



ORIENTO TRAVEL • B2B FAM TRIP

FAM TRIP TO GEORGIA

6-DAY INFO-TRIP FOR TRAVEL PROFESSIONALS FROM POLAND
NOVEMBER 05–11, 2026

Well-traveled clients from the DACH region have exhausted the continent's traditional luxury circuits. The Alpine lodges and classic Mediterranean wine estates, while beautiful, 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. We have curated a journey that leverages this unique geography to give your agency a powerful, exclusive new offering.

Here is why adding premium Georgia to your portfolio is a strategic advantage:

An Untapped, High-Yield Market

Georgia's premium sector is the definition of a "blue ocean." It remains largely untouched by Western European mass tourism, allowing you to position this as a highly exclusive, frontier expedition. The perceived value of exploring the rugged edge of Europe commands a premium price point, driving exceptional margins and commission potential that standard continental packages simply cannot match.

A Masterclass in Contrast

This itinerary is engineered to keep clients captivated by constant, dramatic shifts in atmosphere. Logistics flow seamlessly from the cosmopolitan pulse and boutique luxury of Tbilisi, up into the sheer, snow-capped isolation of the Greater Caucasus via the historic Military Highway, and finally down into the sweeping, sun-drenched vineyards of the Kakheti region for ultimate relaxation.

Elevated Deliverables for VIPs

This is not a standard sightseeing loop; it is an immersive cultural expedition. You are granting your clients access to private supra feasts hosted in heritage chateaux, exclusive tastings of UNESCO-protected Qvevri wines in centuries-old cellars, and thrilling 4x4 ascents to 14th-century monasteries towering above the cloud line.

FAM TRIP HIGHLIGHTS

Tbilisi: A Blend of Eras

Experience the vibrant energy of Georgia's capital. From the ancient Narikala Fortress and the historic Sulfur Baths to modern glass bridges and trendy cafes, Tbilisi is a city where Silk Road history meets contemporary flair. Wander through its cobblestone streets and discover hidden courtyards full of character.

The Spiritual Heart: Mtskheta & Jvari

Visit Mtskheta, the ancient capital and spiritual center of Georgia. Explore the UNESCO-listed Svetitskhoveli Cathedral and the 6th-century Jvari Monastery, perched on a cliff with a stunning view of the confluence of two major rivers. It's a place where history and spirituality feel timeless.

Kazbegi: Peaks & Iconic Churches

Journey along the Military Highway to the heart of the Caucasus Mountains. Behold the Gergeti Trinity Church, dramatically situated against the backdrop of Mount Kazbek's glaciers. Whether by foot or 4x4, the breathtaking alpine landscapes of Kazbegi and Truso Valley will leave you speechless.

Kakheti: The Cradle of Wine

Immerse yourself in the soul of Georgian winemaking in the Kakheti region. Visit the romantic "City of Love," Signaghi, overlooking the Alazani Valley, and experience the legendary hospitality of a traditional "Supra" feast. Taste unique wines aged in clay Qvevri, a tradition 8,000 years in the making.

Kutaisi & Promised Caves

Explore Western Georgia's wonders, from the UNESCO-listed Gelati Monastery to the magical underground world of Prometheus Cave. Walk through glowing halls of stalactites and stalagmites, visit the bustling local bazaar, and discover the unique "abandoned" charm of the Tskaltubo spa resort.

WHO IS THIS STUDY TOUR FOR?

To ensure a high-level networking environment and maximum business value, we carefully vet our participants. This itinerary is specifically designed for:

Tour Operators & Travel Agency Directors

For established outbound operators looking to diversify beyond saturated, over-marketed destinations. If your agency's growth depends on adding fresh, high-margin products to your portfolio, Georgia offers a ready-to-sell destination with strong repeat-visit potential, flexible group and FIT logistics, and a hospitality infrastructure mature enough to scale, but still novel enough to differentiate your brand from competitors selling the same Alpine and Mediterranean routes.

Travel Advisors

For professionals whose clients are experiencing destination fatigue with standard Alpine chalets or predictable Mediterranean retreats. Georgia delivers a profound cultural awakening: a stunning blend of 5,000-meter peaks, a culinary renaissance, and 8,000 years of winemaking heritage, all delivered alongside the high-end boutique hospitality your travelers demand.

