

Georgia's leading ski resort Gudauri – the spearhead of innovation



2017

Gudauri

Jewel in the crown of MRDC portfolio

- 10 ski lifts , 22 ski slopes
- Total length of ski slopes - 70 km
- Elevation 2200m-3275m
- 120 km from Tbilisi

Accounts for more then a half of MRDC income, and more then third of skier visits.



But there are other gems in crown

There are established (Bakuriani) and new resorts (Mestia, Goderdzi) in Georgia which would benefit from extra visitors

So There should be a way to cross promote resorts without losing customers to each other?



Multi.ski ski cluster

- Is united ski cluster ticket for all Georgian resorts
- Buy once ski anywhere
- Gudauri is a locomotive
gudauri season pass = multi.ski season pass

Expected results:

23 percent of gudauri season pass holders visited respective resorts (Svaneti, Goderdzi, Bakuriani)

Unexpected results:

10 percent of Bakuriani/Mestia/Goderdzi visitors visited other resorts

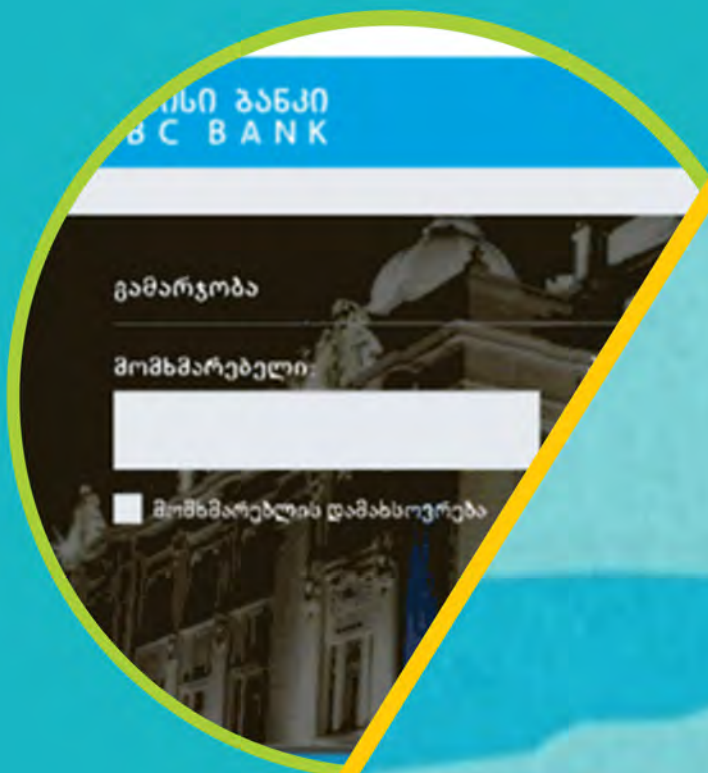
Multi.ski pass gateway drug
for georgian ski resorts
better drug = better results



Distribution channels & Data

Our mission is to get the visitor his ticket everywhere

- Web via Multi.ski
- Internet bank and app via TBC bank
- Charging stations via TBC pay
- Charging devices in petrol shops on the way to resorts
- Cash desks in Hotels



Future advancements

Ski pass as key to complimentary services

Ski rent , Hotel key ,Event ticket ,Payment Card

Data analysis

Dinamic pricing , working with returning customer

Virtual Ski passes

Ski pass on mobile phone, ID card, smart watch

BAKURIANI

1 Day

Price

35

GEL

Buy

2 Days

Price

70

GEL

Season

Price

300

GEL



But what is mountain 2.0?

- Fun 2.0
- Security 2.0
- Services 2.0



Our answer would be Multi.Band



Fun 2.0

multi.band mountain tracker will show visitor

- **Advanced skiing data**

max jump height, vertical distance, max speed, calories burned,
max slope angle, ride time, and much more

