

Mini-Latvia:
country - member of the European Union.
Country in layouts.

A brief business plan on the organization of tourist entertainment project "Mini Latvia."

Expediency.

- Absolute, given the positive experience of other countries, and the lack of such a facility in Latvia;
- Entertaining, educational and tourist attraction;
- Business - a niche;

The current state of tourism in Latvia.

Latvia - an ancient country with many attractions. Only the age of the republic's capital - the city of Riga has 809 years. In the Republic of mass tourism destinations and therapeutic recreation. Latvia - International Cardiology resort year-round visitors. The number of Russian tourists at resorts in Latvia has increased significantly compared to last year. In an interview with reporters agency «LETA» said the mayor of Riga Nil Ushakov. The head of Riga released a letter from the Ambassador of

Latvia to Russia Edgar Skui (Edgars Skuja). The letter says the increase in demand for visas to Latvia from Russian tourists on the embassy, aimed at optimization of tourism, as well as a number of proposals to strengthen cooperation between the embassy and the administration of Latvia in Riga. According to statistics, this year the number of Russian tourists at resorts in Latvia increased by 12% compared to last year. And despite the fact that a number of foreign countries, a sharp reduction in tourist arrivals from Russia. The number of independent tourists visiting Latvia has increased this year to five.

At this time, the development of tourism in Riga in Russia is planning a seminar on tourism cooperation. During the seminar, representatives of tourist business in Moscow and St. Petersburg will be presented to the project "Tourism in Riga."

Experts claim that the activity of tourism in Latvia is increasing.

Bloomberg: Latvia - Baltic best country for business

[ru.DELFI.lt](#) | March 21, 2012

All three Baltic states fall into the top 40 best places for business, points to Bloomberg, analysts on different criteria which tried to find out which countries are the best conditions for business. Among the Baltic states Latvia named leader who left behind Estonia and Lithuania.

In the ranking, which consists of 160 markets, Latvia has appeared in 28 positions, Estonia - 34, Lithuania - 40. Poland was the star of the economically developing countries of Europe - its rating 22. This is the best result in the region.

When compared with its neighbors, Lithuania prevent the degree of economic integration, the cost of starting a business. Cost of moving goods mentioned as an advantage.

Main cities, provinces and attractions that should be included in the design and layout which make for a review:

Latvia - the country is deservedly proud of its long tourist tradition. Besides cherished national traditions and architectural masterpieces Latvian cities, there is a warm Baltic coast, dozens of modern resorts, almost fifty old castles, the famous Amber, hundreds of lakes and springs, as well as many hundreds of square miles of picturesque landscapes. Areas of the valley of the Gauja, the banks of the Daugava River and Salaca Vidzeme and Courland coast of the Gulf of Riga and the surrounding settlements Ergli Vecpiebalga, "mountains" and Gaiziņkalns Sauleskalns, neighborhood Tukums and Tulsa, the ancient town of Cesis and Kuldīga, picturesque lakes and Esha Reznas - all is a unique "necklace Baltic", which gives the country a unique appearance.

Riga

Riga - the main attraction of this country. The capital was founded in 1201 by knights of the Livonian Order, although people lived in these parts since the early Neolithic. The city's rich history and culture, this landmark outdoor center folk music and the venue for hundreds of fairs and festivals, Riga, on the right is a list of one of the most beautiful cities in Europe.

The main attraction is a small district of Riga Vecriga ("Old Town") with dozens of old buildings, among which the most interesting buildings in the Little and the Great Guild (XIX c.) With a gorgeous painting, "Cat House" (1910), with figures of two cats on spiers of the towers, the palace of Peter the Great, the last bastion of the old city walls - Pulvertornis (Powder Tower, XIII c.), building barracks Yakovlevskoye (XVIII c.) Zviedru Varty (Swedish Gate, 1689) in the tower Ramer, St. Jacob (XIII c.), the residence of the President of Latvia - Riga Pils (Riga Castle, 1330), famous buildings Tris Braley (Three Brothers, XV-XVIII centuries.), the

Church of Our Lady of Sorrow (1764), the Anglican Church of the Redeemer (1733), City Hall Square with the statue of the patron saint - St. Roland's House "Black" (XIV c.) opposite the Town Hall, the Orthodox Nativity Cathedral, House Menzendorff (XVII c.) to the Museum of Life Riga XVII-XVIII centuries. St. Peter's Church (XII-XIII cc.) with a 137-meter tower and the church of St. John (XV-XVI centuries.), the courtyard of the Convention (the Convention set, XV c.) and Midsummer Court (Jana Seta) with a fragment of the city fortification, Freedom Monument (30s. XX c.), as well as a number of medieval buildings on the street Trokshnyu the most narrow street in Riga - Rosen's home in a modern style in Alberta Street and picturesque street blueprints.

