



# *New village: the example of agrotourism*

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# Project location

- **Arzamas** – one of the largest city in Nizhny Novgorod Oblast, located on the Tyosha River
- **Krasnoye** – the village in Arzamasskaya district



Krasnoye has an enormous hidden touristic potential because:

- it has a pure continental climate with mild winter and summer
- It is a periphery that locates between such major cities as Kazan and Moscow
- ecological situation allows realize project without any injuries for vacationers





# Why should we choose Krasnoye?

Developed transport and engineering infrastructure



Situated on the intersection of rail lines that connect:

- Moscow and Kazan
- Nizhny Novgorod and Penza



There is also highways that connect:

- Nizhny Novgorod and Saransk
- Arzamas and Murom



Engineering communications provide Krasnoye with regular supply of:

- pure water from southwest of Arzamas district
- natural gas from north to south (from Saratov to Cherepovets)
- electricity from power plant «Arzamasskaya» that located to the north



# Why should we choose Krasnoye?

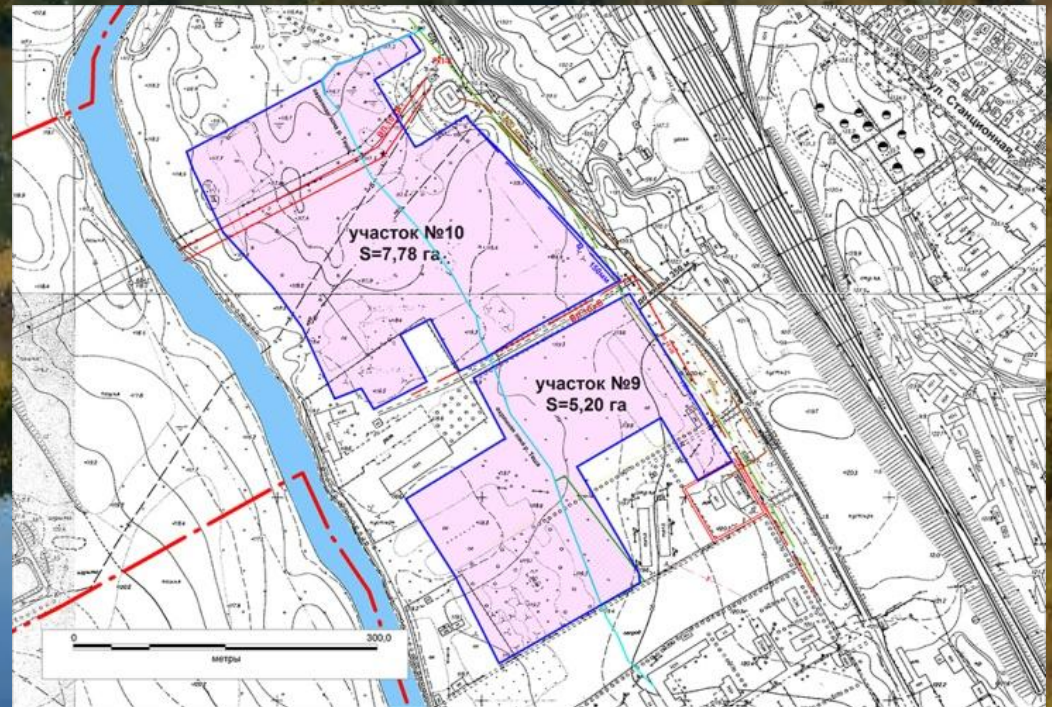
Existence of green investment platform

↓

This type of area has benefits and preferences. Local government and Ministry of Regional Development of Russia

↓

There is 7 platform in all for «green» business



Investment area 9 and 10

# Why should we choose these areas?

- The largest investment area in Krasnoye (almost 14 hectare)
- Railways station locates within 2 km from area
- Domestic buildings locate within 2 km
- Access to the infrastructure allow developer decrease costs for its construction



# Preferences

- Government of Nizhny Novgorod region provides entrepreneur with subsidies



- They are directed for compensation 2/3 of refinancing rate
- OR**
- Compensate 50% of credit issued in foreign currencies

The subsidies provide in case of:

- Project value for tourist industry in the region
- Optimal efficiency indices (Investment volume)
- Creation hotel-tourist complexes
- Development the sphere of additional service

The preferences provide for the 5 years term

A full-page background image featuring a bright sunset over a vast field of golden wheat. The sun is a glowing orb on the horizon, casting a warm, golden light across the sky and the field. The sky is filled with soft, wispy clouds in shades of orange, yellow, and light blue. In the distance, a line of trees is visible against the horizon. The foreground is filled with the detailed texture of the wheat stalks. A semi-transparent white rounded rectangle is centered over the image, containing the word "Summer" in a brown script font.

