



GET IN TOUCH

Department of Tourism and Resorts of Ajara

📍 84/86 Parnavaz Mepe St., 6010, Batumi, Georgia

☎ +995 422 27 47 19

✉ info@visitbatumi.com

🌐 www.visitbatumi.com



Department of Tourism and Resorts of A/R Ajara, Georgia

NOT FOR SALE 2025

BATUMI, GEORGIA

All Season Destination

#VISITBATUMI





GAMARJOBA

"Gamarjoba" means "Hello"- so, you already know the first Georgian word

📍 Batumi Boulevard



VISA-FREE REGIME

Georgia's VISA policy allows citizens of 98 countries to enter Georgia with a visa-free regime for 1 full year and resident permit holders of 50 states for a 90 calendar days period. In addition, holders of a valid visa for the United States, the EU states, Japan, the Republic of Korea, and the UAE may enter the country without a visa. An **E-Visa** option has also been available since 2015, Georgia has introduced an e-visa system, that allows travellers from certain countries to apply for an electronic visa before their trip. The E-visa can be obtained online through the application process on the webpage evisa.gov.ge. For more information, visit: www.geoconsul.gov.ge; www.mfa.gov.ge.

AIRPORTS

Batumi International Airport

✈ 9 km to Batumi

The airport serves international and domestic flights, connecting Batumi to various destinations. Turkish Airlines, Georgian Airways, Flynas, El Al, Yan Air, Scat Airlines, Azerbaijan Airlines, Pegasus Airlines, Flydubai, Arkia Israeli Airlines, and others are in operation. These airlines provide connections between cities such as Tbilisi, Istanbul, Baku, Dubai, Riyadh, and others. For more information, please visit: www.batumiairport.com.

Kutaisi International Airport

✈ 115 km to Batumi

The airport is conveniently accessible from multiple locations in Georgia and offers direct international flights. Wizz-Air, a low-cost airline, serves many European cities, including Madrid, Barcelona, Rome, Milan, Paris, Budapest, Riga, Vilnius, Vienna, Brussels, Larnaca, Prague, Copenhagen, Tallinn, Berlin, Cologne, Lisbon, Bucharest, Dortmund, Frankfurt, Hamburg, Munich, Athens, Thessaloniki, Warsaw, Katowice, Krakow, Poznan, Wroclaw, and Abu Dhabi, UAE. Journeys by car or bus from Kutaisi to Batumi take about 1 hour and 45 minutes. For more information, please visit www.kutaisi.aero.

Tbilisi International Airport

✈ 370 km to Batumi

The airport offers direct flights from numerous European and Gulf countries, among other destinations: Munich, London, Geneva, Paris, Nica, Vienna, Warsaw, and others. The airport is located 20 km from the centre of Tbilisi, and its ICAO standards and services make it one of the most reliable destination points. Tbilisi and Batumi are easily connected by train, bus, minibus, taxi, private car or domestic flight. For more information, please visit: www.tbilisiairport.com.



📍 Ushguli, Svaneti

GEORGIA

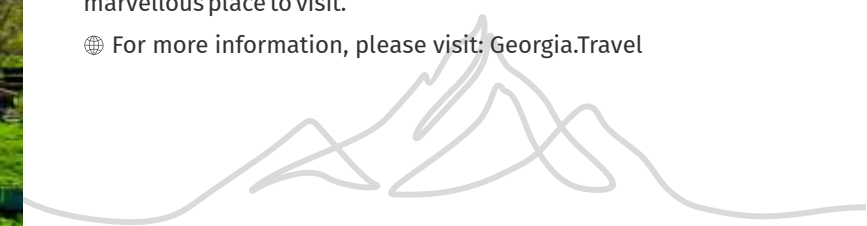
Georgia is one of the oldest countries in the World, covering an area of 69,700 square kilometers, with a population of 3,7 million. Unique alphabet, culture, traditions and architecture will make you travel in time. Georgia has a very diverse nature, maritime and mountainous climates, it is rich in history, traditions, culture and folk dances. The country of Georgia represents several UNESCO world heritage sites. Georgian polyphonic singing is part of the UNESCO Intangible Cultural Heritage List, as well as the city of Mtskheta, Gelati Monastery, Upper Svaneti and Georgian Alphabet as of World Heritage Sites. Georgia is also renowned for its unique cuisine and oldest wine making culture.

Georgia is the country at the crossroads of Europe and Asia, the history of which started way before the Greek Jason chasing the golden fleece fell in love with the princess Medea from the Colchis Kingdom – ancient Georgia. This land, the birthplace of the first European human and the homeland of 8000-year-old Qvevri wine, gave the world honey and wheat, over 500 varieties of grapes and cheese.

Over the past twenty years, Georgia has undergone significant reforms, resulting in notable political and economic advancements. Since 2023, the European Union has granted Georgia the EU candidate status. Georgia is a business-friendly, progressive and fast-developing country – an attractive destination not only for investment but also for travel.

In Georgia we believe that a guest is the gift from God – hence, you will always be warmly welcomed, heartily hosted, and thoroughly immersed in what makes Georgia such a marvellous place to visit.

