Mountain
Resorts
of Georgia

MINISTRY OF ECONOMY
AND SUSTAINABLE
DEVELOPMENT
OF GEORGIA

MOUNTAINS OF GEORGIA

2018

MRG Overview

- Ltd "Mountain Resorts Development Company" (MRG) was established in 2013

- MRG is a subordinated entity of the Ministry of Economy and Sustainable Development of Georgia

- Under the management of MRG are all Georgian mountain ski resorts – **Gudauri**, **Bakuriani** (Didveli, Kokhta-Mitarbi), **Mestia** (Hatsvali, Tetnuldi) and **Goderdzi**

- Three mountain ski resorts were added to the Georgian winter resorts for the past 3 years:
  Goderdzi - December 2015
  Tetnuldi - February 2016
  Kokhta-Mitarbi - 2015/2016

Implemented Projects

- Development of Kobi-Gudauri Master Plan

- Construction of 12 ski-lifts in Tetnuldi, Bakuriani and Gudauri

- Installation of Mestia-Hatsvali ski-lift

- Construction of 2 ski lifts in Goderdzi

- Construction of 5 ski lifts in Svaneti villages

- Establishment of Adventure Tourism School in Gudauri

- Creation of bike park and bike routs

- Construction of alpine coaster (toboggan) in Bakuriani

- Planning and designing biathlon infrastructure

- Installation of artificial snowmaking system

- Formation of ski patrol

- Training for the personnel of snow grooming machines, rescue team and cableway installations

- Realisation of training program for the mountain managers

Future Projects

- Elaboration of Mountain Tourism Development Strategy

- Construction of Mulakhi-Tetnuldi ski lift

- Renovation of 3 ski lifts in Gudauri

- Construction of Olympic standards biathlon and ski jump infrastructure

- Construction of ice hokey infrastructure

- Installation of artificial snow making system and artificial reservoir in Bakuriani

- Construction of meteorological stations in Bakuriani, Goderdzi, Gudauri and Mestia

Ski Resorts

Gudauri

Gudauri Ski Resort - 2200 m above sea level, 120 km from Tbilisi

- 22 Ski slopes
- Total length of ski slopes - 70 km, with artificial snow making system
- Levels of ski slopes - Beginners,
- intermediate, advanced, expert
- Unlimited off-piste
- Snow park
- Kids park
- Helis-ski
- Paragliding
- Ski tours
- Freeriding
- Ski patrol
- Bike parks in summer

Bakuriani

Bakuriani Ski Resort - 1700 m above sea level, 205 km from Tbilisi

- 18 Ski slopes
- Total length of ski slopes - 27.7 km, with artificial snow making system
- Levels of ski slopes - intermediate, advanced, expert
- Night skiing
- Kids park
- Bike park and bike
- trails in summer
- Tobbogan
- Cinema "Bakuriani"
- Skates
- Horseriding
- Hiking
- Ski Jumping
- Ice Stadium

Svaneti

Svaneti Ski Resort - 1500 m above sea level. With its medievel towers and highest permanently inhabited village in Europe

