

Final Presentation - 30 October 2019

AJARA SPORT TOURISM DEVELOPMENT

Your Partners / PROPROJEKT and AS+P



PROPROJEKT

- › Founded 1996
- › Offices in Frankfurt, Berlin and Lausanne
- › We provide strategic management services for construction and sport projects, from concept development and financial feasibility to comprehensive project management
- › We are an interdisciplinary team of architects, urban planners, sports economists, political scientists, geographers, project managers and engineers
- › We know the international sports, understand the technical requirements and think in line with the local demands and potentials of a city, region or country

AS+P

- › Founded in 1964 / Since 1984 AS+P Albert Speer + Partner GmbH
- › Offices in Frankfurt/Main and Shanghai / temporary project offices
- › International renown office for architecture and urban planning
- › AS+P currently employs approximately 200 people: architects, urban planners, transportation planners and landscape architects
- › AS+P Albert Speer + Partner GmbH holds 34% stake of the charter capital PROPROJEKT Planungsmanagement & Projektberatung GmbH

Your Partners /

Together we have over 20 years of experience in the field of sport events...



10 Olympic Games Bidding and Conceptual Support
(e.g. Leipzig 2012, Munich 2018, Almaty 2022, Hamburg 2024)

10 Bidding and Conceptual support of other int. major events
(e.g. Universiade Baku 2019, Special Olympics Berlin 2023, UEFA EURO 2024)

20 Feasibility Studies / Sport Development Studies
(e.g. Universiade Germany 2025, Innsbruck/Tirol & Switzerland 2026, Hamburg Masterplan Active City)



STAGE 1 - Assessment, definition & programming

- 1 Potential of sport tourism development in Ajara
- 2 Benchmarks
- 3 Site evaluation and analysis

STAGE 2 - Planning

- 4 Architectural master plan
- 5 Financial model

1-3 Site evaluation and analysis /

Development concept to enhance sport tourism in Ajara

Batumi

Strengthening Batumi as a potential host for national and international sport events as a catalyst for economy, tourism, urban development and image

Kobuleti

Developing a High-Performance Training Centre (HPTC) for team sports (Football, Basketball, Rugby, Volleyball) in Kobuleti

Gomarduli

Developing a High-Performance Training Centre (HPTC) for individual sport (Wrestling, Weightlifting, Martial arts) and recreational use in Gomarduli



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4 Architectural master plan / Development of sport tourism in Gomarduli

Main goals and challenges

- › Based on the analysis Gomarduli has been identified as the most promising location
- › The development of a HPTC in Gomarduli with its unique and remarkable mountainous landscape, has the potential of creating synergies between professional and recreational sports tourism
- › By offering state-of-the-art training facilities and by integrating the different uses and scenarios in one location the HPTC can substantially support the sports and tourism development in the region and may improve the international awareness of Ajara

Phase 1

- › High-Performance Training Centre (HPTC) with 48 rooms
- › Sports and recreational facilities for the purpose of year-round operation

