

**SPECIAL EDITION**

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# The Georgian Times

**NO 1** NEWSPAPER IN GEORGIA

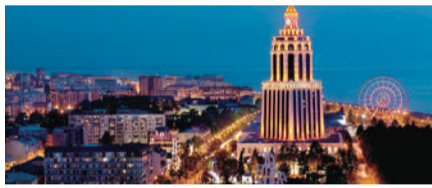
THE GEORGIAN TIMES MEDIA HOLDING

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The Georgian National Tourism Administration has conducted an active marketing campaign for the winter season in 12 countries



**Welcome to Georgia!**

National Tourism Awards Established to Encourage the Tourism and Hospitality Industry in Georgia

# Georgia

**Inclusive Tourism - Georgia Welcomes All Mountain Hiking Trails Network Standards Elaborated in Georgia**

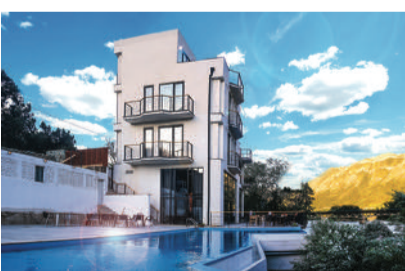
**International arrivals increased by 7.9% and number of tourists increased by 19.3% to November 2016**

**5 Ideas For White Holidays In Georgia**

**Rixos Borjomi**

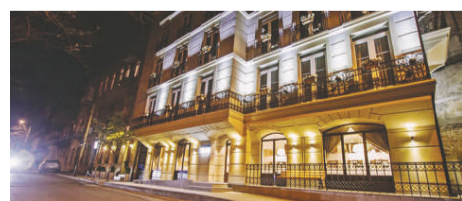


**Stay in the calmest place in the heart of noisy Tbilisi**



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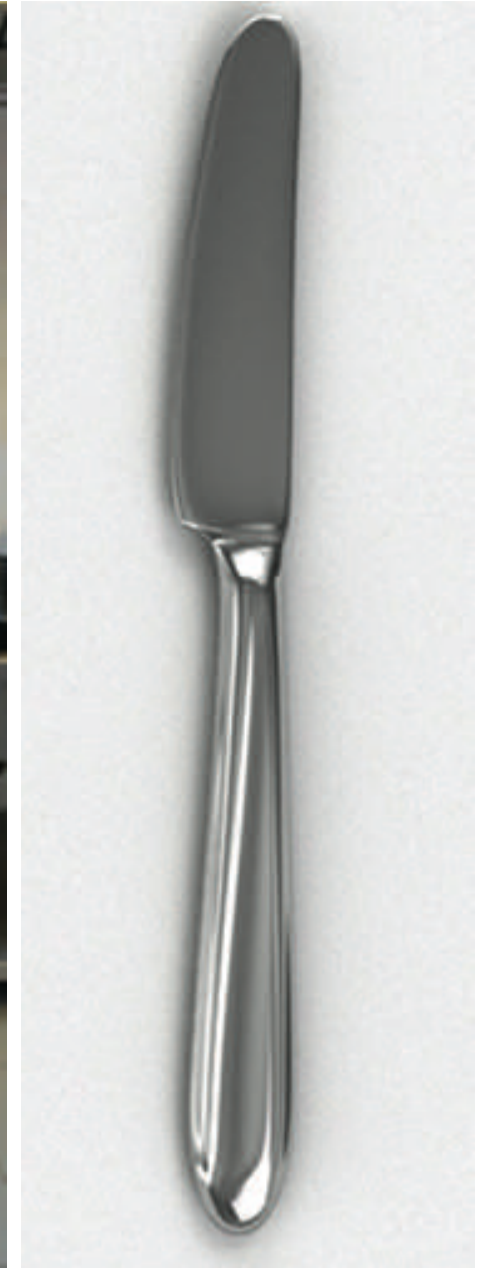





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# THE GEORGIAN NATIONAL TOURISM ADMINISTRATION HAS CONDUCTED AN ACTIVE MARKETING CAMPAIGN FOR THE WINTER SEASON IN 12 COUNTRIES

**Interview with Giorgi Chogovadze, head of the Georgian National Tourism Administration**

**Were the goals set by the Georgian National Tourism Administration achieved?**

The activities of the Georgian National Tourism Administration in 2016 were successful. This is confirmed by official statistics and data. For the first time, Georgia hit two significant targets: international arrivals exceeded 6 million and income from international tourism was more than 2 billion USD.

