Yaroslavl Oblast Government

Tourist opportunities in Yaroslavl Oblast

Welcoming investors

Igor S. Elfimov
Vice-Governor of Yaroslavl Oblast

2012
Major cities in Yaroslavl Oblast

- Rybinsk
- Pereslavl-Zalessky
- Tutaev
- Uglich
- Yaroslavl
- Rostov
Ease of Travel

- Federal motorway M8
- Trans-Siberian railway trunk
- The Volga-river
- Tunoshna international airport
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
Main Types of Tourism

- Cruising – 26%
- Cultural tourism – 34%
- Business tourism – 27%
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
Yaroslavl is the Welcoming Oblast

More than 10,350 hotel beds

183 accommodation facilities

The historical part of Yaroslavl is a UNESCO World Heritage Site

More than 5,000 historical monuments, cultural and architectural masterpieces

More than 250 museums
Majority of tourists come from USA, France and Germany

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

- 1.3 Russian tourists
- 0.26 International tourists
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
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
Tourist recreational cluster
Investment project *Yaroslavlskoe 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

Yaroslavskoe Vzmorie

Yacht club *Grand Adventure*

Heliopark the Koprino Bay
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
Tourist recreational cluster
Investment project *Country 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
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
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
Advancement of tourist recreational cluster

Infrastructure

More than 30 projects with RUB15 billion of investment

Tourists Areas

New tourist areas, recreational destinations and unique projects

Marketing and Promotion

Exhibitions, Mass Media, Internet

Making It Comfortable for the Tourists

Net of tourist info centers, navigational system for tourists
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
New perspective destinations

- London
- St.Petersburg
- Yaroslavl
- Frankfurt
- Moscow
- Harbin
- Shanghai
- Riga
- Samarkand

Investment Opportunities in Tunoshna Airport

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
Roadmap for Yaroslavl Oblast hotel infrastructure development

Demand by 2020:
Approx. 2,900 new hotel rooms

- **2 stars**
  - ~ 360 rooms
  - 4 new hotels**
    - (Ø 90 rooms)

- **3 stars**
  - ~ 1,200 rooms
  - 13 new hotels***
    - (Ø 90 rooms)

- **4 stars**
  - ~ 1,200 rooms
  - 13 new hotels****
    - (Ø 90 rooms)

- **5 stars**
  - ~ 180 rooms
  - 2 new hotels*****
    - (Ø 90-100 rooms)

Basis for creation of international exhibit hall

- 8,000 - 10,000 sq.m. of net area for exhibitions (1st stage)
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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