



# Transforming Tskaltubo: A Vision for Sustainable Growth

Y 2025

# Table of content



Situational Plan	3
Tskaltubo - Domestic Visitors (Potential for Growth)	4
Tskaltubo - International Visitors (Potential for Growth)	5
Kutaisi International Airport: 2024 Key Statistics & Tskaltubo Opportunity	6
Average Monthly Number of Visits Made by Non-resident Visitors to Georgia	7
Average Monthly Expense of Non-resident Visitors to Georgia	8
Tskaltubo Resort: A Premier Wellness & Medical Retreat Destination	9
Tskaltubo Resort: Key Features	10-11
Tskaltubo Resort: Property Details	12-13



# Situational Plan



## Section

### 1. Geographic Location

#### Details

- Western Georgia, Imereti region
- 240 km from Tbilisi (~3.5–4 hrs by car)
- 15 km from Kutaisi (~15–20 mins by car)
- Nearest major city: Kutaisi
  - From Kutaisi (South): via David Agmashenebeli Street
  - From Samtredia/Batumi (West): via E60/S1 Highway
  - From Zestafoni/Borjomi (East): via R45 regional road

### 2. Main Entry Points

#### Airports:

- Kutaisi Int'l Airport (KUT) – 22 km (26 mins) – flights from Europe/Asia (Wizz Air, Ryanair)
- Tbilisi Airport (TBS) – 240 km (backup option)

### 3. Transportation Hubs

#### Rail Stations:

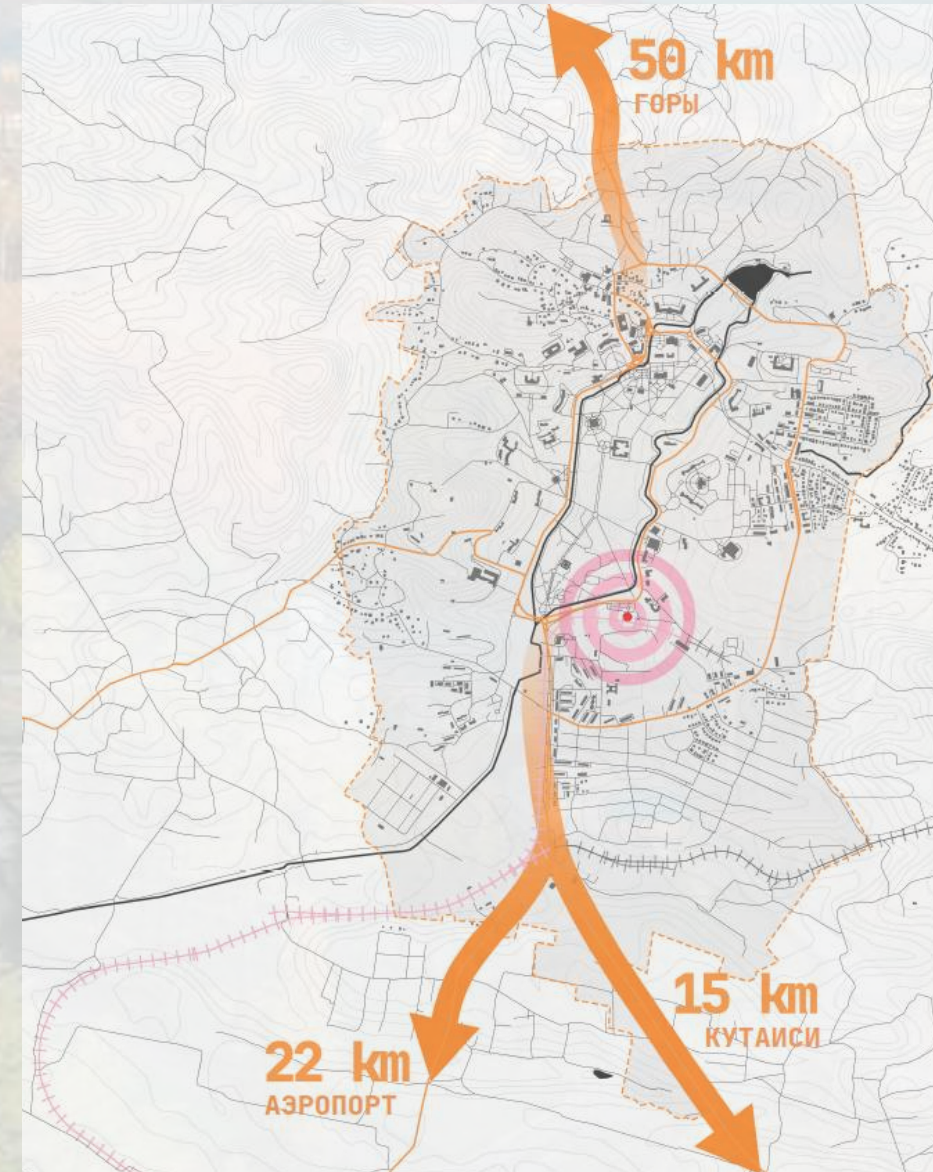
- Tskaltubo (central) – local trains from Kutaisi
- Kutaisi – trains to Tbilisi, Batumi, Zugdidi

