Ekaterinburg Koltsovo Airport Marketing Presentation
Introduction to Koltsovo Airport

- **Airports of Regions Managing Company**, together with strategic investor Renova Group, is the largest airport management company in Russia.
- The Company is quickly expanding and now includes **Ekaterinburg Koltsovo Airport (SVX), Samara Kurumoch International Airport (KUF), Nizhny Novgorod International Airport (GOJ)**.
- Cumulative passenger traffic for the group of airports was 7.4 million in 2013.
- Airports of Regions Company has succeeded by creating new and modern, high-tech infrastructure (passenger and cargo terminals, airport hotels, operational and transport facilities); developing extensive air links among Russian regions and other countries; restoring intra-regional air services discontinued after the collapse of the Soviet Union; introducing uniform corporate management standards; and streamlining operational and technological processes. By setting these high standards, Airports of Regions has created the strategic environment for success in the aviation and air services industry in Russia.

**Ekaterinburg’s Koltsovo Airport is:**

- the largest regional airport in Russia;
- the most technically advanced regional airport with new passenger friendly facilities;
- the transfer node for travel and trade coming from Siberia and Russian Far East to the European part of the country;
- an airport with flexible pricing and incentive policy.
Ekaterinburg, with 1.4 million inhabitants, is the most important inter-regional center of economic and social development and the attraction for the huge area of the Ural Federal District. It is both the capital of Sverdlovsk Region and the Ural FD.

Having a beneficial geographic position, Ekaterinburg represents one of the most advantageous and perspective places for business.

Ekaterinburg concentrates 20% of the region’s industrial production and employs 19% of the working population.

The geographical location of Ekaterinburg, in relation to Russia and in relation to the road transport network, is very favorable.

There are no close airports that can challenge the position of Koltsovo in the Sverdlovsk Oblast and the Ural Region in terms of international passenger carriage services.
Sverdlovsk Region in Facts and Figures

Forbes Rankings 2011
2nd rank awarded to Ekaterinburg as The Best Russian City for Business.

Growth of Income
The disposable income of Sverdlovsk Region population grew by 2.7 times within the past 10 years. Russia’s average – 2.3.

Transportation
Ekaterinburg is the third largest transportation node in Russia.
6 federal high-ways.
7 mainline railroads.

Metallurgy
Sverdlovsk Region’s share in metallurgical production of Russia is over 15%.

Education
The Ural Federal University is among TOP-500 international universities according to QS World University Rankings™.

Education
There are 32 institutions of higher education in Sverdlovsk region. 203,000 students attend these.

Hotel Infrastructure
Sverdlovsk Region is 4th in the country regarding the number of hotel rooms which is well over 8 thousand rooms.

Natural Resources
The value of natural resources of Sverdlovsk Region is 9.5% of the total value of all resources in Russia and 30% of the total value of natural resources of the Ural Region.

Science
In Sverdlovsk Region, 33,000 people are engaged in R&D jobs which is 1.8% of all the employed population in the Region. 1,394 companies involved in various scientific projects.

Titanium Valley
Special Economic Zone:
Income Tax — 15,5% (-4,5%)
Property Tax — 0%
Land Tax — 0%
Transport Tax — 0%
No import duties and VAT charged
Sverdlovsk Region

- **Population**: 4.3 million people (urban - 84%, rural – 16%);
- **Ethnic makeup**: 90.6% Russians, 3.5% Tatars, 0.8% Bashkirs, 0.9% Ukrainians, 0.3% Germans, 3.9% other;
- **Language**: Russian;
- **Religion**: multifaith;
- **Unemployment Rate**: 6.4%;
- **Average Annual Salary (2012)**: USD 10,200;
- **Region GDP (2012)**: 46.86 billion USD;
- **Region GDP per capita (2012)**: 10,870 USD.

During the last decade, both Sverdlovsk Region and Ural Federal District enjoyed a strong and constant growth of GDP per capita.

Due to its huge mineral resources and the related industries, the economy grew much stronger than the Russian average.

Manufacturing concentration within the region is four times higher than the Russian average.
Sverdlovsk Region is the biggest territory of the Ural Federal District.

Ural Federal District is one of Russia's two most resource-rich regions (the other being Western Siberia) with vast quantities of minerals, fossil fuels and timber.

