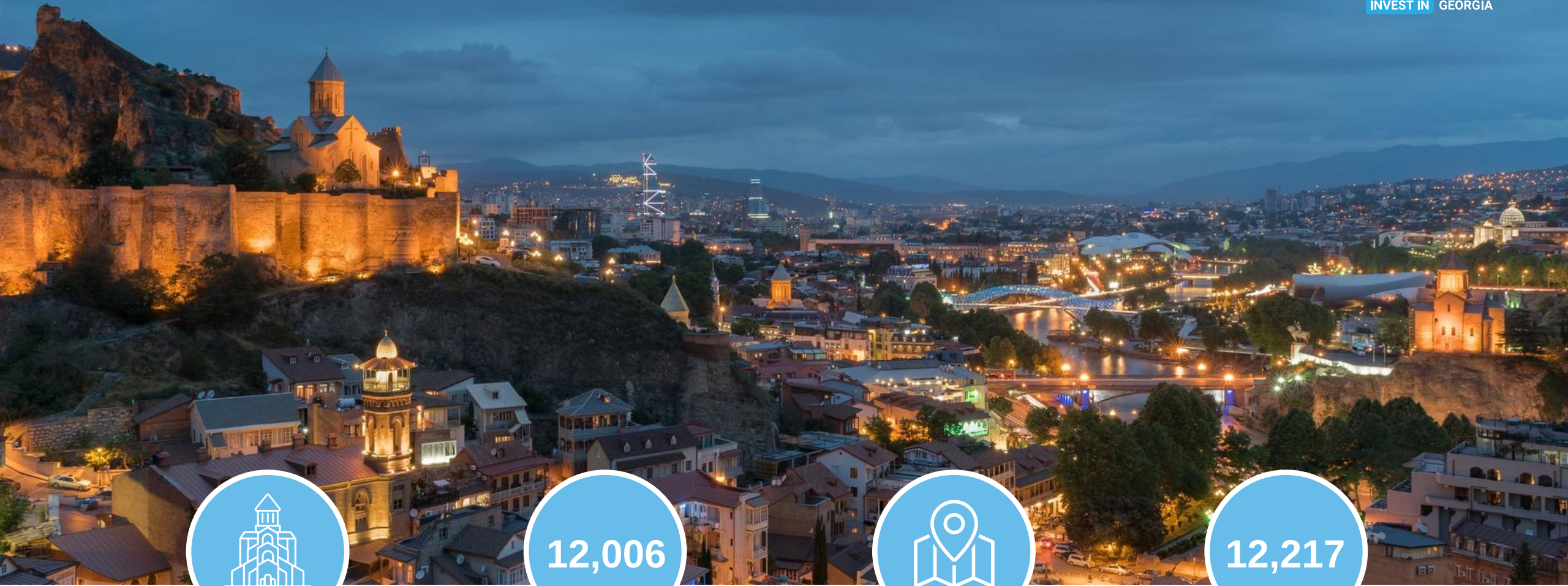
**7<sup>th</sup>**

Financial Services  
World Bank's  
B-Ready 2024

# Top Destinations - Tbilisi And Batumi



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**Tbilisi is the capital of Georgia and the key destination for tourists and business travelers**



**Tbilisi hotels market consists of 512 hotels with 12,006 rooms**



**Batumi, capital of Adjara Region, is the second most visited cities in Georgia**



**The seaside resort hotels market consists of 482 hotels with 12,217 rooms**

# Mountain and Ski Resorts

- Mountain resorts in Georgia have a capacity to attract at least additional 1.5 mln visitors compared to current numbers
- Georgian government has invested in infrastructural projects to incentivize further development of the Ski resorts. This reflects the government's commitment to fostering tourism growth and creating a welcoming environment for visitors
- 2023 Freestyle Ski and Snowboard World Championships and will host the 2025 Winter Youth Olympic Games, boosting its international recognition.



Primary mountain resorts include Gudauri, Bakuriani, Goderdzi, Tetnuldi, Hatsvali, Racha and Gomarduli

1.5

Mountain resorts in Georgia have a capacity to attract at least additional 1.5 mln visitors compared to current numbers

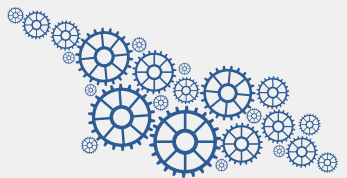


Georgia's mountain resorts have 5-6 months of permanent snow

# Spa And Wellness Resorts

- Georgia has a big history of Spa & Wellness tourism
- Taking into account Georgia's location and unique natural resources, such as balneal waters, mud resources and mountainous landscapes, the country has great potential to become one of the most significant SPA & Wellness destinations.
- Spa and destination resort hotels are characterized with their high-performance indicators
- Tskaltubo, Borjomi, Sairme, Likani and Akhtala are among the top Spa & Wellness destinations in Georgia.





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**DOING BUSINESS**

# Thank You

[investingeorgia.org](http://investingeorgia.org)

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