



Tourism industry's investment potential of the Republic of Belarus

by Belarusian Touristic Union

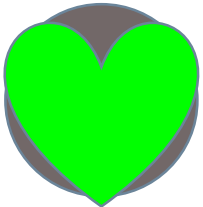


BELARUSIAN TOURISTIC UNION

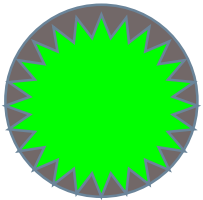
Belarus as One of the Best Touristic Destinations for tourists and investors



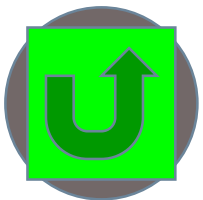
Friendly atmosphere



One of the most romantic family destinations



Excellent nightlife



Cost-efficient premium leisure for any category of visitors

The reasons for the growth of tourist flow to the Republic of Belarus:



Visa-free entry for citizens of 80 countries



The neighborhood of large target markets



Favorable geographical position and favorable logistical conditions in the CIS



Modernization of tourism facilities in the natural environment

The increase of tourist flow creates new growthpoints

Mass flow of Russian
tourists

Active growth due
to visa-free entry

1991 –
2008

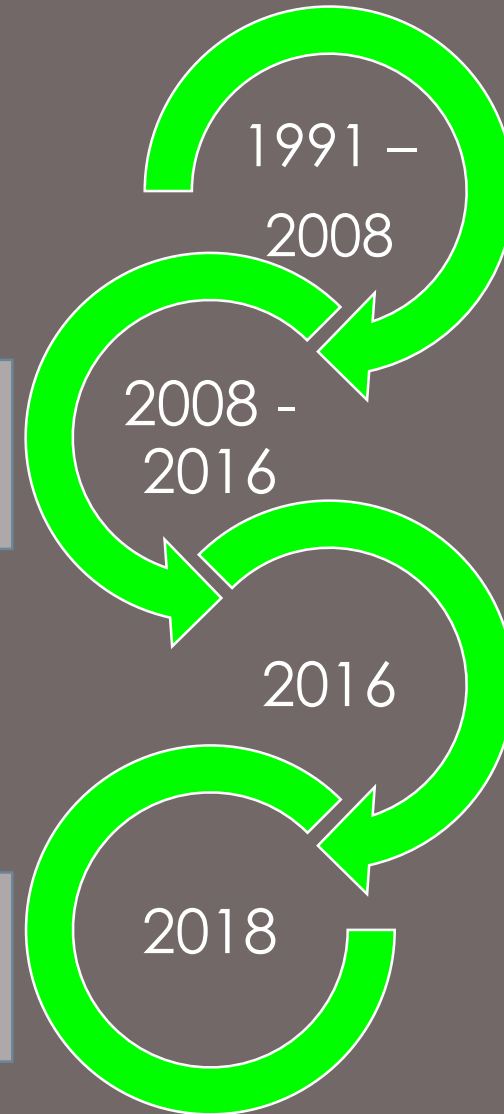
2008 –
2016

2016

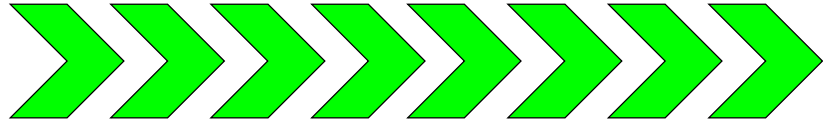
2018

Stable low demand
and ordinary offer

Differentiation and
flow growth



Statistics from Minsk National Airport



As on June 6, 2019, Belarus has welcomed 243 955 people from 71 countries, who arrived at Minsk Airport visa free.





