




# GoderdziPass

FOUR-SEASON MOUNTAIN RESORT

Adjara, Georgia



# THE VISION



The masterplan for Goderdzi Pass Mountain Resort was prepared by the HOK Planning Group, with input from Arup, King Sturge, Ecosign, Arci, and Geographic for the Government of Adjara in July 2010.

*"Goderdzi Pass will be a welcoming, lively, romantic, and fun four-season destination, offering the best visitor experience in the regional market"*

- *Profitable and successful for investors & stakeholders,*
- *Sustainable and well-integrated within the natural environment*
- *Accessible and attractive to people around the world*

Pristine forested mountains create a fantastic setting in the winter, summer and, most dramatically, when the Autumn colours create an intense display. The Goderdzi Pass Masterplan aims to maximize the numerous opportunities of the site for a four-season resort, while creating a framework for successful investment and attractive development.



# THE SITE

Goderdzi Pass, located two hours drive from the popular seaside resort town of Batumi in Adjara, Georgia is ideally situated for the creation of a four-season mountain resort. At an elevation of 2000m, the mountains are snow-covered from November to April, while the gently rolling topography of the valley floor offers plentiful development zones. Sitting at around 1700m elevation, the resort base is below the treeline, offering an attractive and welcoming character throughout the seasons. The wilderness setting offers the visitor unique experiences, fresh-air and world-class scenery.





# ACCESSIBILITY

***There will be 1,000,000 tourist arrivals in Adjara in 2010.***

## Air

Batumi International Airport currently offers flights to several major centres, including a regular service to Istanbul and daily flights to the Georgian Capital, Tbilisi. Several new routes are also planned for the near future.

## Road

Within a 4-hour drive of Goderdzi Pass The regional market catchment area comprises a population of over 5 Million people. The Georgian and Adjara Governments are in the process of a major highways improvement program worth **xxxx**. Once complete, the drive time to Batumi will be less than 2 hours, and to Tbilisi, 3 hours.

The road improvements will also reduce travel times to North-Eastern Turkey and Armenia, already major markets for Batumi summer tourism.