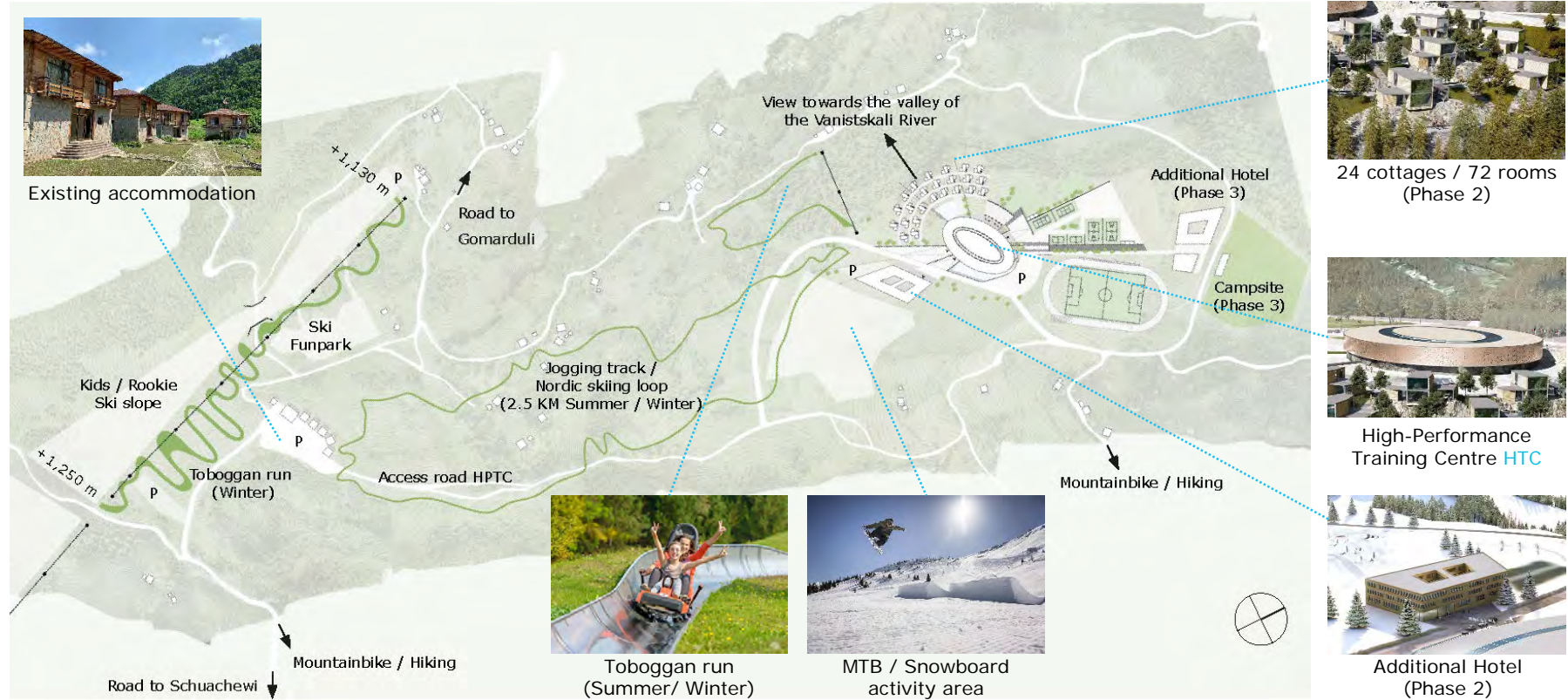
Phase 2

- › Expansion of the overnight accommodation capacities of the HPTC to 72 rooms
- › Development of an additional hotel with 100 rooms

Phase 3

- › Further increase in overnight accommodation capacity
- › Development of a third hotel and an additional campsite