A number of events were held throughout whole year to attract foreign tourists to the country. For example, an active marketing campaign was conducted for the summer, autumn and winter seasons in many countries. In addition, the GNTA hosted journalist from around the world throughout the year. We welcomed nearly 600 media representatives, who made special reports, TV programmes, documentary films, articles and blogs about our country which naturally helped to raise awareness of Georgia and its tourism potential globally.

I would also like to say a few words about the other important projects implemented by the Georgian National Tourism Administration. In 2016, Georgia hosted the first global



Rifai, Secretary General of the UN World Tourism Organisation. We did our best to showcase Georgia as the motherland of wine, and it seems we were successful; Taleb Rifai acknowledged in his speech that Georgia is the birthplace of wine and everyone should visit it at least once in their lifetime.

In 2016 we implemented some small infrastructure projects, among which I would single out the full adaptation of

is of the utmost importance, and are committed to undertaking similar projects.

We held trainings designed to raise the quality of private sector tourism services in different regions of Georgia in 2016, through which 1,270 people were retrained in the following fields: tax codes and financial reporting, hotel services, hotel management, marketing and sales promotion, wine as a tourism product, basic English, mountain guiding, first aid, tourism development trends and principles of facilities management.

The development of domestic tourism is important for us for a number of reasons. Domestic tourism contributes to the development of both the tourism infrastructure and products which will serve both domestic and foreign tourists. Meet Georgia, a large-scale campaign for the promotion of domestic tourism, continued in 2016. 13 press tours were held as part of this project, and as a result media representatives prepared special reports and articles about the tourism potential of Georgia, which, I believe, reminded and inspired lots of people to travel around



conference on wine tourism, initiated by the UN World Tourism Organisation. It should be outlined that this was the first conference of such a scale held in Georgia. It attracted more than 250 guests, including Taleb

the City of Mtskheta for people with disabilities. Ramps were installed at the entrances of all historic monuments and infrastructure was developed for blind people. We believe the facilitation of inclusive tourism



their own country.

**Can you outline the future plans of the Georgian National Tourism Administration, its goals, objectives and directions?**

The Georgian National Tourism Administration of the Ministry of Economy and Sustainable Development of Georgia will continue to conduct major activities and projects in 2017, along with active marketing campaigns and the develop-

ment of infrastructure. Trainings to improve service quality will continue. The UN World Tourism Organisation will be holding another important event in Georgia next year - a set of three international conferences on the mountain resorts of Europe and Asia, which will be held in April. A number of other important events are being held in Georgia, and will continue in the future as we develop all year round resorts. New infrastructure projects are being carried out in the mountain resorts and throughout Georgia. The facilitation of more direct flights is also in

progress, and we continue to raise awareness of the country through providing active marketing campaigns and hosting international events (festivals, conferences), improving the quality of services and creating new products.

**Which new tourism direction do you plan to develop from next year?**

The Georgian Convention and Exhibition Bureau - Meetgeorgia.ge - has been operating since February 2016 under our auspices. Its main objectives are the development of business tourism in Georgia and the promotion of a variety of meetings, incentives, conferences and exhibitions (MICE) in the country. It also disseminates information about Georgia's business tourism opportunities overseas, which is important both in terms of tourism development and raising awareness to attract additional investments.

The Georgian Convention and Exhibition Bureau is a membership organisation, and members participate in its activities. I think 2017 will be a particularly active year in the field of business tourism.

year?

We have seen a significant increase in international arrivals and foreign tourists as a result of our successful campaigns, numbers being unprecedentedly high in 2016. We will continue these in various target markets, which we expect to include: Russia, the Persian Gulf states, the United Arab Emirates, Qatar, Kuwait, Germany, Israel, Ukraine, Italy, Poland, Belarus, Azerbaijan, Kazakhstan, Turkey, Armenia and the Baltic States.

Press tours for foreign journalists will continue. I believe the special reports, documentaries and articles and blogs about Georgia they produce will further raise awareness and the interest of foreign tourists in Georgia.

**How ready and attractive are the tourist facilities for the winter season? What will you offer?**

The Georgian National Tourism Administration has conducted an active marketing campaign for the winter season in 12 countries (Russia, the United Arab Emirates, Germany, Italy, Israel, Ukraine, Poland, Belarus, Azerbaijan, Kazakhstan, Turkey and Armenia).

Nine ropeways are being built at the mountain & ski resorts. Construction of three ropeways in Tetnuld will be completed within the current year. The three ropeways at



Mount Mitarbi and the three in Gudauri will also be completed by the end of 2016, one being a fixed grip chairlift and the other using cable detachable lifts. There is also a completely new Tourism Information Centre in Bakuriani, which will provide any kind of information to interested persons.

This year, the winter season began earlier. We are expecting everyone; Georgia offers a wide choice of mountain resorts to holidaymakers, who are free to choose the one tailored to their personal taste, whether it be family holidays or extreme sports.