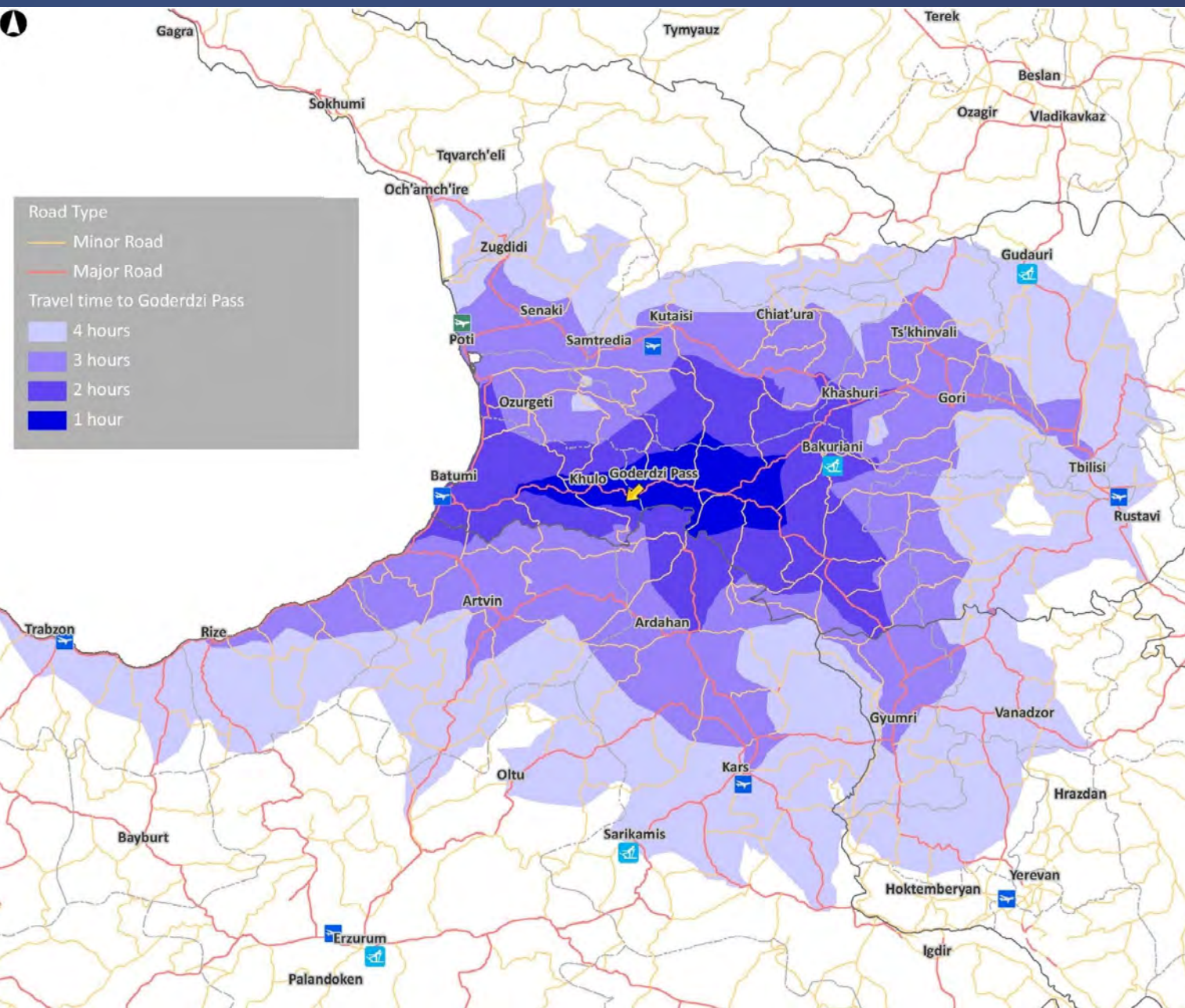
### ROAD TYPE

- Minor Road
- Major Road

### TRAVEL TIME TO GODERDZI PASS

- 4 hours
- 3 hours
- 2 hours
- 1 hour





# DEVELOPMENT PRINCIPLES

In order to maximize the potential of this fantastic site and to protect the natural environment, the Government of Adjara has commissioned a masterplan for Goderdzi Pass. This plan is based on development principles learned from the world's most successful mountain resorts.

## DiVeR\$itY

*Although the mountain infrastructure (ski lifts, trails, etc.) will be a necessary major investment to get the resort started, skiing is not the only ingredient for a successful four-season resort. In order to make Goderdzi Pass an attractive destination for many different visitors, the masterplan identifies a diverse array of activities, attractions and functions.*

# ID



# DENSITY

*In the most successful resort destinations, an active central zone with cafes & restaurants, shops, activities and amenities draws people together. This density creates a lively atmosphere, even during less-busy periods. While space at Goderdzi Pass is seemingly plentiful, development should not be spread out loosely accross the land. By creating a medium-density core for the resort, with the active centre at its heart, infrastructure costs are minimized, economic viability is increased, and the overall atmosphere of the destination becomes vibrant and attractive.*

# ENTITY

*In order to establish Goderdzi Pass on the mind-map of potential visitors, the masterplan proposes a unique character for the resort. This character will reflect Georgian traditions, modern comforts & aesthetics, and above all, a celebration of the natural setting.*

