

BATUMI MIRACLE

Future Cruise Port Project: Port of Batumi
Challenges & Opportunities of Black Sea Cruise
Development



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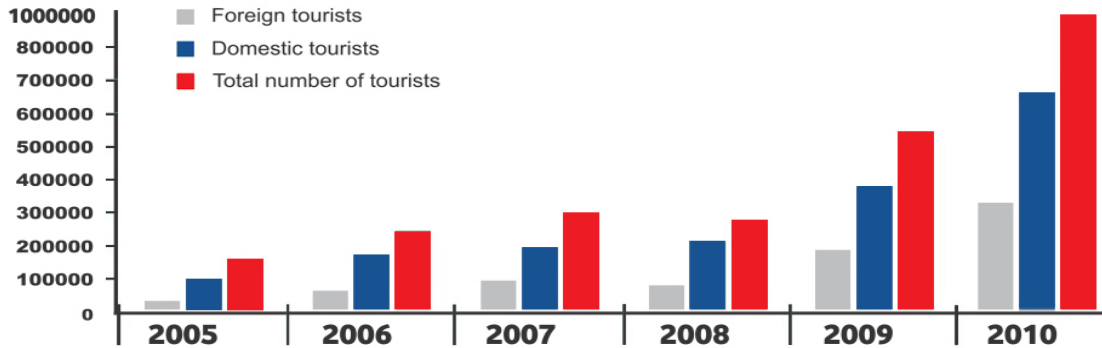


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Batumi Miracle: *tourism center of the Black Sea!*

- ▶ Brand Hotels: Sheraton, Hilton, Kempinski, Radisson
- ▶ Tourism Statistics:

Number of Visitors in **Ajara** (2005-2010)

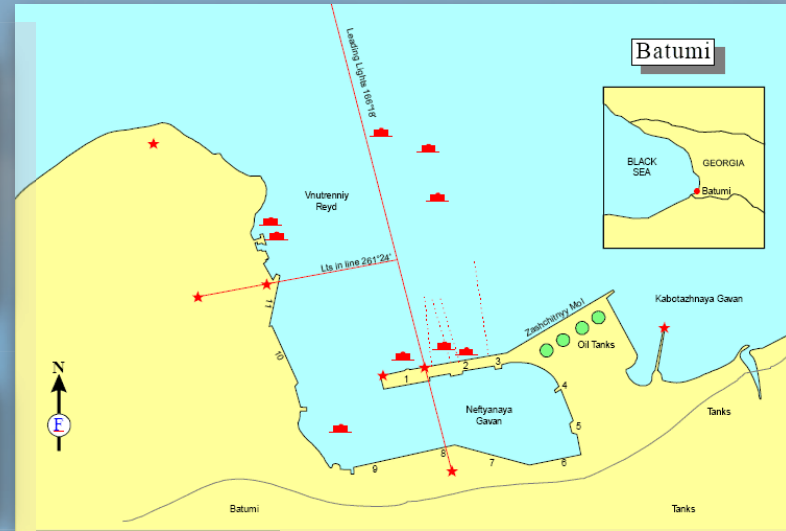


- ▶ Cruise lines calling Batumi:

Silver Sea Cruises	Holland America Line
Voyages of Discovery	V.Ship Leisure AS
Amadea Shipping Co	The Aegean Experience
Saga Shipping Company Ltd.	Voyages of Discovery
Fred.Olsen Cruise Lines Ltd	Yachts of Seabourn

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- ▶ Current Port Condition: Two cruise piers: 220 m & 180 m
Nine commercial piers



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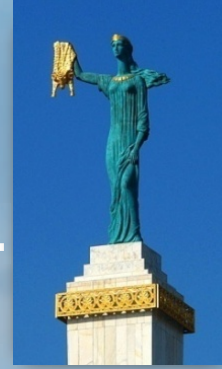
- ▶ **New Batumi Cruise Port** development in cooperation with **RCCL**:
 - 400 m pier complied by 2014
 - Multi Functional Complex: Amphitheater, Museums, Restaurants Shopping, Exhibitions
 - Old town proximity



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Shorex:

- ▶ Argonauts & Golden Fleece:
Gonio Fortress 1 century B.C.
- ▶ Largest botanical garden
in Europe



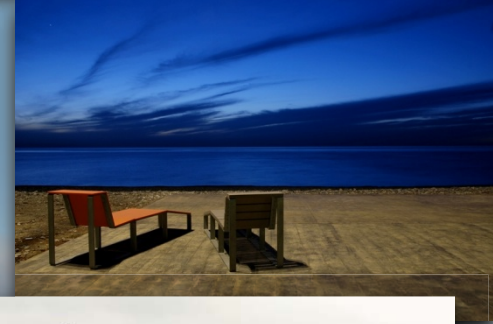
- ▶ Religious Monuments and Museums



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Shorex:

- ▶ Batumi Old Town
- ▶ Piazza Square
- ▶ Alphabetic Tower
- ▶ Seaside Promenade



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Challenges & Opportunities of Black Sea Cruise Development

Challenges:

- ▶ Perception of non safe environment in the region
- ▶ Lack of common marketing strategy
- ▶ Amortized port infrastructure
- ▶ Undiscovered: due to Med advantageous location

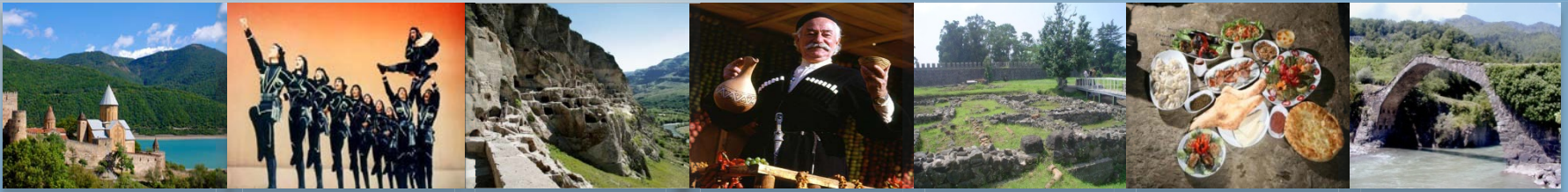


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Challenges & Opportunities of Black Sea Cruise Development

Advantages & Opportunities:

- ▶ High level of customer satisfaction/Safety
- ▶ Cultural diversity and hidden treasures of the region



- ▶ Opening new markets: Armenia, Iran, Azerbaijan
- ▶ Home-porting Istanbul: Black Sea Cruise possibility



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Batumi is waiting for its cruise guests!

Thank you!



Levan VARSHALOMIDZE, Chairman
Government of Ajara Autonomous Republic, Georgia