**How successful are your promotional campaigns abroad? Which countries do you plan to focus on next**





# Welcome to Georgia!

## National Tourism Awards Established to Encourage the Tourism and Hospitality Industry in Georgia

On December 2 The Biltmore Hotel Tbilisi hosted Welcome to Georgia! the Second Official National Tourism Awards Ceremony, at which the winners of 19 different awards were honoured. The event was held with the support of the Georgian National Tourism Administration of the Ministry of Economy and Sustainable Development of Georgia. The attendees included First Deputy Prime Minister and Minister of Finance Dimitri Kumsishvili, Deputy Minister of Economy and Sustainable Development Ketevan Bochorishvili, Mayor of Tbilisi Davit Narmania, Deputy Mayor of Tbilisi Irakli Lekvinadze, Head of the Georgian National Tourism Administration Giorgi Chogovadze and over 500 guests from the tourism and hospitality industry, government officials, private business and the media.

More than 300 nominees from all regions of Georgia participated in this project: hotels; travel agencies and tour operators; festivals and events; restaurants, food spots and wineries; travel photographers and business and entertainment venues. There were two parts to the evaluation process: on-line voting on the project's official website and assessment by a professional Jury. The jury members were experts from the world and local travel, culture and hospitality markets. The assessments for each nominee were then tabulated by the Awards' Independent Auditor

BDO Georgia which determined the finalists and winners in each nomination.

**The winners of the main awards were:**

1. BEST BUSINESS EVENT VENUE AWARD - Holiday Inn Tbilisi
2. BEST MICE TOURISM AWARD - BTL Georgia
3. BEST TOURISM RESTAURANTS SERVICES AWARD - Georgian House Restaurant
4. BEST TOURISM WINERY AWARD - Khareba Winery
5. BEST BOUTIQUE ACCOMMODATION AWARD - Vinotel
6. BEST STANDARD ACCOMMODATION AWARD - Courtyard by Marriott Tbilisi
7. BEST DELUXE ACCOMMODATION AWARD - Crowne Plaza Borjomi

8. BEST WELLNESS & SPA RESORT AWARD - Lopota Lake Resort & Spa

9. BEST MOUNTAIN ACCOMMODATION AWARD - Rooms Hotel Kazbegi

10. BEST SEA ACCOMMODATION LOCATED IN THE CITY - Divan Suites Batumi

11. BEST SEA ACCOMMODATION LOCATED ON THE COAST - Hilton Batumi

12. BEST LOW BUDGET ACCOMMODATION AWARD - Dvish Hostel Eli Spali

13. BEST TOURISM INNOVATION OF THE YEAR AWARD - Check In Georgia

14. BEST FESTIVAL OR EVENT AWARD - GEM Fest

15. BEST INCOMING TOUR OPERATOR AWARD - CAPITAL GEORGIA TRAVEL

16. BEST OUTBOUND TOUR OPERATOR AWARD - Easy Travel Agency

17. BEST ADVENTURE TOURISM AWARD - rafting.ge

18. BEST TRAVEL PHOTOGRAPHER OF THE YEAR - Shermazana

19. FASTEST GROWING COMPANY OF THE YEAR IN THE SME SEGMENT - Continent Cron Palace Tbilisi

The ceremony was opened by First Deputy Prime Dimitri Kumsishvili, who spoke about the importance of the project for the Georgian tourism industry and how important it is to encourage companies operating in this field. He also gave a Special Award for CONTRIBUTION TO TOURISM DEVELOPMENT to Mariam Kvrivishvili. Tbilisi Mayor Davit Narmania Fortuna Radio Holding a Special Diploma for its CONTRIBUTION TO THE DEVELOPMENT OF THE GEORGIAN TOURISM INDUSTRY. Deputy Minister of Economy and Sustainable Development Ketevan Bochorishvili, one of the jury which identified the winners, talked about the evaluation methods used and handed a Special Award for OPENING OF THE YEAR to The Biltmore Hotel Tbilisi. Head of the Georgian National Tourism Administration Giorgi Chogovadze, the project's co-organiser, gave a Special Diploma for CONTRIBUTION TO THE DEVELOPMENT OF TOURISM BETWEEN GEORGIA AND UKRAINE to the Ukrainian journal International Tourism Magazine.

**Mariam Tavartkiladze, the Awards' PR Manager, spoke about the importance of the event.**

"This event is of paramount importance for the development of Georgian tourism. It motivates companies operating in this field to develop further and work better. One objective of the project, is to increase motivation and approximation to international standards, which will attract foreign tourists to Georgia and develop this sector".