4 Architectural master plan / Gomarduli masterplan



4 Architectural master plan / High-Performance Training Centre

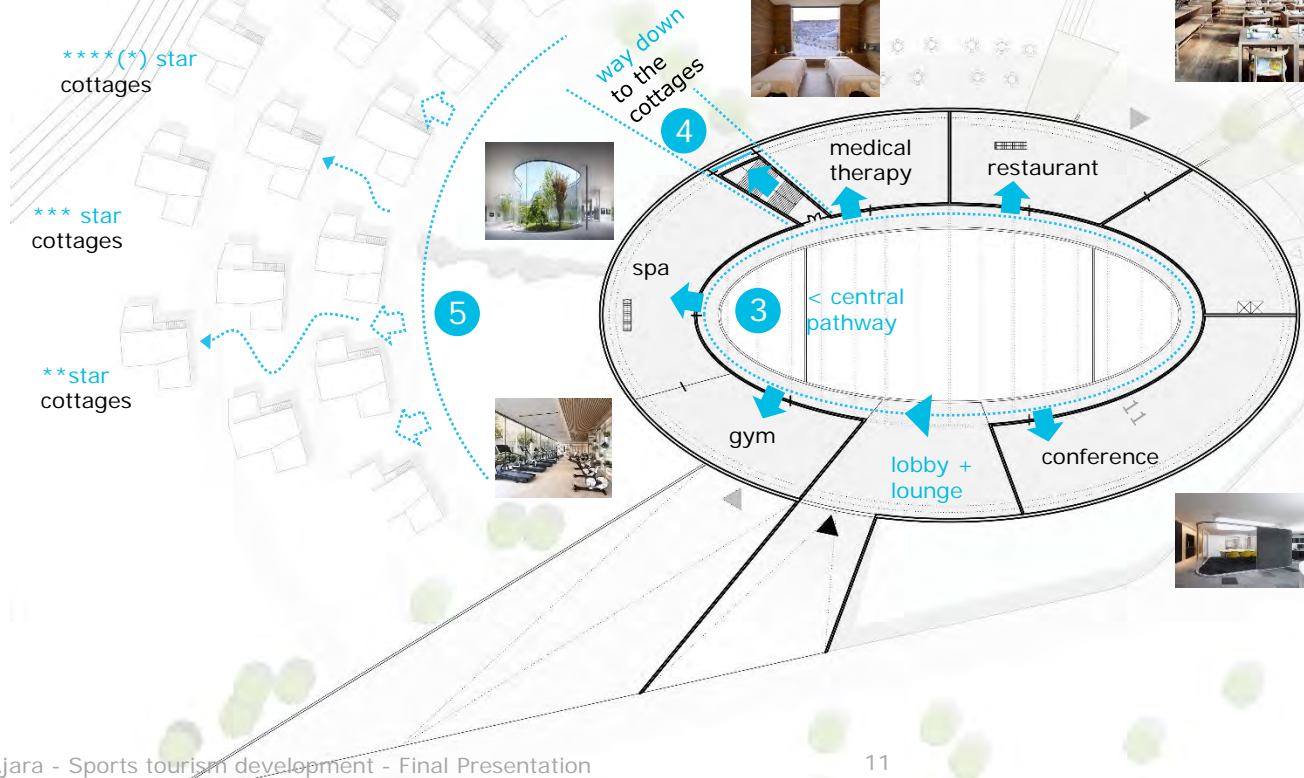


4 Architectural master plan / High-Performance-Training Centre



4 Architectural master plan / Architectural concept and design

Hotel: principles + organisation



3. the illuminated ellipsoid passage connects all the different areas and functions

4. via stairs and lifts visitors can reach the different floor levels and the cottage pathways

5. way down to your individual cottage through the beautiful mountain site

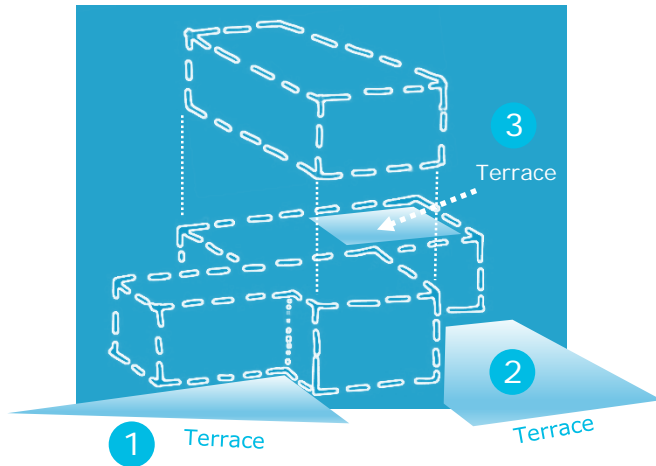
4 Architectural master plan / High-Performance-Training Centre



4 Architectural master plan / Accommodation Concept

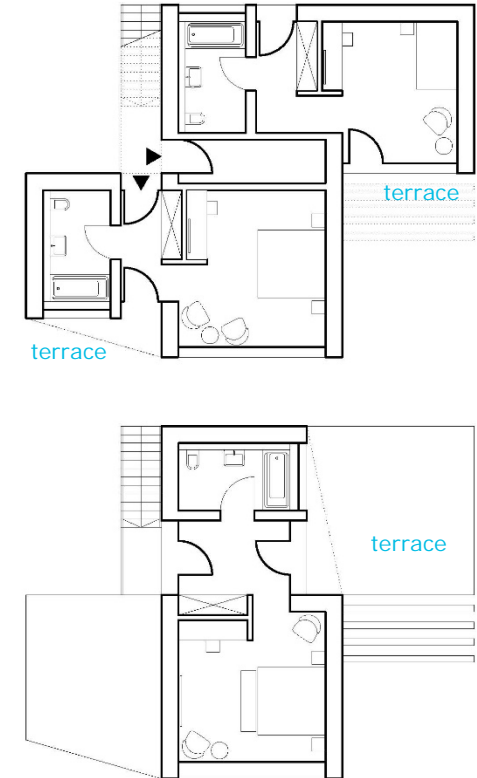
Accommodation cottages: **Modularity**

piled modules



design principles

1. 3 modules form one ensemble with large windows and terraces
2. high design quality
3. interior design as per categories flexible adjustable
4. cost effective
5. through skilful arrangement the flat roof form attractive terraces



4 Architectural master plan / High-Performance-Training Centre



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5 Financial model / General assumptions

General Calculation Premises and Assumptions

- › Calculations are based on Development Stage 2
- › Exchange rate of 0.34 GEL per USD
- › Input Variables (Price levels for services/utilities) are oriented on Georgian/Ajara price levels
- › Level of service/quality of infrastructure based on European standards (utilities/running costs)

Base Price Levels

- › Basic HPTC hotel room prices:
 - Budget/** : 100 GEL / 35 USD
 - Medium/*** : 150 GEL / 50 USD
 - Luxury/****(*) : 250 GEL / 85 USD

