

## Appendix

Few photos from PRITESY 2018









Positive Sides	Neganive Sides
Provides employment opportunities, both skilled and unskilled, because it is a labour-intensive industry	Develops excess demand for resources
Generates a supply of needed foreign exchange	Creates the difficulties of seasonality
Increases incomes	Causes inflation
Creates increased gross national product	Can result in unbalanced economic development
Can be built on existing infrastructure	Creates social problems
Develops an infrastructure that will also help stimulate local commerce and industry	Degrades the natural physical environment and creates pollution
Can be developed with local products and resources	Degrades the cultural environment
Helps to diversify the economy	Increases the incidence of crime, prostitution, and gambling
Tends to be one of the most compatible economic development activities available to an area, complementing other economic activities	Increases vulnerability to economic and political changes
Spreads development	Threatens family structure
Has a high multiplier impact	Commercializes culture, religion, and the arts
Increases governmental revenues	Creates misunderstanding
Broadens educational and cultural horizons and improves feelings of self-worth	Creates conflicts in the host society

Improves the quality of life related to a higher level of income and improved standards of living	Contributes to disease, economic fluctuation, and transportation problems
Reinforces preservation of heritage and tradition	
Justifies environmental protection and improvement	
Provides employment for artists, musicians, and other performing artists because of visitor interest in local culture, thereby enhancing the cultural heritage	
Provides tourist and recreational facilities that may be used by a local population	
Breaks down language barriers, sociocultural barriers, class barriers, racial barriers, political barriers, and religious barriers	
Creates a favourable worldwide image for a destination	
Promotes a global community	
Promotes international understanding and peace	

**Table 1 Benefits and Costs Source: R. Goeldner R. and Ritchie B., *Tourism: Principles, Practices, Philosophies* (11th edition), 2009, – 31p.**

Type of impact	Positive	Negative
<b>Economic</b>	<ul style="list-style-type: none"> <li>▪ Increased expenditures</li> <li>▪ Creation of employment</li> <li>▪ Increase in labour supply</li> <li>▪ Increase in standard of living</li> </ul>	<ul style="list-style-type: none"> <li>▪ Price increases during event</li> <li>▪ Real estate speculation</li> <li>▪ Failure to attract tourists</li> <li>▪ Better alternative investments</li> <li>▪ Inadequate capital</li> <li>▪ Inadequate estimation of costs of event</li> </ul>
<b>Tourism / Commercial</b>	<ul style="list-style-type: none"> <li>▪ Increased awareness of the region as a travel/tourism destination</li> <li>▪ Increased knowledge concerning the potential for investment and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Acquisition of a poor reputation as a result of inadequate facilities, improper practices or inflated prices</li> <li>▪ Negative reactions from existing enterprises due to</li> </ul>

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>commercial activity in the region</li> <li>▪ Creation of new accommodation and tourist attractions</li> <li>▪ Increase in accessibility</li> </ul> | <p>the possibility of new competition for local manpower and government assistance</p> |
|---|--|

**Table 2 The impact of event tourism on economic and commerce. (Source: Skoultos, Sofoklis & Tsartas, Paris, Event tourism: Statements and questions about its impacts on rural areas, Tourismos, 2009 – p 293)**

Place	Quantity of festivals visitors	Percentage
<b>Chelyabinsk</b>	102900	55,95%
<b>Zlatoust</b>	30319	16,48%
<b>Demarino</b>	28000	15,22%
<b>Miass</b>	12000	6,52%
<b>Magnitogorsk</b>	2600	1,41%
<b>Arkaim</b>	2500	1,36%
<b>Troitsk</b>	1800	0,98%
<b>Kyshtym</b>	1060	0,58%
<b>Kopeysk</b>	900	0,49%
<b>Asha</b>	630	0,34%
<b>Verkhnyaya Luka</b>	565	0,31%
<b>Satka</b>	450	0,24%
<b>Verkhniy Ufaley</b>	200	0,11%
Total	<b>183924</b>	<b>100,00%</b>

**Table 3 Number of festival visitors (Source: Ministry of Culture of the Chelyabinsk region)**

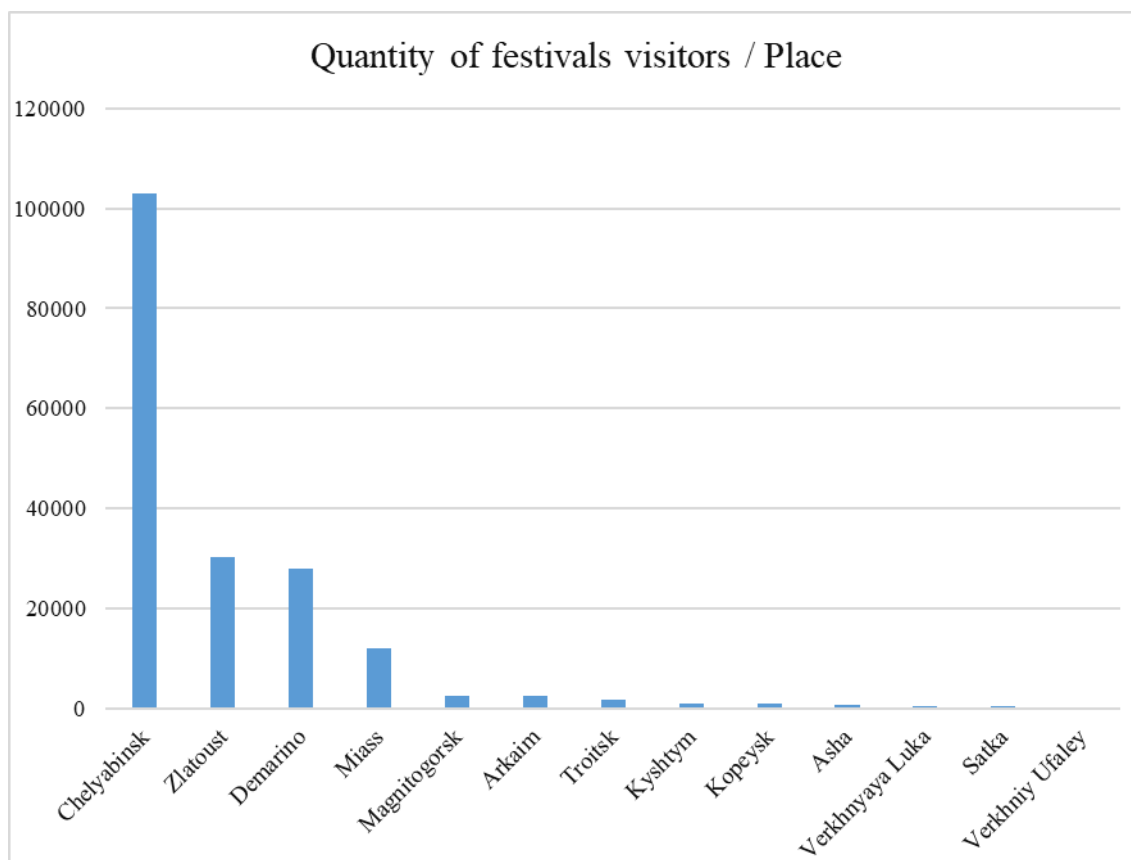


Figure 1 Number of festival visitors (Source: Ministry of Culture of the Chelyabinsk region)

Type	Quantity of people	Percentage
Seasonal festival	90985	49,47%
Art festival	77819	42,31%
Religious festival	10000	5,44%
Historical festival	3560	1,94%
Gastronomic festival	1560	0,85%
<b>Total</b>	<b>183924</b>	<b>100,00%</b>

Table 4 Number of people by type of festivals (Source: Ministry of Culture of the Chelyabinsk region)

The chart below shows illustration of quantity of people by festival type chosen.