*Summer*



# *Entertainment*



*Cossacks and  
Robbers*





# *Gorodki*

*For adults also...*





# *Klassiki*



# *Rope pulling*





# Gorelki (Burners Game)



*If a “burner” catches a pair of players, the boy has to take his place, while he plants himself with the girl at the head of the line*





# *Enjoying the river*





# *“Animators”*

*Domovoi*



*Kikimora*



*Baba-Yaga*



# *“Animators”*

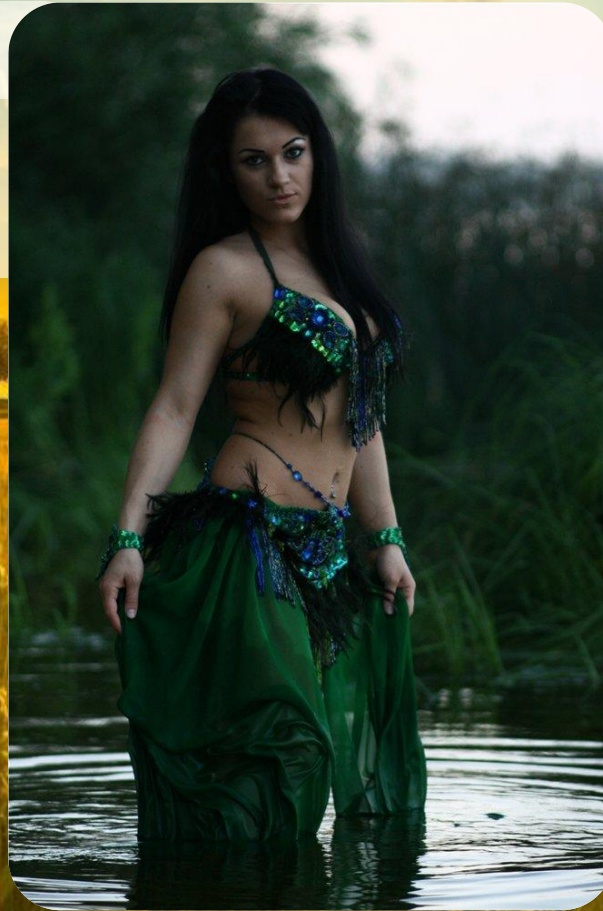
*Leshy*



*Koschei the Immortal*



*Rusalka*





*In the evening...*

## *Fairy tales for kids*

- *The Death of Koschei the Immortal*
- *Vasilissa the Beautiful*
- *Sister Alenushka, Brother Ivanushka*
- *The Frog Princess*
- *The Princess Who Never Smiled*
- *etc*





# *Watching the stars while having a picnic*

Romantic evenings for couples



Additional price for food and drinks for the picnic



A  
Fanciful  
Twist



# *Russian cuisine*

## *Breakfast*



*Buckwheat porridge  
with milk*

## *Dinner*



*Okroshka (cold soup)*

## *Supper*



*Shashlik*



# *Berries*



Strawberries  
Currants  
Blackberries  
Bilberries  
Gooseberries  
Raspberries

Additional price



# *Drinks*

## *Kvass*



Flavor additives may include fruit and berry juices (cherry, raspberry, lemon, etc.), as well as ginger and mint.

It consists of sweetened juice, thickened with arrowroot, cornstarch or potato starch, and sometimes red wine or fresh or dried fruits are added.