- Total length of ski slopes - 50 km
- Levels of ski slopes - Intermediate, advanced, expert
- Heli-ski
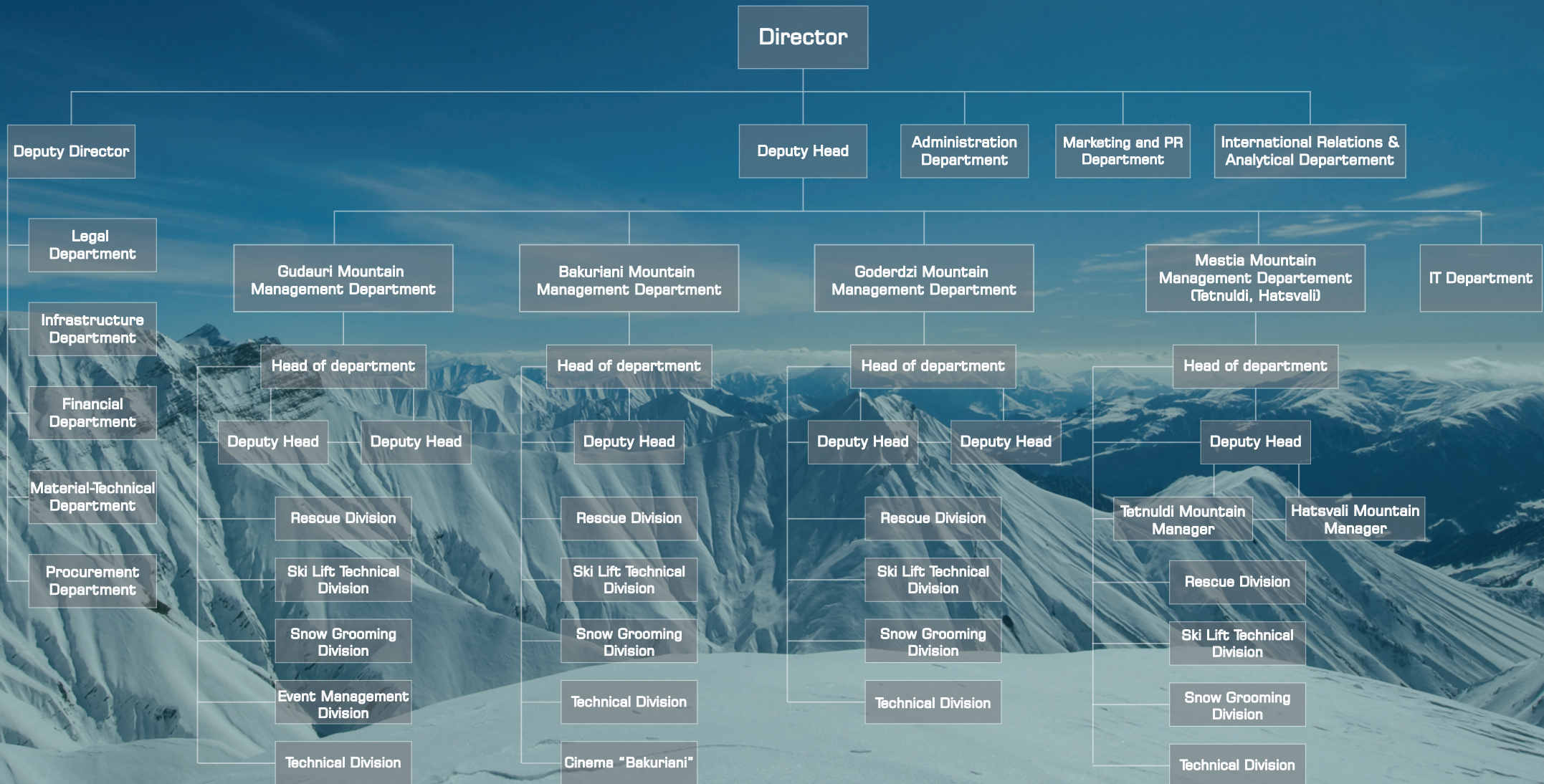- Freeriding
- Ski tours
- Off-piste

