



The Ministry of Environmental Protection and Agriculture

The Agency of Protected Areas

www.apa.gov.ge

Tbilisi, Georgia

2019

PROTECTED AREAS OF GEORGIA

In total: 87 Protected Areas of Georgia
20 Territorial Administrations

9,5% of Country territory is covered
by Protected Areas
Area - 595 963 Ha

14

Strict Nature Reserves

12

National Parks

20

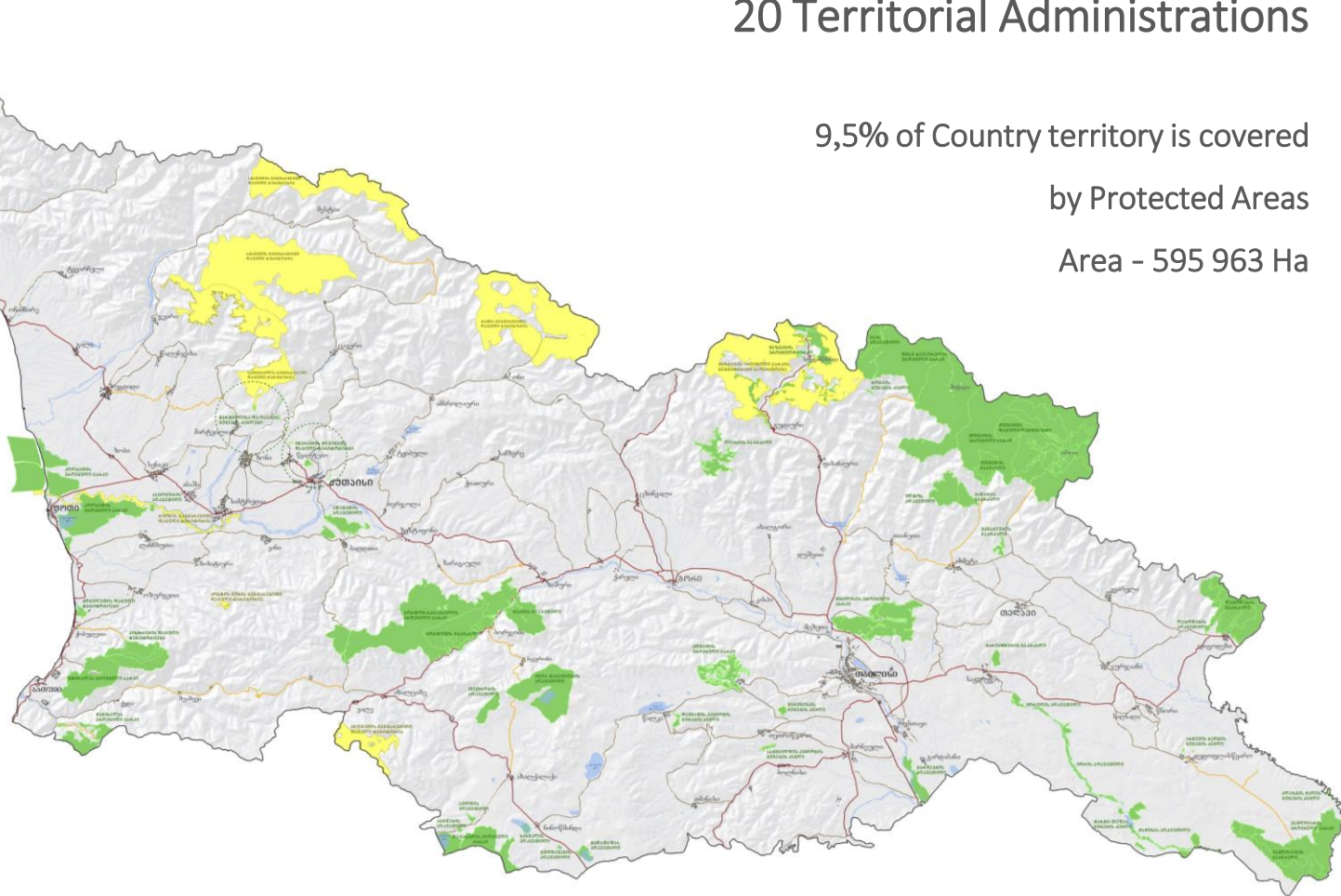
Managed Reserves

40

Natural Monuments

1

Protected Landscapes



Objectives

Protection and conservation of Protected Areas

Sustainable Management of Natural Resources

Biodiversity Monitoring

Ecotourism Development

Eco-Education and Awareness Raising

Scientific Research

Objectives

Protection and conservation of Protected Areas

