



TOURIST PACKAGE 1

“Wine & Gastronomy in AJARA ”

Ajara region is one of the major Touristic destination in Georgia. Tourism sector is mainly focused around Batumi city and also the surrounding areas (mountain / rural areas, protected areas etc.) are rapidly developing and offering eco / Rural tourism opportunities for travellers.

Gastronomy & Wine – Wine & Gastronomy can be considered as important tourism offering in combination with rural, eco or any other type of tourism in Ajara region. Taking into account diversity of Georgian cuisine in general and region specific Ajarian cuisine, can be created specific/niche Tour product completely focusing on exploring the gastronomic taste of Ajara region of course combined with Georgian Wine tastings.

Ajarian cuisine - is an inseparable part of Georgian cuisine. Dairy is a highly prevalent component of the foods typically eaten in the mountains of Ajara. Ajarian Khachapuri is the hallmark of Ajarian cuisine and there are also some must-try traditional sweets.

In the mountainous Adjara, the main products are dairy products and the dishes are more fat and heavy and on the other side, in the seaside of the region, dishes are mostly spiced, and use many fresh herbs. There are a lot of dishes with vegetables, meats and fish as well. Also, sweets play an important role in Adjarian cuisine.

The most popular Adjarian meals are as follows: Borano (chopped cheese fried in boiled butter), Chirbuli (breakfast meal prepared with eggs and nuts), Khavitsi (a dish made from coarsely ground corn flour and boiled butter), Kaymak and Sinori (a meal made from ricotta-like dairy product and dried dough plates). However, none of them are more popular than

WINE - Winemaking in Georgia dates all the way back to 8000 BC. The traditional Georgian winemaking technique, which uses a traditional clay vessel called a "kvevri", is a part of the UNESCO Intangible Cultural Heritage Lists.

Adjara takes the worthy place in establishment of ancient traditions of winemaking. In this small area (2.9 thousand. The sq.km) created and approved more than 40 varieties of grapes.

Adjara has one of the longest lasting traditions of winemaking in western Georgia. the upper bound of a vineyard extends at the height of 1.200 m above sea level. The craft is particularly well developed in Qeda municipality which boasts its unique types of wine such as 'Qeda Tsojikauri', and 'Chkhaveri'. Beside these two major wine, you



several other types are common to Ajara region, such as - Ojaleshi, Aladasturi and Satsuri.

Wine degustation, visit to wineries also undeniably can be interesting part of tourism packages which can promote the new wineries development, traditional winemaking (QVEVRI wine) etc .

Besides the local (Ajara region based) “Wine & Gastronomy” Tours can be considered inclusion of Ajara region as part of bigger – countrywide tours focusing on Georgian Wine & Gastronomy and involving various regions of Georgia. In terms of Black Sea regional cooperation can be developed specific Cross-border tour product - “Black Sea Wine & Gastronomy Tour” which will provide tourist with opportunity to taste cousin of several BS regions, participate in culinary master classes (allowing them to prepare some meals by themselves) etc.

“**Wine & Gastro Tour in Ajara**” can have different variations and offerings for tourists, such as:

1. **Wine & Gastro Tour in Batumi** – this tour will focus on tourists who are visiting Batumi for short term and are not planning to go outside of the city. The different type tour packages can be offered based on price category of tourist groups:
 - A) **Premium Segment** – involves high quality (accordingly higher priced) Georgian restaurants and premium wine tastings. One day package will include:
 - o **Wine Degustation** - visit to 3 wine shop / wine degustation place where tourists can try different variety of high quality (premium segment) wines (not only Ajara region specific but generally Georgian wine) accompanying with professional wine sommelier. They can have opportunity to buy wines too which they like
 - o **Lunch and Dinner** - Lunch will be organized at selected restaurant with local, Ajara region specific cuisine. Depending on tourist group’s preferences Lunch can be organized at some local FISH Restaurants – to taste local, Black sea specific fish varieties.
The tour will be finished at one of the restaurants with Georgian feast – presenting wide variety of Georgian cuisine and wines. The dinner will be accompanied by Georgina toastmaster (TAMADA) – who will lead the table and provide kind of masterclass of Georgian toasts. Dinner will be accompanied by traditional Georgian FOLKLORE – mainly folk songs and in selected restaurants can be small program of folk dances too.

Cost of package – 100 EUR per person (Group of 10 persons)

B) **Medium Segment - involves** medium priced (although good quality) Georgian restaurants and wine tastings (medium segment wines). One day package will include:

- **Wine tasting** - visit of 2 wine shops / wine cellars and arranging degustation of Georgian wines including Ajara region's specific wines. Local wine shop / wine cellar managers will explain the wine specifics during degustation.
- **Lunch and Dinner** - Lunch will be organized at selected restaurant with local, Ajara region specific cuisine. Based on tourist group preferences can be suggested lunch at some local cafes around FISH MARKET (one of touristic sights) where tourists can taste fresh fish from black sea.