🌐 For more information, please visit: Georgia.Travel



📍 Tbilisi, Georgia

INCREDIBLE FACTS ABOUT GEORGIA

1. Georgia is the birthplace of wine, with 8.000 years of wine-making tradition
2. Georgia has its unique language and alphabet
3. Kutaisi and Mtskheta are ancient European cities
4. The Caucasus is Europe's highest mountain range
5. Georgia has 94 protected areas in five IUCN categories
6. Unique hospitality
7. Georgians name their homeland "Sakartvelo"
8. Ancient Civilisation: Georgia is the home to the first Europeans
9. Georgia offers a unique culinary tradition
10. Georgia is at the meeting point of two continents, Europe and Asia



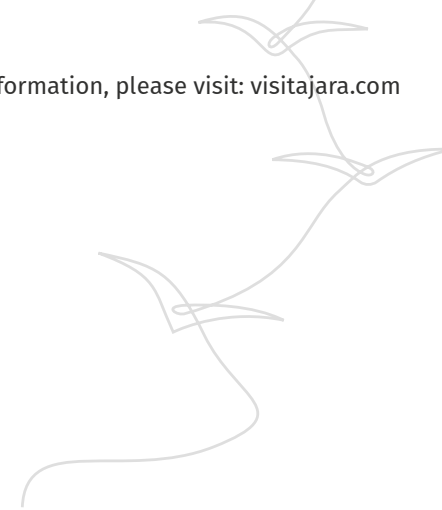
📍 Black lake, Khulo

AJARA

Ajara region located along the Black Sea coast, is known for its stunning natural landscapes, rich history, authentic cuisine and vibrant culture. Region's perfect combination of the Black Sea and mountainous areas, numerous lakes and waterfalls, hiking routes and tourist infrastructure, create the appealing tourist products and services for the travelers, interested in coastal and ski tourism, adventure and ecotourism, wine and gastronomy, cultural and sports tourism. The Botanical Gardens, UNESCO World Natural Heritage sites, Europe's longest zip-line and powder snow ski resort as well as various events of both local and international levels, transform the region into an all-season travel destination.

Ajara region is waiting to host and make you discover many reasons why we are the upcoming tourism destination. Its breath-taking nature on the coastline of the Black Sea is full of diversity: the sea and high mountains, sightseeing of cultural monuments, monasteries, arch bridges, beautiful lakes and authentic villages. Here, you will try the different flavor of the wine and undiscovered cuisine, feel the power of ecotourism, become a family member of open-hearted hosts. Adjara is not only a tourism hub of the country but also an investment hotspot with real estate and infrastructure development, international airport and seaport.

🌐 For more information, please visit: visitajara.com





📍 Batumi Skyline

BATUMI

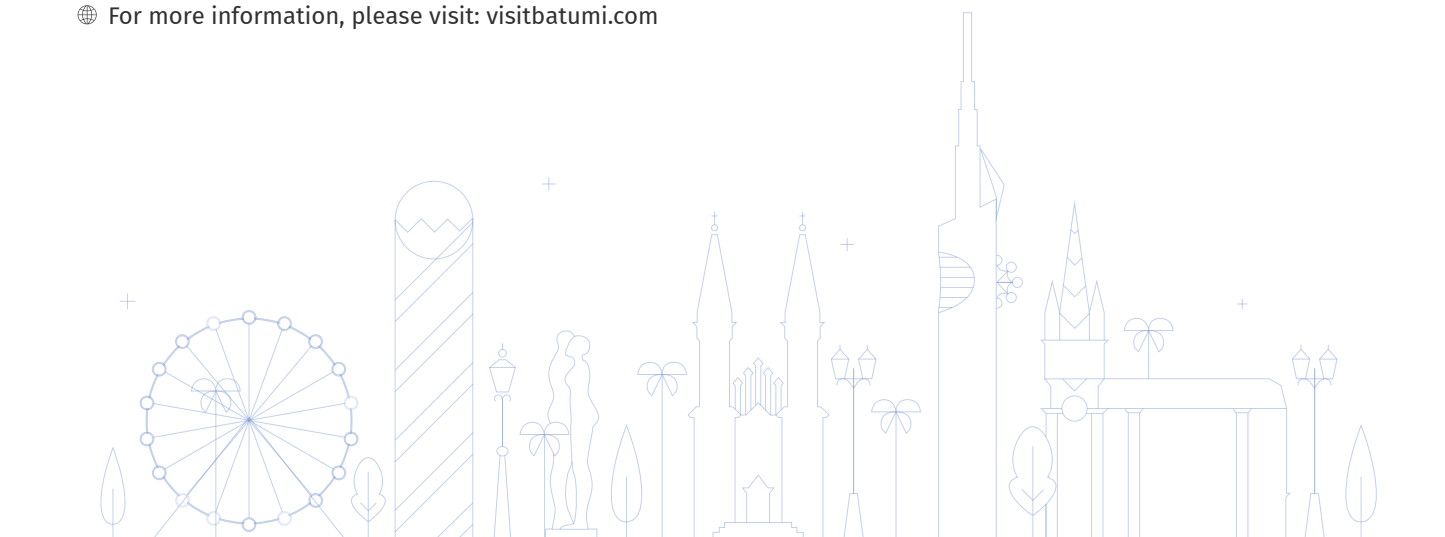
Batumi, Georgia is a true natural wonder, where the subtropical climate of the sunny Black Sea coast meets the majestic beauty of the high mountains. This vibrant city of Batumi blends modern and historic architecture, showcasing a rich cultural heritage, unique traditions, UNESCO-recognized National Parks, and a diverse culinary. Known for its breathtaking architecture, events, lively city atmosphere, and stunning Boulevard, Batumi has earned the title of “Europe's Leading All- Season Destination.”

The combination of seaside resorts and mountainous areas make Batumi interesting destination for nature and adventure lovers. The city's Botanical garden is a must-visit, showcasing a diverse collection of flora from around the world. The Batumi Boulevard, a picturesque promenade along the waterfront, is a great place to take a stroll and enjoy the sea views and sunsets.

