

Yaroslavl Oblast Government

Tourist opportunities in Yaroslavl Oblast

Welcoming investors

Igor S. Elfimov
Vice-Governor of Yaroslavl Oblast

2012





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Major cities in Yaroslavl Oblast

Rybinsk



Pereslavl-
Zalessky



Yaroslavl



Tutaev



Uglich



Rostov





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Ease of Travel

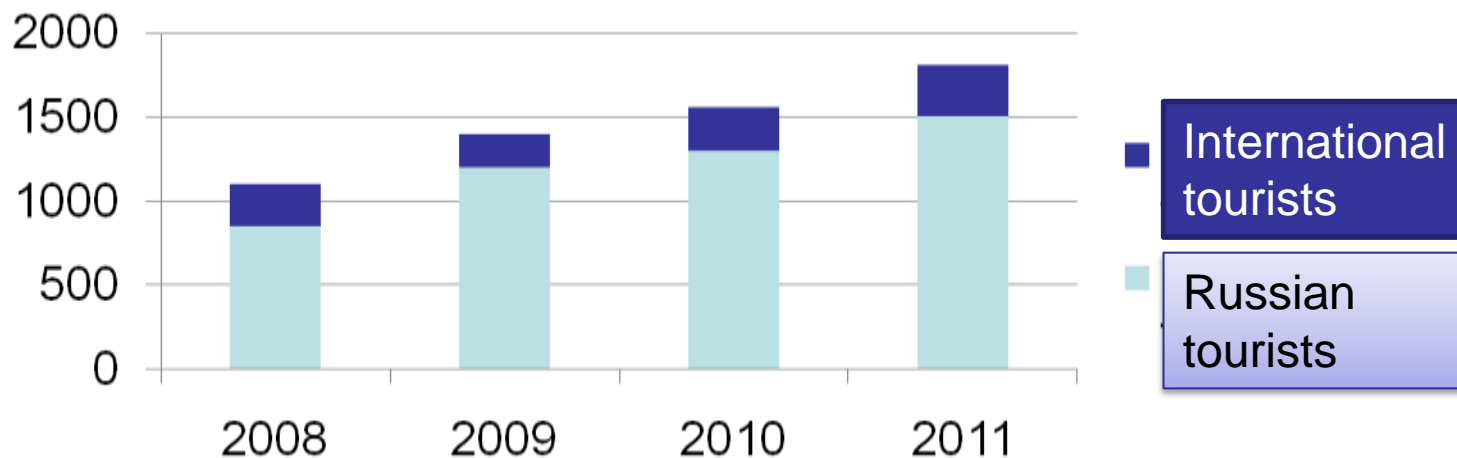
- Federal motorway M8
- Trans-Siberian railway trunk
- The Volga-river
- Tunoshna international airport





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Inflow of Tourists into Yaroslavl Oblast



In 2011 1.8 million tourists visited Yaroslavl Oblast
740 000 - vacation trips tourists
250 000 – international tourists

For the last 10 years the inflow of tourists into Yaroslavl Oblast has increased sixfold

The inflow of international tourist has grown 25%

More than 40% of Russian and almost 10% of international tourists come back for the second visit



