



## SUSTAINABLE TOURISM POLICY

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2024 - 2027

*We help locals to live a fulfilling life where they call home*



Travelife Partner status  
since 2024



Signatory of Code  
since 2017

VisitGeorgia is committed to strengthening local communities, keeping traditions alive, minimizing our environmental footprint, and ensuring a healthy working environment for our staff and local communities by implementing sustainable practices and procedures.



"We saved 24 trees through paper usage reduction"

**Our Role in Local Economic Development**

- VisitGeorgia allocated **\$10 300 000** among **945** service suppliers, in 2021-2023
- VisitGeorgia brings travelers to local SMEs and boosts their economic activity
- Local individuals and SMEs received 60% of VisitGeorgia's expenditure

**Our Impact on Local Communities**

- VisitGeorgia involves **24 families** in tour programs and consistently supports them
- Over the past 5 years, we paid \$1.7 million to these local families for their services
- VisitGeorgia educates locals in tourism and creates job opportunities for them

**Our Environmental Footprint and Achievements**

- VisitGeorgia reduced paper usage by **75%** from 2021 to 2023 and keeps this trend
- VisitGeorgia uses digital technologies to reduce its negative impact on nature
- VisitGeorgia recycles operational paper and plastic disposables from tours

**Our Adherence to International Standards**

- VisitGeorgia endorsed the UN Global Code of Ethics for Tourism in 2017
- VisitGeorgia has held Travelife Partner status since 2024

## Support Local Communities



- Preserve authentic local culture and traditions by engaging travelers in community life
- Organize tours in a way that travelers' expenses directly benefit local host families
- Involve new local communities in our tour programs
- Discover new service providers and support them through consultancy, financial aid, and guaranteed partnerships
- Create employment opportunities for locals in the regions
- Ensure fair partnerships and respect for human rights in all endeavors

## Minimize Environmental Footprint



- Utilize energy-efficient equipment to make our office more energy-efficient
- Follow a sustainable purchasing system for our operations
- Opt for sustainable transportation options during tours whenever feasible
- Continuously reduce paper consumption in our office operations
- Reduce the use of plastic items in tours as much as possible
- Calculate and reduce our carbon footprint

## Our Employees



- Offer employees equitable compensation, healthy work environment, and promotion prospects
- Promote employee professional growth and educate the youth from regions through the VisitGeorgia Academy
- Promote a culture of sustainability among employees and service suppliers
- Engage employees in the sustainability planning and implementation process

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## International and Local Partnerships

- Give preference to International and local service suppliers with a declared commitment to sustainability
- Align with sustainability criteria of Travelife and TourCert
- Advocate for sustainable tourism development practices by sharing knowledge and experience with local communities in Georgia

