



# ADMINISTRATION OF STATE REPRESENTATIVE IN LANCHKHUTI, OZURGETI AND CHOKHATAURI MUNICIPALITIES

## NEW TOURISTIC DESTINATION – INVESTMENT OPPORTUNITIES OF EKADIA PARK

Presentation for Investors



# Country Overview

Area:	69,700 sq.km
Population (2019E):	3.7 mln
Life expectancy:	76 Years
Official language:	Georgian
Literacy:	100%
Capital:	Tbilisi
Currency (code):	Lari (GEL)
GDP 2018:	USD 16.2 bln.
GDP real growth rate 2018:	4.7%
GDP per capita 2018:	4345.5 US\$
Inflation rate 2019:	4.9 %



# Region Overview

Area:	2033.2 km <sup>2</sup>
Population:	108.100
Administrative Centre	Ozurgeti
Distance to Batumi Port	50 km
Distance to Poti Port	48 km
Distance to Tbilisi	321 km
Distance to Batumi Airport	60 km
Distance to Kutaisi Airport	67 km
GDP (Mil. USD) 2018	234.1
GDP per capita 2018	2687.7
Unemployment Rate (percentage) 2019	2.5
Employment Rate (thousand person) 2019	66.1
Average monthly remuneration of employed persons (USD) 2019	224.3
The Number of Registered Business Entities 2020	18241
FDI 2020	471.8 \$



# Education

---

## General Education

- Schools – 101
- Scholl Students – 14165

## Indicators of Vocational Education

- Vocational Collage – 1
- Professional Programs – 10
- Number of Students (per year) – 350
- Employment – 77%

Professional Programs belongs to tourism sector:

- Hotel manager
- Restaurant manager
- Cook

## VET System's Attractiveness for Investors

- Already trained, skilled workforce
- Dual programs
- Long-term programs (financed by Government)
- Special short-term programs customized to investor's needs (financed by Government)

# Touristic Attraction of Georgia

## International Travel Classification

Trip Type	2018	2019	Change	Change %	Share %
International Traveler Trips	8,679,544	9,357,964	678,420	7.8%	100.0%
International Visitor Trips	7,203,350	7,725,774	522,424	7.3%	82.6%
Tourist Trips	4,756,820	5,080,478	323,658	6.8%	65.8%
Same Day Trips	2,446,530	2,645,296	198,766	8.1%	34.2%
Other Trips (Non-tourist)	1,476,194	1,632,190	155,996	10.6%	17.4%

## Tourism - an Important Sector of the Economy



# Guria – Ozurgeti Touristic Attractiveness

## Resorts

- 22 kilometers long seaside on the Black Sea with three sea resorts: Grigoleti, Ureki, Shekvetili.
- 2 mountain resorts: Bakhmaro (2050 m) and Gomismta (2150-3750 m)
- 2 Balneological resorts: Nabeglavi and Nasakirali Waters

## Touristic Streams and Opportunities

- Tourists (International) who arrived in Guria (2019) – 90,000
- 1,000,000 tourists cross Guria sea resorts during year
- Close proximity with Kutaisi Airport (Wizzair, Ryanair) – passenger flow (2019 data) – 825 290.00 percentage growth compared to last year – 16.1 %
- Close proximity with Batumi – 2 002 540 international passenger (2019 data)
- Despite Covid-19 pandemic situation 800000 domestic visitors visit the amusement parks and places located in the seashore area of Guria annually (2020 data)



1 November 2020



Presentation for Investors



Tourism Sector

# Guria– Ozurgeti Touristic Attractiveness

## Amusement and Relaxation Locations

- Kolkheti National Park
- Concert Hall “Black Sea Arena”
- Musician Park
- Park Georgia in Miniatures
- Amusement Park “Tsitsinatela
- Tsvermaghala dendrologic park
- Renovated Ozurgeti state theatre
- 10 museums and 162 historic-cultural monuments
- Renovated Goraberezhauli park and Eristavi Palace
- Shekvetili dendrologic park



# Why is Guria – Ozurgeti touristic sector attractive for the investors?

---

## Factors beneficial for the investors

- College “Horizonti”, Young, Skilled and educated workforce available
- Competitive labor costs.
- Low cost electricity, water and natural gas (drinking water- 3.37480 GEL; sewage waters - 0.93220 GEL; electricity - 0.10-0.16 GEL, gas - 0.85-0.95 GEL; **1 GEL= 0.26 EUR** )
- Close proximity to sea ports, airports and international highway
- Developed infrastructure.
- Low land and construction costs.
- Low property tax and low communal costs.
- More than 350 guest houses and hotels in region.
- 10 “Host Families” – Innovation in hospitality service