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Main Types of Tourism

Cruising – 26%



Cultural tourism – 34%



Business tourism- 27%

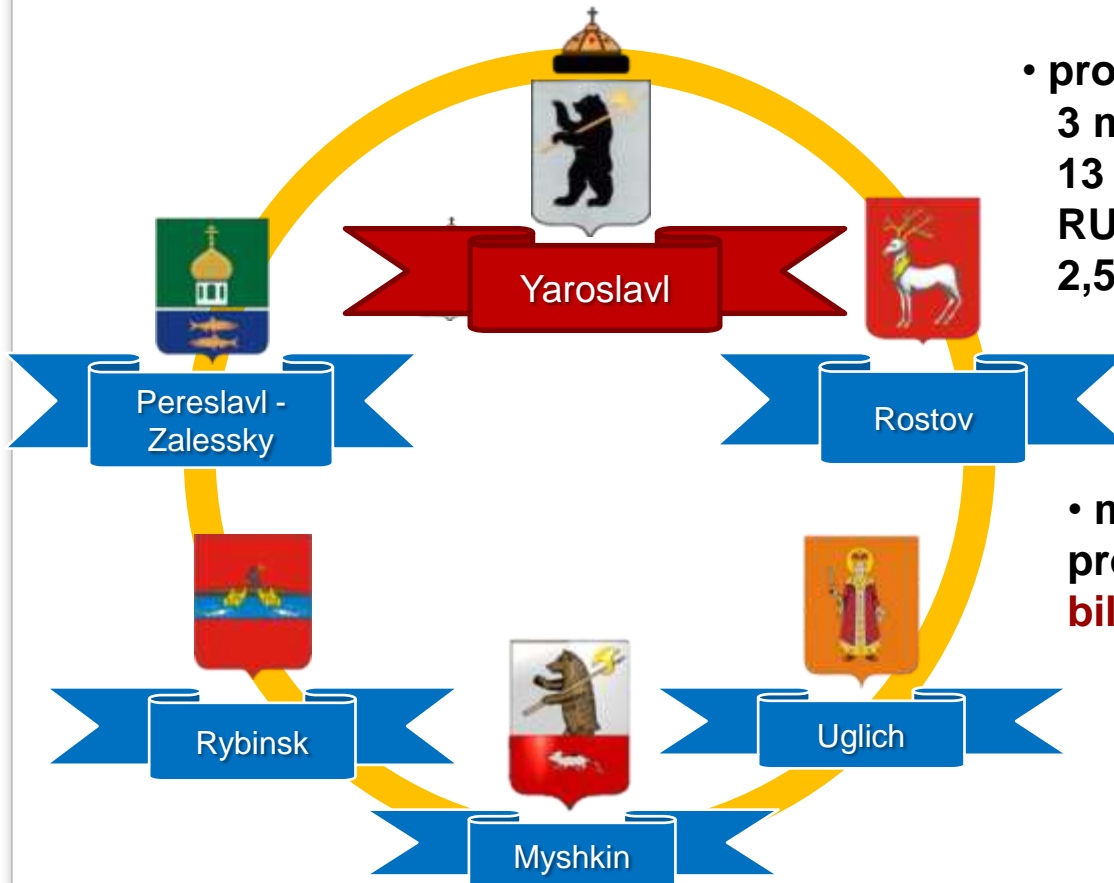




Development of Tourism in Yaroslavl Oblast

Tourism and Recreation

• target-oriented program on *Yaroslavl Oblast tourism development in 2011-2014* was adopted in 2010



- program objectives:
 - 3 million tourists
 - 13 350 new work places
 - RUB 800 mio of taxes
 - 2,5 % of GRP

• more than 20 investment tourist projects with total cost of **RUB 11.4 billion**



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Yaroslavl is the Welcoming Oblast

More than 10 350 hotel beds

183 accomodation facilities

**The historical part of Yaroslavl is
a UNESCO World Heritage Site**

**More than 5000 historical
monuments, cultural and
architectural masterpieces**

More than 250 museums

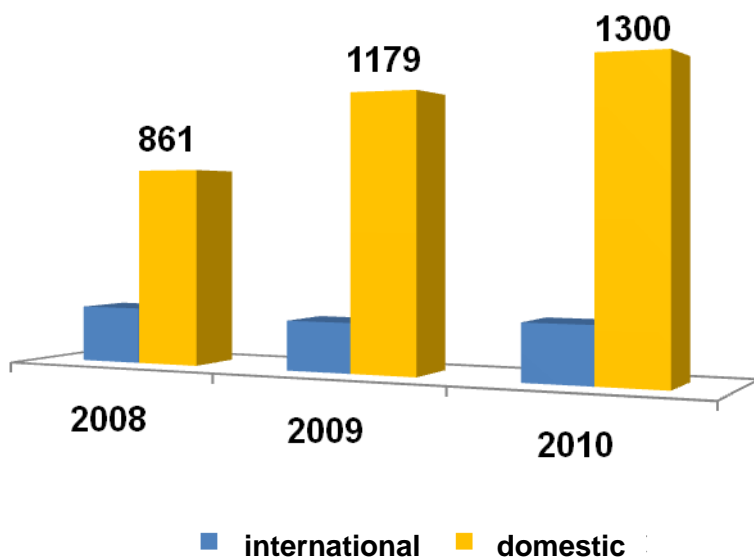




Inflow of Tourists

Hosted tourists

(thousands of people)