The following markets are showing reasonable growth:

USA and Canada

Israel

Gulf countries

Great Britain

Scandinavia

Australia

South Asia

*First you come as a tourist,
then – you feel the desire to
be a part of this country...*

Indian Investors as “Perfect Match” Partners for Belarusian Touristic Infrastructure

Services and services-related assets as the main target of the Indian investments

“Nightlife assets”: casinos, clubs and bars

“Brownfields” as a preference to the “greenfield investments”

“Historical assets”: castles, old residences and temple complexes available for renovation

“Soviet Era assets”: sanatoriums and recreational complexes

Resident permits to investors (starting from...)

16 regular airlines

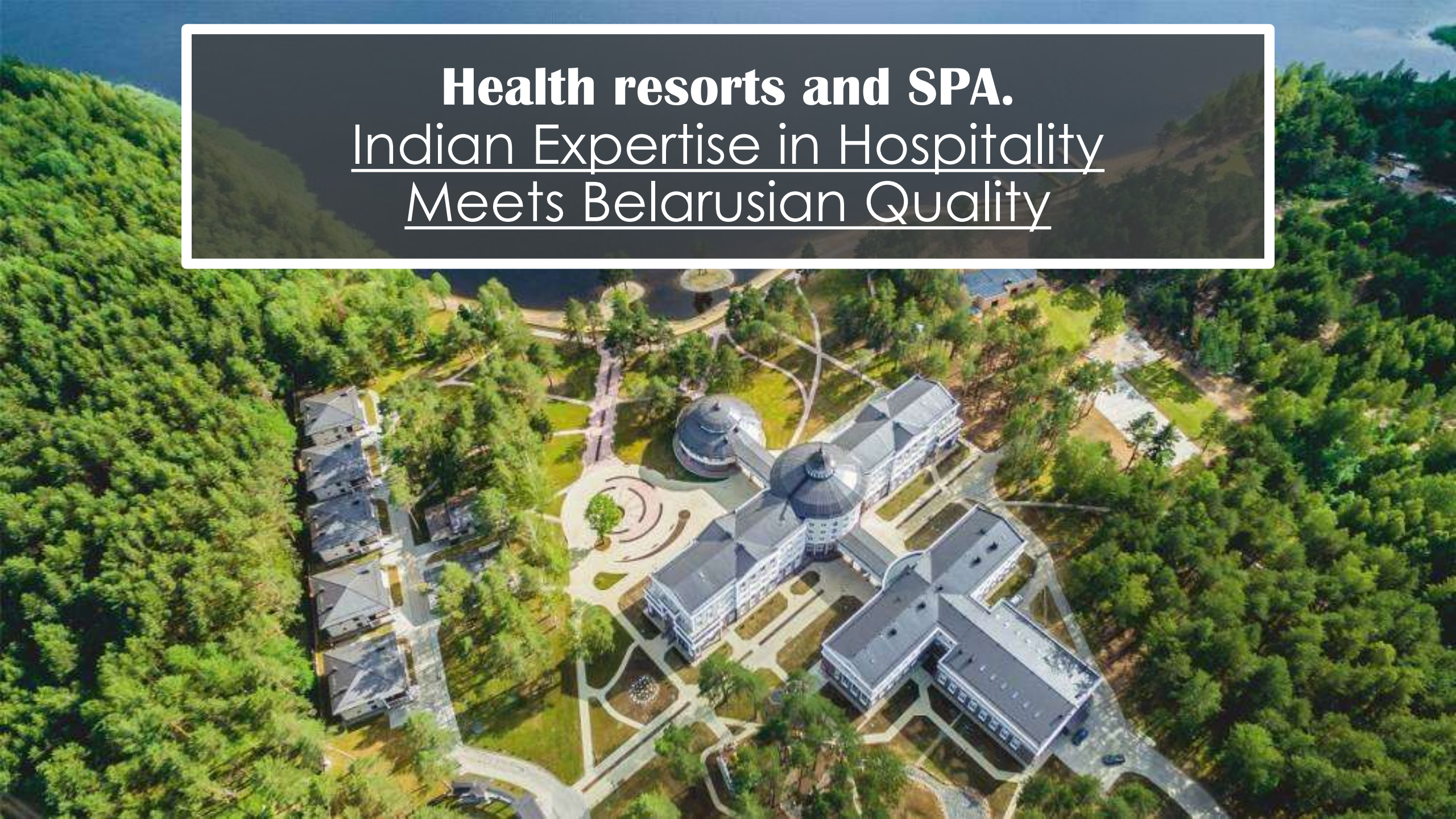
66 regular routes

to **34** countries



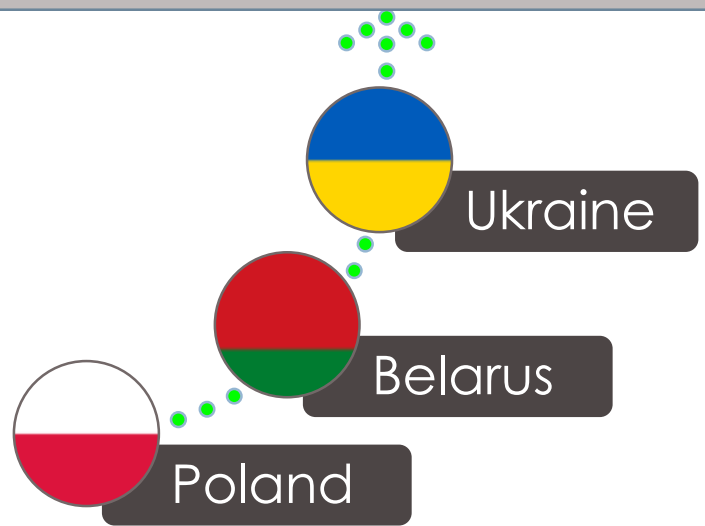
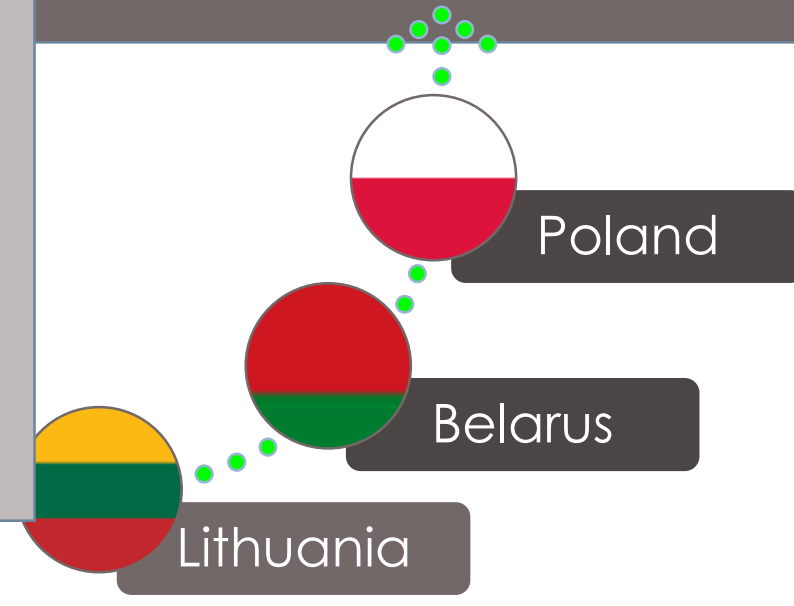
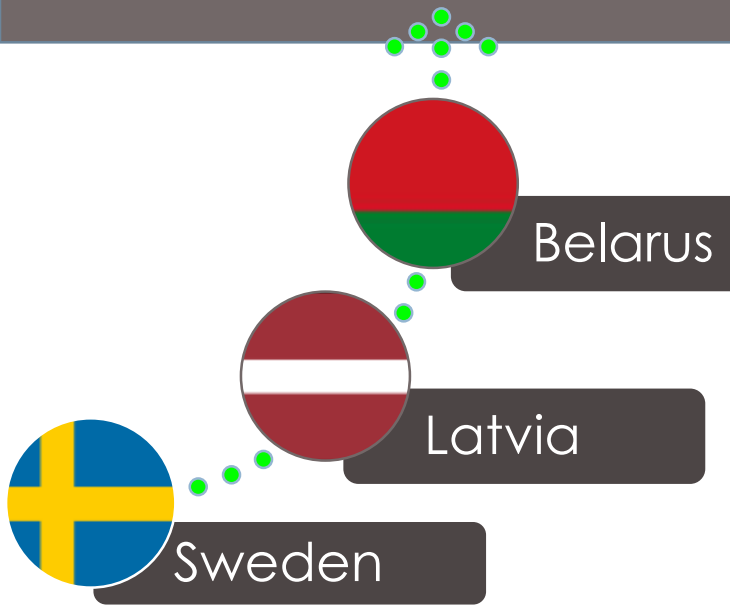
Minsk is a logistical hub that connects the CIS countries and Russian regions with Europe

