



**service line**

destination services

**assignment**

tourism strategy for the city of Baykalsk, Russia

**number of  
beds**

~ 1.200

**annual  
overnights**

~ 100.000

**about the  
destination**

Baykalsk is a small city situated at the Southern shore of Lake Baikal and administratively belongs to Irkutsk oblast. Currently Baykalsk is mainly a popular destination for locals for skiing/snowboarding, as Sable Ski Resort – the biggest ski resort on Lake Baikal - is situated there.

Baykalsk was founded in 1961 due to the opening of a paper mill factory called Baykalsk Paper and Pulp Mills, which was closed in 2009. In 2010, a special tourism economic zone (“Gate of Baikal”) was created for the purpose of attracting tourism investment – but with limited success. Due to its status as a previous monotown entirely dependent on the paper mill, the city was included in a list of Russian monotowns with the most difficult socio-economic situation in 2014.

**client needs**

The tourism strategy was an integrative part of a larger social and economic development plan for the city. The client wanted to know how Baykalsk can benefit from its location at Lake Baikal and how to start a sustainable tourism development that also attracts other target groups besides skiers/snowboarders.

**services  
delivered**

Based on available documents and questionnaires forwarded to key stakeholders, a tourism strategy consisting of three main modules - analysis of the current situation | development strategy | action plan – has been prepared.

destination services