**1. General data**

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of the place</td>
<td>Building, services</td>
</tr>
</tbody>
</table>
| Total area (m²)              | 1. Hotel «Victoria» - 11630,4 m², 233 rooms  
2. Sport palace «Rubin» - 400 rooms, swimming pool, rehabilitation center, dining room, warmup hall and gym |
| The usage of the place       | Hotels                                                                                                                                     |
| End product                  | Hotel services, congress services                                                                                                          |
| Contact Information          | OJSC «Penza Region Development Corporation», phone: +7(8412) 68 08 37  
e-mail: info@krpo.ru  
Website: www.krpo.ru |
| Favourable conditions for the investment project implementation, key competences | Sport events – about 500 in number per year;  
The number of participants (sport events) – about 20000 per year;  
Planned annual increase of the number of city visitors – 6 %;  
Stable demand for the hotel services, caused by the concentration of the institutions of regional and federal meaning (the Sport Palace "Burtasy", the Federal center of cardiovascular surgery, the Penza regional oncological clinic, City hospital №6);  
Availability of transport and engineering infrastructure;  
Project support from the Penza Region Government: is interested in the development of the hospitality industry. |

**2. Marketing data**

<table>
<thead>
<tr>
<th>Item</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Nonresident visitors of the large regional and federal institutions in the field of sports and medicine.</td>
</tr>
</tbody>
</table>

Within last five years there is a prompt development of hotel business. The international hotels enter the big cities, the number of small private hotels grows, old Soviet hotels are reconstructed.

**General characteristics and features of the region**

The Penza Region is situated in the European part of Russia, 620 km to the south-east of Moscow. Total area: 43,3 thousand square kilometers. The region is incorporated into Privolzhsky Federal District. In the North it borders on Ryazan Region and Republic of Mordovia, in the East – on Ulyanovsk region, in the South – on Saratov Region, and on Tambov Region in the West. You can easily get to Penza by plane, train, or by car. The Penza Region is hospitable and open for mutually beneficial collaboration.

The Penza Region is situated on the crossroad of the biggest Russian and international transport ways:  
Federal highway (M5);  
Kuibyshevskaya and South-East railways;  
International transport corridors:  
European-Asian transport corridor “Transsib”,  
Corridor “North-South” which connected with Pan-European transport corridor №9  
The Penza Region is crossed by some main gas mains and pipelines of federal value.  
More than 15 international air-highways, including the “Green 3” highway and 5 inter-regional air-routes.

**Theaters, philharmonic society, circus**

- the Penza regional dramatic theater of Lunacharsky,
• the Penza regional puppet theater «Doll house»,
• the Penza regional theater of the young spectator,
• the theatrical art Center «House of Mejerholda»,
• the Penza regional philharmonic society,
• the Penza circus.

There are own creative collectives and the repertoire. However within the limits of national and regional festivals, the international tours, other cultural actions on the same platforms pass performances as Russian collectives from Moscow, St.-Petersburg and other regional centers of Russia, and foreign collectives.

Architecturally-historical monuments, memorial estates, ecotourism
On the territory of the Penza region there is about 1500 objects representing historical, art and other cultural value. Nearby 400 of them consists on the state account as history and culture monuments, 46 have federal (all-Russian) value. In the city of Penza there are 180 objects of a cultural heritage, including 2 monuments of archeology, 79 - stories, 83 - architecture and town-planning and 16 monuments of art.

Physical training and sports
Currently Penza is one of the largest sports centers of Privolzhsky district. The city has a considerable quantity of sports constructions (stadiums, sports palaces, pools, rehabilitation complexes). Largest of them - the Sport Palace "Burtyas" which was opened in the beginning of 2008. In Penza are regularly spent sports gathering, competitions, the championships among adult sportmen and children. In 2007 in Penza passed the third summer Games of pupils of Russia; in 2008 the city has won competition on the right of carrying out the Sports contest of 2009. According to regional committee on physical culture and sports, Penza annually accepts about 15 thousand nonresident sportmen.

The review of hotel sector of Penza and the Penza region
According to the Penza regional committee on tourism, currently there are 40 objects of collective placing (hotels) with the general room fund of 2400 numbers in the Penza region. Besides, there are 18 health resorts which are focused on an internal stream of tourists and at the same time they are used as reserve points of placing of city visitors and areas in case of their big flow.

According to Federal Agency of the state statistics of the Penza region, there were 9 hotels (including minihotels) in Penza in the end of the second half of the year 2009, with cumulative room fund about 300 numbers and 700 places.

There are 4 hotels in a segment of the "qualitative" hotels intended for persons who travels for business: "Russia", "Penza", "For you" and "Burtyas". All of them can be carried to categories of "2 stars" and "3 stars".

Hotel GELIOPARK Rezidens was opened in April, 2010 in the city center of Penza. Now there is not a boom of hotel building. However some projects are on an end stage:

1. Hotel on the Pushkin's street. The hotel will settle down in the new building consisting of two buildings. The is not any date of input of the object. By our estimations, this hotel becomes the key competitor on the Penza market.

2. Hotel "Airport", 300 rooms near the airport. Is under construction according to the project of Penza region airport reconstruction. Target audience is transients, crews of planes. it is not considered as the direct competitor.

Estimation the tourist stream volume in the city Penza
According to the official statistics 2008, in hotels and the hotel enterprises of the Penza region were placed about 57 thousand persons. The mid-annual increase of the number of visitors made 7 % (in 2009 - 3 % related to 2008). All visitors of Penza, by whom objects of collective placing are claimed (hotels, camp sites, etc.), is possible to divide into three basic segments:

1. Business traveler and businessmen - the visitors coming into a city on business affairs, on conferences and similar actions, to the state, regional, municipal authorities, etc.

2. Sportsmen - teams, members of sports federations, the visitors coming to Penza on various competitions, on sports gathering etc.

3. Tourists - the visitors coming to Penza and to the Penza region with the excursion/informative purpose.

Last two segments are, mainly, low budget. The representatives of these segments choose the cheap rooms which cost "is entered" in the limited budget. For sportmen this cost is limited by 500 roubles per person (including the VAT), demanded three- and four-beds placing.