

BASE PACKAGE OF INVESTMENT OFFERS

MARKET RESEARCH OF TATARSTAN REPUBLIC TOURIST SERVICES.

GEOGRAPHICAL POSITION

The Republic of Tatarstan is situated in the western part of Russia on a territory with an area of 67,847 km.

It is located in the center of the East European Plain, approximately 800 km east of Moscow.

Tatarstan is located along the banks of the Volga and Kama rivers, and extends east to the Ural Mountains.

The main natural resources of Tatarstan are oil, natural gas, gypsum, and other; presumably, oil reserves in Republic of Tatarstan exceed 1 billion tons.

3.8 million people live in an area of 68,000 km², the maximum length of which is: from north to south – 290 km, from east to west – 460 km.

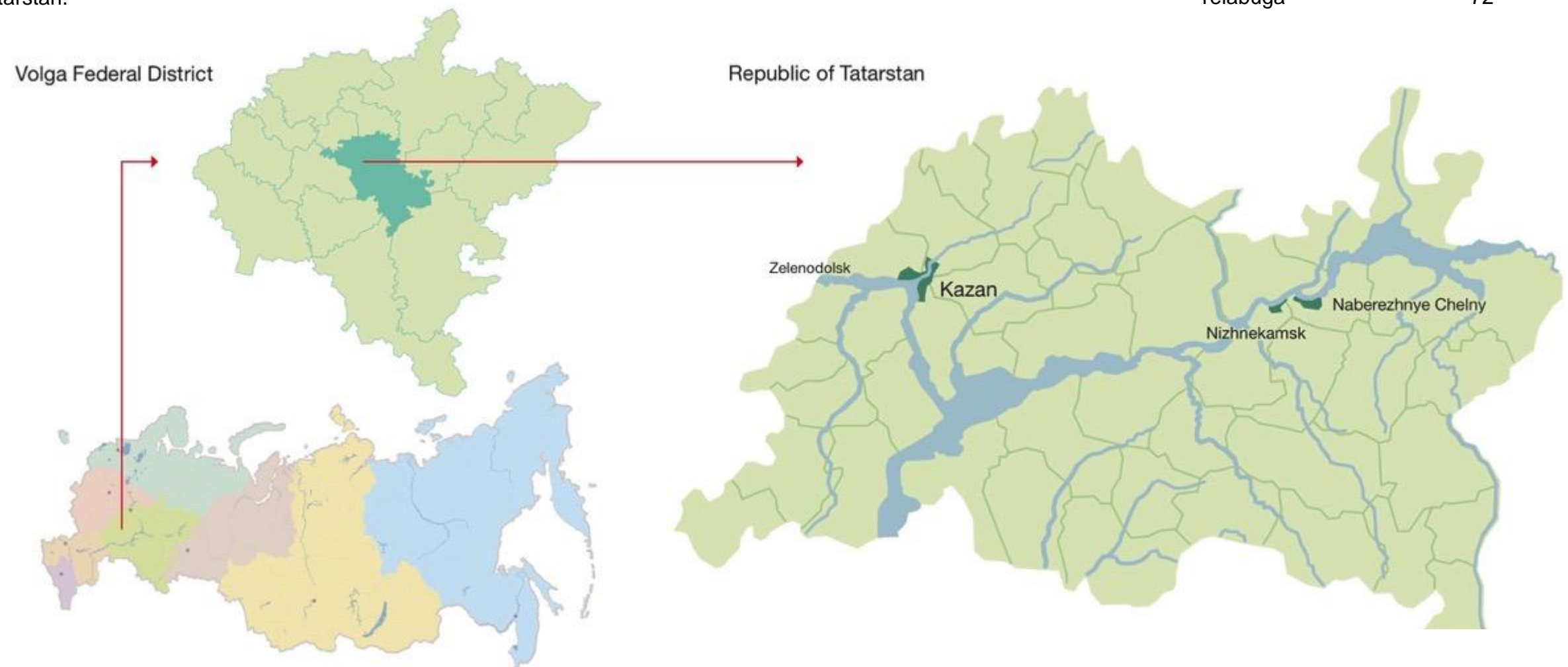
Kazan is the capital of the Republic of Tatarstan; it has a population of 1.2 million people (the eighth city in Russia by population).

Naberezhnye Chelny and Nizhnekamsk are other important cities in Tatarstan.



Largest cities
(population, thousand people)

Kazan	1144
Naberezhnye Chelny	513
Nizhnekamsk	234
Almetyevsk	146
Zelenodolsk	98
Yelabuga	72



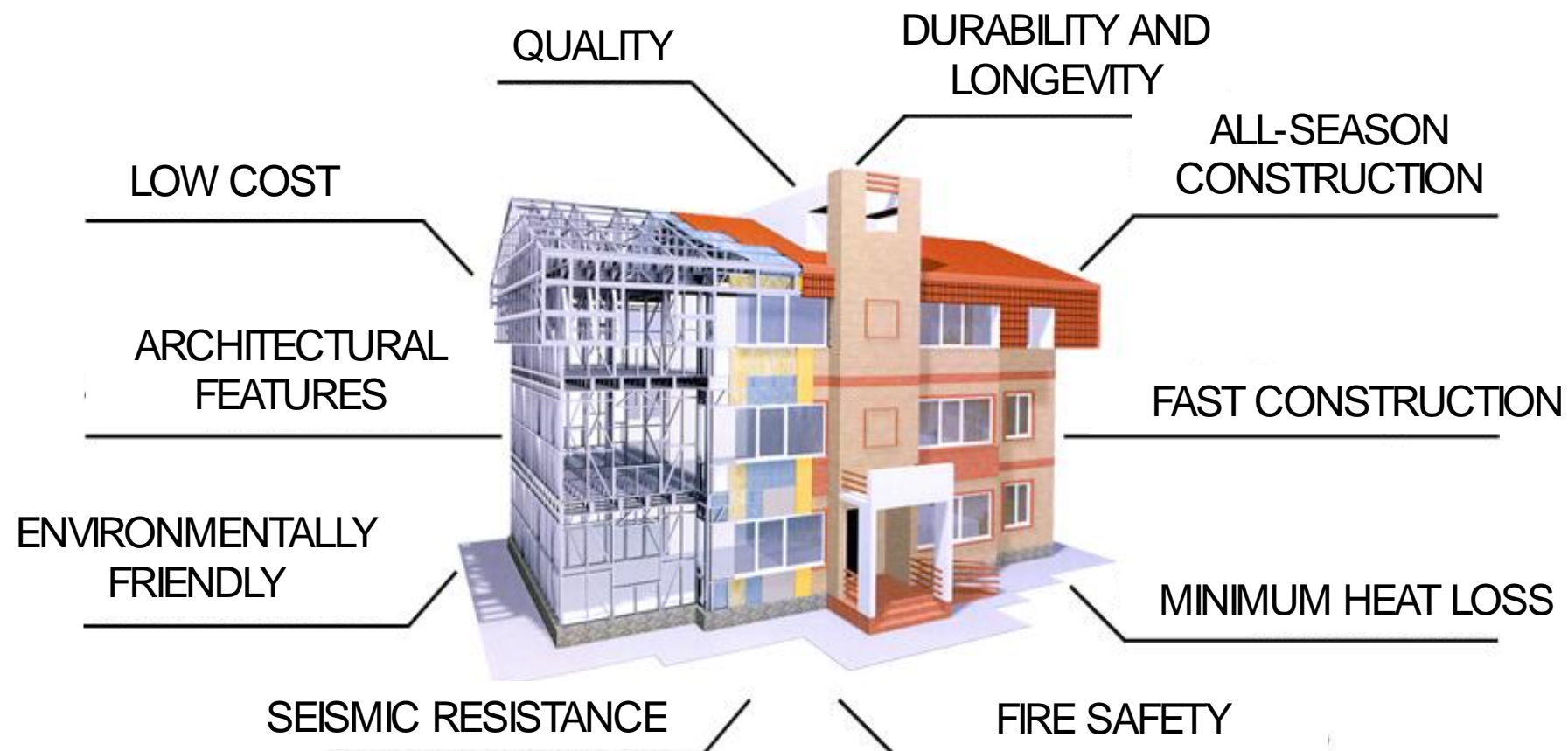
CLUSTER ARCHITECTURAL AND PLANNING CONCEPT

JUSTIFICATION OF TECHNOLOGY AND CONSTRUCTION MATERIALS

Given the long payback period of tourist facilities, as well as the limitations associated with the territorial reference of future tourism cluster facilities, the building technologies applied should provide the following tasks:

- savings in the construction of building and structures;
- reducing costs for maintenance and operation of tourism facilities;
- reducing construction time;
- reducing costs for the subsequent repair of facilities by reducing their material consumption;
- minimizing the negative impact on the environment during construction and operation of facilities.

