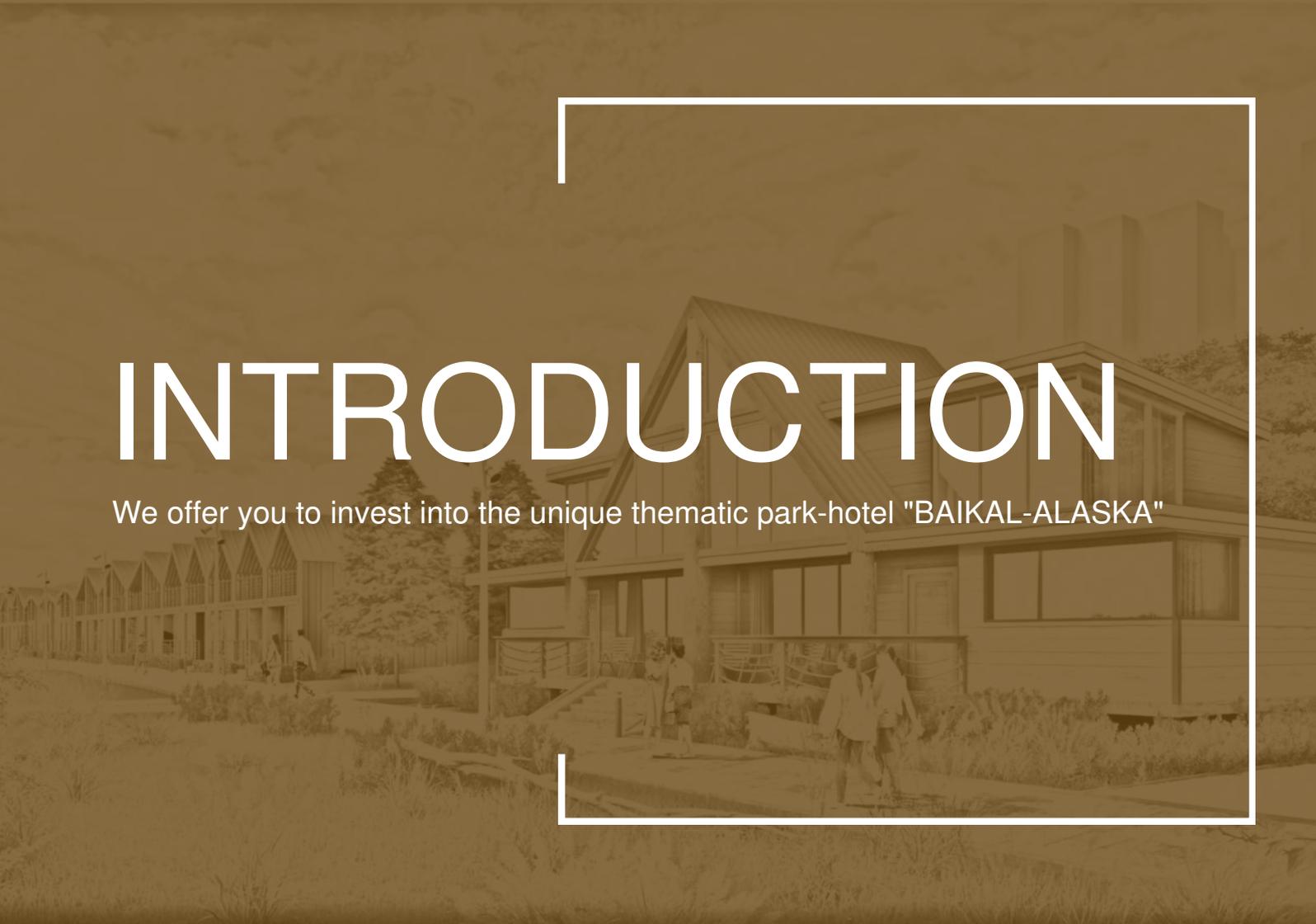




ПАРК-ОТЕЛЬ  
БАЙКАЛ·АЛЯСКА

# INVESTMENT OFFER

Invest from 2 million rubles  
with 4-years payback



# INTRODUCTION

We offer you to invest into the unique thematic park-hotel "BAIKAL-ALASKA"

# Hello!

*My name is Anatoly Kazakevich. I'm a businessman and a professional traveler. Since 2007 my team of the tour operator "Baikalov" and me organize interesting travels at the legendary Lake Baikal for guests from all over the world.*

*More over than 20.000 people trusted us the organization of their travels in all those years. We focus on the comfort and unique experience in our tours.*

*I know advantages and disadvantages of the tourism at Lake Baikal on practice and I see which objects miss in Irkutsk.*

*I offer you to consider the possibility of investment into my new project - the thematic hotel "Baikal-Alaska".*

*In the commercial proposal you find all necessary to take a decision:*

- *description of the hotel concept*
- *analysis of the tourist market*
- *description of the attraction instruments for tourists into hotel*
- *economic calculations and investment lots.*



**ANATOLY KAZAKEVICH**

Director and founder of the management company "Baikalov", sport-park "Polyana" and group of companies "Sphere of Baikal".  
Captain of the expedition "Baikal-Alaska".



# PARK-HOTEL "BAIKAL-ALASKA"

Thematic hotel at the picturesque riverside of Angara in Irkutsk city

The hotel will be built at the territory of the tourist object sport-park "Polyana".

The hotel orientates at the Russian and foreign individual tourists and tourist groups, with the average check from 3.500 to 16.000 rubles per night per room in the hotel.

The hotel will have the status of 3 stars. The total capacity is 117 people.

The idea of the hotel is the expedition "Baikal-Alaska: the way of Siberian merchants". Each house and room of the hotel (total 48 rooms) will be designed with the unique details and atmosphere of the territories where the legendary expedition came through.



An aerial photograph of a residential development featuring several large, multi-story houses with prominent gables and extensive glass windows. The houses are situated on a hillside overlooking a river. The entire image is overlaid with a semi-transparent brown filter. A white rectangular frame with a notch at the top-left and bottom-left corners is positioned around the central text.

# THE MARKET REVIEW

The deficiency of the room fund with high service in the nature is a "bottleneck" of the tourist market in Irkutsk and Irkutsk region.

The market of the quality thematic hotels in Irkutsk is weakly developed and has a strong potential of development. The similar projects have an average check from 5.000 rubles.

The demand for such hotels is consistently high. It gives the profitability from these investments from 26% per year, for comparison, with the usual residential properties - about 4,4% per year.

# The project in the frames of tourism development

The strategy of tourism development by consulting company "Strategy Partners" (by the task of Sberbank and Administration of Irkutsk Region) defines one of the most priority kinds of activity - the hotels with unique concept (thematic hotels).

Проект: Отель с уникальной концепцией

ЛОТ 7: Отель с уникальной концепцией

**Описание проекта**

Благодаря уникальной концепции отеля, которая отражается на форме зданий и сооружений, месте расположения отеля и дизайне интерьера, сам отель становится точкой притяжения туристов

**Особенности проекта:**

- **Уникальное расположение** – на деревьях, в пещерах, под землей, под снегом и т.д.
- **Уникальный стиль** – тематика отдельных эпох, культурных традиций или популярных историй
- **Уникальный формат обслуживания**, определяющийся концепцией отеля
- **Отсутствие конкурентов** (выбирается концепция, по которой нет аналогов в целевом регионе)

**Ключевые показатели проекта:**

- Объем инвестиций – от 100 млн руб.
- Средний чек – от 5,5-7,5 тыс. руб.!
- Среднее число ночевок в год – от 5 тыс. ед.

**Примеры:**

- «Tree hotel», Швеция, г. Харадс
- «Ice hotel», Швеция, г. Юкхасъярви



The fragment of "The Strategy of tourism development of Lake Baikal"

Strategy Partners



Hotel "Baikal-Alaska" refers to this category.

