

THE PLANNER'S FACT SHEET

Georgia

for meetings, incentives, conferences & events

Where to put 50, 150 or 500 people — the venues and their real capacities, the way the group gets in, the estates and stadiums, the table, and the weddings. Built for the planner, with the numbers that decide a bid rather than the adjectives that don't.

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A capabilities file, not a brochure. Read Part One for the pitch, Part Four for the rooms, Part Ten for what a real programme looks like.

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THE ONE RULE FOR READING THIS

Every number here — a capacity, a flight time, a room count — was chosen because it changes a bid. Anything that would read the same about any other destination has been left out on purpose. Where a figure needs confirming against a live contract, it is **flagged**.



Tbilisi's old town — where almost every programme begins.

Why Georgia

The case for putting an event here, made in the numbers a planner actually weighs — access, cost, safety and distance.

1 yr VISA-FREE STAY FOR MOST WESTERN, GULF & CIS MARKETS	3 INTERNATIONAL AIRPORTS — TBILISI, KUTAISI, BATUMI	~3 h FROM THE GULF HUBS; ~2 H FROM ISTANBUL	UTC+4 ONE TIME ZONE, NO DAYLIGHT SAVING
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It sits where the markets meet. Georgia is a two-to-three-hour flight from Istanbul, Dubai and Doha and a direct hop from much of Central Asia and the Gulf — the feeder markets that fill incentive and congress programmes. It reads as "somewhere new" to a European delegate and as "easy and close" to a Gulf or CIS one.

The entry barrier is unusually low. Citizens of the EU, the UK, the US, the Gulf states and many CIS countries enter visa-free and may stay up to a year — no visa cost, no processing window to build into the timeline. That single fact removes the step that most often delays a large international movement. India is the exception to plan around (see Part Two).

It is inexpensive without looking it. Venue hire, five-star rooms, catering, DMC and coaching all price well below comparable European congress cities, so the same budget buys a materially better programme — or the same programme at a lower cost per delegate.

It is safe and compact. Low urban crime, a single national emergency number, and a country small enough that the airport, the plenary, the gala estate and the mountains are all inside a day's radius of Tbilisi. Short ground legs mean tight, reliable run-sheets.

Hospitality is the product, not the garnish. An 8,000-year, unbroken winemaking tradition and the *supra* — the Georgian feast, with its appointed toastmaster — give you a gala format that is genuinely of the place rather than a themed evening bolted on. For incentives, that is the whole point.

It works in every season. Wine harvest and golden light in autumn, ski and heli in winter, the Black Sea in summer, green passes in spring — the "reward" changes with the calendar, so the destination rebooks rather than expiring.

Getting the group in

The airports, the visa position by source market, and the honest state of direct flights — the part of a bid that most often breaks.

THE THREE AIRPORTS

AIRPORT	CODE	WHAT IT'S FOR
Tbilisi International	TBS	The primary gateway. The widest direct network (Europe, Gulf, Turkey, Central Asia) and the base for almost every congress and city programme.
Kutaisi International	KUT	Western Georgia. Low-cost and charter-friendly — a useful arrival point for programmes weighted to Kutaisi, the wine west or a large chartered movement.
Batumi International	BUS	The Black Sea. Seasonal leisure and regional links; the natural gate for a Batumi-based summer conference or incentive.

VISA POSITION, BY SOURCE MARKET

MARKET	ENTRY	WHAT IT MEANS FOR A MOVEMENT
Netherlands / EU	VISA-FREE · UP TO 1 YR	No visa, no processing. Pack passports and go.
Gulf — UAE, Qatar, Saudi, Kuwait, Bahrain, Oman	VISA-FREE	Strong direct connectivity and no visa step — a natural fit for incentive traffic.
Kazakhstan	VISA-FREE · UP TO 1 YR	Citizens and residents may enter and stay visa-free for a full year (Government Ordinance №255). Direct flights established (see below).
China	VISA-FREE · 90 / 180 DAYS	Visa-free since 2023 — a growing incentive source.
India	E-VISA · OR 3RD-COUNTRY VISA	The one to plan around. Not on the visa-free list. Delegates apply for the Georgian <i>e-Visa</i> online, <i>or</i> travel visa-free if they hold a valid visa/residence of the US, UK, Schengen, GCC or select others. Build the e-Visa window into the timeline.

VERIFY BEFORE YOU COMMIT

Visa rules and permitted stays change. Confirm every delegate's position for the exact dates on the official portals geoconsul.gov.ge and evisa.gov.ge before contracting. For India, apply for e-Visas well ahead — treat it as the critical-path item.