At the end of tour in the evening it will be organized the traditional Georgian dinner – presenting wide variety of Georgian cuisine and wines.

Cost of package – 55 EUR per person (Group of 10 persons)

2. **Wine & Gastro Tour in Ajara mountains** – this can be one day or two days tours depending on preference and time availability of each tourist groups.

a) **ONE DAY TOUR** – Tour Group will depart from Batumi city on 09.30 AM and will return on 22.00 PM.

One day tour will focus mainly the nearby KEDA district. During a trip the tourists will visit also some local tourism sights. The Tour itinerary will be as follows:

09.30 AM – Depart Batumi city

10.20 AM - Makhuntseti Waterfall (one of popular tourism sights) – 35-40 min.

11.00 AM - Arched Bridge in Makhuntseti - 35-40 min.

11.40 AM – Wine degustation at WINE CELLAR - 40 min.

12.30 AM - Keda Historical Museum – 35-40 min.

13.30 PM – LUNCH at MAKHO's Wine Cellar (or Château Iveri) – 90 min.

15.30 PM – Wine degustation AVALIANI WINE CELLAR - 40 min.

16.30 PM – Visiting Wine factory KTW in keda – 50 min.

18.00 PM – Arriving at restaurant “Ajarian WINE house” (between Keda and Batumi city) – masterclass in making of Ajarian dishes - around 50 min.

19.00 PM – Dinner with Ajarian dishes and wine

21.30 PM – departure to Batumi city

22.00 PM – arrival in Batumi



Wine Degustation – will be done wine degustation at three places - two wine cellars and one during dinner at Ajarian Wine House

Lunch – will be combined with wine degustation at one of wine cellars.

Dinner – organized at Ajarian Wine House where tourist can taste local dishes and taste region specific wines.

Cost of package – 75-80 EUR per person (Group of 10-12 persons)

b) TWO DAYS TOUR – Departure on 09.30 AM and Return on next day 20.00 PM. The tour will focus on KEDA and Machakhela districts. During a trip the tourists will visit also some local tourism sights. The Tour itinerary will be as follows:

Day ONE

09.30 AM – Depart Batumi city

10.20 AM - Makhuntseti Waterfall (one of popular tourism sights) – 35-40 min.

11.00 AM - Arched Bridge in Makhuntseti - 35-40 min.

11.40 AM – Wine degustation at WINE CELLAR - 40 min.

12.30 AM - Keda Historical Museum – 35-40 min.

13.20 PM – Visiting Wine factory KTW in keda – 50 min.

14.30 PM – LUNCH at MAKHO's Wine Cellar – 90 min.

16.30 PM – Wine degustation AVALIANI WINE CELLAR - 40 min.

18.00 PM – Arriving at restaurant “Ajarian WINE house” (between Keda and Batumi city) – masterclass in making of Ajarian dishes - around 50 min.

20.00 PM – Dinner at Château Iveri

Night Stay at Château Iveri

DAY TWO

09.00 AM – Breakfast / Check-out

10.30 AM - depart Château Iveri

11.30 AM - **Machakhela Gun Road and monument (40 min.)** - The name is a reference to one of Machakhela's most beloved traditions: making flint guns. The villages in this area have a long history of blacksmithing and wood craftsmanship that dates back to the 18th century. 'Topi Machacheli', as the specialty guns were known, were hand-made by local families and known throughout the region for their robustness and ability to fire far-range.

12.40 AM - Arch bridge Tskhemlara Bridge – old stone arched bridges on Machakhela river (20-25 min.)

13.30 PM – LUNCH at one of the local guesthouses – traditional cuisine and wine (90 min.)

15.20 PM – HONEY degustation with honey-based Vodka - visiting local honey makers and degustation of honey and local specific honey based vodka. Machakhela



is famous for its honey making traditions – it is one of the major honey making are in Ajara region. – 60 min.

16.30 PM - Machakhela Historical and Ethnographic Museum (40-45 min.)

18.00 PM – Arriving at restaurant “Ajarian WINE house” (between Keda and Batumi city) – masterclass in making of Ajarian dishes - around 50 min.

19.00 PM – Dinner with Ajarian dishes and wine degustation

21.30 PM – departure to Batumi city

22.00 PM – arrival in Batumi

Cost of package – 170-180 EUR per person (Group of 10-12 persons)

TOURIST PACKAGE 2

“ECO/RURAL TOURS - AJARA ”

Eco / Rural Tourism - is becoming one of the high potential type of tourism in Ajara. Foreign tourists are especially interested in ecotourism while visiting the region. Picturesque nature, diverse flora and fauna, abundance of historical and cultural monuments as well as hospitable people create favourable conditions for eco / rural tourism development.

