

Georgia's Ambitious Ski Resort Development Plans as Core of the Mountain Tourism Development

2017

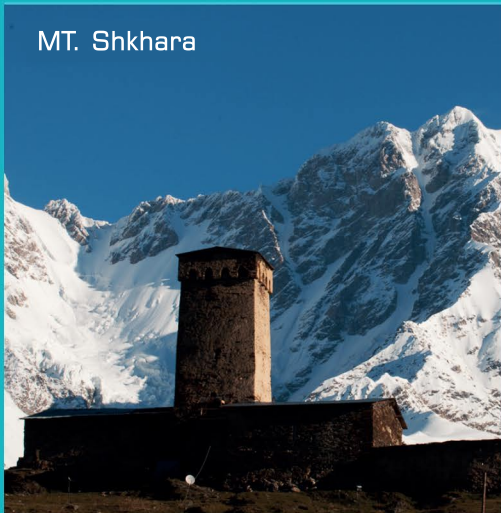
Georgia is a country to the east of the Black Sea. The majority of the country's territory is located in the South Caucasus, while a portion of it is situated in the North Caucasus. Georgia is a cluster of different cultures and religions, stunning landscapes and ancient history.



Landscape of Georgia

Mountains - 65% of Georgian territory

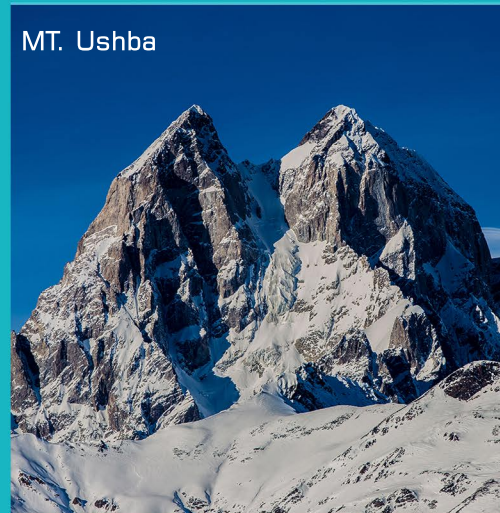
MT. Shkhara



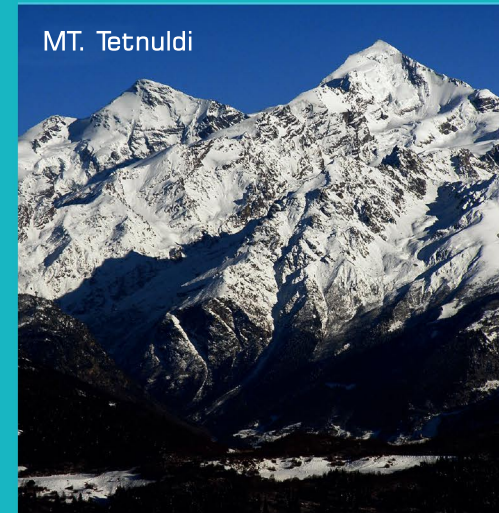
MT. Mkinvartsveri



MT. Ushba



MT. Tetnaldi



The highest point in the nation of Georgia located in Svaneti region.
Elevation:
5,200 m above sea level

Mount Kazbeg is one of the major mountains in the Caucasus located in Kazbegi District. Elevation:
5,048 m above sea level.

One of the most notable peaks of the Caucasus Mountains, located in Svaneti region, Elevation:
4,710 m above sea level.