These problems are solved most effectively and comprehensively by frame construction technology, which is well-known and has been widely used in the world for over 300 years, and thanks to the emergence of modern materials – light steel profiles – it provides the lowest cost of construction with the quality required in the present conditions.



CLUSTER ARCHITECTURAL AND PLANNING CONCEPT

DETERMINING THE OPTIMAL STYLE AND PLANNING SOLUTIONS FOR CLUSTER FACILITIES

The selected construction technology does not limit architects in the design of cluster facilities, allowing them to freely use the current trends and stylistic solutions applied in the world practice when implementing small tourist facilities.

When selecting the style and planning solutions of cluster facilities, examples of modern architecture, which create unforgettable images and friendly public space are taken as a basis, together with the simple and effective layouts of one- and two-storey buildings.



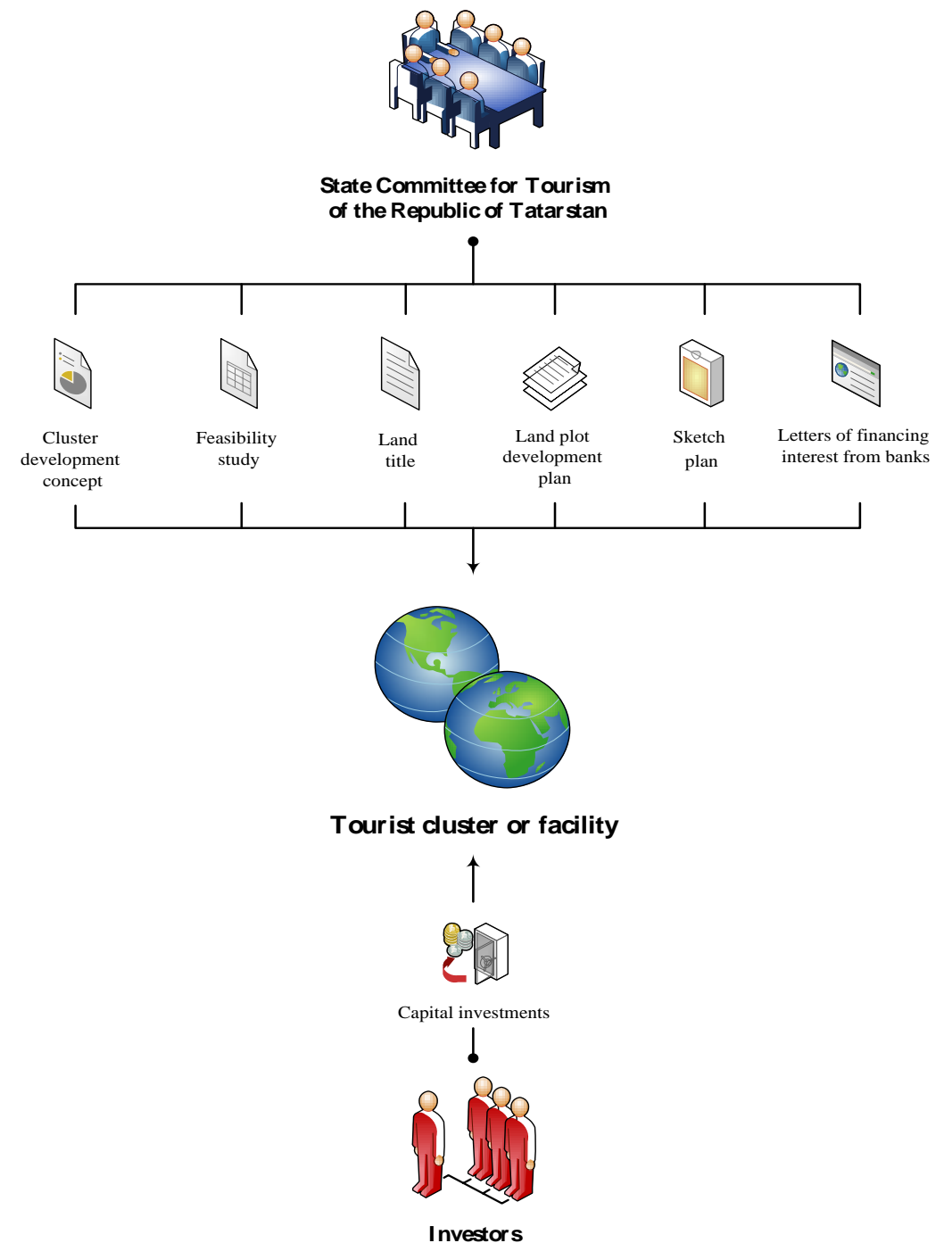
CLUSTER DEVELOPMENT CONCEPT.

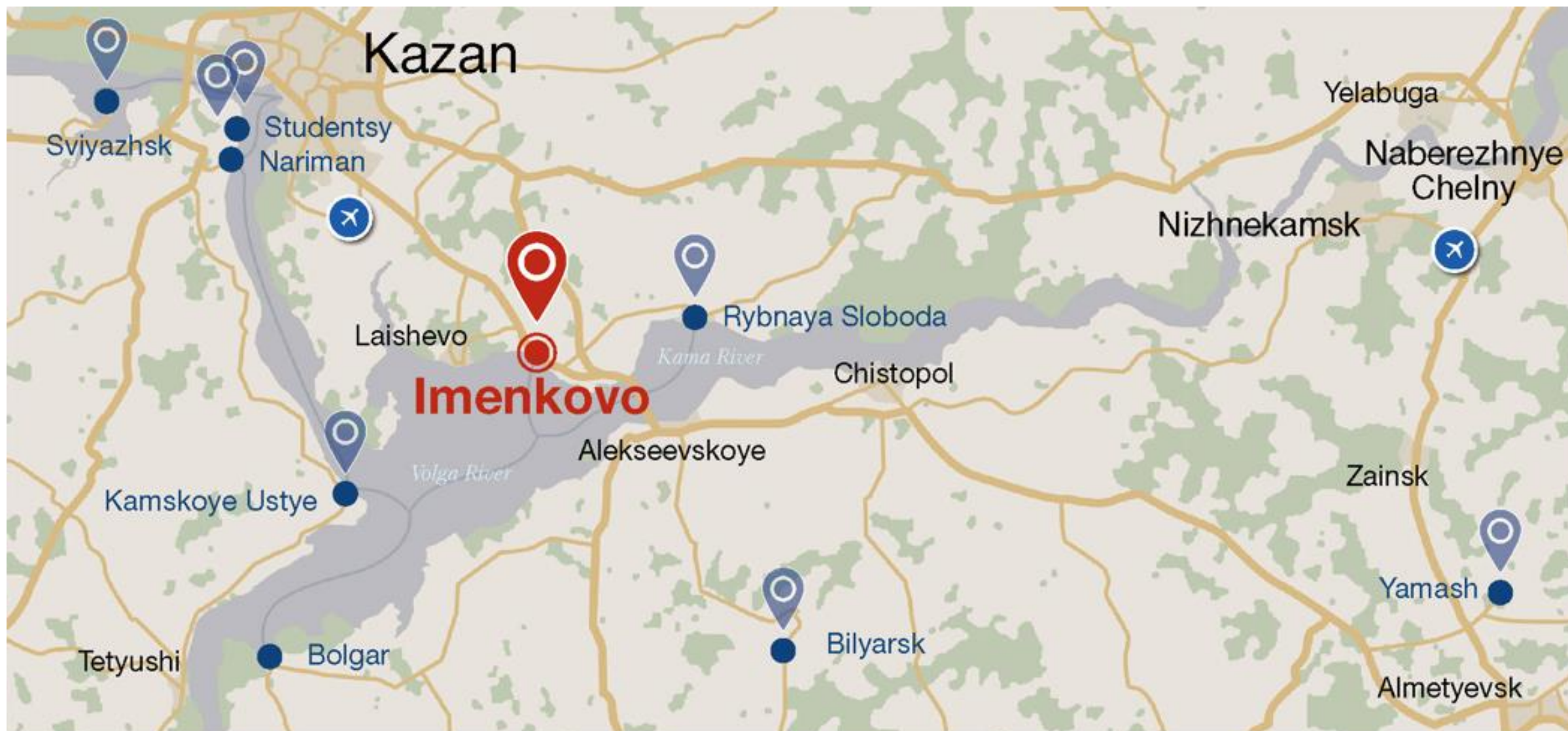
GOALS AND OBJECTIVES OF THE INVESTMENT PROJECT IMPLEMENTATION

The goal of the cluster project implementation is to create a new modern enterprise of hospitality industry in the Republic of Tatarstan focused on domestic and inbound tourism, effectively utilizing the recreational potential of location and possessing a sustainable business model by diversifying tourism services.

