



**TSARSKY BEREG:  
A Premium Holiday  
Resort in the  
Yaroslavl Region**

Spa Complex  
СПА Комплекс

Cottage Area  
Коттеджи в Лесу

Golf Club  
Гольф Клуб

Hotel Complex  
Гостиничный Комплекс

Amphitheater  
Амфитеатр

Equestrian Center  
Конный Клуб

Marina  
Речной Причал

Sports Facilities  
Спортивные Площадки

Sports Facilities  
Спортивные детские Площадки

Beach Zone  
Пляжная Зона

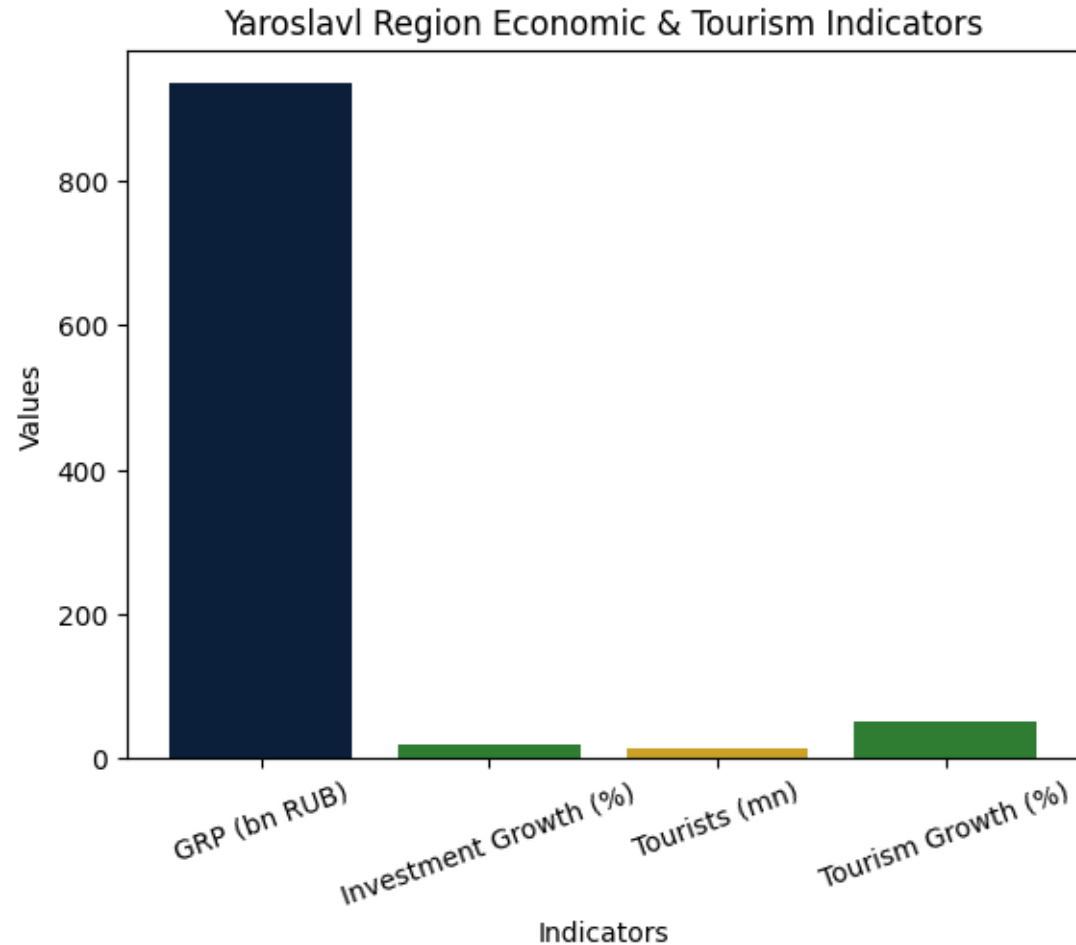
Kids' Playground  
Детский Городок

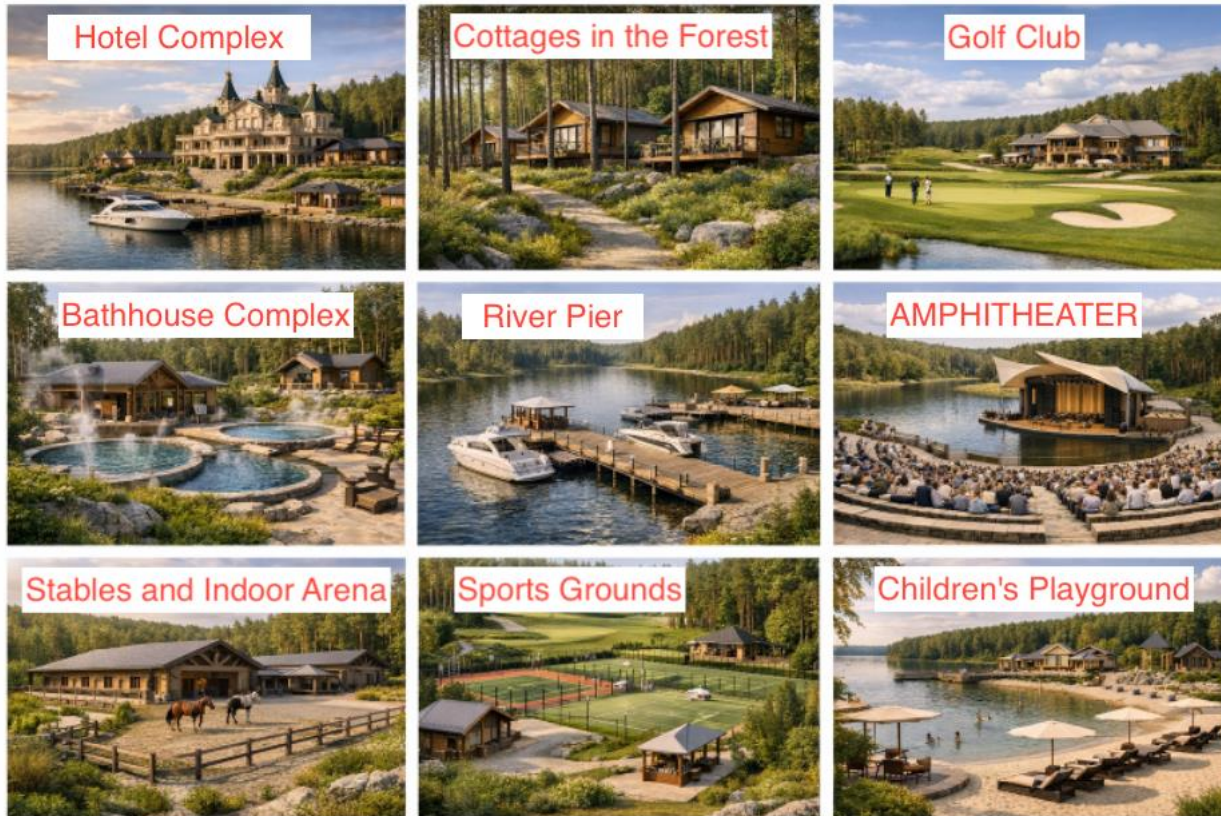
Мастер План 25 га  
Master Plan - 25 ha

## Yaroslavl Region:

A Region of Opportunity. Why the Yaroslavl Region?

- Historical and Cultural Potential: The "Capital of the Golden Ring," boasting over 1,000 years of history.
- Economic Growth: GRP of 934.1 billion rubles (2024), with a 20.3% increase in investment.
- Tourism Development: 13.2 million tourists (2025), representing a 51% year-on-year increase in visitor flow.
- Social Focus: Half of the regional budget is allocated to the social sphere.
- Transport Prospects: A new international airport terminal (2028-2030).





## Project Concept and Format:

Tsarsky Bereg – A Unique Premium Resort

- Format: A gated countryside complex incorporating elements of sports and eco-tourism.
- Infrastructure: Hotel, cottages, golf club, equestrian center, amphitheater, bathhouse complex, beach, sports facilities, and children's play areas.
- Land Plot: 99-year lease with an option to purchase.
- Construction Timeline: 18-24 months.

## Target Audience and Competitive Advantages

### Who are we building for?

- ❖ Families with children – 45%
- ❖ Corporate clients – 25%
- ❖ Sports tourists – 15%
- ❖ Individual travelers – 15%

### Why are we unique?

- ❖ The only premium complex in the Central Federal District featuring a golf course, a marina, and stables.
- ❖ High level of privacy and 5-star service.
- ❖ Absence of direct competition within the segment.





