


Gudauri-Kazbegi | Entertainment Facilities; Hotel Market 2014



Accelerating success.



Foreword

Georgia, located at the crossroads of Europe and Asia, is a combination of uniqueness and diversity. The country, known as "the cradle of wine", offers the Caucasus mountain range, Black Sea coastline, diverse climate and highly acclaimed mineral waters. There are stunning national parks, UNESCO Heritage Sites, rich culture, delicious cuisine and famous Georgian hospitality.

From the architecture of Tbilisi's Old Town to the vineyards of Kakheti; from the ancient stone towers of Svaneti to the beaches and nightlife of Batumi, there is something inspiring, stimulating and exciting for everyone.

Ski the Caucasus Mountains (Europe's highest mountain range) in the morning and relax at the Black Sea coast in the afternoon. Sample the delicious Georgian cuisine and wine at a traditional "Supra" (feast), then relax in our natural saunas and spas.

Georgia has a unique welcoming culture which helps explain its world-famous hospitality. With its unique music, alphabet and language, as well as many world-famous artists, Georgia will surprise and delight you at every turn.



Gudauri

Gudauri

Thanks to its mountainous character Georgia offers various winter resorts, of which the main are: Gudauri and Bakuriani.

Gudauri is a ski resort located on the southern slopes of the Caucasus Mountain Range at an elevation of 2,196 metres above sea level. Gudauri lies 120 km to the north of Tbilisi. The resort offers high-quality skiing opportunities, including free ride and heli-skiing. The total length of ski lifts in Gudauri amounts to around 10 km. The slopes of Gudauri are completely above the tree line and are best for free-riders. From winter 2014-2015, Gudauri has artificial snow, so the skiing season will last from December to April.

The vast majority of café-bars and restaurants in Gudauri are located in hotels. Several high class hotels also comprise night clubs, bowling and billiard. Entertainment service fee isn't included in the room price.

The biggest hotel in Gudauri is Marco Polo with 123 rooms, which offers guests additional services like bowling, night bar, spa, sauna, Jacuzzi, billiard, tennis.

Total number of supplied accommodation units, rooms and beds are 17, 445 and 973 respectively.

ADR and occupancy rates in Gudauri are USD 78 and 44% respectively.

Gudauri ski resort

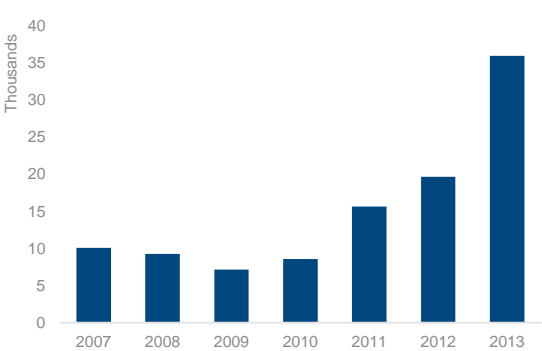
Number of ski runs	20
Total length of ski runs	57 km
Snowmaking	5 km
Top elevation	3,260 m
Number of cableways	7
Distance from Tbilisi	120 km

Source: Mountain Resorts Development Company

Gudauri Ski-lifts	Information
First ski-lift	1,053 metres long, night skiing
Soliko ski-lift	2,295 metres long, high speed
Kudebi ski-lift	1,063 metres long
Snow Park ski-lift	1,104 metres long
Sadzele ski-lift	1,504 metres long
Gudaura lift	2,800 metres long
Zuma with J-bar	600 metres long

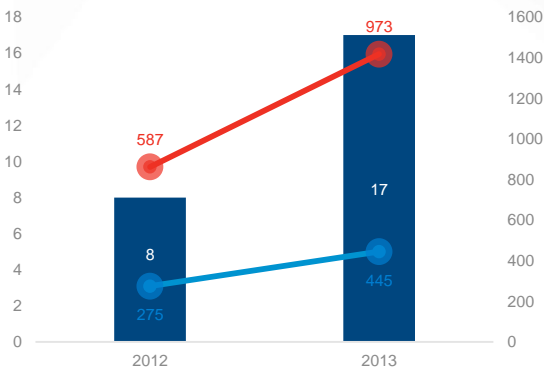
Source: Mountain Resorts Development Company

Demand: Number of Hotel Guests



Source: Colliers International

Supply



Source: Colliers International



Kazbegi

Stepantsminda (former Kazbegi) is a small town in the Mtskheta-Mtianeti region. It is the centre of Kazbegi Municipality. Stepantsminda is known for its scenic location in The Greater Caucasus Mountains and is a main centre for trekkers and mountain climbing. Local attractions include the Kazbegi Museum and Ethnographic Museum, Gergeti Trinity Church, Mount Kazbegi itself and the forests of the surrounding Kazbegi Nature Reserve. The Rooms Hotel Kazbegi is the only high quality hotel in the area.

Kazbegi is located in the north-east of Georgia. The resort impress tourists with its unique nature and stunning views. The resort offers visitors hiking, horsing, paragliding, cycling and rafting opportunities. The vast majority of tourists visit Kazbegi for religious purposes.

Since 2010 Kazbegi is a border crossing point to Russia.

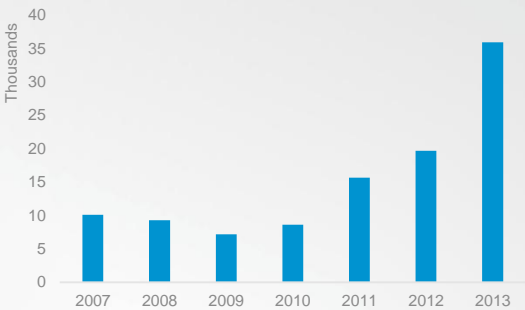
Gergeti Trinity Church is an important cultural destination in Kazbegi. It was built in the 14th century at an elevation of 2,170 metres above sea level. The church can be reached after the 3 hour climb up by the mountain or in 30 minutes by vehicle.

Establishment of high class hotels in Kazbegi promotes the development of the gastronomy and gambling industry. Currently, the industry isn't developed. It is dominated by traditional Georgian restaurants. Recently opened hotel Rooms Kazbegi comprises bar, restaurant and casino as well.

The total number of accommodation units, rooms and beds supplied Kazbegi are 9, 202 and 436. Rixos Hotel in Borjomi is under construction and expected completion date is 2015.

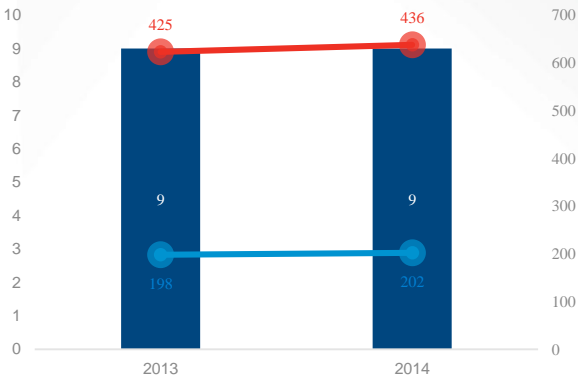
ADR and occupancy rates in Kazbegi are 71USD and 70% respectively.

Demand: Number of Hotel Guests



Source: Colliers International

Supply



Source: Colliers International

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485 offices in 64 countries on 6 continents

\$2.1

billion in
annual revenue

1.46

billion square feet
under management

15,800

professionals
and staff

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