



RIVER ROCK

HOTELS & RESORTS



River Rock Hotels & Resorts Expands Its Presence in Georgia with Ambitious New Projects

January 10, 2025 – Batumi, Georgia. River Rock Hotels & Resorts, one of Turkey's most renowned hospitality brands, is further strengthening its position in Georgia with new developments in Batumi's prestigious New Boulevard area. Having successfully operated in Georgia for over three years, the company continues to play a transformative role in the region's tourism sector.

In partnership with ELT Building, River Rock Hotels & Resorts has assumed the management of **La Quinta by Wyndham Batumi**, marking the debut of this distinguished brand in Georgia. Alongside this milestone, River Rock has also embarked on consultancy services for the construction of a high-end hotel and residence complex in the same area. These strategic initiatives underscore the company's commitment to advancing both the tourism and real estate sectors in Batumi, which is increasingly recognized as a key destination on the Black Sea.

Speaking about the company's expansion in Georgia, **Buğra Berberoğlu**, Chairman of River Rock Hotels & Resorts, emphasized the importance of the partnership with ELT Building. He stated: *"Our projects in Batumi signify a major step in our regional growth strategy. Through this collaboration, we aim to deliver outstanding hospitality experiences while contributing meaningfully to the development of Georgia's tourism industry. By combining our operational expertise with ELT Building's vision, we are creating landmark destinations that enhance the region's appeal for both visitors and investors."*





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The **La Quinta by Wyndham Batumi**, scheduled to open in March 2025, will introduce a fresh, contemporary hospitality concept to the city, blending the globally recognized standards of Wyndham Hotels & Resorts with the personalized service and operational excellence of River Rock Hotels & Resorts. Positioned in the heart of Batumi's vibrant New Boulevard area, the hotel is designed to offer unparalleled guest experiences, catering to both leisure and business travelers. With its modern design, prime location, and superior amenities, La Quinta by Wyndham Batumi is poised to set a new benchmark for hospitality in the region.

Ünay Türköz, General Manager of the hotel, expressed pride in the project, stating: *"We are delighted to bring this innovative project to Batumi, a city renowned for its unique charm and dynamic growth. La Quinta by Wyndham Batumi will enrich the local tourism offering with its exceptional service and modern facilities, further solidifying Batumi's reputation as a world-class destination."*

In addition to the launch of La Quinta by Wyndham, River Rock Hotels & Resorts is managing the development of the **ELT Quarter**, an exclusive seafront complex comprising a luxury hotel and hotel-style residences. Designed to attract both discerning vacationers and business travelers, the project integrates contemporary architecture with practical functionality. The complex spans thousands of square meters, featuring elegantly appointed rooms and suites, a state-of-the-art Spa & Wellness center, outdoor leisure facilities, and thoughtfully designed communal spaces. This ambitious development is poised to become a landmark destination in Batumi, blending relaxation, business, and lifestyle elements to elevate the city's hospitality and real estate offerings.

The partnership between River Rock Hotels & Resorts and ELT Building highlights a shared vision for excellence and innovation in hospitality. **Mamuka Makharadze**, CEO of ELT Building, praised the collaboration, noting:

"River Rock Hotels & Resorts has brought unparalleled expertise and energy to our projects. Their team's professionalism and strategic approach have added immense value, and we are proud to work with them to deliver developments that will shape the future of Batumi's tourism sector."

River Rock Hotels & Resorts has positioned itself as a trusted partner for investors and developers across the region. With eight active projects in Georgia, the company has consistently demonstrated its ability to deliver high-quality, guest-centric hospitality solutions that meet the evolving needs of the market.

Through projects like **La Quinta by Wyndham Batumi** and the **ELT Quarter**, River Rock Hotels & Resorts aims to elevate Batumi's status as an international destination. By combining cutting-edge design, world-class amenities, and an unwavering commitment to service excellence, these developments promise to attract a diverse range of visitors and further boost the city's tourism potential.

River Rock Hotels & Resorts remains dedicated to driving growth and innovation in the hospitality industry, not only in Georgia but across the region. These latest initiatives reflect the company's enduring vision to redefine the standards of luxury hospitality while contributing meaningfully to the local economy and community.





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About River Rock Hotels & Resorts

Headquartered in Antalya, Turkey, with satellite offices in the UAE and Russia, River Rock Hotels & Resorts (RRH&R) is a global leader in hospitality management, offering innovative and versatile solutions across multiple markets. With a growing portfolio of properties in sought-after destinations such as Turkey, Egypt, Georgia, Russia, Belarus, Uzbekistan, Iraq, and Cuba, RRH&R delivers tailored experiences that seamlessly blend local authenticity with world-class service.

Specializing in both branded and white-label hotel operations, RRH&R provides property owners with flexible, customized management solutions designed to optimize performance and guest satisfaction. From luxury resorts to boutique urban retreats, every property under our management reflects our unwavering commitment to excellence, sustainability, and innovation.

Our leadership team brings decades of experience from renowned global luxury brands, ensuring operational expertise, market insight, and a relentless focus on creating memorable guest experiences. We pride ourselves on our culturally sensitive approach, attention to detail, and a never-say-no service philosophy, which defines every interaction with guests, clients, and partners.

Sustainability and innovation are at the heart of everything we do. By leveraging advanced technology, forming strategic alliances, and embedding environmentally responsible practices into our operations, we are redefining the future of hospitality while delivering long-term value for owners and investors.

Whether managing properties under our own brand or serving as a preferred white-label operator, River Rock Hotels & Resorts stands out as a trusted partner in delivering excellence. With a vision to inspire and elevate the art of hospitality, we invite guests to explore extraordinary stays across our diverse portfolio of destinations.

For more information visit www.riverrockhotels.com

