



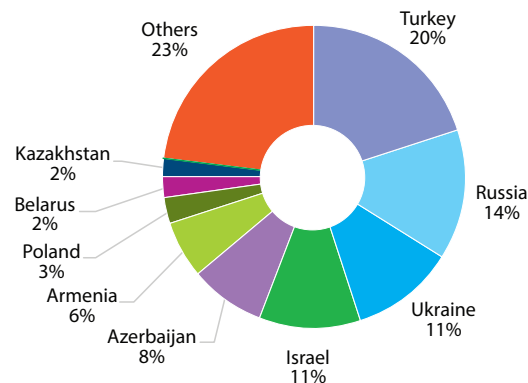
# MOUNTAIN RESORT GODERDZI



## TOURISM TRENDS IN AJARA

- ▶ Developing tourism, a highly promising sector, is one of the biggest priorities of the Government of Ajara
- ▶ 32% of total investments belonged to the tourism sector in 2016
- ▶ Liberal visa regime/international air, rail way, sea and road connections
- ▶ International Hotel Brands (Radisson, Sheraton, Hilton) are already presented in Ajara
- ▶ Historic crossroad of different cultures has created ethnical diversity that attracts thousands of tourists
- ▶ Over 230 historical, archaeological, religious and architectural monuments
- ▶ 85% of Ajara is covered with mountains with highest peaks reaching up to 3 000 m
- ▶ Spectacular forests and alpine landscapes with diverse flora and fauna
- ▶ A year round nature-based tourism: back-packing, fishing, horse-riding, hunting, hiking, canoeing, skiing
- ▶ Unforgettable experience with local hospitality, folklore, handicraft and exquisite Ajarian cuisine

## TOURIST DISTRIBUTION BY COUNTRIES OF ORIGIN 2016



The main goal of the project is development of modern, efficient and competitive resort clusters in Highland Ajara. They will serve as four-season destinations.

Goderdzi Pass is a welcoming, lively, romantic, and fun destination offering the best visitor experience in the regional market. Pristine forested mountains create a fantastic setting in winter, summer and simply turns into a breathtaking scenery by the autumn colors.

## GODERDZI PASS KEY FEATURES

- ▶ Located within two hour's drive (100 km) from Batumi
- ▶ Maximum elevation at 2 500 m above sea level, open for all four seasons
- ▶ Snow-covered from November to April
- ▶ 633 ha available for tourism infrastructure development
- ▶ Approximately 150 ha of skiable terrain
- ▶ Maximum capacity: 7 000 skiers
- ▶ The best places for beginner and intermediate skiers
- ▶ The wilderness gives visitors unique experiences, fresh-air and magnificent scenery
- ▶ Majestic landscapes offer diverse summer tourism such as trekking, horse riding and birdwatching
- ▶ Sustainable and well-integrated within the natural environment
- ▶ Master plan is designed by an international company, HOK Planning Group (Austria). The plan aims to further boost potential of the site as a year round resort







## WINTER

The opportunities for developing Goderdzi Pass as a ski resort have been designed by a team of international consultants. The Mountain Concept Plan identifies the best areas for skiers of different experience, and elaborates an efficient and phase-wise lifting system to serve them.



## SPRING

As the snow melts, Goderdzi Pass blooms in its spring time. Dazzling displays of alpine wild flowers and peaceful hiking through the forests, or the nearby Green Lake, will delight visitors. Right to the east of the main village, a site of over 100 ha has been identified for a golf course area. The existing mineral springs are already frequented by local visitors, and will be further developed and enhanced to create spa resort.



## SUMMER

Often, when it rains in Batumi, it is bright and sunny at Goderdzi Pass. The existing popularity of Batumi as a regional and international summer destination will be complemented by the resort at Goderdzi Pass. Initially, tourist facilities at Goderdzi Pass will provide an attractive day trip for Batumi visitors to explore. With the further development, this will include conference facilities, festivals and a mountain-top lookout and a restaurant.



## AUTUMN

Spectacular autumn forest colors will draw tourists to Goderdzi, with the resort center acting as a base for exploration. Harvest festivals and traditional celebrations will be additional attractions for tourists from Batumi and the region.





## THE VILLAGE “GODERDZI PASS”

According to the Master Plan, the hub of activity at Goderdzi Pass will be the pedestrian village. The village will be car-free with all the main ski lifts and amenities within walking distance from the hotels and other accommodation facilities.