#### Bus Routes:

- From Tbilisi: buses from Didube Station (~5 hrs)
- From Kutaisi: minibuses from central market (~20 mins)
- From Batumi: direct buses (~3 hrs)
- Kutaisi (15 km): historical center, Motsameta, Gelati
- Prometheus Cave (30 km): tourist site

### 4. Proximity to Other Destinations

- Okatse & Martvili Canyons (~50 km): natural attractions
- Batumi (150 km): Black Sea resort (~2.5 hrs)
- Borjomi (120 km): spa town (~2 hrs)

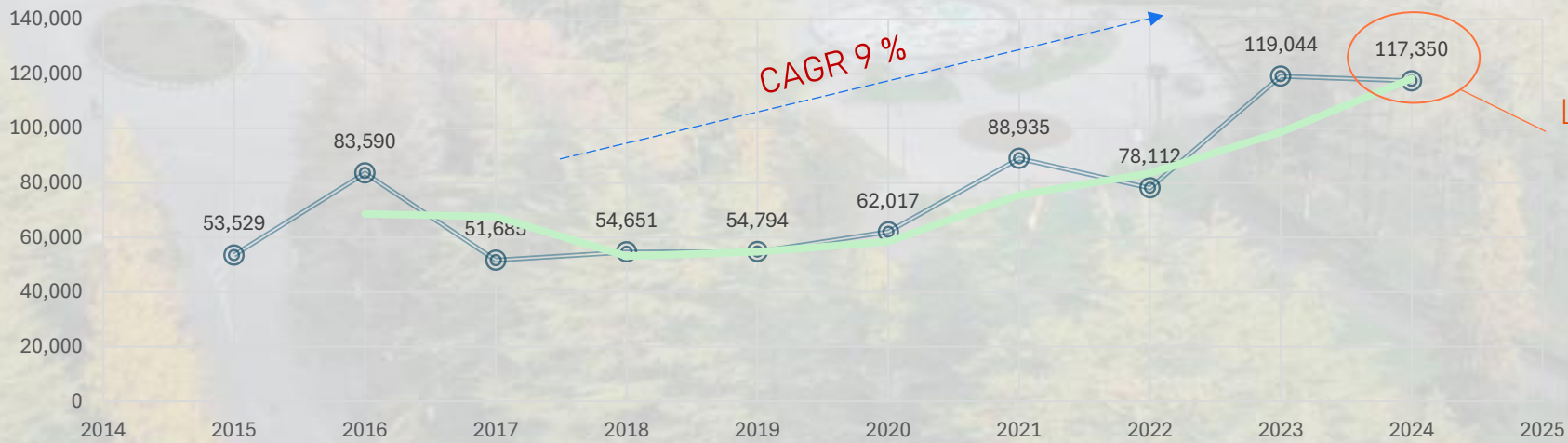


# Tskaltubo - Domestic Visitors (Potential for Growth)



YEAR	Q1		Q2		Q3		Q4		TOTAL VISITS	
	visitors	%	Visitors	%	Visitors	%	Visitors	%	Visitors	%
2015	3,745	7.0%	17,034	31.8%	10,111	18.9%	22,639	42.3%	53,529	100.0%
2016	16,620	19.9%	18,346	21.9%	35,136	42.0%	13,488	16.1%	83,590	100.0%
2017	12,305	23.8%	20,528	39.7%	8,800	17.0%	10,052	19.4%	51,685	100.0%
2018	6,760	12.4%	25,378	46.4%	14,001	25.6%	8,512	15.6%	54,651	100.0%
2019	13,419	24.5%	11,907	21.7%	6,515	11.9%	22,953	41.9%	54,794	100.0%
2020	11,133	18.0%	12,911	20.8%	25,285	40.8%	12,688	20.5%	62,017	100.0%
2021	10,301	11.6%	30,679	34.5%	27,163	30.5%	20,792	23.4%	88,935	100.0%
2022	7,915	10.1%	28,069	35.9%	25,673	32.9%	16,455	21.1%	78,112	100.0%
2023	22,312	18.7%	28,418	23.9%	21,958	18.4%	46,356	38.9%	119,044	100.0%
2024	30,736	26.2%	36,362	31.0%	16,216	13.8%	34,036	29.0%	117,350	100.0%

- **Low Market Share:** In 2024, out of 20,119,901 total internal visitors, only **0.58%** chose Tskaltubo Resort.
