

# ETNOMIR

THE ENTIRE WORLD IN ONE DAY



**ETNOMIR** is a unique park, in which every visitor will have a trip around the world, experiencing the history, culture and traditions of all the peoples of the Earth.



**ETHNIC HOTELS**

SCIENCE

FAIR

STUDENT CAMPS

CULTURE

**ARCHITECTURE**

INTERNATIONAL

EVENTS

EXHIBITIONS

THE DIALOGUE OF CULTURES

**TOURS**

PARK

APARTMENTS

**PRESENTATIONS**

MASTER CLASSES

CRAFTS

GUIDED TOURS

RESTAURANTS

WORKSHOPS

HOTELS

ETN  MIR

WELLNESS CENTER

**EDUCATION**

TRADITION

CONFERENCES

SPORTS

CO-WORKING

KEEPERS OF CULTURES

**MUSEUMS**

TRADITIONAL CUISINE

LANGUAGE STUDIES

BUSINESS CAMPS

ANIMATION

CULTURAL CODE

**BUSINESS**

TEAM BUILDING

ECO-SETTLEMENT

SEMINARS

STREET OF THE WORLD

FORUMS

SPA

HOLIDAYS

CHILDREN'S CENTER

ECOLOGGY

**FESTIVALS**

# EXPERIENCE

## IN RUSSIA (opened in 2006)



Ethnographic park nearby Moscow



**140** hectares of the park's territory

**50** thous. sq. m.

**1** million visitors per year

**11** hotels

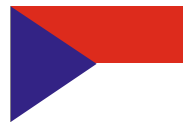
**13** restaurants

**80** museums

**120** monuments

**12** conference and exhibition spaces

## IN THE CZECH REPUBLIC (opened in 2015)



Etnosvet cultural centre and restaurant in downtown Prague

**500** sq. m.

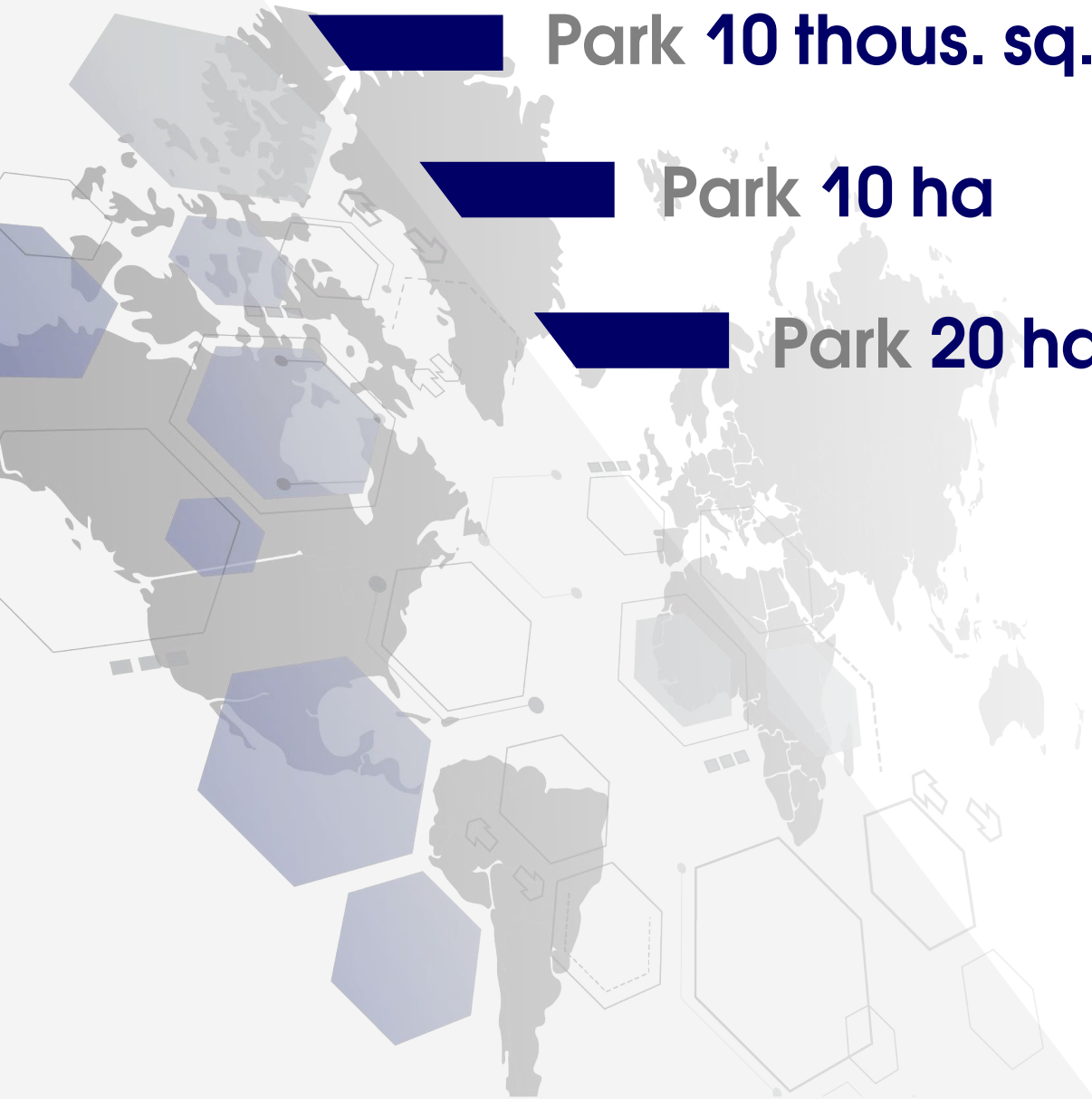
**100** thous. visitors per year





# FRANCHISE

## Types

 **Park 10 thous. sq. m** **Park 10 ha** **Park 20 ha**

# PARK 10 thous. sq. m.

Total area **10** thous. sq. m

Investments: \$ 8 million

Payback period: 3,5 – 4 years

Franchise fee: \$ 800 thous.