Health resorts and SPA.
Indian Expertise in Hospitality
Meets Belarusian Quality



Gate
way
to EU
and
EAEU

Integration of the Belarusian tourist product and the flows of the region through Belarus



MICE

Strong points of Belarus as a MICE-platform:

- advantageous geopolitical location;
- accessible logistics;
- safety;
- entry point for Western Europe into the EAEU market.

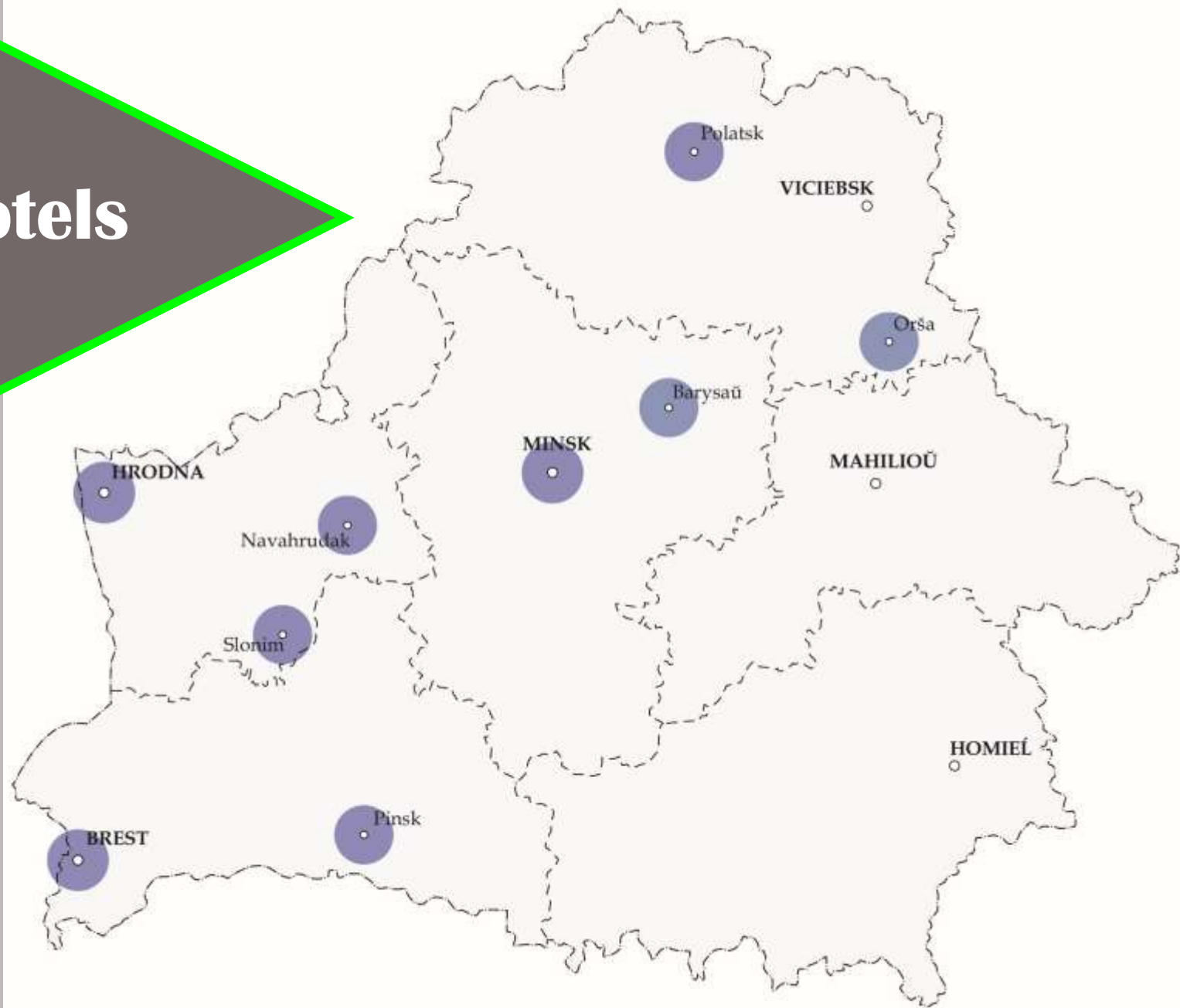
New Exhibition and Conference Center in Minsk:

- 25 000 sq. m. of Expo halls;
- 10 000 sq. m. major hall;
- *currently under construction.

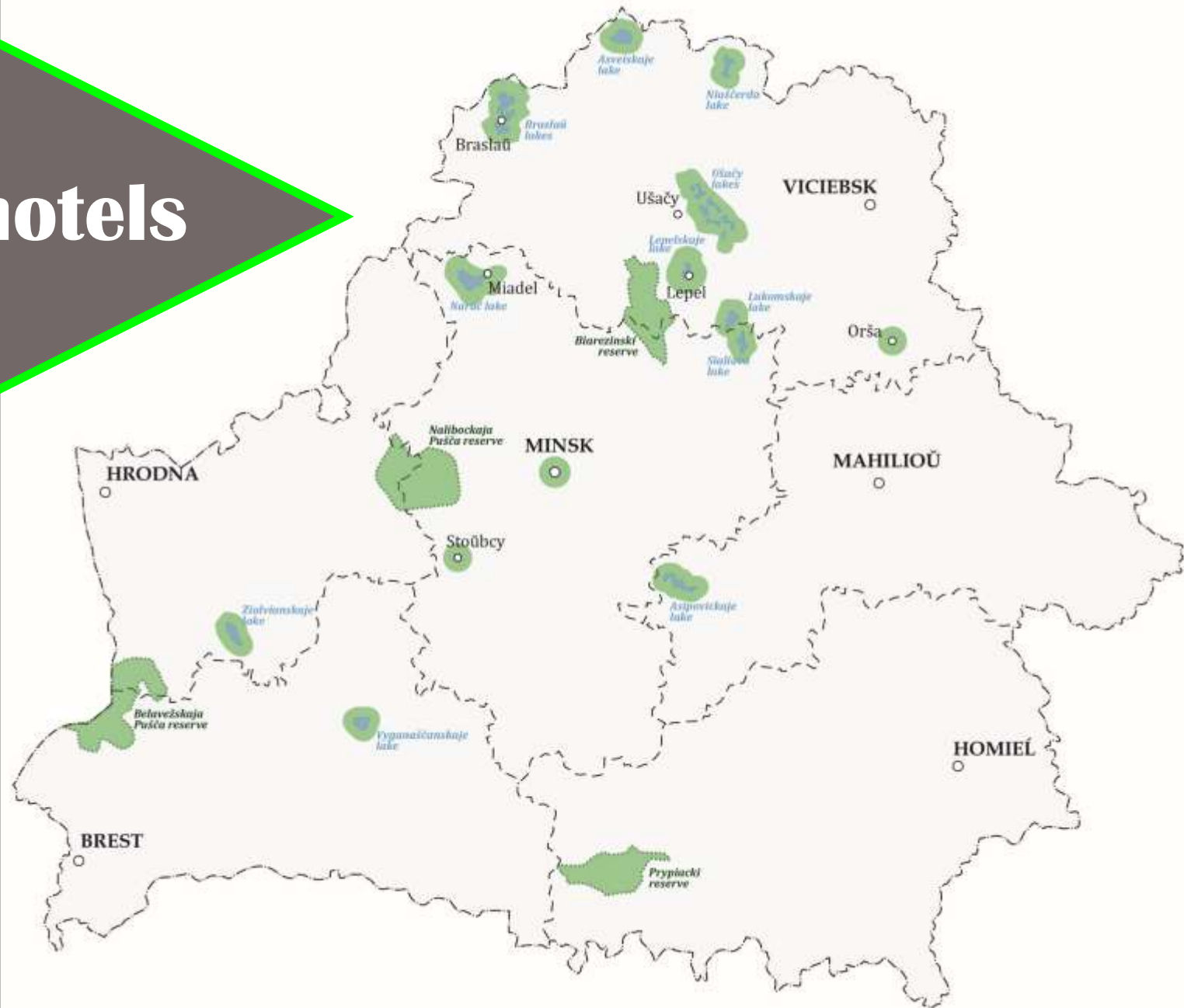


Growthpoint 1: local hotels

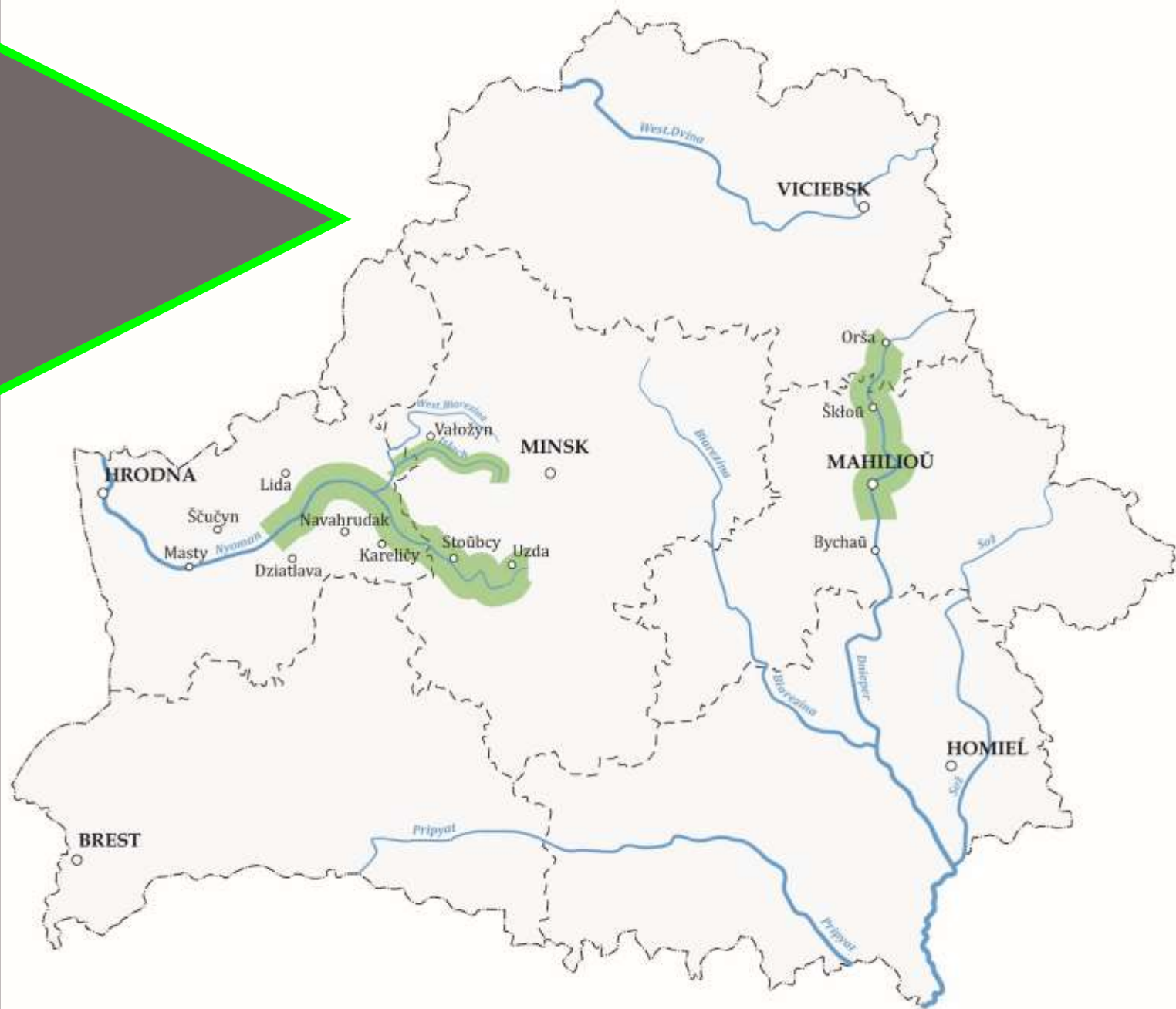
- Lack of economy class hotels at the regions, especially near the border with the EU.
- Low degree of business ethics, level of service, personnel management at all levels.