At the end of the ceremony

CEO/Co-Founder of Welcome to Georgia! Maryna Chayka addressed the guests in Georgian and noted that as she had promised last year she had started studying Georgian, which is a big challenge for her. She added that the combination of international standards and the deep-rooted hospitality, culture and history of Georgia is something unique which will help the Georgian tourism and hospitality industry develop further.

The main mission of the Welcome to Georgia! National Tourism Awards is to encourage the tourism and hospitality industry in Georgia and promote awareness of the high-achieving tourism businesses and brands which create a positive image of the country worldwide.

"The event is of great importance indeed, as the development of tourism in Georgia must be ensured through the active involvement of both public and private sectors. This event will contribute to the encouragement and appreciation of the private sector to a certain extent," Giorgi Chogovadze told GT. "Today's event is very important for the facilitation of the tourism business in Georgia. It is a great motivation for all people working in the tourism industry. Special thanks go to the event organisers, who worked hard to offer such an amazing celebration," Elene Otashvili, Head of Tourism at Chateau Mukhrani, told us.







*Merry Christmas  
and  
Happy New 2017 Year!*





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# Inclusive Tourism - Georgia Welcomes All



"All Persons, regardless of their physical limitations or disabilities, should have equal access to freedom of movement and tourism services" - this is recognised by the UN Convention on the Rights of Persons with Disabilities, adopted by the UN General Assembly on December 13, 2006. This Convention is binding on Georgia as on the other 140 UN Member States.

Inclusive tourism is one of the world's fastest growing and most successful fields. Many persons with disabilities around the world live in an adapted environment. This type of tourism is designed not only for those who have problems with movement but those in need of special assistance and services, including the elderly and families travelling with their

younger children.

The Georgian National Tourism Administration has begun to develop this field of tourism. Together with the Ministry of Economy and Sustainable Development it has completed the process for providing access to Mtskheta's historic monuments to all persons with disabilities. Shio Mghvime Monastery has been adapted by placing church models and a special board in Braille in front of it, which provides full information about monastery. By touching the church models, blind people can perceive the layout of the complex and how to access it. Entry ramps have also been installed for wheelchair users.

Samtavro Monastery has also been adapted for persons with disabilities and likewise offers church

models and a Braille board at the entrance. The shop and museum in the church yard have also been fully adapted, and persons with disabilities can again enter the church by means of (portable) ramps. Svetitskhoveli Cathedral now offers the same facilities and also a special elevator for wheelchair users, by which they can enter the courtyard through the central entrance. The tourism call centre near the church is now fully adapted, as is Antioch Temple.

"The creation of an adapted environment at tourist attractions is of the utmost importance; to this end, Mtskheta has been fully adapted for inclusive tourism, and the adaptation of Tskaltubo will begin in spring. We are conducting special trainings for representatives of the private sector, as we

spare no efforts to offer nationwide tours around the country; inclusive tourism packages have been elaborated in cooperation with the Sighnaghi, Kvareli and Telavi Municipalities in the Region of Kakheti", Giorgi Chogovadze, head of the Georgian National Tourism Administration, told GT.

GT asked Tamar Maisuradze, of the Tourism Product and Small-Scale Infrastructure Development Department of the Georgian National Tourism Administration, to tell us more about this ongoing process. She said:

"Our top priority is the development of the tourism sector, which has become a growing field during the last decade. 60 years ago only 25 million people around the world were travelling to other countries, but in this day and age nearly one billion two hundred million people take this wonderful opportunity to develop a deep insight into the culture and history of a variety of countries. Approximately 15% of these are people with disabilities or limitations, who are in need of special services when they travel. There are very few countries which have adapted their tourist attractions to the needs of such people, but demand for this is very high. Hence we took a decision a year ago to make our most visited monuments accessible and adapted to people with disabilities.

"We drew up a project plan a year ago and began the relevant construction works this year. The next step will be the adaptation of Tskaltubo Central Park and the surrounding areas, the infrastructural development of which will

be carried out from next year.

"Batumi was once the only city in Georgia adapted to people with disabilities, but now Mtskheta has joined it. However, whereas in Batumi the public areas have been adapted only the main historic monuments in Mtskheta are accessible at present, not the city itself. But we are working with the local authorities to achieve this, and the project for adapting specific areas for persons with disabilities is being elaborated".