# THE GODERDZI MASTERPLAN



- |                                    |                             |
|------------------------------------|-----------------------------|
| 01. Main Plaza                     | 20. Farm Plots              |
| 02. Pedestrian Village             | 21. Resident Housing        |
| 03. Hotel                          | 22. Parking                 |
| 04. Ice Skating Rink               | 23. Ski Lift D8G            |
| 05. Hostel                         | 24. Ski Lift D4C            |
| 06. Rental Cabins                  | 25. Ski Lift D6C            |
| 07. Pensions/B&Bs                  | 26. Ski Lift 4C             |
| 08. Townhouses                     | 26. Main Ski Run to Village |
| 09. Rental Apartments              | 27. Beginner Ski Run        |
| 10. Villa Plots                    | 28. Hiking Trail            |
| 11. Retail Street (apts. above)    |                             |
| 12. Gondola Building               |                             |
| 13. Nature Centre + Bear Sanctuary |                             |
| 14. Golf Club House (to North)     |                             |
| 15. Second Phase Plaza             |                             |
| 16. Spa/Resort Hotel               |                             |
| 17. Chacha Distillery              |                             |
| 18. Artist Village + Art Gallery   |                             |
| 19. Stables & Organic Farm         |                             |

<< PHASING



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# A REGIONAL PERSPECTIVE

In addition to the ski area and main resort village, the masterplan for Goderdzi Pass also takes a regional perspective, identifying strategies to protect the environment, enhance the visitor experience, support the local residents and economy, and coordinate the efforts of various Government bodies.

## **RESORT GATEWAY**

A marker, sign or gateway feature identifying and celebrating the entrance(s) to the Goderdzi Pass Region. Can also include directional and informative signage.

## **A NEW REGIONAL PARK DESIGNATION**

To highlight the environmental and recreational significance of the Goderdzi Pass region and assist in promoting the resort and setting out clear goals for development.

## **CONTROLLED DEVELOPMENT ZONES**

The masterplan sets out the expectations for a quality visitor experience throughout the Goderdzi Pass Region, and the CDZ's will ensure that all development are in support of the masterplan objectives.

## **AGRICULTURAL AND FORESTRY MANAGEMENT ZONES**

An extensive program of tree planting and support for agricultural practices will serve to protect the environment and enhance the natural setting.