What flies direct

Georgia is well connected for a country its size. The live picture, and the two example markets that need routing thought.

CONNECTIVITY — THE DIRECT NETWORK

Tbilisi connects directly to roughly 65+ cities across Europe, the Gulf, Turkey and Central Asia, and via the Istanbul (~2 h) and Dubai / Doha (~3 h) hubs to essentially anywhere. Routes shift by season and airline, so always confirm live schedules on the airport's own timetable at airport.ge.

FROM OUR EXAMPLE MARKETS	DIRECT?	HOW TO ROUTE
Kazakhstan — Almaty / Astana	DIRECT	Air Astana, long-established Almaty–Tbilisi service. A clean Central-Asian routing.
India — Delhi / Mumbai	DIRECT*	IndiGo has operated direct services — <i>confirm current schedule at airport.ge</i> . Reliable alternates via the Gulf (Dubai, Doha) or Istanbul.
Gulf — Dubai / Doha	DIRECT	flydubai, Qatar Airways and others — frequent, ~3 h.
Netherlands — Amsterdam	VIA HUB	Typically via Istanbul or a European hub (~2 h final leg); check for seasonal direct.

*Direct long-haul routes to Georgia can pause or resume with regional airspace conditions. Treat airport.ge as the live source and hold a Gulf/Istanbul hub option as the fallback for any long-haul group.



Tbilisi from above — most delegates are in the old town within half an hour of landing.

On the ground in the first hour

What happens between the aircraft door and the hotel lobby — the bit delegates remember and rate.

Meet & greet as standard. Branded signage in arrivals, a named ground host, and staff who hold for delayed flights — up to an hour of wait is normal at any hour, so a late aircraft is not a crisis.

Fast-track on request. Expedited arrivals handling can be arranged for VIP delegates and for large simultaneous landings, smoothing the pinch when a whole flight clears passport control at once.

Coaches waiting, not summoned. Vehicles are positioned before wheels-down and matched to the manifest, so a 300-person landing moves in staged batches rather than a scrum at the kerb.

Languages booked, not hoped for. Hosts and guides in English, Russian, Arabic, Chinese and more — specified at contract, confirmed before arrival.

Local SIM / eSIM at the door. Data is cheap and coverage across cities and main roads is strong; eSIM gets a delegate on the network before they reach baggage.

One operations line. A 24-hour ground-operations contact runs for the length of the programme — the single number that makes a run-sheet resilient.



The capital, minutes from the airport — short transfers make tight run-sheets possible.

Rule of thumb for the timeline: for movements over ~200 pax landing together, plan staged transfers and pre-cleared coach bays; for India, the e-Visa lead time — not the flight — is the constraint to protect.

Georgia in numbers

The whole country on one page, and the body that helps you win and stage a congress here.

CAPITAL	Tbilisi
POPULATION	~3.7 million
CURRENCY	Georgian lari (GEL / ლ) — cards widely accepted in the cities
TIME ZONE	UTC+4, no daylight saving
WORKING LANGUAGE OF THE TRADE	Georgian; English standard in hotels, DMCs and venues; Russian widely spoken
DRIVING SIDE · POWER	Right-hand side · 220V / 50Hz, plug types C and F
EMERGENCY	112 — single number for police, ambulance and fire
SAFETY	Low urban crime by European standards; normal city caution is sufficient
WINEMAKING	~8,000 years, continuous — the qvevri method is on UNESCO's Intangible Heritage list

THE CONVENTION BUREAU

Georgia has a national **Convention & Exhibition Bureau (GCEB)** — the single point of contact for bid support, site inspections, venue shortlisting and destination marketing for international congresses and exhibitions. For a qualifying association or corporate congress, engage it early; support programmes and any subvention are discretionary and change, so **confirm current terms** for your event.

THE LARGEST, AT A GLANCE

CATEGORY	CEILING
Largest hotel ballroom	1,200 theatre / 1,500 reception — Euphoria Batumi (Sheraton Grand Tbilisi 1,050 — largest in the capital)
Largest purpose-built exhibition space	10,000 m² indoor / 11 halls — ExpoGeorgia
Largest open-air amphitheatre	1,200 seats — Tsinandali Estate, Kakheti
Largest arena / amphitheatre	8,000 seats — Black Sea Arena, Shekvetili
Largest stadium (concert scale)	54,139 seats — Dinamo Arena

Detailed venue tables follow in Part Four. Figures are venue-published and should be re-confirmed on a live enquiry.