MESTIA SKI RESORT

Goderdzi

Elevation: 1700 m – 2390 m. 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
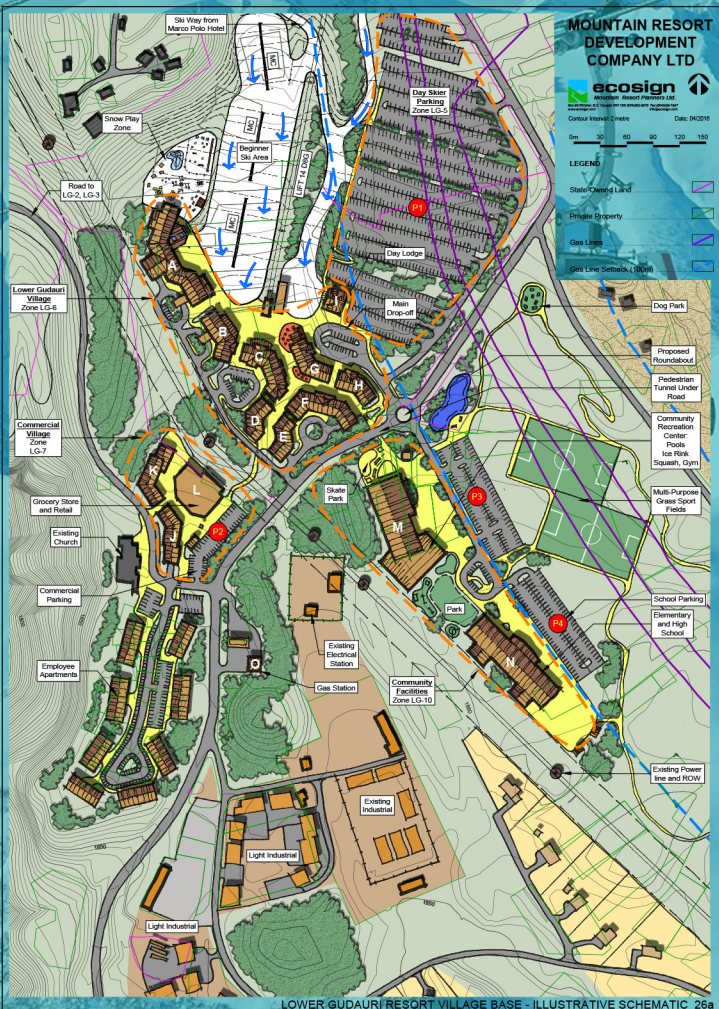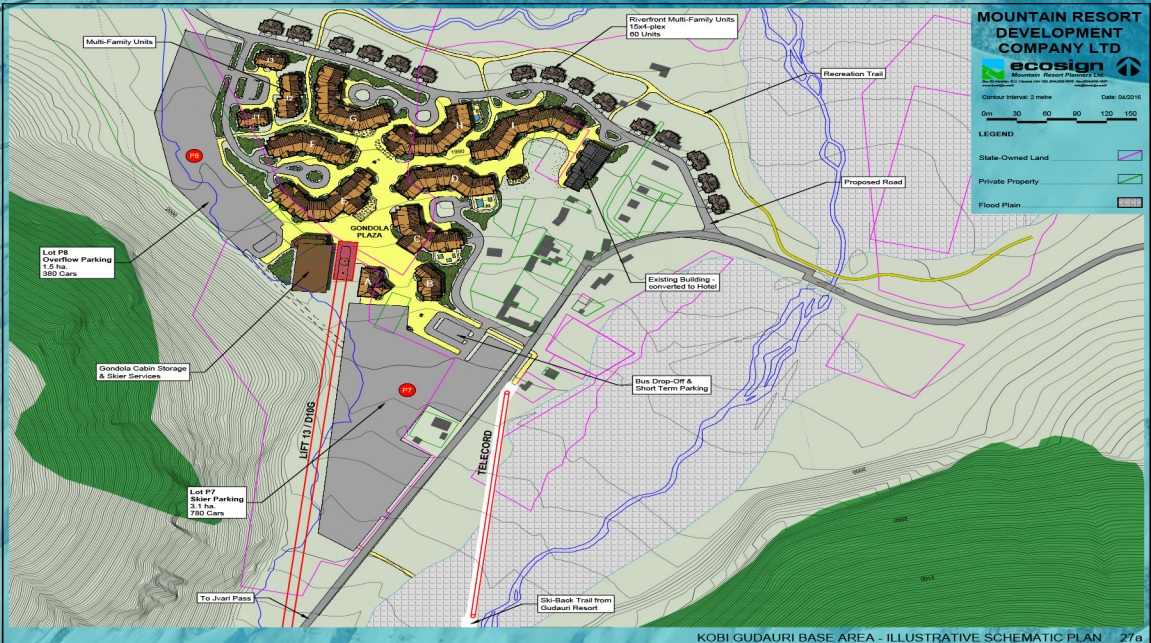- Cat-skiing
- Snowboarding
- Camping