## **RECREATIONAL TRAIL NETWORK**

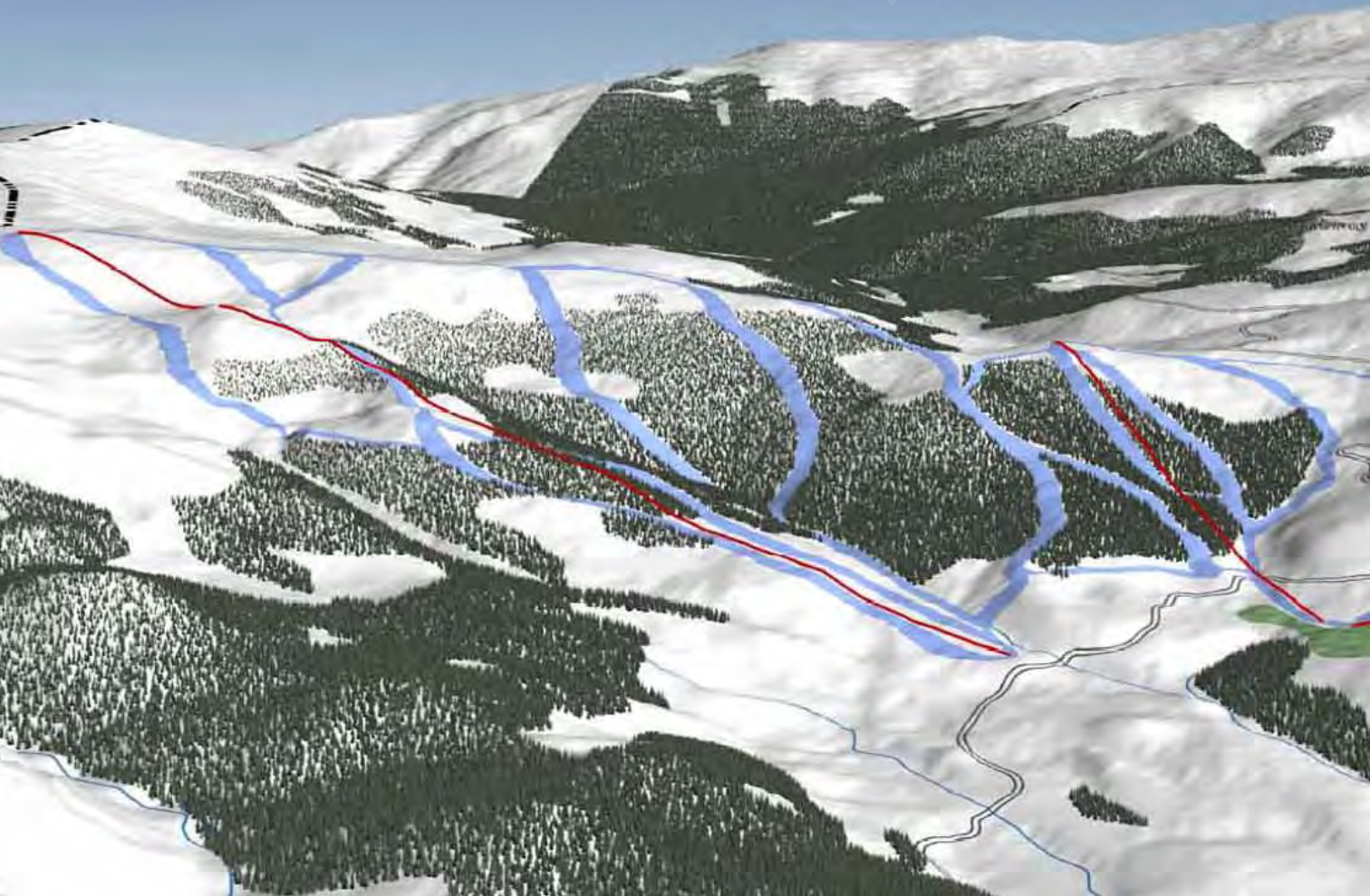
Trails for family walking, adventurous hiking, cross-country skiing, snowshoeing and mountain biking will extend throughout the forests and mountains.





# WINTER

The opportunities for ski area development at Goderdzi Pass have been thoroughly studied by a team of International Consultants. The Mountain Concept Plan identifies the best areas for a wide range of skiing abilities, and proposes an efficient and phased strategy of lifts to serve them.