Undo edits

Symbol of the city is the famous Dome Cathedral (1211) with one of the world's largest organ (1884). Also interesting garden Viesturs with established after the Russian victory over Napoleon ALEXANDROVKA gate at the entrance, and the building of the National Opera (1863), located in the balloon hangar during World War Riga Central Market, leisure Lido water park "Aqualandia" and park along the city canal.

The city has many interesting museums, among which the most interesting military museum in the building of the Powder Tower, the Architectural Museum in the building of the "Three Brothers", Foreign Art Museum, the Historical Museum and the Museum of Latvian literature, theater and music in the Riga Castle, Riga History and Navigation, Latvian Museum of Medicine, Museum of Culture "Dauderi" Nature Museum, Sports Museum, the only museum in the Baltic countries china, Photography Museum, National Art Gallery of Latvia, Museum of Decorative Arts in the former Church of St. George (1204), It is set Theatre, the Synagogue and the Jewish Museum in the city suburbs Maskavas (here during the occupation

was gitlerovskry ghetto) Automotive Museum in Riga ("Motor Museum"), Railroad Museum, the Wax Museum, Riga Film Museum and a Latvian Ethnographic Museum on the lake Jugla with a collection of buildings from around the country - from wooden churches to windmills XVI-XIX centuries.

Jurmala

No less famous than the capital, has the Baltic resort of Jurmala (www.jurmala.lv), extending for 32 km. along the Gulf of Riga, a string of resorts and sanatoria. Healthy climate, cool sea, dunes and pine, many tennis courts and swimming pools (including the famous water park "Aqualandia" and "Nemo"), museums and exhibition halls, entertainment and restaurants, as well as excellent fishing, brought this area deserved fame "holiday heart" of Latvia.

Courland

Courland district - one of the four historic regions of Latvia, located in the western part of the country.

Ventspils

Liepaja

Liepaja district

Kuldiga

district Tukums

Ventspils

Ventspils (www.ventsipils.lv) lies on the Baltic Sea coast 180 km. from the capital. Major industrial and commercial center, and he managed to keep its own unique features, and the purity of their beaches. Noteworthy moles fenced with established on the outskirts of the southern breakwater lighthouse (1814, moles themselves serve as places for walking and recreation), Ventspils Port, the Olympic Stadium, one of the best in Eastern Europe, a children's amusement park (40 sites!), Ventspils Castle

(XIII c.) with a unique museum, the original fountains, the oldest residential building in the city - Ostgals (1646), Seaside Park (area - 21 ha.) with Fisheries and Maritime Museum in the open air, a water park with three pools and various water attractions "Triangle Cafe" on the streets and dozens Liela entertainment. Not far from the city, Ugale, is the parish church (XVIII c.) With the oldest organ in the country.

Liepaja

Liepaja (www.liepaja.lv) known since 1253, and since 1625 has received city status. Now it is the third largest city in Latvia, a special economic zone and a booming trading port. Tirgonu interesting pedestrian street, St. Anne's Church (1508), Trinity Church (1742-1758 gg.) With one of the largest organs of the world, a concert hall in the open "Poot, Wein" ("Blow, Wind!"), St Nicholas Naval Cathedral, a huge ice-fields, etc. The beautiful sandy beach of Liepaja, Latvia's largest park - the seaside, where there are over 170 different species of plants and more than 200 wooden XVIII century houses, among which are the House of Peter I and Charles XII.

