

# Swissotel Residences & Hotel – Gudauri Project Guideline

## Project Overview

Swissotel Gudauri represents the first-ever international branded development in the history of the Gudauri Ski Resort.

This marks a milestone not only for the resort itself but also for Georgia's mountain hospitality sector, introducing a new benchmark of quality, service, and global recognition.

Gudauri has never hosted an international hotel or residential brand before, making this collaboration with Swissotel a groundbreaking achievement that elevates the entire region's profile.

### Key Highlights

**First International Branded Project in Gudauri**  
**Ski-in / Ski-out Concept with direct slope access**  
**Three Residential Blocks (R, Q, S) – total 805 apartments**  
**Managed by Swissotel under Accor Group standards**  
**Comprehensive Facilities: spa, wellness, restaurants, retail, ski services**  
**High ROI Potential through branded residence model**  
**Unmatched Location – Upper Gudauri, New Gudauri**

### About Accor

Accor was founded in 1967 by Paul Dubrulle and Gérard Pélisson with the opening of the first Novotel in Lille, France.

Over the decades, the group expanded by creating and acquiring hotel brands across all segments — from luxury to economy — such as Sofitel, Mercure, ibis, Swissôtel, Pullman, and more.

It now operates 5,600+ hotels across 110+ countries, with a portfolio of 45+ brands spanning luxury, premium, midscale, and economy segments.

### Why Branded Residences Stand Above Non-Branded Properties

Branded residences combine the comfort of private ownership with the prestige, security, and professional management of an international hotel brand. Unlike standard developments, they offer recognized global quality, premium design standards, and assured maintenance and service levels under a trusted name.

Owners benefit from stronger resale value, higher rental yields, and global recognition, as the brand itself guarantees consistency, trust, and lifestyle experience.

For investors, this means not only owning a home but being part of an international hospitality ecosystem that delivers lasting value and prestige.

### Number of Apartments: 805

#### Description | R-Block | 199

Main residential block directly connected to hotel facilities. Designed as classic hotel-type units without kitchens, offering full Swissotel service experience.

#### Q-Block | 287

Premium residences with fully equipped kitchens, ideal for long-term stays and rental investment. Offers panoramic views of the Caucasus mountains.

#### S-Block | 219 – Non branded

Boutique-style residences, also featuring kitchens, providing privacy, comfort, and a true alpine-home feeling.

## Location Advantage

Our project is situated in the most strategic and desirable location in the entire Gudauri resort — at the heart of Upper Gudauri, New Gudauri. Positioned directly on the main ski slopes with a true ski-in / ski-out concept, it offers residents and guests immediate access to the mountain experience.

This prime placement ensures not only breathtaking panoramic views but also unmatched convenience and investment potential. We can confidently state that our development stands on the best location in Gudauri — the very core of the resort’s activity, comfort, and prestige.

## About Gudauri Ski Resort

Nestled in the Greater Caucasus mountains of Georgia, Gudauri is a premier alpine destination that first developed as a ski area in the late 1980s.

The idea for Gudauri’s development was inspired in the 1970s, when tourism experts Hugo Iling and Giuseppe Canestrini were commissioned to explore winter sports potential in Georgia.

Initial investments in the late 1980s by Austrian and Swedish backers established the first hotel and ski-lift infrastructure.

Today, Gudauri features 15 working lifts (primarily from Doppelmayr and Poma) connecting elevation from around 1,993 m to 3,276 m above sea level.

The resort offers over 70 km of ski slopes (some sources say up to 80 km) across all difficulty levels.

- Total Lifts: 15 (including chairlifts, gondolas, and platter lifts)
- Ski Runs: Over 80 km
- Highest Point: 3,276 m (10,748 ft)
- Newer Additions: The Kobi-Gudauri gondola system is a significant recent addition that connects to the Kobi gorge.

### Other Winter Activities offered at the Resort

- Heli-skiing is offered — allowing access to remote peaks above resort boundaries.
- Ski touring, speedriding, paragliding over the mountains.
- A snow park / freestyle terrain is part of the resort’s offerings.

Safety: since about 2016, ski patrols work to monitor avalanche risks, perform rescues, and provide first aid.

## Payment Terms at Gudauri Swissotel

### Units:

**Swissotel Residences – 287 units**

**Swissotel “S” Building – 219 units**

**Swissotel “R” (Hotel block) – 199 rooms**

Payment Terms:

Down Payment:

- Direct sales – 10%
- Sales through agents – 20%

Final Payment: 20%

Discount for 100% upfront payment:

- \$100 per square meter (internal sales)

Discount on installment plans:

- Subject to approval by the Board of Directors
- Optionally, a 5% discount can be offered for internal (direct) sales

Installment Plan Duration:

- Up to 39 months (until December 2028)

Expected ROI:

- 12–16%

## Architectural Company

### ELIA – An Architectural Company Founded by Carlos Ferrater (OAB)

ELIA – An OAB Company is an architectural firm based in Barcelona, Spain, founded by the renowned architect Carlos Ferrater, creator of the Office of Architecture in Barcelona (OAB).

Building on OAB's international legacy, ELIA was established to redefine the relationship between architecture, design, technology, and sustainability. The firm unites a multidisciplinary team of architects, engineers, and thinkers to deliver projects that respond to modern social, cultural, and environmental needs.

Guided by a human-centered design philosophy, ELIA creates innovative, contextual, and sustainable spaces that enhance the quality of life and integrate harmoniously with their surroundings.

Among its notable projects are the Nabatean Community, Premium Casino in Andorra, and commercial developments in Riyadh, each reflecting ELIA's commitment to excellence and timeless design.

