



Georgian National Tourism Administration





Georgia

Scope of work:

- Policy
- Marketing
- Infrastructure
- Products

Responsible bodies:

Georgian National Tourism Administration
Mountain Resort Development Company

Policy



The policy aims to:

Attract additional investments to the regions

Free Tourism Zones:

- Land is provided for a nominal price of 0.5 USD
- Project construction and documentation are issued for free
- Utility networks and corresponding infrastructure
- Investors are exempt from income and property taxes
- Free Casino License (for more than 100 rooms)

Policy



Deter Government from carrying out various state budget funded events during the seasonal period

- For example: Government is recommended to carry out trainings/conferences during shoulder seasons in the sea side resorts (January-February)

The policy aims to: support domestic tourism, assist venues during off season, reduce budget spending

Policy



Law on the Development of Mountainous Regions

- Tax exemptions (enterprises in the mountainous areas);
- Improved social benefits for local residents (reduction of utility bills);
- Higher salaries for teachers and medical staff;
- Increased social assistance for pensioners;
- Support for infrastructure & business development in the highlands

The policy aims to: enhanced quality of life in the mountainous regions, reduced poverty, improved infrastructure



Safe, sustainable, ecologically sound and fun experience



Tourism Product and infrastructure

Mountain Bike Parks

- Gudauri (9th August 2015)
Distance: 4,790 meters
- Bakuriani (27 August 2015)
Distance: 6,000 meters

Snowmaking systems

- Gudauri
57 km of ski piste with 14% of artificial snow;
- Bakuriani
22 km of ski piste with 10% of artificial snow;



Implemented Projects

- Tubbing zone by **SunKid**;
- Alpine Coaster by **Tatralift a.s.**;
- Contactless checkpoints & joint ski ticket System by **SKIDATA AG**;
- Snow Park;
- Night skiing;
- Electronic information monitors;
- Mobile App.



Case Study - Mestia

Original resources	Development
<p data-bbox="202 749 888 835">Mestia (upper) Svaneti – 1,500 meters above sea level:</p> <ul data-bbox="202 899 888 1356" style="list-style-type: none"><li data-bbox="202 899 888 949">• Authentic Georgian village<li data-bbox="202 999 888 1049">• Unique architecture<li data-bbox="202 1099 888 1149">• UNESCO Heritage site<li data-bbox="202 1199 888 1249">• Popular Summertime Destination<li data-bbox="202 1299 888 1349">• Local population eager to develop	<p data-bbox="956 749 1275 792">Ski lifts installed:</p> <p data-bbox="956 899 1700 942">Tetnaldi: 1700m – 3200m above sea level</p> <p data-bbox="956 949 1700 992">Hatsvali: 1865m – 2347m above sea level</p> <p data-bbox="956 1049 1449 1099">Beginner/Advanced/Expert</p> <p data-bbox="956 1149 1506 1199">Total length of ski runs: 32 km</p>



- Longest run in the Caucasus region
- Unique landscapes and architecture (World Heritage site)
- Longest ski season and higher quality of snow



Case Study:

Kokhta and Mitarbi Areas



Public-Private Partnership

Government:

- 3 ski lifts and trails;
- Communication infrastructure;

Outcome:

- 800 additional beds

Private Company:

Invests 70 million in the construction of accommodation.



Gudauri

Government:

- \$150 Million - Development of Infrastructure & Facilities
- \$40 Million First Stage of Works

Private sector:

- Additional accommodation facilities will be constructed by – ORBI, REDCO, MGZAVREBI (development companies)



Planned Projects

- Connecting Gudauri-Kobi and creating **joint ski area**;
- Installation of **additional ski lifts** and creating **new ski runs at all resorts**;
- **Artificial water reservoir** for snow making;
- Installation of **snow making system**;
- Building **ice rink** for curling and hockey;
- Construction of a **biathlon park**



Ernst & Young

It is projected that Georgian Resorts have the capability to generate annual income of more than

\$300 Million





Marketing and outcomes

Gudauri

2014 – 2015: 40% increase in tourism compared to 2012-2013 (best tourism year)

Bakuriani

2014-2015: 20% increase in tourism compared to previous year.

Georgia will host the 3rd Euro-Asian Mountain Resorts Conference in 2017





Thank You!