To achieve this goal, government agencies need to solve the following problems:

- generate a land plot for the project and prepare it for transmission to the investor in the required legal status;
- prepare planning documentation for the land plot in the amount necessary to carry out tourism development activities in accordance with the given concept;
- assist the investor in providing the cluster with engineering and road infrastructure;
- use the available mechanisms to support small and medium businesses of the cluster enterprises, including preferential loans, subsidies, and leasing.





«IMENKOVO» CLUSTER

IMENKOVO CAR TOURISM CLUSTER DEVELOPMENT CONCEPT. MASTER PLAN FOR SITE DEVELOPMENT



Large flow of potential customers near the cluster and the growing demand for points of product sale on the part of farmers and agricultural enterprises have identified one of the cluster's main facilities – a farmer's market.

The comfortable riverside and a popular spot for fishing also allows to confidently predict a constant demand for tourism services, to meet which it is envisioned to build a camping with 53 lots, a tourist base with 30 cabins and capacity of up to 140 people, bathhouse complex, children's park, and sports and technical center.

The cluster's core is a club house, in which, apart from a café with a terrace on the Volga, there is a multi-purpose hall that allows to hold public events all year round – from sporting events to corporate trainings.

IMENKOVO CAR TOURISM CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



CLUB - HOUSE

IMENKOVO CAR TOURISM CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



FARMERS MARKET

IMENKOVO CAR TOURISM CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SPORTS AND TECHNICAL CENTER

IMENKOVO CAR TOURISM CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SAUNA COMPLEX

FINANCIAL FEASIBILITY STUDY OF IMENKOVO CAR TOURISM CLUSTER PROJECT.

TARGET TECHNICAL AND ECONOMIC PARAMETERS OF THE CLUSTER CREATED

Land plot area: 24.4 ha

Main business types:

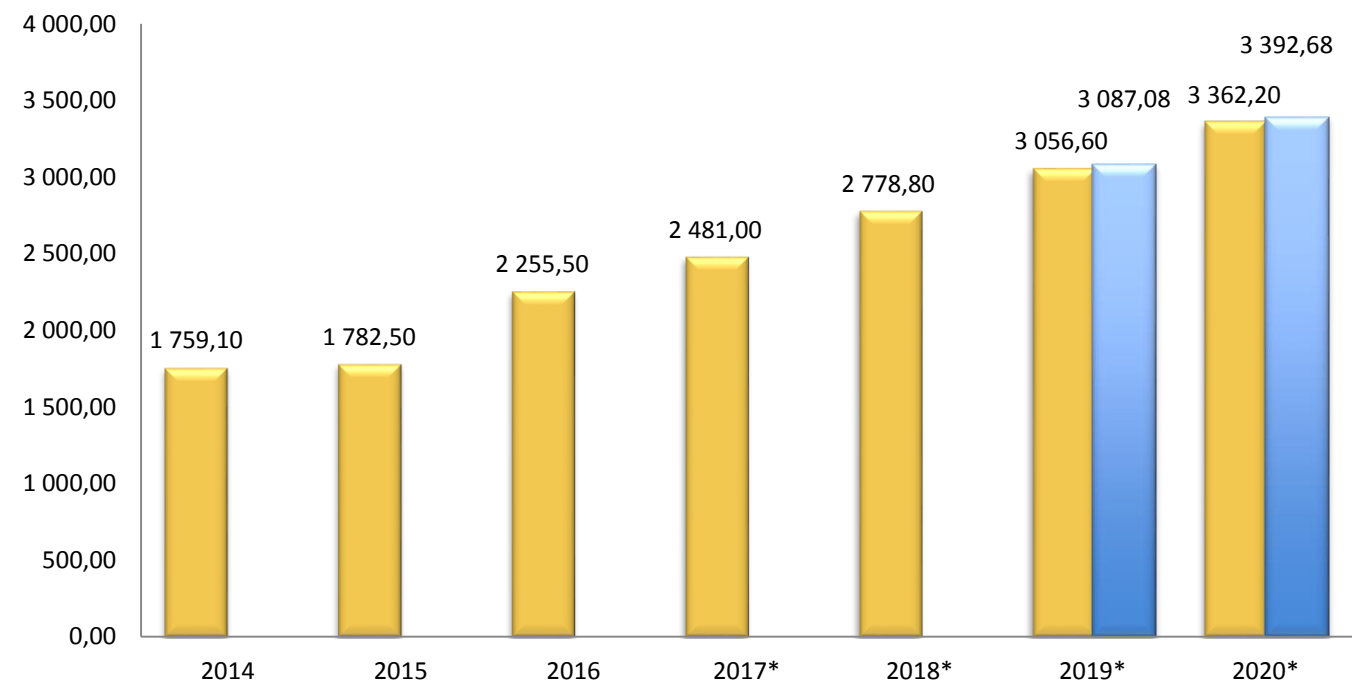
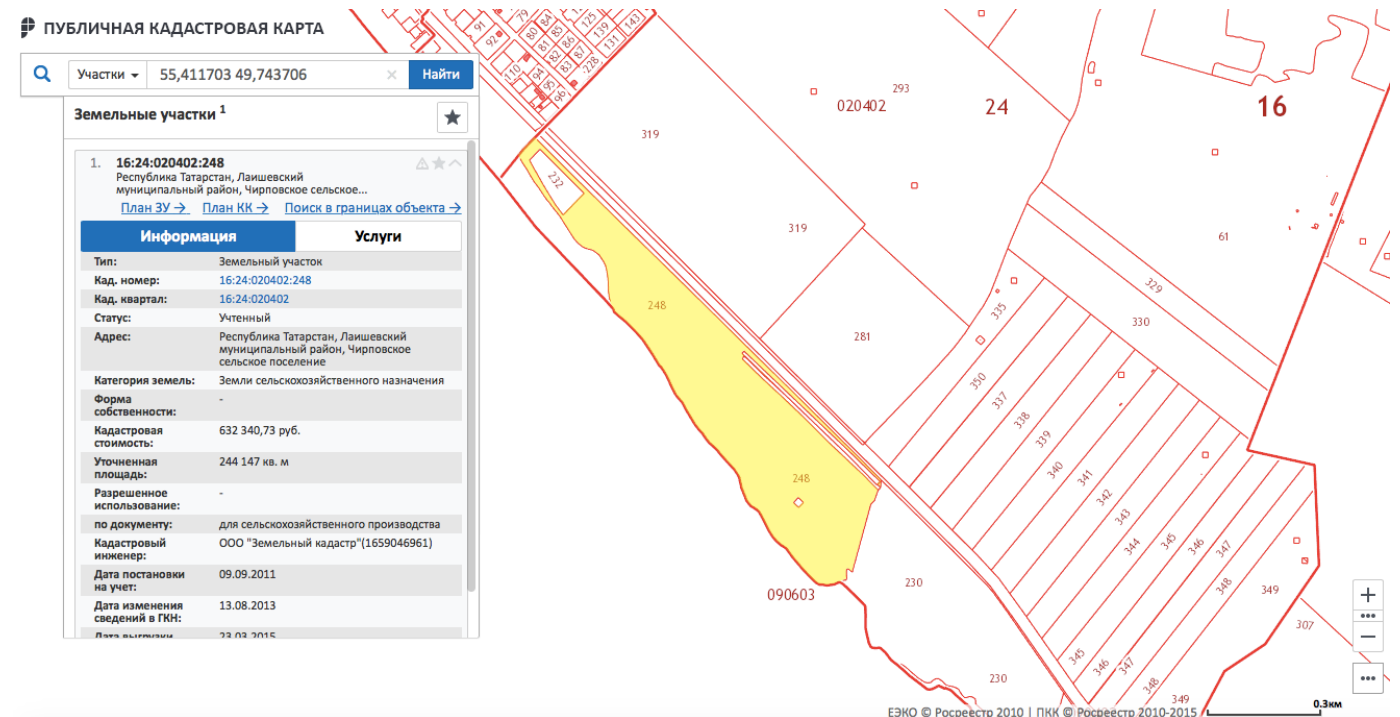
- Tourist base
- Camping
- Bathhouse complex
- Café restaurant with multi-purpose hall
- Sports and technical center
- Farmers market