MICE Specialists & Corporate Planners

The Caucasus is the premier emerging frontier for unconventional incentive travel and high-impact corporate retreats. This is your firsthand opportunity to scout venues that break the mold. Imagine pitching your next corporate client a gala dinner in an exclusive, heritage wine chateau or a high-altitude team-building strategy session framed by the dramatic, snow-capped peaks of Kazbegi.

Bespoke FIT & Boutique Tour Designers

For creators of tailor-made VIP itineraries who thrive on offering what no one else can. If you specialize in crafting rare, out-of-the-box journeys from scratch and need a fresh, highly profitable destination to captivate your most demanding clients, Georgia provides the ultimate canvas of dramatic landscapes and deep historical mystique.

STUDY TOUR ITINERARY

This FAM trip is designed for travel trade representatives departing from two cities: Poznań and Katowice, operated via Wizzair. Participants arrive in two distinct windows on 5 November: the Katowice group landing at 12:10, and the Poznań group landing at 14:25, before converging into a single group for the remainder of the programme.

DAY 1

5 November 2026 · Thursday

ARRIVAL & WELCOME DINNER IN TBILISI

OVERNIGHT: Tbilisi · **MEALS:** Dinner · **DRIVING:** ~230 km

Arrival at Kutaisi International Airport, where you will be greeted by your guide. Enjoy a scenic transfer across Georgia to its vibrant capital, Tbilisi. Along the way, admire the changing landscapes as western Georgia gradually gives way to the rolling hills of the country's east.

In the evening, enjoy a traditional Georgian welcome dinner – the perfect introduction to the country's renowned hospitality and rich culinary heritage.

DAY 2

6 November 2026 · Friday

DISCOVERING TBILISI

OVERNIGHT: Tbilisi · **MEALS:** Breakfast, Dinner · **DRIVING:** ~15 km

Spend the day exploring Georgia's fascinating capital, where centuries of history blend seamlessly with contemporary life. Wander through the charming streets of the **Old Town** with its colourful wooden balconies, visit the **Metekhi Church**, **Narikala Fortress**, the famous **sulphur bath district**, and enjoy panoramic views over the city.

The afternoon is at leisure, giving you time to experience Tbilisi at your own pace, browse local boutiques, or relax in one of its charming cafés.

DAY 3

7 November 2026 · Saturday

THE GEORGIAN MILITARY HIGHWAY & KAZBEGI

OVERNIGHT: Tbilisi · **MEALS:** Breakfast, Dinner · **DRIVING:** ~320 km

Today we travel along the legendary **Georgian Military Highway**, one of the country's most spectacular scenic routes. We stop at the picturesque **Zhinvali Reservoir** and the impressive **Ananuri Fortress** before continuing through dramatic mountain landscapes to **Kazbegi** (Stepantsminda).

A short 4WD journey takes us to the iconic **Gergeti Trinity Church**, proudly standing beneath the snow-capped peak of Mount Kazbek. After enjoying breathtaking Caucasus mountain views, we return to Tbilisi.

DAY 4

8 November 2026 · Sunday

KAKHETI: THE CRADLE OF WINE

OVERNIGHT: Tbilisi · **MEALS:** Breakfast, Dinner · **DRIVING:** ~210 km

Today's journey leads east to **Kakheti**, Georgia's renowned wine region and one of the world's oldest wine-producing areas. We visit the peaceful **Bodbe Monastery** before continuing to the charming hilltop town of **Sighnaghi**, often referred to as the "City of Love."

Stroll through its cobbled streets overlooking the Alazani Valley before visiting a local winery to discover Georgia's ancient qvevri winemaking tradition and enjoy a tasting of regional wines. Return to Tbilisi in the evening.

DAY 5

9 November 2026 · Monday

ANCIENT CAPITALS & THE CAVE CITY

OVERNIGHT: Kutaisi · **MEALS:** Breakfast, Dinner · **DRIVING:** ~270 km

After checking out from the hotel, we begin our journey back towards western Georgia. Our first stop is **Mtskheta**, the ancient capital and spiritual heart of the country, followed by **Jvari Monastery**, beautifully perched on a hill overlooking the confluence of the Aragvi and Mtkvari rivers.

We then continue to the remarkable cave city of **Uplistsikhe**, one of the oldest urban settlements in the Caucasus, carved directly into sandstone cliffs. In the evening, we arrive in Kutaisi.

DAY 6

10 November 2026 · Tuesday

DEPARTURE

MEALS: Breakfast · **DRIVING:** ~25 km

Early morning transfer to Kutaisi International Airport for your departure flight, taking home unforgettable memories of Georgia's ancient history, breathtaking mountain landscapes, legendary hospitality, and world-famous wine traditions.