# TOP-5 TOURIST DESTINATIONS IN IRKUTSK REGION

Indicators in 2016 — Advance indicators to 2025

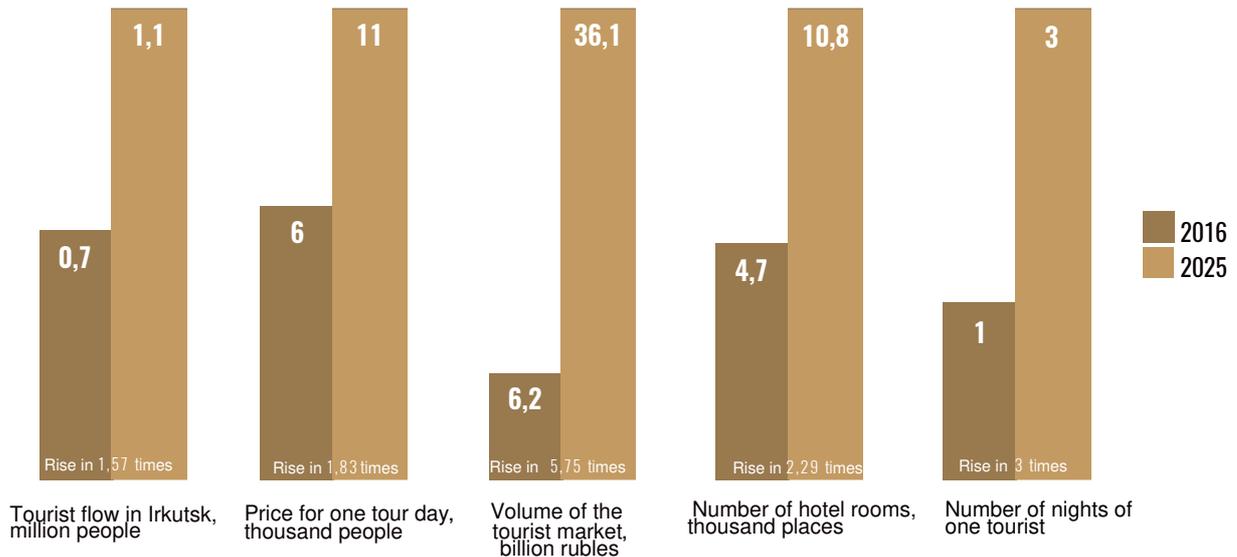
Tourist destinations	Number of places in hotels	Number of tourists, thousand people.	Market capacity, million rubles.
<b>Irkutsk</b>	4707 – 10800	697 – 1095	6277 – 36135
<b>Listvyanka</b> (+ Nikola and Bolschaya Rechka)	3459 – 9000	361 – 791	4113 – 34401
<b>Olchon Island and Small Sea</b> (coasts and bays)	1686 – 7900	229 – 601	4098 – 28993
<b>Utulik - Baikalsk</b>	928 – 6300	108 – 307	867 – 15330
<b>Tunka Valley</b> (Arshan, Vyshka, Nilova Pustyn, Khongor-Ula, Mondy)	1000 – 2800	100 – 204	1205 – 6132
Other destinations	9419 – 28640	832 – 1751	10051 – 66839

Irkutsk has 60% of all tourists in the Baikal Region - 697.000 people and 23,5% from the market volume - 6,27 billion ₺. Irkutsk is the most attractive place for hotel from the economic point of view. For the effective work in the competitive conditions our hotel has the unique theme. **For the successful plans performance we need only 1% of the growing market.**

**Based on this data we decided to open the hotel namely in Irkutsk.**

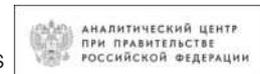
# TOURIST MARKET IN IRKUTSK

The forecasts of tourism development of Irkutsk Region from 2016 to 2025.  
According to data from [2030.baikal.ru/files/tur\\_potoki.pdf](http://2030.baikal.ru/files/tur_potoki.pdf)



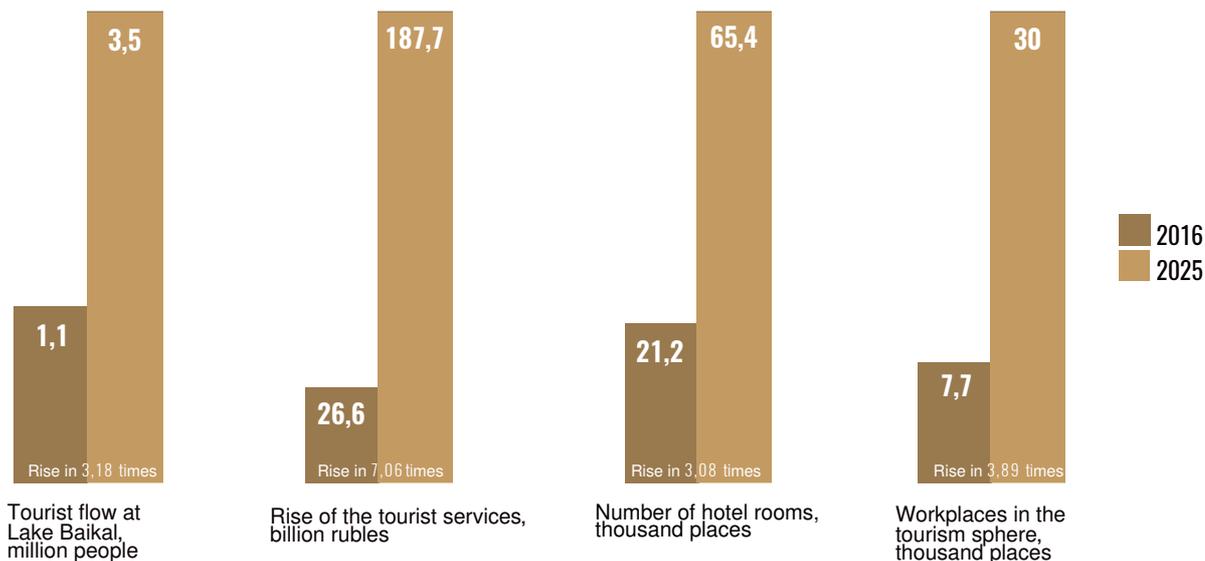
Conclusion: the dynamics of the development of the tourist market in Irkutsk is mostly high. It gives a high average annual hotel loading in Irkutsk Region.

BASED ON DATA OF RESEARCHES



# TOURIST MARKET OF BAIKAL REGION

The forecasts of tourism development in the Baikal Region (Irkutsk Region and Republic of Buryatia) in 2016-2025. According to data from [2030.baikal.ru/files/results2025.pdf](http://2030.baikal.ru/files/results2025.pdf)



Conclusion: the tourist market in the Baikal Region is favorable for investments, it increases in all indicators.

BASED ON DATA OF RESEARCHES



# THE TARGET AUDIENCE: TRAVELERS

Between travelers and tourists we highlight 5 segments.

## SEGMENT 1.

**Wealthy entrepreneur who travels with his wife and friends (without children)**

**Age:** 45-55 years old

**From where:** central part of Russia, Ural Region

**Duration:** 5-7 nights

**Vacation costs:** 250 000 rubles per person for the whole period

**Features:** first time at Lake Baikal. He wants to visit most places for few days. He likes to overnight in the comfort conditions but can agree for hiking for a small period.

## SEGMENT 2.

**Top manager who travels with the men's company**

**Age:** 45-55 years old

**From where:** central part of Russia

**Duration:** 5-7 nights

**Vacation costs:** 100 000 per person for the whole period

**Features:** he travels with the funny men's company. He likes men's activities like fishing, yachting, hunting, snowmobiles, sauna, feasts and so on. He likes Siberian cuisine and natural materials. He finish all activities in the night in a good hotel.

# THE TARGET AUDIENCE: TRAVELERS

Between travelers and tourists we highlight 5 segments.

## SEGMENT 3.

### **Professional traveler**

**Age:** 45-55 years old

**From where:** central part of Russia, Ural Region

**Duration:** 5-7 nights

**Vacation costs:** 200 000 rubles for the whole period

**Features:** he travels alone. The trip for him is not about tourism but about travelling. During the trip he wants to discover the national mentality: cuisine, costumes, sights, history. He communicates a lot with other travelers. He chooses the places with the unique concept.

## SEGMENT 4.

### **Successful office worker**

**Age:** 30-40 years old

**From where:** central part of Russia, Ural Region

**Duration:** 5-7 nights

**Vacation costs:** 100 000 rubles per person for the whole period

**Features:** he chooses the comfortable and cognitive type of vacation. He likes some activities like dog sledding, helicopters, snowmobiles. He travels in the groups. He wants to overnight in the comfort.

## SEGMENT 5.

### **Jung wealthy foreign tourist who travels in Russia (or two persons)**

**Age:** 25-30 years old

**From where:** European countries, USA, South America

**Duration:** 5-7 nights

**Vacation costs:** 1200 Euro for one person for the whole period

**Features:** the average foreign tourist who wants to rest with comfort. He travels around the world. He visits the excursions and likes the individual approach. He likes to overnight in the comfort.

# TRAVELERS: GENERAL FEATURES

- They came from the central part of Russia, Ural Region and foreign countries.
- They travel from 2 times per year.
- The main wish for the trip is to get vivid impressions.
- They aim to choose extraordinary thematic places of stay.
- They aim to relax in the comfort (good bed, delicious cuisine, good service)
- They spend from 100 000 rubles per person for the whole period at Lake Baikal.
- The average duration of stay at Lake Baikal is 5-7 nights.
- They want to visit most places for few days at Lake Baikal.



# THE TARGET AUDIENCE: CORPORATE GROUPS

The hotel clients are also the corporate groups. Their needs are similar but they have different aims for travelling at Lake Baikal.