Sustainable Management of Natural Resources

Biodiversity Monitoring

Ecotourism Development

Eco-Education and Awareness Raising

Scientific Research

Eco-tourism Services



Speleo Tour



Hiking



Diving



Bike Tour



Jeep-Tour



Zip-line and rope parks



Recreational Fishing



Kayak



Boat Tours



Row boat



Cater



Pontoon



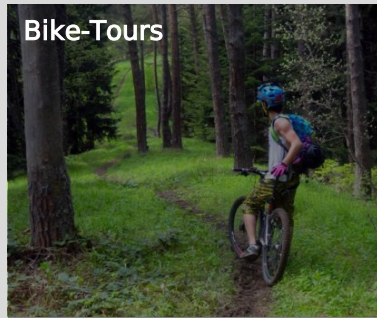
Bird Watching



Horse riding tours



Snow shoes



Bike-Tours



Zip-line



Hiking



Horse Riding tours



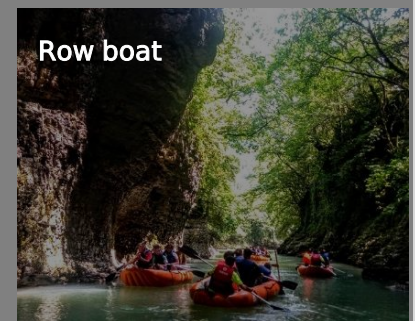
Snow Shoes



Kayak

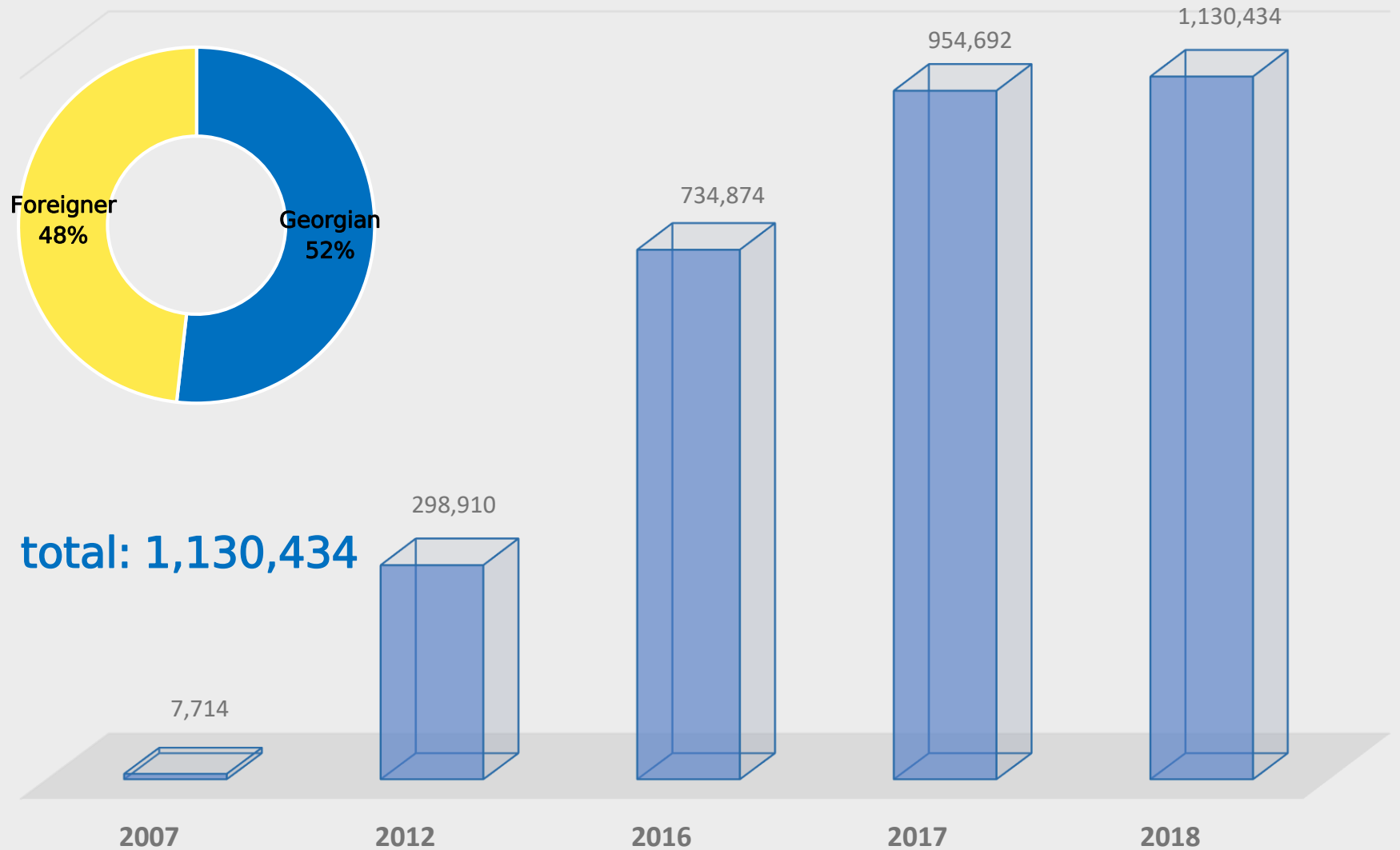


Pontoon



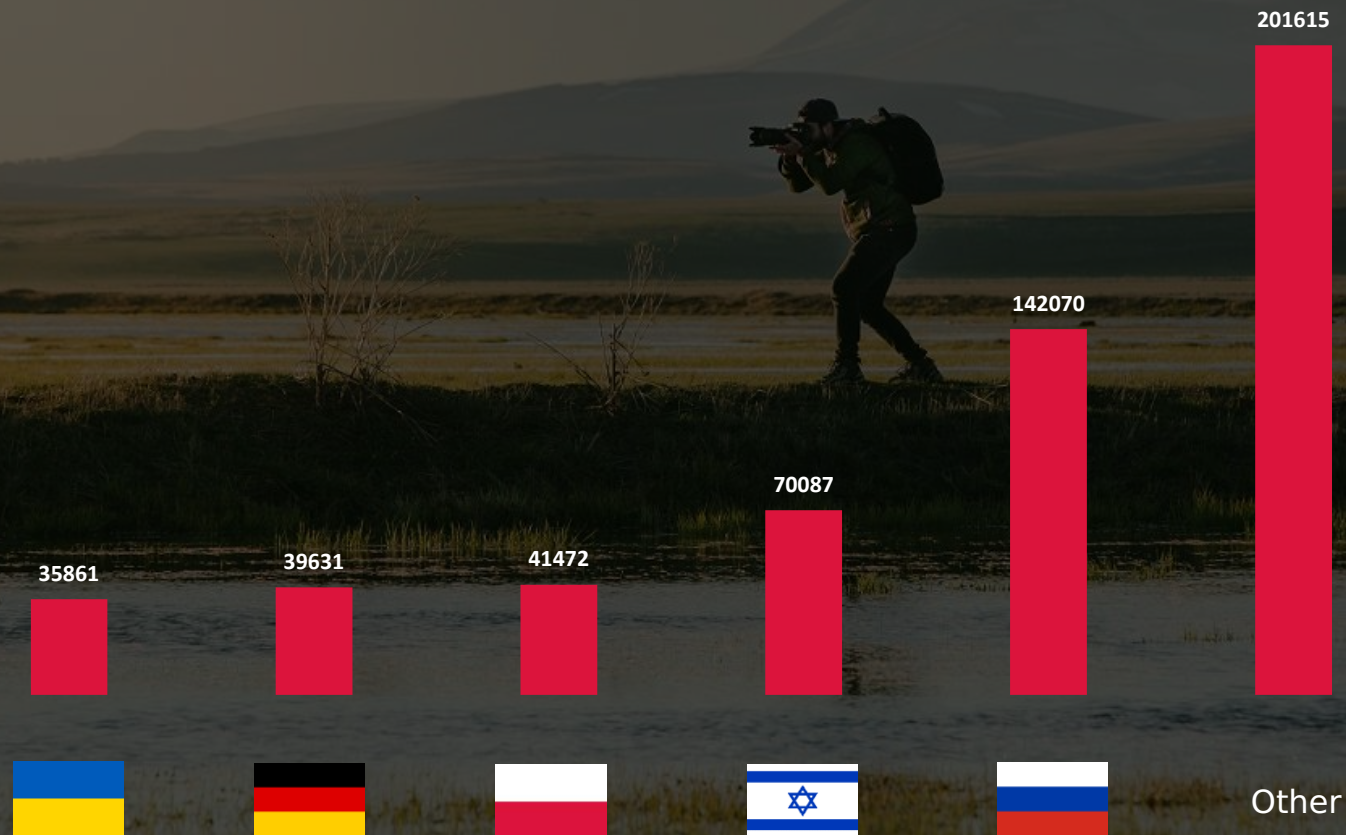
Row boat

Visitor Statistics



Top 5 Countries according to the visitors statistics

2018



2017, According to the 5 Protected Areas effect on
economy of Georgia is

86 542 878 ₾



Lagodekhi Protected
Areas



Martvili Canyon



Kazbegi National Park



Mtirala National Park



Prometheus Cave

Protected Areas development impact



Investment Rising near to the Protected Areas



Local Population's conditions are improving

New Working Places



Small and Average Size Business is Developing



Local Agriculture Products Realization is Increasing



Tourism is Becoming Organized and Safe



Number of Tourists is Increasing

National Parks of Georgia – Brand Awareness

- Eco tourism communication brand platform
- Marketing communication strategy
- Visual stylistic for National Parks of Georgia