- **Untapped Potential:** This represents a significant opportunity for growth and investment in the region with potential **CAGR of 400%**.
- **Comparative Gap:** Competing destinations attract a much larger share, highlighting the need for strategic development.
- **Call to Action:** With the right infrastructure, marketing, and investment, Tskaltubo can capture a larger share of Georgia's booming tourism sector.

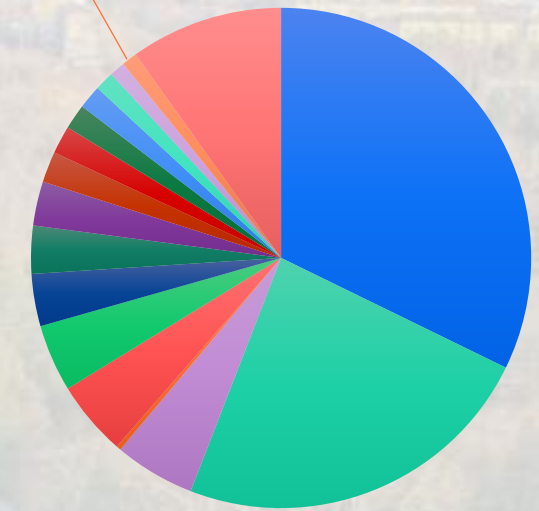


# Tskaltubo - International Visitors (Potential for Growth)



CITY	2024					TOTAL %
	Q1 Visitors	Q2 Visitors	Q3 Visitors	Q4 Visitors	Visitors	
Tbilisi	608,123	850,372	1,124,813	803,301	3,386,609	32.23%
Batumi	361,349	564,823	1,135,274	424,826	2,486,272	23.66%
Kutaisi	65,581	137,155	212,332	133,615	548,683	5.22%
Tskaltubo	1,575	0	22,527	6,949	31,051	0.30%
Kazbegi	72,998	122,191	219,445	94,502	509,136	4.85%
Mtskheta	47,395	141,826	187,492	80,346	457,060	4.35%
Marneuli	74,705	70,818	117,413	91,882	354,817	3.38%
Gudauri	153,124	45,628	62,222	64,892	325,867	3.10%
Bordjomi	46,085	64,901	136,862	52,437	300,284	2.86%
Gori	22,589	61,220	79,826	45,850	209,485	1.99%
Akhalcikhe	22,981	52,445	65,625	48,740	189,791	1.81%
Telavi	32,536	42,427	60,744	34,751	170,459	1.62%
Kobuleti	4,026	19,533	126,341	9,568	159,468	1.52%
Rustavi	28,207	39,516	32,746	30,720	131,190	1.25%
Bakuriani	43,469	12,653	34,843	14,943	105,907	1.01%
Mestia	6,183	15,742	61,160	21,480	104,565	1.00%
OTHER					1,037,384	10%