A prominent peak in the central part of The Greater Caucasus Range in Svaneti region, Elevation:
4,858 m above sea level



MRDC Overview

- Ltd "Mountain Resorts Development Company" (MRDC) was established in 2013
- MRDC is a subordinated entity of the Ministry of Economy and Sustainable Development of Georgia
- Under the management of MRDC are all Georgian mountain ski resorts – *Gudauri, Bakuriani* (Didveli, Kokhta-Mitarbi), *Mestia* (Hatsvali, Tetnuli) and *Goderdzi*
- Three mountain ski resorts were added to the Georgian winter resorts for the past 2 years:
 - Goderdzi - December 2015
 - Tetnuli - February 2016
 - Kokhta-Mitarbi - 2015/2016



Vision & Mission

VISION:

To have the best mountain-ski destinations in the region by providing world class unique sport, adventure tourism, recreation activities and Caucasian mountain lifestyle experience

MISSION:

- Transform ski resorts of Georgia into all-year-round mountain destinations to ensure sustainable development of mountainous areas
- Position Georgia as a leading winter sports destination in the region



Gudauri

Elevation: 2200m-3275m, 120 km from Tbilisi

- 10 ski lifts
- 22 ski slopes
- Total length of ski slopes - 70 km, 15% with artificial snow making system
- Pistes for all level skiers -beginners, intermediate, advanced, expert
- off-piste skiing
- Snow park
- Night skiing
- Tubing zone
- Kids park
- Heli-ski
- Paragliding
- Ski touring
- Freeriding
- Ski patrol
- Bike parks in summer



Gudauri



Bakuriani

Elevation: 1700m-2705m, 205 km from Tbilisi

- 9 ski lifts
- 18 Ski slopes
- Total length of ski slopes - 27.7 km, 10% with artificial snow making system
- Pistes for all level skiers -beginners, intermediate, advanced, expert
- Night skiing
- Kids park
- Bike park and bike trails in summer
- Toboggan
- Cinema "Didveli"
- Skating
- Horseriding
- Hiking



Mestia Tetnuldi & Hatsvali

Elevation: 1500-3200m, 18 km from Mestia airport

- 5 ski lifts
- 37 km of ski slopes
- Pistes for all level skiers – beginner, intermediate, advanced, expert
- Heli-ski
- Freeriding
- Ski touring
- Off-piste skiing
- Mountaineering
- Snowboarding
- Paragliding
- horse riding
- Hiking