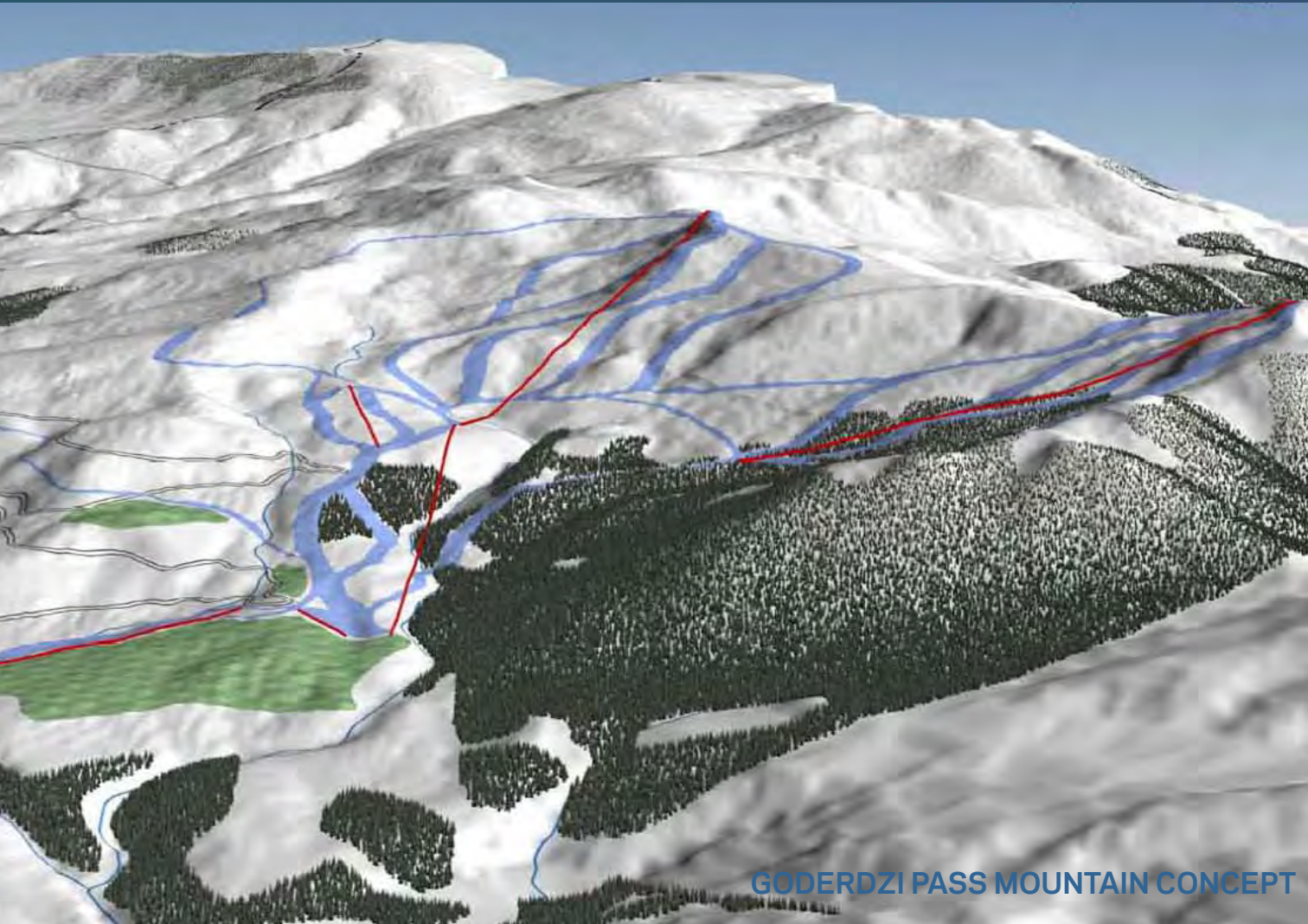
CAPACITY: **7500+ SKIERS PER DAY**

SIZE: **35km of PISTES**

INFRASTRUCTURE: **8 LIFTS**

TOP ELEVATION: **2390m**

BOTTOM ELEVATION: **1700m**



**GODERDZI PASS MOUNTAIN CONCEPT**

# SPRING

As the snow melts, the attractiveness of Goderdzi Pass will extend into the springtime. Dazzling displays of alpine wildflowers and peaceful hiking through the forests, or to the nearby Green Lake, will delight visitors. Just to the east of the main village, a site of over 100ha has been identified for development of a golf course. Existing mineral springs are already visited by locals, and these will be further developed and enhanced to create wellness destination.

- **GOLF**
- **FOREST HIKING**
- **GREEN LAKE PARK**
- **ALPINE WILDFLOWER DISPLAY**
- **MINERAL SPRINGS**



Green Lake



The Golf Site





# SUMMER

***Often, when it is raining in Batumi, it is bright and sunny at Goderdzi Pass.***

The existing popularity of Batumi as a regional and international summer destination will be complemented by the resort at Goderdzi Pass. In the beginning, tourist facilities at Goderdzi Pass will provide an attractive day trip for Batumi visitors to explore. As Goderdzi develops further, the summer time offer will be expanded to include conference facilities, festivals and a mountain-top lookout & restaurant. A refuge for orphaned or rescued bears and other native wildlife will provide a unique family attraction and educational asset.