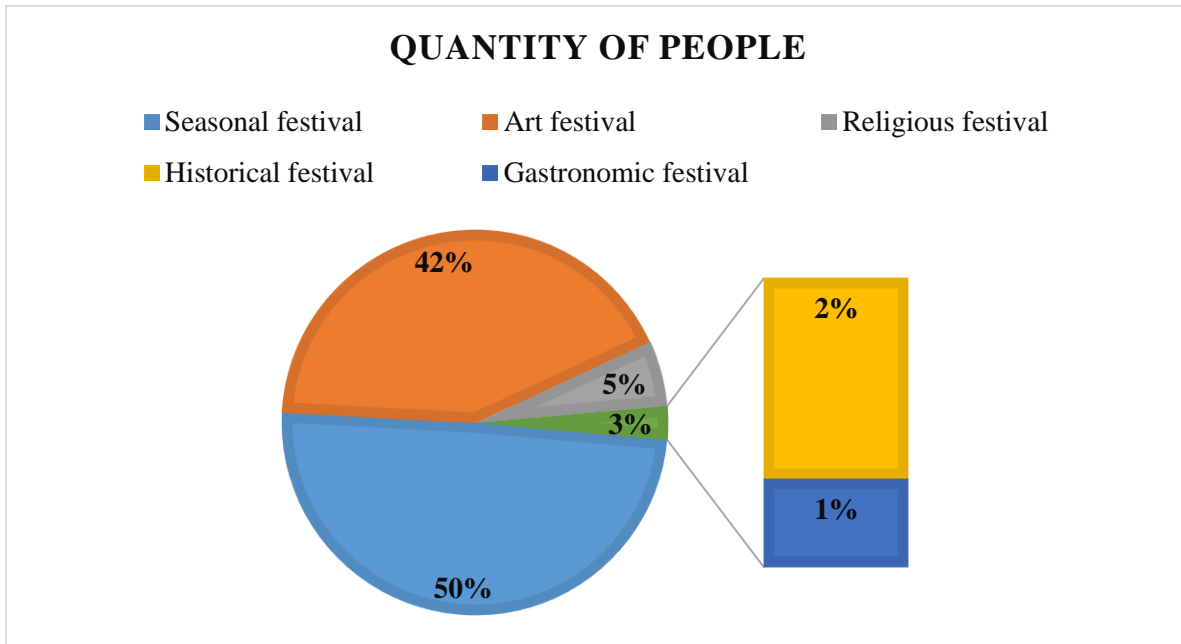


Figure 2 Number of people by type of festivals (Source: Ministry of Culture of the Chelyabinsk region)

Season	Qty of people	Percentage
Winter	99509	54,34%
Spring	8000	4,37%
Summer	75410	41,18%
Autumn	200	0,11%
<b>Total</b>	<b>183119</b>	<b>100,00%</b>

Table 5 Number of people by type seasons of festivals (Source: Ministry of Culture of the Chelyabinsk region)



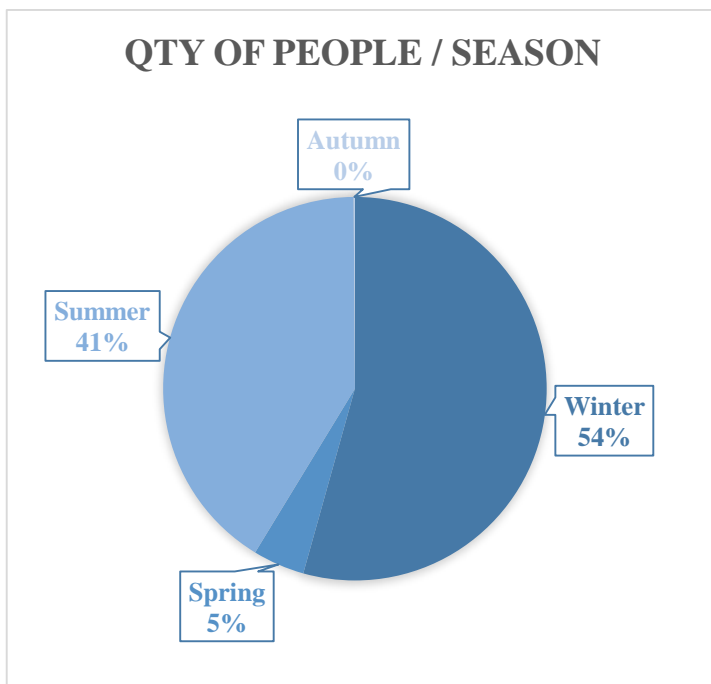


Figure 3 Number of people by type seasons of festivals (Source: Ministry of Culture of the Chelyabinsk region)

Side	Qty of people	Percentage
Central	115800	62,96%
South-East	34900	18,98%
West	31964	17,38%
North	1260	0,69%
<b>Total</b>	<b>183924</b>	<b>100%</b>

Table 6 Number of people by region of festivals (Source: Ministry of Culture of the Chelyabinsk region)

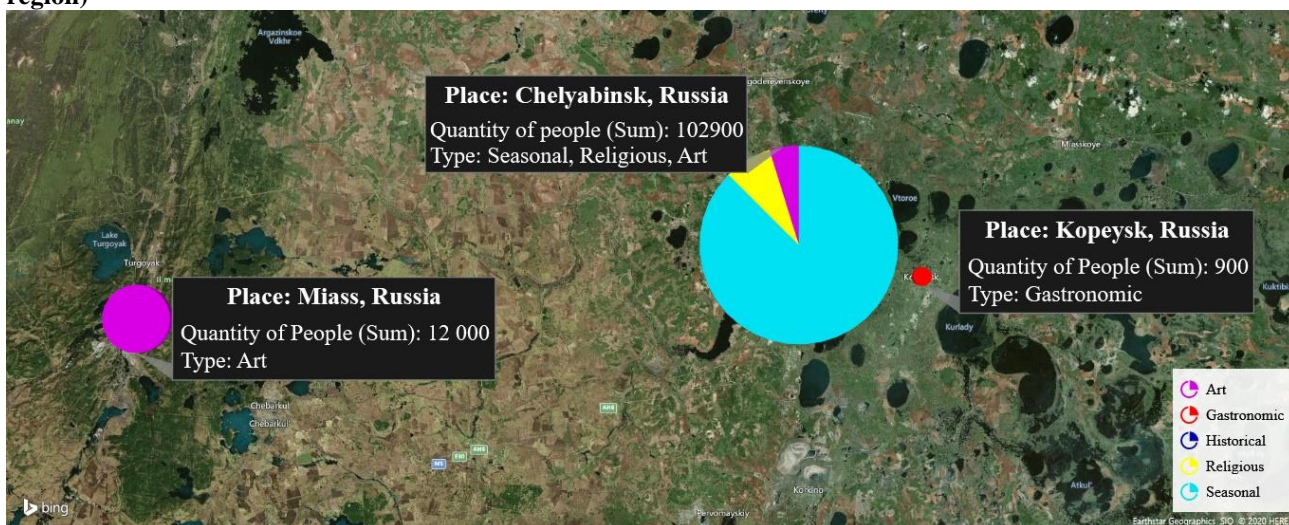


Figure 4 Number of people attending festivals in the Central region (Source: Ministry of Culture of the Chelyabinsk region)

Type	Quantity of people	Percentage
Seasonal festival	90000	77,72%
Art festival	16900	14,59%
Religious festival	8000	6,91%
Gastronomic festival	900	0,78%
<b>Total</b>	<b>115800</b>	<b>100,00%</b>

Table 7 Number of people attending festivals in the Central region by type (Source: Ministry of Culture of the Chelyabinsk region)

Season	Qty of people	Percentage
Winter	98000	84,63%
Spring	4900	4,23%
Summer	12900	11,14%
Autumn	-	0,00%
<b>Total</b>	<b>115800</b>	<b>100,00%</b>

Table 8 Number of people attending festivals in the Central region by season (Source: Ministry of Culture of the Chelyabinsk region)