90% of all Russian gas (30% of total world gas resources) and 59% of Russian oil (6% of total world resources) are produced here. Mineral wealth of the Ural FD contains 55-60% all mineral resources of Russia. As of 2012, the region accounts for all (or virtually all) Russian production of vanadium, magnesium carbonate, talk powder, processed kaolin, about 60% of bauxite, cadmium, zinc, etc.

The regional economy is based on the industrial sector, which contributes 41% of the gross regional product (GRP).

The metallurgy is the leading sector in the region, followed by engineering and the generation and distribution of energy, gas and water.

The Region is among top 10 regions that account for 40% of the industrial products manufactured in Russia.

Ural Federal District has the highest rank in Russia in terms of GDP per capita – around US$16,000 which 6% higher than the Central Federal District and 1.5 times higher than the Russian average.

**Currently Ural Federal District accounts for:**

- 90.5% of all natural gas production in Russia
- 59% of all crude oil production in Russia
- 42% of all non-ferrous metals industry in Russia
- 39% of all ferrous metals industry in Russia
- 34% of all manufacturing engineering in Russia

**Regional economy by main sectors, 2011**

- Metallurgy; 47%
- Engineering; 13%
- Generation & distribution of energy, gas and water; 13%
- Mining; 6%
- Food production; 5%
- Chemical industry; 7%
- Timber production and printing; 1%
- Other; 8%
There are over 400 offices of foreign businesses in Sverdlovsk Region. On its territory a number of large foreign corporations have established **industrial enterprises** such as ABB, Enel, Boeing, Siemens, Buzzi, Omya, etc.; subsidiary offices of renowned international **consulting companies**: PricewaterhouseCoopers, KPMG и Ernst & Young; **banking institutions**: Raiffeisen Bank, Citibank, Societe Generale East, Intesa Bank, etc.

Sverdlovsk Region is home to **over 25 diplomatic and trade missions** of foreign states such as Germany, USA, UK, France, Czech Republic, Italy, China, Vietnam, Kazakhstan, Hungary, Finland, etc.

Ekaterinburg is the **third city of Russia** by number of consulates and visa centers of foreign countries.
### Special Economic Zone – Titanium Valley

**TITANIUM VALLEY SPECIAL ECONOMIC ZONE** – a site with a distinct legal status boasting special customs/tax treatment for resident businesses as well as fully-functional industrial, commercial and social infrastructure.

<table>
<thead>
<tr>
<th>TAX</th>
<th>CORPORATE PROFIT</th>
<th>PROPERTY</th>
<th>LAND</th>
<th>TRANSPORTATION</th>
<th>IMPORT DUTIES</th>
<th>VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15.5%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Titanium Valley SEZ**

- 15.5% for Corporate Profit
- 0% for Property
- 0% for Land
- 0% for Transportation
- 0% for Import Duties
- 0% for VAT

**Russia today**

- 20% for Corporate Profit
- 2.2% for Property
- 1.5% for Land
- Import duties depend on engine horsepower: 5% to 80%
- VAT: 10% to 18%
Special Economic Zone – Titanium Valley

VSMPO-AVISMA Corporation – world’s largest producer of semi-finished products and titanium alloys for the aerospace industry

Exports:
- USA 70%
- Europe 18%
- Southeast Asia 9%

Produces:
- 20% of total global titanium-product output

Verkhnyaya Salda
Titanium Valley SEZ
Sverdlovsk Region is at the forefront in terms of development of international economic ties and relations. Currently it has 149 countries-trading partners.

The leading trade partners are: USA, Germany, Ukraine, China, Turkey, Italy.

In 2012, foreign trade turnover (at current prices) was USD$11,955.5 (5.4% YoY).

The share of export in foreign trade turnover volume was 76%; import – 24% in 2012.
Due to its geographical site Ekaterinburg has developed into an important transportation centre and today it is the third largest transportation hub in Russia after Moscow and St. Petersburg.

Ekaterinburg is well situated for rail transport, as it is one of the major stops on the Trans-Siberian rail highway, at the intersection of seven railways.

