

FAM TRIP TO GEORGIA

7-DAY EXCLUSIVE B2B STUDY TOUR

DACH REGION — Germany · Austria · Switzerland
October 31 – November 7, 2026

Why Georgia for Your Premium Portfolio?

Well-traveled clients from the DACH region have exhausted the continent's traditional luxury circuits. Alpine lodges and classic Mediterranean wine estates no longer deliver the thrill of discovery. Today's discerning traveler craves a profound sense of place — raw, untamed authenticity paired with uncompromising comfort.

Georgia sits at the exact intersection of European sophistication and ancient frontier. As an 8,000-year-old civilization boasting dramatic 5,000-meter peaks and a capital city undergoing a culinary renaissance, it is the ultimate answer for clients seeking the undiscovered.

- **An Untapped, High-Yield Market** Georgia's premium sector is a true 'blue ocean.' Largely untouched by Western European mass tourism, it allows you to position this as a highly exclusive frontier expedition commanding premium price points and exceptional commission margins.
- **A Masterclass in Contrast** The itinerary flows seamlessly from the cosmopolitan pulse of Tbilisi, up into the snow-capped isolation of the Greater Caucasus via the historic Military Highway, and down into the sun-drenched vineyards of Kakheti.
- **Elevated Deliverables for VIPs** Private supra feasts in heritage chateaux, exclusive tastings of UNESCO-protected Qvevri wines in centuries-old cellars, and 4x4 ascents to 14th-century monasteries above the cloud line.

FAM Trip Highlights

Tbilisi: A Blend of Eras

Experience the vibrant energy of Georgia's capital. Ancient Narikala Fortress and historic Sulfur Baths meet modern glass bridges and trendy cafes. A city where Silk Road history meets contemporary flair — cobblestone streets and hidden courtyards full of character.

The Spiritual Heart: Mtskheta & Jvari

Mtskheta — the ancient capital and spiritual center of Georgia. The UNESCO-listed Svetitskhoveli Cathedral and the 6th-century Jvari Monastery, perched on a cliff above the confluence of two major rivers. History and spirituality that feel timeless.

Kazbegi: Peaks & Iconic Churches

Journey along the Military Highway to the heart of the Caucasus Mountains. The Gergeti Trinity Church dramatically situated against the glaciers of Mount Kazbek. Breathtaking alpine landscapes of Kazbegi and Truso Valley.

Kakheti: The Cradle of Wine

The romantic 'City of Love,' Signaghi, overlooking the Alazani Valley. The legendary hospitality of a traditional Supra feast. Unique wines aged in clay Qvevri — a tradition 8,000 years in the making.

Kutaisi & Prometheus Cave

UNESCO-listed Gelati Monastery and the magical underground world of Prometheus Cave. Glowing halls of stalactites and stalagmites, the bustling local bazaar, and the unique 'abandoned' charm of the Tskaltubo spa resort.

Who Is This FAM Trip For?

To ensure a high-level networking environment and maximum business value, all participants are carefully vetted. This itinerary is designed for:

- **Premium Travel Advisors** Professionals whose clients experience destination fatigue with Alpine chalets or Mediterranean retreats. Georgia delivers a profound cultural awakening — 5,000-meter peaks, culinary renaissance, and 8,000 years of winemaking heritage alongside boutique hospitality.
- **MICE Specialists & Corporate Planners** The Caucasus is the premier emerging frontier for unconventional incentive travel. Scout venues for gala dinners in heritage wine chateaux or high-altitude team-building sessions framed by snow-capped Kazbegi peaks.

- **Bespoke FIT & Boutique Tour Designers** Creators of tailor-made VIP itineraries who thrive on offering what no one else can. Georgia provides the ultimate canvas of dramatic landscapes and deep historical mystique.

FAM Trip Itinerary

Participants depart from five cities: Frankfurt, Berlin, Memmingen, Dortmund, and Bratislava. Groups converge into a single programme from November 1 onwards. The core programme from Mtskheta through Kazbegi is identical for all participants.

Note: Truso Valley may be replaced with Dariali Gorge and Gveleti Waterfall, or Sno Valley, if the road is seasonally closed in November due to snow.

Coverage Overview

Destination	Memmingen	Bratislava	Berlin	Dortmund	Frankfurt
Kutaisi sightseeing	arrival	arrival	dinner only	departure	departure
Mtskheta & Jvari	✓	✓	✓	✓	✓
Tbilisi city tour	✓	✓	✓	✓	✓
David Gareja & Kakheti	✓	✓	✓	✓	✓
Ananuri & Kazbegi	✓	✓	✓	✓	✓
Dariali & Gveleti	✓	✓	✓	✓	✓
Uplistsikhe	✓	✓	✓	✓	✓
Kutaisi on return	–	Gelati only	dep 06:55	full	full

Day-by-Day Programme

30

OCT

Overnight flight | Kutaisi

Landing at KUT 00:15 (Oct 31). Immigration, transfer to hotel. Check-in and rest — no programme until afternoon of Oct 31.