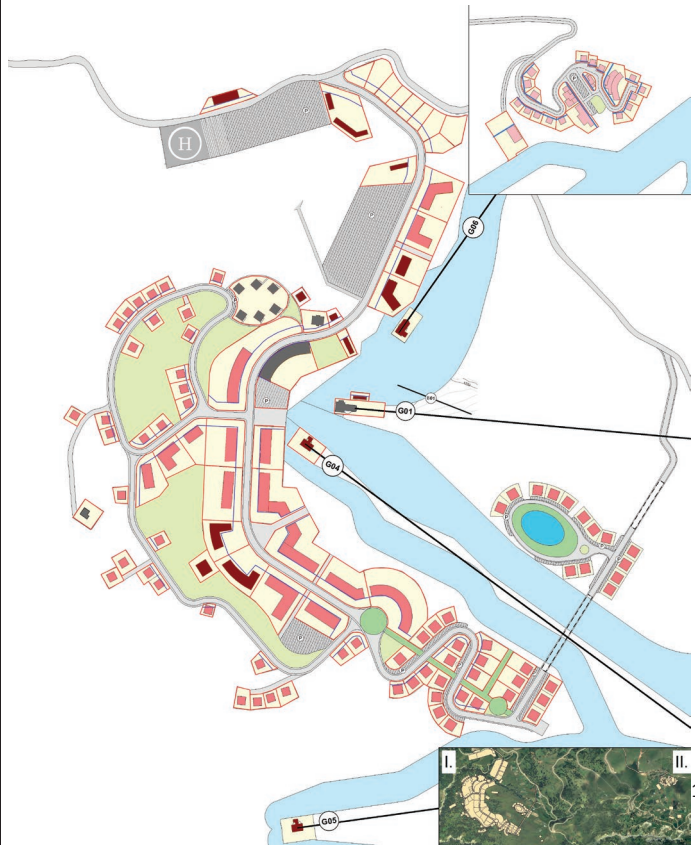
At the further stages of development, Goderdzi Pass will provide a varied accommodation, such as rental apartments, forest cabins and a luxury spa hotel. Each will be located in the optimum position, safeguarding the interests’ of all stakeholders.

The Goderdzi Pass Master Plan allots distinct zones, each having a different nature and serving different functions. The main village center will be the heart of the place, anchored by the main ski lifts and several hotels, while passive accommodation zones and private real estate for sale will be established at the perimeter (within walking distance to the center).

The development plan of Goderdzi Resort was prepared by following companies: HOK Group, Geographiki, Arsi, Arup, King Sturge and Ecosign.

### Urban Development Plan

- ▶ Social-economic goals of the resort
- ▶ Creating more opportunities for investment promotion
- ▶ Social-economic development of the region
- ▶ Touristic season extension in Ajara
- ▶ Maintaining ecosystem





## EXISTING INFRASTRUCTURE

- ▶ Ski lift 8 MGD, 1.9 km
- ▶ Ski lift 6-CLD-B, 2 km
- ▶ Road access to the resort
- ▶ A comfortable hotel, 10 rooms (28 beds)
- ▶ 6 Cottages, 24 rooms (68 beds)
- ▶ Water supply system of the resort
- ▶ Sewage system and wastewater treatment plant at the resort
- ▶ Power supply system of the resort
- ▶ Pistes of 7-8 km
- ▶ Anti-avalanche and safety systems for pistes and ski lifts

## PLANNED INFRASTRUCTURE AND INVESTMENTS

- ▶ Public and commercial facilities
- ▶ Improvement of the resort's public zones

- ▶ "Aliance" LTD is building a 100-room hotel where a well-known brand "Ramada" will function
- ▶ "Metro Atlas Georgia" LTD is building a 200-room hotel
- ▶ 3000 m inner resort road is being built at the resort

## ANTICIPATED STATE SUPPORT

- ▶ Rehabilitation Batumi-Akhalsikhe road, Phase I Khulo-Goderdzi Pass road (31 km) and Phase II Adigeni-Goderdzi Pass road (24 km)
- ▶ Batumi-Goderdzi Pass Road - 100 km
- ▶ Attracting investments for construction of tourism facilities (hotels, restaurants, entertainment centers, etc.)
- ▶ Popularizing tourist destination through effective marketing





## INVESTORS ARE INVITED TO BUILD:

- ▶ Accommodations of different types: hotels, cottages, hostels, apartments, villas, multi-family townhouses, pensions etc.
- ▶ Spa/Resort hotels
- ▶ Restaurants and shopping malls
- ▶ Ice-rink
- ▶ Non-winter tourism facilities e.g. golf club, parks
- ▶ Entertainment facilities
- ▶ Other infrastructure facilities



The background is a complex geometric pattern composed of numerous triangles of various sizes. The color palette is primarily shades of blue, ranging from light sky blue to deep navy blue, with some triangles in shades of purple and magenta. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing towards the center and others pointing outwards.

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