Koltsovo Airport is also very well located within the local and regional road network and is able to connect to the city of Ekaterinburg and the satellite cities in Sverdlovsk Oblast (Perm, Tyumen & Chelyabinsk) and the Ural Region.
The Airport Catchment Area

- **Catchment area I (Sverdlovsk Region):** 4.3 million inhabitants. The target is to develop SVX into a regional feeder hub feeding European and Asian network carriers. Existing road infrastructure and train and bus connections are developed further to generate the full potential of region.

- **Catchment Area II**
  - Radius max 500 km
  - 13.6 million inhabitants.
  - Inclusive of the airports of Perm, Ufa, Chelyabinsk and Tyumen.

- **Catchment Area III & IV**
  - Radius up to 1400 km
  - 20 million inhabitants
  - Inclusive of the airports of Kazan, Cheboksary, Khanty-Mansiysk, Surgut, Syktyvkar, Omsk within Catchment Area III. Inclusive of the airports of Nadym, Novy Urengoi, Nizhnevartovsk, Norilsk within Catchment Area IV.
Main Carriers at Koltsovo

50 Russian and foreign carriers:
- 7 International Carriers
- 12 CIS Carriers
- 31 Russian Carriers

102 destinations:
- 63 International
  - Including: 32 Scheduled
  - 31 Charter
- 39 Domestic

Air Arabia
Aeroflot
Finnair
VIM-Airlines
flydubai
RusLine
Belavia
Rossiya
Czech Airlines
UTair
Turkish Airlines
S7
Uzbekistan Airways
Ural Airlines
UIA
Transaero
Russian Airport Traffic 2012
Change in total annual passengers

Industry Average 13.1%

Airport Seasonality Profile, 2013

Development of Passenger Numbers at KUF, 2009-2013
The passenger market saw a very positive development since 2001.
Passenger traffic at SVX is growing in line with Russia’s economic development, increase in business and tourist activity.
Direct international connections and a regional feeding concept led to an increasing share of international passengers at SVX.
The load factor on scheduled international destinations averages 80%.
# Top 20 Destinations at SVX

February 2014

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination*</th>
<th>PAX</th>
<th>2013/2012 Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moscow</td>
<td>1,381,792</td>
<td>10,6%</td>
</tr>
<tr>
<td>2</td>
<td>Antalya</td>
<td>337,925</td>
<td>8,4%</td>
</tr>
<tr>
<td>3</td>
<td>St.Petersburg</td>
<td>181,691</td>
<td>7,9%</td>
</tr>
<tr>
<td>4</td>
<td>Hurghada</td>
<td>143,056</td>
<td>-18,5%</td>
</tr>
<tr>
<td>5</td>
<td>Bangkok</td>
<td>128,094</td>
<td>29,3%</td>
</tr>
<tr>
<td>6</td>
<td>Dubai</td>
<td>93,911</td>
<td>42,3%</td>
</tr>
<tr>
<td>7</td>
<td>Prague</td>
<td>85,568</td>
<td>11,9%</td>
</tr>
<tr>
<td>8</td>
<td>Osh</td>
<td>82,172</td>
<td>10,6%</td>
</tr>
<tr>
<td>9</td>
<td>Sharm el Sheikh</td>
<td>77,499</td>
<td>-21,4%</td>
</tr>
<tr>
<td>10</td>
<td>Sochi</td>
<td>71,241</td>
<td>40,1%</td>
</tr>
<tr>
<td>11</td>
<td>Dushanbe</td>
<td>69,275</td>
<td>-3,5%</td>
</tr>
<tr>
<td>12</td>
<td>Bishkek</td>
<td>65,197</td>
<td>20,2%</td>
</tr>
<tr>
<td>13</td>
<td>Khudzhand</td>
<td>64,919</td>
<td>7,9%</td>
</tr>
<tr>
<td>14</td>
<td>Istanbul</td>
<td>60,332</td>
<td>3,7%</td>
</tr>
<tr>
<td>15</td>
<td>Heraklion</td>
<td>58,451</td>
<td>74,9%</td>
</tr>
<tr>
<td>16</td>
<td>Phuket</td>
<td>57,822</td>
<td>88,0%</td>
</tr>
<tr>
<td>17</td>
<td>Beijing</td>
<td>54,982</td>
<td>-22,2%</td>
</tr>
<tr>
<td>18</td>
<td>Barcelona</td>
<td>48,550</td>
<td>4,5%</td>
</tr>
<tr>
<td>19</td>
<td>Kiev</td>
<td>45,676</td>
<td>135,4%</td>
</tr>
<tr>
<td>20</td>
<td>Larnaca</td>
<td>44,231</td>
<td>123,7%</td>
</tr>
</tbody>
</table>