## SEGMENT 1.

### Entertainment events

**From where:** central part of Russia, Ural Region

**Format of placement:** single or double rooms

**Number of guests at the event:** 20-100 people

**Which services do they choose:** trip at Lake Baikal, team building, gala concert, sauna

**Budget for one person:** from 50 000 rubles for the whole trip

**Duration:** 2-3 nights

**Key task:** various vacation, team building

## SEGMENT 2.

### Business events

**From where:** central part of Russia, Ural Region

**Format of placement:** single or double rooms

**Number of guests at the event:** 20-100 people

**Which services do they choose:** conference hall, informative excursion at Lake Baikal, gala concert at the dinner

**Budget for one person:** from 30 000 rubles per night

**Duration:** 1-3 nights

**Key task:** achievement of business tasks, getting loyalty from the clients / partners



# INVESTMENT OFFER

# YOUR PROFIT

for the room "Luxe" - 50 m<sup>2</sup>

INVESTMENT FROM  
**3 500 000 ₺**

for one room "Luxe" 50 m<sup>2</sup> with the  
registration of the sublease of a land plot

ANNUAL PROFIT FROM  
**933 019 ₺**

From the room "Luxe" minus all expenses

PROFIT IN 5 YEARS  
**4 665 095 ₺**

PROFIT (ROI) **27%**  
PER YEAR

By the hotel loading > 55% (average in Irkutsk)

Detailed calculations at the slide  
"Financial economic model"

# INVESTMENT POSSIBILITIES

Room «Standard» 26 m<sup>2</sup>  
(double room, 32 rooms)

**2 000 000 ₪**

House with two rooms «Standard» 52 m<sup>2</sup>  
(two double rooms at 1st and 2nd floor, 16 houses)

**3 900 000 ₪**

House with the room "Luxe" 50 m<sup>2</sup>  
family room for 4 persons, 10 houses

**3 500 000 ₪**

House with apartments "Lodge" 88 m<sup>2</sup>  
(apartments for 6 or 8 persons in the cottage)

**6 900 000 ₪**

Restaurant "Wardroom"

**Individually**

Every investor has a possibility to sell his object after starting with the profit of 40% to his investment, to manage his room by himself and to live in his room.

# CHOOSE THE ROOMS FOR INVESTMENT

Groups of rooms	Name of rooms	Area
RECEPTION	IRKUTSK	
LAKE BAIKAL	1. Baikal Circum Railway 2. Sandy Bay 3. Olkhon Island 4. Northern Baikal 5. Buryatia	50 m <sup>2</sup>
YAKUTIA	6. Lena River 7. Lena Pillars 8. Yakutsk 9. Aldan River	each 26 m <sup>2</sup> (1st and 2nd floor)
OKHOTSK SEA	10. Shantar Islands 11. Aya 12. Okhotsk 13. Magadan 14. Nagayev Bay (2nd floor) 15. Kurile Islands	each 26 m <sup>2</sup> (1st and 2nd floor)
KAMCHATKA	16. Geysers Valley 17. Kurile Lake 18. Commander Islands 19. Klyuchevskaya Sopka 20. Kronotsky Nature Reserve 21. Glubokaya Bay	each 26 m <sup>2</sup> (1st and 2nd floor)
CHUKCHI PENINSULA	22. Meynypilgyno 23. Anadyr 24. 180th meridian 5. Beringia National park 26. Dezhnev Cape	50 m <sup>2</sup>
ALASKA	27. Yukon River 28. Aleutian Islands 29. Kodiak 30. Homer 31. Hubbard Glacier 32. Sitka	88 m <sup>2</sup>
Lot numbers match the rooms at the general plan		Reserved room

# FINANCIAL ECONOMIC MODEL

During building of the hotel the price for investment is increasing. The risks are reducing but the duration of the payback is also increasing. The payback is 4 years since starting.

	Standard (1 room)	Standard (2 rooms)	Family LUXE	Lodge
General area of one room (m <sup>2</sup> )	26	52	50	88
Maximum number of guests (in person)	2	4	4	8
Number of rooms	32	16	10	6
Investment volume in one room (price in August 2020)	2 000 000	3 900 000	3 500 000	6 900 000
Price for one m <sup>2</sup> of the room (price in August 2020)	76 923	75 000	70 000	78 409

\* Note: the "Standard" rooms are located in 2 stores. It is possible to invest in one room or two rooms (one house).

Income (per year)				
Average price for one room per night (rubles)	3 800	7 600	7 500	16 000
Average annual loading of the room	65%	65%	60%	55%
Forecast of the busy nights per year	237	237	219	201
Planned earnings from the room per year (rubles)	901 550	1 803 100	1 642 500	3 212 000
Expenses (per year)				
The agent's commission 10% (booking.com, agents, tour operators)	90 155	180 310	164 250	321 200
The management services of the company "Baikalov" (25%): security, insurance, advertising, staff (reception, manager, cleaning), current renovation, maintenance of the park territory, garbage removal, attendants.	202 849	405 698	369 563	722 700
Electricity, heating, water supply and sanitation	36 000	72 000	72 000	72 000
Sublease of the land plot (10%)	57 255	114 509	103 669	209 610
Total				
Annual income of the investor for one room	<b>515 292</b>	<b>1 030 583</b>	<b>933 019</b>	<b>1 886 490</b>
Monthly income of the investor for one room	<b>42 941</b>	<b>85 882</b>	<b>77 752</b>	<b>157 208</b>
Annual income	26%	26%	27%	27%

Calculations for one room

All lots with full or partial payments will be fixed for the date of payment.

## THE COMPARISON OF PROFITABILITY IN OTHER BUSINESS TYPES

Considering that investments in the hotel "Baikal-Alaska" are made for the getting of passive income, it is correct to compare the hotel with the following assets:

Investment object	Apartment 30 m <sup>2</sup> in the city center of Irkutsk	Commercial property 70 m <sup>2</sup> in the city center of Irkutsk	Bank deposit	The "Luxe" room 50 m <sup>2</sup> in the park-hotel "Baikal-Alaska"
<b>Investment costs</b>	<b>3 000 000</b>	<b>6 500 000</b>	<b>3 000 000</b>	<b>3 500 000</b>
Parameters	17.000 rubles per month for the living in the apartment. The loading – 11 months.	For calculations it is used the price 800 rubles for 1 m <sup>2</sup> . 56.000 rubles per month. The owner makes the leasing for himself. The property belongs to the individual person. The loading – 11 months.	The cash placement in the bank for the maximum rate – 7%.	Investment of the lot room "Luxe". The room price for 2 people – 7.500 rubles. The loading – 60%.
Monthly earnings	17.000	56.000	17.500	136.875
<b>Annual earnings</b>	<b>187.000</b>	<b>616.000</b>	<b>210.000</b>	<b>1.642.500</b>
<b>Monthly costs</b>	<b>4.440</b>	<b>5.462</b>	<b>0</b>	<b>59.123</b>
Communal expenses	2.500	0		
Current renovation	500	1000		
Tax of simplified taxation system 7% (income)	1.190	3.920		
Tax for the property of the individual person 0,1%	250	542		
<b>Net profit per month</b>	<b>12.560</b>	<b>50.538</b>	<b>17.500</b>	<b>77.752</b>
<b>Net income per year</b>	<b>133.720</b>	<b>550.460</b>	<b>210.000</b>	<b>933.019</b>
<b>Annual income</b>	<b>4%</b>	<b>8%</b>	<b>7%</b>	<b>27%</b>

The financial economic comparison shows that the investments in the hotel "Baikal-Alaska" are profitable in 3-6 times than other assets.

# INVESTMENT CONDITIONS

- The investment in the hotel "Baikal-Alaska" is a rental business when the investor does not spend his time to manage the object. **The investor gets a monthly income** from his room minus coordinated calculations. For each room it is provided a land plot for sublease until 2034 (with the further prolongation of sublease).
- The management of the object makes **the professional management company** which specializes at the creating and managing of tourist objects.
- **The investments are carried out for the rooms.** Each room has a part of a separate land plot which is registrated by the sublease contract in the Federal Reserve System.
- **Every investor** can see absolutely clear financial accounting online.
- **Tracked metrics:** earnings, number of sold nights, average check, expenses for the maintenance of the object, monthly profitability.
- **Every investor** has a possibility to manage his room by himself and to get an access to the booking software.

WE OFFER YOU TO BE AN INVESTOR OF ONE OR SOME ROOMS OF THE THEMATIC HOTEL "BAIKAL-ALASKA". THE PAYBACK IS 4 YEARS FROM STARTING.

# STEP TO STEP LEGAL SCHEME OF THE PROJECT REGISTRATION

## **The conclusion of the preliminary contract with the LLC "Baikalov"**

(we send you the contract sample). In the preliminary contract they are defined all essential conditions of the deal, the key parameters of the object (temporary building) and its fixed price, the conditions of the future contract with the LLC "Sport park" about the sublease of a part of a land plot where each room will be located (further "object").