Country's unique alphabet, culture, traditions, Georgian dances and polyphonic singing offer travelers a journey through a history and heritage that spans over 2000 years. Whether you're interested in history, architecture, nature, or simply relaxing on the beach, Batumi has something to offer to every type of traveler. Due to its dynamic economic growth, business-friendly legislation, and liberal tax system, the Batumi City of Georgia also stands out as a popular investment and business development destination.

Batumi is a city of contrasts – the Black Sea coastline and the Caucasus mountains, the sun and the rain, the history and the modernity, cultures and adventures, beliefs and views. Here, every traveller's interests are met, preferences are welcomed, and memories are full of smiles. Visit this small and cosy city and decide whether it's a hidden gem or Europe's Leading All-Season destination.

🌐 For more information, please visit: visitbatumi.com





📍 Batumi Piazza



HISTORY, CULTURE AND SPORTS

This is Georgia,
where history comes alive

Trip to Crossroads



📍 Khikhani Fortress

Cultural tourism in Batumi is a fascinating way to explore the colourful and diverse city of the Ajara region. It has an extensive history and heritage spanning 2000 years, shaped by various civilizations and religions. The region's historic-cultural richness is evident in the remains of ancient monuments and the authentic heritage of culture. Ajara is also an archaeological hotspot, with its findings well-represented in numerous museums.

CULTURE AND HISTORY

Ajara, located in the country's southwestern region, boasts a unique blend of traditions and influences that have shaped its identity over the centuries. From its ancient archaeological sites to its modern-day festivals and events, Ajara offers a glimpse into the rich tapestry of Georgian culture and history. Explore the region's diverse culture, music, art, architecture, and museums, and learn about the customs and traditions passed down through generations.

RELIGIOUS TOURISM

Ajara is renowned for its religious tolerance, fostering harmonious coexistence among people of diverse faiths. In the vibrant city of Batumi, one can find **Orthodox, Catholic, and Gregorian churches**, alongside **mosques** and **synagogues** nestled in the city center. Ajara proudly showcases its multi-religious and multi-national character, embodying a spirit of unity and acceptance.

MUSEUMS AND ALPHABET

Explore the region's diverse history and culture through the **Museums of Ajara**. From ancient archaeological finds to contemporary art pieces, Ajara's museums feature a comprehensive exploration of the different times and epochs. The Georgian alphabet is among the 14 unique alphabets in the world, which is displayed at the **Alphabet Tower**, an iconic tourist site that showcases the beauty and complexity of the Georgian language.

ART AND ARCHITECTURE

From ancient ruins to contemporary masterpieces, Ajara offers a diverse array of artistic expressions. Some of the most notable ancient sites include the **Skhalta Monastery, Gonio, and Petra Fortresses**. To enjoy captivating modern art, visit the remarkable and impressive metallic masterpiece known as the symbol of eternal love, **"Ali and Nino"** statue.

SPORTS TOURISM

Batumi City is equipped to host international sporting and cultural events with the utmost excellence. The city's modern infrastructure and renowned Georgian hospitality showcase its preparedness to welcome global sports and cultural events, positioning Visit Batumi as a highly sought-after destination for visitors worldwide. The city often hosts major sports events such as the 2023 UEFA European Under-21 Championship matches, including the final, and more. Sports tourism is on the rise in this charming Georgian city.

FESTIVALS AND ENTERTAINMENT

Batumi City has established itself as a vibrant cultural hub, hosting a variety of international festivals that attract renowned **musicians, artists, and celebrities**. The city boasts a diverse range of entertainment options for visitors to enjoy. In recent years, gambling has emerged as a popular attraction for tourists in Batumi, with a multitude of **casinos** catering to both local and foreign gamblers.



 Batumi Botanical Garden



NATURE AND ECOTOURISM

Get to know Georgia's
natural wonders

Green Ajara

Mtirala National Park UNESCO Natural World Heritage Site

On the shore of the Black Sea of Ajara, you'll find emerald mountains and abundant greenery. Ajara's natural beauty, along with the country's rich cultural heritage, makes it an ideal destination for nature and ecotourism lovers. The region is home to various ecosystems, including picturesque mountains, woodlands, rivers, lakes, wetlands, and **UNESCO**-recognized World Natural Heritage Sites: **Mtirala National Park, Kobuleti, and Kintrishi Protected Areas.**

MOUNTAIN TOURISM

Experience the beauty of mountain tourism by discovering the breathtaking destinations of **Beshumi, Merisi, Chirukhi, Jvarimindori, Chvana** and many others. The highlands of Ajara are defined by the distinctive characteristics of the local community, its climate, and its biodiversity. A broad range of outdoor leisure activities provides unique opportunities for visitors, including **camping** at the base of mountains, staying in wooden houses nestled within forests, and enjoying panoramic views from cosy **eco-cottages** and **glamping** sites.

ECOTOURISM & SUSTAINABILITY

The Ajara region offers a unique opportunity to experience the beauty of nature while promoting sustainability. The vast eco-tourism potential offers a unique and exhilarating experience, which lies within the UNESCO World Natural Heritage National Parks: **Mtirala National Park, Kobuleti, and Kintrishi Protected Areas.**

RURAL TOURISM

An authentic and memorable experience lies within rural tourism, where rich culture and traditions abound. Our hospitable Ajarian locals will create a warm and inviting atmosphere, immersing you in local customs and history. Visitors will have the opportunity to participate in rural life activities such as **cooking, farming, horticulture, viticulture, and beekeeping.**

BIRDWATCHING

Birdwatching tourism has become one of the most popular ecotourism activities in Ajara. The Black Sea coast, especially the outskirts of Batumi, is known as the "Migratory Corridor of the Eastern Black Sea," where more than 1 000 000 migratory birds of prey are observed annually. This remarkable natural phenomenon has generated growing attention in recent years, establishing Batumi as a top destination for bird watchers worldwide.