There are 4 protected areas on the territory of Ajara. All four protected territories are all netted with hiking trails, bicycle paths, picnic spots and camping sites. The local landscape is suitable for hiking tours, horse riding, scientific and ecotourism. Their diversity clearly creates the great potential of ecotourism in the region.

For Rural tourism main areas/villages in Ajara region are – Gobroneti, Nigazeuli, Chakvistavi, Vaio, Tskhemlara, Kedlebi etc. Rural activities include - get familiar with traditional rules of cattle breeding, poultry raising, vegetable growing, gardening and bee keeping, hiking, camping, hunting. In addition, try fishing and learn popular national crats including long-basket plaiting, knitting, tobacco refining, vodka brewing, and traditional ways of cooking local dishes, horse-racing, visiting historical and cultural sites.



“**ECO/RURAL TOURS in Ajara**” can have different variations and offerings for tourists. We suggest two major types:

1. Eco Tours in Protected area of Ajara region
2. Eco/Rural tours in mountain areas of Ajara

Both can be one, two or three-days tours depending preferences and time availability of tourist groups.

Eco Tours in Protected area of Ajara region

The protected areas and National parks are the significant natural resources for ecotourism development. Ajara region has four protected areas:

- **Kintrishi protected landscape** (3200 hectares) - area is particularly compelling for those who like hiking and horse riding in the wild. There is an 11-12 century so-called Tamari arch bridge on the territory of the protected landscape. A 1.2 km long hiking trail goes to the bridge and buxus grove. The other trail takes the visitor to the ancient wine cellar, St. George Church of Tskhimvana and waterfalls. The second, 37 km long overnight hiking trail leads to the beautiful Tbilkeli lake. On the way, you encounter tertiary period Caucasus yew forest and Khino monastery.
- **Kobuleti Protected Area** - Kobuleti Protected Area territory comprises unique sphagnum strict nature reserve (Ispani II, 331 hectares) and managed nature reserve (Ispani I, 439 hectares). The Protected Area is located to the North-East of Kobuleti plain, along with the Black Sea coast, 28 km from Batumi. It was created in 1998 in order to preserve the unique wetland ecosystems that are recognised by RAMSAR convention and represent highly valuable natural heritage sites. This territory is the habitat for migratory, nesting and wintering bird species. Botanists are compelled by the boreal species: sphagnum or white moss and insect-eating sundews (Drosera).
- **MTIRALA NATIONAL PARK** - On Mtirala mountain in Chakvi at the altitude of 1,381, the annual rainfall levels reach 4,000-4,500 which is the highest across Eastern Europe to Central Asia. Mtirala National park was established in 2007. It covers 15,698 hectares, including Kobuleti, Khelvachauri and Keda municipalities in its territory. Almost entire park area boasts forests and groves, as well as Paleogene period flora from around 25-50 million years ago. 284 types of plants and 95 animal species inhabit the territory which also includes endemic and relict specimens. Some of them are enlisted in the ‘red list’ of Georgia. Some picnic and camping sites are arranged in the park as well. Hiking trails are entirely road-marked, allowing overnight hiking tours. The visitor’s centre is situated 15 km away from Chakvi, in Chakvistavi village. The park offers hiking, riding, scientific and ecotour opportunities to the visitors.
- **MACHAKHELA NATIONAL PARK** - founded in May 2012 and covers 8,733 hectares in Machakhela valley. Machakhela is a transboundary river, bordering Turkish Jamil Biosphere Reserve which creates prospects for transboundary cooperation. 95% of the park territory is covered by broadleaf forests: Chestnut, redwood, oak, hornbeam and alder groves. Hazelnut, Georgian nut, yew,



rhododendron, elm tree, iris and other species also grow here. Two walking trails are integrated with vehicle routes. The local endangered species include Caucasian honey bee, brown bear, Caspian snowcock, Caucasian salamander. Machakhela can be a compelling destination for those who take interest in natural and cultural heritage. The purpose of creating this national park was to protect the local architecture, monuments of cultural heritage and traditional agriculture.

It can be offered several options of Eco-Tours focusing on Ajara Protected areas:

1. **ONE DAY tours in each protected area** - it can be daily tours to:
 - Mtirala National Park
 - Machakhela National Park
 - Combined daily tour to Kintrishi Reserve and Kobuleti Protected area

2. **Three Day tour “ECO-TOUR – Ajara National Parks”** combining all four protected areas. This option will allow the tourists to have complete overview / tour of all protected areas which have its own specifics and have relax in nature.