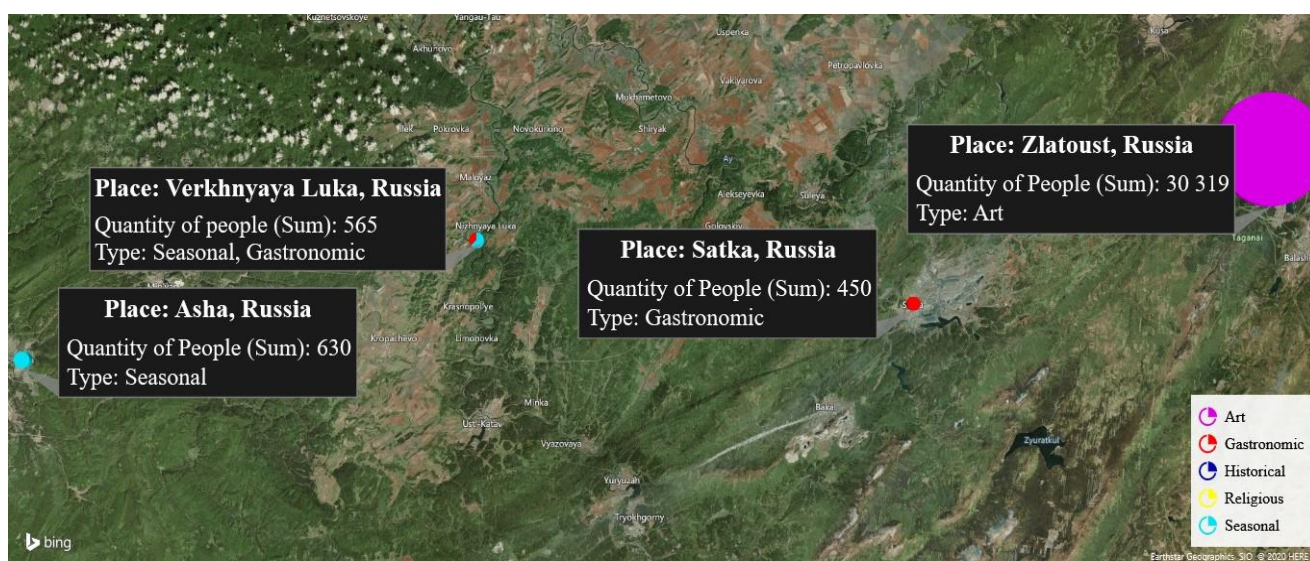
Figure 5 Number of people attending festivals in the South-Eastern region (Source: Ministry of Culture of the Chelyabinsk region)

Type	Qty of people	Percentage
Art festivals	30600	87,68%
Religious festivals	1800	5,16%
Historical festivals	2500	7,16%
<b>Total</b>	<b>34900</b>	<b>100,00%</b>

**Table 9** Number of people attending festivals in the South-Eastern region by type (Source: Ministry of Culture of the Chelyabinsk region)

Season	Qty of people	Percentage
Spring	2600	7,45%
Summer	32300	92,55%
<b>Total</b>	<b>34900</b>	<b>100,00%</b>

**Table 10** Number of people attending festivals in the South-Eastern region by season (Source: Ministry of Culture of the Chelyabinsk region)



**Figure 6** Number of people attending festivals in the Western region (Source: Ministry of Culture of the Chelyabinsk region)

Type	Quantity of people	Percentage
Seasonal festival	985	3,08%
Art festival	30319	94,85%
Gastronomic festival	660	2,06%
<b>Total</b>	<b>31964</b>	<b>100,00%</b>

**Table 11** Number of people attending festivals in the Western region by type (Source: Ministry of Culture of the Chelyabinsk region)

Season	Qty of people	Percentage
Winter	949	2,97%
Spring	805	2,52%
Summer	30210	94,51%
<b>Total</b>	<b>31964</b>	<b>100,00%</b>

**Table 12** Number of people attending festivals in the Western region by season (Source: Ministry of Culture of the Chelyabinsk region)

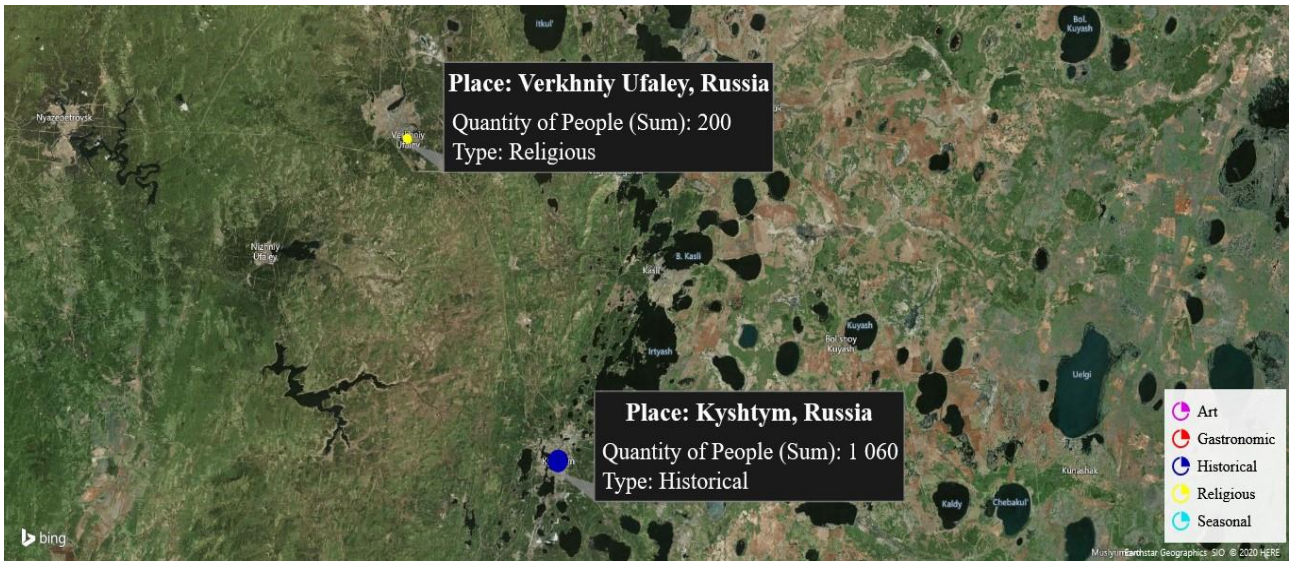


Figure 7 Number of people attending festivals in the Northern region (Source: Ministry of Culture of the Chelyabinsk region)

Type	Quantity of people	Percentage
Historical festival	1060	84,13%
Religious festival	200	15,87%
<b>Total</b>	<b>1260</b>	<b>100,00%</b>

Table 13 Number of people attending festivals in the Northern region by type (Source: Ministry of Culture of the Chelyabinsk region)

Season	Qty of people	Percentage
Winter	560	44,44%
Spring	500	39,68%
Autumn	200	15,87%
<b>Total</b>	<b>1260</b>	<b>100,00%</b>

Table 14 Number of people attending festivals in the Northern region by season (Source: Ministry of Culture of the Chelyabinsk region)

## Gender

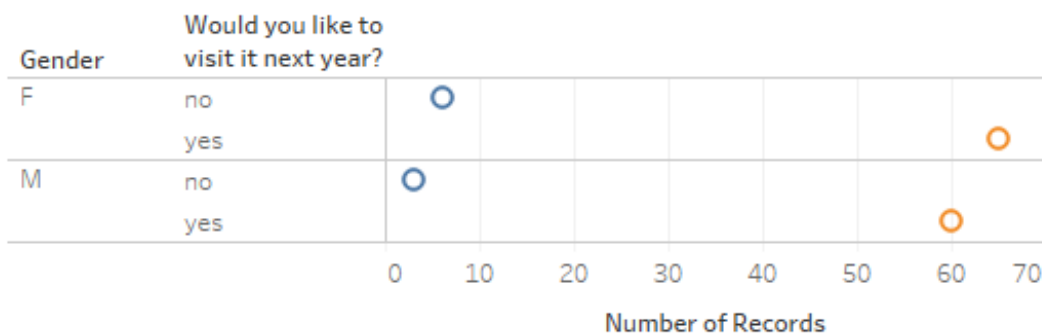
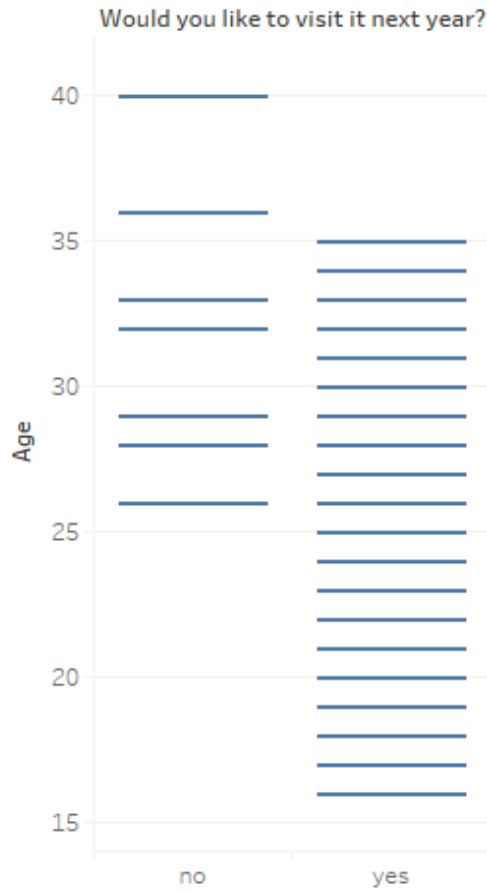