## *Kissel*



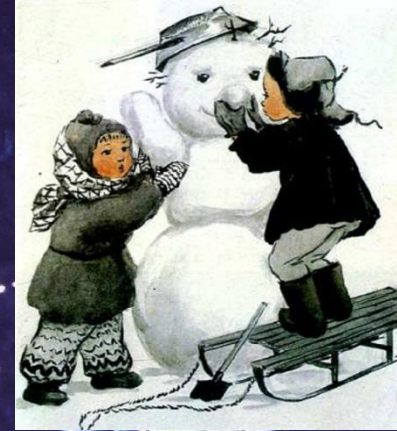
*And then the winter comes...*





# *Winter entertainment*

## *Building snowmen*



*So much  
snow – so  
much fun*



*There is a  
competition – the  
winner gets a  
prize*



# *Playing snowballs*

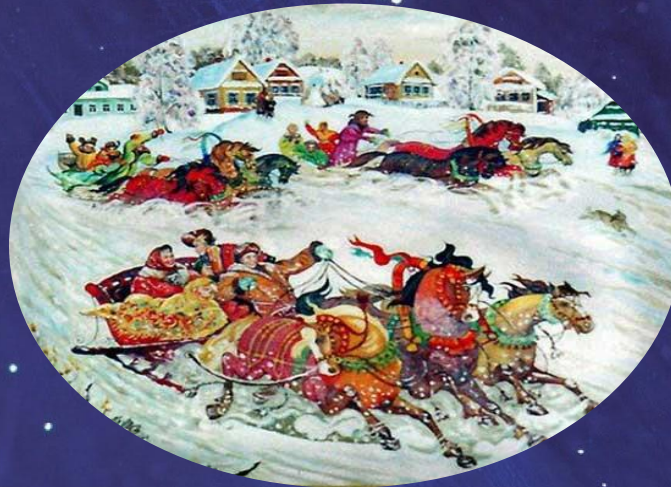


*Win the battle for  
your team*

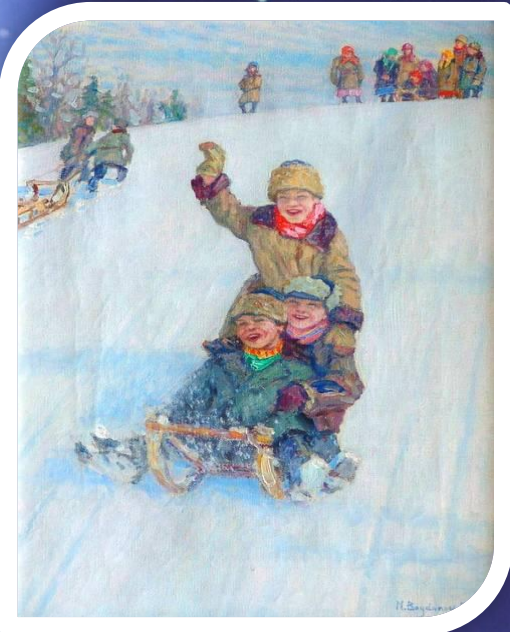




# *Cheerful hills*



*Riding sledge and ice-boats*





# *Skating and bathing in an ice-hole*

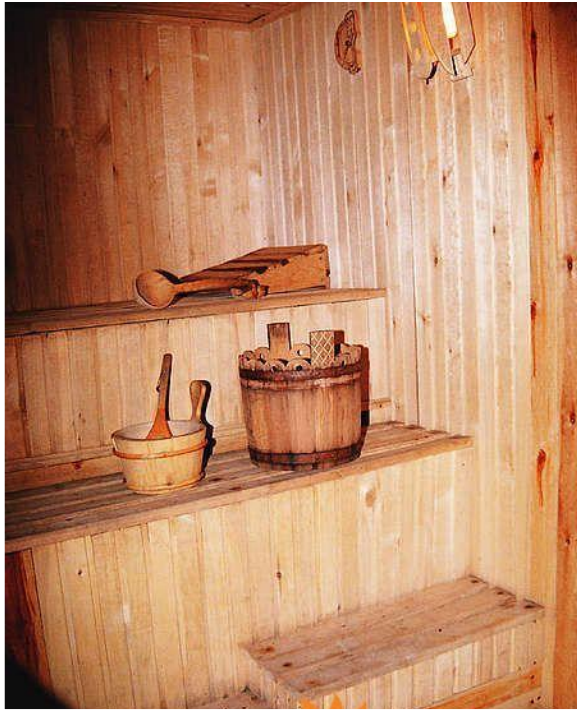
*Great fun*



*There is a sound mind in a sound body*



# *Banya*



*There is no russian  
winter without warm  
russian sauna*

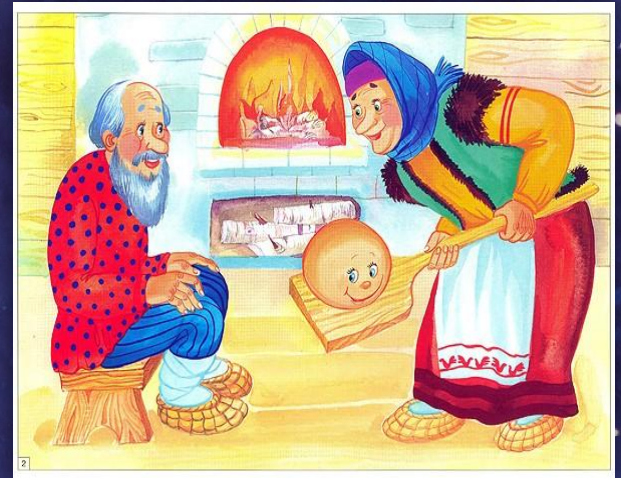




# *Delicacies*



*Amazing taste  
& quality +  
reasonable  
price*



*Pancakes , Pelmeni and  
Kasha*



# *Evening entertainment*

*Fairytales*



*Bonfires*



*Salute*



*Emelya  
Snow Queen  
Morozko  
12 months  
Christmas tree*



# *Profit*

**For adults – 10000 rub**

**For kids under 7 years = FREE**

**For teenagers under 18 years = 40% discount**

**Monthly profit (10 families  
with 1 kid = 20 adults + 5 kids  
+5 teenagers) = 230000 rub**



# *Costs*

**Initial costs = 3000000 rub/ for 5 years**

**Initial costs for 1 month = 50000 rub**

**Expenses on food = 50000 rub**

**Expenses on salary (5 workers, 15000 rub. per month) = 75000 rub**

**Total costs = 175000 rub**



# *Profitability*

Costs

Total monthly costs = 175000 rub

**Profitability** (monthly)  
= Profit/Costs =  
230000/175000 =  
1,314 (131,4%)

Profit

Total monthly profit = 230000 rub





*Thank you for your  
attention!*