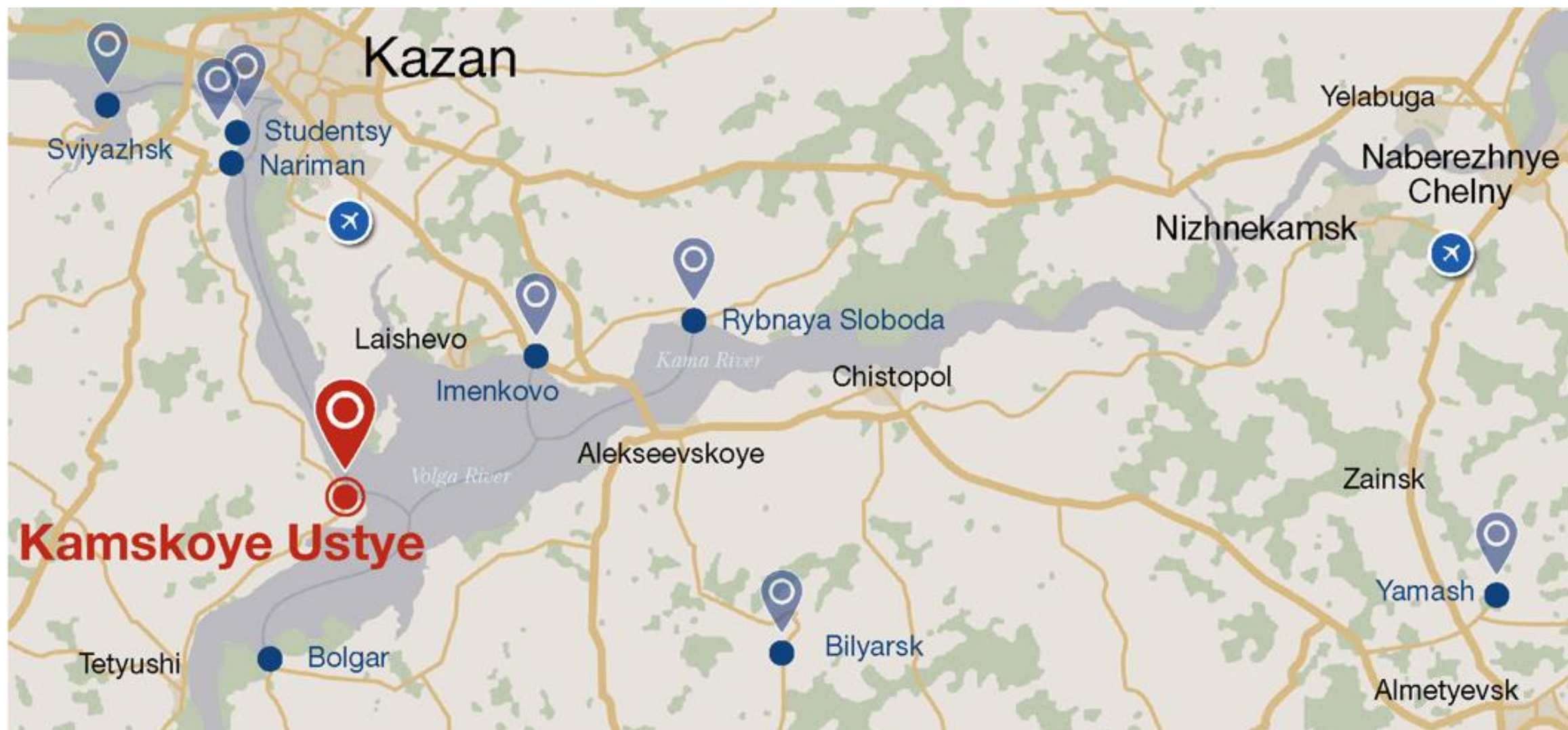
Investment size: 296.8 million RUB

Payback period: 6.5 years

Number of workplaces: 96

Growth of tourist flow: +30,480 persons every year





«KAMSKOYE USTYE» CLUSTER

KAMSKOYE USTYE CLUSTER DEVELOPMENT CONCEPT. MASTER PLAN FOR SITE DEVELOPMENT



Defined at the disposal of the cluster is a fishing and family vacation land parcel situated near the village of Kamskoye Ustye next to the Kirelsky Riverboat yard, one of the popular locations for fishing, conveniently located on the wide, low-sloped shore of the Kuybyshevsky water reservoir with natural bays.

KAMSKOYE USTYE CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



CLUB - HOUSE

KAMSKOYE USTYE CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SAUNA COMPLEX

KAMSKOYE USTYE CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SPORTS AND TECHNICAL CENTER

FINANCIAL FEASIBILITY STUDY OF KAMSKOYE USTYE TOURISM CLUSTER PROJECT. TARGET TECHNICAL AND ECONOMIC PARAMETERS OF THE CLUSTER CREATED

Land plot area: 32 ha

Main business types:

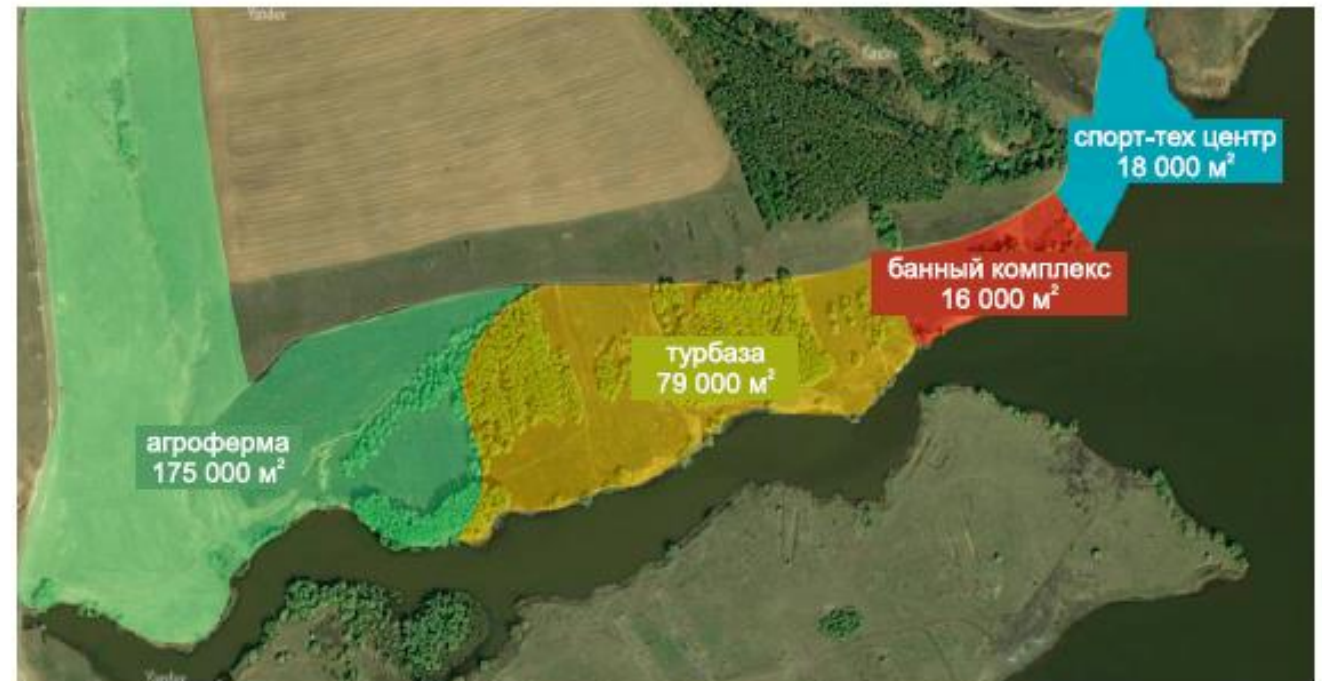
- Sauna complex
- Sport and technical center