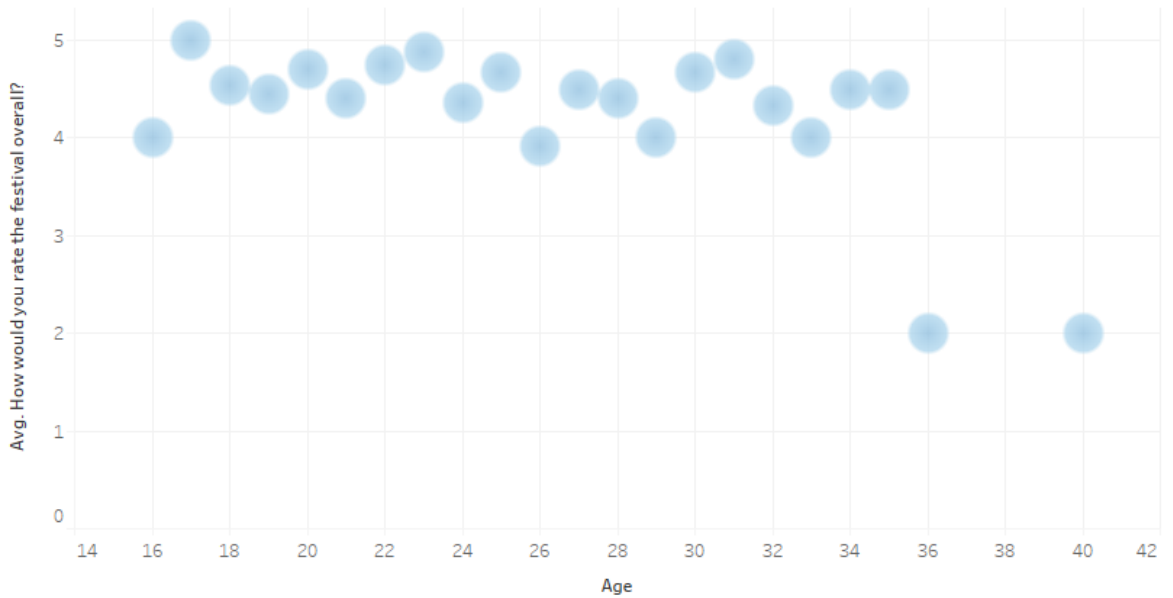
Figure 8 Number of people by gender (Source: Author)

## Target group



**Figure 9** Number of people by age (Source: Author)

## Rating-Age



**Figure 10** Rating to age correlation (Source: Author)

## The attractiveness of the place

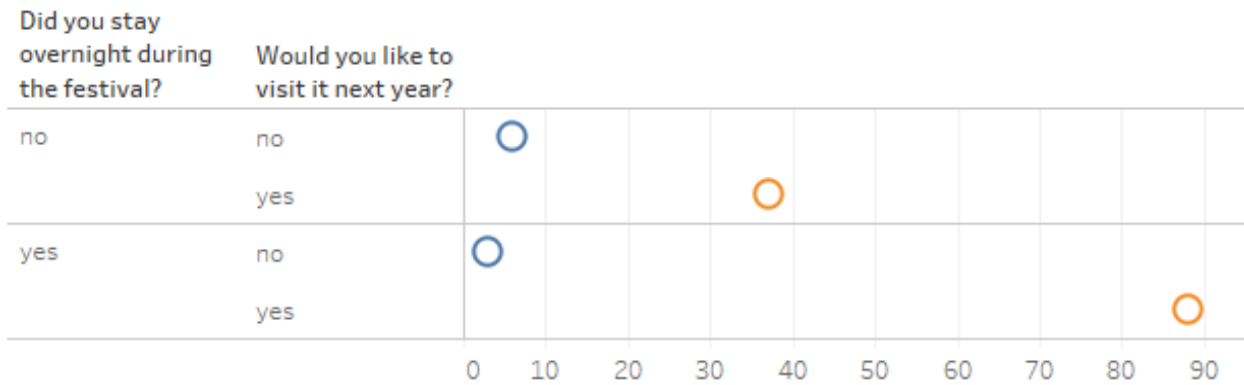


Figure 11 Attractiveness of the place with other factors (Source: Author)

## Publicity, Outreach

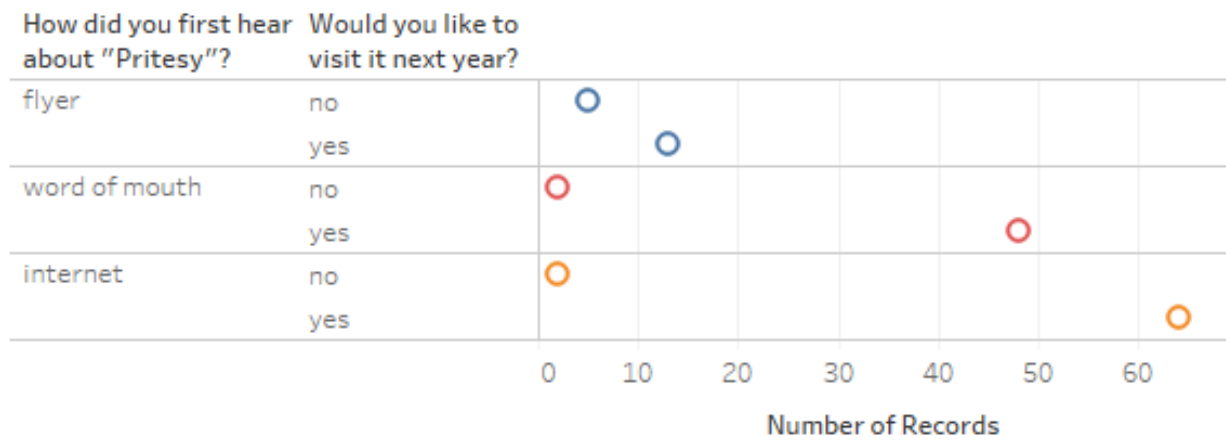


Figure 12 Results of advertisement (Source: Author)

Where are you from?



**Figure 13 Demographic distribution of festival participants (Source: Author)**

### Program

<b>07/23/2021</b>
- Arrival of participants (before 16:00)
- Excursion / Rafting to the venue of the festival-forum (until 16:00)
- Accommodation of participants (from 16:00)
- Entertainment activities (bungee jumping; equipped descent into the cave; flights) (until 18:00)
- Dinner (from 18:00 to 19:00)
- Networking session (from 19:00 to 20:00)
- Opening of the festival (from 20:00 to 21:00)
- Musical performances (21:00 to 23:00)
- Sleep (23:00)
<b>07/24/2021</b>
- Awakening (08:00)
- Yoga, Jogging, Zumba, Exercising - Choice provided (08:00 to 08:30)
- Breakfast (from 08:30 to 09:50)
- Plan of the day (from 10:00 to 10:30)
- Lecture "Prospects for the development of art in modern Russia" (from 10:30 to 12:00)
- Master classes in art directions (from 12:15 to 13:30)
- Lunch (from 13:40 to 15:00)
- Entertainment activities (bungee jumping; equipped descent into the cave; flights) (from 14:30 to 15:30)
- Lecture "How to Create a Successful Short Film" (from 15:30 to 16:30)
- Master classes in art directions (from 16:30 to 18:00)
- Project session (from 16:30 to 17:45)
- Closing of the festival (from 18:00 to 19:30)
- Dinner (from 19:30 to 20:30)
- Entertainment activities (bungee jumping; equipped descent into the cave; flights) (from 20:30 to 21:00)
- Musical performances (from 21:00 to 23:00)
- Sleep (23:00)