## **The signing of the work agreement with the LLC "Baikalov"**

about the building of the object which will be materialized after getting of all necessary permissions and agreements and affirmation of the project-estimate and technical documentation. After finishing of the building works described in the work agreement the room will be transmitted into the ownership of investor with the act of transmission.

## **The conclusion of the sublease contract for the land plot**

for the maintenance of the object with the LLC "Sport park". For the composition of the sublease contract it is necessary to form the part of the land plot, to put on cadastral records in the Federal Service for State Registration, Cadastre and Cartography, the written agreement with the Committee of Management for municipal properties of Irkutsk, direct signing of the sublease contract and registration of the contract in the Federal Reserve System. The contract is for a period until May of 2034 with the further prolongation. The sublease rate is 10% from your profit.

## **The contract for the object management between the investor and LLC "Baikalov".**

The cost of management is 25% of the profit. The full financial model of the income and expenses is attached.



# THE SPECIFICATIONS OF THE HOTEL

# The specifications of the park-hotel "Baikal-Alaska"

- Certification 3 stars
- 32 rooms "Standard"  
(double rooms, area 26 m<sup>2</sup>)
- 10 two-storied rooms "Luxe"  
(room for 4 persons, area 50 m<sup>2</sup>)
- 6 two-storied rooms "Lodge" (for 6-8 persons, area – 88 m<sup>2</sup>)
- All rooms have the individual design and are divided into 6 thematic zones
- The hotel is connected with the central networks of water supply and sewerage
- The restaurant "Wardroom" in the hotel is for 80 (in winter) / 130 (in summer) seating places
- The functioning object sport park "Polyana" with 15 entertainment types and general capacity till 3500 people



# HOTEL "Baikal-Alaska"

All rooms are divided into thematic groups devoted to the places where the expedition "Baikal-Alaska: the way of Siberian merchants" came. Each room from 48 has the unique name and thematic design of the facade.



Design of room groups.  
Preliminary project.



# EXPEDITION ROUTE "BAIKAL-ALASKA"

For every guest the hotel will be a small geographic "journey" because each room has a name according to the most interesting places during the route of expedition "Baikal-Alaska" which came the way more than 15.000 km.



# GENERAL PLAN OF THE PROJECT

THE HOTEL AND RESTAURANT WILL BE LOCATED IN THE ADDRESS: IRKUTSK, STAROKUZMIKHINSKAYA STR., 37/3

Railway on the map is the historical part of Baikal Circum Railway which will be integrated in the walking zones of the park as a tourist object.

The team of the project plans to use the railway as the art space.

There are agreements with the railway owner that the train with one carriage will pass the railway 1-4 times per month on a quiet run.

It will be not noisy for the hotel guests thanks to the fence which will divide the hotel and the railway.

The fence will be designed according to the thematic of the hotel.



# THE TERRITORY OF THE PARK-HOTEL "BAIKAL-ALASKA"

- The sidewalk 350 m with the hard surface (with the possibility for transport passage)
- The fire passage from the site of the Academic Bridge
- The children's playground in the traveling theme
- Art-objects: compass, globe, catamaran, plane
- Photo zone: "The Bridge of Baikal Circum Railway"
- Lighting: street lights, spotlights behind houses, facades and terraces lighting, lighting of the walkway near water
- Landscaping: coniferous trees at the entry group (10-15 trees for each 4 meters), planting along the way and between objects
- Wood flooring along the water's edge
- Arrangement of the coastal strip
- Exits to the water
- Transport for the luggage and food delivery



# THE ANALOGS IN RUSSIA

Here you can see the information about the analog hotels in Russia.  
The park-hotel "Baikal-Alaska" will complete the impressions from the comfortable journey at Lake Baikal and Russia.



Hotel "Admiral" (Krasnoyarsk)  
Eco-park

**Room price per night:** from 17 000 ₺  
**More details about hotel:**  
[24admiral.ru/apartments/kottedzhi/dom-2](http://24admiral.ru/apartments/kottedzhi/dom-2)



Hotel "White coast" (Bratsk)  
Country club

**Room price per day:** from 8 000 ₺  
**More details about hotel:** [bereg-bratsk.ru/cottages](http://bereg-bratsk.ru/cottages)



Hotel "Orlovsky" (Moscow Region)  
Park-hotel

**Room price per night:** from 9 000 ₺  
**More details about hotel:**  
[orlovsky.ru/rooms/rooms-in-main-building](http://orlovsky.ru/rooms/rooms-in-main-building)



Hotel "Zavidovo" (Tver Region) Recreation complex

**Room price per night:** from 11 000 ₺  
**More details about hotel:** [zavidovo.ru/residence/townhouses](http://zavidovo.ru/residence/townhouses)

# COMPETITORS

The hotel "Baikal-Alaska" competes successfully with the best hotels of Irkutsk according its features.



## Thematic hotel "Baikal-Alaska"

**Category:** 3\*  
**Number of places:** 144  
**Room price:** 3800 – 16000 ₮  
**Room area:** 26 – 88 m<sup>2</sup>



## Hotel "COURTYARD MARRIOTT"

**Category:** 4\*  
**Number of places:** 400  
**Room price:** 8100 – 13300 ₮  
**Room area:** 25 – 45 m<sup>2</sup>



## Hotel "Amursky"

**Category:** 5\*  
**Number of places:** 34  
**Room price:** 9000 – 30000 ₮  
**Room area:** 25 – 72 m<sup>2</sup>



## HOTEL «INTERNATIONAL HOTEL SAYEN»

**Category:** 4\*  
**Number of places:** 50  
**Room price:** 9300 – 30000 ₮  
**Room area:** 35 – 75 m<sup>2</sup>

## POSITIONING

Hotel for travelers with the unique theme of the expedition "Baikal-Alaska".

Big chain hotel with the world service standards.

Only one hotel 5\* in Irkutsk with the historic theme.

Hightech complex with the international quality standards

## SERVICES

Restaurant, parking, laundry, sauna with an ice hole, open pool with heating, 11 activity kinds, tourist products, park at the riverside, souvenirs.

Conference halls, meeting rooms, fitness center, business center, laundry, luggage room, restaurant, caafe, parking.

Delivery service, beauty saloon, translator, parking, laundry, restaurant, pool, hamam, sauna, gym, tourist products.

2 restaurants, grill-bar, business center, SPA-center, parking, meeting room, tourist product, translator, souvenirs.

# Competitive advantages

**Current price at the market.** The price for double room in Irkutsk 8 000 — 30 000 P is a stable tendency between average hotels in Irkutsk. Therefore, the price for the room in the hotel "Baikal-Alaska" - 3 800 — 16 000 P - suit the market prices.

**The management company** "Tour operator Baikalov" serve 3000 own tourists per year. After hotel start the company will place own tourists on the priority basis in the park-hotel "Baikal-Alaska" which will provide the maximum loading.

**The presence of the entertainment park.** The privileges for the hotel guests by visiting of the entertainment park (free visiting of the summer swimming pool, sauna, discounts for the rope park and observation wheel).

**The profitable price and room equipment.** The hotel "Baikal-Alaska" has advantages in size, price and number of storeys. In the compared hotels there are no analogs for a double room of 26 m<sup>2</sup> for the price 3.800 rubles or the "Luxe" room of 50 m<sup>2</sup> for 7.500 rubles. The two-storied "Lodge" room of 88 m<sup>2</sup> is bigger than in other hotels and costs 16.000 rubles. In the compared hotels the biggest room of 72 m<sup>2</sup> costs 30.000 rubles.

**Unique location.** The hotel "Baikal-Alaska" has a access to the developed infrastructure of the city and nature closeness. All compared hotels are located in the busy center of Irkutsk and have no access to nature. The hotel "Baikal-Alaska" will be built at the coast of Angara River and have a nice view at the river and the access to water (20 m).

**Expedition "Baikal-Alaska"** is the thematic driver of the hotel development. In comparison with other hotels the hotel "Baikal-Alaska" has the strong media instrument about the expedition: a book, a film, a serial, social media, further expeditions.

**Travelers community.** The hotel will be popular for people who travels at Lake Baikal to see the ethnic culture, cuisine, history, wild nature, impressive adventures. The travelers are able to get to know each other, to share their experience and impressions. The hotel is like a small geographic journey from Irkutsk to Sitka, in the hotel restaurant it will be happening the travel-meetings of the expedition club and parties for travelers.

**Various entertainments.** The guests of the hotel "Baikal-Alaska" have more that 15 kinds of entertainments what differs the hotel from other. Very popular ist the russian steam sauna at the riverside.

**Corporative clients.** The corporative clients will evaluate positively the good infrastructure, location and activities in the territory of the hotel "Baikal-Alaska".