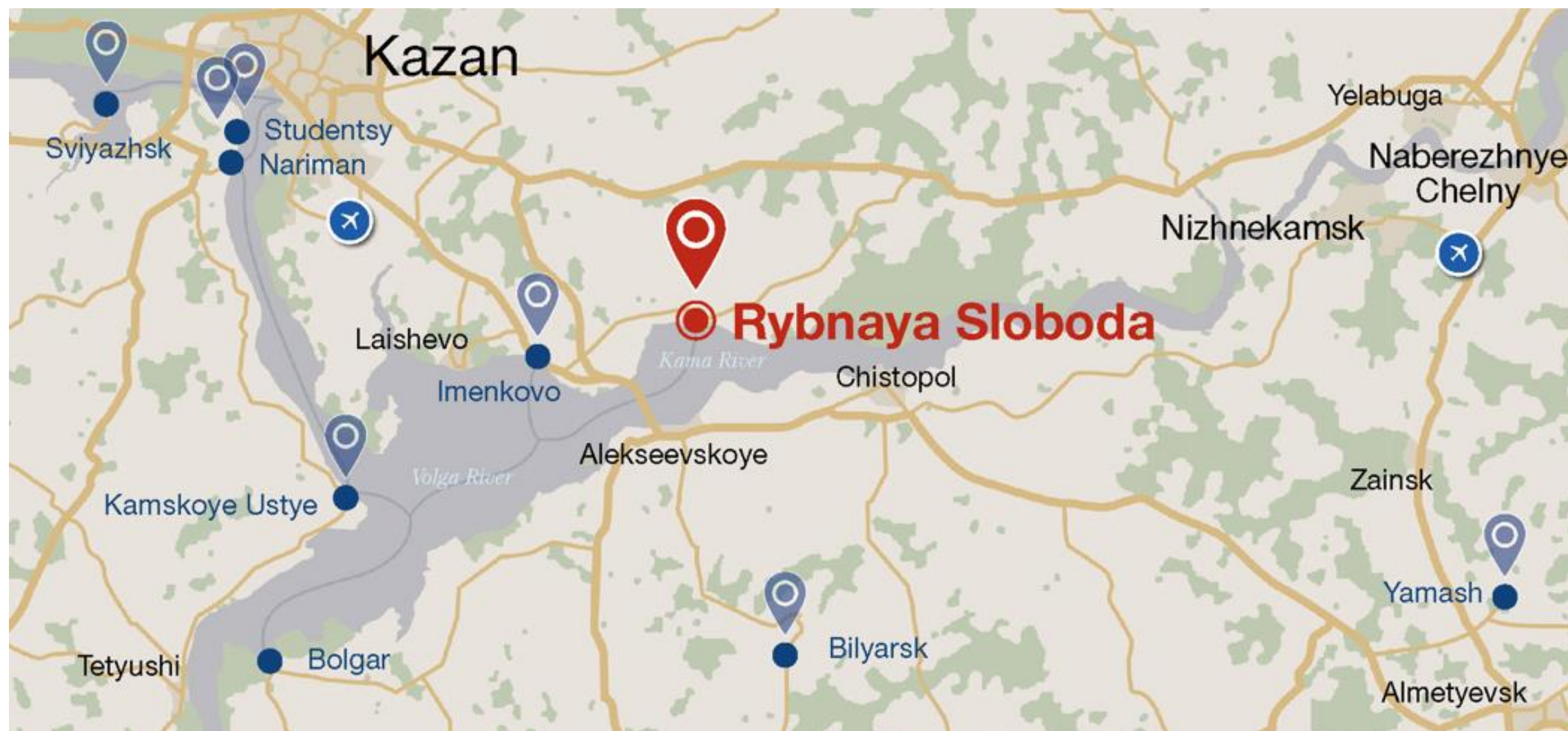
Investment size: 417,7 million RUB

investor's funds: 297,4 million RUB.

government funds: 130,3 million RUB

Payback period: 7,3 years





«RYBNAYA SLOBODA» CLUSTER

RYBNAYA SLOBODA CLUSTER DEVELOPMENT CONCEPT. MASTER PLAN FOR SITE DEVELOPMENT



The kids and family cluster is presumed to be located on a land parcel located in a recreation zone inside the village Rybnaya Sloboda, which significantly reduces the investor's expenses for roads and engineering networks and also provides the availability of a work force and the social infrastructure of the village.

The variety of types of summer and winter vacation will provide a constant load and high profitability of the activities of the tourist facility.

RYBNAYA SLOBODA CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



CHILDREN'S SPORT CAMP

RYBNAYA SLOBODA CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



CHILDREN'S YACHT SCHOOL

RYBNAYA SLOBODA CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



PUBLIC FACILITIES OF THE CAMP

FINANCIAL FEASIBILITY STUDY OF RYBNAYA SLOBODA TOURISM CLUSTER PROJECT.

TARGET TECHNICAL AND ECONOMIC PARAMETERS OF THE CLUSTER CREATED

Land plot area: 40 ha

Main business types:

- Children's yacht school
- Children's sport camp
- Active Family Recreation Park