31

OCT

Friday | Kutaisi

Programme starts for Memmingen and Bratislava groups at 13:30: Gelati Monastery (UNESCO), Motsameta Monastery, Bagrati Cathedral. Imeretian wine tasting. Welcome dinner — Berlin guests arrive directly from airport (15:30 landing) and join for dinner.

Groups from Dortmund and Frankfurt depart on evening Oct 31, arriving Kutaisi at night. Hotel check-in only — no programme.

01
NOV

Saturday | Mtskheta

Departure at 10:00. Svetitskhoveli Cathedral in Mtskheta (UNESCO). Jvari Monastery with panoramic view over the confluence of the Aragvi and Mtkvari rivers. Evening arrival in Tbilisi, dinner and hotel check-in.

02
NOV

Sunday | Tbilisi

Discover Tbilisi: Sameba Cathedral, Metekhi Church, Abanotubani sulphur bath district, Narikala Fortress and the Old Town. Afternoon ride on the historic funicular to Mtatsminda Park. Traditional Georgian dinner.

Optional evening: relax in one of Tbilisi's historic sulphur baths.

03
NOV

Monday | Kakheti

David Gareja Monastery Complex (semi-desert, near Azerbaijani border), Bodbe Monastery, hilltop town of Signaghi with views over the Alazani Valley. Traditional qvevri wine tasting and Supra feast. Return to Tbilisi.

04
NOV

Tuesday | Kazbegi

Drive along the Georgian Military Highway. Stop at Zhinvali Reservoir, Ananuri Fortress, Gudauri, Friendship of Nations Monument. 4WD excursion to Gergeti Trinity Church at 2,170 m with views of Mount Kazbek. Dinner in Kazbegi.

05
NOV

Wednesday | Kazbegi

Weather permitting: Truso Valley. Alternative: Dariali Gorge (Georgian-Russian border) and Gveleti Waterfall, or Sno Valley. Afternoon departure for Tbilisi. Dinner.

06
NOV

Thursday | Kutaisi

Visit Uplistsikhe cave city (1st millennium BC, carved into volcanic rock). Continue to Kutaisi with arrival around 16:00 for farewell dinner — Imeretian cuisine and Chacha tasting.

Memmingen/Munich West: transfer to Kutaisi Airport from Tbilisi, skipping Uplistsikhe, check-in by 13:30 for KUT→FMM flight departing 15:30.

07

NOV

Friday | Kutaisi

Berlin: early transfer ~04:00 for KUT→BER flight at 06:55. Bratislava: transfer by 10:15 for KUT→BTS at 12:05. Dortmund & Frankfurt: final Kutaisi sightseeing (Gelati/Motsameta/Bagrati), transfers ~13:00–14:00.

Flight Schedule

Route	Dates	Airline
Frankfurt (FRA) – Kutaisi (KUT) – Frankfurt (FRA)	31.10 (+1) – 07.11	Wizz Air
Berlin (BER) – Kutaisi (KUT) – Berlin (BER)	31.10 – 07.11	Wizz Air
Memmingen (FMM) – Kutaisi (KUT) – Memmingen (FMM)	30.10 (31.10) – 06.11	Wizz Air
Dortmund (DTM) – Kutaisi (KUT) – Dortmund (DTM)	31.10 (01.11) – 07.11	Wizz Air
Bratislava (BTS) – Kutaisi (KUT) – Bratislava (BTS)	31.10 – 07.11	Wizz Air

Arrival (+1) = arrival on Nov 1 due to overnight flight. Bratislava departures recommended for Austrian participants.

Ground Transportation & Pacing

- Deluxe, fully air-conditioned midibuses throughout the journey.
- Total regional mileage: approximately 700–800 km across the entire loop.
- Average daily driving: 2 to 3.5 hours, always broken up by cultural stops and dining experiences.

Country & Practical Information

Capital: Tbilisi

Language: Georgian

Currency: Georgian Lari (GEL / ლ). Cards accepted in major cities; carry some cash for villages.

SIM Cards: Available at airports and cities. Providers: Magti, Beeline, Cellfie. eSIM available.

Time Zone: GMT +4

Visa: Visa-free entry for EU, US, Canada, UK and many other nationalities (up to 1 year).

Entry Points: Tbilisi Airport (TBS), Kutaisi Airport (KUT), Batumi Airport (BUS)

Infrastructure & Transport Realities

- **Urban vs. Rural** Tbilisi and major hubs offer modern hospitality and 5-star brands. Rural and high-altitude areas rely on boutique properties and local 4x4 networks.
- **Road Conditions** Main arteries are well-developed. Mountain routes (Georgian Military Highway) are subject to microclimate shifts, seasonal snow closures, and freight traffic — requiring experienced local drivers.