Where you'll meet

The rooms, by real capacity. Five kinds of space — exhibition halls, conference hotels, wine estates, restaurants and stadiums — and which one fits which headcount.

WHICH VENUE FOR WHICH SIZE

HEADCOUNT	WHERE IT GOES
UP TO 50	Boutique-hotel salons, any five-star meeting room, a wine-estate private cellar or terrace. Choose on character, not capacity.
50–250	City five-star ballrooms — Wyndham Grand (250), Marriott (230), Radisson Blu Iveria — plus Lopota's Event Hall (350) and estate marquees at Chateau Mukhrani or Shumi.
250–700	The big hotel ballrooms — Sheraton Grand Tbilisi (1,050), Sheraton Batumi (850), Pullman (700), Paragraph & Hualing (600), Tsinandali (523) — or an ExpoGeorgia hall.
700–2,000	Euphoria Batumi (1,200 / 1,500 reception), the Tsinandali open-air amphitheatre (1,200), ExpoGeorgia's halls combined (10,000 m²), or the Black Sea Arena.
2,000 + / CONCERT SCALE	Black Sea Arena (8,000) for a gala or show; Dinamo Arena (54,139) for a launch or concert-scale event.

EXHIBITION & CONGRESS — EXPOGEORGIA, TBILISI

The country's principal exhibition and congress campus, in central Tbilisi — the default home for a trade show or a congress that builds its own plenary and breakouts.

METRIC	FIGURE
Total fairground	140,000 m²
Indoor exhibition space	10,000 m² across 11 halls (each ~300–1,700 m²)
Congress hall (Event Hall #3)	1,060 m² — soundproof partitions, divisible
Largest single hall (#11)	1,690 m² · on-site restaurant & parking for 500 cars

STADIUMS & ARENAS — LARGE-FORMAT AND SHOW SCALE

VENUE	CAPACITY	USE
Boris Paichadze Dinamo Arena Tbilisi	54,139	National stadium. Concert-scale launches, brand events, opening spectacles.
Tbilisi Sports Palace Tbilisi — indoor arena	11,000	Indoor multi-purpose arena — concert-format plenaries and shows (9,700 sport / 11,000 concert).
Black Sea Arena Shekvetili, near Batumi	8,000	Purpose-built amphitheatre, strong acoustics; VIP zones, food court, four mini-cinemas. Gala concerts and award shows.
Tsinandali Estate Amphitheatre Kakheti — open-air	1,200	Open-air amphitheatre on a historic wine estate — galas and concerts among the vineyards.

Conference hotels — Tbilisi

The capital's meeting stock, by the number that matters: how many people fit in the largest room, seated and served.

PROPERTY	ROOMS	LARGEST ROOM	THEATRE	BANQUET	NOTE
Sheraton Grand Metekhi Palace 5★	220	Kavkasioni Ballroom	1,050	600	The capital's largest hotel ballroom · 12 rooms · Avlabari, above the river.
Pullman Axis Towers 5★	215	Grand Ballroom	700	460	~2,000 m ² of event space (reception 800) — the city's largest hotel conference floor.
Hualing Tbilisi 5★	246	Hualing Ballroom	600	500	Reception 750 · set in its own park — good for a self-contained residential congress.
Paragraph Freedom Square 5★ <i>Luxury Collection</i>	—	Grand Ballroom · 567 m ²	600	350	Reception 400 · 8 event rooms · a landmark address on Freedom Square.
Biltmore Tbilisi 5★	214	10 meeting rooms	1,134 total	—	Rustaveli, in the tower — 1,260 m ² over ten rooms.
Radisson Blu Iveria 5★	~249	9 event rooms	to 820 across space	—	Rose Revolution Square — the most central big-brand option.
Wyndham Grand Tbilisi 5★	158	The Ballroom	250	150	Reception 300 · central; strong for 150–250 conferences.
Tbilisi Marriott 5★	—	The Ballroom	200	230	Rustaveli Avenue — a polished mid-size ballroom.

Reading a Georgian "5★". In Tbilisi and Batumi, five-star means international-brand five-star that would pass anywhere. Outside those two cities it is a local claim — read it as "the best available here."