Ski Resort Management Chart

- **Director**
  - **Deputy Director**
    - Legal Department
    - Infrastructure Department
    - Financial Department
    - Material-Technical Department
    - Procurement Department
  - **Deputy Head**
  - **Administration Department**
  - **Marketing and PR Department**
  - **International Relations & Analytical Departement**

- **Gudauri Mountain Management Department**
  - Head of department
    - Deputy Head
    - Deputy Head
      - Rescue Division
      - Ski Lift Technical Division
      - Snow Grooming Division
      - Event Management Division
      - Technical Division

- **Bakuriani Mountain Management Department**
  - Head of department
    - Deputy Head
      - Rescue Division
      - Ski Lift Technical Division
      - Snow Grooming Division
      - Technical Division
      - Cinema "Bakuriani"

- **Goderdzi Mountain Management Department**
  - Head of department
    - Deputy Head
    - Deputy Head
      - Rescue Division
      - Ski Lift Technical Division
      - Snow Grooming Division
      - Technical Division

- **Mestia Mountain Management Departement (Tetnuldi, Hatsvali)**
  - Head of department
    - Deputy Head
      - Tetnuldi Mountain Manager
      - Hatsvali Mountain Manager
        - Rescue Division
        - Ski Lift Technical Division
        - Snow Grooming Division
        - Technical Division

- **IT Department**

Gudauri Master Plan

6 Area

Bakuriani-Mitarbi Master Plan

Implemented Projects:

Phase I – Formation of pre-program research and strategic development vision

Phase II Elaborate and approve the planning tasks conducted by Self-Government

Phase III Development of Didi Mitarbi land-use general plan and Bakuriani recreational territory general plan

Marketing Campaigns for Winter Resorts Popularization

2013

Campaign	Country
Online and Outdoor Campaign	Ukraine Azerbaijan Baltic Countries Holand
Print Advertisment	Germany
Print Advertisment	Russia
Print Advertisment in "WIZZ"-Magazine	World Wide
Print Advertisment "Aeroplan"-Magazine	Worldwide

2014

Campaign	Country
TV and Online Advertisment	Ukraine Poland Russia Belorus Hungary
Online, Outdoor and Print Advertisment	Azerbaijan Germany Austria Holand Great Britain

2015

Campaign	Country
Online Advertisment	Russia Belorussia Kazakstan Ukraine
Online Advertisment	Spain Germany Poland Turkey Russia Azerbaijan Kazakstan United Arab Emirates Kuwait Armenia Belorussia
Tv Advertisment	Ukraine Kazakstan Russia Belorussia
Print Advertisement	Airzena Board Magazine (worldwide) The Georgian (worldwide) Czech Magazine
International Ski Exhibitions	Modena, Italy Boston, USA London, UK Helsinki, Finland

Marketing Campaigns for Winter Resorts Popularization

2016

Campaign	Country
Online Advertisment	Russia Turkey Ukraine Kazakstan Azerbaijan United Arab Emirated Germany Italy Israel Poland Belorussia Armenia
TV	Kazakstan Ukraine Russia Belorussia
Print Advertisment	The Georgian