Looking at Liepaja eyes tourist, so to speak - in the city stopped the flow of time. If there were shooting a period film, it would not have to build sets, paint the facades, shoot modern trappings as ATMs, advertising Coca-Cola, or too cool car. It is almost completely preserved old age of classicism building center has undergone almost no change in the exuberant 20th century. Here, entire neighborhoods of wooden houses, reminiscent of a miracle, preserved areas of Tallinn and Riga, now declared monuments of wooden architecture. Here, almost all the cobbled streets and the beautiful parks, many merchants' mansions and tiny ... trams, cheerfully zipping through the streets.

Zemgale

Thanks to the fertile lands of the region Zemgale called "the breadbasket of Latvia", and therefore are actively developing rural tourism, eco-friendly atmosphere prevails and some, just really feel, rest.

Jelgava

Jelgava - www.elgava.lv - (ancient Mitau) was once the capital of the Duchy

of Courland. Now it is a beautiful and peaceful city, rapidly reducing the consequences of the destruction of the Second World War. Among the sights worth noting Jelgava Palace (1737-1740 gg., Now here is the Latvian University of Agriculture), the oldest educational institution in Latvia - Academy Petrina (XVIII c.), Church of St. Simeon, the Lutheran Church of St. Anne and Villa Medem (1818).

Vidzeme

Historic district Vidzeme located north-east of Riga. It stretches perfect Vidzeme seaside. In Salaspils interesting National Botanical Garden and Memorial Concentration Camp "Salaspils." Dole island is famous for its natural park (1776) and the Museum of the Daugava Doleskogo residential estates.

Sigulda

Resort Sigulda (www.sigulda.lv) - "Latvian Switzerland" and one of the most visited cities in Latvia. The city is known for its National Park, Sigulda castle ruins, ancient castles Turaida (XIII c.), The estate of Prince

Kropotkin (XIX c.) With Turaida Lutheran Church (XVIII c.), A sculpture park, and stunning natural valley of the Gauja. In Sigulda also has one of the best tracks of the world bobsled and even ski resort. In the vicinity of attractive names and Birini Castle (1860), the palace Igate (1880), an ancient settlement on the lake and the ruins Araisi Arayshskogo castle (XIV-XVII centuries)

Cesis

One of the most charming cities in the region - *Cesis* (www.cesis.lv), which lies in the northern part of the Vidzeme Upland, 38 km away. from Sigulda. In this ancient city (founded in 1207) come to see the fort "Riekstu Calice" ("Nut Mountain") with the remains of ancient fortifications on the streets and Valnu Palasta famous Cesis Castle (1237-1561), the up to 1561 g . served as the residence of the master of the Livonian Order, "New Castle" of the Earl Sievers (1777-1878 gg., now posted here Cesis Museum), the Palace Park (founded in 1812), St. John's Church (1283) with stunning body and ancient sundial, and the main monument of the city - Victory Monument

(1924-1998 gg.). Around the city - one of the most beautiful places in Latvia, but also more and connected natural mineral water, so there are many sanatoriums.

Latgale

Latgale region (Latgale) identity of the people interesting, unique nature and turbulent history. In the town are the ruins of Ludza knight's castle, in addition, the region is known for its wonderful nature, many lakes and parks nationalnyh.

Daugavpils

Daugavpils (www.daugavpils.lv), the second largest city of Latvia, lies 230 km. of the capital, near the border with Belarus, Lithuania and Russia. It is a major industrial and transportation center, retaining, however, and its historic core, and its beautiful nature. The main attractions are the Daugavpils fortress (1813-1878 gg.), Peter and Paul (1848), Boris and Gleb Church (1904, the largest Orthodox church in Lithuania), a nature park Daugavas Loki Stropsky picturesque lake (417.9 ha) and the beautiful pine

forests in the vicinity. The area Mezciems widely used medicinal properties of chloride mineral water and mud, and many rivers and lakes are suitable for recreation, is enormous.

To the east of Daugavpils is Kraslava, famous for its church Kraslavskom (Latgale is the center of Catholicism in Latvia). In Algona is a unique Catholic Basilica (1699-1800 gg.) And spread out around the monastery (XVIII c.), Built around the miraculous power and is one of the most important pilgrimage centers in the country. Latgale cultural history museum works in Rezekne. Hundreds and hundreds of rivers and lakes in Latgale provide all the conditions for enjoying the natural surroundings

The location of the exhibition:

Proposed location:

Mezaparks Riga.;

Jugla: District Ethnographic Museum;

Sigulda;

Krimulda;

Jurmala;

Jelgava: the area of the palace Biron (Latv.s's University);

Why choose these areas:

- The average distance from the center of Riga - capital of Latvia: 10 - 50 km suggests that it was realistic to establish excursions, especially since all of the proposed sites are located next to the most visited tourist attractions.