5 Financial model / Scenarios and user categories

Main User Groups - Targeting three interesting and booming markets

1) „Training Camp”



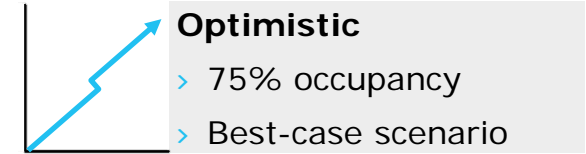
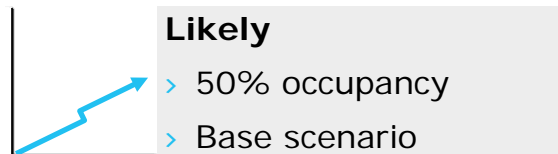
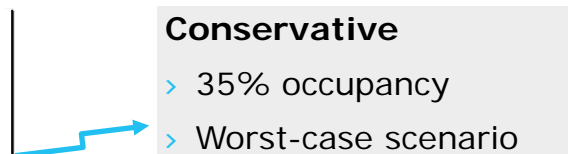
2) „Individual Sports Tourism”



3) „Conference / Seminar”



Scenario Analysis – Three scenarios to predict future demand



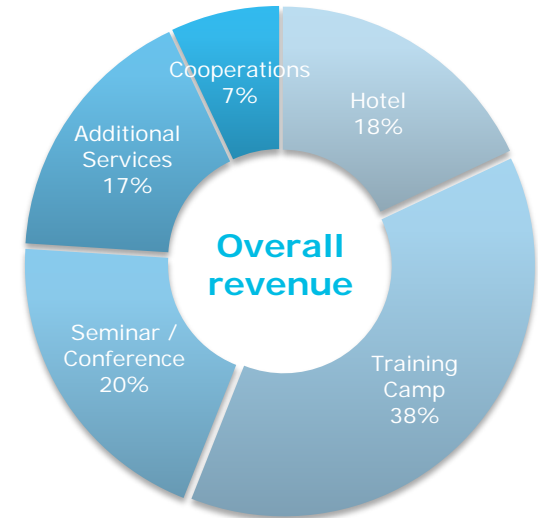
5 Financial model /

Potential revenue streams

Potential revenue streams

Relative share of overall revenue

Revenue Category	conservative	likely	optimistic
Hotel	2,147,040 GEL	2,683,800 GEL	4,025,700 GEL
Training Camp	1,244,801 GEL	1,778,288 GEL	2,489,603 GEL
Seminar/Conference	641,025 GEL	1,068,375 GEL	1,282,050 GEL
Gym/Spa	468,235 GEL	585,294 GEL	723,618 GEL
Performance Diagnostics	70,000 GEL	140,000 GEL	280,000 GEL
Physical Therapy	66,176 GEL	165,000 GEL	165,441 GEL
Seminar Rooms	83,477 GEL	166,954 GEL	250,431 GEL
Food & Beverage	82,431 GEL	109,908 GEL	137,385 GEL
External Cooperations		135,000 GEL	270,000 GEL
Sponsorships		161,765 GEL	330,000 GEL
TOTAL REVENUE	4,803,186 GEL	6,994,383 GEL	9,962,227 GEL



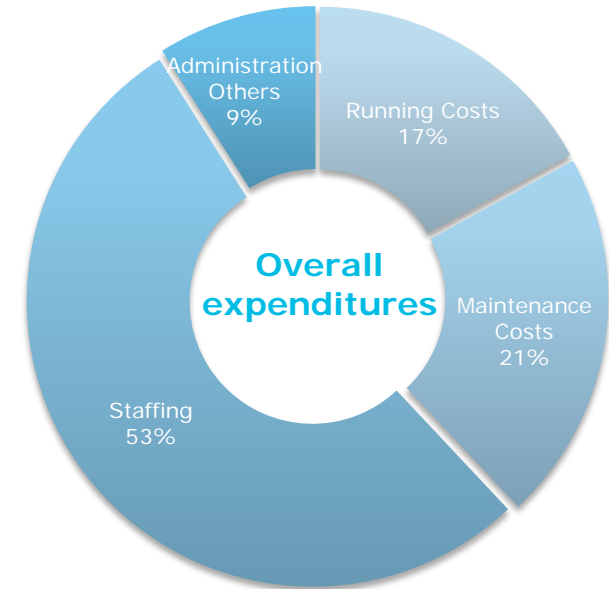
5 Financial model /

Potential expenditures / Operating costs

Potential expenditures / Operating costs

Relative share of overall expenditures

Expenditure Category	conservative	likely	optimistic
Running Costs	791,000 GEL	833,000 GEL	875,000 GEL
Maintenance	821,000 GEL	864,000 GEL	907,000 GEL
Staffing	2,604,000 GEL	2,894,000 GEL	3,183,000 GEL
Administration / Others	413,000 GEL	459,000 GEL	482,000 GEL
TOTAL REVENUE	4,629,000 GEL	5,050,000 GEL	5,447,000 GEL