07/25/2021

- Awakening (08:00)
- Yoga, Jogging, Zumba, Exercising - Choice provided (08:00 to 08:30)
- Breakfast (from 08:30 to 09:50)
- Plan of the day (from 10:00 to 10:30)
- Master classes (consultations) (from 11:00 to 12:30)
- Lunch (from 13:00 to 14:30)
- Departure of participants (from 14:30 to 16:00)

### SWOT analysis

Strengths	Weaknesses
1) Teaching participants in a large number of creative directions;	1) Short duration of the Festival;
2) Integration of tourism and art;	2) Some directions are not fully disclosed (due to insufficient time);
3) The opportunity for participants to receive support for the implementation of their projects;	3) Not enough experience in many creative directions
4) Transfer to the venue of the Festival, non-paid meals	
Opportunities	Threats
1) The unique location of the Festival site can contribute to the recreation of the participants;	1) Unfavorable weather conditions;
2) Growing interest in creative activity;	2) Unfavorable epidemiological situation
3) Further expansion of the geography of the project, reaching the all-Russian and international levels	

### SWOT strategies

SWOT		Internal analysis	
		Strengths	Weaknesses
External analysis	Opportunities	SO Strategy (max-max)	WO Strategy (min-max)
		- organization of excursions to the natural monuments of the Satka region;	- attending seminars, lectures aimed at teaching in various types of arts;
		- attraction of leading experts in the field of culture and arts as speakers of the Festival;	- to develop a teaching methodology and regulations for holding the Festival together with teachers of creative universities and colleges, in which the participant will receive full knowledge in the areas of art that interest him
		attraction of the ministries of culture of the regions to support the projects of the participants	
	Threats	ST Strategy (max-min)	WT Strategy (min-min)



	- creating conditions not only for training, but also for the leisure of the participants;	- use modern means of protection against coronavirus infection;
	- attracting foreign speakers;	- a request from participants for certificates with test results for COVID-19;
	motivate participants to further develop in the field of culture and arts	- the use of rain protection equipment (tarpaulins, covers, etc.)

**Table 15 SWOT analysis strategies (source: Author)**

Step	Definition	Result
Ignorance	Acquaintance with the company.	People become aware about festival through displaying advertisements, appearing in organic search results, or posting on any social network;.
Awareness	Acquaintance with the offer.	People gets acquainted with the detailed information on the offer;
Interest	Coming into contact.	People making a call, chatting, e-mail and other communication methods;
Desire	Formed interest.	In this case, the future participants identify a suitable order.
Purchase	Purchasing a service	Order payment process.

**Table 16 The structure of a planned sales funnel (Source: Author)**

### ➤ Target advertising

Methods of promotion will consist from internet and outdoor advertising.

Promotion via internet

Nowadays in every popular social network is possible to advertise any kind of products or services. To increase the amount of awareness people is important to promote communities, posts, stories (e.g. Instagram) on the targeted audience.

- SMM strategy, content creation:  
Entertaining content – humor, memes, funny videos

Engaging content – video and text information about festival, what is going to be there (information about program of the festival)

Contests

Raffle prizes

Polls – “What do you know about creative professions?”, “What do you expect from the festival?”, “Can you suggest something to us?”

- Advertising and creation of communities in the following social networks:

Facebook.com – targeted advertising

Instagram.com – targeted advertising (posts, stories)

Vk.com – targeted advertising

YouTube.com – target recommendations

- Advertising of a website in the following platforms:

Google.com

Yandex.ru

Outdoor advertising

Placing flyers at the universities and workplaces of the Urals

Project schedule

December 2020

- Design of pages on social networks;
- Working with partners;

January 2021

- Creation and design of the Festival website

February 2021

- Informing target audience about the project in social networks;
- Submission of applications for participation in the Festival;

May 2021

- Transport logistics;
- Preparation of speakers and invited guests;
- Festival venue decoration

July 2021

- Excursion / rafting to the venue of the Festival;
- Opening of the Festival;
- Musical concert;
- “Dialogue as equals”. Prospects for the development of art in modern Russia;
- Conducting master classes in the areas of arts;
- Lecture: “How to create a successful short-film? Integration of various areas of art in cinematography”/ watching of short films made by young directors;
- Project session. Defense of the participants’ projects of the Festival;
- Closing of the Festival;
- Receiving feedback from the participants of the Festival;

August 2021

- Preparation of reports

<b>INITIAL INVESTMENT</b>	
Registration fee	12000
Website	25000
SMM-specialist's payment	60000
Advertisig agent's payment	25000
Promotion	100000
Equipment	470800
Financial reserves	165900
<b>Total</b>	<b>858700</b>

**Table 17 Initial investment (Source: Author's own calculation)**

<b>CAPITAL RESOURCES</b>	
Own Capital	384700
Family loan	150000
Sponsorship	324000
<b>Total</b>	<b>858700</b>

**Table 18 Capital resources (Source: Author's own calculation)**

Fixed expenses			
Items	Quantity	Value	Total
Manager's salary	1	10000	10000
Cooker's salary	8	2500	20000
Brigade's worker salary	11	1500	16500

Advertising agent's payment	1	25000	25000
Website payment	1	25000	25000
SMM-Specialist's payment	1	60000	60000
<b>Total wages</b>			<b>156500</b>
Audio-visual equipment rent			45000
Stage and tents rent			43000
Lighting equipment rent			25000
Kitchen equipment rent			25000
Promotion			100000
Loan payment			37500
<b>Total</b>			<b>432000</b>

Table 19 Fixed expenses (Source: Author, based on research)

Equipment for living rent.	212800
Transfer rent	120000
Cooking ingredients	119400

Table 20 Variable expenses (Source: Author, based on research)

### 1.1.1 Financial statements

Balance sheet			
Current assets		Current liabilities	
Cash	168500	Family loan	150000
Inventory	219400		
<b>Total Current Assets</b>	<b>387900</b>	<b>Total current liabilities</b>	<b>150000</b>
Fixed Assets		Owner's equity	
Rent of equipment	470800	Capital	384700
		Sponsorship	324000
<b>Total Fixed Assets</b>	<b>470800</b>	<b>Total Owner's equity</b>	<b>708700</b>
<b>TOTAL ASSETS</b>	<b>858700</b>	<b>TOTAL LIABILITIES</b>	<b>858700</b>

Table 21 Balance Sheet in RUB (Source: Author)

Income statement					
Items / Years	2021	2022	2023	2024	2025
Cash from customers	750 000	1 500 000	3 000 000	4 500 000	6000000
Total revenue	750 000	1 500 000	3 000 000	4 500 000	6000000
Cash paid to suppliers	690 200	1 132 800	2 048 600	2 956 800	3835200
Cash paid to employees	156 500	167 500	265 000	340 000	375000
Other operating costs		37500	37500	37500	37500
Total expenses	846 700	1 337 800	2 351 100	3 334 300	4 247 700

Earnings before taxes	-96 700	162 200	648 900	1 165 700	1 752 300
Rounded tax base					
Tax 13%	0	21086	84357	151541	227799
Earnings after taxes	-96 700	141 114	564 543	1 014 159	1 524 501
Profit/Loss	-96 700	141 114	564 543	1 014 159	1 524 501

**Table 22 Income statement in RUB (Source: Author's own calculations)**

	500	1000	2000	3000	4000
<b>Income statement</b>					
Items / Years	2021	2022	2023	2024	2025
Cash from customers	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Total revenue	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Cash paid to suppliers	690 200	1 132 800	2 048 600	2 956 800	3 835 200
Cash paid to employees	156 500	167 500	265 000	340 000	375 000
Other operating costs		37 500	37 500	37 500	37 500
Total expenses	846 700	1 337 800	2 351 100	3 334 300	4 247 700
Earnings before taxes	-96 700	162 200	648 900	1 165 700	1 752 300
Rounded tax base					
Tax 13%	0	21086	84357	151541	227799
Earnings after taxes	-96 700	141 114	564 543	1 014 159	1 524 501