Brand
National Parks of Georgia

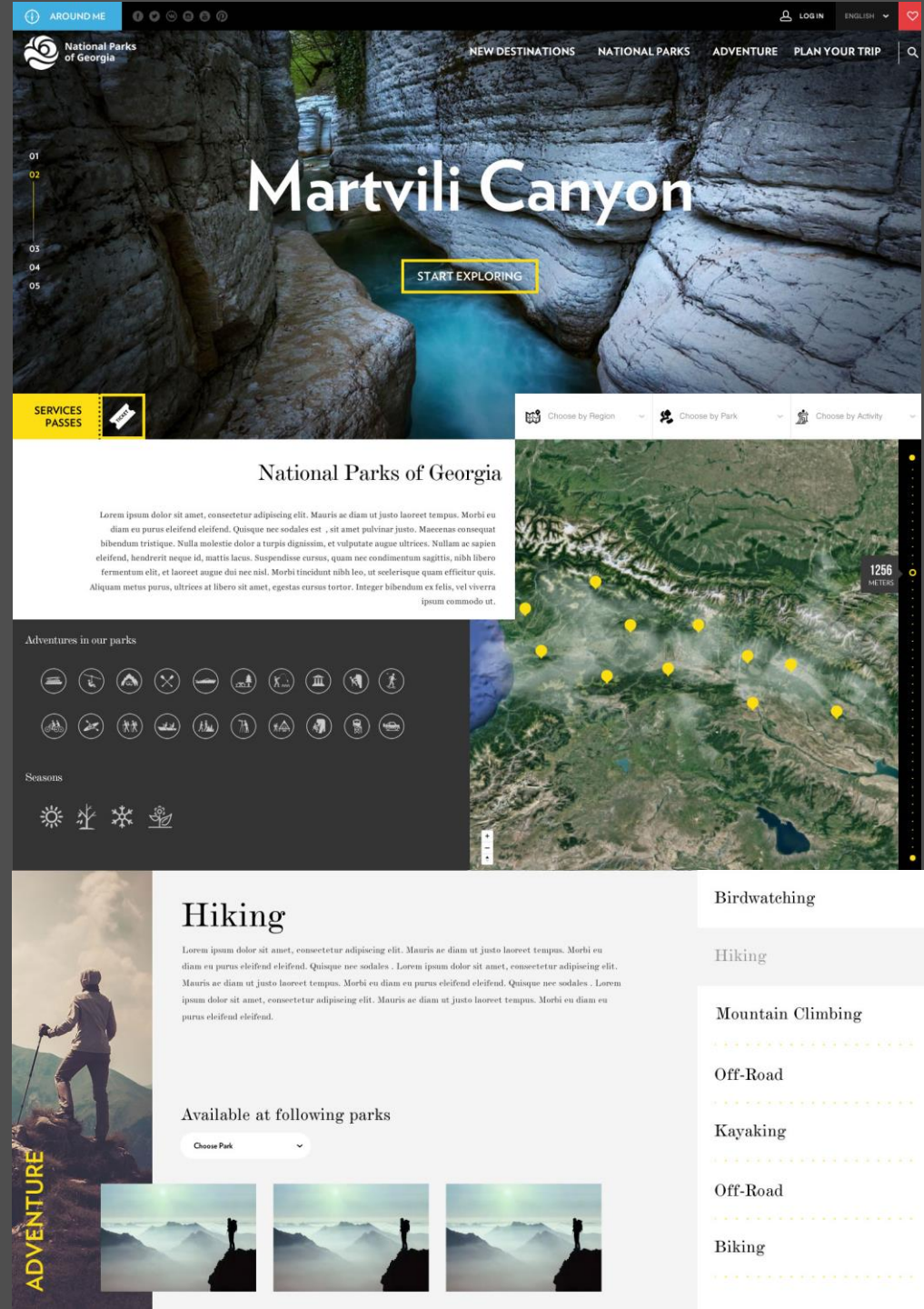
Slogan
We Create Memories

#mygeorgianmemories



nationalparks.ge

- New webpage is launched - nationalparks.ge
- Interactive
- Simple navigation
- Full information for tour planning in National Parks
- Adaptive for all devices
- Electronic Ticket selling system



Goals

- Increase area of Protected Areas from 9.5% to 13%
- Increase Rangers' remuneration
- Increase quality and quantity of Eco-tourism services
- Infrastructure Development

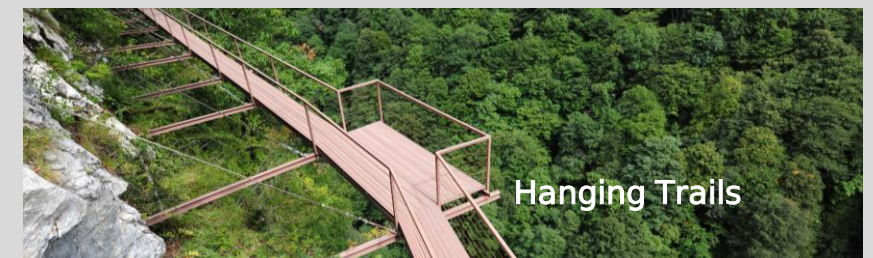
Challenges

- Forest Theft
- Illegal Activities
- Forest Fire
- Level of awareness and conflict with local population

Eco-Tourism Infrastructure

Eco-Touristic Services in 12 Administrations

- Borjom-Kharagauli National Park
- Vashlovani Protected Areas and Chachuna Managed Reserved
- Tusheti Protected Areas
- Imereti Caves Protected Areas
- Kintrishi Protected Areas
- Kobuleti Protected Areas
- Kolkheti National Park
- Lagodekhi Protected Areas
- Mtirala National Park
- Javakheti Protected Areas
- Martvili and Okatse Natural Monuments
- Machakhela National Park



Infrastructural projects – 2019

Renovated touristic infrastructure is waiting for you in Martvili Canyon



Infrastructural projects – 2019

Renovated touristic infrastructure is waiting for you in Okaṭse Canyon



Infrastructural projects – 2019

Renovated touristic infrastructure is waiting for you in Sataflia



Infrastructural projects – 2019

New Adventurous Parks are waiting for you in **Mtiralala and Algeti National Park**



First Rope Parks in National Parks in Caucasus Region

Infrastructural projects – 2019

Renovated Exhibition Halls are waiting for you in Vashlovani, Borjomi



Soon... Ongoing projects – 2019

Pshav-Khevsureti National Park
administration and visitors centre in
Shatili

Sataflia administration and visitors centre

Mariamjvari administration and visitor
Center

Batsara-Babaneuri administration and
visitor Center



Soon...

Ongoing projects – 2019

Arranging Hanging Bridge in Okatse Canyon



Soon... Ongoing projects – 2019

Tree-Top-Trails in Lagodekhi



Soon... Ongoing projects – 2019

Glass Bridge in Dashbashi Canyon



Soon... Ongoing projects – 2019

Eco-tourism complex in Tbilisi National Park



Tbilisi Rike Park

Protected Areas Education and Information Center





Thank you for Attention

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