*All enplanements shown (≠ O&D traffic)

Top-20 destinations in 2013 = 73.4% of total passenger traffic

Top 10 Destinations at SVX, 2013

- Moscow; 32,2%
- St.Petersburg; 4,2%
- Antalya; 7,9%
- Khudzhand; 1,5%
- Osh; 1,9%
- Sharm el Sheikh; 1,8%
- Sochi; 1,7%
- Prague; 2,0%
- Bangkok; 3,0%
- Hurghada; 3,3%
- Beijing; 1,3%
- Phuket; 1,3%
- Heraklion; 1,4%
- Istanbul; 1,4%
- Sochi; 1,7%
- Barcelona; 1,1%
- Kiev; 1,1%
- Larnaca; 1,0%
<table>
<thead>
<tr>
<th>Rank</th>
<th>Carrier</th>
<th>PAX</th>
<th>2013/2012</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ural Airlines</td>
<td>1,299,212</td>
<td>10,6%</td>
<td>30,3%</td>
</tr>
<tr>
<td>2</td>
<td>Aeroflot</td>
<td>486,313</td>
<td>6,4%</td>
<td>11,3%</td>
</tr>
<tr>
<td>3</td>
<td>Transaero</td>
<td>432,637</td>
<td>9,3%</td>
<td>10,1%</td>
</tr>
<tr>
<td>4</td>
<td>Utair</td>
<td>328,674</td>
<td>50,6%</td>
<td>7,7%</td>
</tr>
<tr>
<td>5</td>
<td>S7</td>
<td>300,685</td>
<td>-6,7%</td>
<td>7,0%</td>
</tr>
<tr>
<td>6</td>
<td>Nord Wind</td>
<td>170,750</td>
<td>166,7%</td>
<td>4,0%</td>
</tr>
<tr>
<td>7</td>
<td>OrenAir</td>
<td>169,352</td>
<td>-25,9%</td>
<td>3,9%</td>
</tr>
<tr>
<td>8</td>
<td>RusLine</td>
<td>122,045</td>
<td>23,4%</td>
<td>2,8%</td>
</tr>
<tr>
<td>9</td>
<td>Rossiya</td>
<td>114,022</td>
<td>8,5%</td>
<td>2,7%</td>
</tr>
<tr>
<td>10</td>
<td>Donavia</td>
<td>65,719</td>
<td>798,5%</td>
<td>1,5%</td>
</tr>
<tr>
<td>11</td>
<td>Flydubai</td>
<td>61,950</td>
<td>66,2%</td>
<td>1,4%</td>
</tr>
<tr>
<td>12</td>
<td>Turkish Airlines</td>
<td>60,316</td>
<td>4,5%</td>
<td>1,4%</td>
</tr>
<tr>
<td>13</td>
<td>Avia Traffic Company</td>
<td>60,178</td>
<td>2,4%</td>
<td>1,4%</td>
</tr>
<tr>
<td>14</td>
<td>Czech Airlines</td>
<td>60,044</td>
<td>5,6%</td>
<td>1,4%</td>
</tr>
<tr>
<td>15</td>
<td>Kogalymavia</td>
<td>53,957</td>
<td>1,3%</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Finnair</td>
<td>36,981</td>
<td>22,3%</td>
<td>0,9%</td>
</tr>
<tr>
<td>17</td>
<td>Ukraine International Airlines</td>
<td>35,861</td>
<td>0,8%</td>
<td></td>
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<tr>
<td>18</td>
<td>Lufthansa</td>
<td>35,151</td>
<td>-13,3%</td>
<td>0,8%</td>
</tr>
<tr>
<td>19</td>
<td>Taimyr</td>
<td>33,548</td>
<td>7,7%</td>
<td>0,8%</td>
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<tr>
<td>20</td>
<td>VIM Airlines</td>
<td>32,484</td>
<td>-55,8%</td>
<td>0,8%</td>
</tr>
</tbody>
</table>