- **Advanced tracking data**

all in one simple app



Security 2.0

multi.band mountain tracker will have autonomus radio connection to resort

- **Works 15 km around resort**

so tourist can be tracked and found whenever he/she needs help

- **Battery powered**

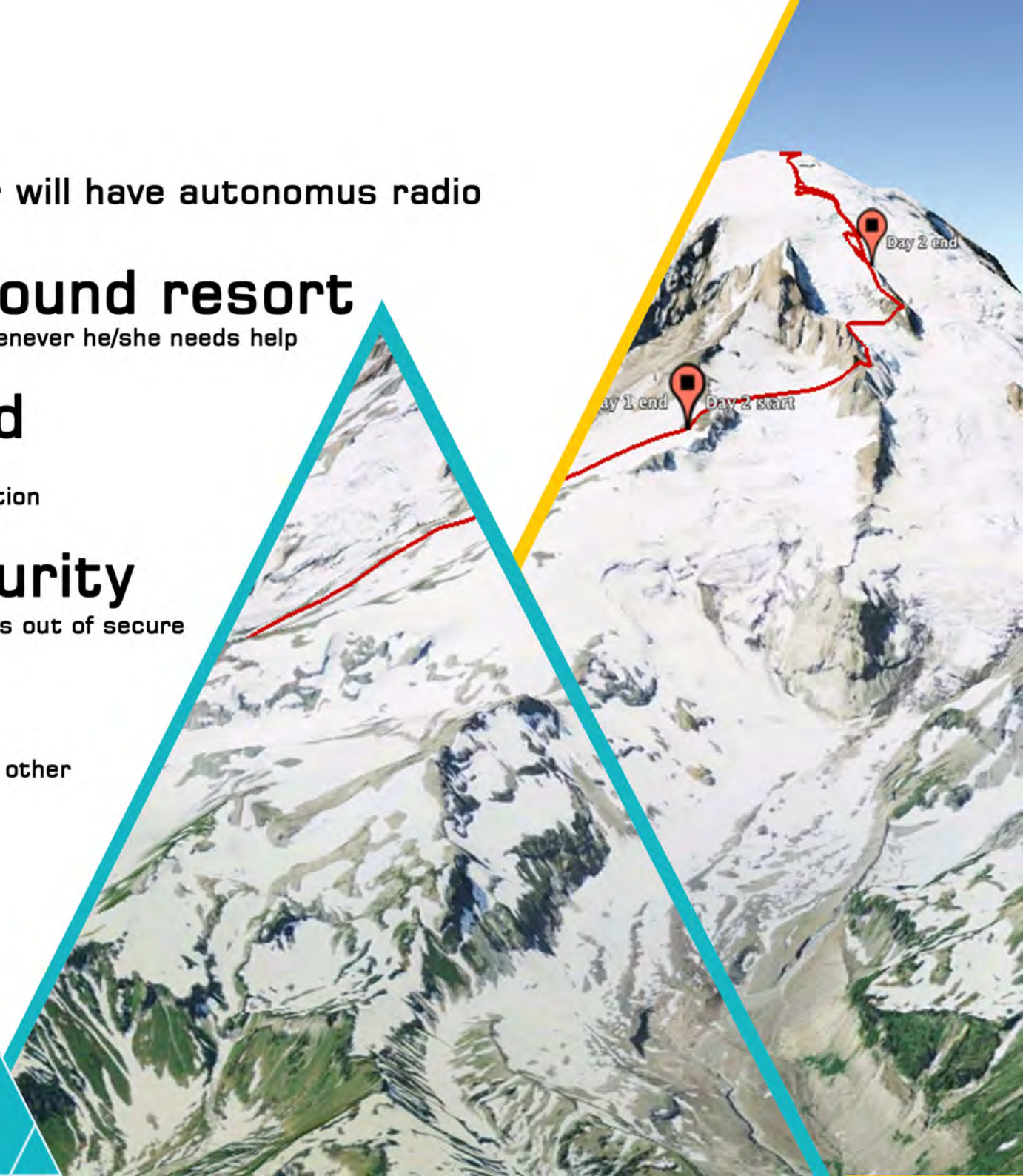
Works for several days,
No need to have phone or GSM connection

- **Preemptive Security**

Mountain patrol are informed if visitor is out of secure area

- **Group tracking**

Parents can track childre, friends each other



Services 2.0

tracker will be equipped with RFID module hence all the services provided

- **Wireless payment**
- **Usage as key lock**
- **Automatic photo tagging**





Mountain
Resorts
of Georgia



MINISTRY OF ECONOMY
AND SUSTAINABLE
DEVELOPMENT
OF GEORGIA

THANK YOU

2017