Overview of Tourism Sector in Ajara
Ministry of Finance and Economy of Ajara A.R.
2012
Welcome to Ajara

Tourism Snapshot

Tourism Varieties

Development of Recreational Zones

Statistical Data

Success Stories

Project Proposals
WELCOME TO AJARA

<table>
<thead>
<tr>
<th>Language</th>
<th>Georgian</th>
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</thead>
<tbody>
<tr>
<td>Administrative Center</td>
<td>Batumi</td>
</tr>
<tr>
<td>Total Area</td>
<td>2,900 km²</td>
</tr>
<tr>
<td>Coastline</td>
<td>57 km</td>
</tr>
<tr>
<td>International Borders</td>
<td>Turkey, to the south</td>
</tr>
<tr>
<td>Population: Total</td>
<td>386 900</td>
</tr>
<tr>
<td>- Density</td>
<td>135.32/km²</td>
</tr>
<tr>
<td>Administrative Division</td>
<td>6 municipalities</td>
</tr>
<tr>
<td>Urban Population</td>
<td>48 %</td>
</tr>
<tr>
<td>Time Zone</td>
<td>GMT +4 :00</td>
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WELCOME TO AJARA
Tourism is a priority sector in Ajara with its high potential (49% of total investments)

- Diversity of natural resources allow wide varieties of touristic activities all year around
- Liberal Visa regime/International air and railway connections
- International Hotel Brands represented in Ajara
- Emerging Touristic Segments: Cruise Tourism & Winter Resort
- Diverse Cultural Mix, Exquisite Cuisine and great hospitality
- High level of local population involvement in tourism sector
- Rapidly developing hospitality infrastructure
**TOURISM VARIETIES**

**Cultural & Historical Tourism**
- Historic crossroad for different cultures created ethnical diversity, attractive for tourists
- Over 230 historical, archeological, religious and architectural monuments
- 19 museums, theatres & art galleries

**Ecotourism**
- Diversity of flora and fauna, offering spectacular coastal, forest and alpine landscapes
- Nature-based activities: back-packing, fishing, horse-riding, hunting, hiking, cannoning
- Hospitable people offering experience of local folklore, handcraft and exquisite Ajarian cuisine
Ecotourism - Birdwatching

- Village Zemo Makhinjauri (3 observational points)
- Village Shuamta -1 observation Point (paths to the Mtirala National Park offering impressive views and walking tours)
- These places represent one of the biggest and the narrowest bottlenecks where more than 800,000 migrating birds are registered
- The third largest place of Birdwatching in the world
- 806,679 raptors (2008) and 851,491 migrating birds (2009) were registered = were not registered in any other western palearctic regions
- Currently there are registered 34 species of raptor birds
  - Haney basart
  - laser spotted eagle
  - Booted eagle
  - Black Kite
  - Marsh harrier
  - Pallid harrier
  - Montague harrier

- Tourists can enjoy the wonderful sights on nature!

Research is held by the international project Batumi Raptor Count (BRC)
Tourism Varieties

Cruise Tourism
- Myth of Argonauts and Golden Fleece
- Increasing number of cruises to Batumi
- Variety of excursion for passengers
- Developing port infrastructure
- In 2006 Batumi became a member of MedCruise - cruise ports association

The government of Ajara in cooperation with Royal Caribbean Cruise Line (RCCL) plans to invest in development of new Batumi Cruise Port that will be able to accommodate all kinds of the vessels entering the Black Sea.
- Multi-functional facilities along the pier (400m) will include souvenir shops, museums, café-restaurants and event halls.
- The construction works will start in September, 2012 and will be completed by 2014.
TOURISM VARIETIES

MICE Tourism (Meetings, Incentives, Conventions and Exhibitions)
- Regional center for meeting and conferences
- International Tourism Exhibit “Batumi Expo”
  - 152 participant companies in 2011 from: Turkey, Lithuania, Latvia, Estonia, Armenia, Azerbaijan, Ukraine, Israel, USA, Belarus, Poland, Iran
- Batumi International Building & Design Fair 2011
- Batumi International Agri-products and Technology Fair 2011
- Cultural Capital of Georgia: MTV Edward, Jazz Fest, Film Fest & World Famous Artists
- 18th Century European Architecture
- Historic boulevard and new promenade with cafes and night life
TOURISM VARIETIES

Sun & Beach

- Subtropical climate, unique combination of the coastal and mountainous climate, warm sea with its health properties, seaside tourism and resort infrastructure
- Up to 50km coastline eligible for swimming and sunbathing
- Average sea water temperature $t = 21-29^\circ$
- Sea resorts: Batumi, Kobuleti, Makhindjauri, Mtsvane Kontskhi, Gonio – Kvariati - Sarpi, Tsikhisdziri
TOURISM VARIETIES

