

MURMANSK REGION



Location: North-West of the European part of Russia, the Kola Peninsula, beyond the Polar Circle

Washed by the Barents and White Seas

Borders on Finland and Norway

Climate: from the moderate marine till subarctic climate, influenced by the warm Gulfstream

Typical features are the Polar day and the Polar night, Northern lights

Square:: 144,9 thousand sq.km.

Population: 842,5 thousand people

Administrative center: the city of Murmansk

MURMANSK REGION – THE REGION WITH RICH TOURISM POTENTIAL



Unique natural resources

Water bodies:

- ✓ More than 111 000 lakes and 20 000 rivers
- ✓ the Barents Sea and the White Sea

Landscape and Nature Objects:

- ✓ the Khibiny mountain group (up to 1200 m)
- ✓ Lovozero tundras
- ✓ Endemic flora and fauna (47 natural landmarks, 4 – of federal significance)
- ✓ Protected natural sites (3 reserves, 10 natural areas)
- ✓ Three climatic zones
- ✓ Diversity of natural zones (tundra, forest tundra, taiga)

Rafting
Fishing
Yacht and cruise
tourism
Diving

Mountain skiing
Ecological
Mineralogical
Walking, Bicycle
Snowmobile
Jeep safari
Informative
Extreme
Alpinism



MURMANSK REGION – REGION WITH RICH TOURISM POTENTIAL



Historical and cultural resources

- ✓ Encampments of ancient people of the IX-VII millennia BC
- ✓ Cultic places of the Sami (Seidozero, Umbozero)
- ✓ Ancient Pomor settlements on the White Sea
- ✓ Archeological Monuments (labyrinths, carvings)
- ✓ Wooden architecture of the Kola North (Church of the Assumption in Varzuga, St. Nicholas Church in Kovda)
- ✓ Monuments of History and Architecture (St. Boris and Gleb Church, Pechenga Monastery, Tersky Lighthouse)
- ✓ Remains of the Finnish and Norwegian settlements
- ✓ Monuments to the Great Patriotic War
- ✓ Museums (24), Oceanarium, Polar Botanical Garden

Informative
Rural
Adventurous
Patriotic
Nostalgic
Ethnographic
Eventful

In 2009 240 thousand tourists visited the Murmansk region, 32 thousand of them are foreigners



State support of tourism development on the regional level



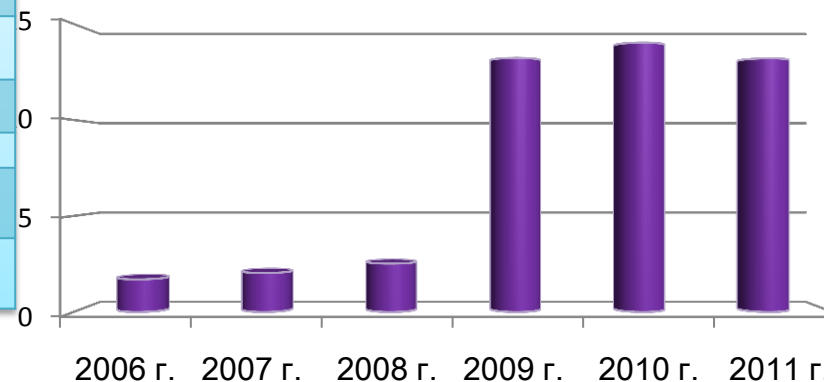
The legal framework :

- Law of the Murmansk region «On the state support of tourism development in the Murmansk region» from 09.04.2008 № 949-01-3MO
- Long-term target program «Tourism development in the Murmansk region» for 2009-2011, approved by the Government of the Murmansk region on 22.08.2008 №400 -ПП/14

Target indicators of the Program

Indicators of tourism development	2009	2010	2011
Number of travel companies	79	84	100
Number of accommodation facilities, units	113	115	137
Number of places in accommodation facilities	7880	8350	9500
Export of tourism services, mln.dollars	4,2	4,5	5,0
Export of hotel services	3,5	4,0	4,4
Number of foreigners registered in the Murmansk region	35,0	40,5	43,0
Number of people staying at accommodation facilities, thousand	260,5	270,8	294,8

Funding from the regional budget,
mln. rubles



CREATING THE TOURISM CLUSTER IN THE MURMANSK REGION



Tourism and recreational territories of regional significance (TRS) – the base of tourism cluster of the region

TRS «Pechengskaya»

«Russian Lapland»

TRS «Terskaya»

- ✓ Complex territory development
- ✓ Organization of communication between all stakeholders in the tourism business and supporting industries
- ✓ System approach to tourism problem solution
- ✓ Introduction of innovation technologies to the tourism services market
- ✓ New competitive tourism destinations appear
- ✓ Preparation of investment grounds for investors, solving land issues
- ✓ Opportunity to submit regional tax privileges for TRS residents
- ✓ Complex promotion of tourism cluster of the region in the national and international markets



EXPECTED RESULTS OF CREATING TOURISM AND RECREATIONAL TERRITORIES OF REGIONAL SIGNIFICANCE

	Number of tourists per year		Number of people employed in tourism		One-time capacity	
	2009	2013	2009	2013	2009	2013
TRS«Pechegskaya»	6 000	30 000	100	500	300	1 700
TRS «Russian Lapland» (Khibiny and Lovozero)	35 000	300 000	750	2900	1050	15 000
TRS «Terskaya»	10 000	25 000	150	700	200	3 000
Total	51 000	355 000	1000	4100	1550	19 700