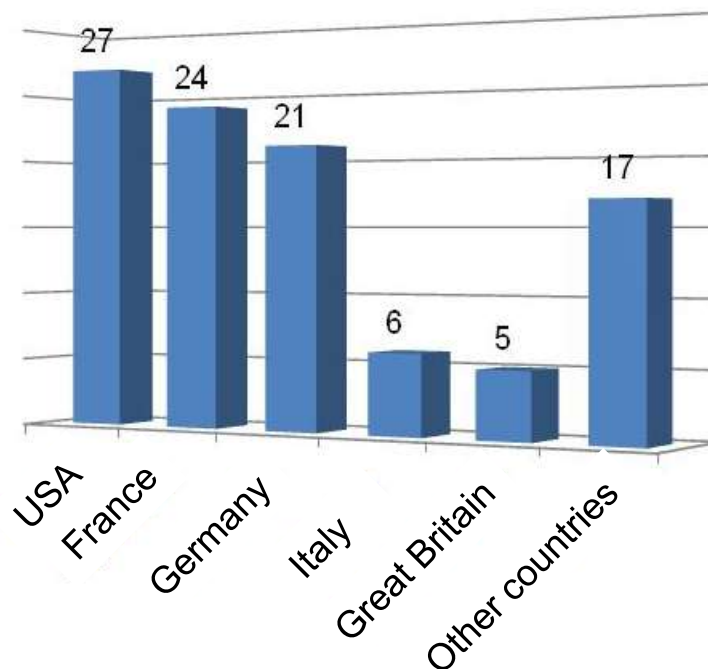


1.56 million tourists visited Yaroslavl Oblast in 2010, of them:

- 1.3 Russian tourists
- 0.26 International tourists

Majority of tourists come from USA, France and Germany

International tourists in 2010 (%)





