

**AG**

**ADJARAGROUP**

# MOUNTAINLIKERS

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10th world congress on snow and mountain tourism

Opportunities and Challenges for Mountain Hospitality Providers:  
Re-thinking of Traditional Accommodation Concepts



# STRUCTURE

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Introduction

The company Adjara Group

Tourism in Georgia

Mountain Tourism in Georgia

General overview of the region of Kazbegi

Kazbegi – Sustainable Destination Development

Future goals

Conclusion

# INTRODUCTION

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Mr. Valeri Chekheria, CEO of Adjara Group, Georgia

Adjara Group is the largest and fastest growing Georgian company in hospitality, lifestyle development and agropreneurship. The company is the creator and manager of the first Georgian hospitality chain.





# ADJARA GROUP

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## Lifestyle Development

### Hospitality

In 2010, the company entered the Georgian hospitality sector by introducing and managing the international hotel franchise, Holiday Inn.

### Lifestyle Development

In 2012 an abandoned building of an old sanatorium in the mountainous region of Kazbegi was turned by the company into, what soon would become, the first Georgian lifestyle brand of Rooms Hotels and gained global recognition for its unparalleled location, architecture and design.

Two years later an old publishing House would become the second **Rooms Hotel**, this time in the heart of the Georgian capital - Tbilisi. The design concept of the hotel combines the brutalist industrial chic with elements of contemporary décor.

# ADJARA GROUP

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## Lifestyle Development

In 2016, the once Soviet sewing factory was revived and transformed into a trendy youth accommodation – **Fabrika**, bringing together young travellers and art enthusiasts.

**Stamba Hotel** is the luxury addition and is located in the same building of the old publishing house as **Rooms hotel Tbilisi**. The hotel includes the unique **Casino Aviator**, the most elegant and distinctive casino in the region.



# ADJARA GROUP AGROPRENEURSHIP

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- Kakheti wine region
- Project Udabno
- Almonds
- Farming - locally sourced produce
- Fruits, vegetables and flowers
- Animal farms
- Constructing farmhouses
- Future goal is to build an International university of agriculture and hospitality

# MAP OF GEORGIA

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# TOURISM IN GEORGIA

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Georgia is one of the most unique tourist countries in the world

Recently the country has experienced a rapid increase in tourism

2.8 million international arrivals in 2011

7.5 million international arrivals in 2017 which is 18.8% more than in 2016.

Tourism represents 7% of the country's GDP



# WHY GEORGIA HAS BECOME THE COUNTRY TO VISIT

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Nature

History and culture

Geographical diversity

Climate (4 distinctive seasons)

Friendly and safe environment

Hospitality

Gastronomy

Affordable

# MOUNTAIN TOURISM IN GEORGIA

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Well developed ski infrastructure

Heli-skiing

Freeride skiing

Trekking in the Caucasus

Horseback riding

Mountain biking

Four Wheeler tours across breathtaking  
landscapes

Paragliding





# THE MAP OF KAZBEGI

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The townlet of Kazbegi is located in the Mtskheta-Mtianeti region of north-eastern Georgia





# KAZBEGI

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## *the Gem of Caucasus*

**Kazbegi is a highly popular tourist destination**

Jaw-dropping mountainous scenery, Mount Kazbek, 14th century Gergeti Trinity Church, Trusso Valley, Gveleti Waterfall etc..

### **The rise in popularity**

In 2007 Kazbegi had - 10 000 foreign visitors

According to Kazbegi Municipality in 2016 Kazbegi region opened its arms to 250 000 visitors

According to Kazbegi Municipality in 2017 Kazbegi region saw the number increase to 500 000 visitors

# MOST IMPORTANT FACTORS

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- Biggest infrastructural change benefitting tourism development
- Military Highway re-opened in 2013
- Road Improvements
  
- **Rooms Hotel opened in 2012**
- Rooms Hotel is a major recent change and has marked the beginning of the serious development of Kazbegi as a destination
- Rooms hosted 16 350 guests in 2013
- The number of Rooms Hotel guests reached 42 545 in 2017

# ROOMS HOTEL KAZBEGI

## History and Development

- The hotel was originally built as a sanatorium in the 1980s
- Abandoned for years, Adjara Group saw a great potential in turning it into a mountain retreat
- It was renovated by the company and reopened its doors to guests in July 2012





# ROOMS HOTEL KAZBEGI

## Architecture and Design

Think of Rooms Hotel Kazbegi as an Ace Hotel meets Soho House  
vibe – *Vogue Magazine*

Designed with distinction by Adjara Arch Group in cooperation with  
Nata Janberidze and Ketii Toloraia – Tbilisi based interior designers

Renovated and repurposed with great care and imagination, the hotel retains  
the legacy of the brutalist architecture

Classic mountain retreat style with natural materials and warm tones – from  
Cognac colored leather to reclaimed wood and weathered brick



