

Branding and Marketing Impact on Destination: Georgia's Efforts to Boost Tourist Influx Through Marketing Campaigns

Authors:

Bitsadze Givi

Kurbanov Emil

Melikidze Giorgi

Ilia State University

Business School

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University Supervisor: Natalia Shelegia

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Abstract

For the destinations to stay competitive and support tourist influx in the area, strong brand image and respectful marketing campaign is a must. Marketing campaigns, on the other hand can be costly and time consuming if no correct segmentation is done. This research takes an example of Georgia (Country) as it markets itself all season prime destination for adventure seekers, beach bums, or gastro tourists. We have examined impact of brand image on a destination by looking into statistical data of Georgia's border crossings and the expenditures that Georgian National Tourist Agency (GNNTA) has done in the past, we then compared border crossings to the marketing expenditure and made conclusion that marketing efforts have contributed to the success of Georgia's increased tourist influx.

Key Words

Destination image, tourist arrivals, brand image, destination competitiveness, marketing impact.

List of Tables and Illustrations

Year 2017 was a record breaking for Georgia as its marketing efforts paid off. Country experienced 7.9M international arrivals, including stays less than 24 hours and transit travelers who pass Georgia to continue their adventure beyond. Out of 7.9M, 4.1M is accounted for tourists who have stayed in the country for more than 24 hours and