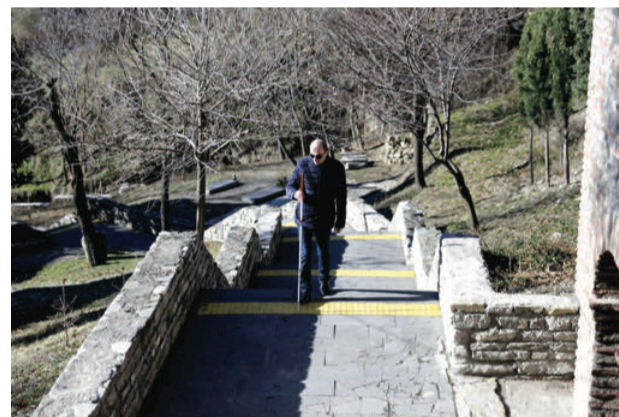
The non-governmental organisation Parsa, part of the European Network for Accessible Tourism, has been operating in the field of inclusive tourism for many years. Its head Tamar Makharashvili told us:

"Inclusive tourism is a global human rights movement. Our country has taken significant steps in making travel services accessible for everyone, including people with disabilities. We have carried out a number of important projects with leading European specialists and experts. An archi-

tectural project ordered by the Georgian National Tourism Administration has been implemented by our organisation the Inclusive Tourism Centre, and as a result, four historic monuments and a Tourism Call Centre are now fully adapted to the needs of people with disabilities and meet international as well as local standards in this respect. This is a very important step forward. Furthermore, inclusive tourism does not only cater for people with disabilities but also for the elderly, who travel to other countries a lot, and their needs are also being met.

"This work will not terminate after the current projects have been completed as there is still much to do, specifically in the capital Tbilisi. A common vision will be developed, and studies done to identify the main challenges of inclusive tourism. If there is no inclusive environment there cannot be inclusive tourism, and statistically inclusive tourism is a highly profitable field".

Nino Otarashvili



The Georgian National Tourism Administration of the Ministry of Economy and Sustainable Development has initiated and developed the first Georgian standard of marking for the mountain hiking trails network. From now on, all mountain hiking trails will be established and marked in accordance with regulations set forth in the new standard, which has been approved by the Government of Georgia.

Both state agencies and private tour companies are working on this project. These include the Georgian National Tourism Administration and Agency of Protected Areas, the Georgian National Hiking Federation and Georgian Hiking and Travel Association, the Georgian Ecological Tourism Development Centre and Geo Land Ltd.

"Adventure tourism is very popular in Georgia. It is vitally important to provide comfortable and safe pathways which will allow both Georgian and foreign travelers to take exciting tours across the country. It is acknowledged based on studies that vast majority of Georgia's tourists, and nearly 65% of those from overseas, are greatly interested in adventure travel", head of the Georgian National Tourism Administration Giorgi Chogovadze remarked during the project presentation.

A working group elaborated the new marking standards on the basis of the experiences of the world's leading countries in the field of hiking tourism (Switzerland, France, Poland), but they are fully customized to Georgia. The trails of Zemo Svaneti and Semo Sv-

## Mountain Hiking Trails Network Standards Elaborated in Georgia



the country and provide greater access to the whole tourism infrastructure.

"While working on the standards the international practices applied in the most successful countries have been taken into consideration. The Georgian National Tourism Administration has completed studies of six regions and begun to produce the targeted infrastructure. From 2017 two more regions will be added, and the whole of Georgia will be marked in conformity with the latest standards within the next few years. This will eventually allow comfortable and safe travelling and hiking throughout Georgia, which is of the utmost importance", Giorgi Chogovadze told GT.



aneti-Samegrelo have already been marked according to the new standards. 156 trails projects in 6 regions are being marked at present, with the trails of two more regions added next year. The trails of eight regions will be fully marked by 2020. Trainings for local trail tour guides are in progress.

The Georgian National Tourism Administration has also created a unified system for promoting Georgia's mountain-hiking trails which will maximize the potential of each region and ensure an equitable distribution of tourists. This will facilitate the free movement of tourists throughout





## International arrivals increased by 7.9% and number of tourists increased by 19.3% to November 2016

5,864,684 foreign tourists visited Georgia during the first 11 months of this year. This represents an increase of 7.8% compared to the same period last year. The number of travelers who stayed in the country for 24 hours and more between January and November was 2,536,791, a 19.3% increase. Azerbaijani citizens were the most numerous visitors, followed by those from Armenia, Turkey, Russia and Ukraine.

The positive tendency of the number of visits to Georgia by citizens of EU member states was also maintained: Latvia+25.6%, Czech Republic+15.6%, Lithuania+15%, Germany +9.4% and Poland+6.5%.

There was a five-fold increase in the number of arrivals from Iran (+494%), India (+216%), Saudi Arabia (+118%), China (+44%), Israel (+56.7%), Kazakhstan(+33.8%) and Belarus(+29.7%).