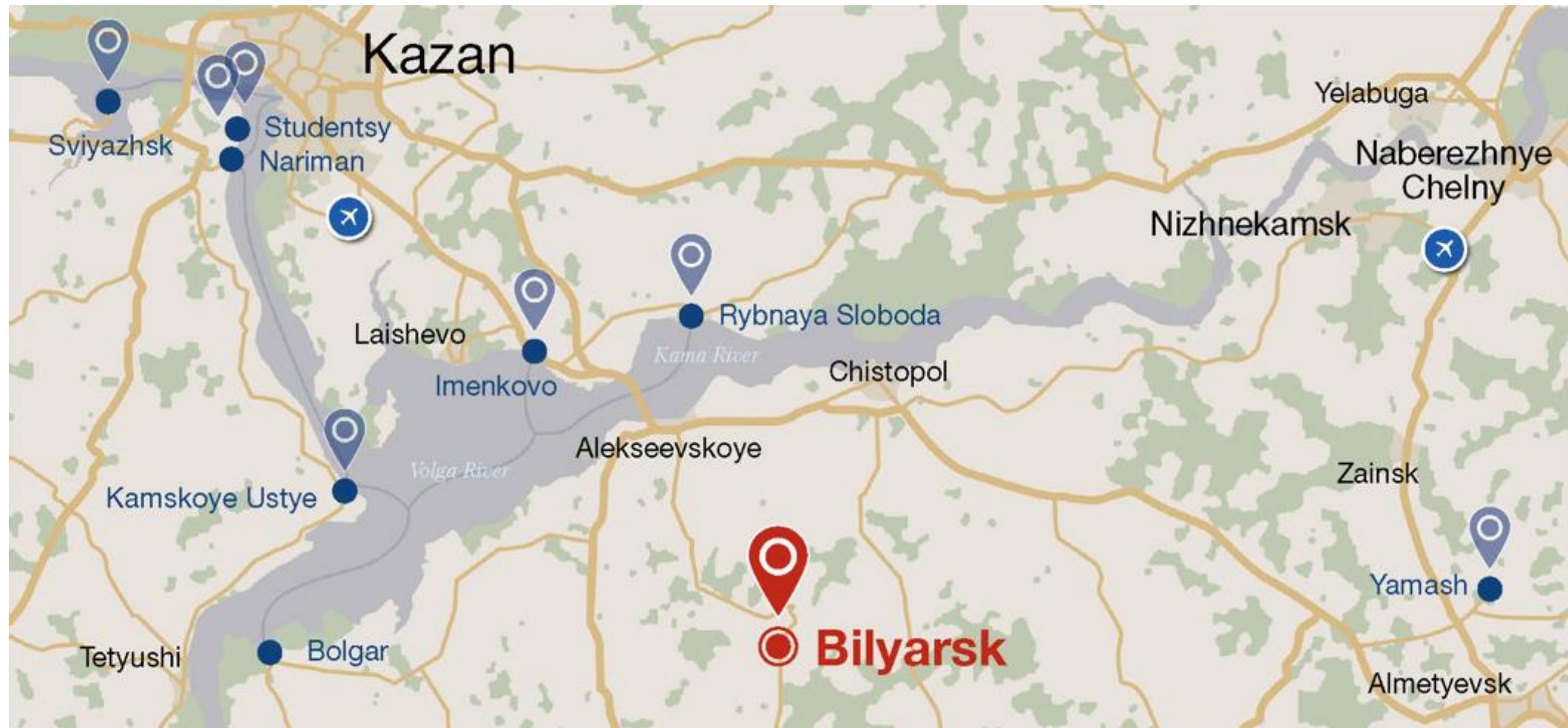
Investment size 667,7 million RUB

investor's funds: 465,4 million RUB

government funds: 202,3 million RUB

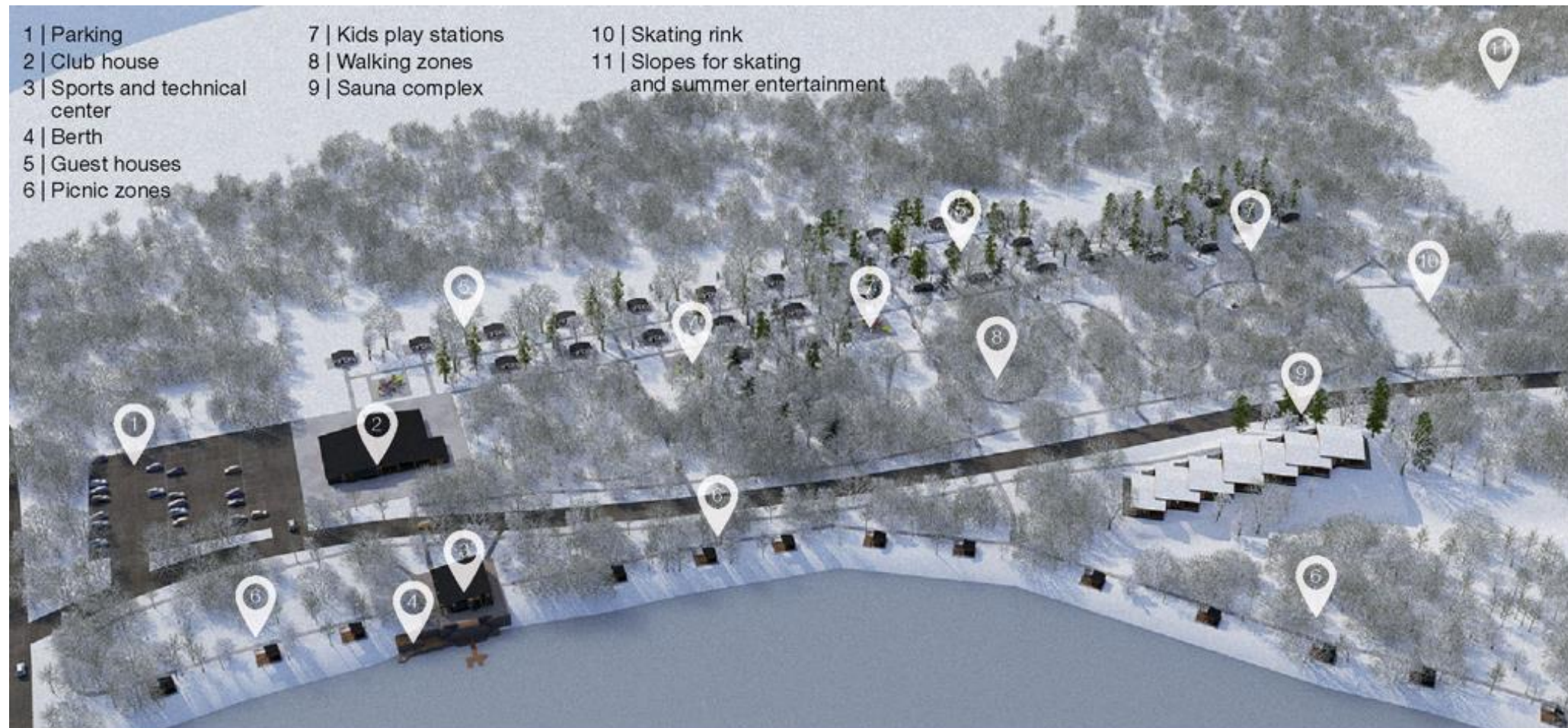
Payback period: 7,3 years





«BILYARSK» CLUSTER

BILYARSK CLUSTER DEVELOPMENT CONCEPT. MASTER PLAN FOR SITE DEVELOPMENT



Selected at the Cluster's disposal for cultural and pilgrim tourism is a parcel of land conveniently located on the shore of a natural water basin near the Bilyarsk historical, archeological, and natural museum site and one of the most popular pilgrim locations of various religious confessions -- of the legendary natural boundaries "Svyatoy Kluch".

The Cluster is oriented on needs in modern and high-quality hospitality infrastructure in the active and popular tourism destination. The Cluster in the near future can be compared with the sights of the republic, the Great Bolgar, Sviyazhsk, and the Kazan Kremlin.

BILYARSK CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



RESIDENTAL HOUSES

BILYARSK CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SAUNA COMPLEX

BILYARSK CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SPORTS AND TECHNICAL CENTER

FINANCIAL FEASIBILITY STUDY OF BILYARSK CLUSTER TOURISM CLUSTER PROJECT.

TARGET TECHNICAL AND ECONOMIC PARAMETERS OF THE CLUSTER CREATED

Land plot area : 13.4 hectares

Main business types:

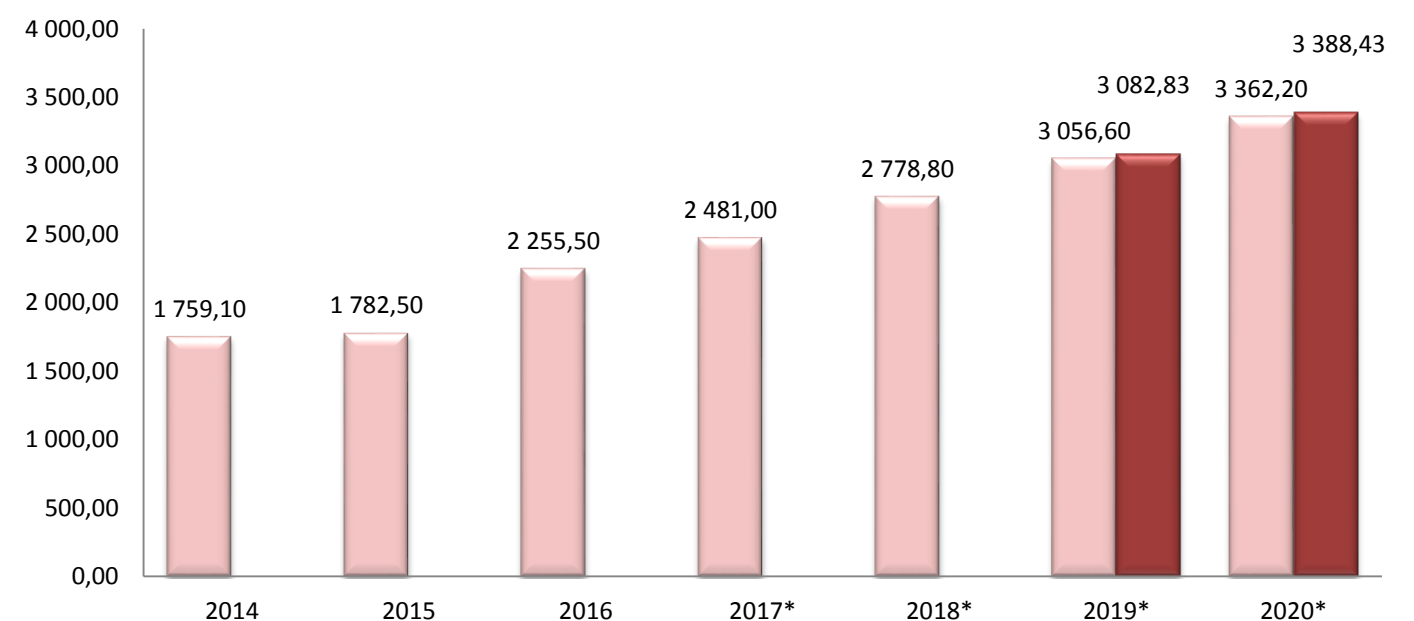
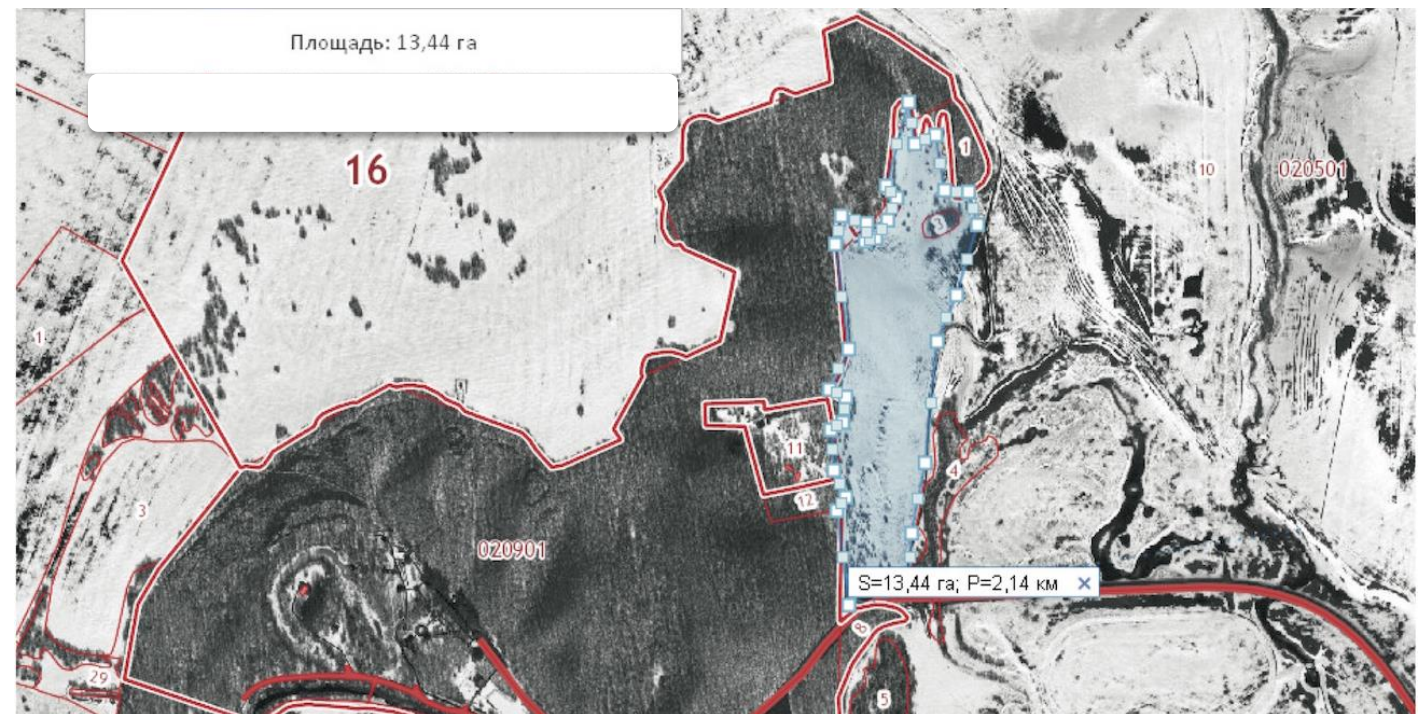
- Tourist base
- Bathhouse complex
- Café restaurant
- Sports and technical center
- Picnic spots