Growthpoint 2: SPA-hotels



Growthpoint 3: water tourism infrastructure





- *
*
*

Year of foundation – 1980
Year of reconstruction – 2011
Number of floors - 12
Number of rooms – 219
+ restaurants, conference rooms, meeting room, relax-center, beauty salon.

Owner:

The Presidential Property Management Directorate

Price:

From \$16 m.

Details:

Located in the city center

Planeta Hotel



25, Pobediteley Ave, Minsk

The hotel at Pobediteley Ave.



The hotel is located at the ecologically clean and most picturesque area of the city. On one side, there are the Drozdy dam lake and aqua park, and on another side, the Lebyazhy nature reserve with its unique flora and fauna.

The area of the hotel includes hotel rooms, restaurants, disco club, SPA-salon, fitness center, retail area.

The hotel is currently under construction.

The availability of the building is 95%.

Owner:

Techprofitsitiinvestment LLC

Price:

From \$ 8 m.

Details:

Located within easy reach the aquapark.

May be used as a training center.



Zaslavl / Fanipol



By the example of Sport time hotel.

Year of foundation – 2014

Year of reconstruction – 2010

Number of floors - 9

Number of rooms – 130

+ restaurant

Owner:

-

Price:

From \$2 m.

Details:

A copy of the Time Hotel. The ability of adding the conference room, the increasing of seating area in the cafe.



Health resort on the lake Naroch



The complex is located on the northern shore of Lake Naroch. The main objects are the center of public services and tourist cottages (6 pcs.). They are located in a forest zone overlooking the lake. The complex has a sports ground and a beach area, which is located on the lake in the southern part of the lake. The beach is equipped with a playground, a rescue station with a pier.

Owner:

OknaAlfaGroup LLC

Price:

From \$ 4 m.

Details:

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we are those

**who understand
how to build trust,
how to meet the
expectations,
how to surprise
pleasantly,
how to bring you to
Belarus.**

**Because our country
is our passion.**

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