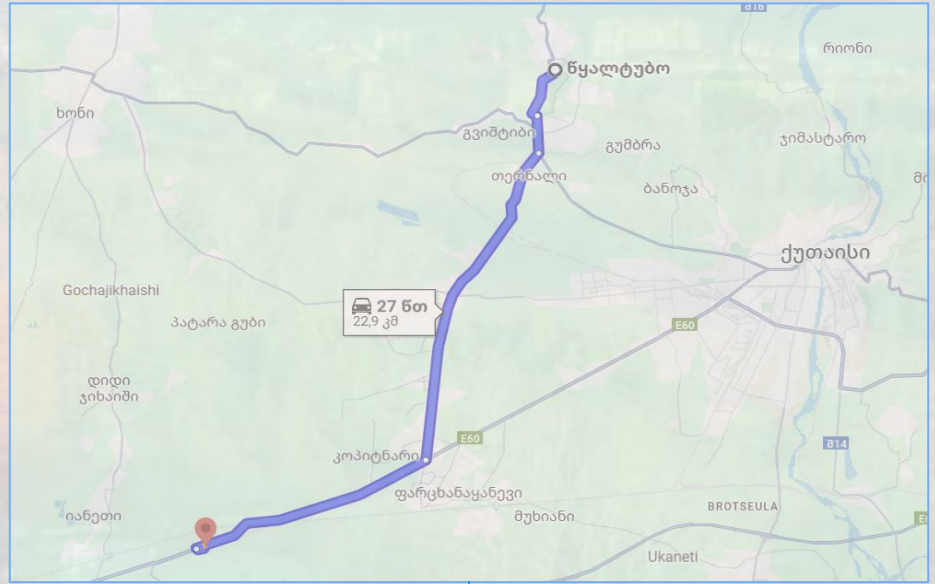
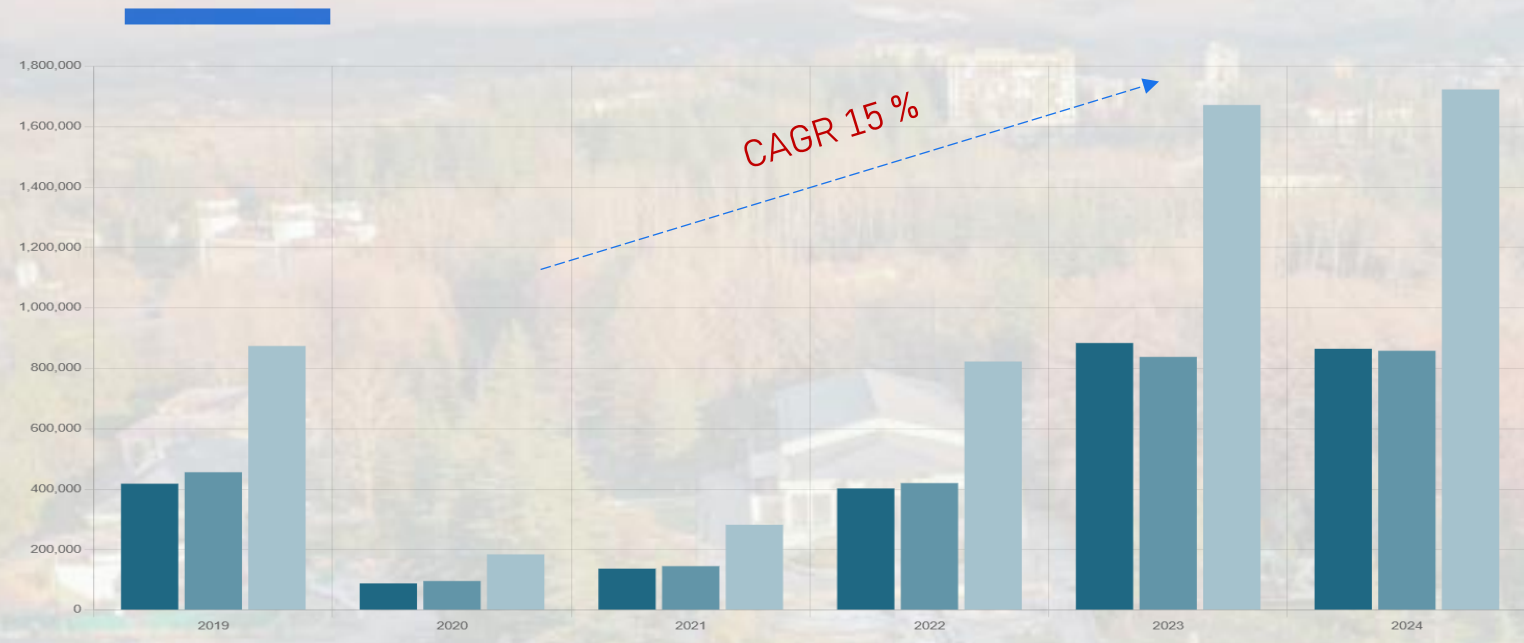
TSKALTUBO 0.3%