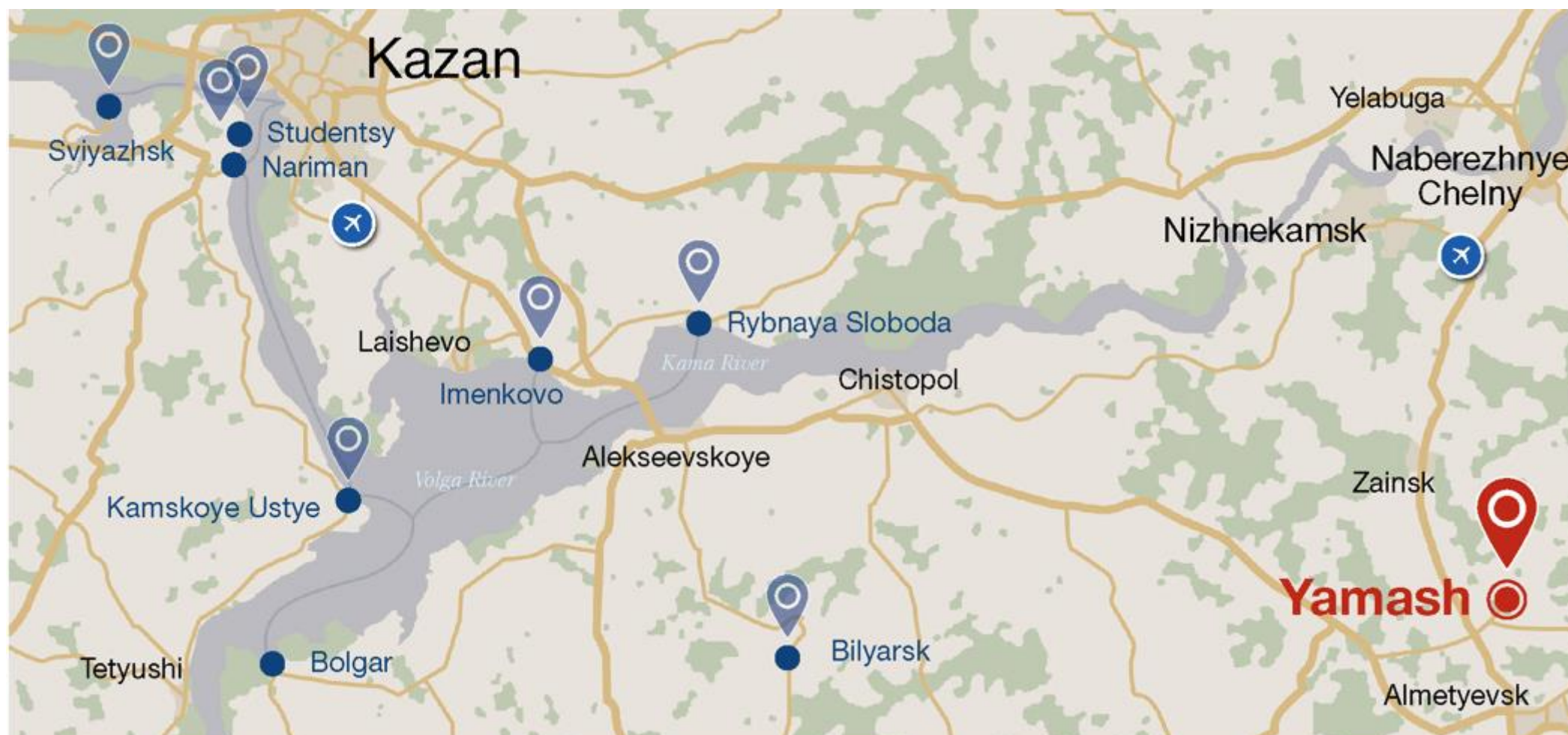
Investment size: 204.04 million RUB

Payback period: 5.7 years

Number of workplaces: 96

Growth of tourist flow: + 26,230 persons every year





«YAMASH» CLUSTER

YAMASH CLUSTER DEVELOPMENT CONCEPT. MASTER PLAN FOR SITE DEVELOPMENT



The main idea of the automobile tourism cluster Yamash is the interaction of the tourist facility with the operating agricultural farm within the bounds of offering potential guests a unique breadth of tourism services with various recreational facilities located within a comfortable public space.

Considering the high consumer ability of the local audience, a large percent of young families within the population of Almet'yevsk, as well as active automobile traffic on neighbouring highways, envisaged in the Cluster's infrastructure is the placement of a tourism base of 30 houses housing up to 180 people, a sauna complex, a kids center, and an entertainment park – the fullest selection of facilities and services for year-round family vacation with an emphasis on a kids audience.

YAMASH CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



VILLAGE

YAMASH CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



CHILDREN'S CAFE

YAMASH CLUSTER ARCHITECTURAL AND PLANNING CONCEPT



SKATING SLOPES

FINANCIAL FEASIBILITY STUDY OF YAMASH CLUSTER TOURISM CLUSTER PROJECT.

TARGET TECHNICAL AND ECONOMIC PARAMETERS OF THE CLUSTER CREATED

Land plot area – 18.7 ha

Main business types:

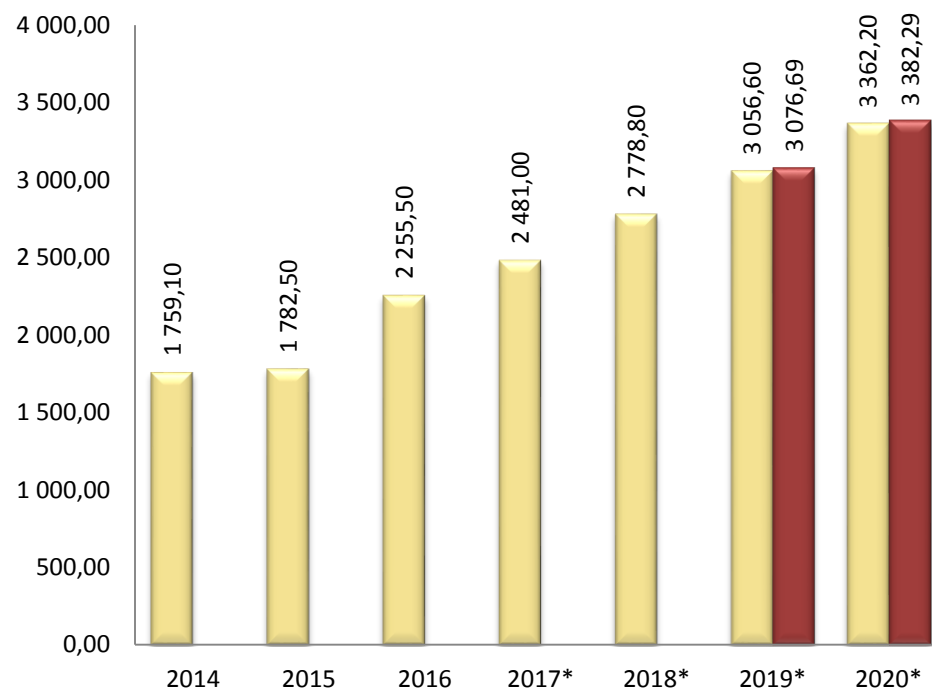
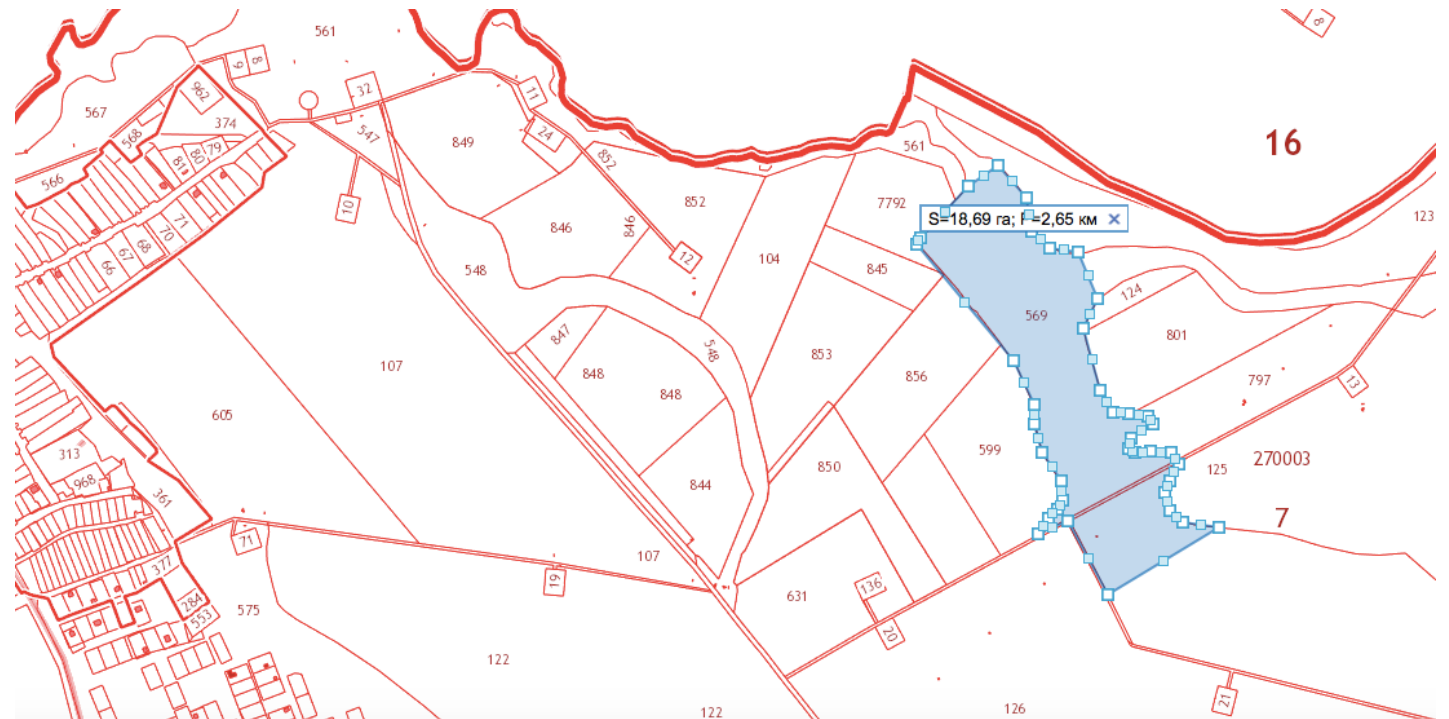
- Tourist base
- Themed agro-park
- Bathhouse complex
- Café restaurant
- Sports and technical center

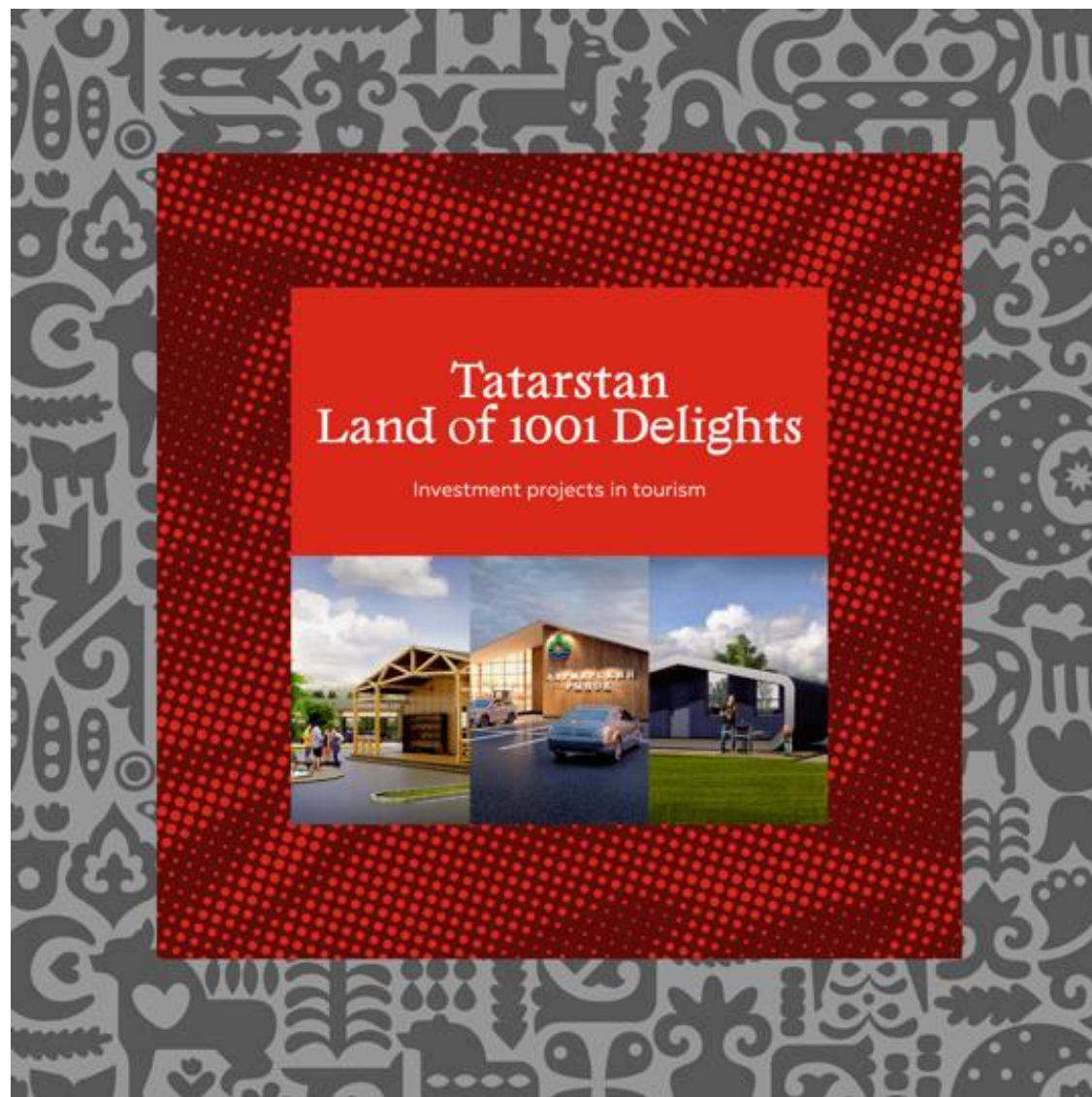
Investment size – 351.9 million rubles

Payback period – 5.6 years

Number of workplaces – 124

Growth of tourist flow + 20,090 persons every year





THANK YOU FOR YOUR ATTENTION!

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of the Republic of Tatarstan**

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