Also in Tbilisi — executive meetings & housing depth: Swissôtel (boutique 5★, meetings to 150), Stamba (design-led, with The Dome for creative galas), Courtyard by Marriott, Ambassadori, plus Novotel, Mercure, Holiday Inn, Hilton Garden Inn ×2, Ibis Styles and Rooms — several hundred more rooms within a tight central radius.

Batumi hotels — the Black Sea

The seafront conference cluster — five-star towers within a short boulevard walk of each other, led by Georgia's single largest hotel ballroom.

CONFERENCE HOTELS — BATUMI (BLACK SEA)

PROPERTY	ROOMS	LARGEST ROOM	THEATRE	BANQUET	NOTE
Euphoria Batumi 5★	455	Gonio Ballroom · 1,125 m ²	1,200	800	Reception 1,500 — Georgia's largest hotel ballroom ; a 455-room seafront tower.
Sheraton Batumi 5★	202	Grand Ballroom	850	600	Reception 850 · 9 event rooms · a landmark seaside plenary.
Hilton Batumi 5★	247	Rustaveli Ballroom	378	260	10 meeting rooms · seafront tower — strong for 150–350 conferences.
Radisson Blu Batumi 5★	—	Grand Ballroom · 342 m ²	350	—	On the seafront — 7 meeting rooms, sea-view ballroom to 350.
Le Méridien Batumi 5★	—	9 rooms · 1,238 m ²	~200	~200	Landmark lighthouse tower on the boulevard — a strong incentive address.

Deeper bench on the boulevard. Beyond the five-stars above, Batumi adds JRW Welmond (~800 m² conference), Best Western Premium (conference to 150), Wyndham Batumi, Ramada Plaza, Gino Seaside, Rooms Batumi and Grandeur — a walkable seafront strip that absorbs a large summer conference.



Batumi — the Black Sea conference and incentive base.

Where incentives sleep

Outside the two cities, the stock is resorts and mountain lodges — the residential bases for a wine, ski or wellness incentive.

PROPERTY	WHERE	ROOMS	WHY IT'S ON THE LIST
KAKHETI — WINE COUNTRY			
Lopota Lake Resort & Spa 5★	Napareuli	311	Private-lake resort with spa and 8 event spaces (Event Hall 350 theatre) — the residential incentive/wedding anchor.
Tsinandali Estate • Radisson Collection	Tsinandali	—	Historic wine estate + hotel — indoor ballroom to 523 and a 1,200-seat open-air amphitheatre (home of the Tsinandali Festival). A standout congress and gala venue.
Ambassadori Kachreti Golf Resort 5★	Kachreti	—	Georgia's golf resort — conference facilities, spa and villas for a residential incentive.
Kvareli Lake Resort • Royal Batoni	Kvareli	—	Lakeside resorts beside the wine tunnels — comfortable bases for a wine-country programme.
GUDAURI & KAZBEGI — THE MOUNTAINS			
Marco Polo Gudauri 5★	Gudauri	—	Large ski-in resort hotel with spa and conference facilities — the mountain MICE base, ~2 h from Tbilisi.
Gudauri Lodge 4★	Gudauri	—	Ski-in resort with event hall — winter incentives, heli-ski and paragliding on the doorstep.
Rooms Hotel Kazbegi	Stepantsminda	—	Design hotel under Mt Kazbek — the reference mountain property; the view is the room.
BORJOMI & BAKURIANI — SPA & FAMILY SKI			
Crowne Plaza Borjomi 5★	Borjomi	—	Spa hotel in the mineral-water park — wellness incentives and a gentler pace.
Bakuriani resorts (Crystal, Dialog, Costa)	Bakuriani	—	Family-friendly ski stock for a winter group.
BLACK SEA COAST			
Paragraph Resort & Spa Shekvetili 5★	Shekvetili	—	Large luxury resort beside the Black Sea Arena (8,000) — pair the two for a big incentive with an arena-scale gala.

The mountain reality. Above the tree line there are no international five-stars, and no search will produce one — the good options are strong resorts and excellent guesthouses. Plan mountain nights as an *experience*, not as the delegate base.

Wine resorts & estates

The venues that give Georgia a gala nowhere else can copy — for incentives, galas and weddings alike.