<https://eli-a.com/>

### Swissotel Hotel Rooms

- This product is sold only under “turn-key” conditions. Buyers do not have alternative options. Hence, buyers are under mandatory obligation to buy (i) fully renovated apartment; and (ii) respective furniture and accessories;
- Apartments shall be included in the Rental Program for the period of 20 years. Hence, buyers are not subject to option to choose not to include purchased apartments in the Rental Program or at any time exclude apartments from such program;
- Owners occupies period(s) as per rules set forth in the Agreement;
- Buyers are subject to two types of fees for the benefit of Accor: (i) annual Management Advisory Fee of USD 500; and (ii) Owners Benefit fee of USD 300 per annum (<https://heyzone.com/flip-book/29ce48890d.html#page/2>);
- Buyer will be subject to (i) Reserve Fund of 5% as per agreement); (ii) Operating Supply Costs of 1% as per agreement; and insurance expenses.
- Remaining rental revenues are allocated between owners/buyers and Developer/management company as per the principles and ratios set forth in the agreement;
- Following hotel infrastructure (hereinafter **Hotel Infrastructure**) will be located on Swissotel hotel building: 2 restaurants; bar; lobby; lounge, indoor and outdoor pools; SPA; fitness; kids room; conference areas; ski lockers/ski depo;
- Common property maintenance fee is applicable;

### Swissotel Residences

- This product is sold under fully renovated conditions. However, buyers may opt for “turn-key” option. Thus, unlike Swissotel hotel rooms under this scenario a buyer buys fully renovated apartment and may chose to opt for “turn-key” option and buy furniture and accessories;
- Buyers are subject to two types of fees for the benefit of Accor: (i) annual Management Advisory Fee of USD 500; and (ii) Owners Benefit fee of USD 300 per annum (<https://heyzone.com/flip-book/29ce48890d.html#page/2>);
- Buyer has to the option to include purchased apartment in the Rental Program. Thus, inclusion into the Rental Program is not mandatory. Rather it is optional. Furthermore, owner/buyer may choose to terminate inclusion into the program as per terms and conditions set forth in the agreement;

- Only turn-key apartments can be included in the Rental Program;
- If buyers/owner chooses to include purchased apartments in the Rental Program then all the aforementioned financial conditions (brand fees, reserves and other expenses, rental revenue allocation, etc.) will be fully applicable to owners/buyers;
- If the Apartment is not included in the Rental Program, then owners are free to stay at the apartments as per their sole discretion and no owners occupancy periods will be applicable;
- Swissotel Residences building is directly connected to the Hotel Infrastructure through an internal/indoor hall/corridor;
- Common property maintenance fee is applicable;
- If the owner chooses to use the apartment for private purposes, then the owner will not be entitled to lease/rent the apartment. Renting/leasing apartment can be carried out only through management company.

### **Petra Residences Gudauri/Non-branded Residences**

- This product is sold under either of the following conditions: (i) white frame; (ii) fully renovated; (iii) turn-key. Buyer chooses whichever option is more suitable for them;
- Residences can be used for investment or private use purposes;
- Common property maintenance fee is applicable.
- Buyer shall not be subject to (i) annual Management Advisory Fee; (ii) Owners Benefit fee; (iii) Reserve fund contribution; (iv) operating supplies payment.
- Apartments are not included in the Rental Program. However, buyers may choose to include apartments in the Rental Program;
- Only fully renovated turn key apartments can be included in the Rental Program;
- If buyers/owner chooses to include purchased apartments in the Rental Program then all the aforementioned financial conditions (brand fees, reserves and other expenses, rental revenue allocation, etc.) will be fully applicable to owners/buyers;
- If the Apartment is not included in the Rental Program, then owners are free to stay at the apartments as per their sole discretion and no owners occupancy periods will be applicable;
- Owner may use Hotel Infrastructure. However, obviously owners of hotel rooms and branded residences will be given priority;
- Non-branded residences building is not connected to Hotel Infrastructure through direct internal/indoor hall/corridor.
- If the owner chooses to use the apartment for private purposes, then the owner will not be entitled to lease/rent the apartment. Renting/leasing apartment can be carried out only through management company.

### **Management & Operations**

The entire Swissotel Gudauri project will be professionally managed by Valor Hospitality Partners, a global hospitality management company headquartered in the United Kingdom and operating across over 40 hotels worldwide.

Valor is an Accor-certified management partner, known for its strong portfolio of upscale and luxury properties under renowned international brands such as Hilton, IHG, and Accor.

Their proven expertise ensures that Swissotel Gudauri will maintain the highest operational standards in service, maintenance, and guest experience — aligning fully with the Swissotel brand philosophy.

All property upkeep, rental management, and operational services will be handled directly by Valor Hospitality, providing seamless ownership and peace of mind for investors.

The maintenance fee for the residences is set at **\$3.05** per square meter, covering all communal services, upkeep, and brand-standard operations.

<https://www.valorhospitality.com/>

### **Accor Loyalty Card**

Accor Live Limitless (ALL) Loyalty Card

The Accor Loyalty Card, officially known as Accor Live Limitless (ALL), is the global loyalty program of the Accor Group. It allows members to earn points every time they stay at Accor hotels — including brands like Swissotel, Sofitel, Pullman, Novotel, Mercure, and many others — as well as through dining and lifestyle experiences.

Members can redeem points for free nights, room upgrades, exclusive experiences, and partner benefits such as airline miles or special event access.

The program also offers status levels (Classic, Silver, Gold, Platinum, Diamond) that provide increasing privileges, including late check-out, complimentary upgrades, and VIP treatment across more than 5,600 hotels worldwide.

<https://heyzine.com/flip-book/29ce48890d.html>