The brief tour itinerary is provided bellow:

DAY ONE

09.30 AM – depart Batumi city

10.30 AM – Arrive in Mtirala National Park – Visitor Center

10.30 AM – Brief introduction about Park at Visitor Center

11.00 AM – Degustation of local honey with tea - here tourists will find coloured beehives and shops where its possible to taste and buy chestnut, acacia, field flowers and citrus honey.

12.00-13.00 PM – free time to relax

13.00 PM - Lunch at guesthouse or local restaurant - 60 min.

14.00-19.00 PM - hiking route (5 km. – 4-5 hour roundtrip) starting from visitor centre – tourists will pass:

- The beautiful gorge of the Chakvistskali River. There are also designated picnic spots and fire pits near the river bank.
- The underwood with cherry laurel, Colchic box trees and various types of ivies
- A 15 m high waterfall covered in ivy and Colchic box trees
- beautiful lake of where it is possible to see trout and swim
- Zip Line area

19.00 PM – arrival at guesthouse

20.00 PM – Traditional dinner at Guesthouse with local wine degustation

NIGHT STAY at guesthouse in Mtirala National Park

DAY TWO



09.00 AM - Breakfast / Check-out

10.00 AM – depart from Mtirala National Park

11.30 AM - arrive at Kintrishi Protected area

11.30-14.00 PM – tour in Kintrishi Protected area:

- Main sightseeing: arched bridge, Tskhemvani St. Giorgi Church, box-tree stands.
- The trail begins at the old arched stone bridge on the Kintrishi River in the village of Tskhemvani. The trail continues from the stone arched bridge to the visitor shelter lying in the green nature, where visitors can get full information about the trail, learn about safety rules and get a trail map.
- The area is full with mixed forest (chestnut, beech, hornbeam) stands. Visitors can use camp and picnic spots. The shelter has a hotel where visitors can have a rest, overnight or rent a horse.
- The trails head to Tskhemvani St, Giorgi church, which started functioning in 2005. Visitors can see ancient wine pitchers here.
- The trail continues to old box-tree stands, with a height of 10-12 m and diameter of 16-21 cm.; the forest is more than 300 years. At the end of the trail there is a nice waterfall.

14.00 PM – LUNCH

15.30 PM – arrive at Kobuleti Protected Area

15.30-18.00 PM – tour around Kobuleti Protected Area

18.00 PM – departure to Batumi city

20.00 PM – dinner at one of the Georgian restaurant in Batumi city

NIGHT STAY in Batumi

DAY THREE

10.00 AM – departure from Batumi city to Machakhela National park

11.00 AM - **Machakhela Gun Road and monument (40 min.)** - The name is a reference to one of Machakhela's most beloved traditions: making flint guns. The villages in this area have a long history of blacksmithing and wood craftsmanship that dates back to the 18th century. 'Topi Machacheli', as the specialty guns were known, were hand-made by local families and known throughout the region for their robustness and ability to fire far-range.

12.10 AM – Machakhela national park's Visitor centre – to make familiar and get info about Park (30 min.)

13.00 AM - Arch bridge Tskhemlara Bridge – old stone arched bridges on Machakhela river (20-25 min.)

14.00 PM – LUNCH at one of the local guesthouses – traditional cuisine and wine (90 min.)

15.30 PM – HONEY degustation with honey-based Vodka - visiting local honey makers and degustation of honey and local specific honey based vodka. Machakhela is famous for its honey making traditions – it is one of the major honey making are in Ajara region. – 60 min.



- 17.00 PM** - Machakhela Historical and Ethnographic Museum (40-45 min.)
18.30 PM – Arriving at restaurant “Ajarian WINE house” (between Keda and Batumi city) – masterclass in making of Ajarian dishes - around 50 min.
19.30 PM – Dinner with Ajarian dishes and wine degustation
21.30 PM – departure to Batumi city
22.00 PM – arrival in Batumi

NIGHT STAY in Batumi City

p.s. Based on tourist Group preferences can be arranged night Stay in one of the guesthouses in keda district

2. Eco/Rural tours in mountain areas of Ajara

Eco/Rural Tours in mountain area of Ajara can be offered in variety of – one, two- and three-days tours. Depending on tour duration it can include one or all major districts of Ajara – keda, shuakhevi, Khulo

- **One day Tours** – can be arranged to Machakhela region, Keda District
- **Two day Tours** – Combining – Keda, Shuakhevi and Khulo districts
- **Three day Tours** – Keda, Shuakhevi, Khulo and Goderdzi alpine Zone

Places and rural areas for potential visit

- Makhuntseti waterfall
- Gobroneti village
- Gomarduli village
- Green lake and Goderdzi resort (Alpine Zone)

During each of tour will be visited various tourism sights, cultural monuments and will be arranged lunch/dinners at local, traditional guesthouses with authentic environment.