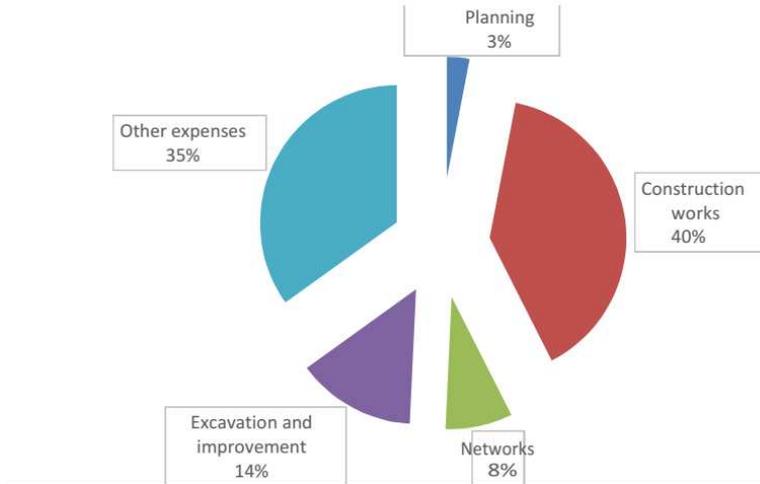
## SERVICES FOR THE GUESTS

The unique location of the hotel in the park "Polyana" lets the guests to enjoy nature in the city, with the big amount of additional services.

- Transport to the city center (5-10 min)
- Electric transport for the delivery of luggage and food from the restaurant
- Conference-hall
- Bar "The seeker" on the water
- Excursions in the city and at the Lake Baikal
- Boat trips at the Angara River
- Open swimming pool
- Russian steam saunas (3 saunas)
- The biggest rope park in the region
- The garden-and-grill-houses
- Walking places in the nature
- Good view at the river and city from the observation wheel
- Football, volleyball, wakeboarding and so on.



# BUDGET AND COSTS SPECIFICATION



## Budget groups of the project:

Planning	4 254 065 ₱
Construction works	55 769 403 ₱
Networks	11 578 026 ₱
Excavation and improvement	20 129 717 ₱
Other expenses	49 270 672 ₱
<b>Total</b>	<b>141 001 883 ₱</b>

# CALENDAR PLAN OF THE PROJECT REALIZATION

Adjustment of the land plot scope <b>finished</b>	2018-2019
Concept development of the hotel "Baikal-Alaska" <b>finished</b>	October – December 2019
Development of the project budget, legal and financial terms <b>finished</b>	January 2020
Development of the general plan and preliminary design <b>finished</b>	January – April 2020
Getting of the technical terms for water supply and sanitation, power supply	August 2020
Development of the working documentation: architectural solutions, constructive solutions, heating, ventilation, conditioning, water supply, canalization, power supply, electric lighting	October 2020
Construction of the onsite networks (canalization)	August 2020
Construction of the passage (1st level of construction)	September 2020
Construction of the pile fundament	September 2020
Construction of the enclosing fence along the railway + growing hedges from the outside	September 2020
Construction of the house facades, walls, roof	December 2020
Montage of the windows and doors	December 2020
Internal engineering networks (1st level)	February 2021
Internal furnish works	April 2021
Internal engineering networks (2 <sup>nd</sup> level) after furnishing	May 2021
Montage of the facades	January 2021
Construction of the off-site networks	May 2021
Hard cover of the passage (2nd level of passage construction)	July 2021
Improvement of the hotel territory	July 2021

## HOW DO WE PROVIDE THE HOTEL LOADING

To provide the loading of the hotel from 55% it will be used following instruments and measures:

- 1.** The hotel "Baikal-Alaska" is the priority hotel for the tourists of the tour operator "Baikalov" which organizes travels for 1-3 thousand people per year in the upper price segment.
- 2.** The unique hotel concept, the quality landscape design, art-objects, photo zones will form the customer content. The guests will make pictures and post them in the social media what will induce the interest to the hotel.
- 3.** 10% discount for citizen of Irkutsk who want to overnight in the hotel; hourly rate for the photographers for the photo sessions.
- 4.** The promotion of the brand "Baikal-Alaska" in the books, films, youtube-videos, social media and website of the project.
- 5.** The measures to increase the number of recommendations and sharing of the guests in the social media.
- 6.** The thematic filming, the inviting of the travel-bloggers.
- 7.** The promotion of the hotel during participation of the conferences, competitions, grants, tourist exhibitions and so on.
- 8.** Internet-marketing of the hotel: social media (Instagram, Facebook, youtube), targeted advertising, website, contextual advertising, SEO.
- 9.** The advertising of the hotel and the distribution of the presentation materials to the tourist agencies, MICE-agencies. The agent's commission is to 25% from the guest booking.
- 10.** In the restaurant it will be working the expedition club. The members will form the big volume of recommendations from their circles of acquaintances.
- 11.** The hotel advertising in the tourist aggregators: booking.com, tripadvisor.ru and so on. Also, in the maps and guidebooks.

# THE TARGET AUDIENCE

Considering the big experience of the tour operator "Baikalov" the project team clearly imagine who will live in the hotel.

It is important that the description of the target audience is not hypothetical but a composite portrait of 20 000 tourists, for whom we organized travels at Lake Baikal since 2007.

**The hotel has 2 priority target groups:**

- B2C – travelers and tourists
- B2B – corporative clients



THE CONCEPT AND PROJECT OF THE HOTEL IS BUILT ON THE NEEDS OF THESE GROUPS.



PROJECT

МЫС Дежнева

27



## Room specifications of the "Standard" room 26 m<sup>2</sup>

### **The room at the first floor** (26 m<sup>2</sup>):

- separate entrance from the street and a warm vestibule
- wardrobe for outerwear, mirror, shoes place
- bedroom: one double bed or two single beds with side tables, coffee table, 2 armchairs
- bathroom (toilet bowl, sink, shower)
- mini-bar, teapot, telephone, TV, safe deposit box, air conditioning).

### **The room at the second floor** (26 m<sup>2</sup>):

- separate entrance from the street and a warm vestibule
- balcony, wardrobe for outerwear, mirror, shoes place
- bedroom: one double bed or two single beds with side tables, coffee table, 2 armchairs
- bathroom(toilet bowl, sink, shower)
- mini-bar, teapot, telephone, TV, safe deposit box, air conditioning).