VENUE	WHERE	SCALE	WHY IT'S ON THE LIST
Lopota Lake Resort & Spa	Napareuli, Kakheti	311 rooms · Event Hall 350 theatre / 150 banquet	A resort on its own private lake with spa and 8 event spaces — the reference property for a residential incentive or a multi-day wedding, all under one roof.
Chateau Mukhrani	Mtskheta, ~25–30 min from Tbilisi	estate · flexible builds	A working royal wine estate with palace, cellars and grounds — gala dinners, launches and weddings within half an hour of the capital. Capacities by setup — confirm.
Shumi Winery	Tsinandali, Kakheti	tasting halls · restaurant	Winery with a wine museum, tasting halls and restaurant — a characterful gala and incentive-lunch venue in the heart of the vineyards.
KTW — Kakhetian Traditional Winemaking	Telavi, Kakheti	winery · events	One of Kakheti's major wine houses — tastings, cellar dinners and branded incentive events at scale.
Kvareli cellars	Kvareli, Kakheti	wine tunnels · lakeside	Events staged inside the wine tunnels and at the lakeside resort — a genuinely unusual dinner setting.

Read estate capacity in three numbers. The same venue holds a different crowd by format — a *seated gala* (roughly 60–70% of the standing figure), a *standing reception* (the largest number), and a *marquee build* in the grounds (extends both). Always quote the specific format — e.g. "seated 250 · standing 400 · marquee 600" — and request each estate's capacity sheet, since the numbers are build-dependent, not fixed.

Restaurants that take a group

The dinner is the programme in Georgia. What to know about placing 40, 150 or a full delegation at the table.

Group dining is the norm, not a favour. Georgian restaurants are built around the *supra* — the communal feast — so long tables, set menus and live music for 40–200 are standard product rather than a special request. Tbilisi, Batumi, Telavi and Signaghi all have restaurants that seat large parties comfortably.

Wine estates double as restaurants. For 80–300 seated, the estates in Part Four — Shumi, KTW, Chateau Mukhrani, Lopota, Kvareli — are often the better answer than a city restaurant: the food, the wine and the setting are one thing.

Halls and cellars for the big nights. Above ~300 seated, move to a hotel ballroom, an ExpoGeorgia hall dressed for dinner, or the Black Sea Arena — the estates handle the character dinners, the halls handle the numbers.

Dietary needs are easy here. Vegetarian is genuinely simple — *pkhali*, *lobio*, *badrijani*, mushroom *khinkali*, Imeretian *khachapuri* — and vegan and halal can be catered with notice. Georgian cuisine is naturally vegetable- and grain-rich, so a mixed delegation eats well without a separate menu operation.

PLACING A GROUP — QUICK GUIDE

PARTY SIZE	BEST FORMAT
10–40	City restaurant private room; wine-estate cellar table; chef's supra.
40–150	Full restaurant buy-out; wine-estate hall (Shumi, KTW); Lopota restaurant.
150–300	Estate marquee (Chateau Mukhrani); large restaurant; hotel banquet room.
300 +	Hotel ballroom, ExpoGeorgia hall dressed for gala, or Black Sea Arena.



The Georgian table — the programme's most repeatable "only here" moment.

Where you'll stay

The housing maths. The honest answer to "can I put my whole group in one hotel?" — and what to do when you can't.

One hotel holds ~200–300. Georgia's largest single five-star blocks run to roughly 200–311 rooms — Lopota (311), Hilton Batumi (247), Hualing (246), Sheraton Grand Tbilisi (220), Sheraton Batumi (202). A group up to ~250 delegates can sit under one roof; above that, you cluster.

Clustering is normal and short. Because the cities are compact, a 500-person congress houses comfortably across three or four adjacent properties with a single plenary venue a few minutes away. Delegates never feel split when the walk between hotels is five minutes.

Tbilisi has the depth. The central five-star cluster — Biltmore, Sheraton Grand, Radisson Blu Iveria, Courtyard, Hualing, plus Marriott and others — combined with strong four-star stock (Holiday Inn,

Mercure, Ibis Styles) houses well over a thousand within a tight radius.

Batumi is a seafront strip. Sheraton, Hilton, Radisson Blu and Le Méridien stand within a short boulevard walk — a natural, walkable cluster for a large summer conference by the sea.

Kakheti is a resort, not a city. For a residential incentive or wedding, Lopota's 311 rooms keep a mid-size group entirely on one estate; larger numbers spread across the region's wine hotels and guesthouses.

The mountains are guesthouse country. Kazbegi and the ski resorts have strong regional hotels (Rooms Hotel Kazbegi, Gudauri lodges) but no international five-stars — plan mountain nights as an *experience*, not as the delegate base.