HIKING & BIKING

The region's stunning natural beauty and diverse terrain make it the perfect destination for outdoor enthusiasts. Whether you prefer a stroll through lush forests or a mountain bike ride, you will discover the hidden gems of nature, including enchanting waterfalls and greeneries. You can follow hiking routes in the **UNESCO-protected national parks.** Hiking trails: visitajara.com

ADVENTURE TOURISM

Adventure tourism in the Ajara region of Georgia offers an unforgettable journey filled with excitement and exploration. Ajara has a variety of thrilling activities for adventure enthusiasts, such as canyoning, zip-lining, boating, and rafting on the region's picturesque rivers. Ajara features Europe's longest dual zipline, stretching 1,750 meters across the stunning Chirukhi Mountain.



Scan for Zipline

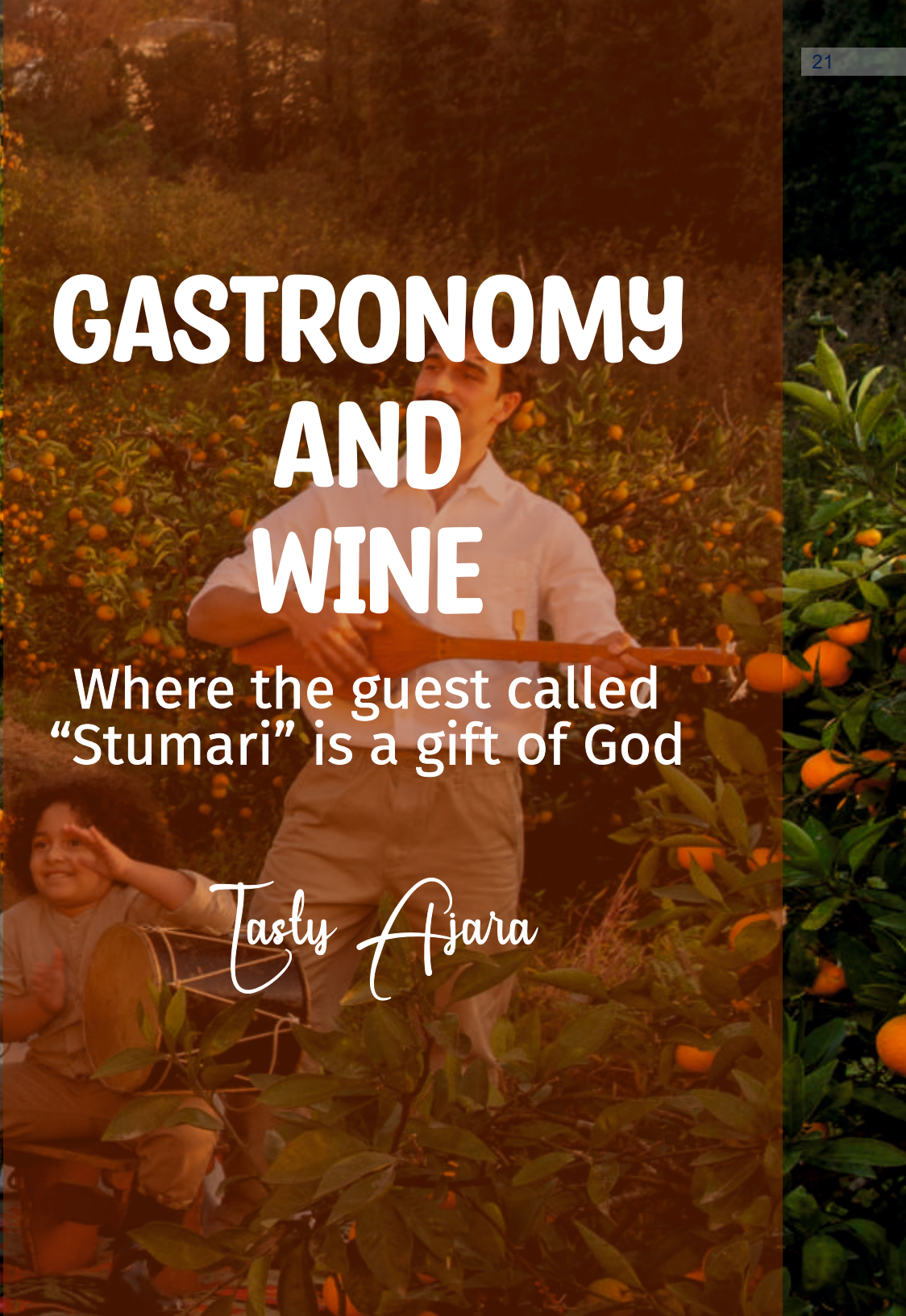


📍 Citrus Harvest, Kobuleti

GASTRONOMY AND WINE

Where the guest called
“Stumari” is a gift of God

Tasty Ajara





📍 Keda, Georgian Supra

Georgia's gastronomy and wine culture are deeply intertwined with its history and traditions, offering a rich tapestry of flavors and experiences for those eager to explore diverse and unique culinary adventures. Ajarian cuisine features approximately 150 different dishes. The Georgian Supra is not just a meal but a generous feast and an ancient ritual of sharing and appreciating local values, a vital form of human connection and communication.