KIROVSK - YEAR-ROUND TOURISM CENTER



Location:

Central part of the Kola peninsula, the southern part of the Khibiny mountain group, altitude above the sea level is 370 m

Territory of municipal entity: 3,6 thousand sq.km

Population:

33,7 thousand people

Distance to Murmansk:

208 km
In 34 km from Kirovsk there is the airport "Khibiny"

Tourist specialization goes back to the 30-s of the XX-th c. – the first tourism guide about the Khibiny was published
Since 1937 Kirovsk has been the base of the All-Soviet Union and Republican competitions in skiing
Since 1987 it has been the center for freestyle, base of Olympic training

BACKGROUND FOR CREATING TOURIST AND RECREATIONAL SPECIAL ECONOMIC ZONE “RUSSIAN LAPLAND”



Kirovsk is a popular ski resort with rich tourism and sports traditions

Climatic conditions and landscape peculiarities have a range of advantages for the development of winter types of tourism :

- ✓ Location beyond the Polar circle: covered with snow from November till April
- ✓ Discrepancy between the time of year and calendar seasons of other latitudes (5 month winter)
- ✓ Influence of the warm Atlantic current Gulfstream: winter temperatures are warmer than in the middle part of Russia and other Northern regions (comfortable temperatures for long stay in the open air)
- ✓ heterogeneous relief and several zones on one territory: tundra, forest tundra, taiga
- ✓ specific highland climate close to marine climate

The Khibiny mountain group is a unique landscape object (the height is 1200 m), the first alpinist district beyond the Polar Circle

Up to 90 % of tourists visiting the district come to the Khibiny



BACKGROUND FOR CREATING TOURIST AND RECREATIONAL SPECIAL ECONOMIC ZONE “RUSSIAN LAPLAND”



Kirovsk is a town possessing significant economic and social conditions for the development of a big recreational center

- ✓ Infrastructure for the development of different types of tourism, sports and health recreation for the population (ski slopes, ski runs, alpinist, mineralogical, extreme routes)
- ✓ Developed transport infrastructure (airport, railway connection, federal highway, close international border crossing points with Finland and Norway)
- ✓ Developed system of connections
- ✓ Available places of tourist accommodation (the second place after Murmansk, 700 guest places, popularity of private sector accommodation)
- ✓ Objects of tourism demonstration, recreational objects (more than 40)
- ✓ Close to industrial and cultural centers of Russia and European countries
- ✓ Possibility of year-round combination of several types of recreation

Annually 800 organized groups of tourists (more than 20 thousand people) and non-organized tourists (10 thousand people) visit Khibiny.



Lovozero tundras are popular among tourists, favourable for development of walking, mineralogical, ecological and natural tourism

Currently the following projects in the sphere of tourism are running in Lovozero district:

1. Project on building skiing complex “Alluaiv”
2. Project on building tourist and recreational complex “Motka” on the lake Umbozero
3. Project on building ethnographic tourist and recreational complex “The Sámi Village” on the lake Umbozero
4. Project on building year-round tourism complex and open-air museum on the lake Krivoye
5. Project on reconstructing the existing preventive clinic “Northern Lights” to make a hotel and recreational complex in Revda





Creation of SEZ “Russian Lapland” is an instrument of maximally effective use of natural resources, economy restructuring of mono-profile towns Kirovsk and Revda and overcoming infrastructure limitations

Creation of SEZ “Russian Lapland” will allow to:

- ✓ increase the Murmansk region’s contribution to the development of tourist recreation complex of the Russian Federation
- ✓ promote positive dynamics of economic development in the Murmansk region through formation of favourable investment climate in the tourism industry
- ✓ form favourable environment for active development of tourism industry and modern infrastructure (increase in the maximal one-time capacity in Kirovsk up to 13 thousand people per day)
- ✓ create new working places in the high-yield sector of economy (additionally 2 thousand working places)
- ✓ form conditions for attracting national and foreign investments, directed at creating modern, worldwide standard tourism facilities in the Murmansk region





MURMANSK – THE ARCTIC CENTER FOR CRUISE TOURISM

The city of Murmansk is the northernmost ice-free port in Russia. The length of approach channels is 22 miles, the depths of channels provide access to the port practically for any vessel. There are harbors of Commercial Seaport, Passenger Zone, Fishing Port, Oil Plant and shipyards in the Murmansk water zone.

Cruise tourism now

- The passenger zone of the port is used only for domestic voyages – there is no border check point
- International cruise ships come to the Fishing Port
- Long customs and border crossing procedures decreases the time for excursions

From 3 up to 6 vessel calls per year

5.4 thousand cruise tourists per year



Cruise tourism in the future

- Extension of the Hurtigruten cruise line from Kirkenes (Norway) to Murmansk
- Organization of regular ferry connection to Norway
- Increase in number of foreign vessel calls to Murmansk port (from Great Britain, the USA, Germany, Finland)
- Opportunity for mooring vessels of big displacement

From 70 up to 100 vessel calls per year

About 50 thousand cruise tourists per year

Immediate Measures

- ✓ Carry out dredging works and bank pitching
- ✓ Elongation of the main pier
- ✓ Reconstruction and widening of the Passenger Ship Terminal
- ✓ Installing checkpoint in the passenger zone of Murmansk port
- ✓ Including Murmansk in the list of ports with 72 hour entry of foreign ferry tourists





Thank you for your attention!

Ministry of economic development of
Murmansk region
www.murmantourism.ru

