



Tourist cluster «Ushachi»

Nature. History. Investment Opportunities.



Ushachi

a New Growth Point for Tourism

- Central part of Vitebsk Region
- 110 km from Vitebsk, 200 km from Minsk



Total area
over 1450 sq. km





Natural Potential

Realm of forests and lakes

- More than 170 lakes
- 45% of the territory – forest
- Environmentally clean area
- Mineral springs
- Therapeutic mud

Cultural heritage and history

- The «Breakthrough» memorial complex
- Vasyl Bykov estate-museum
- Literary museum of Petrus Brovka
- Historic catholic churches and orthodox temples

Landmarks





Unmissable attractions

- Festival «Extreme Breakthrough»
- «Good communication weekend»
- Festival «Rock Shore»
- Regional patriotic campaign «Victory Breakthrough»



Cluster development directions

Health & Recreation

Sanatoriums with modern programs
Spa-hotels and wellness-centers
Mineral waters and therapeutic mud

Nature & Ecology

Hiking along eco-trails
Fishing and lake retreat
Camping and park-hotels in forest areas

Festival «Extreme Breakthrough»
Music and cultural festivals
Sports and family activities

Events

Agro-Tourism & Local Traditions

Accommodation in estates and mini-hotels
Discovering local cuisine and crafts
Excursions to villages and museums



The Cluster will help solve business tasks quickly and efficiently

Establishing a tourism cluster will allow its core members – tour operators, HoReCa investors, and public institution:

- Establish partnerships and cooperation among cluster participants;
- Identify investment needs and select sources of financing;
- Determine requirements for engineering infrastructure;
- Systematically develop the region's tourism brand;
- Efficiently resolve issues related to land allocation;
- Form governing bodies for the tourism cluster.



Tourism infrastructure projects open for investment include: sanatoriums, park mini-hotels, camping sites, aquapark, ski slope, restaurants and cafés, casino





Sanatoriums

It is planned to construct six sanatoriums with different levels of comfort.

The sanatoriums will operate year-round.

They will differ in treatment and wellness programs, service categories, and will be designed to meet the needs of different target groups of visitors.

Premium

- Modern medical programs and equipment
- Individual wellness programs
- Luxury apartments and cottages with panoramic views
- Private swimming pools, spa-areas, fitness facilities
- Premium-level dining
- Suitable for family recreation

Number of sanatoriums – 2

Capacity of each – 250

**Investment
volume**

22,7 million USD





Middle Class

- Standard and semi-luxury rooms
- Three meals a day (buffet or à la carte)
- Therapies: musculoskeletal, cardiac, and respiratory systems; Additional services: sauna, physiotherapy, gym, tennis courts, and bicycle hire.
- Children's areas
- Affordable price with good service

Number of sanatoriums – 2

Capacity of each – 250

**Investment
volume**

14,8 million USD





Economy

- Simple yet cozy rooms with basic service
- Medical procedures and balanced nutrition
- Multi-profile treatment (nervous, cardiovascular, respiratory, digestive systems)
- Affordable prices for visitors with medium and low incomes
- Main focus on accessibility and practicality

Number of sanatoriums – 2

Capacity of each – 250

**Investment
volume**

9,1 million USD







Spa hotels within the tourism cluster will combine comfortable accommodation with wellness and relaxation programs.

- Dedicated spa complex with a water treatment area
- Individual wellness programs under medical supervision
- Dietary meals and lifestyle recommendations
- Comfortable accommodation, full range of recovery services

Planned:
4 spa hotels, each with a capacity of 50 guests.

Investment
volume

1,5 million USD





Mini-Hotels

- Small hotels with a limited number of rooms
- Fewer guests create a sense of privacy and personalized service
- More affordable than large hotels of a comparable category
- Target audience: small groups of tourists who value comfort and privacy

Planned:
5 mini-hotels, each designed for 30 guests

Investment
volume

**about 0,6 million
USD**

A dedicated area for temporary accommodation of tourists in nature.

Facilities will include guest reception and check-in service, campfire zones, drying areas for clothes, and children's playgrounds.

Key features of the campgrounds:

- Self-service – tourists often cook their own meals and clean up after themselves
- Natural location – situated in scenic areas: near lakes, in forests, close to tourist routes
- Affordability – prices lower than hotels, suitable for different budgets

Planned:
3 campgrounds – each for 40 places
(including tents)

Investment
volume

~70 000 USD

Camping





Aquapark

Key advantages of building a aquapark:

- An additional factor when choosing the tourism cluster as a vacation destination
- Attraction of new tourists from the Vitebsk region and nearby areas of Russia
- Diversified leisure options for guests of sanatoriums and hotels
- Family-friendly format: separate zones for children, teenagers, and adults
- Year-round operation, reducing seasonality of tourist flows

Investment
volume

12,1 million USD

- Year-round tourist inflow, reducing seasonality
- Slopes for both beginners and professionals
- Opportunity for athletes to train off-season, maintain fitness, and prepare for competitions
- Capacity of up to 300 people simultaneously
- Additional infrastructure: rental points, cafés, parking, and related facilities

Investment
volume

**from 0,5 million
USD**

Artificial Ski Slope





Government Support

What investors receive and why it is worth entering now?



What the government provides to investors?

- Tax incentives for selected projects
- Subsidized and preferential loans through the Development Bank
- Government grants, subsidies, and guarantee mechanisms for large-scale investments



Key Benefits for Cluster Projects



Projects Receiving Preferences

Priority project formats

- Medical and wellness facilities (premium and middle-class sanatoriums)
- SPA and recreational complexes with a medical profile
- Premium-segment and integrated tourism projects (event tourism, tourist trails)

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- Prepare an investment passport and financial model
 - Coordinate the project profile with the regional coordinator
 - Submit an application to the Development Bank or the competent authority
 - Sign the agreement and launch implementation under KPI monitoring

Important to create a clear business plan, demonstrate solid figures, and show understanding of the target audience.

This way, the approval process moves faster, and preferential benefits can realistically be obtained within a few months.



4 Steps to Preferential Financing



Risks and Main Benefits

Risks:

- Incentives are tied to KPIs and deadlines
- Transparent reporting is required
- Access only for projects with a minimum investment size

Benefits:

- Significant reduction of tax and credit burden
- Priority in the selection of investment projects
- Accelerated payback and growth of tourist flow

This is a rare case where risks are manageable, and the benefit is strategic.



Ushachi Region

a territory of
opportunities for
investment and tourism