- **Visitor Disparity:** Kutaisi attracts **5.2%** of international visitors, while Tskaltubo receives only **0.3%** - despite being just 14 km away.
- **Missed Opportunity:** Tskaltubo's proximity to Kutaisi presents a major, yet underutilized, tourism advantage.
- **Roadmap for Growth:** Leveraging Kutaisi's international arrivals can transform Tskaltubo into a must-visit wellness and cultural destination.



# Kutaisi International Airport: 2024 Key Statistics & Tskaltubo Opportunity



- **Growing Passenger Traffic:** In 2024, Kutaisi International Airport handled 1,722,809 passengers, with 857,000 departures and 864,000 arrivals—highlighting its increasing role as an international travel hub.
- **Missed Tourism Potential:** Despite high airport traffic, only **0.3%** of international visitors currently visit Tskaltubo—just 22 km away.
- **International Benchmark:** Globally, airports located near major wellness and cultural destinations (e.g., Baden-Baden near Karlsruhe/Baden Airport, Blue Lagoon near Keflavík Airport) successfully channel airport arrivals into local tourism.
- **Strategic Opportunity:** Improving transport links, targeted promotions, and integrating Tskaltubo into Kutaisi’s tourism ecosystem could capture a larger share of these international visitors.
- **Call to Action:** Positioning Tskaltubo as a **"Wellness & Heritage Extension"** of the Kutaisi tourism experience can unlock significant economic and tourism growth.