Cash flow from operating activities					
Items / Years	2021	2022	2023	2024	2025
Sponsorship	324 000				
Own capital	384 700				
Family loan	150 000				
Cash received from customers	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Total Revenues	1 608 700	1 500 000	3 000 000	4 500 000	6 000 000
Cash paid to Suppliers	690 200	1 132 800	2 048 600	2 956 800	3 835 200

Cash paid to employees	156 500	167 500	265 000	340 000	375 000
Other operating costs paid	0	37 500	37 500	37 500	37 500
Income tax paid	0	21 086	84 357	151 541	227 799
Total Expenses	846 700	1 358 886	2 435 457	3 485 841	4 475 499
Cash flow	762 000	141 114	564 543	1 014 159	1 524 501

**Table 23 Cash flow statement from operating activities in RUB (Source: Author's own calculation)**

### 1.1.2 Capital budgeting

Net Cash Flow					
Items	2021	2022	2023	2024	2025
Expected revenues	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Total revenues	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Expected costs	846 700	1 358 886	2 435 457	3 485 841	4 475 499
Total expenses	846 700	1 358 886	2 435 457	3 485 841	4 475 499
Earnings before tax	-96 700	141 114	564 543	1 014 159	1 524 501
Tax base	0	141 114	564 543	1 014 159	1 524 501
Tax 13%	0	18 345	73 391	131 841	198 185
Earnings after tax	-96 700	122 769	491 152	882 318	1 326 316

Net Cash Flow					
Items	2021	2022	2023	2024	2025
Expected revenues	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Total revenues	750 000	1 500 000	3 000 000	4 500 000	6 000 000
Expected costs	846 700	1 358 886	2 435 457	3 485 841	4 475 499
Total expenses	846 700	1 358 886	2 435 457	3 485 841	4 475 499
Earnings before tax	-96 700	141 114	564 543	1 014 159	1 524 501
Tax base	0	141 114	564 543	1 014 159	1 524 501
Tax 13%	0	18 345	73 391	131 841	198 185
Earnings after tax	-96 700	122 769	491 152	882 318	1 326 316

Net Cash Flow	-96 700	122 769	491 152	882 318	1 326 316

**Table 24 Net Cash Flow in RUB (Source: Author's own calculation)**

Cumulative Net Cash Flow		
Year	Net Cash Flow	Cumulative Net Cash Flow
2021	-96 700	-96 700
2022	122 769	26 069
2023	491 152	517 222
2024	882 318	1 399 540
2025	1 326 316	2 725 856

**Table 25 Cumulative Net Cash Flow in RUB (Author's own calculation)**

- **Payback period**

$$PB = t + \frac{b - c}{d - c}$$

b – initial investment

c – cumulative cash flow during the year “t”

d – cumulative cash flow in “t + 1” year

t – last year where the cumulative net cash flow is less than initial investment

- **Net Present Value**

$$NPV = PVNCF - NINV$$

PVNCF – Present Value Net Cash Flow

NINV – Initial Investment

$$\sum_{t=1}^n \frac{NCF_t}{(1+k)^t}, \text{ where}$$

t – year

k – cost of capital in % (loan interests paid)

n – project life

- **Profitability index**

$$PI = \frac{\sum NPV}{NINV}$$

PI = Net present value of cash flows / Initial net investments

- Break-even analysis

$$Qb = \frac{FC}{p-VC \text{ per unit}}, \text{ where}$$

FC – fixed costs

p – price per unit

VC – variable cost per unit

### 1. Overview of festivals

Place	Name	Quantity of People	Type	Season
Chelyabinsk	Shrovetide (Russian - Масленица)	90000	Seasonal	Winter
Zlatoust	Bushuyevsky festival of engraving and decorated blade weapons	30000	Art	Summer
Demarino	All-Russian Bazhov Festival of Folk Art	28000	Art	Summer
Miass	All-Russian Il'men Authors Song Festival	12000	Art	Summer
Chelyabinsk	Festival "Navruz"	8000	Religious	Winter
Magnitogorsk	International Opera Festival "Viva Opera!"	2600	Art	Spring
Chelyabinsk	International Theater Festival-Laboratory of Small Form Performances "CHELoBEK Teatra"	2500	Art	Spring
Arkaim	Festival of historical reconstruction "Flame of Arkaim"	2500	Historical	Summer
Chelyabinsk	Festival "Student Spring - 2018"	2400	Art	Spring
Troitsk	Regional national-cultural festival "Sabantuy"	1800	Religious	Summer
Kopeysk	Festival of folk drinks in the South Urals	900	Gastronomic	Summer
Asha	Family festival "Snowflake" (Snezhinka/СНЕЖИНКА)	630	Seasonal	Winter



Kyshtym	Historical reenactment "Battle on the Ice" and a charity faircrafts	560	Historical	Winter
Kyshtym	Festival "My White House"	500	Historical	Spring
Satka	Regional Gastronomic Festival "The First Ural Apple"	450	Gastronomic	Spring
Verkhnyaya Luka	Fishing festival "Chub-2018"	355	Seasonal	Spring
Zlatoust	Festival-Contest "Tourism Souvenir Ural - 2018"	319	Art	Winter
Verkhnyaya Luka	Fish soup festival	210	Gastronomic	Summer
Verkhniy Ufaley	Festival "Ufalei bells"	200	Religious	Autumn