Based on the data released in November 2016, Georgia was visited by 458,496 foreign tourists. an increase of 22,196 compared to the same period of the previous year ( a 5.1% increase).

According to November's figures, the number of foreign tourists or travellers entering and staying in Georgia for 24 hours or more was 164,440, a 20,265 increase on November of 2015 (or 14.1%).

In the month of November 2016, citizens of Armenia, Azerbaijan, Turkey, Russia and Ukraine took the largest shares of total arrivals.

The number of visits to Georgia by citizens of EU member states again increased: Lithuania +71%, Poland +49%, Germany +32%, France +24% and United Kingdom+20%.

The number of international arrivals from the following countries also significantly increased: Iran +487%, Saudi Arabia +183%, India +133%, China +112%, Uzbekistan +112% and Belarus+30.5%.

In 2015, net income from foreign tourism in Georgia was 1.94 billion US Dollars (an 8.3% increase, or 149 million USD) compared to the previous year. In the first two quarters of 2016, revenues from foreign tourism in Georgia were 867.9 million US Dollars (a 13.2 increase, or 101 million USD) compared to the same period last year.

Tourism's share of gross domestic product was 6.7% in 2015 a 16.1% increase over the previous year. In the first half of 2016 it was 7.1%, an 8.1% increase compared to the same period of last year.

Transactions carried out through payment cards used by international travelers amounted to 159,102 GEL in October 2016, an 11.1% increase compared last October. Transactions carried out through payment cards used by international travelers were worth 1,351,403 GEL in the first ten months of 2016, a 11.9% increase compared to the same period of last year.

Tourism - a significant sector of the economy.



# 5 Ideas For White Holidays In Georgia

*Winter is coming! No kidding, it is really approaching. One of the most important things you should know about winter in our country is the fact that it boasts with great mountain resorts, where you can practice skiing and snowboarding, relax, get rid of stress and feel adrenaline rush, enjoy the snow and the sun, breathe fresh air, drink mulled wine – and all this at very reasonable prices. However, even the craziest fan of winter sports wants to take a break. That's why we want you to know what else you could do next to our white resorts.*

### Freeride and history



Let's start with Gudauri. To get to this freeriders' Mecca, you will anyways land in Tbilisi or Kutaisi, and then go with a mini-bus or taxi. The resort is closer to the Georgian capital, so it would be more reasonable to have fun and explore the Georgian culture there. It is worth noting that on the road from Tbilisi to Gudauri you should definitely make a stop at the fortress Ananuri, which was an important outpost on the road leading from the Daryal Gorge in XVI - XVIII centuries. It is well preserved, so you can wander around inside the walls, peak into the church, which is a part of the complex, and feel like in another century.

### Ananuri



On the road from Gudauri to Tbilisi is located the first capital of Georgia, Mtskheta, a small town of greater historical and spiritual significance. Georgia's Christianization started there, you can see a lot of stories depicted at the magnificent frescoes of Svetitskhoveli Cathedral. We also recommend to go up to the Jvari Monastery, which looks at the mountains and the confluence of the Aragvi and Mtkvari rivers. You will love this place!

Tbilisi is Tbilisi... Winter is a perfect time to visit its sulfur baths, museums, take a look at Niko Pirosmiani's works in the Blue Gallery, visit the puppet theater performance at Rezo Gabriadze Theater, drink a glass of wine in the XVIII - XIX centuries cellars, ad-

mire the architectural charm of the city, have fun in clubs and bars. Winter is not a sleepy season. Winter is a season of fun and relaxation!

### Gentle slopes, fresh air and healing water

If you don't feel too confident on skis or snowboard, but still want to spend your holidays in the mountains, we recommend you to visit Bakuriani and Borjomi. In Bakuriani you can improve your skiing skills or simply breathe winter pine air, which is very useful for the body, drink mineral water or something stronger, taste pine cone jam, and undertake a trip to Borjomi, where you can get spa treatment. The incredible nature and tranquility of these resorts will make your winter vacation relaxing and beautiful!

Beside this, you have to remember that Bakuriani is great for holidays with children. They will definitely have fun learning skiing, sledging and playing in snow!

### Conquer the mountains and explore the history

Hatsvali and Tetnuli in Svaneti are relatively new ski resorts of Georgia. This mountainous region is one of the most authentic and true to tradition. The high-



est, the steepest and the most beautiful peaks of Georgia are here, that's why Svaneti is so attractive to mountain lovers.

The medieval Svan towers, which served as shelter for the families during the invasions, are now included to the UNESCO World Heritage List. The treasury of Svaneti Museum of History will show you the wealth of Georgia, which was preserved in these remote areas for centuries: in the Georgian history there were many people who wanted to encroach on gold and artifacts!