Climate & Packing Guide

Late October and early November offer a crisp, crowd-free, and highly atmospheric autumn. Weather is contrastive due to dramatic altitude shifts:

Lowlands (Tbilisi & Kakheti)

Daytime: +11°C to +16°C (sunny)

Nighttime: +4°C to +8°C

Highlands (Kazbegi & Mountain Passes)

Daytime: +2°C to +8°C

Nighttime: 0°C to -6°C (potential snow)

Packing Essentials

- **The Layering Strategy:** versatile layers — a day starts chilly, warms by 2 PM, and drops sharply at sunset.
- **Kazbegi Warning:** windproof shell, heavy winter jacket, thermal base layers, warm beanie, and gloves are **MANDATORY** for mountain days.
- **Footwear:** sturdy walking shoes or hiking boots required for Old Tbilisi cobblestones, Uplistsikhe terrain, and mountain paths. Save formal shoes for Tbilisi premium dinners.
- **Daylight:** sunset around 5:30–6:00 PM in late autumn. Itinerary is optimized for maximum daylight visibility.

Georgian Gastronomy & Dining

Prepare for a rich, flavor-packed culinary journey blending Silk Road spices with fresh alpine ingredients. Georgia is highly vegetarian-friendly: walnut-paste eggplants (Badrijani), rich bean stews (Lobio), local cheeses, and fresh herbs.

B2B Note: *Strict vegan or gluten-free options are limited outside specialized Tbilisi hubs, due to the prominence of cheese, butter, and wheat (Khachapuri, Khinkali). Premier restaurants will be showcased so you can accurately manage VIP client expectations.*

Wine Culture & Supra Etiquette

Georgia is the recognized 'Cradle of Wine.' The traditional Supra (feast) is structured around a Tamada (toastmaster). Key etiquette:

- Wait for the Tamada's toast before drinking at formal Georgian tables.
- At monasteries: women must cover heads and wear skirts below the knee. Men must wear long trousers — no shorts or sleeveless shirts.

B2B Inspection Focus by Hub

- **Kutaisi — The DACH Gateway** Audit transition from low-cost carriers to luxury ground handling. Evaluate regional hotel inventory and map arrival/departure logistics.
- **Tbilisi — The Cosmopolitan Core** Technical inspections of 5-star brands and heritage boutique properties. Map vehicle logistics in the Old Town; vet elite dining venues.
- **Kazbegi — The Greater Caucasus** Assess Military Highway safety protocols for premium vehicles. Inspect high-altitude lodges, vet 4x4 operators for Gergeti ascent, and experience mountain microclimate shifts firsthand.
- **Kakheti — Gastronomy & MICE** Audit heritage wine chateaux and MICE potential. Vet private Qvevri winemaking masterclasses and exclusive vineyard dinners.
- **Mtskheta, Uplistsikhe & David Gareja** Master crowd-bypass timing at UNESCO sites. Evaluate terrain accessibility and off-the-beaten-path routing for niche heritage groups.

Pricing & Inclusions

FAM TRIP DATES: October 31 – November 7, 2026

PRICE: From €892 per person (twin share)

SINGLE SUPPLEMENT: +€220

LANGUAGE: English / German

GROUP SIZE: Maximum 25 participants

Price Includes

- Accommodation in 3 & 4-star hotels throughout (twin room)
- Full board (breakfast, lunch, dinner) including 2 glasses of wine with dinner
- Airport transfers on arrival and departure
- Private transportation throughout the tour
- English/German-speaking guide for the full FAM Trip
- Entrance fees to all scheduled sites and museums

- Group activities, workshops, and cultural experiences as per itinerary
- Bottled water during excursions
- Travel permits (where required)

Price Does Not Include

- International airfare to/from Georgia
- Travel insurance (obligatory)
- Personal expenses (laundry, minibar, phone calls, souvenirs)
- Meals and drinks outside the itinerary
- Tips and gratuities for guides, drivers, and hotel staff
- Optional tours or activities not listed in the programme
- Costs from unforeseen circumstances (flight delays, force majeure, etc.)

Selection Criteria & Application Process

⚠ IMPORTANT: Submitting the application does not confirm participation. All applications undergo a mandatory vetting process. DO NOT BOOK FLIGHTS until you receive an explicit GREEN LIGHT confirmation email from ORIENTO Travel.

How to Apply

- **Submit Your Application** — Fill out the registration form at orientotravel.com/fam-trips/application with official company details, active website, and professional social media links. Maximum 2 representatives per company.
- **Wait for Approval** — Our team reviews your industry status within one business week and sends an official email status update.
- **Secure Your Slot** — Once approved, a 20% deposit is required no later than August 1st. Remaining 80% is paid on-site in cash (EUR) upon arrival in Kutaisi on Day 1.

Contact & Application

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