## 2. Questionnaire results

Name	Place	Distance from event	Gender	Age	As part of your visit to "Pilesy". did you stayed overnight away from home?	How did you first hear about "Pilesy"?	How would you rate the festival overall?	Would you like to visit it next year?
Alexander Burmatov	Satka	55.0467, 59.0083	M	36	no	flyer	2	no
Alexander Ivanov	Saint Petersburg	59.9343, 30.3351	M	27	yes	internet	5	yes
Alexander Kharuzhny	Chelyabinsk	55.1644, 61.4368	M	26	yes	flyer	2	no
Alexander Scherbakov	Suleya	55.1355N, 58.8795E	M	23	no	word of mouth	5	yes
Alexandra Savenkova	Bakal	54.96N, 58.49E	F	20	yes	internet	5	yes
Alexandra Tul'zina	Satka	55.0467, 59.0083	F	23	yes	word of mouth	4	yes
Alexey Abramov	Satka	55.0467, 59.0083	M	34	no	internet	4	yes
Alexey Nuriev	Bakal	54.96N, 58.49E	M	28	yes	internet	5	yes
Alina Sultanova	Ufa	54.441N, 56.002E	F	18	yes	word of mouth	5	yes
Alyona Gladilina	Chelyabinsk	55.1644, 61.4368	F	21	yes	internet	3	yes
Alyona Pufinseva	Mias	55.002N, 60.006E	F	24	yes	internet	4	yes
Anastasia Kovrigina	Satka	55.0467, 59.0083	F	19	yes	word of mouth	5	yes
Anastasia Shumun	Satka	55.0467, 59.0083	F	26	no	word of mouth	4	yes
Anatoly Karobeynikov	Chelyabinsk	55.1644, 61.4368	M	22	yes	word of mouth	5	yes
Andrey Ilyasov	Satka	55.0467, 59.0083	M	24	yes	word of mouth	5	yes
Andrey Ovchinnikov	Satka	55.0467, 59.0083	M	25	yes	word of mouth	5	yes
Anna Brodova	Yekaterinburg	56.90N, 60.35E	F	21	yes	internet	4	yes
Anna Filizgova	Satka	55.0467, 59.0083	F	40	no	flyer	2	no
Anna Galenka	Bakal	54.96N, 58.49E	F	26	yes	flyer	4	yes
Anna Makarova	Chelyabinsk	55.1644, 61.4368	F	26	yes	internet	3	yes
Anna Nesterova	Nyazepetrovsk	56.003N, 59.36E	F	20	yes	word of mouth	5	yes
Anya Osipova	Kazan	55.7473N, 49.0833E	F	20	yes	internet	4	yes
Anzuta Koval	Mias	55.00N, 60.00E	F	28	yes	internet	4	yes
Arina Badrova	Chelyabinsk	55.1644, 61.4368	F	18	yes	internet	4	yes
Artem Ziganov	Satka	55.0467, 59.0083	M	23	yes	word of mouth	5	yes
Artyom Sapozhkov	Berdyaush	55.1950N, 59.1538E	M	18	no	flyer	4	no
Daniila Gankin	Satka	55.0467, 59.0083	M	30	no	flyer	5	yes
Daniila Terexhov	Chelyabinsk	55.1644, 61.4368	M	27	yes	internet	5	yes
Denis Bulatov	Satka	55.0467, 59.0083	M	19	yes	word of mouth	5	yes
Denis Samigullin	Yekaterinburg	56.90N, 60.35E	M	23	yes	internet	5	yes
Denis Ufrotin	Satka	55.0467, 59.0083	M	24	yes	internet	4	yes
Diana Nuryeva	Mezhevoy	55.1703N, 58.7872E	F	29	no	flyer	5	yes
Dima Veler	Satka	55.0467, 59.0083	M	35	no	word of mouth	5	yes
Dmitry Abramov	Saint Petersburg	59.9343, 30.3351	M	22	yes	internet	3	yes
Dmitry Dubrovini	Mias	55.00N, 60.00E	M	20	yes	internet	5	yes
Dmitry Melnov	Satka	55.0467, 59.0083	M	26	no	internet	5	yes
Dmitry Syromyatov	Chelyabinsk	55.1644, 61.4368	M	24	yes	internet	3	yes
Ekaterina Abdrakhmanova	Satka	55.0467, 59.0083	F	16	no	word of mouth	4	yes
Ekaterina Khrantsova	Chelyabinsk	55.1644, 61.4368	F	23	yes	word of mouth	5	yes
Ekaterina Samikova	Chelyabinsk	55.1644, 61.4368	F	24	yes	internet	5	yes
Ekaterina Terskih	Mezhevoy	55.1703N, 58.7872E	F	33	no	word of mouth	4	yes
Ekaterina Trusova	Chelyabinsk	55.1644, 61.4368	F	22	yes	internet	5	yes
Elena Sarapajava	Chelyabinsk	55.1644, 61.4368	F	22	yes	flyer	5	yes
Elena Shishova	Bakal	54.96N, 58.49E	F	30	no	word of mouth	4	yes
Elvira Akhmadulina	Kopeysk	54.026N, 61.21E	F	32	yes	word of mouth	5	yes
Evgenia Lužina	Satka	55.0467, 59.0083	F	36	no	word of mouth	2	no
Galina Bryantseva	Ufa	54.441N, 56.002E	F	21	yes	internet	4	yes
Grigory Bely	Chelyabinsk	55.1644, 61.4368	M	26	yes	internet	5	yes
Grigory Shishov	Bakal	54.96N, 58.49E	M	26	no	internet	5	yes
Gunara Valeeva	Satka	55.0467, 59.0083	F	32	no	flyer	1	no
Igor Kakuha	Sm	54.995, 57.49E	M	26	no	internet	4	yes
Ilya Nikolayev	Saint Petersburg	59.9343, 30.3351	M	25	yes	word of mouth	4	yes
Ilya Saliugub	Satka	55.0467, 59.0083	M	26	yes	flyer	5	yes
Inna Abovi	Mias	55.00N, 60.00E	F	31	yes	internet	4	yes
Inna Bekhtereva	Chelyabinsk	55.1644, 61.4368	F	21	yes	word of mouth	5	yes
Irina Zubava	Saint Petersburg	59.9343, 30.3351	F	18	yes	word of mouth	5	yes
Ivan Bazhin	Satka	55.0467, 59.0083	M	25	yes	word of mouth	5	yes
Ivan Chaschin	Satka	55.0467, 59.0083	M	19	no	internet	5	yes
Ivan Dalaganov	Ufa	54.441N, 56.002E	M	33	yes	internet	5	yes
Ivan Vorobeyev	Yekaterinburg	56.90N, 60.35E	M	31	yes	internet	5	yes
Karina Bondarjova	Mias	55.00N, 60.00E	F	25	yes	word of mouth	5	yes
Karina Medvedeva	Satka	55.0467, 59.0083	F	20	yes	word of mouth	5	yes
Katerina Akhapiina	Chelyabinsk	55.1644, 61.4368	F	18	yes	internet	5	yes
Katerina Datsko	Satka	55.0467, 59.0083	F	24	no	word of mouth	4	yes
Konstantin Maltshev	Yekaterinburg	56.90N, 60.35E	M	27	yes	internet	4	yes
Konstantin Manakov	Mias	55.00N, 60.00E	M	24	no	internet	4	yes
Konstantin Sorokin	Satka	55.0467, 59.0083	M	19	yes	internet	3	yes
Konstantin Vyazemsky	Chelyabinsk	55.1644, 61.4368	M	21	yes	word of mouth	5	yes
Kristina Bulirina	Yekaterinburg	56.90N, 60.35E	F	22	yes	word of mouth	5	yes
Ksenia Revnibard	Chelyabinsk	55.1644, 61.4368	F	17	yes	internet	5	yes
Liza Garkava	Satka	55.0467, 59.0083	F	17	no	internet	5	yes
Margarita Shakirava	Satka	55.0467, 59.0083	F	27	no	flyer	4	yes
Maria Valuilina	Chelyabinsk	55.1644, 61.4368	F	33	no	word of mouth	2	no
Masha Iskhakova	Chelyabinsk	55.1644, 61.4368	F	24	yes	internet	5	yes
Matvey Shestakov	Chelyabinsk	55.1644, 61.4368	M	18	yes	internet	5	yes
Max Mukhamedyarov	Chelyabinsk	55.1644, 61.4368	M	23	no	word of mouth	5	yes
Mikhail Kolobeshin	Yaroslavl	57.974, 39.51E	M	27	yes	internet	5	yes
Mikhail Latkin	Yekaterinburg	56.90N, 60.35E	M	27	yes	word of mouth	4	yes
Milana Belova	Chelyabinsk	55.1644, 61.4368	F	21	yes	internet	4	yes
Mohamed Bikalshany	Chelyabinsk	55.1644, 61.4368	M	24	yes	internet	5	yes
Nadezhda Privatova	Krasnogorsk	55.90N, 37.19E	F	29	yes	internet	3	no
Nastya Basharova	Satka	55.0467, 59.0083	F	19	no	word of mouth	5	yes
Nastya Filizgova	Chelyabinsk	55.1644, 61.4368	F	21	yes	internet	5	yes
Nikita Zinoviyev	Mezhevoy	55.1703N, 58.7872E	M	19	yes	internet	4	yes
Oleg Onifrienko	Moscow	55.452N, 37.372E	M	23	no	word of mouth	5	yes
Olya Isosera	Chelyabinsk	55.1644, 61.4368	F	33	yes	word of mouth	5	yes
Olya Pavlova	Satka	55.0467, 59.0083	F	32	no	flyer	4	yes
Olya Prokhorova	Mias	55.00N, 60.00E	F	27	no	internet	4	yes
Olya Savinova	Chelyabinsk	55.1644, 61.4368	F	19	yes	internet	4	yes
Pavel Vishnevsky	Bakal	54.96N, 58.49E	M	28	no	flyer	5	yes
Radis Goripov	Chelyabinsk	55.1644, 61.4368	M	20	yes	word of mouth	4	yes
Roylya Nailyeva	Satka	55.0467, 59.0083	F	34	no	word of mouth	5	yes
Rusan Nigmatyanov	Saint Petersburg	59.9343, 30.3351	M	25	yes	word of mouth	5	yes
Sergey Paltorak	Chelyabinsk	55.1644, 61.4368	M	33	yes	internet	4	yes
Sergey Privolov	Bakal	54.96N, 58.49E	M	31	no	flyer	5	yes
Sergey Trifanov	Satka	55.0467, 59.0083	M	24	no	word of mouth	5	yes
Shevkun Anur	Satka	55.0467, 59.0083	M	22	no	word of mouth	5	yes
Slava Dolina	Satka	55.0467, 59.0083	F	17	no	internet	5	yes
Stanislav Mamaev	Perm	56.00N, 56.19E	M	29	yes	internet	3	yes
Stanislav Sharafutdinov	Satka	55.0467, 59.0083	M	32	yes	word of mouth	5	yes
Stepan Bakaravaev	Satka	55.0467, 59.0083	M	23	no	internet	5	yes
Svetlana Gordeeva	Chelyabinsk	55.1644, 61.4368	F	21	yes	internet	4	yes
Tatyana Kulikova	Satka	55.0467, 59.0083	F	26	no	internet	2	no
Tatyana Shalinsk	Mias	55.00N, 60.00E	F	29	no	word of mouth	5	yes
Timofey Shipychev	Mezhevoy	55.1703N, 58.7872E	M	20	yes	flyer	5	yes
Vadim Botyakov	Mias	55.00N, 60.00E	M	25	no	word of mouth	5	yes
Valentin Chusov	Suleya	55.1355N, 58.8795E	M	28	no	word of mouth	5	yes
Valentina Bryantseva	Ufa	54.441N, 56.002E	F	21	yes	internet	5	yes
Valeria Bekhtold	Mias	55.00N, 60.00E	F	18	yes	word of mouth	4	yes
Valeria Shaldybina	Chelyabinsk	55.1644, 61.4368	F	31	yes	internet	5	yes
Valeria Zagrudinova	Mezhevoy	55.1703N, 58.7872E	F	18	yes	internet	5	yes
Vasilisa Belyayeva	Chelyabinsk	55.1644, 61.4368	F	19	yes	internet	4	yes
Vasily Dyakov	Mezhevoy	55.1703N, 58.7872E	M	32	no	internet	5	yes
Veronika Fedorova	Moscow	55.4521N, 37.372E	F	19	yes	word of mouth	5	yes
Viktoria Korienko	Bakal	54.96N, 58.49E	F	18	yes	internet	4	yes
Viktoria Prokhorova	Chelyabinsk	55.1644, 61.4368	F	27	yes	internet	5	yes
Vladimir Dumisev	Chelyabinsk	55.1644, 61.4368	M	32	yes	internet	5	yes
Vladimir Komlev	Mezhevoy	55.1703N, 58.7872E	M	22	yes	word of mouth	5	yes
Vladimir Korsunov	Mias	55.00N, 60.00E	M	28	yes	flyer	3	no
Vladimir Panomarev	Irkutsk	54.48N, 58.27E	M	25	yes	word of mouth	4	yes
Vyacheslav Garkin	Chelyabinsk	55.1644, 61.4368	M	20	yes	internet	4	yes
Yakov Dmitriev	Tomsk	54.026N, 84.00E	M	18	no	word of mouth	4	yes
Yakov Popov	Orenburg	51.47N, 55.00E	M	20	no	internet	5	yes
Yana Khisamova	Kazan	55.7473N, 49.0833E	F	20	yes	internet	5	yes
Yana Marozova	Satka	55.0467, 59.0083	F	25	yes	word of mouth	4	yes
Yana Solova	Chelyabinsk	55.1644, 61.4368	F	18	yes	internet	5	yes
Yana Tretyak	Chelyabinsk	55.1644, 61.4368	F	17	yes	internet	5	yes
Yulia Bakarova	Satka	55.0467, 59.0083	F	26	no	internet	4	yes
Yulia Korneva	Saint Petersburg	59.9343, 30.3351	F	35	no	word of mouth	4	yes
Yulia Korolova	Berdyaush	55.1950N, 59.1538E	F	30	yes	flyer	5	yes
Yulia Sapozhnikova	Satka	55.0467, 59.0083	F	31	no	flyer	5	yes
Yulia Sova	Mias	55.00N, 60.00E	F	24	no	internet	4	yes
Zhenya Myasnikov	Mezhevoy	55.1703N, 58.7872E	M	22	yes	word of mouth	5	yes
Zhenya Rakiina	Chelyabinsk	55.1644, 61.4368	F	25	yes	internet	5	yes