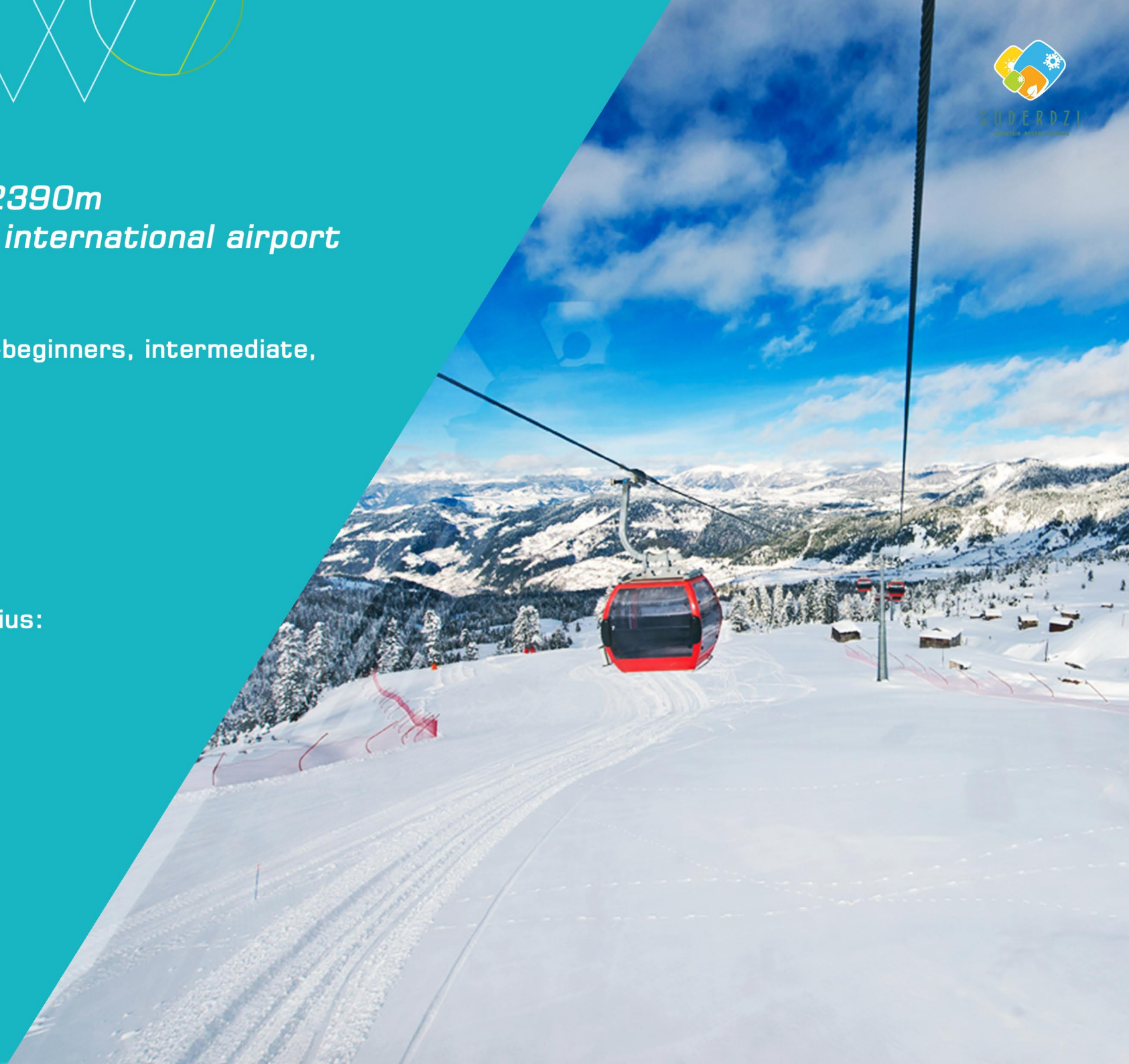


Goderdzi

Elevation: 1700m – 2390m

104 km from Batumi international airport

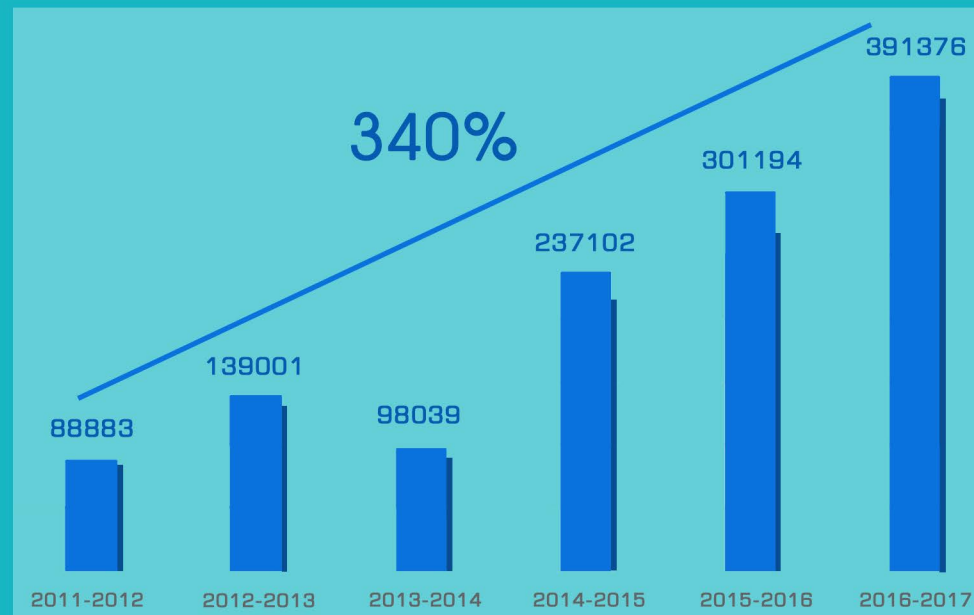
- 2 ski lifts
- 8 km of ski slopes
- Pistes for all level skiers -beginners, intermediate, advanced, expert;
- Freeriding
- Ski touring
- Off-piste skiing
- Hiking
- Cat-skiing
- Snowboarding
- Camping
- Sightseeing in 10 km radius:
 - Fortress of Khikhani
 - Green lake
 - Petrified forest