Extensive hiking and trail networks will provide recreation for families, while mountain-biking, paragliding and an alpine luge will offer thrills for the more adventurous.

The animated village core will ensure that there is a clear destination for summer visitors, and this lively centre filled with shops, restaurants and cafes, will become an attraction in it's own right.

- SCENIC MOUNTAIN-TOP LOOKOUT
- A BATUMI DAY-TRIP DESTINATION
- BEAR SANCTUARY AND NATURE CENTRE





# AUTUMN

Spectacular displays of Autumn forest colours will draw tourists to Goderdzi, with the resort centre acting as a base for exploration.

Harvest festivals and traditional celebrations will provide additional incentives for tourists from Batumi and the region.

The masterplan has also identified several features not typically associated with tourist destinations. These other functions will help to keep the resort viable year-round, to provide employment for local residents, and to add additional layers of interest and meaning to the resort, creating awareness and maximizing the benefits from the seasonal infrastructure:

- **ARTIST'S STUDIO VILLAGE**
- **ARTIST-IN-RESIDENCE**
- **CHA-CHA DISTILLERY**
- **TRADITIONAL WORKSHOPS**
- **DEMONSTRATION FARMS**





# THE VILLAGE @ GODERDZI PASS

The hub of all activity at Goderdzi Pass will be the pedestrian village, built in the first phase.

The village will be car free, with the main ski lifts and amenities all within walking distance from the variety of hotels and accommodation.

The village is characterized by a continuous frontage of retail and food and beverage units along the ground floor of all buildings, with hotel, rental apartment and bed & breakfast accommodation on the 2-4 upper floors.

This density of shops and accommodation will be the main factor in the success of the resort, reducing infrastructure costs, minimizing disturbance to the natural setting, and creating a lively atmosphere.

The development will be composed of an upper village (phase 1 and 2) and a lower village (phase 3).

The heart of the village is the main Skier's Plaza, located next to the main ski gondola. Views to the mountain peaks and forested hills frame the plaza, which has also been sited for maximum sun exposure. The plaza is also the access point for the suspension bridge towards the bear sanctuary and nature centre.

The village development will start off with a group of well-designed hotels offering an array of amenities to the first visitors. In the future stages of development, Goderdzi will provide a variety of masterplanned accommodation, such that rental apartments, forest cabins, townhouses for families, private luxury villas, and a luxury spa hotel are each located in the optimum position, protecting the interests of all stakeholders.