5 Financial model /

Cashflow projection for the first 10 years of operations

Cash flow (GEL 2019)										
Year	1	2	3	4	5	6	7	8	9	10
Revenues	Hotel	670,950 GEL	1,610,280 GEL	2,522,772 GEL	2,630,124 GEL	2,683,800 GEL	2,737,476 GEL	2,817,990 GEL	2,898,504 GEL	3,005,856 GEL
	Training Camp	444,572 GEL	1,066,973 GEL	1,671,590 GEL	1,742,722 GEL	1,778,288 GEL	1,813,853 GEL	1,867,202 GEL	1,920,551 GEL	1,991,682 GEL
	Seminar / Conference	267,094 GEL	641,025 GEL	1,004,273 GEL	1,047,008 GEL	1,068,375 GEL	1,089,743 GEL	1,121,794 GEL	1,153,845 GEL	1,196,580 GEL
	Gym & Spa	146,324 GEL	351,176 GEL	550,176 GEL	573,588 GEL	585,294 GEL	597,000 GEL	614,559 GEL	632,118 GEL	655,529 GEL
	Performance Diagnostics	35,000 GEL	84,000 GEL	131,600 GEL	137,200 GEL	140,000 GEL	142,800 GEL	147,000 GEL	151,200 GEL	156,800 GEL
	Physical Therapy	41,250 GEL	99,000 GEL	155,100 GEL	161,700 GEL	165,000 GEL	168,300 GEL	173,250 GEL	178,200 GEL	184,800 GEL
	Seminar Rooms	41,739 GEL	100,172 GEL	156,937 GEL	163,615 GEL	166,954 GEL	170,293 GEL	175,302 GEL	180,310 GEL	186,989 GEL
	Food & Beverage	27,477 GEL	65,945 GEL	103,314 GEL	107,710 GEL	109,908 GEL	112,106 GEL	115,403 GEL	118,701 GEL	123,097 GEL
	External Cooperations	33,750 GEL	81,000 GEL	126,900 GEL	132,300 GEL	135,000 GEL	137,700 GEL	141,750 GEL	145,800 GEL	151,200 GEL
	Sponsoring	40,441 GEL	97,059 GEL	152,059 GEL	158,529 GEL	161,765 GEL	165,000 GEL	169,853 GEL	174,706 GEL	181,176 GEL
TOTAL REVENUES		1,748,596 GEL	4,196,630 GEL	6,574,720 GEL	6,854,496 GEL	6,994,383 GEL	7,134,271 GEL	7,344,103 GEL	7,553,934 GEL	7,833,709 GEL
Expenditures	Running Costs	766,306 GEL	782,965 GEL	799,624 GEL	816,283 GEL	832,941 GEL	849,600 GEL	874,588 GEL	899,577 GEL	932,894 GEL
	Maintenance Costs	432,059 GEL	432,059 GEL	864,118 GEL	864,118 GEL	864,118 GEL	1,296,176 GEL	1,296,176 GEL	1,296,176 GEL	1,296,176 GEL
	Staffing	2,662,318 GEL	2,720,194 GEL	2,778,071 GEL	2,835,947 GEL	2,893,824 GEL	2,951,700 GEL	3,038,515 GEL	3,125,329 GEL	3,241,082 GEL
	Administration / Others	482,043 GEL	431,543 GEL	440,725 GEL	449,906 GEL	459,088 GEL	468,270 GEL	482,043 GEL	495,815 GEL	514,179 GEL
	TOTAL EXPENDITURES	4,342,725 GEL	4,366,761 GEL	4,882,537 GEL	4,966,254 GEL	5,049,971 GEL	5,565,747 GEL	5,691,322 GEL	5,816,898 GEL	5,984,332 GEL
Net Profit / Loss		-2,594,129 GEL	-170,131 GEL	1,692,184 GEL	1,888,242 GEL	1,944,413 GEL	1,568,524 GEL	1,652,780 GEL	1,737,036 GEL	1,849,377 GEL
Accumulated net profit / loss		-2,594,129 GEL	-2,764,260 GEL	-1,072,076 GEL	816,166 GEL	2,760,578 GEL	4,329,102 GEL	5,981,883 GEL	7,718,919 GEL	9,568,296 GEL

THANK YOU
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