- Strong administrative and economic ties organizers of the project with the city of Riga and Latvia;
- The ability to create, beside the object of the accompanying service infrastructure for tourists
 - In order to further profit (restaurant, souvenirs, video photography, mini-trucks, a small art gallery, conference room, etc.);

One-off costs (estimated):

Acquisition of land in the property at the price of about 25 euros per 1 sq.m.

or is about 250 000 per 1 hectare of land must be unused farmland discharge;

Space required for the object will be approximately:

- The exhibit of Riga - 0.75 hectares
- Under the exposure of each of the 4 provinces of Latvia - 0.5 ha., So $4 \times 0.5 \text{ m} = 2.0 \text{ m}$;
- Under the administrative offices (offices, offices, conference room, meeting room, gallery, etc.) will require about 400 sq.m. Or 0, 04 ha; parking area will take about 1,000 square meters, or 0, 1 m; area under the souvenir shops, cafes, etc. would take 500 square meters or 0.05 hectares.

All of the exhibit takes about 2, 96-3,0 ha of land area (infrastructure);

Thus, to acquire ownership of land will be required: 3.0 hectares $000\text{evro} \times 250 = 750\ 000 \text{ euros (0.75 million euros)}$;
It is evident that need to be constructed or improved access roads for at least 2 km,

that involves costs: 2 km around 2 million euro;

Getting around the exhibition area can be done on foot or on a mini-electric truck with a capacity of 2 or 4 (for families with children, the disabled, the elderly). The acquisition of such trucks in the amount of 10 units will be about 100,000 euros (10,000 euros for one).

Construction documents for an object + architectural model can make at today's prices in Riga - up to 1 million euros.

Costs of ongoing work on the project (construction materials, machinery, equipment, tools, taxes, salaries

and so on) will be from the beginning to the completion of the financing and organization of the object up to 5 million euro;

Total one-time costs that will no longer have to make in the future will be about: 8.85 million euro;

Development time documentation and construction of the object:

- Development of PD - 6 months;
- Patenting of copyright and passing legal documents on the project - six months in parallel with the PDS;
- Creation (construction layout) + object Riga Latvia - 1 year;
Economic indicators.

It is absolutely necessary to begin operation of the facility along with its further construction to accelerate cost recovery.

Income.

The estimated cost of one ticket (for adults and children on average) = 10 lats (20 euros);

Attendance at an average of about 25 visitors per hour = $10 \times 25 = 250$ lats (500 euros) per hour;

If it is assumed that:

-while working 12 hours a day in the summer days a week, then 12 chas.h
180 days (6mes.) = 2160chasov;

-winter to 6 hours, $6 \times 180 = 1080$ hours;

Then: $2160 \ 1080 = 3240$ hours per year $\times 10$ lats (20 euros) $\times 25$ people. =
810 000 lats (1600 000) from the sale of tickets in a year;

Income from renting space for shops, cafes, etc. An estimated 60 000 euros per year.

Total income in a year about 870 000 euros.

Note: The level of income can be increased by increasing ticket prices and rents from contractors tenant services.

Current expenses.

Current expenditure on salary working, taxes, advertising, overhead costs per year

be still some 700,000 euros;

TOTAL: The total cost of construction of the object + first year will be about 9 and 55 million euros.

Full cost recovery for the facility will come up to 6-7 years. But, if we take into account redemption% on the credit line, the for a minimum period of 8-9 years.

The estimated economic efficiency of about 23%, which is a good indicator for tourism.

Note: The project is only possible with a line of credit for up to 10 years for the safety net financial situation.

Essential to the influx of tourists are:

- A very active advertising of all kinds;
 - Constant presentation work with travel agents and tour operators of the EU countries, USA, Canada, CIS.