# SWOT Analysis

Strengths	Possibilities
Uniqueness	State support of up to RUB 9 billion per year
Growing Tourist Flow	National Project "Tourism and Hospitality"
Absence of Credit Burden	Event Marketing
International Golf Tourists	
Weaknesses	Threats
High Investments	Increase in prices for services (+14.5%)
Personnel Shortage	Slowing Growth in Tourist Arrivals
High seasonality	Rise in Electricity Tariffs

## Market Analysis and SWOT

### Russia's Domestic Tourism Market

#### Tourist Flow:

- ❖ 90 million trips (2025); projected to reach 94 million (2026).

#### Yaroslavl Region:

- ❖ Top 10 destination; projected 14 million tourists (2026).

## Investment Plan (CAPEX)

### ❖ Investment Volume and Structure

- Total Volume: RUB 1.7-2.2 billion

## Key Objects and Costs:

Object	Cost (million rubles)
Hotel Complex	450-600
Cottages in the Forest	270
Golf club	800
Bathhouse Complex	30-50
River Pier	30-50
Amphitheater	15-25
Stables and Indoor Arena	15-25
Sports Grounds	10-15
Children's Playground	3-5
Gazebos	5-8
Beach Area	5-10
Engineering Networks	50-80
Landscaping and Site Improvement	40-60
Design Documentation and Approvals	20-30



## Operational Plan and Staffing

How will the facility operate?

- ❖ Timeline to reach full capacity: By the end of Year 3.

Staffing Plan (75+ employees):

- ❖ Management, Accommodation Services, Restaurant, Bathhouse Complex, Sports & Recreation, Stables, Amphitheater, Technical Services, Security.

Operating Expenses (OPEX):

- ❖ Payroll (incl. taxes): ~90 million RUB/year
- ❖ Utilities: 18-25 million RUB/year
- ❖ Marketing: 8-12 million RUB/year
- ❖ HR Strategy: Collaboration with universities, staff training, recruitment from neighboring regions.

# Revenue Plan and Return on Investment

## Revenue Sources (Forecast)

Source of income	Share of Revenue	Annual Revenue, RUB million
Accommodation	40-45%	140-160
Nutrition	20-25%	70-90
Golf club	15-20%	50-70
Bathhouse Complex	5-8%	20-30
Events	5-7%	20-25
Horseback Riding	2-3%	8-12
Other Services	3-5%	10-15

**Total: ≈318-402 million RUB/year**

### Payback Period:

- ❖ - Base Scenario: 10-12 years.
- ❖ - Optimistic Scenario: 7-9 years (at >70% capacity utilization).



# RISKS AND RECOMMENDATIONS

## Key Risks and Mitigation Measures

Risk	Probability	Influence	Mitigation Measures
Construction Delays	Average	High	Phased commissioning of facilities, budget reserve (15%)
Low occupancy in the early years	Average	High	Aggressive Marketing, Work with Corporate Clients
Personnel Shortage	Tall	Average	Staff Training (Rotational Method)
Rise in Electricity Tariffs	Tall	Average	Energy-efficient equipment, dedicated boiler room

### Recommendations for Success:

1. Initiate engagement with the Government of the Yaroslavl Region at an early stage.
2. Implement a phased rollout of facilities to accelerate the launch.
3. Engage a professional operator for the golf club and stables.
4. Develop a loyalty program for regular guests.



This document outlines the conceptual framework for the "TSARSKY BEREG" tourist complex project. The facility's development strategy is grounded in principles aimed at creating a unique architectural identity, utilizing eco-friendly natural materials, and implementing cutting-edge technological solutions. Particular emphasis is placed on preserving the natural landscape and establishing a golf club infrastructure that is unparalleled within the Central Federal District.

The Concept of the "TSARSKY BEREG" Tourist Complex:

Implementation of architectural solutions rooted in the traditions of Russian architecture.

Exclusive use of natural and environmentally safe materials.

Ensuring the preservation of the natural environment within the complex grounds.

Application of "chalet" aesthetics and rustic-style elements in the design of residential units and infrastructure facilities.

Integration of innovative technologies into hotel service operations and spa facility management.

Creation of a modern golf club featuring unique characteristics that are unrivaled within the Central Federal District.

























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**THANK YOU FOR YOUR ATTENTION**