THE 500-ROOM QUESTION, ANSWERED

500 delegates ≈ 300–450 rooms depending on single/double occupancy. No single Georgian hotel covers that — so the winning plan is one *anchor* five-star (200–300 rooms) plus two or three adjacent properties, and a plenary at Sheraton Grand Tbilisi, a built-out ExpoGeorgia hall, or a Batumi seafront ballroom. Part Ten shows exactly how that lands.

Incentives & experiences

The reward half of the programme. What the group actually does — by region, all within a day of the capital.

REGION	FROM TBILISI	THE REWARD
Tbilisi	—	Carved-balcony old town, the sulphur bathhouses of Abanotubani, cable cars to Narikala, wine bars and a serious late-night scene. The arrival-day city.
Kakheti — wine country	~1.5–2 h	The heart of an incentive here: estates, qvevri cellars, the clifftop town of Signaghi, and the autumn harvest. Blend-your-own workshops and cellar galas.
Kazbegi — Military Highway	~3 h	The signature day drive — Ananuri, the Jvari Pass, and Gergeti Trinity Church standing under a 5,000 m peak. High drama, big photos.
Gudauri	~2 h	Skiing and heli-ski in winter; tandem paragliding over the ridge in summer. The adventure add-on.
Batumi & the Black Sea	~5 h / 1 h flight	Summer resort city — beach, boulevard, botanical garden, casinos and the Black Sea Arena. A programme base in its own right.
Borjomi & Bakuriani	~2.5–3 h	Forested spa town and mineral springs; a gentle ski resort. Wellness and family-incentive territory.
Kutaisi & the west	~3 h	UNESCO Gelati Monastery, the Prometheus caves and Martvili canyon — the natural-wonder cluster, and a low-cost arrival airport.



Gergeti Trinity Church under Mt Kazbek — the signature incentive day from Tbilisi.

When to run it, and what to build

Georgia doesn't have an off-season so much as four different countries stacked on the calendar. Here's what changes, and the teambuilding that fits.

THE SEASON DECIDES THE REWARD

SEASON	WHAT'S GOOD FOR AN EVENT
SPRING • MAR–MAY	Green valleys, the passes reopening, the best light of the year for photography. Sea still too cold to swim.
SUMMER • JUN–AUG	Batumi and the Black Sea at full volume; the mountains are cool and open. Tbilisi runs hot — build indoor days and evening events.
AUTUMN • SEP–NOV	The prime window. The Kakheti wine harvest — grape-stomping, cellar galas, golden light and warm days into October. The single best reason to time a programme.
WINTER • DEC–FEB	Ski at Gudauri and Bakuriani, sulphur baths and long lunches in Tbilisi. The mountain road to Kazbegi can close on the day — plan a 4×4 and a fallback.

TEAMBUILDING THAT'S ACTUALLY GEORGIAN

Blend your own wine. A qvevri workshop in a Kakheti cellar — each team bottles and labels its own blend to take home. In harvest, add grape-stomping.

Cook the feast. Khinkali-folding and khachapuri masterclasses that end in the supra the group just made — the reliable crowd-pleaser.

Drive the Highway. A 4×4 convoy on the Military Highway to Gergeti — scenery, mild adventure, huge

photos.

Fly the ridge. Tandem paragliding at Gudauri, or heli-ski for a high-value winter incentive.

River & canyon. Rafting on the mountain rivers, ziplines and the Martvili and Okatse canyons in the west.

Sing in parts. A Georgian polyphony and dance masterclass — the country's UNESCO-listed music, taught to the room before the gala.

The table & the toast

Georgia's gala format is 8,000 years old and belongs to nowhere else. Used well, the dinner is the thing delegates talk about afterwards.

The supra is a format, not a menu. The Georgian feast runs on a structure: dish after dish arriving together, wine throughout, and a *tamada* — an appointed toastmaster — who shapes the evening through a sequence of toasts. Drop a corporate gala into that structure and it stops being a themed dinner and becomes an experience of the place.

The tamada is your MC, reimaged. Brief a skilled tamada and the toasts carry the room — to the guests, to the hosts, to the reason everyone travelled. It is warm, it is funny, and it does the work an awards-night host usually does, only rooted in local ritual.

The wine is genuinely different. 8,000 years of continuous winemaking, the qvevri (buried clay vessel)

method on UNESCO's list, and hundreds of indigenous grapes most delegates will never have tasted — Saperavi, Rkatsiteli, Kisi. A guided tasting is content, not just catering.