Flight Schedule (Tour Dates Adapted to Flight Connections)

This FAM trip is designed for travel trade representatives departing from two cities: Poznań and Katowice, operated via Wizz Air. Both groups converge into a single group upon arrival in Kutaisi and travel together for the remainder of the programme.

DEPARTURE CITY	DATE	ROUTE	DETAILS
Katowice (KTW)	5 November 2026	Katowice → Kutaisi	Arrival in Kutaisi at 12:10
Poznań (POZ)	5 November 2026	Poznań → Kutaisi	Arrival in Kutaisi at 14:25
Kutaisi (KUT)	10 November 2026	Kutaisi → Poland	Early morning transfer to the airport for the return flight

Ground Transportation & Pacing

Georgia’s landscape transitions rapidly from the flat plains of the Imereti region to the twisting mountain passes of the Greater Caucasus and the narrow, cobblestone alleyways of old Tbilisi. To navigate this terrain efficiently without sacrificing comfort, our transport strategy is highly specialized.

Vehicle specifications: Deluxe, fully air-conditioned midibuses.

Total regional mileage: Approximately 700–800 km covered across the entire loop from Kutaisi to the east and back.

Daily pacing: Average daily driving time ranges between 2 to 3.5 hours, always broken up by technical inspections, cultural stops, and gastronomic experiences.

Accommodation Standards

In Georgia, accommodation for this programme is centered on comfortable, well-run 3-star hotels rather than large international chains. Throughout the FAM trip, we will stay in and inspect properties chosen for their character, location, and service quality paired with strong dining options.

B2B Note for your clients: As these are independently run 3-star properties rather than standardized chain hotels, room sizes and layouts can vary somewhat within the same category. This should be factored into client briefings during the FIT design process, particularly for groups with specific room requirements.

COUNTRY INFORMATION: GEORGIA

Georgia is situated at the intersection of Eastern Europe and Western Asia, bounded by the Black Sea to the west and the Greater Caucasus Mountains to the north. The landscape dictates travel logistics: winding mountain passes mean short linear distances often require significant driving time.

Capital: Tbilisi

Language: Georgian

Currency: Georgian Lari (GEL / ₾). Cards accepted in major cities; cash useful in smaller towns.

SIM Cards: Magti, Beeline, and Cellfie at airports and in cities. eSIM options offered.

Time Zone: GMT +4

Visa: Many nationalities (EU, US, Canada, UK, etc.) enjoy visa-free entry for up to one year.

Primary Entry Points

- **Tbilisi International Airport (TBS):** Principal hub for full-service network carriers.
- **Kutaisi International Airport (KUT):** The primary hub for European low-cost carriers.
- **Batumi International Airport (BUS):** Servicing the Black Sea coast.

Infrastructure & Transport Realities

Urban vs. Rural

Tbilisi and major regional hubs offer highly modernized hospitality infrastructure, 5-star international brands, and seamless digital amenities. Rural and high-altitude areas (such as Kazbegi or Upper Svaneti) rely heavily on specialized boutique properties, guesthouses, and local 4x4 transport networks.

Road Conditions

Main transit arteries (like the East-West Highway) are highly developed. However, mountain routes (specifically the Georgian Military Highway leading north) are prone to microclimate shifts, seasonal snow closures, and heavy freight traffic, requiring experienced local drivers and flexible pacing.

Market Position & Commercial Appeal

The "Blue Ocean" Advantage: Unlike oversaturated Western European destinations, Georgia offers premium travel designers a high-yield, high-margin frontier. It combines dramatic alpine scenery with ancient history at a price-to-quality ratio that commands excellent commission potential.

Key Product Pillars

- **Viticulture:** The recognized birthplace of wine, featuring an 8,000-year-old, UNESCO-listed winemaking method using subterranean clay vessels (Qvevri). This is a primary driver for high-end culinary and incentive tourism.
- **Heritage & MICE:** A tapestry of UNESCO World Heritage sites (Mtskheta), ancient Silk Road cave cities (Uplistsikhe), and dynamic urban spaces ideal for unconventional corporate events, gala dinners in converted heritage estates, and bespoke FIT itineraries.

Safety, Climate & Seasonality

Safety: Georgia ranks consistently high on global safety indexes, boasting exceptionally low violent crime rates and a highly welcoming, stable environment for international business and leisure travelers.