Skiing

Gomarduli
- Four-Season Resort
- 74km from Batumi, 1450m above sea level
- Climate conditions similar to one of the largest resort Davos, Switzerland
- Existing cable car (300m)
- Planned projects: Cottages, parks, cultural and sport centres, 5 restaurants, cable cars, 5 hotels, 30 guesthouses, Rock climbing and alpinism school, artificial lake (summer) and Ice skating stadium (winter)

Kedlebi
- Mountain-Skiing Tourism, Winter Resort
- Skiing capacity – 2 cable car (300m and 150m) along with Ski School
- 90km from Batumi, 1500m above sea level
- Cottages to be built
The main goal of the project is to develop modern, efficient and competitive clusters in Mountainous Ajara. Therefore, diversify portfolio of tourism activities that can be explored in our region by converting opportunities into reality.
**Tcharnali Recreational Complex**
- on the Tcharnali River Valley, 900m (length)
- Administration Building
- Restaurant (100 persons)
- Sauna Complex (6 sauna, swimming pool and spa center)- exclusive component
- Wooden Cottages (6+4) for 60 tourists
- 2 bridges
- Parking (20 cars)
- Cozy and Pleasant Environment

DEVELOPMENT OF RECREATIONAL ZONES OF MOUNTAINOUS AJARA
**Kedkedi Recreational Complex**
- on the River Matchakhela
- divided into 4 blocks
- Administration Building
- Café (112 persons) and Restaurant (126 persons)
- Sport and Recreational Zones: Basketball, Tennis, etc.
- Children’s park and Biking

- Wooden Cottages (8)
- Bridge
- Parking
- Narrow trails
- Cozy and Pleasant Environment
DEVELOPMENT OF RECREATIONAL ZONES OF MOUNTAINOUS AJARA

Hunting Club at Tikeri Forest
- 3 functional Zones:
  - Administration / Parking (36)
  - Restaurant (100- Terrace 50) and Club Zone (30)
  - Residential Area (24 visitors) with beautiful views of Forest
- Club Zone for corporate events
Number of Tourists in Ajara (2005-2011)

As of September 2011, Ajara celebrated visit of 1 millionth tourist!!!

Turkey 39.6%
Armenia 34.3%
Azerbaijan 14.9%
Iran 5.3%
Israel 3.4%
Ukraine 2.5%
STATISTICAL DATA 2011

- Hotels & Guesthouses - 269
- Number of Beds: 52,052
  Hotels & Guesthouses – 10,252
  Private Apartments – 41,800
- Travel Agencies – 17
- Information Centers – 5 (+3)
- Vocational schools – 2 (Kobuleti & Batumi)
- Tourism Faculty at Batumi State University
STATISTICAL DATA 2011

**Product Segmentation**

- Other: 1
- Ski Tourism: 1
- MICE: 1
- Ecotourism: 5
- Cultural Tourism: 24
- SeaSide Leisure: 68

**Purpose of Travel in Ajara**

- Other: 1
- Visiting Friends and Relatives: 5
- Business: 3
- Leisure, Recreation: 91
SUCCESS STORIES
Kobuleti is a seaside health resort on Black Sea just 20 min from Batumi
- Average Annual temperature +14.5°C
- Resort Priority-warm and humid climate
- Development area of 12 ha for 30 hotels
- Investment range 1-2 million USD

- Free Land
- Free Hotel Master Plan
- No Profit and Property taxes for 15 years
- Fully Provided engineering utility networks and corresponding outdoor infrastructure such as electricity, gas, water and new roads
PROJECT PROPOSALS -
Golf Club Development

- Plot 1: 52 ha
- Plot 2: 80 ha
- Plot 1 & 2: **132 ha, grassland, flat**
- A 18 hole international standard gold course and a golf club
- Hotel with 150 – 200 rooms
- Additional facilities: Teaching facility to promote the game of golf and other sports; Apartments, Guesthouses, Villas

- Altitude: 3-5m above sea level
- Sandy soil, warm and wet climate
- Avg. Annual Temp: 14.5 °C
- High, evenly distributed precipitation (2324 mm)
- High humidity (70-83%), seldom frost

- 30 km north of Batumi
- 15min. from Batumi City
- 20min from Batumi Int. Airport
- 15min from Batumi Seaport
PROJECT PROPOSALS -
Golf Club Development
PROJECT PROPOSALS –
Goderdzi Ski Resort Development

- Master plan prepared by the HOK Planning Group
- Plan aims to maximize the opportunities of the site for a four-season resort
- Goderdzi Pass, located two hours drive from Batumi
- At an elevation of 2000m, the mountains are snow-covered from November to April.
- Fully Provided engineering utility networks and corresponding outdoor infrastructure such as electricity, gas, water and new roads.
- Available lands for investing in hotels and cottages (government builds rope-ways for skiing)
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