



assignment

tourism development plan for the city of Krasnoyarsk, Russia

client | final beneficiary

Strelka KB | city of Krasnoyarsk

project duration

September 2021 – February 2022

about the destination

With a population of above 1 million, Krasnoyarsk is the third-largest city in Siberia after Novosibirsk and Omsk. The city is an important junction of the renowned Trans-Siberian Railway and is known for its natural highlights such as Stolby Nature Sanctuary, which is situated just a few kilometres to the south of the city. Besides several cultural attractions such as museums, theatres and churches, the city is also known for Krasnoyarsk Hydroelectric Power Station and the river Yenisei.

client needs

The tourism development plan is an integrative part of a larger social and economic development plan for the city. The client wants to know what the city administration needs to do to provide the basis for a sustainable and successful development of Krasnoyarsk as an attractive tourism destination.

services delivered

Based on a comprehensive field trip to Krasnoyarsk with site visits and interviews with key stakeholders, a tourism development plan consisting of three main modules - analysis of the current situation | development strategy | action plan – will be prepared.

During the project, regular coordination meetings with the consultants responsible for the overall development plan will be conducted and the draft of the final tourism development plan will be presented and discussed with representatives of the city administration.

destination services