### Ushguli

The highest Georgian restaurant is located at the resort Hatsvali at an altitude of 3200 meters. Its terrace offers a beautiful view of the double peak of impregnable mountain Ushba. Observing the sunsets there is a single aesthetic pleasure. And if you will have a good portion of local pastry, wine or chacha, your stay will be twice as great!

### Sea, skiing and wine

We hope you knew that Ajara was not only for seaside holidays? It's a picturesque mountain region, where you can find vines, murmuring rivers and beautiful waterfalls. The centuries-old fortresses, original arched bridges and intriguing archaeological sites wait for you there. There are also small wine farms, where you can taste pretty rare wines.

And in the coming season Goderdzi ski resort will

be opened, which gives you the opportunity to combine active vacation with sea, wine, ancient history, walks along Batumi Boulevard, casinos and clubs. Sounds like an interesting winter vacation, doesn't it?

### Spa, UNESCO and dinosaurs

Imereti region is very rich with places of interest! Check out Kutaisi, taste local khachapuri and wine, and then give in to the variety of different activities. First, there are two monasteries in Imereti, which belong to the UNESCO World Heritage List: Bagrati and Gelati. The first is located in the city, the road to the



second will take about 15 minutes by car. View from both places is just stunning! And if you imagine that in the Middle Ages this area was very lively, scholars and monks have studied here, and the legendary King David the Builder committed his great deeds, you may get goose bumps.

### Gelati

Besides this, nearby there is another interesting monastery, Mtsameta, which houses the relics of Saint David and Constantine. It is said that the visit to Mtsameta makes sincere wishes come true. Worth trying!

If you tired with sightseeing, you should remember

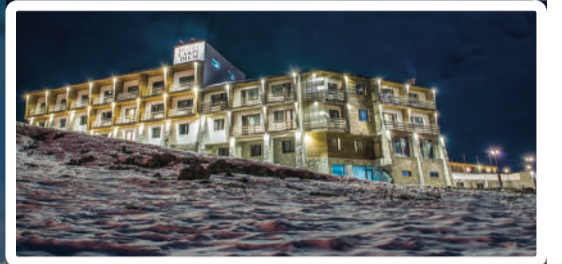


that in 9 kilometers from Kutaisi there is spa town Tskhaltubo, where you can experience the effects of healing mineral waters and spa therapy. Water of Tskhaltubo is especially useful for those who suffer from diseases of nervous, endocrine and cardiovascular system.

A visit to Imeretian caves (Sataplia and Prometheus) also influences health positively. The air and temperature conditions there are suitable for people suffering from asthma. However, the caves are attractive not only as a place of recreation, but also as interesting natural monuments. So, in Prometheus cave you can take a boat ride along the underground lake, and in Sataplia there are fossilized footprints of dinosaurs.



# Hotel Carpe Diem Gudauri - MODERN AND ELEGANT



Modern and elegant, hotel Carpe Diem offers a home-style atmosphere in the center of the charming Georgian winter resort of Gudauri. Popular with both those who love to ski, families and tourists, since 2011.

Our team of passionate hoteliers provides a comfortable stay in any one of our 52 stunning rooms. Our guestrooms have beautiful views, central heating, flat screen TV, bathroom perfumery and other modern amenities.

We offer a wide variety of tasty and healthy Breakfast dishes. Dinner is prepared with love by our specialist chefs and it's easy to reserve a table at our excellent on-site Restaurant for a memorable meal. Our terrace is a great spot for a quick lunch during the day, while the

night bar is a popular place for an exclusive cocktail, great music and all-night-long party lovers.

Our guests enjoy Free high-speed wireless Internet, sauna and cinema facilities. For those who love to ski - we have a well equipped Ski Rental Shop, providing a full range of Rossignol skiing equipments.

This is not all, as we have a modern and flexible meeting space, which accommodates up to 30 guests for conferences or other special events.

Welcome to our hotel!



## Hotel "Art Boutique" and "Piano Bar", the place where everything is refined...



A couple of months ago the 30 room Art Boutique Hotel was opened at 33 Tabukashvili Street. It is distinguished by its refined taste; here you will find a warm atmosphere and high level services.

The fact that the Art Boutique Hotel pays great attention to both music and painting is of particular importance. Various types of exhibitions & sales are often organized at the hotel, where guests are welcomed to explore the works of famous Georgian painters and convey their impressions and emotions on an easel placed in the hall.

But this is not all. The seventh floor of the Art Boutique

Hotel contains the very beautiful and refined Piano Bar, which will really impress you with its distinguished interior, magnificent views, cozy atmosphere and refined music. Various singers provide live music here every night. The Piano Bar is fully operational 24 hours a day, and also offers delicious Georgian and European cuisine.