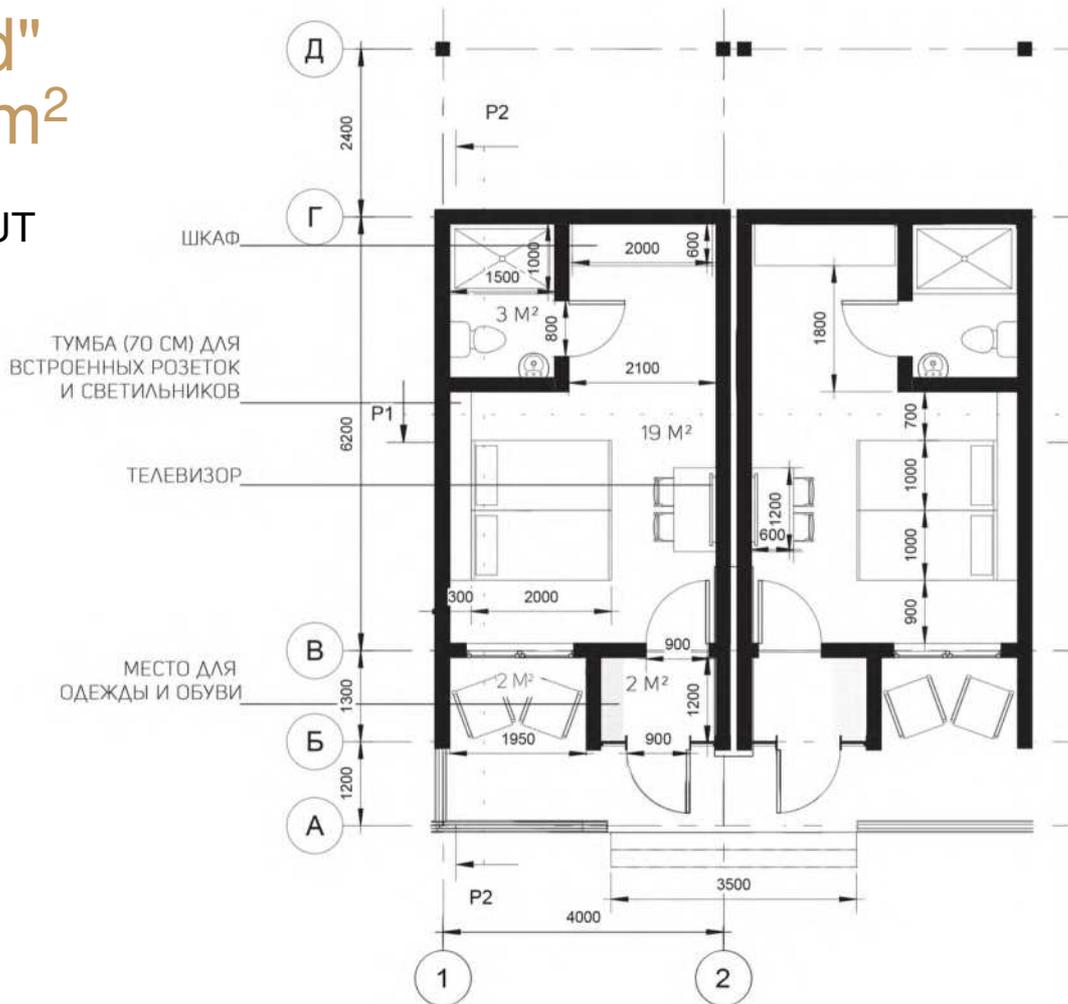
COMFORTABLE DOUBLE ROOM WHICH MATCHES  
TO THE STANDARDS 3\*

# The view at the stairs to the "Standard" rooms



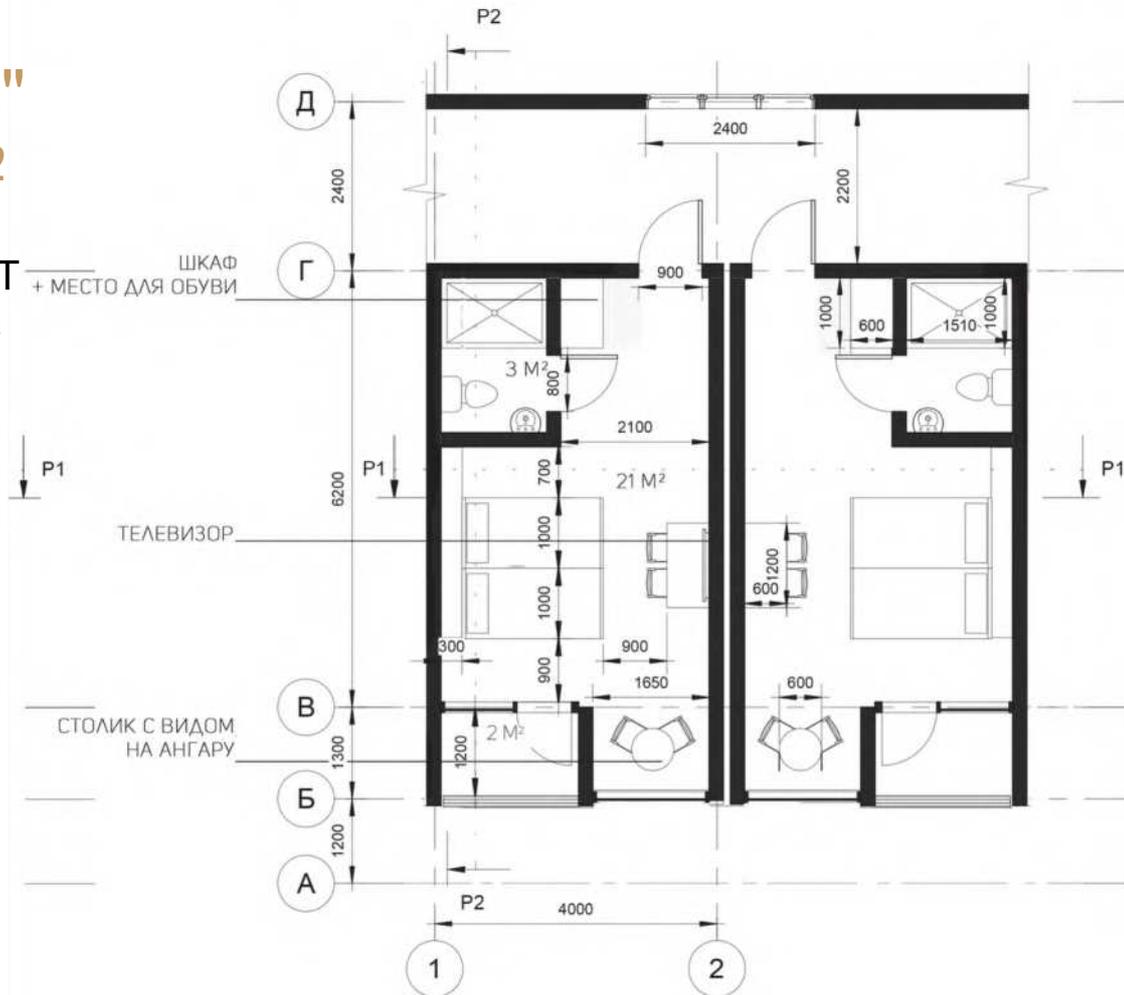
# "Standard" room 26 m<sup>2</sup>

## TYPICAL LAYOUT FIRST FLOOR



# "Standard" room 26 m<sup>2</sup>

TYPICAL LAYOUT  
SECOND FLOOR



# 3D-MODEL OF ROOMS "STANDARD" AND "LUXE"



# Room specifications of the "Luxe" room 50 m<sup>2</sup>

## **First floor:**

- a warm vestibule with the wardrobe for outerwear, mirror and shoes place
- lounge with the folding sofa, working place, coffee table, 2 armchairs
- bathroom (toilet bowl, sink, shower)
- the stairs at the second floor
- mini-bar, teapot, telephone, TV, safe deposit box, air conditioning).

## **Second floor:**

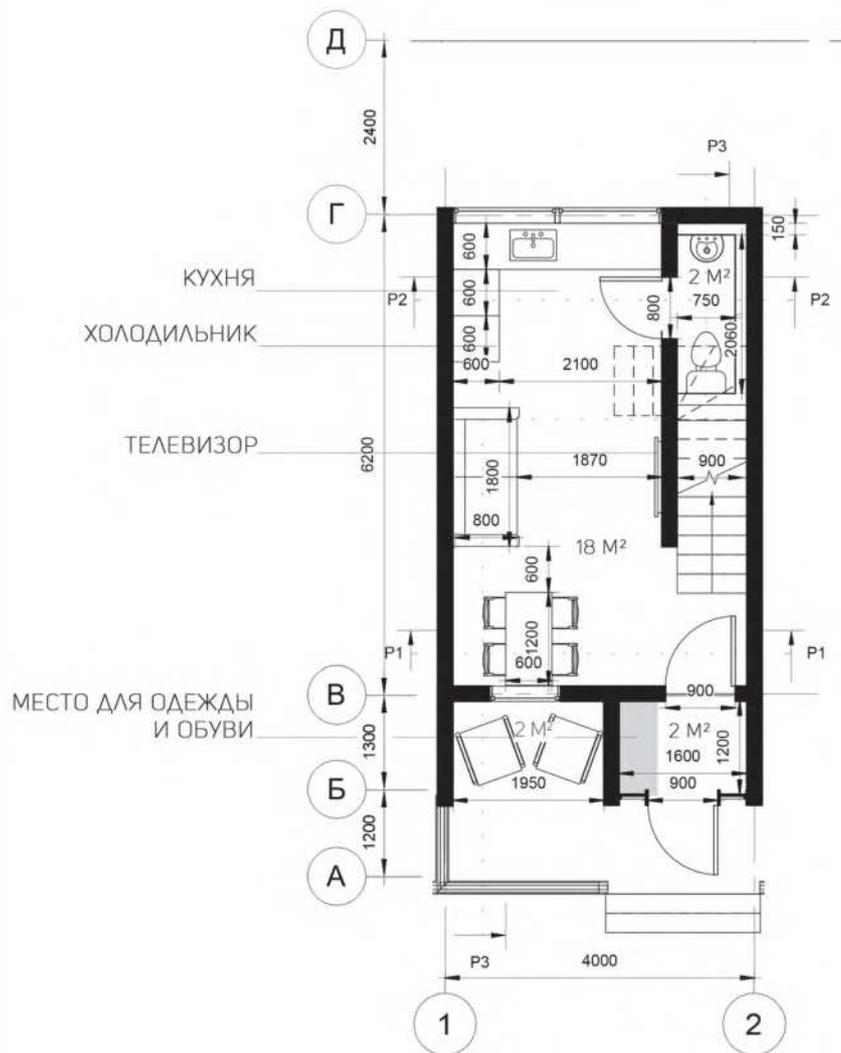
- bedroom: one double bed or two single beds with side tables, coffee table, 2 armchairs, wardrobe.



COMFORTABLE ROOM FOR A COUPLE, A FAMILY OR SMALL COMPANIES.