Top 20 carriers in 2013 = 93.6% of total passenger traffic
Passenger Demographics

Gender

- Male: 51
- Female: 49

Age

- 18-24 y.o.: 8
- 25-34 y.o.: 26
- 35-44 y.o.: 33
- 45-54 y.o.: 21
- 55-65 y.o.: 11

Marital Status

- Single: 20
- Married / civil marriage: 74
- Divorced / live separately: 4
- Widow / widower: 2

Social Status

- CEO, Director, Dept Manager: 25
- White Collars: 21
- Civil Servant: 15
- Officer in a corporation: 12
- Entrepreneur, owner of a business: 5
- Blue Collars: 8
- Unemployed: 2
- Student: 4
- Retired: 4
- Housewife: 5

Education

- Higher: 18
- Vocational: 5
- Incomplete Higher: 5
- Secondary: 72
## Airline Reward Program

<table>
<thead>
<tr>
<th>Passenger flights</th>
<th>Ground Handling</th>
<th>Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Take-off/Landing</td>
<td>Passenger steps/airbridge</td>
</tr>
<tr>
<td>Capacity</td>
<td>any</td>
<td>any</td>
</tr>
<tr>
<td>New Destination</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 1</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Year 2</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>New Frequency</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Small capacity AC (≤72 seats)*</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cargo flights</th>
<th>Ground Handling</th>
<th>Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Take-off/Landing</td>
<td>Passenger steps</td>
</tr>
<tr>
<td>Payload &gt;1 500 tons within the previous 6 months</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Payload ≤1 500 tons within the previous 6 months</td>
<td>40%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*provided unless there is a rebate for a new destination or new frequency
Airport Runway System

Technical Characteristics

- Two runways:
  - Runway 08L/26R; Class B, 3004 x 45 m; 101/F/D/W/T
  - Runway 08R/26L; Class B, 3026 x 53 m, with a displaced threshold 325 m for MB 262°, 46/R/B/W/T incl. turn pads
- Apron with 53 parking positions for various aircraft types
- Advanced radar and lighting landing systems
- Radio and lighting equipment meets ICAO Category I
- 24/7 handling of various types of passenger and cargo aircraft
- 1x domestic terminal, 1x international terminal & 1x VIP/CIP terminal.
- 10 airbridge-equipped gates

- Airport type: civil and military
- Reference point: 56°44’29”N 60°48’13”E
- MAG VAG: 14°C East
- Airport elevation: 233.0 m
- Reference temperature: 21.4°C
- Airport classification for rescue/firefighting: Cat 8
In 2013, Koltsovo Airport handled 26,525 tonnes of cargo. Amsterdam, Maastricht, Frankfurt, Beijing (also via Bangkok), Istanbul, and Fujairah are the main international cargo O&D. The main cargo freighters at the airport are AirBridgeCargo (Volga-Dnepr group), MNG Cargo and Aviacon Zitotrans.

New Air Cargo Logistics Village (opened Q2 2012)
- Total cargo village area (incl. future extension): 197,000 m²
- Warehouse (incl. bonded warehouse) location offers airside and landside connectivity, close access to aircraft parking: 13,950 m²
- Operational office (with high-speed internet access): 5,235 m²
- Cargo terminal operations system
  - Cargo logistics village is able to offer 24/7 dedicated warehouse facilities for handling and storing all types of special cargo (DGR, VAL, VUN, etc)
  - Apron handling by COMMANDER 15(7t), COMMANDER 30(15t) High Loaders
  - Build and break stations for 10’ and 20’ ULDs, plus 800 m² of castor decks
  - Dedicated facilities for pure truck cargo customs clearance
- The aim of the new air cargo village is to deliver world class facilities and service levels for air cargo handling and air cargo operations, in order to support the development and growth of air freight in Russia and the Ural Region, and support Ekaterinburg as a regional base for international and domestic air freight.
Now the capital of the Ural Federal Region, Ekaterinburg was founded in 1723 and named after St Catherine, namesake of Empress Catherine I (Yekaterina), the wife of Tsar Peter the Great.