# Average Monthly Number of Visits Made by Non-resident Visitors to Georgia in 000'

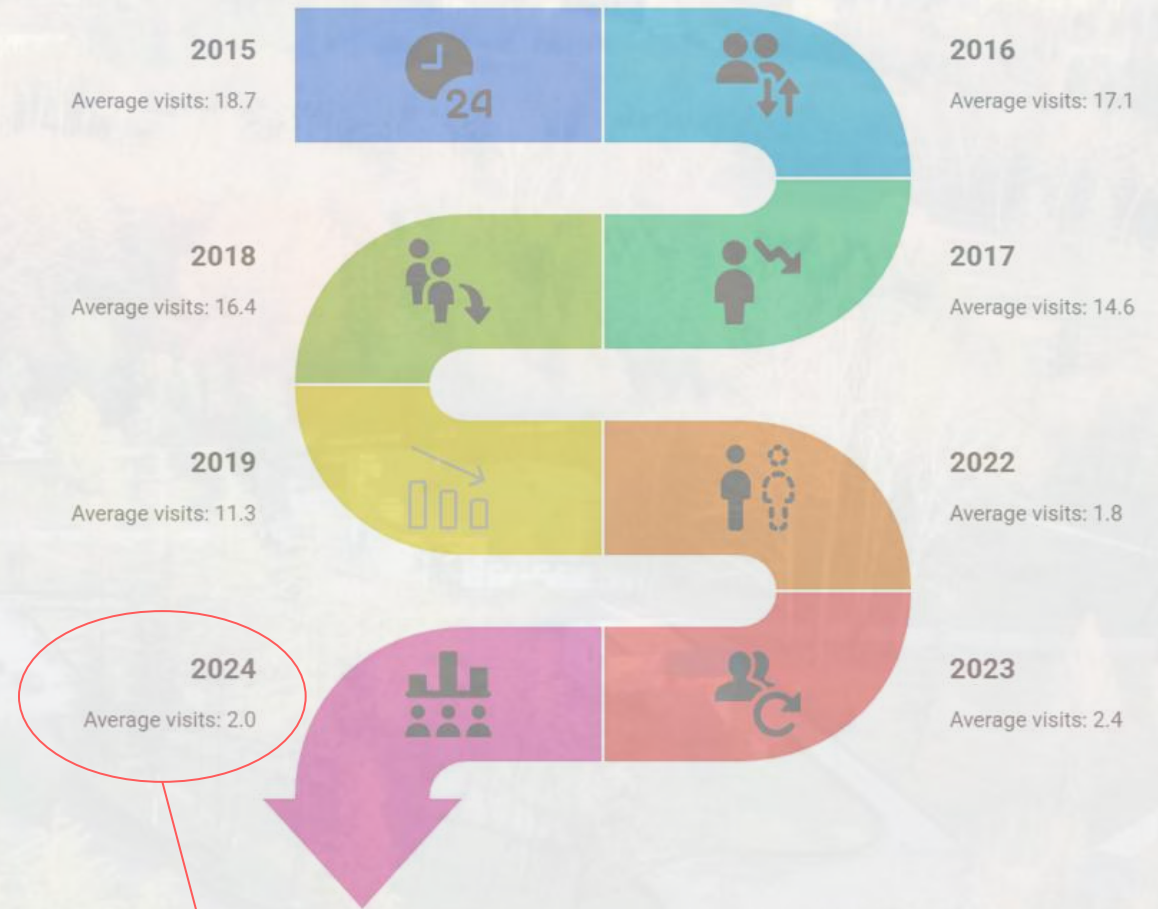


## Holiday Purposes



Average Monthly Number of Holiday Visits is Increasing

## Treatment & Recovery Purposes



New Destination is needed to improve Visitors For Treatment & Recovery Like Tskaltubo Resort

# Average Monthly Expense of Non-resident Visitors to Georgia in Mln Gel Year 2024



- ✓ **World Average:** 10-20% of total tourist spending
- ✓ **Europe:** 15-25% (higher in wellness and cultural destinations)



Development of New Tskaltubo Hospitality Destination  
Will Increase Recreation expense from 11% to 20%

# Tskaltubo Resort: A Premier Wellness & Medical Retreat Destination



- **Overview:** Tskaltubo Resort is an emerging luxury destination focused on wellness, medical tourism, and cultural heritage. Located in the scenic region of Tskaltubo, Georgia, the resort will leverage the unique therapeutic properties of the area's mineral springs, offering a holistic health experience for guests seeking relaxation, healing, and rejuvenation.
- **Core Concept:** Tskaltubo Resort will be a state-of-the-art facility combining medical treatments, wellness programs, and cultural experiences. The resort will provide guests with access to therapeutic mineral water baths, spa treatments, and integrated medical services, supported by modern, eco-friendly infrastructure and sustainable practices.



# Tskaltubo Resort: Key Features



**1. Medical & Wellness Services:** The resort will be home to an on-site medical clinic staffed with experienced specialists in areas such as:

- **Cardiology:** Treatments focused on improving heart health using the therapeutic mineral springs.
- **Rheumatology:** Specialized care for joint and muscle conditions with therapies such as balneotherapy and physiotherapy.
- **Dermatology:** Using the mineral-rich waters for skin conditions like eczema, psoriasis, and acne.
- **Stress & Anxiety Management:** Offering tailored wellness programs including meditation, yoga, and stress-relieving therapies.

**2. Medical Spa Treatments:** The medical spa will focus on a variety of treatment options, combining traditional healing with modern medicine:

**Mud Therapy:** Utilizing therapeutic mud from local sources for skin rejuvenation and joint pain relief.

**Physiotherapy & Rehabilitation:** Personalized physical therapy treatments designed for post-surgery recovery and muscle rehabilitation.

**Detox Programs:** Custom detoxification treatments designed to cleanse the body and promote overall health.



**3. Thermal & Mineral Waters:** Tskaltubo is renowned for its mineral-rich thermal springs, which have been used for centuries to treat a variety of ailments. The resort will offer:

**Thermal Water Pools:** Each hotel will feature pools and baths filled with mineral-rich waters, offering therapeutic treatments for joint, muscle, and skin conditions.

**Hydrotherapy:** Specialized water therapies targeting chronic pain, stress relief, and detoxification.



# Tskaltubo Resort: Key Features



**4. Cultural and Educational Experiences:** Tskaltubo is steeped in history and culture. The resort will integrate these elements into the guest experience:

**Stalin House:** Visitors will have exclusive access to the Stalin House and its surrounding history, with private tours and exhibits.

**Georgian Culinary Experiences:** Guests will enjoy meals crafted from organic, locally sourced ingredients, with a focus on Georgian traditional diets for health and longevity.