GASTRONOMY TOURISM

Gastronomy tourism in Ajara presents a distinctive opportunity for visitors to delve into the region's diverse culinary heritage. From classic Georgian dishes to innovative fusion creations, Ajara boasts a culinary scene that caters to all tastes. Ajarian cuisine is renowned for its unique blend of flavours influenced by the region's geography and local ingredients. Whether it's the fresh **fish** sourced from the Black Sea, hearty **meat** and **dairy** dishes including a local cheese from the high mountains, or the use of **aromatic herbs** and **crisp vegetables**, Ajara offers a culinary experience that will satisfy the most discerning food enthusiasts and vegetarian travellers alike.

GEORGIAN SUPRA

The Georgian Supra is a traditional feast that holds great significance in Georgian culture. It is a time-honored tradition where friends, family, and guests gather to share a meal and wine while celebrating special occasions. The toastmaker, known as "Tamada," presides over supra, and this table tradition fosters a sense of unity and hospitality among Georgians.

AJARIAN KHACHAPURI

Ajarian Khachapuri is a traditional Ajarian dish consisting of bread filled with cheese, butter, and an egg. This savoury pastry is a popular choice among locals and visitors. The combination of melty cheese, butter, and egg yolk creates a delicious and indulgent treat that is sure to satisfy any craving. Ajarian Khachapuri is a must-try when visiting Batumi, Georgia.

HARVESTS

The fertile soil and favorable climate in Ajara provide optimal conditions for crop cultivation, resulting in high-quality produce. The success of the harvests is a reflection of the wealth of experience and dedication of Ajara's farmers, who uphold a tradition of agricultural excellence. During the autumn season, the most exciting activity is participating in **grape**, **citrus**, or **tobacco harvesting** events. In the autumn season, the city of Batumi hosts the "Gandagana" Festival, where the old Ajarian traditional, rural, and gastronomic culture is celebrated.

GEORGIAN WINE & QVEVRI

Georgia's wine-making culture dates back 8000 years. One of the most distinctive features of Georgian winemaking is the usage of a traditional clay vessel called **Qvevri**, which is recognized as part of the UNESCO Intangible Cultural Heritage. The most famous wines of Ajara are: "**Chkhaveri**" and "**Kedis Tsolikauri**".

MOUNTAIN WILD HONEY "JARA"

The mountainous parts of Ajara are renowned for producing 100% pure, high-quality honey. This honey, known as "**Jara**," is a longstanding tradition that dates back many years. It is a unique method of honey production where bees create their hives in tree hollows. This inspiring tradition results in an exceptional quality of **wild honey**, crafted from the nectar of wildflowers.

MICE

This is Georgia,
where Europe meets Asia

City of Meetings

📍 Batumi Skyline



📍 Batumi Stadium

Batumi City is internationally recognized as “Europe's leading all-season destination” and is the perfect choice for your next MICE (Meetings, Incentives, Conferences, and Exhibitions) events. Situated between the majestic Caucasus Mountains and the sparkling Black Sea, Batumi offers a unique combination of stunning landscapes, architectural wonders, modern infrastructure, and a thriving business environment. Experience the allure of Batumi, and let it set the stage for an unforgettable MICE experience.

BUSINESS TOURISM

The business and corporate tourism sectors in Batumi are experiencing steady growth, with significant investments being made in hotel capacities. Currently, the number of rooms is increasing rapidly, with 625 accommodations offering over 41 594 beds. Batumi is famous for its distinctive fusion of modern and ancient architecture, creating an ideal backdrop for MICE events. With its expanding range of accommodations and commitment to excellence, Batumi is becoming a top destination for business and corporate travelers. The hospitality industry in Batumi is well-known for its charm and elegance, with every detail thoughtfully designed to create unforgettable experience for guests.

CULTURAL TOURISM

Cultural tourism in Batumi is a flourishing industry that offers visitors a unique opportunity to explore the rich history and diverse cultural heritage. From ancient archaeological sites to modern art, including the collections of artifacts and firsthand remnants of past civilizations, it showcases the city's vivid art scene. Batumi offers several cultural and musical events and international festivals every year. Cultural venues in the Ajara region provide a unique combination of historical significance, scenic beauty, and an inspiring environment for MICE events, leaving a lasting impression on attendees. Batumi was designated as a UNESCO Music City in 2021, further solidifying its reputation as a hub for cultural tourism.

SPORTS TOURISM

Batumi offers wide opportunities for sports enthusiasts, whether you are seeking relaxation on the beach or an adrenaline-pumping outdoor challenge. From engaging in water sports along the Black Sea to embarking on hiking adventures in the nearby mountains or skiing in the Goderdzi resort, the region of Ajara provides a diverse range of activities for visitors with a passion for sports. Batumi features modern and professional facilities, sports infrastructure, and inclusive policies catering to a wide variety of sports, hosting high-level international sports and cultural events such as the 43rd World Chess Olympiad and the UEFA European Under-21 Championship. ACES Europe has named Batumi City as the European City of Sport for 2019.

SERVICES

The City of Batumi, Europe's Leading All-Season Destination, is a place of endless surprises that elevate ordinary occasions into unforgettable experiences. Our professional service providers offer tailored assistance that leaves a lasting impact on event attendees. Local suppliers in Batumi are renowned for their seamless collaboration and ability to bring ambitious plans to life, all while maintaining exceptional service standards and a personalized touch. Local agencies offer a wide range of services to cater to the diverse needs of our customers.