Seasonality Considerations

- **March to October:** Peak season for mountain trekking, outdoor MICE events, and the autumn wine harvest (Rtveli) in Kakheti.
- **November to March:** Transition to winter operations. High-altitude unpaved valleys (like Truso, Tusheti, or Svaneti) become impassable due to snow, shifting the mountain focus to reliable, paved alpine hubs (Gudauri, Dariali Gorge) and winter sports.

CLIMATE & SEASONALITY

Late October and early November offer a crisp, crowd-free, and highly atmospheric autumn experience in Georgia. However, due to the dramatic shifts in altitude, ranging from the valleys of Tbilisi and Kakheti to the high-altitude alpine passes of the Greater Caucasus (over 2,000 meters), the weather will be highly contrastive. Below is the expected weather baseline for our route during this transition period:

Lowlands (Tbilisi & Kakheti) · Daytime: +11°C to +16°C, often sunny and pleasant

Lowlands (Tbilisi & Kakheti) · Nighttime: +1°C to +8°C

Highlands (Kazbegi & Passes) · Daytime: +2°C to +8°C

Highlands (Kazbegi & Passes) · Nighttime: 0°C to −6°C, freezing conditions possible

Packing Guide & Tips

- **The Layering Strategy (Smart Casual):** The secret to comfort on this trip is versatile layering. A typical day in autumn starts quite chilly, becomes bright and warm by 2:00 PM, and drops significantly the moment the sun dips below the mountains.
- **Strict Warning for Kazbegi & Gergeti:** While spectacular, the wind chill at the Gergeti Trinity Church and the surrounding peaks can be severe in November. A windproof shell, a heavy winter jacket, thermal base layers, a warm beanie, and gloves are mandatory for our mountain days.
- **Footwear Notice:** You will be auditing 1,500-year-old uneven cobblestones in Old Tbilisi, exploring the rugged, rock-cut terrain of the Uplistsikhe cave city, and walking on unpaved mountain paths. Sturdy, enclosed walking shoes or hiking boots with excellent grip are strictly required. Save the formal shoes for the Tbilisi premium dinners.
- **Daylight Hours:** In late autumn, the sun sets in Georgia around 5:30 PM to 6:00 PM. Our B2B itinerary is strictly optimized around these daylight hours to ensure maximum visibility for all site and property audits.

Georgian Gastronomy & Dietary Management

Prepare your palate for a rich, carb-heavy, and flavor-packed culinary journey. Georgia is world-renowned for its heritage gastronomy, blending silk-road spices with fresh alpine ingredients.

Unlike many destination frontiers, Georgia is highly vegetarian-friendly; traditional menus feature an abundance of walnut-paste stuffed eggplants (Badrijani), rich bean stews (Lobio), cheeses, and fresh herbs.

B2B Note for Dietary Restrictions: While meat-eaters and vegetarians will thrive, strict vegan or gluten-free options are highly limited outside of specialized boutique hubs in Tbilisi, due to the cultural prominence of cheese, butter, and wheat flour (seen in staples like Khachapuri and Khinkali). We will showcase premier restaurants so you can accurately manage your VIP clients' expectations.

Wine Culture & Local Etiquette

In sharp contrast to conservative regions, alcohol is the literal lifeblood of Georgian hospitality. As the recognized "Cradle of Wine," viticulture is deeply embedded in the national identity. You will experience the traditional Supra (Georgian feast), which is strictly structured around a Tamada (toastmaster).

- **Drinking Etiquette:** At a formal Georgian table, it is customary to wait for the Tamada to make a toast before drinking your wine. For your VIP groups, understanding this flow transforms a simple dinner into a high-value cultural event.
- **Religious Dress Codes:** Because we will be auditing active, deeply sacred UNESCO monasteries (in Mtskheta and Kazbegi), strict dress codes apply. Women must cover their heads with a scarf and wear skirts extending below the knee (most monasteries provide wrap-around aprons at the entrance). Men must wear long trousers; shorts and sleeveless shirts are strictly prohibited.

B2B FOCUS: HUB BY HUB

This FAM trip is not a vacation; it is a strategic business investment. In this dedicated professional track, we will audit the infrastructure of Georgia's key regions to help you confidently build and sell high-margin, flawless packages. Below is your professional inspection focus by hub:

Kutaisi (The Polish Gateway)

Audit the critical transition from European low-cost carriers directly into luxury ground handling. You will evaluate the regional hotel inventory and map out seamless arrival and departure logistics, ensuring your clients experience a premium transition the moment they step off the plane.