On December 23 our group will present a new project: a fascinating bar-restaurant called Club Pianino will open at 8 Sioni Street (on Shardeni) and will impress you with its very distinguished interior. We'll leave the rest as a surprise for our readers!

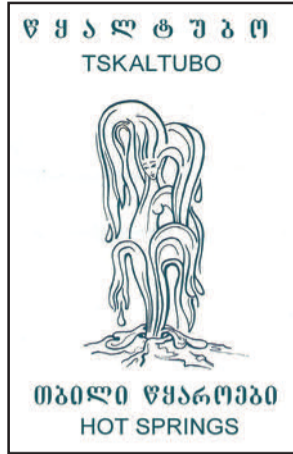






Tskaltubo is known worldwide special SPA resort. Tskaltubo was especially popular in the Soviet era, attracting around 125 000 visitors a year. People have known about those magic spring and they also composed a beautiful legend about it.

## The high efficiency of health-restoring and prophylactic action of the mineral water



The resort's fame has been won by its unique mineral water well-known in Georgia since ancient times. Tskaltubo's mineral water has rather stable physico-chemical properties. It belongs to the class of weak radon, chloride-hydrocarbonated-sulphate, sodium-calcium-magnesium waters. The high efficiency of health-restoring and prophylactic action of the mineral water is accounted for by their extremely complex composition in general and by the peculiar combination of major ingredients of their saline composition in particular: Natural temperature of the water (33-35) makes its use possible without pre-heating. Mineral water are flowing in and out the bath-room constantly during the procedure, by it the water keep its physical-chemical structures and temperature.

The waters of Tskaltubo can cure the following diseases: locomotor system, heartbloodvessel, nervous system, gynecologic disorders, skin and endocrine diseases, the disorder substance change and others.



On the resort use following procedures:

1. Baths of mineral water
2. Under water (hydro)massage
3. Indoor treatment exercises in the water
4. Classical treatment massage
5. The horizontal stretch of spine in the water
6. Physiotherapy
7. Gynecologic irrigation
8. Shower "Sharko"
9. "Cyrkular" shower
10. Kinezo-therapy in the water
11. Application of mineral mud (peloidotherapy)
12. Hydrocolonotherapy
13. Pressotherapy

## Welcome to Hotel Prometheus

Prometheus - a hotel in the heart of Tskaltubo with a modern design and unique location. It can be found in a beautiful square with a singing fountain, in the vicinity of the central park near a couple of balneology centres.

We provide both a hotel and resort-type wellness services. The focus of Hotel Prometheus ison providing high quality service and fully meeting customer needs.

The hotel offers 49 type 5 rooms and is designed to hold 100 guests.



### Room Facilities

- Conditioner
- Wi-fi
- International TV stations
- Room service

### Fridge

- Tea and coffee (free)
- Room tidy up (on daily basis)
- Bathroom facilities
- Telephone
- Our medical-wellness centre is located on the first floor of the building. Its various treatment rooms offer a comprehensive range of services. Our highly qualified specialists take good care of your health.

### Medical services

1. Doctor consultation
2. Physiotherapy (1 unit)
3. Massage (1 unit)
4. Spa

The duration of therapy is 13-14 days.

### Hotel services include:

- 1) Medical room
- 2) Fitness club
- 3) Parking
- 4) Auto washing (paid-for)
- 5) Laundry (paid-for)
- 6) Taxi (service)
- 7) Rooms
- 8) Conference hall for 70 guests (equipped with a projector and microphones).
- 9) Bar on the fourth floor of the building.
- 10) Open bar on the terrace.

### Restaurant

Georgian and European cuisine  
Swedish table  
Hall capacity for 100 guests

### Bar

European and Georgian cuisine  
Live music  
Show programme  
Pleasant atmosphere





# GEORGIAN AIRWAYS

INDUSTRY LEADER



Georgian Airways - is the leading company of national aviation, which flies around the world for already 23 years. Company's planes are piloted by highly qualified professionals who take additional courses every month. Georgian Airways pilots are certified to II and III categories, which qualifies them for operation in the adverse weather conditions.

European aviation safety agency (EASA) has granted authorization to air company Georgian Airways. The permission proves that air company Georgian Airways is in full compliance with the international flight safety standards.

In compliance with EU safety requirement for foreign air operators (TCO) and under EASA authorization Georgian Airways is granted one centralized permission to perform flights to 32 EASA member countries (28 EU members and four members of EFTA).

Georgian Airways took more than 21 500 flights and we have a lot of journeys ahead. Your safety is our priority.





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