For more information on our suppliers and details, please visit our comprehensive database at:





📍 Tsikhisdziri

COASTAL, MARITIME & INLAND TOURISM

The Ajara region of Georgia boasts a subtropical climate and a stunning 21-km coastline, making it a perfect destination for those looking to unwind and immerse themselves in natural beauty. The Ajara coastline is home to a variety of tourism opportunities, including coastal, maritime, and inland experiences. Visitors can explore the picturesque beaches of **Batumi, Gonio, Kvariati, Sarpi, Kobuleti, Tsikhisdziri, and Chakvi.**

The Black Sea coast attracts many visitors who enjoy swimming, sunbathing, and various beach-related leisure and recreational pursuits. Yachting, boating, and maritime sports are also popular choices for those looking to explore sea-based activities. Inland tourism is equally in demand among visitors seeking to discover the region's captivating natural wonders.

The Batumi Seaside Promenade is known for its breathtaking panoramic views of both the city and the Black Sea. It also features iconic monuments, including the Love Statue "Ali and Nino" and the Alphabet Tower.





📍 Goderdzi Ski Resort

SKI AND MOUNTAIN TOURISM

The Ajara region of Georgia offers a unique and exciting opportunity for ski and mountain tourism. Situated 80 km from the city of Batumi at an elevation of 2,025 meters above sea level is **Goderdzi Ski Resort**, offering a wide range of snow activities, including skiing, snowboarding, heli-skiing, cat-skiing, and snow-hiking. During the wintertime, visitors can also enjoy **Gomarduli Ski Resort** for snow and recreational activities.

Ajara's high mountains, besides their breathtaking natural beauty, showcase the rich cultural heritage and hospitable local communities. Along with mountain activities, such as hiking, biking, horseback riding in **Beshumi** Resort, or just wandering in the national parks, visitors can explore historic sites, sample delicious cuisine, and immerse themselves in the region's unique traditions and rural culture. For unforgettable panoramic views of untouched nature and mountain hikes, keep on your list the destinations of **Chirukhi, Jvarimindori and Ghoma.**





 Batumi Boulevard

SPRING

There's something incredibly soothing about immersing yourself in nature and breathing in the fresh air. As temperatures rise and snow melts, the captivating fragrance of blooming flowers fills the atmosphere. Waterfalls, rivers, lakes, and mountains awaken from their winter slumber.

Spring in Ajara brings warm and delightful weather. April stands out, with magnolias and camellias bursting into bloom. Strolling along Batumi Boulevard and witnessing the vibrant spring waves is a true delight. Make sure to visit the Batumi Botanical Garden, where you can fully appreciate the various stages of nature's awakening.

As evening falls and a gentle coolness sets in, it's the perfect time to unwind with a glass of smooth wine and reminisce about the day's adventures.

This is the most suitable time to do something different than just the ordinary to-do-things. We suggest that you:

- ✧ Relax in nature and enjoy the scenery
- ✧ Admire the blooms in the Botanical Garden.
- ✧ Experience the city's culture at "Batumboba" city festivities
- ✧ Visit the UNESCO World Natural Heritage Site "Mtskheta National Park"
- ✧ Find the waterfalls between the cliffs of mountainous Ajara
- ✧ Enjoy the art and culture of Ajara museums
- ✧ Visit one of the main citadels in the region, Gonio fortress
- ✧ Get in shape and practice yoga in paradise
- ✧ Explore numerous stores, boutiques, and unique styles by Georgian designers.

SUMMER

Summer is a time of adventure, freedom, and sunshine. In Ajara, you can cool off from the heat by visiting the region's rivers, lakes, and beaches. You may also rent a yacht, jet-ski, or boat and glide along the Black Sea's waves. And what better way to end your day than by indulging in some delicious local cuisine, like Ajarian khachapuri?

Stay tuned for the exciting events planned throughout the summer season. From festivals and live music to concerts and colourful shows, there's always something fun happening in Ajara during the summer

- ✦ Experience horseback riding and the adrenaline of rafting on the rivers of the Ajara region
- ✦ Get inspired with our fun-filled list of maritime activities for you and your family: yachting, boating, and fishing
- ✦ Enjoy watching the beauty of the waterfalls and lakes
- ✦ Explore your ultimate cycling and zip-lining experience
- ✦ Go hiking and camping and get lost in nature
- ✦ Visit UNESCO World Natural Heritage national parks and protected areas
- ✦ Explore the top sites in Batumi in just one day
- ✦ Taste the unique flavors of Ajarian cuisine and wine
- ✦ Enjoy the silky water of the Black Sea and sunbathe on its coast
- ✦ Embark in several cultural activities, international music festivals, vibrant nightlife and events



📍 Chvana Valley, Khabelashvili

AUTUMN

Autumn is a beloved season for many due to its warm and cosy atmosphere and the stunning display of nature's colors. The air is scented with the fragrance of ripe fruits and crisp leaves, and it provides the perfect weather for outdoor activities such as hiking.

In Ajara, autumn is also the time for grape harvesting, an important season for viticulture. Visitors can join the locals in picking grapes and taking part in the harvest festivities.

The International Birdwatching Festival is another significant autumn event in Ajara, where bird enthusiasts can observe unique and exotic bird species.

In addition, Ajara offers a variety of fall events that are worth checking out to make the most of your visit.

Create your list of autumn activities by including:

- 🍂 Participate in the Birdwatching Festival
- 🍂 Follow the colours of the foliage
- 🍂 Engage in culinary masterclasses
- 🍂 Attend the autumn festivals and cultural events
- 🍂 Choose your harvest: Grape, Citrus, or agricultural products
- 🍂 Capture the massive trees coloured in shades of red and yellow
- 🍂 Enjoy the beauty of Ajara's medieval stone bridges
- 🍂 Follow the wine routes
- 🍂 Explore the old town of Batumi

WINTER

As the first snowflake touches the ground, nature transforms, enveloping the surroundings in a blanket of white, marking the tranquil days of winter.