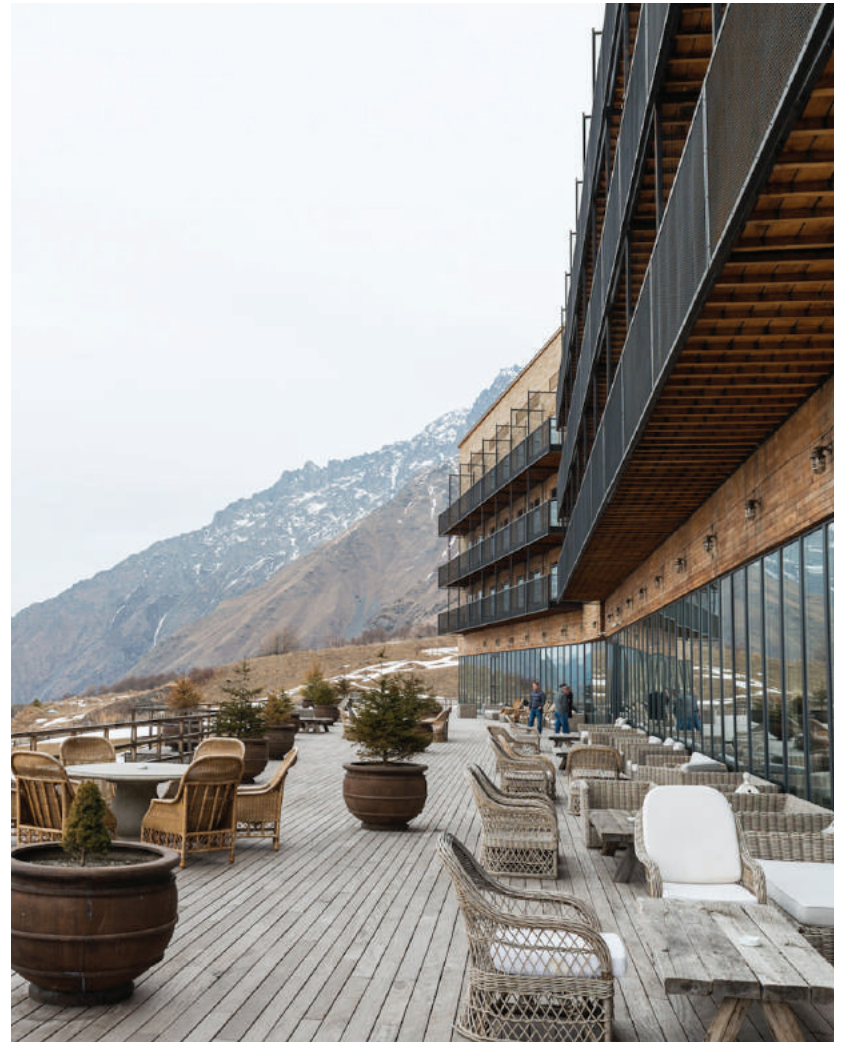


# ROOMS HOTEL KAZBEGI

## Features

- 156 Guest rooms
- Restaurant offering the best of the regional cuisine
- Bars where mixologists prepare exquisite cocktails
- Impressive open, communal space divided by book cases offering a selection of international novels
- Spacious Terrace surrounding the hotel with a majestic view of Caucasus mountains
- Wellness center
- Indoor heated swimming pool with a mountain view
- Casino















# ROOMS HOTEL KAZBEGI AND SUSTAINABLE DESTINATION

After having opened Rooms Hotel Kazbegi, the region has become one of the most popular sustainable destinations

The company has utterly transformed the region by developing infrastructure, generating work opportunities and establishing new social norms

It resulted in inward migration with people who had left the region returning to Kazbegi to set small businesses, which again was strongly supported by Adjara Group



# OPPORTUNITIES

- Turn utopia into reality
- Tourism is the most promising opportunity for economic growth
- Main source of income for the local population is either guesthouses or transportation services - Delicas
- Economic and cultural development of the region
- Develop mountain sports infrastructure
- A great potential for turning the region into a greater sustainable destination

# CHALLENGES

- The gap between demand and supply
- Missing the opportunity for the region to take advantage of tourism as a source of local wealth creation
- Lack of regional capacity
- Stuck in an older business model of tourism where the aim is to make as much money as possible out of the small number of short-term opportunities
- Lack of supporting infrastructure at almost all of sites



# BEYOND TRADITIONAL HOSPITALITY

## Building Modern Georgia

- Developing Tourism
- Setting trends and new esthetic standards
- What makes Adjara Group a unique company
- Changing perceptions
- CSR
- Charity
- Art and Culture





# FUTURE GOALS

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Continuous effort in supporting farming and agriculture

**Rooms Hotel in Kokhta Mitarbi** an important mountain destination. Still untouched and underdeveloped Mitarbi is an exceptional mountain destination with breathtaking nature, climate and landscapes through all seasons of the year.

Black Sea Region

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