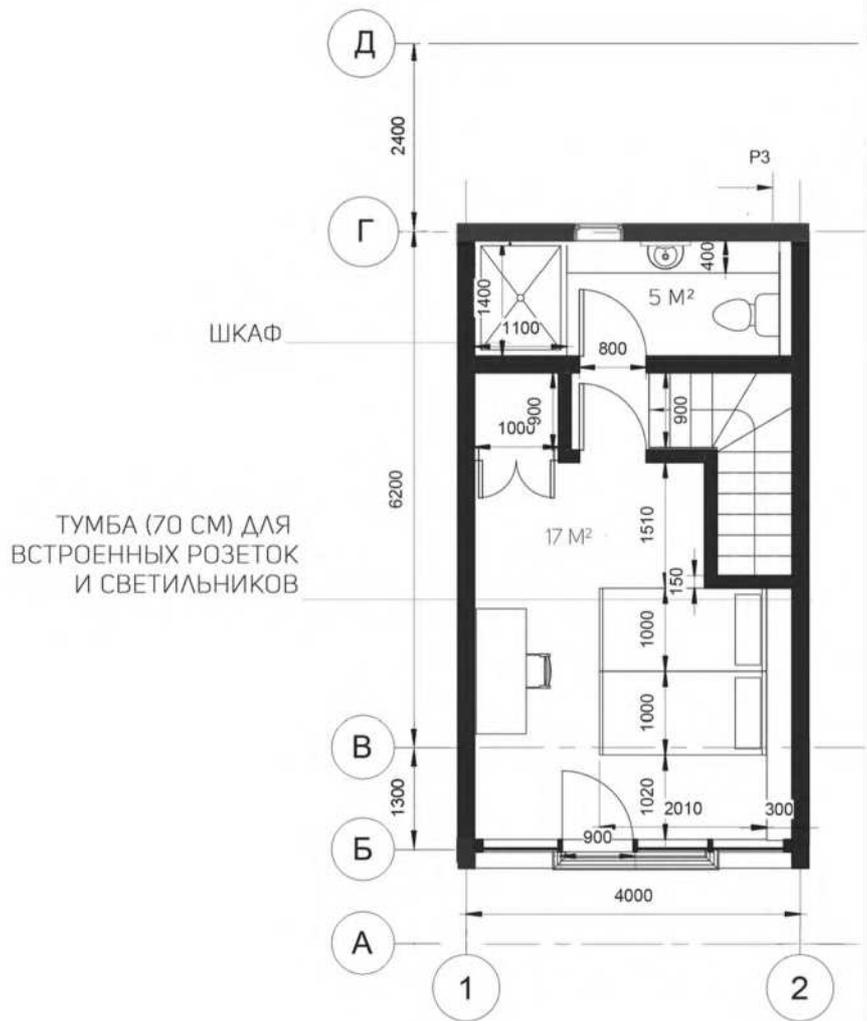
# "Luxe" room 50 m<sup>2</sup>

## TYPICAL LAYOUT FIRST FLOOR



# "Luxe" room 50 m<sup>2</sup>

## TYPICAL LAYOUT SECOND FLOOR



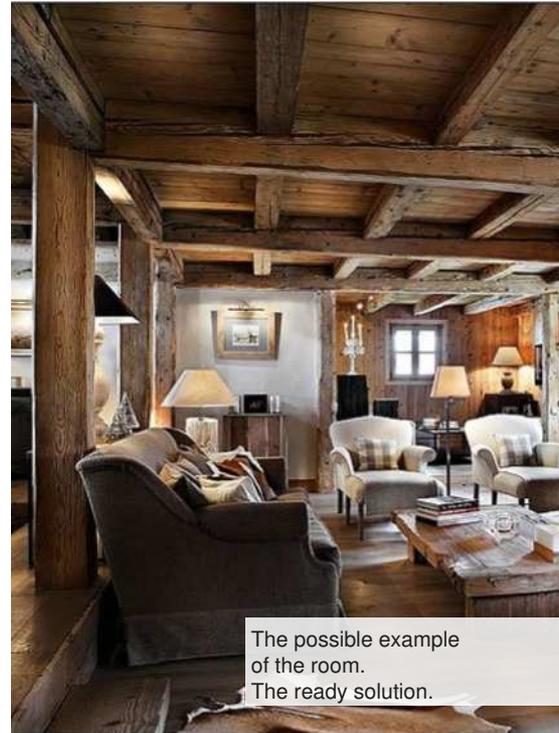
# Room specifications of the "Lodge" room 88 m<sup>2</sup>

## First floor:

- vestibule with the wardrobe for outerwear, mirror and shoesplace
- lounge with the folding sofa, working place, 2 armchairs, dinner table, fireplace, kitchen, mini-bar (fridge), TV, safe deposit box, air conditioning.
- bedroom: 2 beds, wardrobe, side tables
- separate bathroom (toilet bowl, sink, shower, washing machine).
- the stairs at the second floor

## Second floor:

- 3 rooms (3 bedrooms or 2 bedrooms + office place)
- balcony
- bathroom: toilet bowl, sink, shower
- a place for the equipment storage.



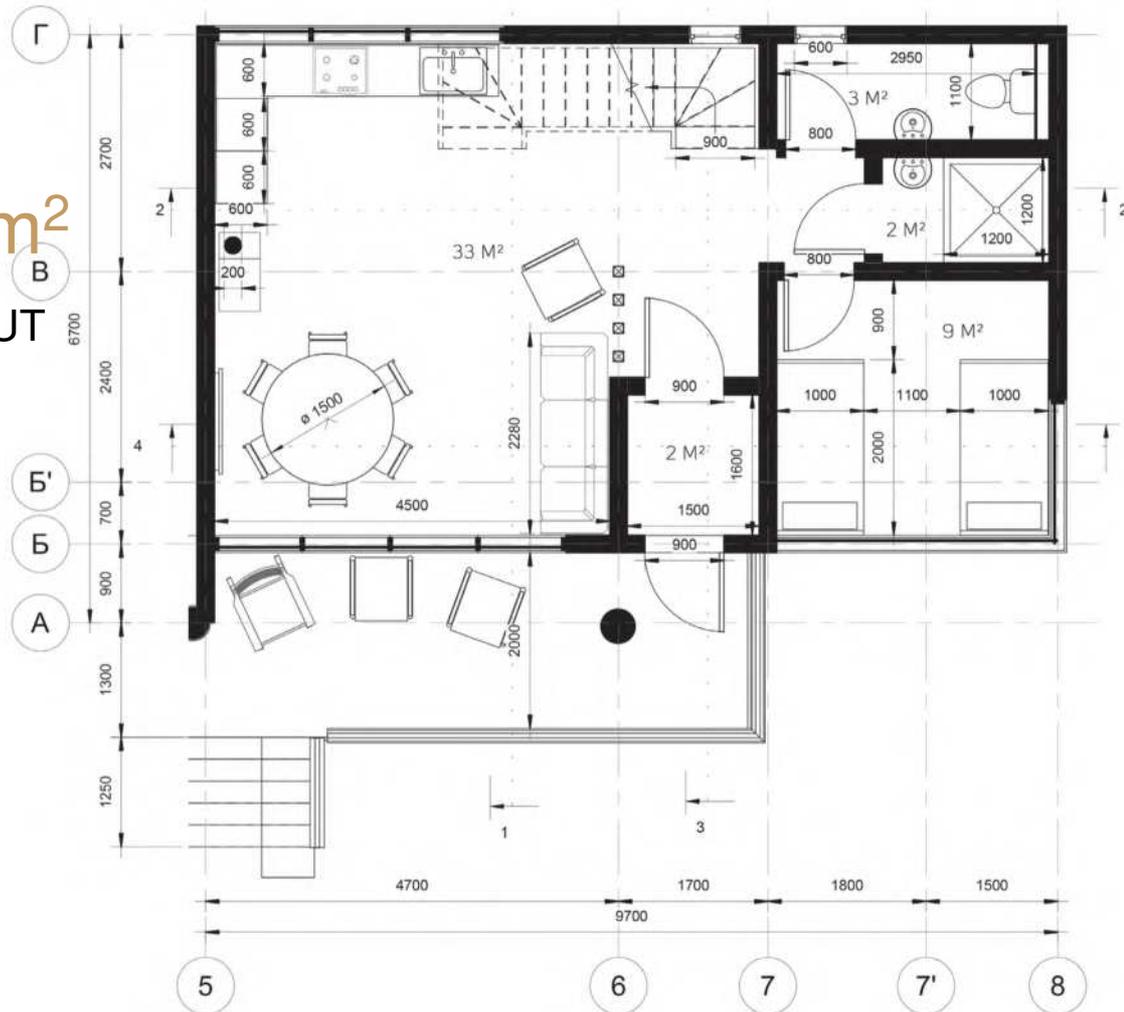
Comfortable room for family and friends.