Winter's arrival fills the city with contagious excitement and childlike wonder. Photographers flock to capture the snow-kissed seashores and Batumi Boulevard. Meanwhile, the highlands of Ajara experience a harsher and longer season, offering pristine snow, uncharted paths, and towering white mountains—an idyllic playground for thrill-seekers.

The quest for skiing adventures keeps visitors coming back year after year. Reignite your passion for skiing and snowboarding at the "Gomarduli" and "Goderdzi" resorts.

After a day on the slopes, retreat to a cosy, family-run hotel and unwind by the fireplace with a steaming cup of hot chocolate.

Despite what's on your list, make sure to:

- ✧ Celebrate New Year's Eve as the locals do
- ✧ Grab the Glintwein and visit the snowy seaside
- ✧ Discover "Europe Square", one of the most beautiful sites in the center of Batumi
- ✧ Visit the mountainous Ajara and enjoy the pictorial journey.
- ✧ Find the ancient Skhalta Monastery in Khulo Municipality
- ✧ Don't miss the opportunity to visit the Khulo Museum
- ✧ Head to Goderdzi Ski Resort for the powder snow
- ✧ Hit the slopes and experience the thrill of skiing and snowboarding in Goderdzi
- ✧ Experience Heli ski and Cat ski



1 ALPHABET TOWER

The iconic five-story tower located in Miracle Park features all 33 Georgian letters. Designed to resemble DNA, the tower stands at a height of 130 meters. It rotates 360 degrees every hour, allowing guests to enjoy panoramic views from the restaurant, observation deck.



2 "ALI AND NINO" LOVE STATUE

The "Ali and Nino" statue is a famous and most visited monumental sculpture located along Batumi's coastline. This impressive artwork tells the internal love story of Ali and Nino, as depicted in the 1937 Austrian novel of the same title. The statue rotates every 10 minutes, symbolizing the eventual union, and serving as a reminder of the enduring power of love.



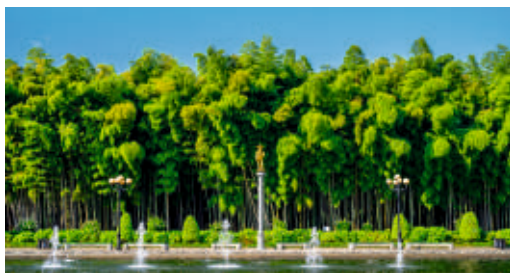
3 UNESCO WORLD NATURAL HERITAGE NATIONAL PARKS IN AJARA

Ajara is well-known for its verdant landscapes and rich biodiversity. Three national parks in the region have been designated as UNESCO World Heritage Sites: Mtirala National Park, Kobuleti, and Kintrishi Protected Areas. Visiting Ajara is a source of inspiration for ecotourism enthusiasts and nature lovers.



4 BATUMI BOTANICAL GARDEN

The Batumi Botanical Garden, covering 110 hectares, is situated on the slopes of Green Cape. Visitors can marvel at collections of rare and exquisite plants from around the world, totaling approximately 5 000 species, including 2 000 tree species. The garden showcases a diverse array of flora, which creates a wonder of nature in this oasis.



5 BATUMI BOULEVARD

Batumi Boulevard, which stretches along 7 kilometres of the stunning Black Sea coast, is elegantly designed with palm trees and colourful flowers, creating a serene and inviting atmosphere. Established in 1881, the boulevard features a lush green garden with 40 000 plants, a bicycle path, recreational activities, and antique-style colonnades that enhance its charm and allure.

6 BATUMI PIAZZA

Situated in the heart of Old Batumi, Batumi Piazza is an Italian-inspired square with captivating architecture and an iconic clock tower. The centerpiece of the square is a stunning 106 m2 mosaic, crafted by the renowned Georgian artist Natali Amirejibi de Pita. Surrounding the square are upscale hotels, restaurants, cafes, shops, and a stage for live music performances.



7 THE EUROPE SQUARE AND MEDEA STATUE

The Europe Square symbolizes the Georgian people's aspiration to align with European countries and values. At its center stands the Princess Medea statue, reviving the myths of the Argonauts and holding the Golden Fleece illustrates Georgia's prosperity and glory. The Europe Square seamlessly blends the city's rich history and modernity and serves for cultural events, festivals, and gatherings.



8 CRATER AND MUSEUM OF AJARA

The crater is one of the unique and rare archaeological findings. It dates back to the 5th century and was discovered near Kobuleti in 1967. This magnificent 49 cm tall antique vessel carries ancient art and is considered one of the best examples of Greek monumental painting, featuring scenes from Greek mythology. Only three pieces of its kind have been found worldwide, and one of them is currently housed in the Kh. Akhvlediani Museum of Ajara in Batumi, Georgia.



9 GONIO FORTRESS

Gonio Apsarus Archaeological-Architectural Museum-Reserve, known as Gonio Fortress, is Georgia's oldest citadel, with origins dating back to the Roman and early Byzantine periods. Visitors have a unique opportunity to immerse themselves in ancient history. Archaeological artefacts span various historical periods, with the earliest samples dated to the VIII-VII centuries BC.




10 CABLE CAR "ARGO"


The Argo Cable "Argo" is a famous tourist attraction and a sustainable and environmentally friendly transport system built in 2013. It connects the Old Batumi Black Sea Coastline to Mount Anuria, 256 meters above sea level, and the Argo entertainment complex. The cable car offers passengers breathtaking views of the city from a bird's-eye perspective.