The concept of active advertising includes:

- Manufacturing and continuous rolling on television around the video object in English, Russian, French, German, and Arabic;
- Production of the website on the same language and its commercial promotion;
- The purchase of advertising space on city streets and public transport in different countries and Latvia;
- The purchase of advertising space in the stadiums during the most important international competitions;
- Manufacture of color printed materials (leaflets, brochures, flyers), mailing and layout for their email accounts;
- Systematic advertising in newspapers, magazines, on the radio;

- The conclusion of partnership agreements for travel site visit with travel agents and tour operators;
 - Promotional posters, banners in the streets;
 - Calendars, stickers on refrigerators, icons, etc. for distribution in hotels and other ;
 - Stands at conferences, trade shows, conferences, business meetings, conventions, etc.;
 - The organization of permanent computer presentations for tour operators, embassy staff and other interested parties in the conference room of the facility;
 - Create a computer presentation of contemporary quality and disc with videos for gifts and commercialization in congresses, exhibitions, conferences, business meetings, conventions, etc.
 - Billboards on highways, streets and highways;
- Staffing of full operation of the facility will be 23 workers.

The design-budget organization previously requested to invite:

<http://www.sarmanorde.lv/>

General contractor is expected to be: "Rivela" <http://www.rivela.lt/>

Land prices obtained from a real estate company: <http://ekocentrs.lv/>

Prof., Dr., Alexander Zabuty.

CEO of "IsraRiga LTD";

e-mail: zabutyaalexander454@gmail.com;

israriga@orbita.co.il;

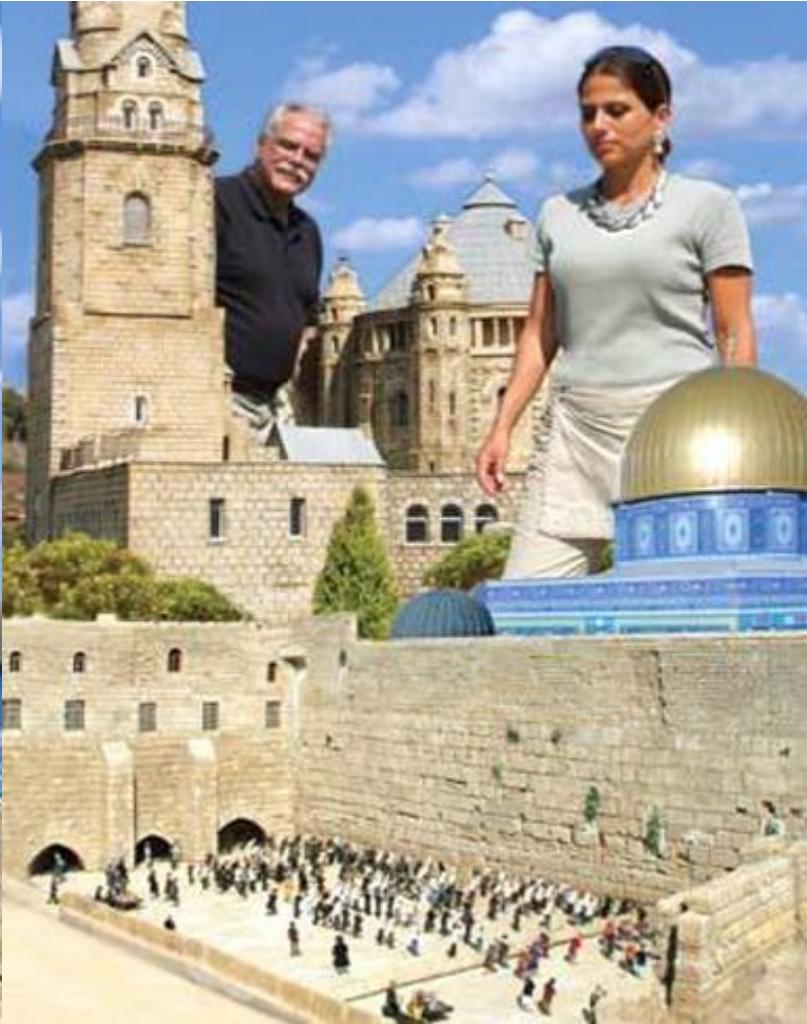
Skype:Avraam31011;

phone: 972-8-8525569;

cell.: 972-546852571;

Site: <http://israriga.do.am/>

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