Tbilisi (The Cosmopolitan Core)

Conduct technical inspections of 3-star hotels and boutique properties with local character. Map out essential ground logistics: vehicle size limitations in the Old Town, navigating steep, narrow streets, and vetting solid dining venues that meet the standards of FIT clients and corporate groups.

The Greater Caucasus: Kazbegi

Assess the Georgian Military Highway's accessibility and safety protocols for premium transport vehicles. Inspect high-altitude luxury lodges, evaluate the quality of local 4x4 operators for the Gergeti Trinity ascent, and personally experience the drastic mountain microclimate shifts to accurately prepare your clients' packing lists.

Kakheti Wine Region (Gastronomy & MICE)

Explore the region's vast potential for high-end MICE setups and corporate incentive retreats. Audit heritage wine chateaux, vet commercial culinary packaging (such as private Qvevri winemaking masterclasses and exclusive vineyard dinners) and secure reliable, high-ticket inventory for your food and wine-focused travelers.

Mtskheta, Uplistsikhe (Heritage Sites)

Master optimal timing strategies to bypass crowd congestion at Georgia's primary UNESCO World Heritage sites. Evaluate terrain accessibility and walking pacing for the ancient rock-hewn cities, and learn how to structure highly customized, off-the-beaten-path routing through the semi-desert landscapes for history-focused niche groups.

UPCOMING STUDY TOUR: TERMS & CONDITIONS

5-11 November 2026

€490 per person

Language: **Polish**

The cost of participation in the study tour is **€490 per person** based on shared accommodation in a twin/double room (TWN / DBL). The single room supplement is **€185**.

Pricing depends on the registration date

The earlier you register, the lower the price.

BEST PRICE

Sign up by
10 August

€448

STANDARD PRICE

Sign up by
30 September

€490

LAST PLACES

Sign up from
1 October

€535

Price Includes

- Accommodation in 3 & 4-star hotels for whole tour (in TWIN room); single room supplement: +€195
- Half board (B, __, D) – including wine (2 glasses per person) on dinners
- Airport transfers (arrival & departure)
- Private transportation during the tour
- Polish-speaking guide during the whole study tour
- Entrance fees to all scheduled sites and museums
- Group activities, workshops, or cultural experiences as listed in the itinerary
- Bottled water during excursions
- Travel permits (if required within the region)

Price Does Not Include

- International & domestic airfare to/from Georgia
- Travel insurance (obligatory)
- Personal expenses (laundry, phone calls, minibar, souvenirs, etc.)

- Meals and drinks that are not included in the itinerary
- Tips and gratuities for guide, driver, or hotel staff
- Optional tours or activities not listed in the program
- Any costs arising from unforeseen circumstances (flight delays, political events, natural disasters, etc.)

Special Incentive for Study Tour Participants

The per-person price quoted above is refundable for one (1) participant upon confirmation of a group booking with ORIENTO in 2027. This refund will be applied at the time of reservation deposit payment for the 2027 group tour. This offer is exclusively available to travel professionals who participated in the ORIENTO Travel FAM.

Selection Criteria & Application Process

Important Notice: Submitting the application form does not mean your participation is automatically confirmed. To maintain a high-quality B2B networking environment and ensure a diverse group, all applications undergo a mandatory vetting process by our B2B Relations team. Please follow these steps carefully:

- **1. Submit Your Application:** Fill out the registration form with your official company details, active website, and professional social media links. A maximum of 2 representatives per company is allowed.
- **2. Wait for Approval:** Our team will review your industry status within a business week. We will send you an official email status update.
- **3. ⚠ Do Not Book Your Flights Yet:** Please do not purchase any international or domestic flight tickets until you receive a final, explicit "GREEN LIGHT" confirmation email from ORIENTO Travel stating that the group is fully formed and your slot is secured. We are not responsible for any airline ticket cancellation fees incurred before this final confirmation.

Payment Terms

Once your application is officially approved, you will receive a confirmation package and a formal invoice. To guarantee your participation, a 20% deposit must be transferred to our bank account no later than August 1st. If the deposit is not received by this deadline, your slot will be automatically released to the waiting list.

Final Payment on Site: The remaining 80% of the tour fee will be collected directly on-site in cash (EUR) upon your arrival on Day 1 (in Kutaisi, Georgia).

SUBMIT APPLICATION

OR CONTACT US DIRECTLY

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