2017

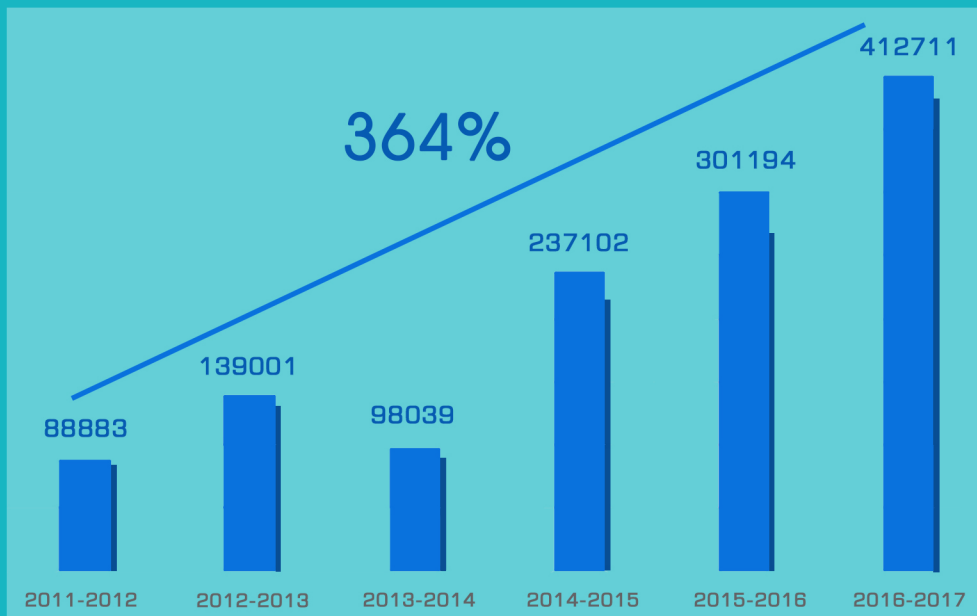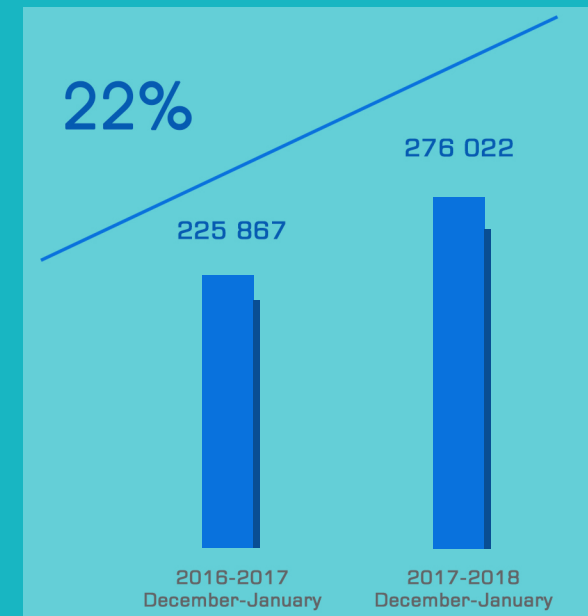| Campaign	Country
Online Advertisment	Kazakstan Belorussia Armenia Uknraine Azerbaijan United Arab Emirates Germany Poland Italy Israel Lithuania Latvia Turkey Russia Georgia Russia USA
TV	Ukraine Belorussia Kazakstan Russia
Print Advertisment	Russia Germany Georgia Poland
International Ski and Tourism Exhibitions	Villnius, Lithuania Brusselss, Belgium Berling, Germany Kiev, Ukraine Almaty, Kazakstan Tokyo, Japan London, UK Helsinki, Finland
Print Advertisment	Kazakstan Georgia - Investment Journal The Georgian

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 2010-2011 winter season as a base year, since then total winter season visits have increased 364%.

Visitors of Mountain Ski Resorts of Georgia 2011-2017

364%

Season	Visitors
2011-2012	88883
2012-2013	139001
2013-2014	98039
2014-2015	237102
2015-2016	301194
2016-2017	412711

Mountain Ski Resorts of Georgia Interim statistics

22%

Period	Visitors
2016-2017 December-January	225 867
2017-2018 December-January	276 022

THANK YOU

Mountain
Resorts
of Georgia

MINISTRY OF ECONOMY
AND SUSTAINABLE
DEVELOPMENT
OF GEORGIA

2018