Mountain Ski Resorts Visitors Overview

Georgian tourist destinations have booming number of both local and regional visitors. Annually, according to the statistical data of Skidata (2010-2017) access system, the number of visitors increases sharply compared to the past years. If we take 2011/2012 winter season as a base year, since then total winter season visits have increased 4-fold growing from 88 883 to 391 376 in 2016/2017. As graph shows there is 340% increase in the number of visitors from 2011 to 2017. Potential spending of mountain ski resort visitors (incl.summer) exceeds USD 300 mln (source: E&Y 2015)

Visitors of Mountain Ski Resorts of Georgia 2011-2017



Resorts Master Planning

An initiative for the elaboration of Master Plans was launched for the purpose of effective, rapid, and proper development of Georgian mountain ski resorts. To this end:

- Kobi-Gudauri Master Plan was created by the Ecosign Mountain resorts Planners ltd
- Development plans for Bakuriani, Tusheti, Mestia, Bakhmaro are being prepared
- Work on the Racha development plan will begin in the near future



All-Year-Round Resorts

Approach to create all-year-round mountain ski resorts will guarantee sustainable development of mountain ski resorts. Considering the development concept, MRDC implemented the following projects to develop winter and summer activities and to create four season mountain infrastructure:

Toboggan – Alpine Coaster

Bike-trial and bike-parks

Camping

Hiking

Horse riding

Sightseeing



Formation of new institutions and initiatives

Adventure Tourism School

In 2016, the vocational education institution was established in Gudauri. The project was realized in cooperation with MRDC, the Mountain Guide Association and the Ministry of Education and Science of Georgia. The school will prepare a hiking and mountain guides, ski instructors, avalanche experts, rescues etc.

Certified mountain managers

The project was implemented in cooperation with the Compagnie Des Alpes. The project aimed at providing the latest skills and best practice in ski resorts management. Within the project were trained managers of Georgian mountain ski resorts.

Winter school holidays

The program is jointly initiated and implemented by the Ministry of Education and Science of Georgia and MRDC. Within the framework of the program school children were selected and trained in Bakuriani ski resort



Formation of new institutions and initiatives

Sport Academies

The project is jointly initiated and implemented by the Ministry of Sports and Youth Affairs of Georgia and MRDC. Within the project, formation of sport academies will be realized in the mountain ski resorts of Georgia

Ski patrol

In 2016, upon the initiative of MRDC and the Ministry of Internal Affairs of Georgia Ski Patrol was formed. Accordingly, legislative package was elaborated and amendments were made to the legislation of Georgia. Ski patrol operates in all Georgian mountain ski resorts – Gudauri, Bakuriani, Mestia and Goderdzi



Gudauri-Kobi ski-zone

Construction of 7.5 km length ski-lift will connect Gudauri with Kazbegi municipality.

Project aims to:

- Expand ski area to the north Gudauri (Gudauri-Kobi) and create new ski zone
- Increase capacity of the ski pistes
- Boost capital investment
- Solve communication problem
- Create new possibilities for the development of mountain tourism



New ski-lifts projects

Mestia-Hatsvali ski lift

- The length of the ski lift will be 1800 m with the rated capacity of 1800/per hour
- As a result of the touristic attractions the skilift will operate for the full year

Mestia-Tetnuldi ski lift

- The rated capacity of the ski-lift will be 2800 people per hour. Length of the ski-lift will be 3.5 km with the middle station
- The ski-lift will connect Tetnuldi and Mulakhi community which will considerably improve access to the resort



Olympic Standards Sport Complex and infrastructure

Planning, designing and construction of sport and ski pistes infrastructure:

Biathlon

Ice-rink

Ski-Jump

Artificial snowmaking system



Future goals

- To hold Freestyle World Championship in Bakuriani in 2023
- To host the international competitions in winter sport



THANK YOU

2017