# 3D-MODEL OF THE "LODGE" ROOMS



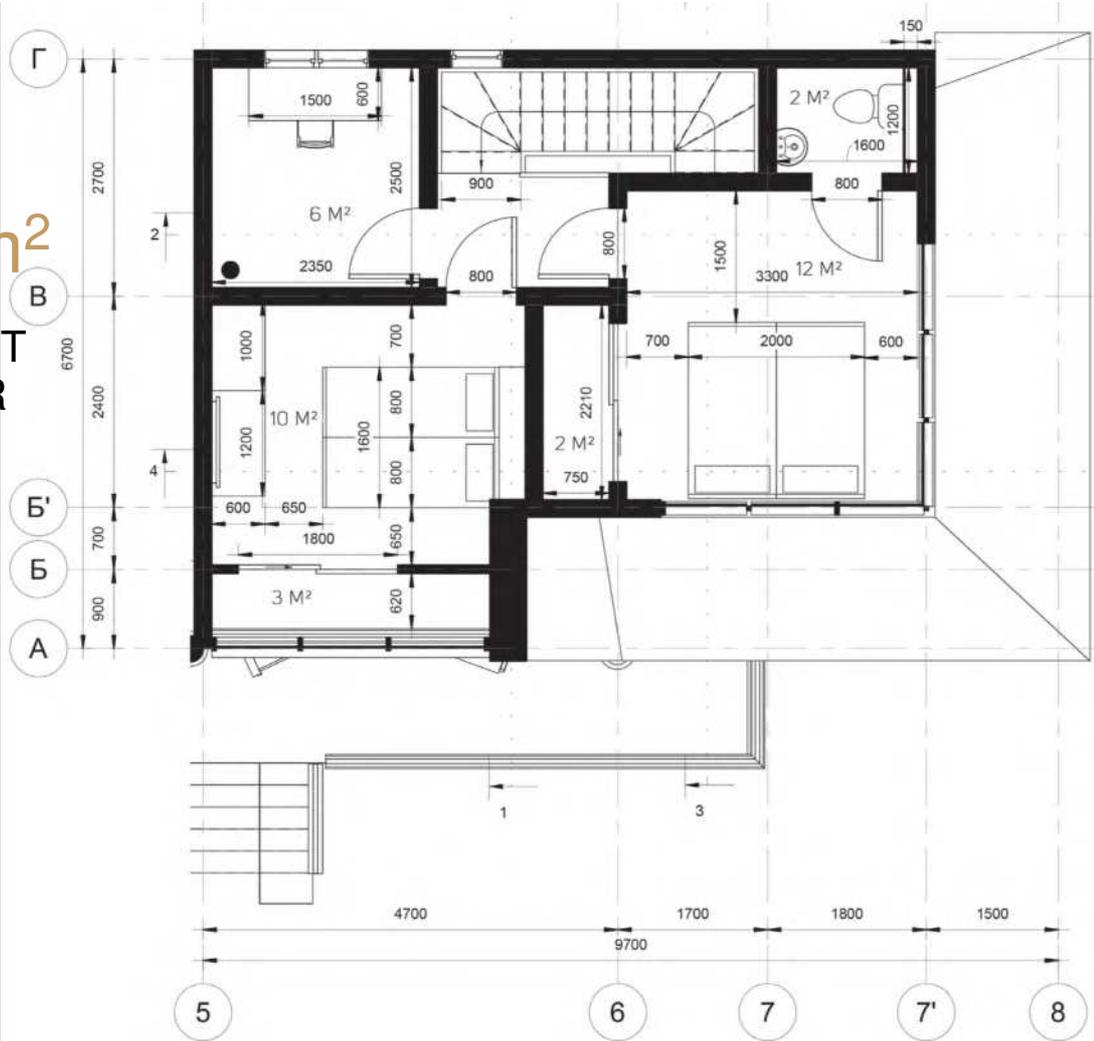
# "Lodge" room 88 m<sup>2</sup>

TYPICAL LAYOUT  
FIRST FLOOR



# "Lodge" room 88 m<sup>2</sup>

## TYPICAL LAYOUT SECOND FLOOR



# "Lodge" room Room exterior

Room exterior



# Restaurant "Wardroom"

- The restaurant is a meeting place of the guest who live in the the thematic hotel "Baikal-Alaska".
- The restaurant is calculated for 50-70 guests with the tables for 2-4 people and a bar counter for 10 people.
- There are foreseen the separate rooms for renting at the second floor for 10-15 people. The rooms are considered for the private relaxation of a family or friends.
- There is a possibility for a buffet or presentation for 100 guests in winter and 150 guests in summer.
- The restaurant has 2 floors:
  - 1st floor: a hall with the round fireplace and a bar counter, summer terrace, WC for guests, wardrobe, kitchen, WC for staff.
  - 2nd floor: a smoking room with the river view (a room for rent), "Expedition club" (a room for rent), a room for staff.
- The restaurant will be expanded, perspectivevely, with the bar on the water "The seeker".



# Restaurant "Wardroom"

Visual concept. Interior.



The possible interior  
of the restaurant.  
The ready solution.



# THE PROJECT TEAM

# THE PROJECT TEAM

Anatoly  
Kazakevich

Businessman, traveler, ideologist of the project "Baikal-Alaska".  
Director and founder of the management company "Baikalov", sport-park "Polyana" and groups company "Sphere of Baikal".  
The captain of the expedition "Baikal-Alaska".



Ilya Tsvik

**Director of the partner department.** Working with the investors.

Businessman since 1991.



Konstantin  
Sudnikovich

**Planner of the engineering systems and ways**

Leading specialist of the project institute  
"Irkutskzheldorproject"

Author's supervisor of the shopping malls "Modny Kvartal", "Komsomol", "Silvermol", buildings of the train stations in Ulan-Ude, Zima, Padunskiye Porogi, Mysovaya.



Alexander Nikulin

**Director of sport-park "Polyana"**

Manager of teams and projects in the building industry since 2013.



Pavel Oprokidnev

**Director of the building department**

Experience of the biggest projects in Irkutsk: Baikal Bank of Sberbank in Russia, Business Center "Astra" and "Alfa", shopping malls "Komsomol", "Novy", perinatal center in Ulan-Ude and other.

The participant of the expedition "Baikal-Alaska".



Evgeniya Yamova

**Main architektor**

Member of the Union of architects in Russia.  
General director of the Agency of territory development



Anna  
Vazhenina

**Informative support of the project**

Member of the Union of journalists in Russia.  
Traveler-journalist, coordinator and participant of the expedition "Baikal-Alaska".  
The author of the book "Baikal-Alaska: the way of Siberian merchants".



# SUPPORT



**АГЕНТСТВО**  
инвестиционного развития  
Иркутской области



Агентство по туризму Иркутской области



**Сибирская  
Байкальская  
Ассоциация  
Туризма**

# OUR REALIZED PROJECTS

## THE EXPERIENCE OF THE MANAGEMENT COMPANY IN THE CREATING AND MANAGEMENT OF THE TOURIST OBJECTS



ЭКСПЕДИЦИЯ  
БАЙКАЛ-АЛЯСКА

### **Expedition "Baikal-Alaska".**

More than 15.000 km by the catamaran "The seeker". More than 40 participants of expedition repeated the way of legendary Siberian merchants first time since 150 years.



СОЛНЕЧНАЯ  
ДОРОГА

### **The park-embankment "Sunny way"**

was developed, built and launched since 2016. It is located near the ice-breaker "Angara" in Irkutsk.



ПОЛЯНА  
СПОРТ-ПАРК

### **The sport-park "Polyana"**

was created and has been managed since 2014. Every year it has twofold profit increase.

БАЙКАЛОВ  
travel company

### **The tour operator "Baikalov"**

The tour company organized interesting travels for more than 20.000 tourists since 2007.



Сфера  
Байкала

### **Groups company "Sphere of Baikal"**

- Management of all projects
- Providing of the hotel loading and profit for the investors
- Current renovation of all objects and infrastructure of the hotel
- Calculations with the contractors and utility services of the hotel.



A sepia-toned architectural rendering of a public square. On the left is a building with a sign that reads "PUBLIC SQUARE" and a circular emblem with the number "27". A large tree stands in the middle ground. A paved path leads from the foreground towards the background, where several people are walking. The scene is framed by a white L-shaped border in the top right and bottom right corners.

**WE INVITE YOU**  
TO PARTICIPATE IN THE HOTEL  
PROJECT



We invite you to participate in the hotel project:

1  
2  
3  
4  
5

CHOOSE THE PROJECT

CONTACT US

GET INFORMATION ABOUT THE HOTEL PROJECT

SUBSCRIBE THE CONTRACT AND MAKE AN ADVANCE PAYMENT

GET FROM 26% PER YEAR AFTER LAUNCHING OF THE PROJECT



**ПАРК-ОТЕЛЬ  
БАЙКАЛ·АЛЯСКА**



**NEAR TO THE CITY CENTER, AWAY FROM THE RUSH**