Ekaterinburg, with 1.4 million inhabitants, is the forth largest city in Russia and the most important inter-regional center of economic and social development and the attraction for the huge area of the Ural Region.

The Ural Region covers an area 20 times larger than the Netherlands, and is home to over 40 million people.

It is one of Russia's two most resource-rich regions (the other being Western Siberia) with vast quantities of minerals, fossil fuels and timber.
Ekaterinburg as a Contemporary Business and Leisure Destination

- Ekaterinburg is on the list of 10 most attractive Russian regions from the tourist point of view. It is a big business center of Russian and international importance.
- More and more foreign partners estimate Ekaterinburg’s trade opportunities and come here to start enterprises, firms and companies. Many business tourists are attracted to Ekaterinburg due to various festivals, tournaments and other events, such as Annual Russian Economic Forum. A great number of enterprises, pavilions and show-rooms are at the disposal of companies and private businessmen.
- Russia became the host for the **2018 FIFA World Cup**, and it has been decided that some matches will be played in Ekaterinburg in a newly built stadium.

Ekaterinburg is a proud candidate city for hosting WORLD EXPO 2020

- The city has many sights to see, including the circus, a zoo, theatres (including an opera house), 30 museums, the Ural State University, the Chinese Market and many classic buildings from the 19th century.
- Ekaterinburg also has more than 600 monuments of historic or cultural significance, and is home to over 100 research institutes, 35 colleges, 600 libraries and 15 stadiums.
- Ekaterinburg has an increasing number of large international chains – a new Hyatt was opened in 2009 – so standards are high.
Ekaterinburg is arguably one of the most significant places in the country’s history. Not only is it the powerhouse of Russia’s metallurgy and heavy machinery industries, it is also where Nicholas II, the last Tsar of Russia, and other members of the Romanov royal family were shot dead by the Bolsheviks in July 1918. Now the capital of the Ural Federal Region, it was founded in 1723 by statesman Vasily Tatishchev and engineer Georg Wilhelm de Gennin (whose joint statue can be seen in the city centre), and named after St Catherine, namesake of Empress Catherine I (Yekaterina), the wife of Tsar Peter the Great. It was built around a huge metallurgical factory and a dam (which can still be seen), and by the dawn of the 20th century had become one of Russia’s most important centres for industry, finance and culture.

Ekaterinburg City Tour. 3-hour tour includes:
• Historical Square, home to the Ekaterinburg’s factory founded in 1723
• The 18th century Dam, made of larch tree
• The President’s Reception Palace
• The Opera and Ballet Theater
• Cathedral On the Blood
• Merchant Sevastianov’s House (houses of ‘the gold rush’ times - XVIII century)
• The Eurasia border monument where visitors make a short journey in order to be photographed with one foot in Europe and one in Asia.

Merchant Sevastianov’s House
Opera and Ballet Theater
Cathedral On the Blood
The last days of the last Russian Tsar. 4 hours.
The tour includes:
• visit of the Cathedral on the Blood
• visit of Ganina Yama

Most of Ekaterinburg visitors come from within Russia itself and abroad to see the sights, especially those connected with the Romanovs. The Romanov family and several members of their household met their deaths in the basement of the Ipatiev House, a building demolished in 1977 to prevent it becoming a place of pilgrimage. However, after the fall of communism, interest in the last Russian Tsar and his family saw an upsurge in popularity, as did the Russian Orthodox Church. To mark the execution site, the ‘Cathedral on The Blood’ was built, and opened in 2003. Though it marks one of the darker episodes in Russia’s history, it has become one of the city’s major attractions. Northwest of the city is the site where the remains of the murdered family were disposed of in an old mine shaft. In 2000, work began on the Monastery of the Romanovs and on five churches (two more have since been added) in the woods at Ganina Yama. Guided tours of the site are available and we would highly recommend a visit as it is a beautiful place.
The Leaning Tower of Nevyanusk

Nevyanusk is a town in Sverdlovsk Oblast some 60 miles north of Ekaterinburg.

The town was home to the Demidov family, which extracted gold from the local foothills. The Demidovs commissioned the 60-metre-high Leaning Tower of Nevyanusk, which was erected sometime between 1725 and 1740 and remains the town's principal landmark and claim to fame.