PRACTICAL INFORMATION


 Batumi, Georgia


 Language: Georgian

 Emergency Call: **112**


 Batumi Population: 152 839





 Time Zone GMT+4

 Batumi Safety Index: 81,66 (by Numbeo as of 2024)





 Currency: Georgian Lari (GEL)

	1 USD	1 Euro
to GEL	≈ 2.65	≈ 2.87

 Electricity 220V-50Hz
Plug type C & F

 Weather in Batumi

			
12-23°C	21-31°C	15-24°C	5-17°C

BATUMI CARD

The Batumi Card is a comprehensive discount card that offers access to a wide range of popular tourist attractions, museums, accommodations, dining options, tourist routes, shops, and more in the Ajara region. Designed to enhance the travel experience for visitors to Batumi and the surrounding area, the Batumi Card aims to provide maximum comfort while minimizing expenses. With a validity period of 10 days, this convenient card is easy to use and offers significant savings for travelers exploring the beauty of Ajara.

- The Batumi Card offers a range of benefits, including:
- 10 complimentary rides on Municipal Transport
 - A free SIM card with 1 GB of Internet data
 - Up to 40% discount at various partner establishments

For further details and to obtain your Batumi Card, please scan:



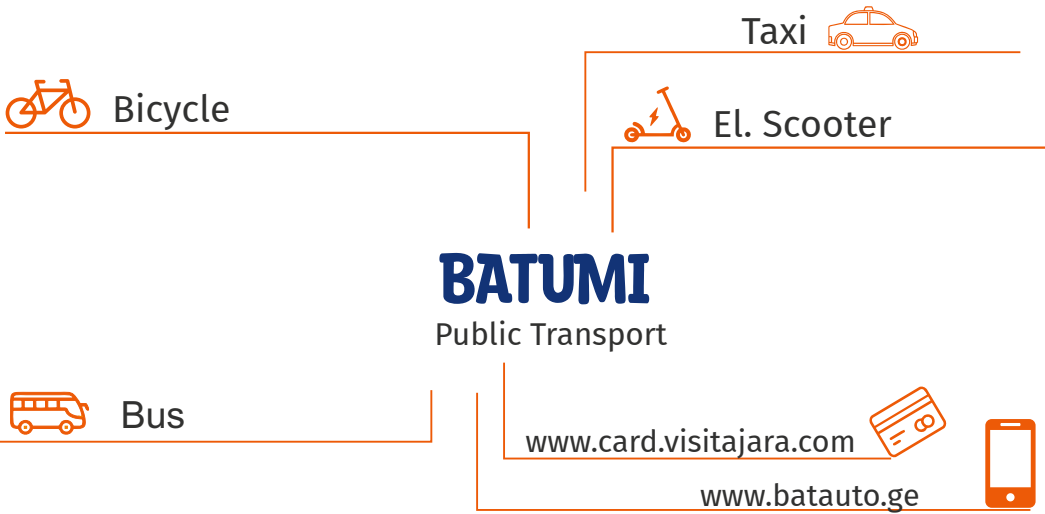
RAILWAY

A modernized railway system connects the cities of Georgia, offering travellers a comfortable and effective mode of transportation. Georgian trains travelling to Batumi make multiple trips daily from both Tbilisi and Kutaisi railway stations, with stops at the central station in Batumi, "**Batumi Central.**" Tickets for the train can be purchased at railway stations or through various online platforms, such as the Georgian Railways website at **www.railway.ge**. Here, passengers can also check train schedules and fares. To guarantee ticket availability and secure a preferred seat on the train, it is recommended to book a ticket in advance.



GETTING AROUND

Batumi offers a variety of transportation options, such as buses, taxis, cars, electric scooters, and bicycles, making it easy and convenient to navigate the city. Visitors can access detailed information about attractions, accommodations, and entertainment events at the nine Tourist Information Centers. These centers provide complimentary tourist maps, travel guides, mountain route brochures, and in-depth information about Ajara and other regions of Georgia. For further details, please visit <https://visitbatumi.com/en/tourist-information-centers> or check out public transport options at www.batauto.ge.



VISIT BATUMI INTERNATIONAL AWARDS



World's Leading
All-Season
Destination 2024



Europe's Leading
All-Season
Destination 2024, 2023



Best Snow
Destination Goderdzi
2024



European Best
Destination
2024



Best Places to
Invest in Europe
2024



Europe's Leading Emerging
Tourism Destination
2023, 2022, 2019



10 Inspirational
Travel Ideas 2023



European Best
Hidden Gem 2022



World's Leading Emerging
Tourism Destination 2022

THE DEPARTMENT OF TOURISM AND RESORTS OF AJARA

The Department of Tourism and Resorts of the Ajara Autonomous Republic of Georgia is a governmental organization and the tourism board of Visit Batumi. Our primary goal is to enhance the region's popularity as an all-season and diverse tourist destination and attract international visitors through targeted tourism marketing and promotional initiatives. The department focuses on identifying, diversifying, and developing various tourist products, as well as improving the overall level of service in the region.

Address: 84/86, Parnavaz Mepe Str. 6010, Batumi
Tel: +995 422 277438
E-mail: info@visitbatumi.com

TOURIST INFORMATION CENTERS

In the Ajara Region, there are nine tourist information centers in Batumi, Kobuleti, Khelvachauri, Keda, Shuakhevi, and Khulo, ready to assist visitors with comprehensive information about all the tourist attractions and offerings. Visitors can also access free travel brochures, and maps, and get a Batumi Card. Contact Information of **Tourist Office**: Call or WhatsApp: +995 577 90 90 91 / +995 577 90 90 93; E-mail: ticbatumi@gmail.com

USEFUL WEBSITES

www.georgia.travel
www.visitbatumi.com
www.visitajara.com
www.batumievents.com
www.mice.visitbatumi.com