Advanced transportation infrastructure

- Federal motorway M-8
Moscow-Archangel

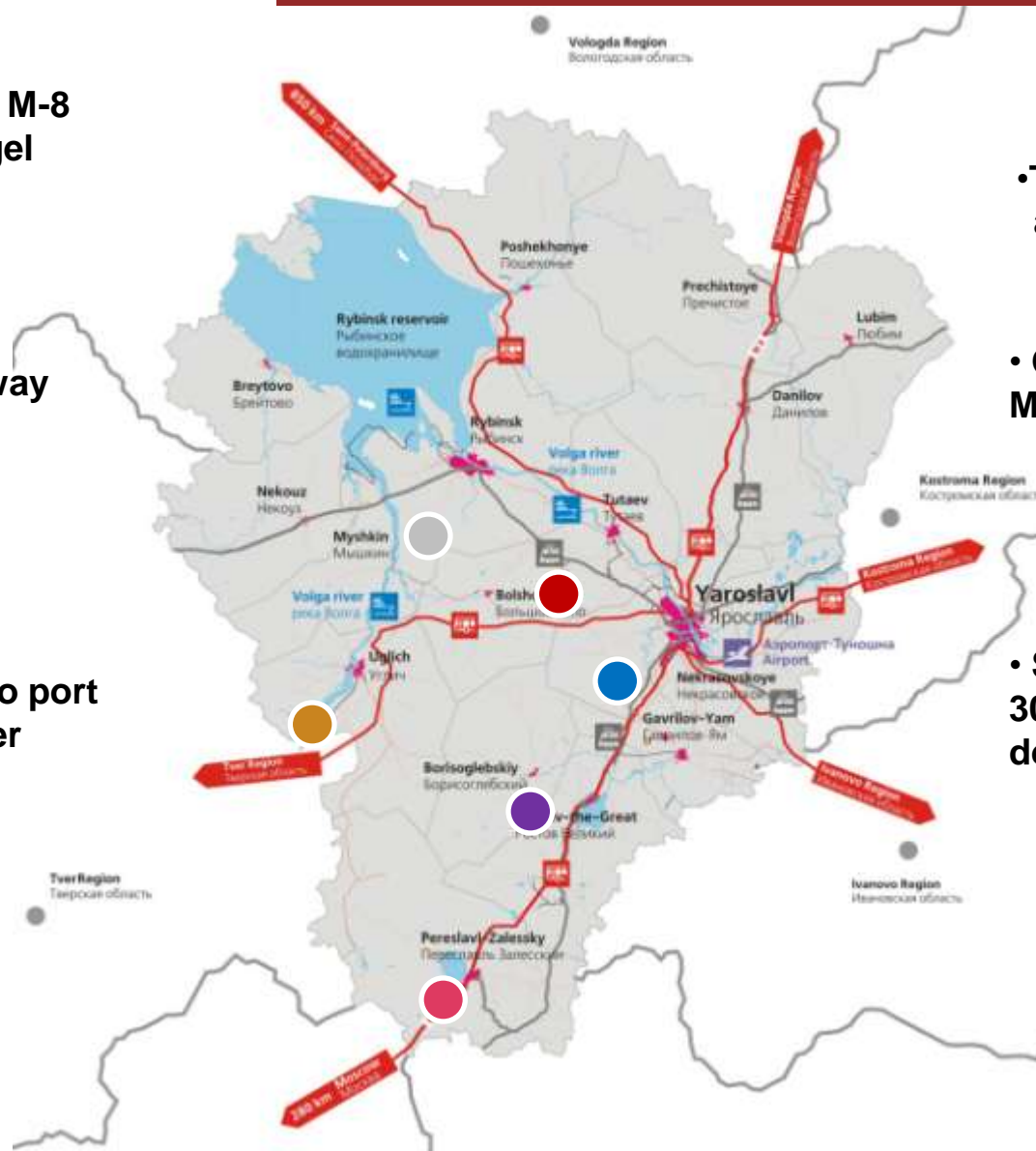
- Developed Railway
Infrastructure

- Passenger and cargo port
on the Volga-river

- Tunoshna international
airport is 20 km away

- Only 280 km from
Moscow

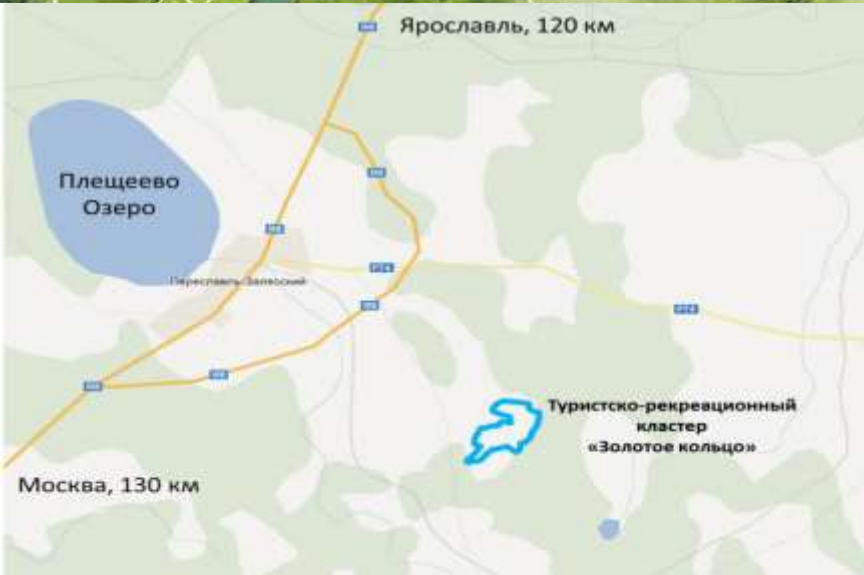
- Sheremetyevo airport is
300 km from the
downtown of Yaroslavl





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Investment project for creation of *The Golden Ring* tourist recreational cluster



Federal target-oriented program *Advancement of domestic and international tourism in the Russian Federation in 2011-2018*

Tourist center *The Golden Ring*

Construction period: 2011-2018

Investor: ZAO *The Golden Ring Resort*

Financing:

Total investment volume RUB 7,843.5 mio

Federal budget RUB 2,005.0 mio

Yaroslavl Oblast funds
(incl.municipal) RUB 348.5 mio

Investor's funds RUB 5,490 mio

The project will create 3000 new workplaces



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Tourist recreational cluster Investment project *Yaroslavskoe Vzmorie*

Yaroslavskoe Vzmorie



The projects like this prove Russia is gradually becoming an important tourist destination.