**Cultural Workshops & Performances:** Engage in local crafts, dance, and music to deepen the cultural experience

**5. Tailored Wellness Programs:** Guests will have access to a wide range of wellness programs designed for both physical and mental health:

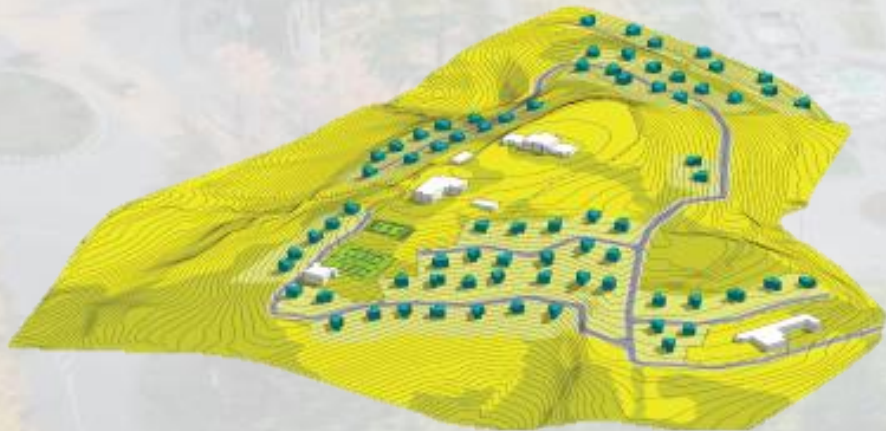
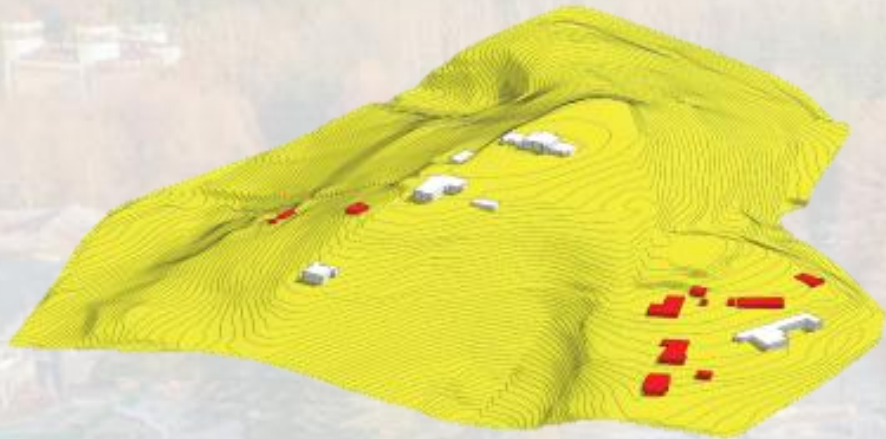
**Wellness Retreats:** Programs including detox diets, yoga, and fitness coaching.

**Personalized Health Plans:** Developed by medical experts to address individual needs, including weight management, sleep disorders, and general well-being.

**Mind-Body Integration:** Offering mindfulness and stress management sessions to promote mental well-being.



# Tskaltubo Resort: Property Details



# Tskaltubo Resort: Property Details



## MAIN ASSAMPTIONS

BUSINESS MODEL	MULTI COMPLEX
LEVEL	MIDDLE TO HIGH CLASS
LAND ID	29.08.35.099
K1	0.2
K2	0.4
K3	0.8
LIMITATION	3 Floors
Land AREA	250,768.00 SQ.M

LAND INTANCITY <b>K1</b>	50,153.60 SQ.M
BUILDING VOLUME <b>K2</b>	100,307.20 SQ.M

## LAND DEVELOPMENT

CONSEPTS	BUILDING VOLUME <b>K2</b>	LAND INTENCITY <b>K1</b>
1 AREA HOTEL 120 ROOOM	8,750.00 SQ.M	2,916.67 SQ.M
2 AREA RECIDENTIAL	25,307.20 SQ.M	25,153.60 SQ.M
3 AREA UNIVERSITY/MEDICAL	66,250.00 SQ.M	22,083.33 SQ.M
<b>TOTAL</b>	<b>100,307.20 SQ.M</b>	<b>50,153.60 SQ.M</b>





---

# "Reviving Tskaltubo: Where Heritage Meets a Sustainable Future"

Contact : Tamar Khutuashvili  
+995 599 15 50 71