# THE VILLAGE @ GODERDZI PASS



PRIVATE VILLAS

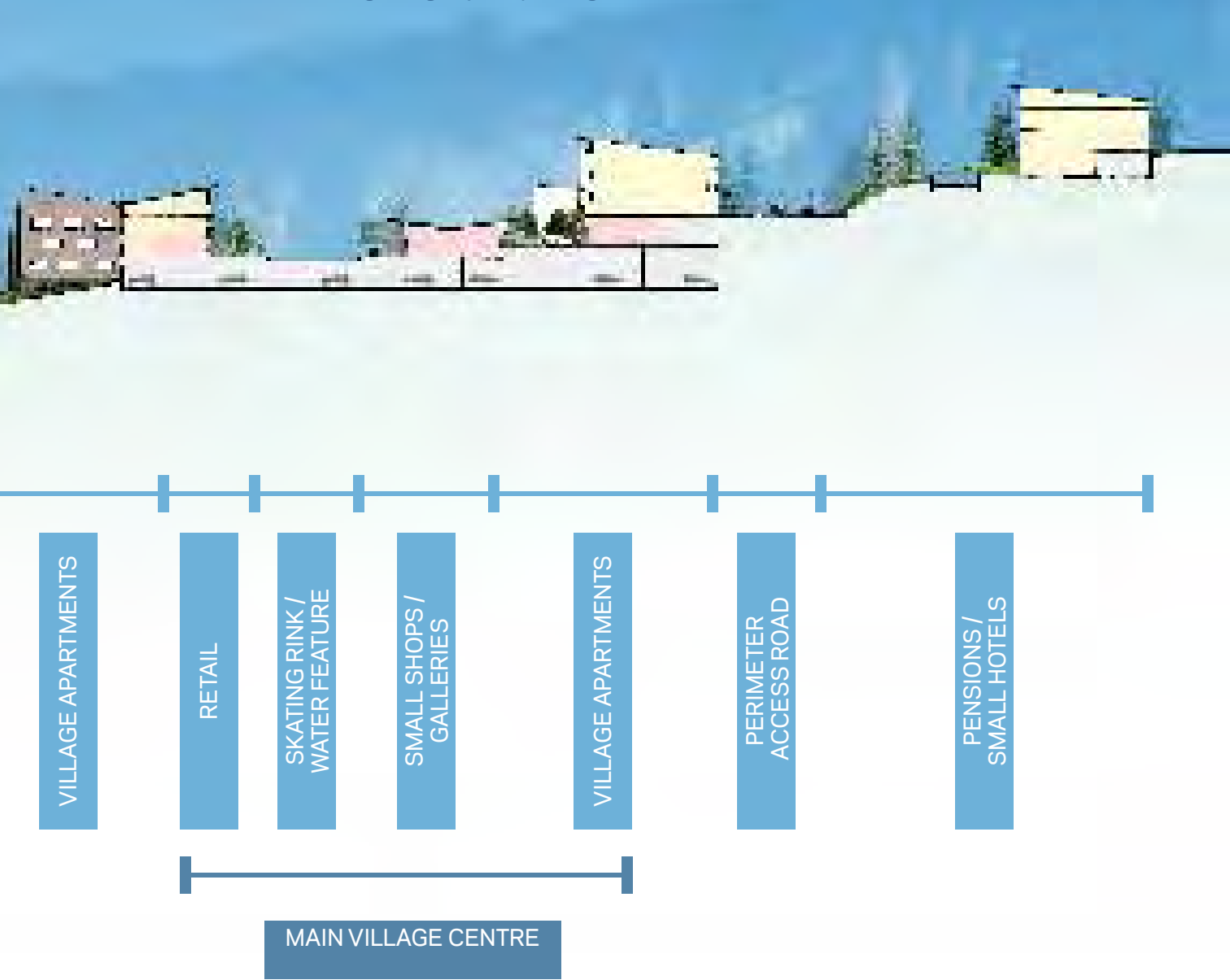
MULTI FAMILY  
TOWNHOUSES

PENSIONS

PERIMETER  
ACCESS ROAD

The Goderdzi Pass Masterplan identifies distinct zones, each offering a different character and serving a different function. The main village centre will be the active heart of the destination, anchored by the main ski lifts and several hotels, while passive accommodation zones and private real-estate for sale will be established at the perimeter (within walking distance to the centre). An infrastructure strategy to support the proposed development has been prepared by ARUP.

Visitors arriving by coach will be dropped off at the main arrival plaza, or at the perimeter access lobbies for each hotel. Visitors arriving by car will park in an under-structure parking lot created below the village. This parking structure will be built in the first phase to flatten out the gently sloping topography of the village site, meaning an efficient use of site preparation investment, such that construction of multiple foundations is avoided while hiding unsightly car parking.



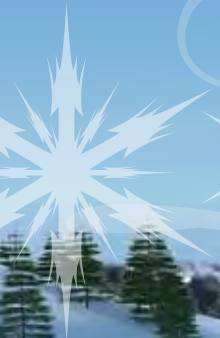








*Top Elevation  
-2390 metres*



*8 Lifts*

*Skier C*

*8 Lifts*

*recreation*

*2010 Winter Games*

*city*

*7500+*

*Capacity  
7500+*