Pisarevskiy E.L at Visit Russia-2012 Forum

Conditions and infrastructure for:

- yachting
- water travelling
- fishing tourism
- water sport tourism
- riverside tourism



Yacht club *Grand Adventure*
Heliopark the Koprino Bay



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Tourist recreational cluster Investment project *Yaroslavlskoe Vzmorie*



ЯРОСЛАВСКОЕ
Vzmorie

Project objectives:

- ✓ Estimated investment volume RUB 18 billion
- ✓ creation of a world-class resort of 3 600 ha
- ✓ creation of 20 000 new workplaces
- ✓ tourist flow increase to 210 000 visits per year



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Tourist recreational cluster Investment project *Country of Children*

County of Children

Creation of a large tourist recreational cluster which will include a net of camps for the children of 9-15 years old with unique infrastructure, high-standard curriculum and extra curriculum classes and the central City for family and corporate vacations.

- ✓ **Construction period:** 2013 - 2015
- ✓ **Estimated investment volume:** RUB 35 billion





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Tourist recreational cluster Investment project *Country of Children*

Country of Children

Our vision of the project by 2016 :

- **creation of a world-class resort with total area of more than 750,000 sq.km.**
- **creation of 6 000 new workplaces**
- **tourist flow increase to 620 000 visits per year**





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Rostov the Great – an Orthodox Center, Capital of the Ancient Russia program

- hotel of 1700 beds
- creation of a historic area (sloboda)
- reconstruction of the quayside and piers
- new tourist routs
- promotion of museums
- reconstruction of the city infrastructure



Objective – creation of a tourist center with advanced infrastructure



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Advancement of tourist recreational cluster

Infrastructure

More than 30 projects
with RUB15 billion of
investment

Marketing and Promotion

Exhibitions, Mass
Media, Internet

Tourists Areas

New tourist areas,
recreational
destinations and
unique projects



Making It Comfortable for the Tourists

Net of tourist info
centers,
navigational system
for tourists



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Investment Opportunities in *Tunoshna* Airport

Regular flights

SAAB airplane en routes:

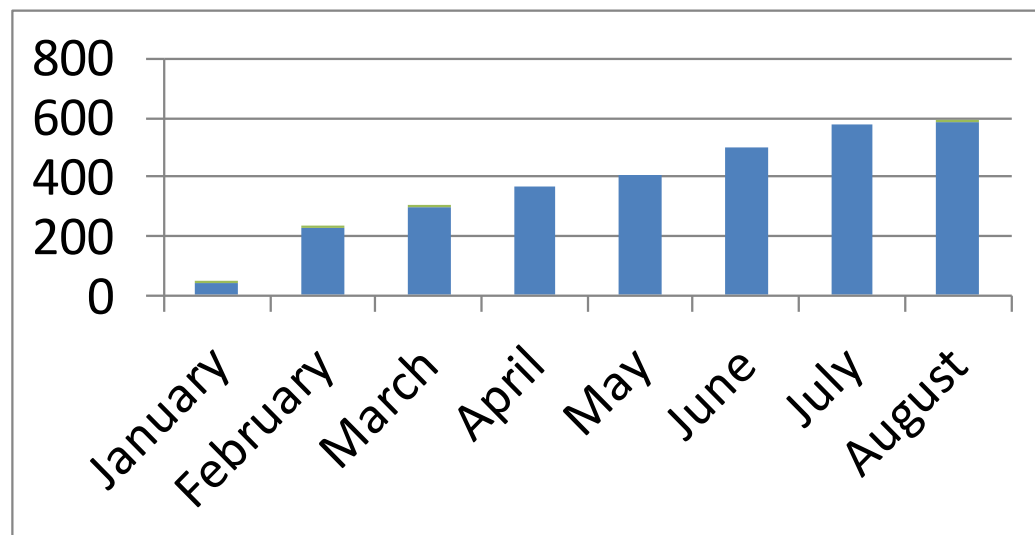
Yaroslavl – Moscow – Yaroslavl

Yaroslavl – St.Petersburg – Yaroslavl

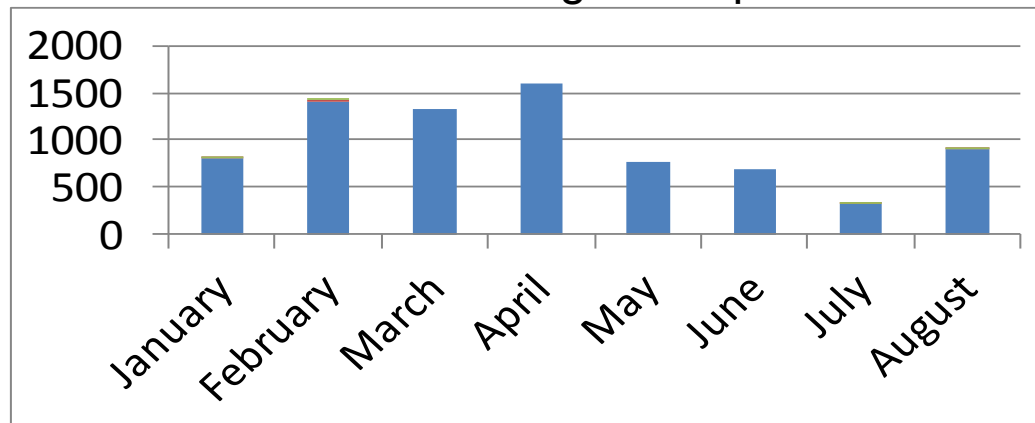
Flight time:

- to/from Moscow 1 hour
- to/from St.Petersburg 2 hours

Passengers on regular flights in 2012



Tons of cargo transported

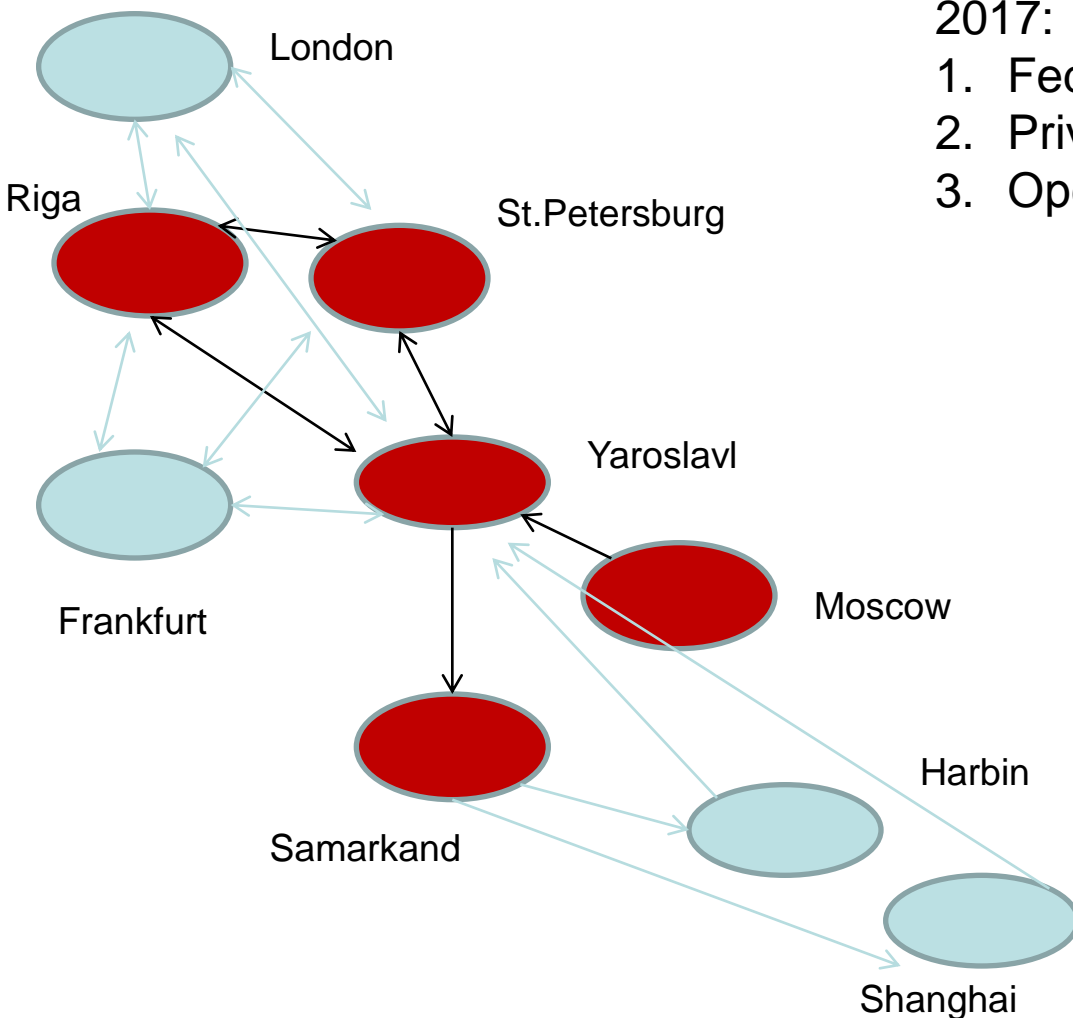




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Investment Opportunities in *Tunoshna* Airport

New perspective destinations



Financing of the airport infrastructure development for tourists attraction by 2017:

1. Federal funds RUB 4.52 billion
2. Private funds RUB 452,1 billion
3. Operator's funds RUB 1.82 billion





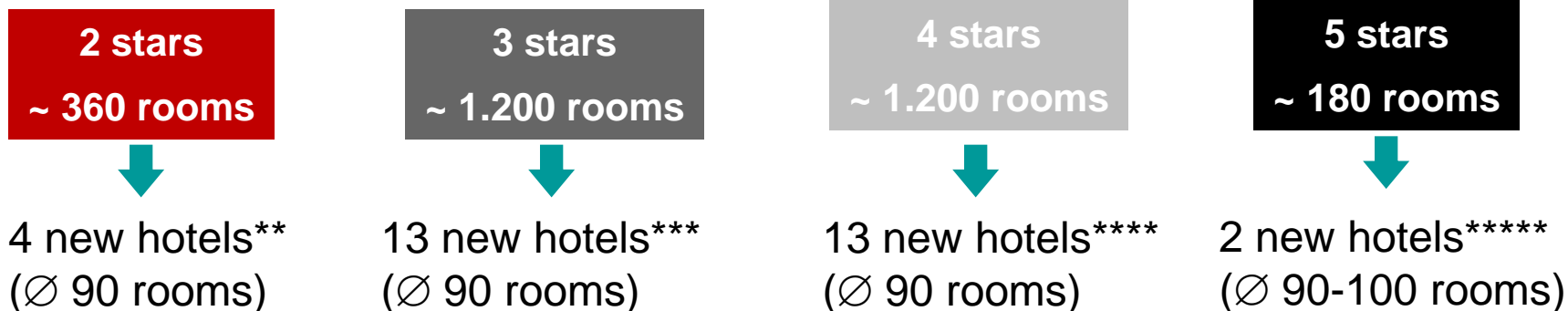
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Business Tourism

Roadmap for Yaroslavl Oblast hotel infrastructure development



Demand by 2020 :
Apprx. 2.900 new hotel rooms



Basis for creation of international exhibit hall

- 8.000 - 10.000 sq.m. of net area for exhibitions (1st stage)





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Tourist Infrastructure Investments

- More than 30 projects with RUB15 billion of investment
- Plans for construction of 24 hotels of 4000 beds within 10 years





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Thank you



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