



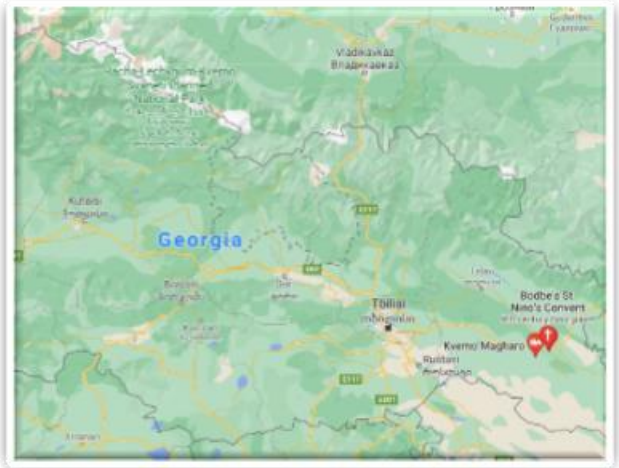
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"LOST RIDGE INN, BREWERY & RANCH"

Location: Georgia/
Khati/Kedeli village

Key words: Agro, eco and gastro tourism



Agro- and ecotourism facility is located in the village Kedeli, Signagi municipality and includes a rancho of horses, a hotel and a brewery. The touristic complex with its various attractions and the leisure destination is the most interesting concept with the example of revival of a lost and forgotten place. The complex unites a small-size hotel, the 19th century restored houses of the traditional Kakhetian architecture. Similar to horses, these houses also have nicknames and a history. For example, one house is called "Piruza" (meaning - turquoise) due to turquoise elements used in its interior and exterior. Old illustrations are preserved on the walls of its bedroom. In addition to this house, you will find a house "Archaeology" which was half buried and destroyed. The house was cleaned, restored and not it represents an interesting example of preservation of the old historic appearance and combination of modern elements; In addition, visitors are offered equestrian, cultural and gastronomic tours here. They have a micro-brewery and offer a wide range of craft beer; dishes cooked from ecologically pure products grown in their own vegetable gardens or purchased from local farmers; various activities are available for visitors - tours, masterclasses, tastings. It is also possible to organize private and corporate events.

According to the host, since 2012, the company has been making efforts for development of this place in the right direction, creation of an eco-village and continuation of restoration of traditional Kizikian houses. Two houses are restored in their complex. Local population is employed, ecologically pure products are purchased from them, bio-gardens are grown, eco-friendly waste processing system is attempted to be introduced, for example, after beer is brewed, horses are fed with the barley waste, manure is used to fertilize the garden and hay collected there is stored for horses for winter.

Marketing approach

The main customers of Lost Ridge Inn Brewery and Horse Ranch are the citizens of Georgia, foreigners residing in Georgia, diplomatic missions and tourists. In addition to digital booking platforms and cooperation with local and international travel companies, the

company actively uses social media: Facebook, Instagram, cooperates with so-called influencers, journalists and people who share their impressions and experience with their audience.

One of the directions are events and so-called, pop-ups. Pop-up event of the

partner restaurant, different gastronomic events of "Lost Ridge Inn" (for example, Mexican, Italian etc.) were held several times in 2020. In addition, lectures and work meetings were held, mainly related to eco-friendly, natural and biomaterials, construction and production, eco-tourism etc.

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One of the priority directions of the company's marketing is popularization by a continuous, so-called "word of mouth" method. The process must be permanent and visitors must be always provided with the same or improved quality and attitude. The key to success of this approach is that each visitor leaves so much satisfied that apart from the desire to return to this place again, they should be willing to share their impressions with other people.

Today, there are 8 rooms and up to 20 employees in the touristic complex. According to the founder of the complex, the Pandemic affected their activities and changed the expansion plans, however they used the period of inactivity for performance of internal works and innovating the activities of their touristic complex. They used the free time resulting from suspended projects for implementation of their future plans in a closer future.

Success factors and challenges

Tabagari says that they offer visitors the love of travel and leisure, i.e. the things that they would wish for the best leisure themselves. Love of communication, friendly environment and a team of interesting people are important. Eco-friendly attitude to the environment, loyalty to values and sincerity are also very significant. The company pays particular attention to client communication and service, individual approach and formation of personal relations with each customer. It tries to pay particular attention to requests, desires and needs of visitors, take care of awareness and satisfaction of each visitor; sincere, friendly and individual approach makes this company different from others and this is emphasized by visitors;

Plans for the future development

The company has many future plans. One of the next projects is development of bio-gardens, restoration of other local houses, adding new rooms and maintenance of the external perimeter; planting trees, etc., arrangement of wind streak, entertainment zone for children and other additional areas and to achieve these goals, the company plans to carry out additional investments for development and expansion of the complex in 2021-2025.

In addition, it is planned to open a new type of art space and a social enterprise;

Based on local and international sales of beer produced by the company, increase of production will be also planned;

The company is actively engaged in development of equestrian tourism, is a member of the Equestrian Travel Association, initiator and supporter of necessary and interesting ideas.

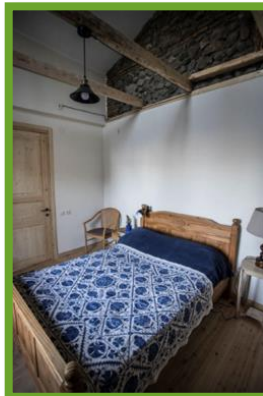
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<https://lostridgeinn.com/>

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