### 3. Competitive analysis of festivals

Name	Description	Minuses	Risks	Price	Qty	Source
“Territory of youth initiatives”	It is a platform for the development of creative, sports and intellectual abilities of youth associations of the Sverdlovsk region.	<ul style="list-style-type: none"> <li>- Limited geography of the project (Sverdlovsk region);</li> <li>- A small number of creative directions (vocals, choreography, original genre)</li> </ul>	<ul style="list-style-type: none"> <li>- Master classes on soft skills (public speaking);</li> <li>- Active sports events (laser tag, table tennis)</li> </ul>	1000 rub	250	<a href="https://molural.ru/">https://molural.ru/</a>
“MAFIA”	The Forum of Creative Youth MAFiYa is a regional project for young professionals who develop in the field of architecture, design and transformation of urban spaces.	<ul style="list-style-type: none"> <li>- Paid meals;</li> <li>- Paid transfer;</li> <li>- Two statuses of visiting the project "participant" and "listener", where the privilege of the status "participant" is an order of magnitude higher than the status of "listener";</li> <li>- There is no leisure and entertainment program</li> </ul>	<ul style="list-style-type: none"> <li>- an in-depth program of study of the arts related to architecture</li> </ul>	1000 rub	300	<a href="https://leader-id.ru/event/17550/">https://leader-id.ru/event/17550/</a>

Festival of creative youth “Tavrida” (indirect competitor )	“Tavrida – ART” is the first festival of creative communities. It is a place of concentration of open opportunities for self-expression, creativity and development of young cultural and art workers. The event will become a casting ground for representatives of a new generation of creators.	<ul style="list-style-type: none"> <li>- Location is too far from Chelyabinsk region</li> <li>- Part of the festival takes place in September, making it difficult for students to attend</li> <li>- The location of the objects at the festival (stages / toilets / camping) is not comfortable for the participants</li> <li>- Duration of the event</li> </ul>	<ul style="list-style-type: none"> <li>- Speakers of intercultural and All-Russian level;</li> <li>- Leading teachers of creative Russian universities;</li> <li>- Rich educational program;</li> <li>- Rich leisure and entertainment program</li> </ul>	3600 rub	3000	<a href="https://tavrida.art/">https://tavrida.art/</a>
Festival of the urban environment “It’s simple”	The festival aims to develop the urban environment through the application of culture, design	<ul style="list-style-type: none"> <li>- a limited number of creative directions;</li> <li>- the short duration of the festival (two days);</li> </ul>	<ul style="list-style-type: none"> <li>- in-depth master classes in design and architecture;</li> <li>- convenient venue for the festival</li> </ul>	1500 rub	200	<a href="https://vk.com/vseprostovche">https://vk.com/vseprostovche</a>

	and architecture.	- small geography of the project (Chelyabinsk);				
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#### 4. Total number of foreigners visiting the Chelyabinsk region

Year	Russia	Ural Region	Chelyabinsk region
2009	3055,4	87,4	24
2010	3413,4	104,5	35,3
2011	3865,9	147,2	36,8
2012	4213,6	138,1	32,6
2013	4443,6	161,9	42,3
2014	4607,9	167,7	44,9
2015	5033,5	130,3	39,4
2016	6092,2	170,7	35
2017	8028,8	171,6	30
2018	11483,8	182,8	30,8
2019	10128,7	189,3	24,3

#### 5. Total number of Russians visiting the Chelyabinsk region

Year	Russia	Ural Region	Chelyabinsk region
2009	24916,8	2164,4	569,5
2010	27166,7	2201	535
2011	29310,2	2543,7	678,5
2012	31798,4	2987,6	740,4
2013	32560,6	2979,2	706,5
2014	33798,5	2784,4	734,2
2015	35473,2	2585	639,3
2016	48355,3	3382,0	786,2
2017	53594,4	3639,3	900,6
2018	62210,1	4029,4	954,0
2019	60428,8	4279,8	937,4

#### 6. VOLUME OF PAID TOURIST SERVICES PROVIDED TO THE POPULATION

Year	Russia	Ural region	Chelyabinsk region
2009	78227,6	11840,9	2995,4
2010	99879	14935,2	3454,6
2011	112829,4	16629,5	3596,1
2012	121545	17569,1	3985,8
2013	145784	19835,9	4020,3
2014	147540,8	22309,8	5226
2015	158251,9	24608	4846
2016	161344,5	22444,3	4653,5
2017	166520,1	24920,8	5216,4