After having studied the tower, the scientists found out that its architects used some of the most advanced technologies available at that time. The inner part of the tower's tented roof was the first cast iron dome in the world. The second time, this technique was applied only some 100 years later, during the reconstruction of the Mainz Cathedral in Germany in 1826, and the third time it was used in the dome of Saint Isaac's Cathedral in St. Petersburg, built in 1840s. There is one mysterious room in the tower, the purpose of which is still being debated. Archaeologists dubbed it the "acoustic room". If a person stands in one corner of this room, he or she can whisper words to another person in the opposite corner and they will be perfectly audible.

‘The cradle of The Demidovs Empire’ Tour (7 hours) features:

• the legends and myths of the powerful Demidovs Empire.
• the Leaning Tower of Nevyanusk
• the acoustic room
• the secret laboratory
• St. Nicholas Church (1797)
• the ancient centre of ceramics and a private ceramic workshop
Tyumen Thermal Springs

In a picturesque pine forest near Tyumen, a thermal spring has bubbled up and created an outdoor pool. The spring’s water has curative and protective properties and a wonderfully positive effect on the body and the mind – it’s a great way for vacationers to get rid of tension and stress. A stay in the pool will relax you and soothe your cares away. Even if it’s a frosty winter day, with snow on the ground and icicles on the roofs, you’ll bathe in water that’s hot – a toasty 120 F (45 C).

Enter the thermal pool complex, and you almost find yourself in another world: waterfalls and whirlpools, and plants thriving year-round, creating a wonderfully relaxing atmosphere.

Duration: 2-3 days
Cost per person: 3 500 - 5 300 RUB or $ 100-183 (including transfer, guide service en route)
For extra fee: massage, hookah-bar, billiards, sauna

The Tour Itinerary

**Day 1**

**Day 2-3**
The Chusovaya River is remarkable in that it originates on the eastern slopes of the Ural Mountains in Asia, crosses the mountains, and mostly runs on their western slopes in Europe. The river is famous for hundreds of large rocks located along the shoreline which are the major tourist attractions of the area. Some rocks posed much danger to boats, especially during the spring thaw. They are generally called boitsy (бойцы, lit. fighters); many of them have individual names and are protected by the state as natural monuments.

The major objects of attraction are the picturesque river banks, boitsy rocks and their caves and grottoes.

About 200,000 people annually visit the Kungur Ice Cave near Chusovoy, the major remaining port on the river. This labyrinth of karst caves was formed as a result of dissolution of gypsum and anhydrites by water at a depth of 60–80 meters and is explored only up to about 6 kilometers.

Itinerary: Ekaterinburg – (by bus) Staroutkinsk – Chusovoe village - (by bus) – Ekaterinburg

Season: June - August
Duration: 2 days
Length: 30 km by river
Cost per person: 4 500 RUB or $155.
Currently there are **347 hotels** in the region, including holiday camps and mini-hotels with the total number of rooms of **11,700**.

Sverdlovsk Region ranks 4th in Russia in terms of hotel capacity yielding to Moscow, St. Petersburg, and Krasnodar Region.

65% of hotel rooms are of ‘standard’ type, 16% - of ‘superior’ type.

Just Ekaterinburg has **94 accommodation facilities** with the total room number of **20,000**.
Cultural Activities. Museums

The Ural museums have been collecting their funds since the second half of the 19th century. Currently they are modern interactive cultural platforms launching numerous research, art and social projects every year.

- **Museum of Stone-Cutting and Jewelers' Art**
  Ticket fare - $5

- **Sverdlovsk Regional Museum of Local History**
  Ticket fare - $2-2.7

- **Ekaterinburg Museum of Fine Arts**
  Ticket fare - $5

- **Metenkov’s House Museum of Photography**
  Ticket fare - $3.5

- **Museum of The History of Ekaterinburg**
  Ticket fare - $5

- **Ekaterinburg Modern Art Gallery**
  Ticket fare - $3.5
The official residence of the Ural theatre personalities is located in a 19th century stone mansion on the main square of Ekaterinburg. The variety of the Middle Ural theatre life is proved by the fact that the Ural Region branch of the Theatre Union of the Russian Federation ranks third after Moscow and Saint Petersburg.
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