Match the venue to the number. Cellar and estate dinners at Shumi, KTW, Chateau Mukhrani, Kvareli's wine tunnels or lakeside Lopota carry the character up to a few hundred; above that, dress a hotel ballroom or an ExpoGeorgia hall and bring the tamada and the wine to the numbers.

Every diet, handled. Vegetarian is effortless, vegan and halal cater with notice — a mixed international delegation eats well without a parallel kitchen operation.

USE IT AS THE ANCHOR, NOT THE ADD-ON

The strongest Georgian programmes build the whole arc toward one supra — a harvest-night gala in a Kakheti cellar, or a tamada-led awards dinner on a wine estate. It is the single most repeatable "only here" moment the destination offers.



An open qvevri in a marani (cellar) — 8,000 years of winemaking, and the reason the gala works here.

Weddings & social

Destination weddings, galas and private celebrations — the venues, the legal route, and why the paperwork is unusually simple.

WHY COUPLES CHOOSE GEORGIA

The legal marriage is fast and open to foreigners.

Georgia is well known for a straightforward civil-marriage process — foreign couples can legally marry here with minimal residency friction through the Public Service Hall, often within days. Symbolic and religious ceremonies are equally easy to stage. **Confirm current document requirements for each couple's nationalities.**

The settings do the work. Royal wine estates, clifftop towns, castles, mountain backdrops and lakeside resorts

— a range of genuinely photogenic venues within a short drive of the capital.

It is affordable for the quality. A five-star destination wedding here costs materially less than in Western Europe, which either lifts the guest count or lifts the finish.

The feast is built in. The supra is a wedding banquet — food, wine, toasts and music as one tradition, with the tamada at its centre.

WEDDING & CELEBRATION VENUES

VENUE	SETTING	BEST FOR
Chateau Mukhrani	Royal wine estate, ~30 min from Tbilisi	Palace-and-vineyard weddings and galas close to the city.
Lopota Lake Resort & Spa	Private lake, Kakheti · 311 rooms	Multi-day weddings that house the whole party on-site.
Kvareli cellars & lake	Wine tunnels & lakeside, Kakheti	Unusual cellar dinners and lakeside ceremonies.
Sighnaghi	Clifftop "city of love"	Intimate ceremonies with a valley backdrop; the town runs a well-known quick-marriage tradition.
City five-stars	Tbilisi & Batumi ballrooms	Large seated receptions (to 600 banquet at Sheraton Grand Tbilisi / Sheraton Batumi).



Sighnaghi above the Alazani Valley — the "city of love" and a favourite ceremony backdrop.

Moving the group

Georgia is chauffeur country — short distances, demanding roads. The fleet and the ground operation that hold a run-sheet together.

THE FLEET, BY CAPACITY

CLASS	SEATS	WHAT IT'S FOR
VIP Sedan — Mercedes S-Class / Maybach S-580	2–3	VIP, speaker and executive transfers. Black.
Executive Van — Mercedes V-Class	4–6	The MICE standard — VIPs, speakers and small groups. Black.
Minivan — Mercedes Viano / Hyundai H1	5–7	Small groups and long routes.
4×4 SUV — Mercedes GL	3–4	The mountains and the Gergeti climb — essential in winter.
Minibus — Mercedes Sprinter	12–20	Breakouts, excursions and shuttles. Standard & VIP; black.
Coach — 45-seat Setra	45	Full-delegation transfers and plenary shuttles.

All vehicles air-conditioned and chauffeured; Wi-Fi standard on premium classes. A 500-person movement runs on a staged fleet of coaches with a lead vehicle and radio-linked dispatch.

THE GROUND OPERATION

One DMC, one run-sheet. Transfers, venues, catering, guides, permits and production coordinated through a single ground operator, with a 24-hour operations line for the length of the programme.

Short legs, tight timing. Airport to city ~20–30 min; city to Kakheti ~1.5–2 h; city to Kazbegi ~3 h. Distances are short enough to hold precise schedules — and demanding enough that you want a professional at the wheel.

Staffed for the size. Registration desks, hostesses, medics on request, and multilingual guides — English, Russian, Arabic, Chinese and more — booked to headcount.

Production on tap. Staging, AV, lighting, branding, entertainment and the tamada — sourced locally at a cost well below Western Europe.

The fleet

MICE groups arrive in big batches, so the fleet is built on executive Mercedes cars and full-size touring coaches — late-model, in black, chauffeured.