Royalty: 5 %

Marketing fee: 1 %

Capitalization : valuation in 10 years – \$ 70,5 million



- museum
- exhibition
- VR
- workshop
- stores
- children centre
- co-working

# PARK 10 ha

Land plot **10 ha**

Total area **16** thous. sq. m

Investments: \$ 25 million

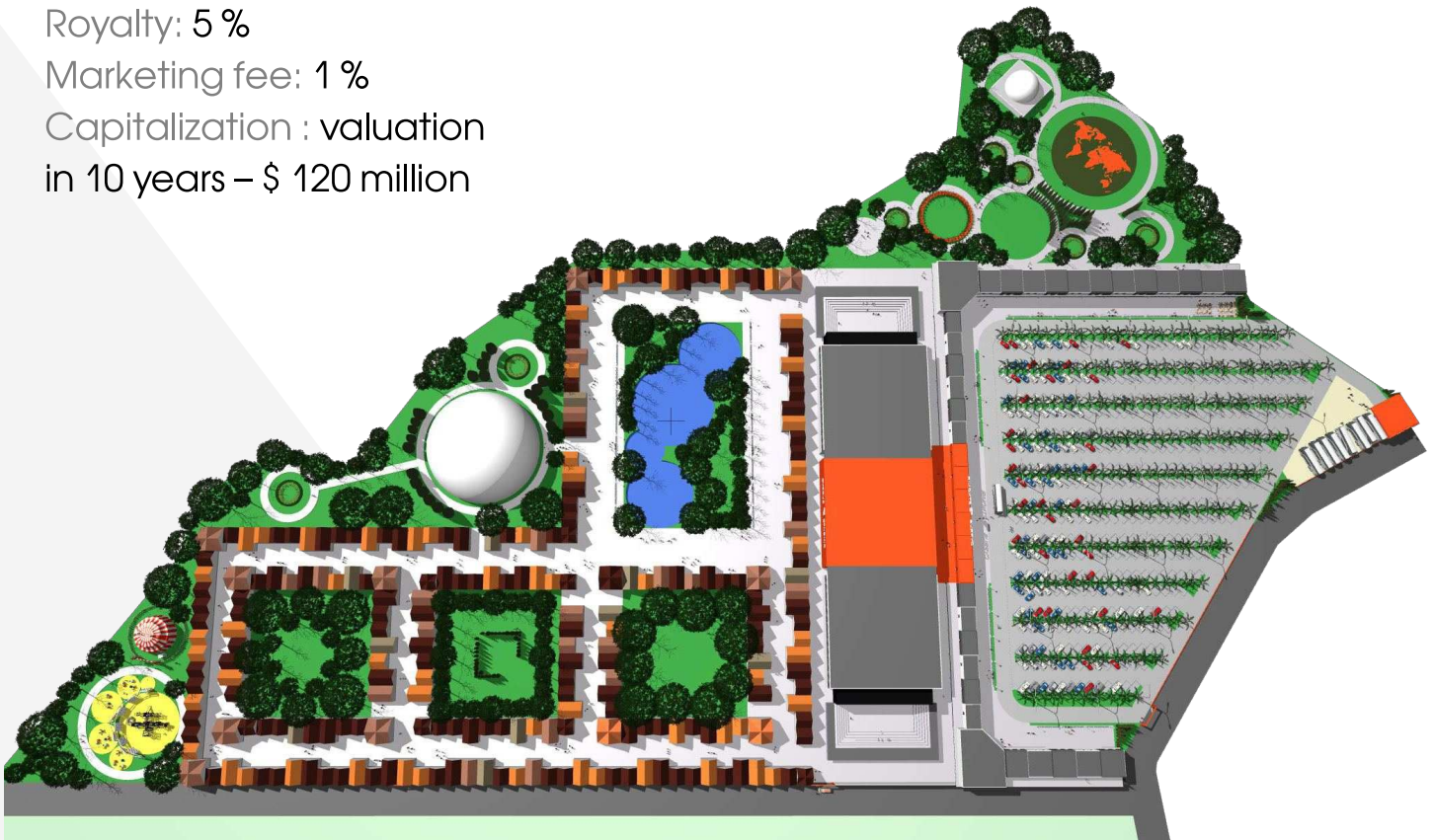
Payback period: 5,5 – 6 years

Franchise fee: \$ 2,5 million

Royalty: 5 %

Marketing fee: 1 %

Capitalization : valuation  
in 10 years – \$ 120 million



## MAIN PARK'S OBJECTS

- NATIONAL PAVILION
- STREET OF THE WORLD
- SQUARE OF THE WORLD
- PEOPLES' HOUSES OF THE WORLD
- CENTRE OF CULTURE,  
EDUCATION AND SCIENCE
- SPORT COMPLEXES
- HEALTH CENTRES

museum  
exhibition  
VR  
workshop  
stores  
children centre  
co-working  
hotel  
restaurant  
SPA  
sport



# PARK 20 ha

Land plot **20 ha**

Total area **30** thous. sq. m

Investments: \$ 50 million

Payback period: 7 – 8 years

Franchise fee: \$ 2,5 million

Royalty: 5 %

Marketing fee: 1 %

Capitalization: valuation  
in 10 years – \$ 157 million



## MAIN PARK'S OBJECTS

- ▼ NATIONAL PAVILION
- ▼ STREET OF THE WORLD
- ▼ SQUARE OF THE WORLD
- ▼ PEOPLES' HOUSES OF THE WORLD
- ▼ CENTRE OF CULTURE,  
EDUCATION AND SCIENCE
- ▼ SPORT COMPLEXES
- ▼ HEALTH CENTRES
- ▼ ECOLOGICAL CENTRE
- ▼ RESADENTIAL COMPLEXES

museum  
exhibition  
VR  
workshop  
stores  
children centre  
co-working  
hotel  
restaurant  
SPA  
sport  
park  
apartments

# Why ETNOMIR

PROFITABLE

UNIQUE

INNOVATIVE

MULTIFUNCTIONAL

SOCIAL

TOURISTIC

Wide target audience

Ready business models

Registered trademark on the Madrid system

Flexible approach

International team