# Investment Proposal – Ekadia Park

Destination - Ozurgeti

Total Area - 16 H

Investment area - 8-10 ha

Cadastral code - 26.26.49.070

Real estate type – forest-park

Ownership - State

Distance to the city center - 2.5 km

Distance to Ozurgeti-Batumi highway - 1 კმ.

Distance to Resort Ureki - 29 km

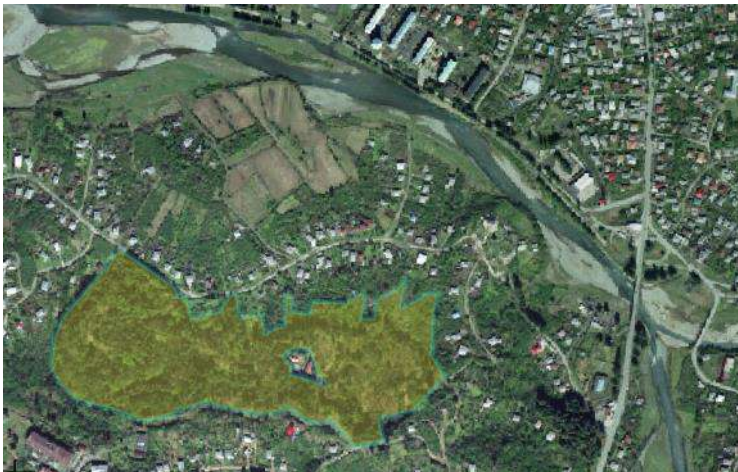
Distance to Resort Shekvetili – 25 km

Distance to Batumi - 53 km

Distance to Kutaisi Airport - 68 km

Distance to Resort Gomismta - 36 km.

Distance to Resort Bakhmaro - 79 km.



# Ekadia Park Development Concept

Adventure-recreational park, rope attractions on the trees

(find example [www.tarzanija.lt](http://www.tarzanija.lt), [www.facebook.com/tarzanija](https://www.facebook.com/tarzanija), <https://vimeo.com/175534647> )

On the territory, following can be arranged:

100 So called over pass  
101 (attraction)

Picnic zones  
Air hammocks

Artificial waterfall

Gift Shop  
Food objects



# Ekadia Park Financial Calculations (2017 data)

---

Arrangement of the infrastructure - **150000 EUR**

**Including:**

Cleaning out the shrubbery; arrangement of: lawns, trails, benches, lights, drainage; car park for 50 cars; bridge; toilets and food objects; office building and first aid center, fencing the territories.

Arrangement of attractions, 100 attractions – approximate cost **150000 EUR**

**Approximate project cost - 300000 EUR**

# State proposal for investors

---

- Form of transfer of territory to the investor – long-term lease
- Lease fee – considering the investment amount, the State is considering to fix the lease fee from symbolic to market price
- Local self-government is considering the co-financing the project considering the investment amount.
- State Governor's Administration will provide assistance to the investors in relation to the Administration of the Government of Georgia
- State Governor's Administration will assist the investor in relations with the Ministry of Economy and National Property Agency
- State Governor's Administration will help investor in relations with the National Tourism Administration of Georgia
- State Governor's Administration will help the investor in timely and effective resolution of the local importance matters
- State Governor's Administration will help the investor to carry out consultations with the Lithuanian experts who have studied the park potential and development perspectives in 2017

---

**THANK YOU FOR YOUR ATTENTION!**

**Guria – Ozurgeti  
Safe, Green and Accessible**

**Vakhtang Gvelebiani**

Deputy Head of Regional Project

Coordinator Department

Email: [gvakho@gmail.com](mailto:gvakho@gmail.com)

Mob: +995 595 36 64 76 – at any time

Administration of State Representative in

Lanchkhuti, Ozurgeti and Chokhatauri

Municipalities

#1 Kostava Str, 3500 Ozurgeti

[www.Guria.gov.ge](http://www.Guria.gov.ge)

[invest@guria.gov.ge](mailto:invest@guria.gov.ge)