Maybach S-580 — VIP, top of the range



S-Class — VIP & speaker cars



V-Class — the conference standard



Sprinter — breakouts & shuttles



Mercedes GL — 4×4 for the mountains



Setra — 45-seat touring coach

Executive cars and vans run in black, the 45-seat Setra coach in white — all late-model and chauffeured. Also available for larger batches and mixed programmes: Mercedes Viano and Hyundai H1 minivans, standard and 20-seat Sprinters, and additional coaches.

Three shapes of an event

Not itineraries — worked examples. Three real headcounts from three real markets, with the venue, the housing and the access that make each one land.

50 • Incentive • Kazakhstan

Almaty → Tbilisi direct (Air Astana) • visa-free • 4 nights

Access. Direct Almaty–Tbilisi, no visa — the group lands and clears in one hour. Meet & greet, two minivans and a VIP sedan.

Stay & meet. Two nights in a central Tbilisi five-star (single anchor hotel easily holds 50), one working half-day in a hotel salon; two nights residential at **Lopota Lake Resort** in Kakheti.

Reward. Blend-your-own-wine workshop, a cellar supra with a tamada at Shumi or KTW, a day on the Military Highway to Gergeti.

Why it works. Zero visa friction, a direct flight, and a self-contained wine-country resort — a premium incentive with a light operation.

150 • Conference • Netherlands

Amsterdam → Tbilisi via Istanbul • visa-free (1 yr) • 3 nights

Access. No direct daily service assumed — route via Istanbul (~2 h final leg) or another European hub. No visa, so arrivals are quick.

Stay & meet. One anchor five-star (Hualing, 246 rooms, or Radisson Blu Iveria) houses all 150. Plenary for 150 sits comfortably in the **Hualing Ballroom** (600 theatre) with breakouts alongside.

Reward. A gala on a wine estate (Chateau Mukhrani, ~30 min out), a half-day in Tbilisi old town and the sulphur baths.

Why it works. One hotel, one plenary, one estate gala — a clean, single-property congress with a strong evening.

The big one — 500 from India

A convention at the scale that tests a destination. Here is exactly how Georgia absorbs it.

500 • Convention • India

Delhi / Mumbai → Tbilisi via the Gulf (Dubai / Doha) or Istanbul • e-Visa • 4 nights

Access — the critical path. Direct India–Tbilisi service (IndiGo) operates subject to schedule — confirm live at **airport.ge** and hold a Gulf (Dubai / Doha) or Istanbul routing as the reliable fallback. The real long-lead item is the **e-Visa**: open applications months ahead and manage them centrally. Some delegates holding valid US/UK/Schengen/GCC visas travel visa-free — sort the manifest into those two streams early.

Housing — the cluster. 500 delegates ≈ 300–450 rooms. Anchor on one large five-star (~250 rooms) and add two or three adjacent Tbilisi properties; the central cluster (Biltmore, Sheraton Grand, Radisson Blu Iveria, Hualing, Courtyard, plus four-star stock) absorbs it within a tight radius.

Plenary — the room. A 500-seat plenary fits one room several ways: **Sheraton Grand Tbilisi's Kavkasioni** (1,050) or **Pullman Axis Towers** (700) in the capital;

Euphoria Batumi's Gonio Ballroom (1,200) on the coast; or the **Tsinandali** open-air amphitheatre (1,200) in the wine country. For an exhibition-plus-congress footprint, build out **ExpoGeorgia** (10,000 m² indoor).

Gala — the "only here" night. A 500-cover gala dressed into a hotel ballroom or an ExpoGeorgia hall, with a tamada, indigenous wines and Georgian polyphony — or the **Black Sea Arena** (8,000) for an awards-show format.

Ground. Staged coach fleet (45–55-seat coaches), radio-linked dispatch, registration desks, multilingual hosts including Hindi/English on request, and a 24-hour operations line.

Why it works. The rooms, the plenary and the gala all exist at 500-scale; the only thing that needs early, disciplined management is the visa stream — which is exactly what a good DMC runs for you.

THE THREE THINGS THIS FILE WOULD TELL A PLANNER

- 1 • Time it for the autumn harvest if the programme will bear it — it is the destination's best week.
- 2 • Check every delegate's visa position at **geoconsul.gov.ge** before contracting; for India, the e-Visa is the critical path, not the flight.
- 3 • House up to ~250 in one hotel, cluster above that — and let one supra be the evening everyone remembers.

BRING IT HERE

Let's shape the programme

Tell us the headcount, the market and the month, and we'll come back with venues, housing and a costed shape — the same way this file is built.

CONTACT

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