



# **BATUMI INTERNATIONAL TOURISM FORUM**

## **Program**

2023

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## **BATUMI INTERNATIONAL TOURISM FORUM**

**Thursday, 28 September 2023**

10:00 – 11:00	<p><b>Registration</b></p> <p><i>Networking/Morning coffee</i></p>
<b>OFFICIAL OPENING OF BITF 2023</b>	
11:00 – 11:03	<p><b>Official Opening of BITF 2023</b></p> <p>Head of the Department of Tourism and Resort of A/R Ajara, Georgia Ms. Tinatin Zoidze</p>
11:03 – 11:20	<p><b>Welcome Opening Speech</b></p> <ul style="list-style-type: none"> <li>• H.E. Chairman of Government of A/R of Ajara, Georgia Mr. Tornike Rijvadze</li> <li>• Vice-President of Marketing &amp; Communications at World Travel Awards Mr. Sion Rapson</li> </ul>
11:20 – 11:30	<p><b>Video Presentation of Georgia - “STUMARI”</b></p>
11:30 – 11:40	<p><b>Keynote Presentation:</b></p> <p>Head of Department of Tourism and Resorts of Ajara – Ms. Tinatin Zoidze</p> <p><i>Visit Batumi - Europe's Leading Four-Season Destination</i></p>

# PANEL SESSION OF BITF 2023

## SUSTAINABLE TOURISM DEVELOPMENT AND INNOVATIVE MARKETING STRATEGIES

	<ol style="list-style-type: none"><li><b>1. Sustainable Tourism Development and Investments in the Tourism Industry</b></li><li><b>2. Marketing and Promotion Strategies and Digital Transformation</b></li></ol>
11:40 – 12:30	<p><b>Moderator:</b></p> <p>Minister of Finance and Economy of A/R of Ajara, Georgia Mr. Jaba Phutkaradze</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>• CEO of Gibraltar Tourism Board - Mr. Kevin Bossino</li><li>• Director of Dubrovnik Tourist Board - Mr. Miro Drašković</li><li>• Founder and the CEO of EARTHPIX – Mr. Eric Damier</li><li>• International Sales Director of EURONEWS – Mr. Kjell Stein</li><li>• Chief Commercial Officer of Wanderlust Travel Media – Mr. Adam Lloyds</li><li>• Editor of Emerging Europe – Mr. Craig Turp_Balazs</li></ul> <p><b>Question and Answer</b></p>
12:30 – 12:40	Forum Host Closing Remarks <b>Official Photo</b>
13:00 – 14:30	<b>Lunch</b> Restaurant „Pelion” at the Hilton Hotel
	<b>OPTIONAL:</b> Free Time or Visiting Tour  16:00 - 19:00 Batumi City Tour (15:45 Pick-up at the Hotel Lobby) Or 16:00 - 19:00 Tour to Batumi Botanical Garden (15:45 Pick-up at the Hotel Lobby)
20:00	<b>Evening Reception</b> Jasmine Lounge at the Hotel Sheraton Pool Offered by the Ministry of Finance and Economy of Ajara, Georgia (by Invitation Only)



Rustaveli Ballroom at Hotel Hilton Batumi  
40 Rustaveli Avenue, Batumi



**Batumi**  
GEORGIA

[www.bitf.ge](http://www.bitf.ge)

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